

The Hong Kong Polytechnic University

Subject Code	HTM2S01
Subject Title	Ecotourism in Rural and Developing Regions
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	Students will be selected by an application and interview process. Students participating in projects in mainland China will be expected to be able to speak Putonghua
Objectives	The objectives of this subject are to: <ol style="list-style-type: none"> 1. Introduce to students the concept and practice of service learning 2. Familiarize students the concepts and practice of ecotourism 3. Develop students' competence of using ecotourism as a tool for poverty alleviation 4. Enhance students' generic competencies of innovative problem solving, communication and teamwork 5. Nurture students' sense of social awareness, responsibility and engagement
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ol style="list-style-type: none"> a. Link their service learning activities and experiences with the academic content of the subject b. Be able to distinguish sustainable ecotourism practices from unethical practices or green washing c. Display understanding and application of ecotourism as a tool for poverty alleviation d. Appreciate and using ecotourism for community development e. Apply the knowledge and skills they have acquired in university education to deal with complex issues in the service setting f. Work effectively in teams to solve problems encountered in planning and delivering the service g. Communicate effectively with clients and/or other stakeholders h. Demonstrate empathy for people in need and a sense of civic responsibility i. Reflect on their role and responsibilities both as a professional in their chosen discipline and/or as a responsible citizen

**Subject
Synopsis/Indicative
Syllabus**

The topics in the course syllabus cover three major areas:

1. Concept and Practice of Service Learning:

- Principles, concepts and myths of service learning
- Benefits of service learning to students, the university and the community
- Ethical issues in service learning
- Basic concepts and theories of social problems, developments and justice
- Social responsibilities of global citizens as intellectuals and professionals
- Proper attitudes and behaviours in service delivery
- Developing a service project proposal/plan
- Effective team work and problem solving skills in service-learning projects
- Reflection as a tool for learning

2. Discipline-Specific Concepts, Issues and Skills

- Some basic concepts in ecotourism
- Ecotourism as a tool for poverty alleviation
- Ecotourism and community development
- Understand different stakeholders in ecotourism development
- Challenges and issues for quality ecotourism
- Moral and ethical considerations for communication with the local community: Cultural sensitivity- minimized negative and maximized positive impacts
- Ecotourism and responsible tourists: Code of ethics for ecotourists
- Identification and assessment of ecotourism resources
- Planning ecotourism activities for sustainable development
- Interpretation and ecotour guiding skills

3. Project-Specific Concepts, Issues and Skills

- Understanding the historical, cultural, and socio-political background of the targeted clients/underprivileged communities
- Health, safety and other issues relevant to the service project
- Moral and ethical concerns specific to the project and beneficiaries