

Enriching Knowledge for the SS Tourism and Hospitality Studies Series:

Trends and Issues in the Tourism and Hospitality Industry
(Economic, Socio-cultural and Environmental Aspects)

高中旅遊與款待課程知識增益系列：

旅遊與款待業趨勢及議題（經濟、社會文化及環境
方面）

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課程編號: CDI020231038

2023年4月21日



Our Agenda Today

14:30 – 14:35

簡介 Introduction

14:35 – 15:50

1) 旅遊與款待業的熱門議題

Current Issues in the Tourism and Hospitality Industry

旅遊與款待業在經濟方面的趨勢

2) Trends in Tourism and Hospitality Industry (Economic Aspect)

問與答 Q&A

15:50 – 16:00

小休 Break

16:00 – 17:30

3) 旅遊與款待業在社會文化及環境方面的趨勢

Trends in Tourism and Hospitality Industry (Socio-cultural and Environmental Aspects)

問與答 Q&A



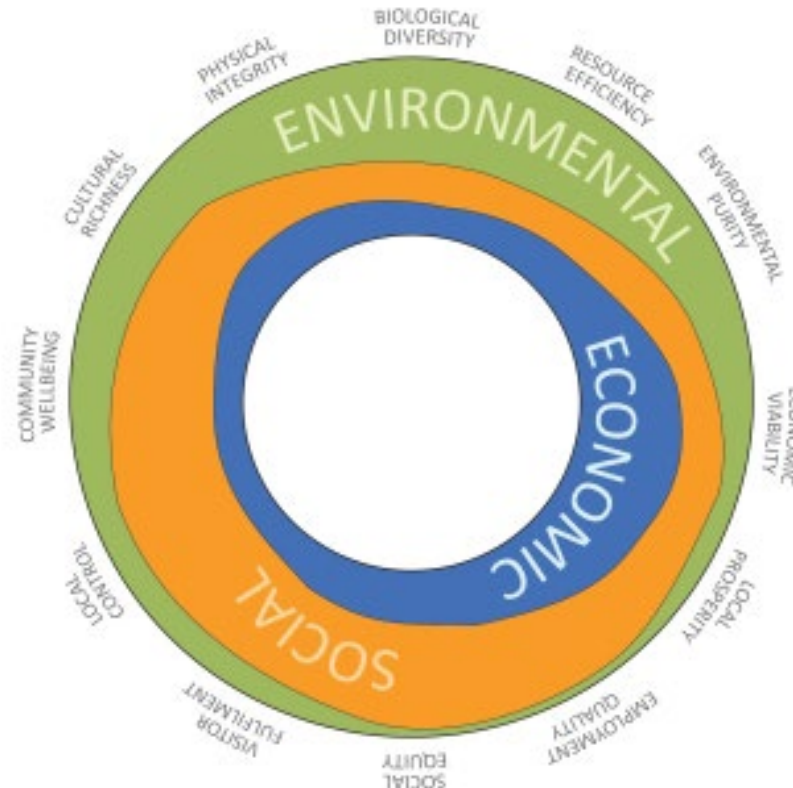
1) Current Issues in the Tourism and Hospitality Industry

旅遊與款待業的熱門議題

1.1 The Twelve Aims of Sustainable Tourism: 可持續發展旅遊業的十二個目標 (1/2):

Released by the United Nations Environmental Program (UNEP, 聯合國環境署) and the World Tourism Organisation (WTO, 世界旅遊組織).

The aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism for destinations.



Source: United Nations Environment Programme (UNEP) and World Tourism Organization (UNWTO – Tourism in the Green Economy 2012

1.1 The Twelve Aims of Sustainable Tourism: 可持續發展旅遊業的十二個目標 (2/2):

1) Economic Viability 經濟可行性/經濟生存能力

2) Local Prosperity 當地繁榮

3) Employment Quality 就業質素

4) Social Equity 社會的公平性

5) Community Wellbeing 社會福利

6) Visitor Fulfillment 旅客滿足度

7) Local Control 當地監管

8) Cultural Richness 文化的豐富度

9) Physical Integrity 自然的完整性

10) Biological Diversity 生物多樣性

11) Resource Efficiency 資源效益

12) Environmental Purity 環境純淨度

Source: United Nations Environment Programme (UNEP) and World Tourism Organization (UNWTO – Tourism in the Green Economy 2012)

1.2 The Seventeen Aims of Sustainable Tourism 可持續發展旅遊業的十七個目標(1/3):

In September 2015, the United Nations General Assembly (聯合國大會) adopted the 2030 Agenda for Sustainable Development (2030永續發展目標) that includes 17 Sustainable Development Goals (SDGs).

