

<b>Subject Code</b>	HTM2S01
<b>Subject Title</b>	Ecotourism in rural and developing regions
<b>Hosting Department</b>	School of Hotel & Tourism Management
<b>Level</b>	2
<b>Class Quota</b>	40
<b>Medium of Instruction</b>	English, supplemented by Putonghua for service delivery for projects in Chinese mainland
<b>Subject Duration</b>	Semester 2 + Summer Term
<b>Teaching Staff</b>	Dr Alan Wong
<b>Target Students</b>	GUR, open for all
<b>Pre-requisites</b>	Nil
<b>Selection of students required?</b>	Yes Students will be selected by an application and interview process. For some of the projects in the Chinese mainland, it is expected that students could speak Putonghua.
<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>	Students will be involved in activities to help the local community to develop/improve ecotourism, such as: (i) Assess/review the potential ecotourism resources for ecotourism development (ii) Meet and live with local families to provide the host family cultural exchange opportunities (iii) Carry out interviews and observations to understand the local culture and customs (iv) Design innovative ecotourism activities for tourists (v) Plan itineraries for different targeted markets (vi) Design brochures/website to promotion the project site (vii) Provide plan/suggestions to market the project site with student groups playing various roles (viii) Provide training to the local community, such as basic food safety and hygiene, basic English to communicate with tourists, basic nursing care for injury, basic service skills,
<b>Whom will students serve?</b>	Rural/remote communities
<b>Where will students serve?</b>	Inner Mongolia (TBC)
<b>When will students serve?</b>	Summer term (exact timing to be confirmed)
<b>Fee payable by students</b>	HK\$1,300 (TBC)
<b>Enquiry</b>	Dr Alan Wong Email: <a href="mailto:alan.wong@polyu.edu.hk">alan.wong@polyu.edu.hk</a>