

The Hong Kong Polytechnic University

Subject Code	HTM4317
Subject Title	Contemporary Issues in Tourism I
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>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. A case study approach will be used to examine a range of topical issues relating to tourism businesses, government agencies and associations practices and policies which impact on tourism development.</p> <p>Students will select a major tourism issue for in-depth investigation and analysis and formal presentation to the class. This is a highly integrative subject. Students are expected to draw upon the knowledge and experience acquired in <i>Contemporary Tourism Issues I</i> as well as from other subjects and their work experience in industry placement positions to investigate a major tourism issue with related sub-issues for their group project research and presentation.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <p>Graduates should be able to integrate and to apply in-depth discipline knowledge and specialised skills that are fundamental to functioning effectively as an entry-level professional (professional competence); understand the global trends and opportunities related to their professions (global outlook); and demonstrate entrepreneurial spirit and skills in their work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship).</p> <p>B. Critical thinker:</p> <p>Graduates should be able to examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning.</p>

<p>Intended Learning Outcomes</p>	<p>C. Innovative problem solver:</p> <p>Graduates should be able to identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems.</p> <p>D. Effective communicator:</p> <p>Graduates should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in professional and day-to-day contexts.</p> <p>E. Lifelong learner:</p> <p>Graduates should be able to recognise the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals.</p> <p>F. Ethical leader:</p> <p>Graduates should have an understanding of leadership and be prepared to serve as a leader and a team player (leadership and teamwork); demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).</p> <p>G. Socially Responsible Global Citizen (not applicable)</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>a. Introduction b. Approaches to research of trends and future of tourism c. Lecture, tutorial and report preparation d. Student lectures</p>