The bold agenda sets out a global framework to end extreme poverty (極端貧困), fight inequality (消除不平等) and injustice (不公正), and fix climate change (解決氣候變化) until 2030.

Up to date, the UN-led process involved its 193 Member States and global civil society.



1.2 The Seventeen Aims of Sustainable Tourism

可持續發展旅遊業的十七個目標 (2/3):

Envision2030 will work to promote the mainstreaming of disability and the implementation of the SDGs throughout its 15-year lifespan with objectives to:

- 1) Raise awareness of the 2030 Agenda and the achievement of the SDGs for persons with disabilities;
- 2) Promote an active dialogue among stakeholders on the SDGs with a view to create a better world for persons with disabilities; and
- 3) Establish an ongoing live web resource on each SDG and disability.

The campaign invites all interested parties in sharing their vision of the world in 2030 to be inclusive of persons with disabilities.

1.2 The Seventeen Aims of Sustainable Tourism

可持續發展旅遊業的十七個目標 (3/3):

- 1) No Poverty 無貧窮
- 2) Zero Hunger 零饑餓
- 3) Good Health and Well-being 良好健康與福祉
- 4) Quality Education 優質教育
- 5) Gender Equality 性別平等
- 6) Clean Water and Sanitation 清潔飲水和衛生設施
- 7) Affordable and Clean Energy 經濟適用的清潔能源
- 8) Decent Work and Economic Growth 體面工作和經濟增長
- 9) Industry, Innovation and Infrastructure 產業、創新和基礎設施
- 10) Reduced Inequality 減少不平等
- 11) Sustainable Cities and Communities 可持續城市和社區
- 12) Responsible Consumption and Production 負責任消費和生產
- 13) Climate Action 氣候行動
- 14) Life Below Water 水下生物
- 15) Life on Land 陸地生物
- 16) Peace and Justice and Strong Institutions 和平、正義與強大機構
- 17) Partnerships to achieve the Goal 促進目標實現的夥伴關係

Source: <https://www.unwto.org/tourism-in-2030-agenda>

1.3 Environmental, Social, and Governance Criterion

環境、社會及治理標準 (1/4)

- ESG stands for 'Environmental, Social and Governance',
- ESG reflects the view that managing environmental and social topics is a governance issue for organisations.
- It is prevalent amongst the investment community and many view it as a proxy for the quality of management teams and a process to assess whether a company is positioned for long term success.

1.3 Environmental, Social, and Governance Criterion

環境、社會及治理標準 (2/4)

- Every organisation, whether they know it or not, has an ESG strategy.
- Publicly reporting on issues relating to sustainability, corporate responsibility, or environmental, social and governance (ESG) is a way by which firms demonstrate a commitment to transparency, and management approaches to proactively address externalities are articulated and advanced.

1.3 Environmental, Social, and Governance Criterion 環境、社會及治理標準 (3/4)

Example: Fosun Tourism Group 復星旅遊文化 (also known as “FOLIDAY”) has its ECS annual report in 2021.

1.3 Environmental, Social, and Governance Criterion 環境、社會及治理標準 (4/4)

Example: Fosun tourism group's governance structure

1.4 Sustainable tourism development in Greater Bay Area including Hong Kong and Macau 可持續發展旅遊業在大灣區包括香港及澳門的狀況 (1/3)

Diversified travel products 多元化旅遊產品

HK is committed to developing diversified tourism products including various types of mega events, MICE (meetings, incentive travels, conventions and exhibitions), two major theme parks, the Ocean Park and the Hong Kong Disneyland Resort and other natural recourses.

To enhance the competitiveness of the tourism industry, HK's tourism is aiming at drawing more overnight and high value-added visitors.

1.4 Sustainable tourism development in Greater Bay Area including Hong Kong and Macau 可持續發展旅遊業在大灣區包括香港及澳門的狀況 (2/3)

- The Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) 《內地與香港關於建立更緊密經貿關係的安排》服務貿易協議》 was signed in 2019 to optimise the "144-hour visa-exemption transit (免辦簽證政策)" policy
- For foreign group tours entering the Pearl River Delta Area and Shantou (珠三角地區及汕頭) from HK through increasing the number of inbound control points and expanding the area allowed to stay.
- The measure will facilitate HK's tourism trade to develop more multi-destination products targeting foreign visitors, which can attract more overseas travellers to visit HK and the Mainland via HK.

