

<b>Subject Code</b>	HTM2S04																					
<b>Subject Title</b>	Ecotourism in the community																					
<b>Hosting Department</b>	School of Hotel & Tourism Management																					
<b>Level</b>	2																					
<b>Class Quota</b>	40																					
<b>Medium of Instruction</b>	English																					
<b>Subject Duration</b>	Semester 2 + Summer Term																					
<b>Teaching Staff</b>	Dr. Eric Chan (Subject Leader), Dr. Dave Chan, Miss Tiffany Cheng																					
<b>Target Students</b>	GUR, open for all																					
<b>Pre-requisites</b>	Nil																					
<b>Selection of students required?</b>	Yes Students will be selected by an application and interview process. There is no language requirement. Most important is that students are physically in Hong Kong in Semester 2 +3, 2021/22 (TBC)																					
<b>Subject Synopsis</b>	<a href="http://shtm.polyu.edu.hk/media/11343/htm2s01_aug2018.pdf">http://shtm.polyu.edu.hk/media/11343/htm2s01_aug2018.pdf</a> (pending update)																					
<b>Service Project</b>																						
<b>What will students do to serve?</b>	<p>Students will be involved in activities to promote and enhance ecotourism with the local community , such as:</p> <ul style="list-style-type: none"> <li>(i) Assess/review the potential ecotourism resources for ecotourism development</li> <li>(ii) Meet, interview, and interact with local community members for cultural and customs exchange</li> <li>(iii) Design multimedia promotional materials for the project site</li> <li>(iv) Provide a comprehensive ecotourism marketing plan for the project site</li> <li>(v) Provide education and training to the local community, such as basic food safety and hygiene, basic English to communicate with tourists, basic nursing care for injury, basic service skills,</li> </ul> <p>This coming year, we have plans to serve local communities in Hong Kong. Students must be present in Hong Kong and be able to commit to site inspection in various locations in Hong Kong (TBC).</p>																					
<b>Whom will students serve?</b>	Various local communities in Hong Kong (TBC)																					
<b>Where will students serve?</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 5%;"><input checked="" type="checkbox"/></td> <td style="width: 45%;">Hong Kong</td> <td style="width: 50%;">District: TBC</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Chinese mainland</td> <td>Province: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Taiwan</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Macau</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Overseas</td> <td>Country: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> </table>	<input checked="" type="checkbox"/>	Hong Kong	District: TBC	<input type="checkbox"/>	Chinese mainland	Province: _____			City: _____	<input type="checkbox"/>	Taiwan		<input type="checkbox"/>	Macau		<input type="checkbox"/>	Overseas	Country: _____			City: _____
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<b>When will students serve?</b>	Semester 2 +3 (TBC)																					
<b>Fee payable by students</b>	HK\$500 (TBC)																					
<b>Subject and Service Attributes</b>																						

<p><b>Teaching and Learning</b></p> <p><b>Service Mode</b></p> <p><b>Service Language</b></p> <p><b>Service Location</b></p>	<p><input type="checkbox"/> #OnlineTeaching  <input checked="" type="checkbox"/> #HybridTeaching</p> <p><input checked="" type="checkbox"/> #OnlineService  <input type="checkbox"/> #HybridService  <input checked="" type="checkbox"/> #F2FService</p> <p><input checked="" type="checkbox"/> #ServiceClient_Cantonese  <input type="checkbox"/> #ServiceClient_English  <input type="checkbox"/> #ServiceClient_Putonghua  <input type="checkbox"/> #ServiceClient_OtherNonEnglish</p> <p><input checked="" type="checkbox"/> #Location_HK  <input type="checkbox"/> #Location_MainlandChina  <input type="checkbox"/> #Location_Taiwan  <input type="checkbox"/> #Location_Macau  <input type="checkbox"/> #Location_Overseas</p>
<p><b>Enquiry</b></p>	<p>Miss Tiffany Cheng          Email: <a href="mailto:tiffany.cheng@polyu.edu.hk">tiffany.cheng@polyu.edu.hk</a>          Office: 3400-2235</p> <p>Dr Dave Chan          Email: <a href="mailto:dave-cf.chan@polyu.edu.hk">dave-cf.chan@polyu.edu.hk</a>          Office: 3400-2295</p>