

Subject Code	HTM2S01
Subject Title	Ecotourism in rural and developing regions
Hosting Department	School of Hotel & Tourism Management
Level	2
Class Quota	40
Medium of Instruction	English, supplemented by Putonghua for service delivery for projects in Chinese mainland
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Dr Alan Wong, Ms Chloe Lau
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of students required?	Yes Students will be selected by an application and interview process. For some of the projects in the Chinese mainland, it is expected that students could speak Putonghua.
Subject Synopsis	http://hotelschool.shtm.polyu.edu.hk/eng/academic/programs_overview.jsp?ID=36&Tag=5&Program=bsc&SubProg=tm&SA=posthk
Service Project	
What will students do to serve?	Students will be involved in activities to help the local community to develop/improve ecotourism, such as: (i) Assess/review the potential ecotourism resources for ecotourism development (ii) Meet and live with local families to provide the host family cultural exchange opportunities (iii) Carry out interviews and observations to understand the local culture and customs (iv) Design innovative ecotourism activities for tourists (v) Plan itineraries for different targeted markets (vi) Design brochures/website to promotion the project site (vii) Provide plan/suggestions to market the project site with student groups playing various roles (viii) Provide 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
Whom will students serve?	Rural/remote communities
Where will students serve?	Yunnan
When will students serve?	Summer term (exact timing to be confirmed)
Fee payable by students	TBC
Enquiry	Dr Alan Wong Email: alan.wong@polyu.edu.hk