

## The Hong Kong Polytechnic University

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| <b>Subject Code</b>                            | HTM1B05   |
| <b>Subject Title</b>                           | World Destinations: Culture and Geography   |
| <b>Credit Value</b>                            | 3   |
| <b>Level</b>                                   | 1   |
| <b>Pre-requisite / Co-requisite/ Exclusion</b> | none  |
| <b>Objectives</b>                              | The subject familiarizes students with major tourism destinations from around the globe. It aims to demonstrate to students how diverse tourism destinations are and thus to enable them to put tourism in Greater China into a global context. The subject is grounded within the human geography theories relating to tourism, including exchange theory, spatial interaction and experience.   |
| <b>Intended Learning Outcomes</b>              | <p>Upon completion of the subject, students will be able to:</p> <p>A. Describe various destinations that are important to greater China</p> <p>B. Develop a greater understanding of cross cultural differences and how to act appropriately in different cultural situations</p> <p>C. Explain the link between tourism demand and tourism supply</p> <p>D. Identify and analyse how a range of social, spatial and socio-demographic characteristics influence destination choice</p>  |
| <b>Subject Synopsis/ Indicative Syllabus</b>   | <p>The subject is framed within the context of human geography, which seeks to understand interrelationships between people, places and cultures.</p> <p>Keyword syllabus:</p> <ul style="list-style-type: none"> <li>• The tourist experience, and factors that influence tourist behaviour</li> <li>• Tourism resources, including geomorphology, weather, cultural features, attractions and the like. This lecture will discuss the range of tourist centres, including spas, mountain areas, winter resorts, seaside resorts, service centres, centres of pilgrimage, cities, cultural and historic sites and industrial centres.</li> <li>• The geography of demand (examining such issues as propensity, demography, and life style)</li> <li>• The geography of supply (examining tourism resources by discussing physical, cultural and social features as products, and carrying capacity)</li> <li>• Cross cultural understanding, especially relating to inexperienced tourists who may bring their home cultural values into a mature destination. We will also discuss the idea of learning how to travel in a more culturally responsible manner by respecting local cultural differences.</li> <li>• A series of regionally specific areas will be discussed. As well as</li> </ul> |

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|  | <p>highlighting the region, each lecture will focus on a different thematic domain. For example:</p> <ul style="list-style-type: none"><li>○ Tourist destinations in South East Asia focussing on the major Hong Kong destinations of Thailand, Malaysia and Singapore, with a additional discourse on the Philippines. This section will focus largely on weather based sun, sand and beach holidays</li><li>○ Tourist destinations in East Asia, focussing on the key emerging destinations of Cambodia, Laos, Vietnam and to a lesser degree Myanmar. This session will focus on cultural heritage as an initial attraction for emerging destinations.</li><li>○ Tourist destinations in North Asia, especially relating to Japan and Korea. Here we will focus on urban and winter destinations</li><li>○ Tourist destinations in the South Pacific, focusing on Australia and New Zealand, as well as south Pacific island nations, such as Fiji and Samoa. Indigenous tourism will be a major theme.</li><li>○ Tourist destinations in North America, including Canada and the USA. The theme will be highly developed urban destinations.</li><li>○ Tourist destinations in Europe, focussing primarily on Western Europe. The focus will be on history and culture.</li><li>○ Africa and South America will be examined from the context of both emerging nations and emerging economies.</li><li>○ Future developments in tourism destination management</li></ul> |
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