

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. Eric Chan (Subject Leader), Dr. Dave Chan, 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 Vietnamese language or familiarity with Vietnam are beneficial, but are not mandatory.
Subject Synopsis	http://shtm.polyu.edu.hk/media/11343/htm2s01_aug2018.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 Vietnam. Vietnamese people are very welcoming and the visit will definitely provide unique cultural experience for the students.</p>

	<p>However, if the circumstances do not allow for travel, the service trip will be cancelled and other arrangements for service will be made.</p> <p>Check the following websites for previous years' of Service Learning projects in Kazakhstan, Inner Mongolia and Cambodia showing the contributions of students' work to local communities:</p> <ol style="list-style-type: none"> 1. Kazakhstan 2019 https://shabanbaibi.wixsite.com/ecotourism https://youtu.be/wO2rJSOgKpM 2. Inner Mongolia Service Learning 2017 https://htm2s012017.wixsite.com/jideng-gacha 3. Cambodia Service Learning 2016 http://sarahleunghl.wix.com/sl2016
Whom will students serve?	Rural/remote communities
Where will students serve?	<p><input type="checkbox"/> Hong Kong District: _____</p> <p><input type="checkbox"/> Chinese mainland Province: _____ City: _____</p> <p><input type="checkbox"/> Taiwan _____</p> <p><input type="checkbox"/> Macau _____</p> <p><input checked="" type="checkbox"/> Overseas Country: Vietnam (Tentative) City: Di Linh District (TBC)</p>
When will students serve?	Summer term (exact timing to be confirmed)
Fee payable by students	HK\$1,800 – 2,000 (TBC)
Enquiry	<p>Miss Tiffany Cheng Email: tiffany.cheng@polyu.edu.hk Office: 3400-2235</p>