Updated on 12 September 2023

Subject Code	HTM2S04
Subject Title	Ecotourism in the community
Hosting Department	School of Hotel and Tourism Management
Level	2
Class Quota	40
Medium of Instruction	English
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Dr. Eric Chan (Subject Leader), Ms Tiffany Cheng
Target Students	GUR, open for all. Ecotourism is nature-based, students should be prepared for immersion in nature and natural conditions, and should be able to walk long distances.
Pre-requisites	Nil Exclusion: HTM2S01 Ecotourism in rural and developing regions
Selection of students required?	Yes Students will be selected by an application and interview process.
Subject Synopsis	https://shtm.polyu.edu.hk/media/13907/htm2s04_nov-2021.pdf
Service Project	
What will students do to serve?	 Students will be involved in activities to promote and enhance ecotourism with the local communities, such as: (i) Assess/review the potential ecotourism resources for ecotourism development and maintenance (ii) Meet, interview, and interact with local community members for cultural and customs exchange and documentation (iii) Design promotional materials and branding for the project site (iv) Design and host events and activities to raise awareness of local cultures (v) Provide a comprehensive ecotourism marketing plan for the project site (v) Provide education and 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, basic ecotour guiding skills
Whom will students serve?	Rural/remote communities
Where will students serve?	Hong Kong District: Chinese mainland Province: City: City: Macau Country: South East Asia (TBC) City: City:
When will students serve?	Summer term, about 10-13 days depends on the destination/location and client needs
Fee payable by students	HKD2,000 (TBC)
Service Attributes	
Service Mode	#OnlineService #F2FService #ServiceClient_Cantonese

Remarks: The information given above is subject to change.

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Service Language	 #ServiceClient_English #ServiceClient_Putonghua #ServiceClient_OtherNonEnglish
Service Location	 #Location_HK #Location_MainlandChina #Location_Taiwan #Location_Macau #Location_Overseas
Enquiry	Ms Tiffany Cheng Email: <u>tiffany.cheng@polyu.edu.hk</u> Office: 3400-2235