Updated on 29 Aug 2022

Subject Code	HTM3801	
Subject Title	Community Tourism: Tour, Training, Operator, and Event from and for the Community	
<b>Hosting Department</b>	School of Hotel & Tourism Management	
Level	3	
Class Quota	30	
Medium of Instruction	English	
Subject Duration	Semester 2 + Summer Term	
Teaching Staff	Dr. Dagnachew Leta SENBETO	
Target Students	DSR subject for undergraduate students on Hotel Management or Tourism and Events Management	
Pre-requisites	Nil	
Selection of students required?	Yes Students have to submit an application and may be selected by interview.	
Subject Synopsis	http://shtm.polyu.edu.hk/media/12114/htm3801-2020-09- 03.pdf	
Service Project		
What will students do to serve?	Students will participate in a community tourism project to develop a Volunteer Community Ambassador (VCA)  Programme. Students will:  Design authentic local community tourist guiding by VCAs  Train people who are local community residents as VCAs  Plan and develop itinerary for the community tourism  Create and maintain a website to promote the community tourism project	
Whom will students serve?	Local residents of the community	
Where will students serve?	Hong Kong Chinese mainland Province: City:  Taiwan Macau Overseas Country: Laos (TBC) City: Pakse (TBC)	
When will students serve?	Students are expected to participate in activities involving a 7 to 12 days service trip inside or outside Hong Kong in summer term.  Tentative field trip date: 7-12 days in May/June/July 2022.	
Fee payable by students	HK\$1,500 (TBC)	
Service Attributes (TBC)		
Service Language	#OnlineService #F2FService  #ServiceClient_Cantonese #ServiceClient_English #ServiceClient_Putonghua #ServiceClient_OtherNonEnglish	

Updated on 29 Aug 2022	
Service Location	#Location_HK #Location_MainlandChina #Location_Taiwan #Location_Macau #Location_Overseas
Enquiry	Dr. Dagnachew Leta SENBETO Email: dag.senbeto@polyu.edu.hk