The Hong Kong Polytechnic University

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>HTM3210</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Title</td>
<td>China Tourism</td>
</tr>
<tr>
<td>Credit Value</td>
<td>3</td>
</tr>
<tr>
<td>Level</td>
<td>3</td>
</tr>
<tr>
<td>Pre-requisite / Co-requisite/ Exclusion</td>
<td>Nil</td>
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### Objectives
This subject explores the evolution and development of the tourism industry in China. Critical issues that are significant to the industry’s current and future development will be discussed. Concepts taught include the historical development of tourism industry in China, administration of the China tourism industry, domestic and international tourism, and tourism resources and products. Students will be able to achieve a broader understanding over the mechanism of tourism in China and the major players in the industry.

### Intended Learning Outcomes
Upon completion of the subject, students will be able to:

**A. Professional Competence**
- Evaluate knowledge and theories in different sectors of China tourism and hotel industry to analyze and evaluate critical issues facing the industry.

**B. Critical Thinkers**
- Analyze hospitality and tourism products, services, and interactions in China to appraise, analyze and evaluate critical issues facing the tourism and hospitality industry.

**C. Effective Communicators**
- Identify major market potential for the tourism and hotel industry in China.

**D. Innovative Problem Solvers**
- Understand the macro environment of tourism and hotel development in China and identify the major challenges and opportunities for tourism and hotel industry in China.

**F. Ethical Leaders**
- Understand the evolution of the tourism and hotel industry in China in the past 30 years.
### Subject Synopsis/Indicative Syllabus

- a. Background of Tourism Development in Mainland China
- b. Tourism policy and administration in Mainland China
- c. Tourism Resources in Mainland China
- d. Tourism Product Development in Mainland China
- e. Inbound Tourism to Mainland China
- f. Domestic Tourism in Mainland China
- g. Outbound Tourism from Mainland China
- h. Hotel Industry in Mainland China
- i. Travel Services in Mainland China
- j. Potential of Tourism Industry in Mainland China

### Teaching/Learning Methodology

The subject is divided into weekly hour lectures and hour seminars.

**I. The lectures** are designed to provide students with information and guidance.

**II. The seminars** permit students to explore the various themes discussed in the subject more detail.

**III.** Lectures and especially seminars will be interactive in nature, with group discussions, role play and various other interactive activities included in both.

### Assessment Methods in Alignment with Intended Learning Outcomes

<table>
<thead>
<tr>
<th>Specific assessment methods/tasks</th>
<th>% weighting</th>
<th>Intended subject learning outcomes to be assessed (Please tick as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A  B  C  D  E  F</td>
<td></td>
</tr>
<tr>
<td>i. Tutorial Attendance and Participation</td>
<td>10%</td>
<td>√  √  √</td>
</tr>
<tr>
<td>ii. In-Class Assignments/Quiz</td>
<td>10%</td>
<td>√  √</td>
</tr>
<tr>
<td>iii. Group Project I</td>
<td>10%</td>
<td>√  √  √  √</td>
</tr>
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</table>
iv. Group Project II  20% ✓ ✓ ✓ ✓
v. Group Project III  30% ✓ ✓ ✓ ✓
vi. Final Exam  20% ✓ ✓ ✓ ✓
Total 100% ✓ ✓ ✓ ✓

Participation & attendance is designed to encourage students to express and share their opinions on various topics and issues addressed in class.

The group project is designed to enable the students to prepare and present a plan.

The exam is designed as a summative assessment to gauge the student’s overall knowledge and understanding of the subject.

<table>
<thead>
<tr>
<th>Student Study Effort Required</th>
<th>Class contact:</th>
<th>42 Hrs.</th>
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</thead>
<tbody>
<tr>
<td>Other student study effort:</td>
<td></td>
<td>84 Hrs.</td>
</tr>
<tr>
<td>Total student study effort</td>
<td></td>
<td>126 Hrs.</td>
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Reading List and References