

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM2S04
Subject Title	Ecotourism in the Community
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	<p>Exclusion: HTM2S01 Ecotourism in rural and developing regions</p> <p>Students will be selected by an application and interview process.</p> <p>For some international or mainland China projects, students who speak the local language will be given priority but this is not mandatory.</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>
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. Introduce to students the concept and practice of service-learning 2. Familiarize students with the concepts and practice of ecotourism 3. Develop students' competence of using ecotourism as a tool for community development and poverty alleviation 4. Enhance students' generic competencies of innovative problem solving, communication and teamwork 5. Nurture students' sense of social awareness, responsibility and engagement
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Link their service-learning activities and experiences with the academic content of the subject b. Distinguish sustainable ecotourism practices from unethical practices or green washing c. Appreciate and apply ecotourism as a tool for sustainable community development d. Apply the knowledge and skills acquired in university education to deal with the dynamic and complex issues in the service setting e. Work effectively in teams to solve problems encountered in planning and delivering the service f. Communicate effectively with peers and other ecotourism stakeholders

	<p>g. Demonstrate empathy for people in the community with diverse needs and develop a sense of civic responsibility</p> <p>h. Reflect on their role and responsibilities both as a professional and global citizen in their chosen discipline and as a future leader</p>
<p>Subject Synopsis/Indicative Syllabus</p>	<p>The topics in the course syllabus cover three major areas:</p> <ol style="list-style-type: none"> 1. Concept and Practice of Service-learning: <ul style="list-style-type: none"> • Principles, concepts and myths of service-learning • Benefits of service-learning to students and the community • Ethical issues in service-learning • Basic concepts and theories of social problems, developments and justice • Social responsibilities of global citizens as intellectuals and professionals • Proper attitudes and behaviours in service delivery • Reflection as a tool for learning 2. Discipline-Specific Concepts, Issues and Skills <ul style="list-style-type: none"> • Some basic concepts in ecotourism • Ecotourism as a tool for community development and poverty alleviation • Understand stakeholders' perspectives in ecotourism development • Challenges and issues for quality ecotourism and management • Moral and ethical considerations for communication: Cultural sensitivity- minimized negative and maximized positive impacts • Responsible tourists: Code of ethics for ecotourists • Assessment and evaluation of ecotourism resources • Identify, plan and promote ecotourism resources for sustainable community development such as marketing, education, and assessment 3. Project-Specific Concepts, Issues and Skills <ul style="list-style-type: none"> • Understanding the historical, cultural, economic and socio-political background of the communities • Workshop on story writing, business writing, conducting training, and marketing • Health, safety and other issues relevant to the service project • Moral and ethical concerns specific to the project and beneficiaries