

<b>Subject Code</b>	HTM2S01
<b>Subject Title</b>	Ecotourism in rural and developing regions
<b>Hosting Department</b>	School of Hotel & Tourism Management
<b>Level</b>	2
<b>Class Quota</b>	40
<b>Medium of Instruction</b>	English, supplemented by Putonghua for service delivery for projects in Chinese mainland
<b>Subject Duration</b>	Semester 2 + Summer Term
<b>Teaching Staff</b>	Dr. Alan Wong
<b>Target Students</b>	GUR, open for all
<b>Pre-requisites</b>	Nil
<b>Selection of students required?</b>	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.
<b>Subject Synopsis</b>	<a href="http://hotelschool.shtm.polyu.edu.hk/eng/academic/programs_overview.jsp?ID=36&amp;Tag=5&amp;Program=bsc&amp;SubProg=tm&amp;SA=posthk">http://hotelschool.shtm.polyu.edu.hk/eng/academic/programs_overview.jsp?ID=36&amp;Tag=5&amp;Program=bsc&amp;SubProg=tm&amp;SA=posthk</a>
<b>Service Project</b>	
<b>What will students do to serve?</b>	<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"> <li>(i) Assess/review the potential ecotourism resources for ecotourism development</li> <li>(ii) Meet and live with local families to provide the host family cultural exchange opportunities</li> <li>(iii) Carry out interviews and observations to understand the local culture and customs</li> <li>(iv) Design innovative ecotourism activities for tourists</li> <li>(v) Plan itineraries for different targeted markets</li> <li>(vi) Design brochures/website to promotion the project site</li> <li>(vii) Provide plan/suggestions to market the project site with student groups playing various roles</li> <li>(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,</li> </ul> <p>Check the following two websites for our previous three years' of Service Learning projects in Inner Mongolia, Cambodia and Yunnan showing the contributions of our students' work to local communities:</p>

	<ol style="list-style-type: none"> <li>1. Inner Mongolia Service Learning 2017 <a href="https://htm2s012017.wixsite.com/jideng-gacha">https://htm2s012017.wixsite.com/jideng-gacha</a></li> <li>2. Cambodia Service Learning 2016 <a href="http://sarahleunghl.wix.com/sl2016">http://sarahleunghl.wix.com/sl2016</a></li> <li>3. Yunnan Service Learning 2015 <a href="http://htm2s01.wixsite.com/tjx2015">http://htm2s01.wixsite.com/tjx2015</a></li> </ol>																								
<b>Whom will students serve?</b>	Rural/remote communities																								
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<b>When will students serve?</b>	Summer term (exact timing to be confirmed)																								
<b>Fee payable by students</b>	HK\$1,300 (TBC)																								
<b>Enquiry</b>	<p>Dr. Alan Wong Email: <a href="mailto:alan.wong@polyu.edu.hk">alan.wong@polyu.edu.hk</a></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</p>																								

Updated on 11 September 2017

	<p><a href="http://sustainability-leaders.com/?p=15185&amp;draftsforfriends=ioFBI2zhYUFtRn2fEkRFe8hMyHMueSju">http://sustainability-leaders.com/?p=15185&amp;draftsforfriends=ioFBI2zhYUFtRn2fEkRFe8hMyHMueSju</a></p> <p>Global Sustainable Council Qualified Trainer</p> <p><a href="http://www.gstcouncil.org/en/programs/sustainable-tourism-training/gstc-trainers.html">http://www.gstcouncil.org/en/programs/sustainable-tourism-training/gstc-trainers.html</a></p>
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Remarks: The information given above is subject to change.