

**The Hong Kong Polytechnic University**

<b>Subject Code</b>	HTM3801
<b>Subject Title</b>	Community Tourism: Tour, Training, Operator, and Event from and for the Community
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	<b>Students should note that this subject is offered in an extended term from Semester 1 to 2 or, Semester 2 to 3.</b>
<b>Objectives</b>	<p>This subject aims to:</p> <ol style="list-style-type: none"> <li>1. enhance students' understanding of the community tourism and revitalisation through a community service project;</li> <li>2. foster students' appreciation of the significance of diversity, involving new arrivals and to encourage them to develop cross-cultural communication skills through community services;</li> <li>3. reflect on how best to become community tourism operator through building close relationships with and serving the community;</li> <li>4. involve students to participate in a community tourism project to develop a Volunteer Community Ambassador (VCA) Programme to:             <ol style="list-style-type: none"> <li>a. Design authentic local community guided tour by VCAs</li> <li>b. Train new arrival unemployed women who are also local community residents as VCAs</li> <li>c. Plan, organize, manage and evaluate a community event to promote the community tourism project</li> <li>d. Create and maintain a website to promote the community tourism project</li> </ol> </li> </ol>
<b>Intended Learning Outcomes</b>	<p><b>A. Professional Competence</b></p> <ul style="list-style-type: none"> <li>• <b>demonstrate and apply</b> knowledge and intellectual skills needed for community tourism and event development through planning, organization, directing and controlling all available resources for service settings</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• display <b>creative and analytical skills</b> in designing community tourism project assignments</li> </ul>

	<p><b>C. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• <b>communicate and react</b> proactively to the stakeholders in the area of community tourism in service settings</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• <b>develop higher-order thinking &amp; problem solver</b> in planning and proposals, and <b>justify</b> solutions to inherent problems for community tourism</li> <li>• <b>discuss and explain</b> relevancy of systems to needs and requirements in service settings</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• <b>reflect</b> their role and responsibilities both as a professional in community tourism development and as a responsible citizen</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• <b>demonstrate</b> empathy and a strong sense of civic responsibility towards people from a diverse background</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ol style="list-style-type: none"> <li>1. Service Learning</li> <li>2. Social Integration, adaptation and Building Harmonious Society</li> <li>3. Civic Values, Engagement, Participation and Contribution</li> <li>4. Conserve and Revitalise Heritage: Collective Memories of a Community</li> <li>5. Community Tourism and Resources</li> <li>6. Community Event Management</li> <li>7. Training Design and Delivery</li> <li>8. Moral and Ethical Consideration</li> <li>9. Guidelines for Communicating with the New Arrivals Developed by Partnering Social Service Agent</li> <li>10. Code of Ethics for Tourist Guide by Travel Industry Council</li> </ol>