1.4 Sustainable tourism development in Greater Bay Area including Hong Kong and Macau 可持續發展旅遊業在大灣區包括香港及澳門的狀況 (3/3)

- The Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area 《粵港澳大灣區文化和旅遊發展規劃》
- In 2020, the Ministry of Culture and Tourism, the Office of the Leading Group for the Development of the Guangdong-HK-Macao Greater Bay Area and the People's Government of Guangdong Province jointly promulgated the Culture and Tourism Development Plan for the Guangdong-HK-Macao Greater Bay Area.
- The Plan sets out the directions guiding the overall culture and tourism development of the Greater Bay Area and guides the development of the Greater Bay Area into an exchange hub for culture of the East and the West and a world-class tourism destination. It also helps strengthen the positions of HK as an international cultural metropolis and an international tourism hub.

Sources of <https://www.bayarea.gov.hk/tc/opportunities/tourism.html> and <https://www.bayarea.gov.hk/filemanager/sc/share/pdf/mainland-policies-measures-20201230.pdf>

1.5 Tourism and Hospitality Issues Induced by Globalization: Homogenization 全球化引起的旅遊與款待業議題: 同質化

Homogenization (同質化) in tourism refers to the decrease in cultural diversity, giving way for a more global culture, thus diminishing local cultures.

Example: Starbuckization/ McDonaldization of tourism

1.5 Tourism and Hospitality Issues Induced by Globalization: Standardization 全球化引起的旅遊與款待業議題: 標準化

Standardization (標準化) means presenting a unified theme across nations and cultures. The aim of standardization is to implement a level of consistency to certain practices or operations within the selected environment.

Example: 商場標準化

1.5 Tourism and Hospitality Issues Induced by Globalization: Fair trade 全球化引起的旅遊與款待業議題: 公平貿易

Fair trade in tourism (FTT) is the concept of visiting a place as a tourist and trying to only make a positive impact on that location's environment, society and economy.

Example: 雲南咖啡

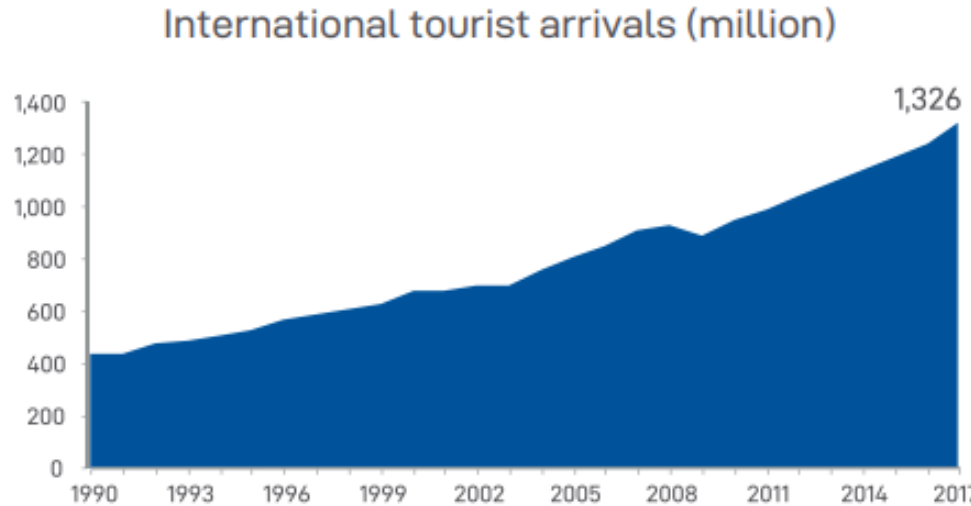


2) Trends in Tourism and Hospitality Industry (Economic Aspect)

