

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM2307
<b>Subject Title</b>	Principles of Tourism
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This course introduces the basic concepts, tools, and techniques of tourism management. It includes an introduction to the tourism industry, the effects of tourism on society, and current developments in the field. The main purpose of this subject is to provide students with a broad overview of the tourism industry and foster an appreciation of the issues the industry faces in Hong Kong
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b></p> <ul style="list-style-type: none"> <li>• <i>acquire</i> knowledge of the service nature, the scope, nature and characteristics of the tourism industry</li> <li>• <i>understand</i> the main principles of tourism</li> <li>• <i>understand</i> the structure of tourism at a local, national and global level</li> </ul> <p><b>C. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• <i>demonstrate</i> communication skills in tutorials and classroom discussions</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• <i>discuss</i> the importance of tourism impacts and its relevant to the development of a destination</li> <li>• <i>explain</i> the interdependence between each sub-sector of the tourism industry</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• <i>describe</i> current issues concerning the future development of the tourism industry</li> </ul>

**Subject Synopsis/  
Indicative Syllabus**

- a. Tourism Overview
- b. How Tourism is Organized
- c. Structure of tourism at a local and national level
- d. Global tourism organisations and structure
- e. Understand Travel Behaviour
- f. Tourism Supply and Demand
- g. The Impact of Tourism
- h. Tourism Policy, Planning and Development
- i. Tourism in Hong Kong and the Pearl River Delta
- j. The Future of Tourism
- k. Overview the Current Issues and Future Trends in Travel and Tourism Industry in Hong Kong