

The Hong Kong Polytechnic University

Subject Code	HTM1013
Subject Title	Introduction to Tourism and Events
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This course introduces the basic concepts, tools, and techniques of tourism and events management. It includes an introduction to the tourism and events industries, the effects of tourism on society, and current trends in the field. The main purpose of this subject is provide students with a broad overview of the tourism and events industries and foster an appreciation of the issues that the industry faces in Hong Kong.
Intended Learning Outcomes	<p>Upon completion of the subject,</p> <p>A. Competent professional:</p> <p>Students are able to acquire knowledge of the scope, nature and characteristics of the tourism and events industry. They are also able to understand the structure of tourism at a local, national and global level as well as events. Lastly, they are able to explain the interdependence between sub-sectors of the tourism and events industry</p> <p>B. Critical thinker:</p> <p>Students are able to think clearly and rationally about trends of tourism and events industry. Furthermore, they are able to discuss controversial issues in tourism and events and build arguments based on credible evidence and logical reasoning.</p> <p>C. Innovative problem solver:</p> <p>Students are able to identify and define problems in both professional and day-to-day contexts, and suggest innovative solutions to solve problems.</p> <p>D, Effective communicator:</p> <p>Students are able to conduct effective communications - both spoken and written ones - in professional and day-to-day contexts.</p> <p>E. Lifelong learner:</p> <p>Students are able to apply, adapt theories and concepts from lectures to real-life</p>

	<p>situations. Students are also able to plan, manage and evaluate their own learning in pursuit of self-determined goals.</p> <p>F. Ethical leader:</p> <p>Students are able to demonstrate self-leadership and psychosocial competence in pursuing personal and professional development. Students are able to build, maintain relationships with classmates and resolve conflicts in group work.</p> <p>G. Socially responsible global citizen:</p> <p>Students are able to discuss implications of globalization in tourism and events as well as common and diverging trends in tourism and events across cultures. They are able to accept their responsibilities as professionals and citizens to society, in their own nation and in the world.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Overview of tourism and events industries b. The impact of tourism and events c. Current trends in tourism and events d. Structure of tourism and events at a local and national level e. Tourism organisations and stakeholders f. Travel behaviour and motivations g. Tourism economics h. Marketing in tourism and events i. Research in tourism and events j. Tourism policy, planning and development k. The future of tourism and events