



JUNIOR RESEARCHER MENTORING PROGRAMME 2022

Code:	JRMP2022_37
School / Department:	School of Hotel and Tourism Management
Names of Research Leaders:	Dr Ada Lo, Associate Professor Dr Norman Au, Associate Professor Dr Pearl Lin, Associate Professor
Research Topic:	Do People Pay Attention to Nutritional and Sustainability Information on Restaurant Menus? A Case of Hong Kong Generation Z
Short Description of the Research Project:	<p>In response to Hong Kong's Climate Action Plan 2050 and the urgent need to reduce carbon emission, this project aims to investigate Hong Kong Gen Z's (secondary school students) knowledge of carbon footprint and the impact of different information on the restaurant menu (e.g., nutritional and carbon footprint information) on their choice of food when dining out.</p> <p>Participating students will first be guided to review literature about carbon footprint and the impact of out-of-home food consumption on carbon emission. They will also be arranged to meet with Hotel ICON's (PolyU's teaching and research hotel) managers and colleagues to learn about the current consumer preferences, marketing and sustainability trends for different types of food and beverage establishments. Then, students will assist in conducting interviews with the selected samples to</p>

	<p>determine:</p> <ol style="list-style-type: none"> 1) The respondents' knowledge of carbon footprint; 2) Their decision criteria when choosing fast food items; and 3) The types of information on restaurant menus they will pay attention to when dining out. <p>Students will further assist in:</p> <ol style="list-style-type: none"> 1) Designing an online survey; 2) Inviting participants (secondary school students) to participate in the survey; and 3) Conducting preliminary data analysis and interpreting the findings. <p>Upon completion of the project, students will have a good understanding of Hong Kong Gen Zs' knowledge in carbon footprint, how their dining choices are impacted by different types of information on the restaurant menus when dining out, and the different tactics restaurants can implement to educate and influence customers' adoption of low carbon lifestyle.</p>
No. of Places Offered:	3
Frequency of Meetings:	Bi-weekly

** The information presented above is subject to change.*