

The Hong Kong Polytechnic University

Subject Code	HTM4336
Subject Title	Ethics & Social Responsibility
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>The practice of Corporate social responsibility (CSR) and personal social responsibility (PSR) and ethical decision making is subject to much debate and criticism. This subject introduces students to ethical concepts, theories and issues as they relate to hospitality and tourism businesses. Cases will be investigated that highlight ethical and social issues encountered by various hospitality and tourism organizations. These will emphasize stakeholder interests, environmental and sustainability issues, the inclusion of public interest into corporate decision-making, and the honoring of the triple bottom line while balancing fiscal responsibility with social responsibility in the hospitality and tourism industries.</p>

Intended Learning Outcomes

Upon completion of the subject, students will be able to:

A. Professional Competence

- Discuss and critically evaluate hospitality and tourism operations through identifying and proposing solutions to problems that have impact on various ethical, personal and socially responsible principles, theories and characteristics in the current hospitality and tourism environments.
- Demonstrate knowledge and understanding of the history of corporate social responsibility.
- Understand and be able to apply the principles and theories to operating the Hotel ICON.

B. Critical Thinkers

- Demonstrate independent thinking to generate and evaluate ideas through case studies in ethics and social responsibility.
- Critically assess and analyze the ethical and social responsible issues of hospitality and tourism firms.

C. Effective Communicators

- Recognize ethical, personal and social issues that are important in the hospitality and tourism environment and be able to express the ideas clearly by using a variety of media/technologies.

D. Innovative Problem Solvers

- Analyze and appraise customer feedback on different hotel and restaurant operations, and determine the most appropriate decision.
- Identify and offer solutions to problems having impact on ethical, personal and social issues in the hospitality and tourism environment.
- Display creative and analytical skills to interpret ethical, personal and socially responsible issues, make sound judgments, and creative solutions that current hospitality and tourism organization face.

E. Lifelong Learners

- Understand the role and nature of individual and group dynamics that exist within organizations through learning about personal and social responsibility.
- Plan, design and incorporate a wide range of routine and advanced technical skills in completing managerial functions.
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F. Ethical Leaders

- Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON.

**Subject Synopsis/
Indicative Syllabus**

- a. What is corporate social responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance? A look at the history
- b. What is Personal social responsibility (PSR),
- c. Ethics in the hospitality and tourism industry; An over view
- d. Theories of CSR and its evolution
- e. Present and past ethical and social practices in the hospitality and tourism industries
- f. Understanding corporate citizenship, social responsibility, responsiveness and performance
- g. Understanding personal citizenship, social responsibility, responsiveness and performance
- h. Sustainability customer trust and loyalty
- i. Green washing, green hotels, ecotourism and ethics
- j. Why unethical and social behavior occurs in organizations
- k. Stakeholder approach to social responsibility and ethical behavior
- l. The debate over corporate social responsibility