

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.
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Dr Denis Tolkach & Miss Tiffany Cheng
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of students required?	Yes Students will be selected by an application and interview process. Knowledge of Kazakh or Russian language or familiarity with Kazakhstan are beneficial, but are not mandatory.
Subject Synopsis	http://hotelschool.shtm.polyu.edu.hk/wcms-common/UserFiles/File/HTM2S01_Ecotourism_Alan_Chloe.pdf
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>This coming year, we have plans to serve a remote village in Central Kazakhstan, you can see some videos that we took while visiting the site (Featuring the Travel Professor Dr. Stephen Pratt). Kazakhstan is a beautiful country of steppes, mountains and flatlands. Kazakh people are very welcoming</p>

	<p>and the visit will definitely provide unique cultural experience for the students.</p> <p>https://youtu.be/4fl_G7_yPYI https://youtu.be/twuvxztNHZU https://youtu.be/qlbPuj2cc_g</p> <p>Check the following websites for previous years' of Service Learning projects in Inner Mongolia, Cambodia and Yunnan showing the contributions of students' work to local communities:</p> <ol style="list-style-type: none"> 1. Inner Mongolia Service Learning 2017 https://htm2s012017.wixsite.com/jideng-gacha 2. Cambodia Service Learning 2016 http://sarahleunghl.wix.com/sl2016 3. Yunnan Service Learning 2015 http://htm2s01.wixsite.com/tjx2015 																		
Whom will students serve?	Rural/remote communities																		
Where will students serve?	<table border="0" style="width: 100%;"> <tr> <td style="width: 30%;"><input type="checkbox"/></td> <td style="width: 30%;">Hong Kong</td> <td style="width: 40%;">District:</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Chinese mainland</td> <td>Province:</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Taiwan</td> <td>City:</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Macau</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Overseas</td> <td>Country: Kazakhstan (Tentative)</td> </tr> <tr> <td></td> <td></td> <td>City: Kyzlarai (Shabanbai Bi Village)</td> </tr> </table>	<input type="checkbox"/>	Hong Kong	District:	<input type="checkbox"/>	Chinese mainland	Province:	<input type="checkbox"/>	Taiwan	City:	<input type="checkbox"/>	Macau		<input checked="" type="checkbox"/>	Overseas	Country: Kazakhstan (Tentative)			City: Kyzlarai (Shabanbai Bi Village)
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When will students serve?	Summer term (exact timing to be confirmed)																		
Fee payable by students	HK\$1,800 (TBC)																		
Enquiry	<p>Miss Tiffany Cheng Email: tiffany.cheng@polyu.edu.hk Office: 3400-2235</p>																		

Updated on 3 September 2018

	<p>Dr. Denis Tolkach Email: denis.tolkach@polyu.edu.hk Office: 3400-2294</p>
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Remarks: The information given above is subject to change.