旅遊與款待業在經濟方面的趨勢

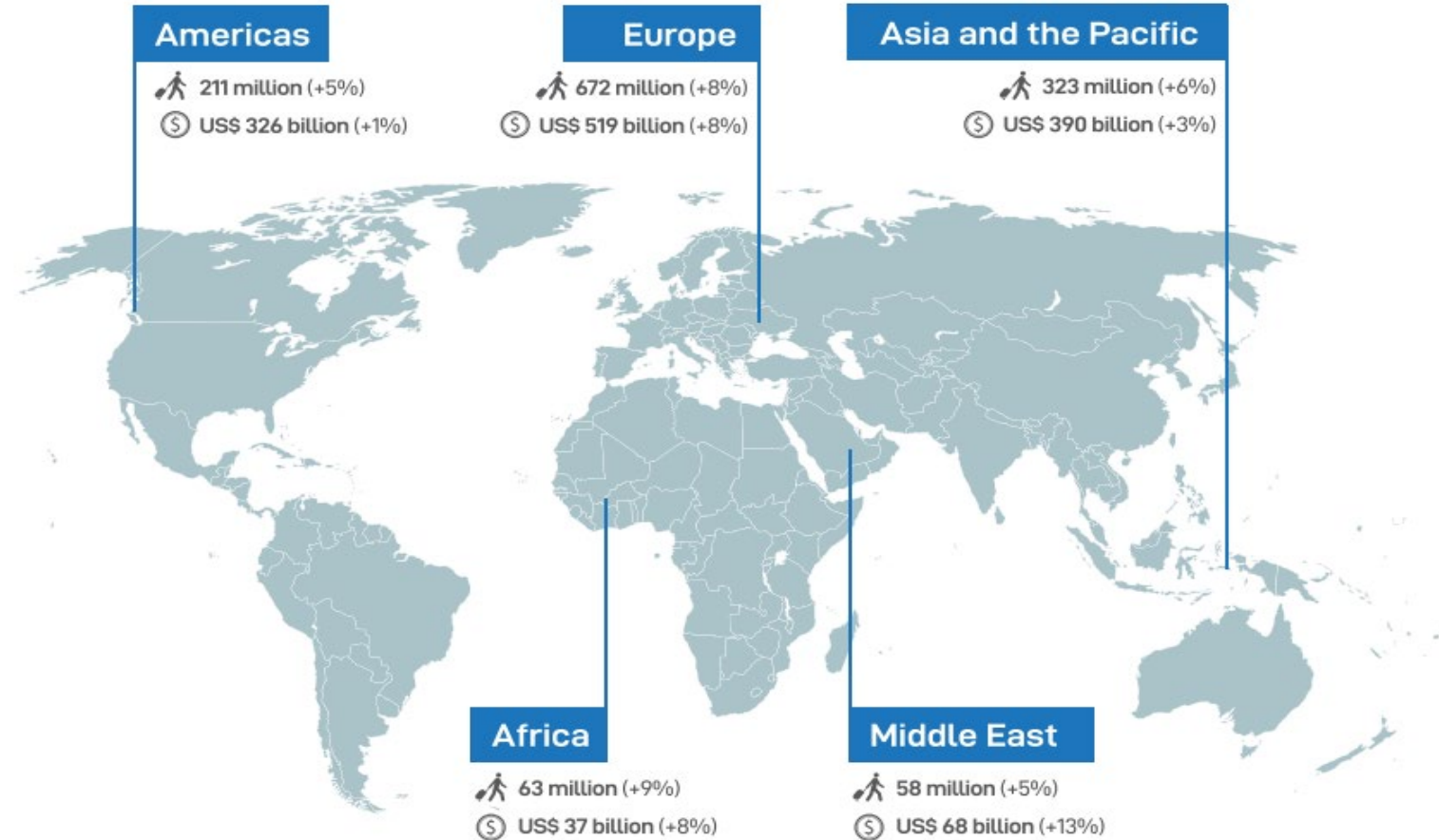
2.1 Increase in Tourism Demand 旅遊需求增加 (1/3)

