

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM4322
<b>Subject Title</b>	Managing Tourism Businesses
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject adopts a case study approach to provide students with an insight into business practices and decision making in the different sectors of the industry. Cases will include financing, marketing, and legal obligations of tourism business in different settings. Adopting a case study approach, students will evaluate a number of business operational management issues that affect tourism organizations.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent professional:</b></p> <ul style="list-style-type: none"> <li>• Understand the nature of small, medium sized tourism businesses and large multinational companies.</li> </ul> <p><b>B. Critical thinker:</b></p> <ul style="list-style-type: none"> <li>• Analyse tourism products, services, and interactions in various tourism business sectors in order to critically assess the issues facing the tourism industry.</li> </ul> <p><b>C. Innovative problem solver:</b></p> <ul style="list-style-type: none"> <li>• Make informed decisions about management actions to pursue to solve real world problems.</li> </ul> <p><b>D. Effective communicator:</b></p> <ul style="list-style-type: none"> <li>• Evaluate and apply the principles of financing, human resources management and marketing.</li> </ul> <p><b>E. Lifelong learner:</b></p> <ul style="list-style-type: none"> <li>• Appreciate the challenges and opportunities facing various types of tourism businesses in today's competitive world.</li> </ul> <p><b>F. Ethical leader:</b></p> <ul style="list-style-type: none"> <li>• Evaluate and apply the legal obligations of tourism business in different business settings.</li> </ul>

	<p><b>G. Socially responsible global citizen:</b></p> <ul style="list-style-type: none"> <li>• Examines the development of the idea of corporate social responsibility, and evaluate the political, social, and economic drivers behind CSR.</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p>A case study approach to examine practical, private-sector management issues facing the tourism sector will be adopted. Cases will include, but are not limited to:</p> <ol style="list-style-type: none"> <li>a. The nature and characteristics tourism business</li> <li>b. Managerial issues including financing, marketing, human resource management, legal obligations, etc</li> <li>c. Operational issues including operations, strategy implementation, logistics, etc</li> <li>d. Social responsibility issues including ethics, sustainability, etc</li> <li>e. Other relevant issues</li> </ol>