

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. Barry Mak
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/wcms-common/UserFiles/File/HTM3801_revise.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 by VCAs • Train new arrival unemployed people 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?	<input type="checkbox"/> Hong Kong <input type="checkbox"/> Chinese mainland <input checked="" type="checkbox"/> Taiwan <input type="checkbox"/> Macau <div style="display: flex; justify-content: flex-end; margin-top: 10px;"> <div style="border-bottom: 1px solid black; width: 150px; margin-right: 10px;"></div> Province: <hr style="width: 100%;"/> District: Zuozhen City: Tainan City: Taiwan <hr style="width: 100%;"/> </div>

	<input type="checkbox"/> Overseas Country: _____
When will students serve?	Students are expected to participate in activities involving some weekends and outside Hong Kong in summer term Tentative field trip date: 9 days in the period of 11-28 May 2017
Fee payable by students	HK\$1,500 (TBC)
Enquiry	Dr. Barry Mak Email: barry.mak@polyu.edu.hk