The overall tourism demand before Covid-19



* = Provisional figure or data

Source: World Tourism Organization (UNWTO) ©

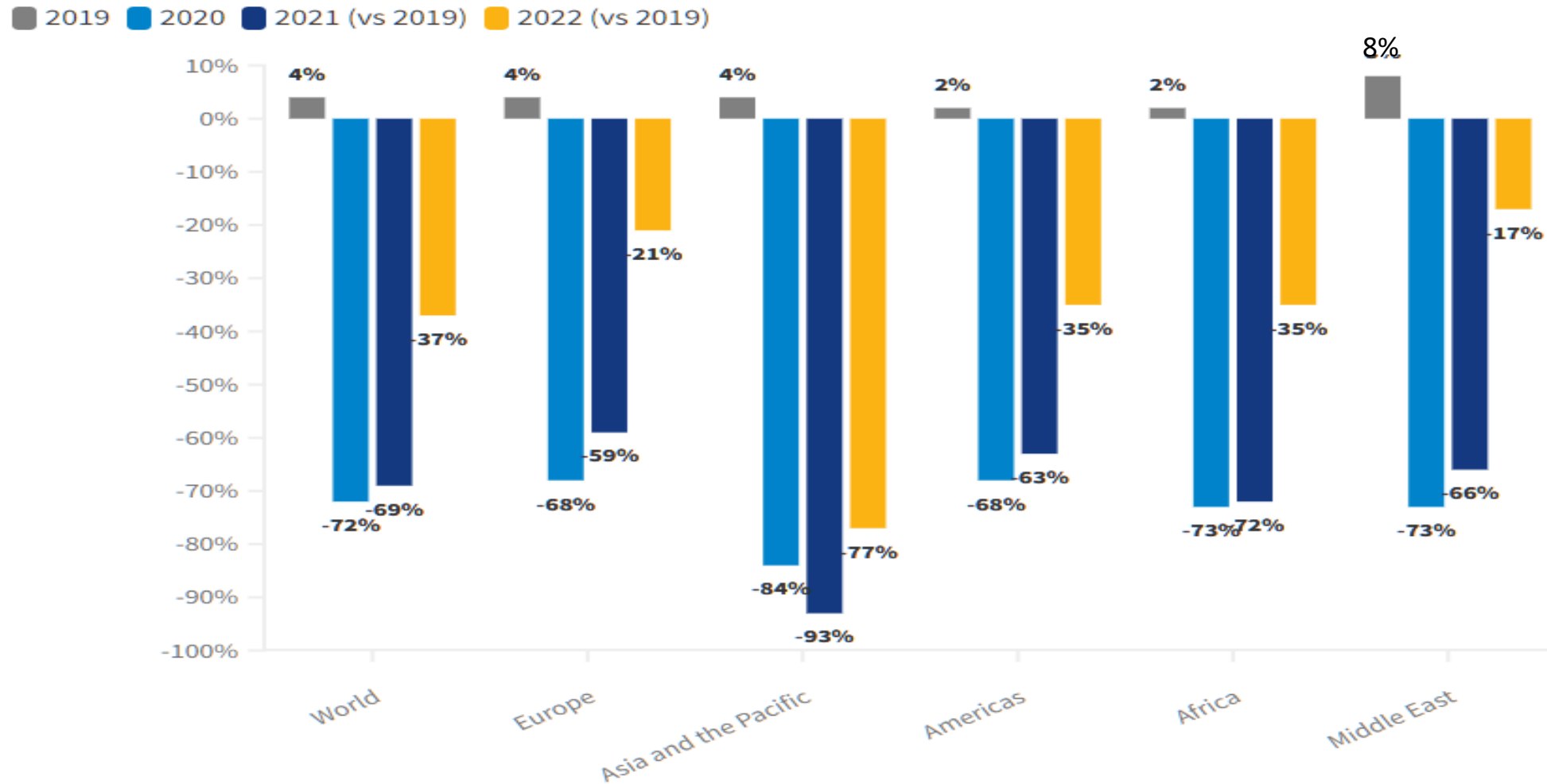


