

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM1004
<b>Subject Title</b>	Introduction to Hotel and Tourism Industries
<b>Credit Value</b>	3
<b>Level</b>	1
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject is intended to introduce the student to the many areas of the hospitality and tourism industry. It will cover travel and tourism, lodging, food and beverage operations, conventions and events, as well as other areas of this industry. The subject will have a mixture of lecture and tutorial, Professor for a Day, and field trip activities to introduce the student to the realm of opportunities in the industry. It will also help to focus the student on the major and career track they will pursue.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent Professionals</b></p> <ul style="list-style-type: none"> <li>• Provide students with an introduction into the many facets of the hospitality and tourism industry.</li> <li>• Introduce students to the segments of the industry; their similarities and differences.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• Develop an understanding of the management role within the various segments of the industry.</li> </ul> <p><b>C. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Introduce students to the changing environments of the industry.</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the various career tracks within the industry and how to progress toward senior level management.</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• Develop student interest in the industry and its many exciting opportunities.</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• Recognize the personal responsibility and ethics in hospitality and</li> </ul>

	<p>tourism management.</p> <ul style="list-style-type: none"> <li>• Recognize the personal responsibility and ethics in hospitality and tourism management.</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ol style="list-style-type: none"> <li>a. Welcome to Hospitality and Tourism Management: An Introduction</li> <li>b. Tourism and Travel Industry</li> <li>c. Professor for a Day in Travel Industry</li> <li>d. Theme Parks and Other Tourism Attractions</li> <li>e. Field Trip to Theme Park of Tourism Attraction</li> <li>f. Lodging Industry – Types and Development</li> <li>g. Tours of Hotel Icon</li> <li>h. Lodging Industry - Management and Operations</li> <li>i. Restaurants and Foodservice Industry</li> <li>j. Professor for a Day from Local Restaurant Business</li> <li>k. Convention and Event Industry</li> <li>l. Field trip to Outside Convention/Exhibition Venue</li> <li>m. Globalization and the Future of the Hospitality Industry</li> </ol>