

The Hong Kong Polytechnic University

Subject Code	HTM1B03P
Subject Title	Tourism: China and The World: 旅游：中國與世界
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	China has becoming the leading player in global society since the number of international tourists going into China will be ranked number 1 and the number of mainland Chinese tourists travelling to different countries will be ranked number 4 by 2020 (UNWTO, 2003). The purpose of this subject is to introduce the inbound and outbound travel trends within and outside China from global perspectives. The political, economic, and social impacts brought by the tourists will be examined from both hosts and guests' point of view.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Understand the growth and development trends of the inbound and outbound travel, b. Identify the different tourism products and components in the tourism industry, in terms of accommodation, food and beverage, entertainment, theme park and the MICE market, c. Evaluate the major political, economic, and social factors affecting the growth and development of China's inbound and outbound travel, d. Appreciate both positive and negative impacts brought by the emergence of Mainland Chinese travel trends, e. Promote healthy and sustainable development of China's inbound and outbound travel from both hosts and guests point of view.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • United Nation World Tourism Organization's forecasts on global inbound and outbound travel trends • Pacific Asia Travel Association's (PATA) analysis on the major travel trends in Asia Pacific • UNWTO and PATA's predication on China's inbound and outbound tourism growth and development trends • China National Tourism Administration's (CNTA) analysis on China's inbound and outbound travel based on China's political, economic, and social impact point of view • Theories and concepts relevant to the political, economic, and social

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	<p>impact on China's inbound and outbound travel</p> <ul style="list-style-type: none">• Stakeholders theory and its application in tourism development• Case studies on the impacts of China's outbound travel to the global society.
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