

Subject Code	HTM3801
Subject Title	Community Tourism: Tour, Training, Operator, and Event from and for the Community
Hosting Department	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	https://www.polyu.edu.hk/shtm/docdrive/subject_syllabi/htm3801.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: <ul style="list-style-type: none"> • Design authentic local community tourist guiding to VCAs • Train people who are local community residents as VCAs • Plan and develop a tourism itinerary for the local community • Create and maintain social media accounts to promote the community tourism project
Whom will students serve?	Local residents of the community
Where will students serve?	<input type="checkbox"/> Hong Kong <input type="checkbox"/> Chinese mainland _____ <input type="checkbox"/> Taiwan _____ <input type="checkbox"/> Macau _____ <input checked="" type="checkbox"/> Overseas Country: Thailand / Vietnam (TBC)
When will students serve?	Students are expected to participate in activities involving a 7 - 12 days service trip outside Hong Kong in the summer term. Tentative field trip date: 7-12 days in May/June/July 2024.
Fee payable by students	HK\$1,500 (TBC)
Service Attributes	
Service Mode	<input type="checkbox"/> #OnlineService <input checked="" type="checkbox"/> #F2FService
Service Language	<input type="checkbox"/> #ServiceClient_Cantonese <input checked="" type="checkbox"/> #ServiceClient_English <input type="checkbox"/> #ServiceClient_Putonghua

Remarks: The information given above is subject to change.

Updated on 12 September 2023

Service Location	<input type="checkbox"/> #ServiceClient_OtherNonEnglish <input type="checkbox"/> #Location_HK <input type="checkbox"/> #Location_MainlandChina <input type="checkbox"/> #Location_Taiwan <input type="checkbox"/> #Location_Macau <input checked="" type="checkbox"/> #Location_Overseas
Enquiry	Dr. Dagnachew Leta SENBETO Email: dag.senbeto@polyu.edu.hk

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