

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM1014
Subject Title	Introduction to Hospitality, Tourism and Events
Credit Value	3
Level	1
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>This subject is intended to introduce students to various segments of the hospitality, tourism, and events industry. It will cover travel and tourism, lodging, food and beverage operations, conventions and events, as well as other areas of this industry. The subject will provide students multi-disciplinary concepts of travel and tourism, a fundamental knowledge of hotel operations and management, and an introduction of meetings, conventions, expositions, and special events. It will also help to focus the student on the major and career track they will pursue.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professionals</p> <ul style="list-style-type: none">• Integrate and apply the basic knowledge of hospitality, tourism, and events management effectively as an entry-level professional; understand the global trends and opportunities related to the hospitality, tourism, and events industry; and demonstrate entrepreneurial spirit and skills in different segments of the hospitality, tourism, and events industry. <p>B. Critical Thinkers</p> <ul style="list-style-type: none">• Examine and critique the validity of information, arguments, and different viewpoints, and reach sound judgments on the basis of credible evidence and logical reasoning in the field of hospitality, tourism, and events management. <p>C. Effective Communicators</p> <ul style="list-style-type: none">• Comprehend and communicate effectively orally and in writing in both professional and day-to-day contexts in the field of hospitality, tourism, and events management. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none">• Identify and define problems in the context of hospitality, tourism, and events management, and produce innovative solutions to solve problems in different segments of the hospitality, tourism, and events industry.

	<p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Develop their interest in the hospitality, tourism, and events industry, and recognise the need for continual learning and self-improvement, and plan, manage and evaluate their own learning pursuit of self-determined goals in the perspective of hospitality, tourism, and events management. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Demonstrate the personal responsibility and ethics in hospitality, tourism, and events management; have an understanding of leadership and be prepared to serve as a leader and a team player in the hospitality, tourism, and events industry; demonstrate self-leadership and psychosocial competence in pursuing personal and professional development in the hospitality, tourism, and events industry; and be capable of building and maintaining relationship and resolving conflicts in group work situations. <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Recognize different cultures and social development needs in the local, national and global contexts; and accept their responsibilities as professional and citizen to the hospitality, tourism, and events industry, as well as to the society, their own nation, and the world.
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> 1. Overview of Hospitality, Tourism, and Events 2. Multi-disciplinary Concepts of Travel and Tourism 3. Business and Structure of Travel and Tourism 4. Hotel Development 5. Hotel Management 6. Hotel Operations 7. Meetings, Conventions, and Expositions 8. Special Events 9. Recreation and Clubs 10. Trends of Hospitality, Tourism, and Events