

**The Hong Kong Polytechnic University**

<b>Subject Code</b>	HTM1BN03P
<b>Subject Title</b>	Tourism: China and The World: 旅游：中國與世界
<b>Credit Value</b>	3
<b>Level</b>	1
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	China has become the leading player in global society since both the number of international tourists going to China and the number of mainland Chinese tourists traveling to different countries are ranked in the top list. China has emerged as the world's fastest-growing source market and remained the world's top spender in international tourism since 2012. However, the coronavirus disease (COVID-19) pandemic affected the global tourism sector severely. The purpose of this subject is to introduce the inbound and outbound travel trends within and outside China from global perspectives. The political, economic, and social impacts brought by the tourists will be examined from both hosts' and guests' point of view.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. Understand the growth and development trends of the inbound and outbound travel,</li> <li>b. Identify the different tourism products and components in the tourism industry, in terms of accommodation, food and beverage, entertainment, theme park and the MICE market.</li> <li>c. Evaluate the major political, economic, and social factors affecting the growth and development of China's inbound and outbound travel,</li> <li>d. Appreciate both positive and negative impacts brought by the emergence of Mainland Chinese travel trends,</li> <li>e. Promote healthy and sustainable development of China's inbound and outbound travel from both hosts' and guests' point of view.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• United Nation World Tourism Organization's forecasts on global inbound and outbound travel trends</li> <li>• Pacific Asia Travel Association's (PATA) analysis on the major travel trends in Asia Pacific</li> <li>• UNWTO and PATA's predication on China's inbound and outbound tourism growth and development trends</li> <li>• China National Tourism Administration's (CNTA) analysis on China's inbound and outbound travel based on China's political,</li> </ul>

	<p>economic, and social impact point of view</p> <ul style="list-style-type: none"><li>• Theories and concepts relevant to the political, economic, and social impact on China's inbound and outbound travel</li><li>• Stakeholders theory and its application in tourism development</li><li>• Case studies on the impacts of China's outbound travel to the global society.</li></ul>
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