HTM2113 Introduction & Principles of Tourism

Subject Name: Introduction & Principles of Tourism
Subject Code: HTM2113
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description
The main aim of this subject is to provide students with a broad overview of the tourism industry and foster an appreciation of the issues the industry faces in Hong Kong.

Programme Learning Outcomes
See separate file for HD programme outcomes.

Subject Outcomes
Students will be able to discuss the importance of tourism impacts and its relevance to the development of a destination and be able to explain the interdependence between each sub-sector of the tourism industry.

Students will also be able to describe current issues concerning the future development of the tourism industry.

Students will be able to acquire knowledge of the service nature, the scope, nature and characteristics of the tourism industry and apply operational skills in the tourism industry.

Students will be able to demonstrate their understanding of the subjects and their communication skills in tutorials and classroom discussions with their peers.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. The nature and scope of tourism
2. The history and growth of tourism
3. The travel sector
4. The hospitality sector
5. The visitor service sector
6. Tourism demand
7. Tourism supply
8. Tourism marketing
9. Financing tourism
10. The impact of tourism
11. Tourism planning
12. The future of tourism