

The Hong Kong Polytechnic University

Subject Code	HTM4320
Subject Title	Urban Tourism
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject will cover the multifaceted aspects of urban tourism. The process and development of urban tourism and issues relating to urban destination management will be analyzed and discussed. Students will learn about the factors which influence the development of urban tourism and make an urban destination unique. There is also emphasis on issues related to urban attractions, logistics of tourist flow, and other specific micro aspects which construe urban tourism management and development.
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> the emerging phenomenon of urban tourism and <i>discuss</i> urban tourism activities. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • <i>interpret</i> and <i>use</i> data related to management issues <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • <i>communicate</i> major issues in urban tourism development to stakeholders and agencies concerned. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>examine</i> the process and development of urban tourism. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • <i>critically assess</i> and <i>apply</i> the principles of managing urban destinations and <i>explore</i> ethical issues which impact on the community and industry in the course of developing urban tourism.
Subject Synopsis/ Indicative Syllabus	<p>a. Urban tourism: An introduction</p> <p>b. A symbiotic relationship of tourism and urban development</p> <p>c. Multi-functionality of urban destinations</p> <p>d. Managing the flow of urban tourism</p>

	<p>e. Assessing the tourism potential of urban destinations</p> <p>f. Urban tourism activities (Tourist activities at an urban destination)</p> <p>g. Impacts of urban tourism (sustainability – social, cultural and ecological)</p> <p>h. Organisation and structure of urban tourism</p> <p>i. Special issues in urban tourism</p> <p>j. Crisis Management</p> <p>k. Future Challenges</p>																																						
<p>Teaching/Learning Methodology</p>	<p>I. Interactive lectures will be given with class discussions and illustrations of real world case examples.</p> <p>II. Tutorials will be held to provoke active class participation in discussion and debate of contemporary issues and problems, either in groups or individually, depending on the complexity of the problem set for consideration.</p> <p>III. A group case study project will be given to students to conduct an analysis of a selected tourist city. Team members will have to make a presentation on the urban tourism issues of the city as they relate to planning and managing urban tourist destinations. A question and answer session will be held after the presentation in order to authenticate the students’ understanding and critical thinking ability.</p> <p>IV. Field trips will be conducted to give students the opportunity to observe and carefully consider, on-site, the set-up of the facilities, overall planning and management of urban attractions and provide a critique for improvement.</p> <p>V. Guest speaker or speakers will be invited to give lectures/seminars on urban tourism issues in order to enhance students’ understanding of the theories learnt and their applications.</p>																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="421 1525 1469 1921"> <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. Continuous Assessment</td> <td>80%</td> <td></td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>ii. Examination</td> <td>20%</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. Continuous Assessment	80%		√	√	√		√	ii. Examination	20%	√	√					Total	100%						
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Continuous Assessment (80%) comprises of a range of assessment methods, with assessment weights as follows:</p> <p>Class discussion and debate (10%) on contemporary urban tourism issues will provide an opportunity for the students to interact with their peers and teacher and reveal their level and depth of understanding of the knowledge and concepts taught in the lectures. There is no separate formal assessment for this.</p> <p>The group presentation project (20%) provides an avenue for students to practice working as a team as well as brainstorm and explore new approaches to identify relevant urban tourism planning and management issues and potential strategic solutions. Their professionalism and confidence in presenting their points of view/arguments are also put to the test.</p> <p>The written case study (30%) reveals the level of students' critical thinking and analytical ability in analyzing current urban issues and their application of appropriate concepts, principles and approaches/models to deal with them. Recommended urban planning and management strategies will either reinforce or refute the claims made in their analysis.</p> <p>Field trip report (20%). Summary and discussions through observation and participation at a particular urban tourist attraction or site after the field trip will provide an opportunity for students to directly apply principles and models learnt in the lectures to a real world situation.</p> <p>The final examination (20%) will be an open book examination. The final examination assesses the students' knowledge and understanding of the key concepts, models, theories and principles in the syllabus and their ability to apply them to address or solve urban planning, management, marketing and impact issues presented to them in the examination.</p>	
Student Study Effort Required	Class contact:	
	▪ Lecture	28 Hrs.
	▪ Tutorial	14 Hrs.
	Other student study effort:	
	▪ Outside class preparation and review	84 Hrs.
	Total student study effort	126 Hrs.
Indicative Reading List and References	<p><u>Assigned Text:</u> Page, S., & Hall, M. (2003). <i>Managing Urban Tourism</i>. Prentice Hall.</p> <p><u>Recommended Readings:</u> 1. 9 readings</p>	