

Subject Code	HTM2S04																					
Subject Title	Ecotourism in the community																					
Hosting Department	School of Hotel and Tourism Management																					
Level	2																					
Class Quota	40																					
Medium of Instruction	English																					
Subject Duration	Semester 2 + Summer Term																					
Teaching Staff	Dr. Eric Chan (Subject Leader), Dr. Dave Chan, Miss Tiffany Cheng																					
Target Students	GUR, open for all																					
Pre-requisites	Nil Exclusion: HTM2S01 Ecotourism in rural and developing regions																					
Selection of students required?	No																					
Subject Synopsis	https://shtm.polyu.edu.hk/media/13907/htm2s04_nov-2021.pdf																					
Service Project																						
What will students do to serve?	<p>Students will be involved in activities to promote and enhance ecotourism with the local communities, such as:</p> <ul style="list-style-type: none"> (i) Assess/review the potential ecotourism resources for ecotourism development and maintenance (ii) Meet, interview, and interact with local community members for cultural and customs exchange and documentation (iii) Design promotional materials and branding for the project site (iv) Design and host events and activities to raise awareness of local cultures (v) Provide a comprehensive ecotourism marketing plan for the project site (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, basic ecotour guiding skills <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 (including Yim Tin Tsai, Sai Kung and others TBC). Students are expected to attend all of the site inspections and visits, which may be out of class time, on weekends and throughout semester 3.</p>																					
Whom will students serve?	Various local communities and minority students in Hong Kong (TBC)																					
Where will students serve?	<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: Sai Kung</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: Sai Kung	<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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When will students serve?	Semester 2 +3																					
Fee payable by students	HK\$500 (TBC)																					

Service Attributes	
Service Mode	<input type="checkbox"/> #OnlineService <input checked="" type="checkbox"/> #F2FService
Service Language	<input checked="" type="checkbox"/> #ServiceClient_Cantonese <input checked="" type="checkbox"/> #ServiceClient_English <input type="checkbox"/> #ServiceClient_Putonghua <input checked="" type="checkbox"/> #ServiceClient_OtherNonEnglish
Service Location	<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
Enquiry	Miss Tiffany Cheng Email: tiffany.cheng@polyu.edu.hk Office: 3400-2235