

The Hong Kong Polytechnic University
Subject Description Form

Subject Code	HTM3801
Subject Title	Community Tourism: Tour, Training, Operator, and Event from and for the Community
Credit Value	3
Level	3
Pre-requisite / Co-requisite / Exclusion	Students should note that this subject is offered in an extended term from Semester 1 to 2 or, Semester 2 to 3.
Objectives	<p>This subject aims to:</p> <ol style="list-style-type: none"> 1. enhance students' understanding of the community tourism and revitalisation through a community service project; 2. foster students' appreciation of the significance of diversity, involving new arrivals and to encourage them to develop cross-cultural communication skills through community services; 3. reflect on how best to become community tourism operator through building close relationships with and serving the community; 4. involve students to participate in a community tourism project to develop a Volunteer Community Ambassador (VCA) Programme to: <ol style="list-style-type: none"> a. Design authentic local community guided tour by VCAs b. Train new arrival unemployed women who are also local community residents as VCAs c. Plan, organize, manage and evaluate a community event to promote the community tourism project d. Create and maintain a website to promote the community tourism project
Intended Learning Outcomes	<p>A. Professional Competence</p> <ul style="list-style-type: none"> • <i>demonstrate and apply</i> knowledge and intellectual skills needed for community tourism and event development through planning, organization, directing and controlling all available resources for service settings

	<p>B. Critical Thinkers</p> <ul style="list-style-type: none"> display <i>creative and analytical skills</i> in designing community tourism project assignments <p>C. Effective Communicators</p> <ul style="list-style-type: none"> <i>communicate and react</i> proactively to the stakeholders in the area of community tourism in service settings <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> <i>develop higher-order thinking & problem solver</i> in planning and proposals, and <i>justify</i> solutions to inherent problems for community tourism <i>discuss and explain</i> relevancy of systems to needs and requirements in service settings <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> <i>reflect</i> their role and responsibilities both as a professional in community tourism development and as a responsible citizen <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> <i>demonstrate</i> empathy and a strong sense of civic responsibility towards people from a diverse background
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> Service Learning Social Integration, adaptation and Building Harmonious Society Civic Values, Engagement, Participation and Contribution Conserve and Revitalise Heritage: Collective Memories of a Community Community Tourism and Resources Community Event Management Training Design and Delivery Moral and Ethical Consideration Guidelines for Communicating with the New Arrivals Developed by Partnering Social Service Agent Code of Ethics for Tourist Guide by Travel Industry Council