

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
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?	<p>Students will be involved in activities to help the local community to develop/improve ecotourism, such as:</p> <ul style="list-style-type: none"> (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, <p>The following two websites for our last two years' Service Learning projects in Yunnan and Cambodia showing the contributions of our students' work to local communities:</p> <ol style="list-style-type: none"> 1. Cambodia Service Learning 2016 http://sarahleunghl.wix.com/sl2016

	<p>2. Yunnan Service Learning 2015</p> <p>http://htm2s01.wixsite.com/tjx2015</p>
Whom will students serve?	Rural/remote communities
Where will students serve?	<p><input type="checkbox"/> Hong Kong District: _____</p> <p><input checked="" type="checkbox"/> Chinese mainland Province: Inner Mongolia City: _____</p> <p>Hailar Jideng Gacha (吉登嘎查)</p> <p><input type="checkbox"/> Taiwan <input type="checkbox"/> Macau <input type="checkbox"/> Overseas Country: _____ City: _____</p>
When will students serve?	Summer term (exact timing to be confirmed)
Fee payable by students	HK\$1,300 (TBC)
Enquiry	<p>Dr. Alan Wong Email: alan.wong@polyu.edu.hk</p> <p>The following links show the interview and expertise of the subject lecturer Dr. Alan Wong, in the area of sustainable tourism:</p> <p>Interview by Sustainability Leaders http://sustainability-leaders.com/?p=15185&draftsforfriends=ioFBi2zhYUFtRn2fEkRFe8hMyHMueSju</p> <p>Global Sustainable Council Qualified Trainer http://www.gstcouncil.org/en/programs/sustainable-tourism-training/gstc-trainers.html</p>