Note: Revised and updated as of 13 September 2018

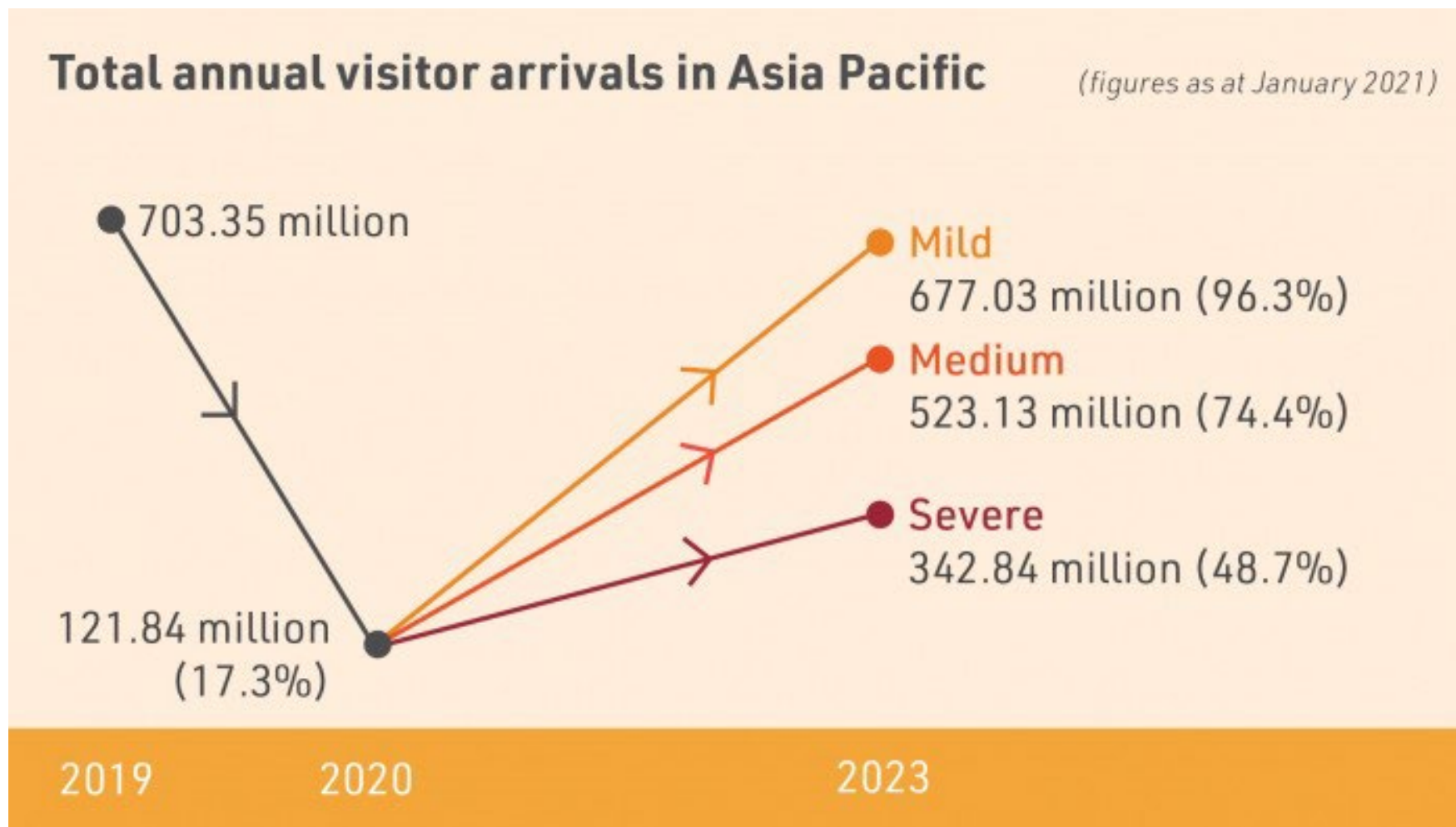
Source: World Tourism Organization (UNWTO) ©

