

## The Hong Kong Polytechnic University

### Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

<b>Subject Code</b>	HTM2S01
<b>Subject Title</b>	Ecotourism in Rural and Developing Regions
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<p>Students will be selected by an application and interview process.</p> <p>Students participating in projects in mainland China will be expected to be able to speak Putonghua.</p> <p>Students should note that this subject is offered in an extended term from Semester 1 to 2 or, Semester 2 to 3.</p>
<b>Objectives</b>	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"><li>1. Introduce to students the concept and practice of service-learning</li><li>2. Familiarize students the concepts and practice of ecotourism</li><li>3. Develop students' competence of using ecotourism as a tool for poverty alleviation</li><li>4. Enhance students' generic competencies of innovative problem solving, communication and teamwork</li><li>5. Nurture students' sense of social awareness, responsibility and engagement</li></ol>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"><li>a. Link their service-learning activities and experiences with the academic content of the subject</li><li>b. Be able to distinguish sustainable ecotourism practices from unethical practices or green washing</li><li>c. Display understanding and application of ecotourism as a tool for poverty alleviation</li><li>d. Appreciate and using ecotourism for community development</li><li>e. Apply the knowledge and skills they have acquired in university education to deal with complex issues in the service setting</li><li>f. Work effectively in teams to solve problems encountered in planning and delivering the service</li><li>g. Communicate effectively with clients and/or other stakeholders</li></ol>

	<p>h. Demonstrate empathy for people in need and a sense of civic responsibility</p> <p>i. Reflect on their role and responsibilities both as a professional in their chosen discipline and/or as a responsible citizen</p>
<p><b>Subject Synopsis/Indicative Syllabus</b></p>	<p>The topics in the course syllabus cover three major areas:</p> <ol style="list-style-type: none"> <li>1. Concept and Practice of Service-learning: <ul style="list-style-type: none"> <li>• Principles, concepts and myths of service-learning</li> <li>• Benefits of service-learning to students, the university and the community</li> <li>• Ethical issues in service-learning</li> <li>• Basic concepts and theories of social problems, developments and justice</li> <li>• Social responsibilities of global citizens as intellectuals and professionals</li> <li>• Proper attitudes and behaviours in service delivery</li> <li>• Developing a service project proposal/plan</li> <li>• Effective team work and problem solving skills in service-learning projects</li> <li>• Reflection as a tool for learning</li> </ul> </li> <li>2. Discipline-Specific Concepts, Issues and Skills <ul style="list-style-type: none"> <li>• Some basic concepts in ecotourism</li> <li>• Ecotourism as a tool for poverty alleviation</li> <li>• Ecotourism and community development</li> <li>• Understand different stakeholders in ecotourism development</li> <li>• Challenges and issues for quality ecotourism</li> <li>• Moral and ethical considerations for communication with the local community: Cultural sensitivity- minimized negative and maximized positive impacts</li> <li>• Ecotourism and responsible tourists: Code of ethics for ecotourists</li> <li>• Identification and assessment of ecotourism resources</li> <li>• Planning ecotourism activities for sustainable development</li> <li>• Interpretation and ecotour guiding skills</li> </ul> </li> <li>3. Project-Specific Concepts, Issues and Skills <ul style="list-style-type: none"> <li>• Understanding the historical, cultural, and socio-political background of the targeted clients/underprivileged communities</li> <li>• Health, safety and other issues relevant to the service project</li> </ul> </li> </ol>

	<ul style="list-style-type: none"><li>• Moral and ethical concerns specific to the project and beneficiaries</li></ul>
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