

Subject Name	China Hotel and Tourism Business Studies
Subject Code	HTM513
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The overall objective of this subject is to introduce the evolution and development 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:

1. Critically assess key knowledge and theories of the tourism and hospitality industry in China.
2. Appraise, analyze and evaluate a critical issue facing the tourism and hospitality industry in China.
3. Critically assess and evaluate the relationship between the hospitality and tourism industry and its environments.
4. Identify major ethical issues and provide leadership at work.
5. Evaluate and criticize various theories and apply them to the Chinese context in particular.
6. Communicate and react proactively to the stakeholders including staff, customers and management on various issues in relation to the management of tourism and hospitality in China.
7. Identify current issues and forecast the future trends of tourism and hospitality development both domestically and globally on an on-going basis.

Assessment Weighting:

Continuous Assessment	80%
Examination	20%

Indicative Content:

- Tourism Development: World, Regional, and China
- International Tourism in China
- Domestic Tourism
- China Outbound Travel and its Implications
- Tourism Policy Development in Modern China
- China Travel Services
- Hotel Chain Development in the World and China
- China's Hotel Development
- Hotel Management in China
- The Future Potential of China's Tourism and Hotel Industry
- Major Theories and Application I
- Major Theories and Application II