2.1 Increase in Tourism Demand 旅遊需求增加 (2/3)

Global perspective: Slow and uneven recovery

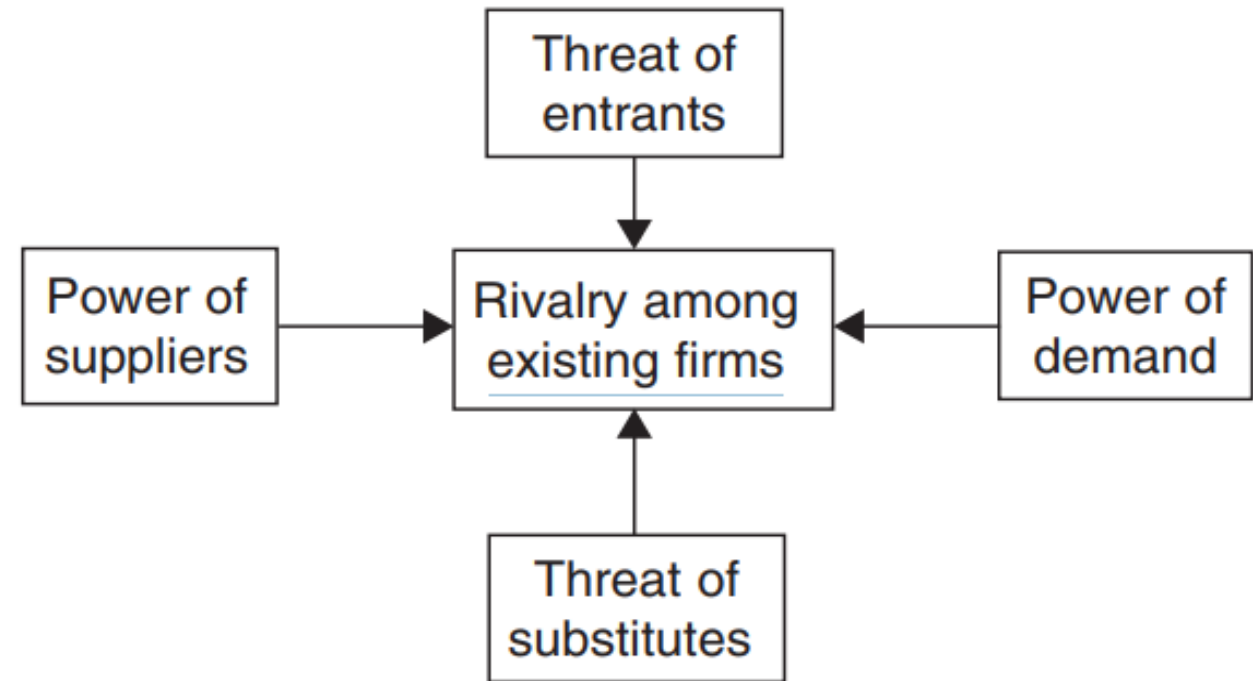


2.1 Increase in Tourism Demand 旅遊需求增加 (3/3)



2.2 Competitions among Tourism Receiving Countries 旅遊目的地所形成的競爭 (1/2)

- Tourism competition is the economic activity in which tourism operators compete with each other for obtaining the recognition and the value of tourism commodities from tourists.
- Tourism competition is mainly between tourism clusters (旅遊產業集群) and not so much between countries.
- Porter (1998) defines tourism clusters as 'geographic concentrations (地域集中度) of interconnected companies and institutions in a particular field.
- The state of competition in a tourism industry, as in any other industry, depends on these five competitive forces:



The five competitive forces of M. Porter

2.2 Competitions among Tourism Receiving Countries 旅遊目的地所形成的競爭 (2/2)

Example of theme parks in HK:

| Competitive forces | Application to the Hong Kong theme parks |
|----------------------------|---|
| The threat of new entrants | Universal Beijing (北京環球度假區) with a Zootopia (優獸大都會) themed land and other attractions expected to open in 2023. |
| The power of suppliers | Five new resort hotels are expected to open at the same time. |
| The power of buyers | Local supply of local citizen of Mainland China |
| The threat of substitutes | Chimelong Paradise (長隆旅遊度假區), Shanghai Disneyland, Happy Valley of Chengdu (成都歡樂谷) |
| Competitive rivalry | The competition between theme park is fierce, due to numerous choices in the Mainland. |

- As competition increases and tourism activity intensifies, tourism policy focuses on improving competitiveness by creating a statutory framework to monitor, control and enhance quality and efficiency in the industry, and to protect resources.

2.3 The Impacts of Economic Changes on the Development of Different Types of Accommodation 經濟轉變對不同住宿類型發展的影響 (1/3)

The economic impacts influencing hotel development include:

- 1) Direct impact** : all projected revenues that will be generated from consumers at the new hotel, including rooms revenues, food and beverage revenues (F&B), as well as other ancillary revenue (輔助收入), e.g., spa, in-room extras or parking.
- 2) Fiscal impact (財政影響)**: all federal, state, and local taxes that will be collected from the development and operations of the new hotel.
- 3) Indirect impact**: all jobs and income generated by businesses that supply goods and services to the hotel.
- 4) Induced impact (誘發影響)**: economic effects generated when employees (full-time and temporary) and suppliers re-spend their wages on local consumer purchases.

2.3 The Impacts of Economic Changes on the Development of Different Types of Accommodation 經濟轉變對不同住宿類型發展的影響 (2/3)

Different common types of accommodation:

- 1) Chain hotels (連鎖酒店)
- 2) Resorts (度假村)
- 3) Inns/Hostels/ Bed and breakfasts (旅館)
- 4) Conference/convention centre hotels
- 5) Casino hotels

Photos source of TripAdvisor

2.3 The Impacts of Environmental Changes on the Development of Different Types of Accommodation 環境轉變對不同住宿類型發展的影響 (3/3)

Different common types of accommodation:

- 6) Gastro hotels (MICHELIN-Listed Hotels) 美食酒店
- 7) Eco hotels 環保酒店
- 8) Boutique hotels 精品酒店
- 9) Heritage hotels 文物酒店
- 10) Pet-friendly hotels 寵物友善酒店

2.3 The Impacts of Economic Changes on the Development of Different Types of Food and Beverage Sector 經濟轉變對不同餐飲業發展的影響 (1/2)

Economic development and population growth are driving increases in overall food consumption, while a growing **middle class** is demanding better quality and more variety.

Demand for organic food is growing due to consumer consciousness on health:

- The Asia-Pacific organic food market had total revenues of \$16.4bn in 2020, representing a compound annual growth rate (CAGR, 年均複合增長率) of 11.4% between 2016 and 2020.
- The fruit & vegetables segment was the market's most lucrative in 2020, with total revenues of \$5.3bn, equivalent to 32.4% of the market's overall value.
- The region's performance is heavily influenced by the Chinese market, which accounted for 66.6% of its total value in 2020.

