Subject Name: China Hotel and Tourism Business Studies
Subject Code: HTM513
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description:
The overall objective is to introduce the evolution and development of hospitality and tourism industry in China. The subject is designed to examine those critical issues that are significant to the industry’s current and future development from both practical and academic point of view.

Programme Learning Outcomes:
See separate file for MSc programme outcomes.

Subject Outcomes:
On successful completion of this subject, students will be able to critically assess key knowledge and theories of the tourism and hospitality industry in China.

Students will be able to appraise, analyze and evaluate a critical issue facing the tourism and hospitality industry in China.

Students will be able to critically assess and evaluate the relationship between the hospitality and tourism industry and its environments. Students will be able to identify ethical issues and provide leadership at work.

Students will be able to evaluate and criticize various theories and apply them to the Chinese context in particular.

Students will be able to communicate and react proactively to the stakeholders including staff, customers and management on various issues in relation to the management of tourism and hospitality in China.

Students will able to identify current issues and forecast the future trends of tourism and hospitality development both domestically and globally on an on-going basis.

Assessment Weighting:
Continuous Assessment: 80%
Examination: 20%
HTM513 China Hotel and Tourism Business Studies

**Key topics to be addressed in this subject (Subject to regular update)**

1. Tourism Development: World, Regional, and China
2. International Tourism in China
3. Domestic Tourism
4. China Outbound Travel and its Implications
5. Tourism Policy Development in Modern China
6. China Travel Services
7. Hotel Chain Development in the World and China
8. China’s Hotel Development
9. Hotel Management in China
10. The Future Potential of China’s Tourism and Hotel Industry
11. Major Theories and Application I
12. Major Theories and Application II