

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. Chloe Lau
Target Students	DSR subject for 4-year undergraduate students on Tourism, Hospitality or Event Management
Pre-requisites	Nil
Selection of students required?	Yes Students will be selected by an application and interview process.
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 participate in a community tourism project for the Ping Shek area to develop a Volunteer Community Ambassador (VCA) Programme. Students will: <ul style="list-style-type: none"> • Design authentic local community tourist guiding by VCAs • Train new arrival unemployed women who are also local community residents as VCAs • Plan, organize, manage and evaluate a community event to promote the community tourism project • Create and maintain a website to promote the community tourism project
Whom will students serve?	New arrivals and local residents of the community
Where will students serve?	Tainan, Taiwan (TBC)
When will students serve?	Students are expected to participate in activities involving some weekends and outside HK in summer term
Fee payable by students	HK\$1,300 (TBC)
Enquiry	Dr. Chloe Lau Email: Chloe.lau@polyu.edu.hk