

The Hong Kong Polytechnic University

Subject Code	HTM3801
Subject Title	Community Tourism: Tour, Training, Operator, and Event from and for the Community
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Students should note that this subject is offered in an extended term from Semester 2 to 3.
Objectives	<p>This subject aims to:</p> <ol style="list-style-type: none"> 1. enhance students' understanding of the community tourism and revitalisation through a community service project; 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; 3. reflect on how best to become community tourism operator through building close relationships with and serving the community; 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"> a. Design authentic local community guided tour by VCAs b. Train new arrival unemployed women who are also local community residents as VCAs c. Plan, organize, manage and evaluate a community event to promote the community tourism project d. Create and maintain a website to promote the community tourism project
Intended Learning Outcomes	<p>A. Professional Competence</p> <ul style="list-style-type: none"> • <i>demonstrate and apply</i> knowledge and intellectual skills needed for community tourism and event development through planning, organization, directing and controlling all available resources for service settings <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • display <i>creative and analytical skills</i> in designing community tourism project assignments <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • <i>communicate and react</i> proactively to the stakeholders in the area of community tourism in service settings <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>develop higher-order thinking & problem solver</i> in planning and proposals, and <i>justify</i> solutions to inherent problems for community tourism • <i>discuss and explain</i> relevancy of systems to needs and requirements in service settings

	<p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • <i>reflect</i> their role and responsibilities both as a professional in community tourism development and as a responsible citizen <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • <i>demonstrate</i> empathy and a strong sense of civic responsibility towards people from a diverse background
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> 1. Service Learning 2. Social Integration, adaptation and Building Harmonious Society 3. Civic Values, Engagement, Participation and Contribution 4. Conserve and Revitalise Heritage: Collective Memories of a Community 5. Community Tourism and Resources 6. Community Event Management 7. Training Design and Delivery 8. Moral and Ethical Consideration <ul style="list-style-type: none"> ○ Guidelines for Communicating with the New Arrivals Developed by Partnering Social Service Agent ○ Code of Ethics for Tourist Guide by Travel Industry Council