

Subject Name	Hospitality Business Strategies in Asia - China Hotel and Tourism Business Studies
Subject Code	HTM565
No. of Credits	3 Credits
Total Contact Hours	39 hours
Prerequisite	Nil

Subject Description:

The overall objective is to introduce the evolution, development, and contemporary issues of hospitality and tourism industry in China. The subject is designed to examine those critical issues that are significant to the industry's current and future development from both practical and academic point of view.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

- a. Develop a critical understanding of the evolution and development of hospitality and tourism industry in China from cultural, economic, geographic, and sociological perspectives;
- b. Analyze hospitality and tourism products, services, and interactions in China to appraise, analyze and evaluate critical issues facing the tourism and hospitality industry in China;
- c. Develop a deeper understanding of the political and socioeconomic factors that have contributed to the rapid development of China tourism market and the characteristics of the market;
- d. Examine the role of hospitality and tourism in communities and environments to critically assess and evaluate the relationship between the hospitality and tourism industry and its environments;
- e. Identify critical issues in current development of hospitality and tourism industry and apply theories and professional skills to analyze the cultural, political, geographical, and sociological factors which have contributed to the unique development;

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

1. Tourism Development: World, Regional, and China
2. Tourism Policy and Administration in Modern China

3. Resources and Tourism Product in China: Development and Planning
4. Hotel Development in China
5. Understanding the Chinese Tourists
6. Doing Business in China