

## The Hong Kong Polytechnic University

### Subject Description Form

*Please read the notes at the end of the table carefully before completing the form.*

<b>Subject Code</b>	HTM577
<b>Subject Title</b>	Luxury Service Management in Practice (Note. This subject includes a residential workshop in the form of a study trip.)
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: HTM534 Managing Marketing in the Hospitality and Tourism Industry HTM541 Luxury Management
<b>Objectives</b>	<p>The subject covers contemporary issues in the luxury market from operational perspectives. This subject includes a study trip which will be offered in the form of a residential workshop to facilitate students' understanding of luxury in the Asian context. The study trip will provide students with opportunities to learn from not only consumers' perspectives but also operational perspectives.</p> <p>Note: The overseas residential workshop (study trip) is a compulsory component of the course. Failure to participate in the workshop will result in a failure of the subject.</p>
<b>Intended Learning Outcomes</b> <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <p>A. Critical Thinker:</p> <ul style="list-style-type: none"> <li>• Analyze historical trends pertaining to the luxury market from both consumer and operational perspectives</li> </ul> <p>B. Competent Professional:</p> <ul style="list-style-type: none"> <li>• Describe the components of customer care and service quality assurance programming and assessment unique to the luxury market</li> <li>• Understand the impact of employee skill development and its linkage to customer satisfaction in luxury operations</li> <li>• Recognize how co-creation and engagement of customer experiences benefit an organization and/or a market focused on luxury products and services</li> </ul> <p>C. Innovative Problem Solver:</p> <ul style="list-style-type: none"> <li>• Design competencies in luxury product and service innovation and development</li> </ul> <p>D. Effective Communicator:</p>

	<ul style="list-style-type: none"> <li>Enhance critical thinking and global outlook accompanied by the development of high-level written and oral communication skills</li> </ul>																																		
<b>Subject Synopsis/ Indicative Syllabus</b>  (Note 2)	<ol style="list-style-type: none"> <li>Current Issues in the Luxury Market</li> <li>Opportunities and Challenges Pertaining to the Innovation and Development of the Luxury Market</li> <li>Global Outlook of the Luxury Market</li> <li>Residential Workshops that include Lectures, Tours, and Other Experiential Learning Activities</li> </ol>																																		
<b>Teaching/Learning Methodology</b>  (Note 3)	<p>This course will include the following teaching/learning methodology:</p> <ol style="list-style-type: none"> <li>Interactive lectures will be used to explore issues relating to current trends and historical development of goods and services in the Asian luxury market.</li> <li>Problem-based learning (where appropriate) will be used to critically analyse emerging developments and innovations in the Asian luxury market.</li> <li>Individual case studies and group projects (seminar presentation) will enable students to examine specific aspects of the subject in greater depth and have an opportunity to compare theory with practice.</li> <li>Self-directed study through guided readings will be used to develop a greater understanding of related concepts, theories, and best practices.</li> <li>Residential workshop in the form of an overseas study trip will be used to critically evaluate best practices in the Asian luxury market. Workshops will be supplemented by site visitation and a series of seminars by executives in senior positions.</li> <li>Residential workshop will be used to reinforce the development of global outlook, critical thinking, and development of high-level written and oral communication skills.</li> </ol>																																		
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>  (Note 4)	<table border="1" data-bbox="533 1323 1391 1933"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> </tr> </thead> <tbody> <tr> <td>1. Individual Case Studies</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Group Seminar Presentation</td> <td>50%</td> <td></td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>3. Field Trip Active Participation</td> <td>20%</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				A	B	C	D	1. Individual Case Studies	30%	✓	✓	✓		2. Group Seminar Presentation	50%		✓		✓	3. Field Trip Active Participation	20%	✓	✓		✓	Total	100%				
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3. Field Trip Active Participation	20%	✓	✓		✓																														
Total	100%																																		

	<p>Progressive assessment and self-directed learning will build the students' knowledge about the key concepts and best practices related to the luxury goods and services market in Asia.</p> <p>Case studies of successful luxury companies will be used to help students learn about current issues and challenges in the luxury market, and identify the key elements for success in the development of successful luxury-focused operations.</p> <p>Students' ability to apply what they have learned in class to real-world issues in the luxury market will be assessed through their seminar presentations. Students' innovative and creative solutions to current issue in the luxury market will also be evaluated through their seminar presentations.</p> <p>The assessment of students' active participation will involve: (1) students' professionalism during the residential workshop, (2) their learning attitudes, and (3) their reflection on the residential workshop.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	<ul style="list-style-type: none"> <li>▪ Lecture</li> </ul>	13 Hrs.
	<ul style="list-style-type: none"> <li>▪ International Field Trip Visit and Residential Workshop</li> </ul>	26 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> <li>▪ Self-Study</li> </ul>	25 Hrs.
	<ul style="list-style-type: none"> <li>▪ Preparation for the residential workshop, case studies and presentations</li> </ul>	65 Hrs.
	Total student study effort	129 Hrs.
<b>Reading List and References</b>	<p>Swarbrooke, J. (2018). <i>The Meaning of Luxury in Tourism, Hospitality and Events</i>. Goodfellow Publishers Ltd.</p> <p>Studente, S., &amp; Cattaneo, E. (Eds.). (2023). <i>Contemporary Issues in Luxury Brand Management</i>. Taylor &amp; Francis.</p> <p>Banister, E., Roper, S., &amp; Potavanich, T. (2020). Consumers' practices of everyday luxury. <i>Journal of Business Research</i>, 116, 458-466.</p> <p>Thomsen, T. U., Holmqvist, J., von Wallpach, S., Hemetsberger, A., &amp; Belk, R. W. (2020). Conceptualizing unconventional luxury. <i>Journal of Business Research</i>, 116, 441-445.</p> <p>Holmqvist, J., Wirtz, J., &amp; Fritze, M. P. (2020). Luxury in the digital age: A multi-actor service encounter perspective. <i>Journal of Business Research</i>, 121, 747-756.</p> <p>Brandao, M. S., Godinho Filho, M., &amp; da Silva, A. L. (2021). Luxury supply chain management: a framework proposal based on a systematic literature review. <i>International Journal of Physical Distribution &amp; Logistics Management</i>, 51(8), 859-876.</p> <p>Kim, J., Kim, S. I., &amp; Lee, M. (2022). What to sell and how to sell matters: Focusing on luxury hotel properties' business performance and efficiency. <i>Cornell Hospitality Quarterly</i>, 63(1), 78-95.</p>	

	<p>Robinson, P. K., &amp; Hsieh, L. (2016). Reshoring: a strategic renewal of luxury clothing supply chains. <i>Operations Management Research</i>, 9, 89-101.</p> <p>Macchion, L., Danese, P., &amp; Vinelli, A. (2015). Redefining supply network strategies to face changing environments. A study from the fashion and luxury industry. <i>Operations management research</i>, 8, 15-31.</p> <p>Luzzini, D., &amp; Ronchi, S. (2010). Purchasing management in the luxury industry: organization and practices. <i>Operations Management Research</i>, 3, 7-21.</p>
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 8.2020