

The Hong Kong Polytechnic University

Subject Code	HTM4323
Subject Title	Aviation Policy
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM4319 – Airline Management
Objectives	This subject aims to examine aviation policy which will cover the fundamental economic, political, legal, and administrative aspects associated with air transportation. The implications and issues of aviation policy on different countries and Hong Kong will be addressed.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • <i>explain</i> aviation policies and the politics of international aviation. • <i>analyze and evaluate</i> the implications of aviation policies on different countries. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • <i>critically assess</i> the significance and implications of aviation policies in Hong Kong and in the region. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • <i>demonstrate</i> their knowledge and ideas clearly both orally and in writing, and actively share their learning with their fellow classmates through teamwork and discussion. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>identify</i> current issues of aviation policy and <i>discuss</i> their implications on the aviation development in Hong Kong and in the region. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • develop an appreciation of the broader role policy plays in tourism development <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • identify and explain the consequences of different policies on individuals and countries
Subject Synopsis/ Indicative Syllabus	<p>a. Introduction of aviation policy</p> <p>b. The politics of international air transport</p>

	<ul style="list-style-type: none"> c. International aviation association associations d. International aviation regulations e. Aviation organization, structure, regulations and initiatives in Hong Kong f. Deregulation and liberalization in aviation in Hong Kong g. Aviation policies and tourist destination development h. Aviation policy in major countries including China, EU, UK and Australia i. Issues and implications of aviation policy 																																														
Teaching/Learning Methodology	<p>I. Interactive lectures will be used to transfer to students core subject knowledge and concepts supported by examples and illustrations.</p> <p>II. Tutorials will be conducted by directing students to selected course materials and topics followed by class group discussion will be used to provide students with the opportunity to develop critical thinking on specific subject topics.</p> <p>III. Guest presentation by guest speaker presentation from the industry and government will be arranged to provide students update information, different perspective, offer insight on current aviation policy and issue.</p> <p>IV. Group project's intention is to be an analysis of the real world issues involving aviation policy from supplemental resources or references. Students will prepare a case study on one aviation policies of Hong Kong or a country in this region. The case will identify an aviation policy, describe the characteristics and its implications and then discuss a number of issues relating to Hong Kong or in the region.</p> <p>V. Group Project Presentation is designed for each team to present at the end of the subject. Each group will present its project to the class. Each group is expected to go through a Q&A session at the end of their presentation.</p>																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="462 1449 1437 1879"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Class Participation</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> </tr> <tr> <td>ii. Group Presentation</td> <td>15%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> </tr> <tr> <td>iii. Group Project</td> <td>65%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Class Participation	20%	√	√	√		√		ii. Group Presentation	15%	√	√	√		√	√	iii. Group Project	65%	√	√	√	√		√	Total	100%						
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Class Participation: Students’ ability to think independently and share their own understanding and point of view on each specific subject topic with their fellow classmates and their contributions to class discussions and activities will be assessed. Attendance at tutorials and seminars is compulsory. Students are expected to attend all tutorials and to come prepared to discuss the issues raised in a cogent manner</p> <p>Group presentation to show their understanding of the topics. Their abilities to answer inquiries from peers and teacher will be assessed also.</p> <p>Group Project: Students will prepare a case study on one aspect of the aviation policies. The case study will require a mix of primary research and secondary research. Most of the cases can be built from secondary research.</p> <p>Group Project consists of an individual brief report and a group written report. Writing skills, organization of thoughts, reading and research of relevant literature and apply knowledge to address current issues will be assessed.</p>	
Student Study Effort Required	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Tutorials	13 Hrs.
	Other student study effort:	
	▪ Self-study/preparation	42 Hrs.
	▪ Group project	42 Hrs.
	Total student study effort	123 Hrs.
Indicative Reading List and References	<ol style="list-style-type: none"> 1. Button, K., Haynes, K., & Stough, R. (1998). <i>Flying into The Future: Air Transport Policy in the European Union</i>. Cheltenham: Edward Elgar. 2. Button, K., & Stough, R. (2000). <i>Air Transport Networks: Theory and Policy Implications</i>. Cheltenham: Edward Elgar. 3. Doganis, R. (2002). <i>Flying off Course: The Economics of International Airlines</i> (3rd ed.). London: Routledge. Chapter 2. 4. Findlay, C., Chia, L.S., & Singh, K. (1997). <i>Asia Pacific Air Transport: Challenges and Policy Reforms</i>. Singapore: Institute of Southeast Asian Studies. 5. Forsyth, P., King, J., & Rodolfo, C. L. (2006). Open Skies in ASEAN. <i>Journal of Air Transport Management</i>, 12(3), 143-152. 6. Gidwitz, B. (1984). <i>The Politics of International Air Transport</i>. Toronto: Lexington Books. 7. Hanlon, P. (1996). <i>Global Airlines: Competition in a Transnational Industry</i>. Oxford: Butterworth-Heinenmann. Chapter 3. 	

8. Mak, B. (2004). Aviation Policies and Tourism Destination Development. Refereed Proceedings of the 10th Annual Conference Asia Pacific Tourism Association, 4th – 7th July 2003, Nagasaki, Japan
9. Law, C.K., & Yeung, R. (2000). The Reality of “Open Skies” and Its Relevance for Hong Kong. Research Press Briefing 5 April 2000, Hong Kong Policy Research Institute Ltd.
10. Oum, T.H., & Yu, C. (2000). *Shaping Air Transport in Asia Pacific: Aldershot*, Ashgate. Chapters, 7.4, 7.5 and 7.6.
11. Upham, P., Maughan, J., Raper, D., & Thomas, C. (2003). *Towards Sustainable Aviation*. London: Earthscan Publications Ltd. Chapter 12.
12. Wang, Z. H. (2004) Deregulation and Globalisation: Process, Effects and Future Challenges to Air Transport Markets, *Journal of American Academy of Business*, Cambridge, Hollywood: Sept., Vol. 5.
13. Wensveen, J. G. (2007). *Air Transportation: A Management Perspective* (6th ed.). Ashgate.
14. Wheatcroft, S. (1994). *Aviation and tourism policies: Balancing the benefits*. London: Routledge.