

Subject Code	HTM3S03
Subject Title	Accessible Tourism: Concepts, Challenges, and Practices
Hosting Dept	School of Hotel & Tourism Management
Level	3
Class Quota	20
Medium of Instruction	English
Subject Duration	Semester 2
Teaching Staff	Mr Kevin Burns
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of Students Required?	No
Subject Synopsis	TBC
Service Project	
What will students do to serve?	<ul style="list-style-type: none"> • Diagnose and <i>respond to the needs, desires and expectations</i> of potential tourists with disabilities in collaboration with the designated NGO • Develop students' awareness of social issues in Hong Kong and educate them on the challenges and needs of tourists with disabilities in Hong Kong – by evaluating and auditing various tourism providers – Hoteliers/Attractions/Cruise Liners/Transportation <ol style="list-style-type: none"> 1. Communicate effectively with clients and/or other stakeholders via field visits to identify accessible tourism/recreation opportunities of Hong Kong; and develop an inventory of accessible tourism/recreation resources and attractions in Hong Kong; 2. Develop and implement an accessible tourism program/ itineraries geared toward persons with disabilities; by work effectively in teams to solve problems encountered in planning and delivering the service. 3. Provide tourism/hospitality services to the target community (people with disabilities) by escorting them for excursions (4 excursion x 8 hours); <p>NB. The students will have a flexible schedule to work on the first two activities and the delivery of service to disabled person will be during 2 weekends in the semester and also between : May 22nd – May 26th 2017.</p>

