

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 (Mandarin / Putonghua for field trip)
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Dr. Barry Mak
Target Students	DSR subject for 4-year undergraduate students on Hotel Management or Tourism and Event Management
Pre-requisites	Nil
Selection of students required?	Yes Students have to submit an application and may be selected by interview.
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 people who are local community residents as VCAs • Plan and develop itinerary for the community tourism • Create and maintain a website to promote the community tourism project
Whom will students serve?	Local residents of the community
Where will students serve?	<input checked="" type="checkbox"/> Taiwan (TBC) District: TBC City: City:
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: 9-11 days in May 2020.
Fee payable by students	HK\$1,500 (TBC)
Enquiry	Dr. Barry Mak Email: barry.mak@polyu.edu.hk