

**The Hong Kong Polytechnic University**

<b>Subject Code</b>	HTM4317
<b>Subject Title</b>	Contemporary Issues in Tourism I
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject involves an examination of a wide range of recent developments and current issues in the tourism and tourism-related industries at the local, national or global levels. Students will learn how to identify and assess hospitality or tourism issues, search out alternatives and select suitable solutions to the identified problems and issues. Relevant case studies will be used to illustrate and examine a range of topical issues relating to tourism businesses, government agencies and associations practices and policies which impact on tourism development.
<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>Identify</i> and <i>evaluate</i> contemporary issues of global, national or local significance which impacts upon tourism activity.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• <i>Display</i> their creative and analytical skills in addressing a contemporary issue from a holistic perspective.</li> </ul> <p><b>C. Effective Communicator</b></p> <ul style="list-style-type: none"> <li>• <i>Use</i> a range of skills in <i>interpreting</i> and <i>evaluating</i> their findings on an identified issue.</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• <i>Synthesise</i> information and provide solutions and decisions in response to tourism issues, problems, impacts and controversies.</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• <i>Form</i> sound critical judgements on the views of a range of stakeholders on the identified issues.</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• <i>Recognise, identify</i> and <i>address</i> the ethical issues related to the topics investigated.</li> </ul>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ul style="list-style-type: none"> <li>a. Introduction: Issues vs. Problems in the Tourism Industry; Use and misuse of terminology; identification and analysis of issues.</li> <li>b. Safety and Security in Tourism</li> <li>c. Managing Sustainable Tourism Responsibly</li> <li>d. Culture and Heritage issues</li> <li>e. Impact of Global warming on travel and tourism</li> <li>f. Health and Medical tourism</li> <li>g. Quality Tourism Products and Experiences</li> <li>h. Tourism demand modelling and forecasting</li> <li>i. Pro-poor tourism issues</li> <li>j. E-tourism</li> <li>k. Tourism education and training</li> </ul> <p>Note - the subject content will change from year to year</p>
---	--