

<b>Subject Code</b>	HTM3801
<b>Subject Title</b>	Community Tourism: Tour, Training, Operator, and Event from and for the Community
<b>Hosting Department</b>	School of Hotel & Tourism Management
<b>Level</b>	3
<b>Class Quota</b>	30
<b>Medium of Instruction</b>	English
<b>Subject Duration</b>	Semester 2 + Summer Term
<b>Teaching Staff</b>	Dr. Barry Mak, Ms Chloe Lau
<b>Target Students</b>	DSR subject for 4-year undergraduate students on Tourism, Hospitality or Event Management
<b>Pre-requisites</b>	Nil
<b>Selection of students required?</b>	Yes Students will be selected by an application and interview process.
<b>Subject Synopsis</b>	<a href="http://hotelschool.shtm.polyu.edu.hk/eng/academic/programs_overview.jsp?ID=36&amp;Tag=5&amp;Program=bsc&amp;SubProg=tm&amp;SA=posthk">http://hotelschool.shtm.polyu.edu.hk/eng/academic/programs_overview.jsp?ID=36&amp;Tag=5&amp;Program=bsc&amp;SubProg=tm&amp;SA=posthk</a>
<b>Service Project</b>	
<b>What will students do to serve?</b>	<p>Providing services to facilitate the new arrivals to integrate into the local community and to adapt to the new living environments and circumstances. Students will participate in a community tourism project for the Ping Shek area to develop a Volunteer Community Ambassador (VCA) Programme. Students will:</p> <ul style="list-style-type: none"> <li>• Design authentic local community tourist guiding by VCAs</li> <li>• Train new arrival unemployed women who are also local community residents as VCAs</li> <li>• Plan, organize, manage and evaluate a community event to promote the community tourism project</li> <li>• Create and maintain a website to promote the community tourism project</li> </ul>
<b>Whom will students serve?</b>	New arrivals, especially the unemployed new arrival women
<b>Where will students serve?</b>	Hong Kong and Shaoguan, Guangdong
<b>When will students serve?</b>	Students are expected to participate in activities involving some weekends.
<b>Fee payable by students</b>	TBC
<b>Enquiry</b>	Ms. Chloe Lau Email: <a href="mailto:Chloe.lau@polyu.edu.hk">Chloe.lau@polyu.edu.hk</a>