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	ТВС			
Service Project				
What will students do to serve?	<ul> <li>Diagnose and <i>respond to the needs, desires and expectations</i> of potential tourists with disabilities in collaboration with the designated NGO</li> <li>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</li> <li>Communicate effectively with clients and/or other stakeholders via field visits to identify accessible tourism/recreation opportunities of Hong Kong; <i>and develop an inventory of</i> accessible tourism/recreation resources and attractions in Hong Kong;</li> <li>Develop and implement an accessible tourism program/ <i>itineraries</i> geared toward persons with disabilities; by work effectively in teams to solve problems encountered in planning and delivering the service.</li> <li>Provide tourism/hospitality services to the target community (people with disabilities) by escorting them for excursions (4 excursion x 8 hours);</li> </ul>			
	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 22 <sup>nd</sup> – May 26 <sup>th</sup> 2017.			

Whom will students serve?	TBC			
Where will students serve?				
	$\square$	Hong Kong	District:	
		Chinese mainland	Province:	
			City:	
		Taiwan		
		Macau		
		Overseas	Country:	
			City:	
When will students serve?	Semester Two - Spring Semester with 2 excursion taking place between May 22 <sup>nd</sup> – May 26 <sup>th</sup> 2017.			
Fee payable by students	(TBC)			
Enquiry	Kevin.j.burns@polyu.edu.hk			
	The subject leader is a member of:			
	ENAT is an association of companies, tourist boards, municipalities, disability organizations, researchers and individuals who are working to improve access to travel and tourism.			
	www.accessibletourism.org/			
	A member of ATLAS Special Interest Volunteer Tourism Research Group			
	http://www.atlas-euro.org/			