2.3 The Impacts of Economic Changes on the Development of Different Types of Food and Beverage Sector 經濟轉變對不同餐飲業發展的影響 (2/2)

More generous in food consumption even the eco-friendly food is more costly:

Increasing needs for eco-friendly restaurants/ sustainable restaurants are working on cutting down on water and energy consumption.

- According to Deliverect research, 43% of diners will pay more for sustainable restaurant takeout.
- Although the majority of consumers (65%) believe sustainable eating is more expensive, 47% would consider changing what they order from the menu to be more sustainable
- Diners are especially concerned with food waste and packaging.

E.g., Edible packaging (可食用包裝)

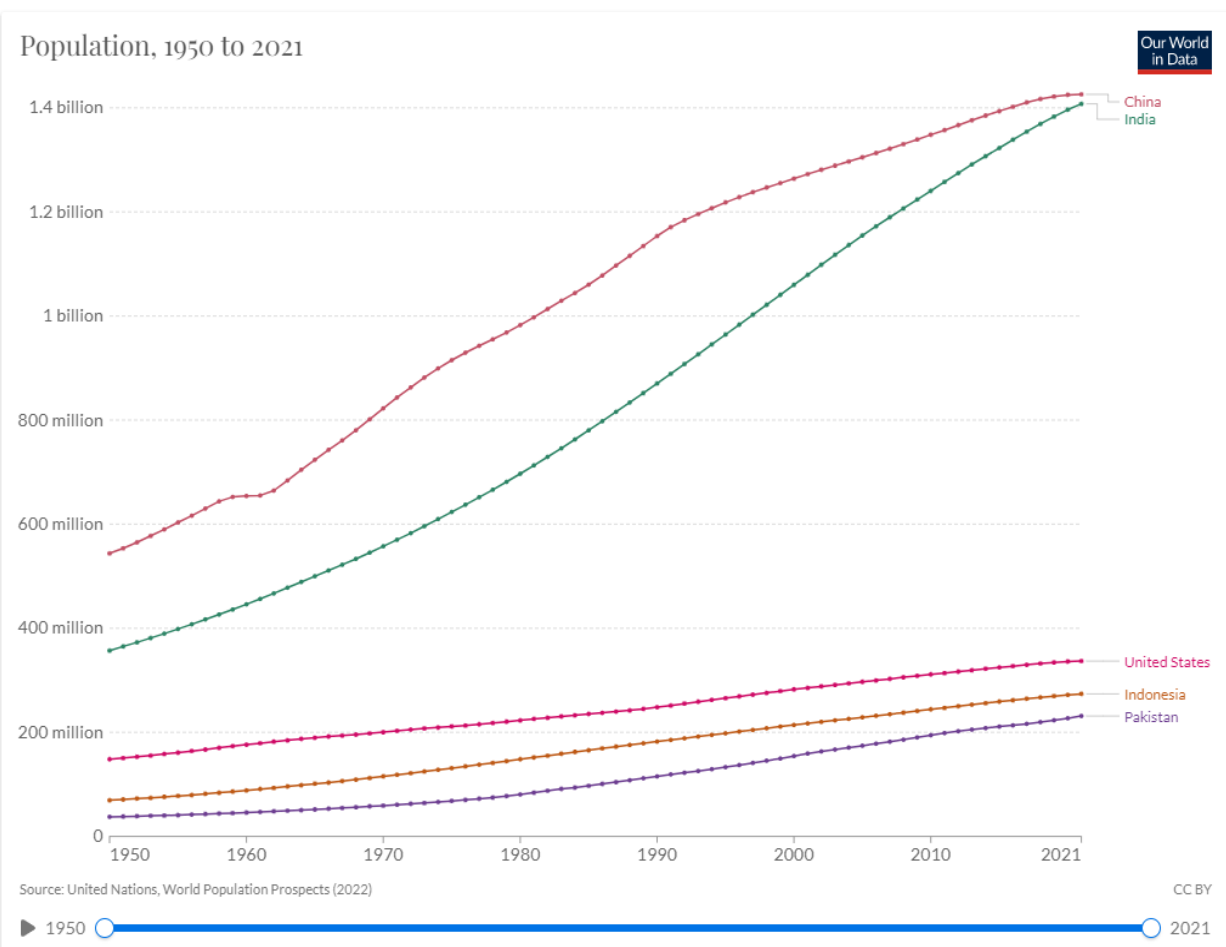


3) Trends in Tourism and Hospitality Industry (Socio-cultural and Environmental Aspects)

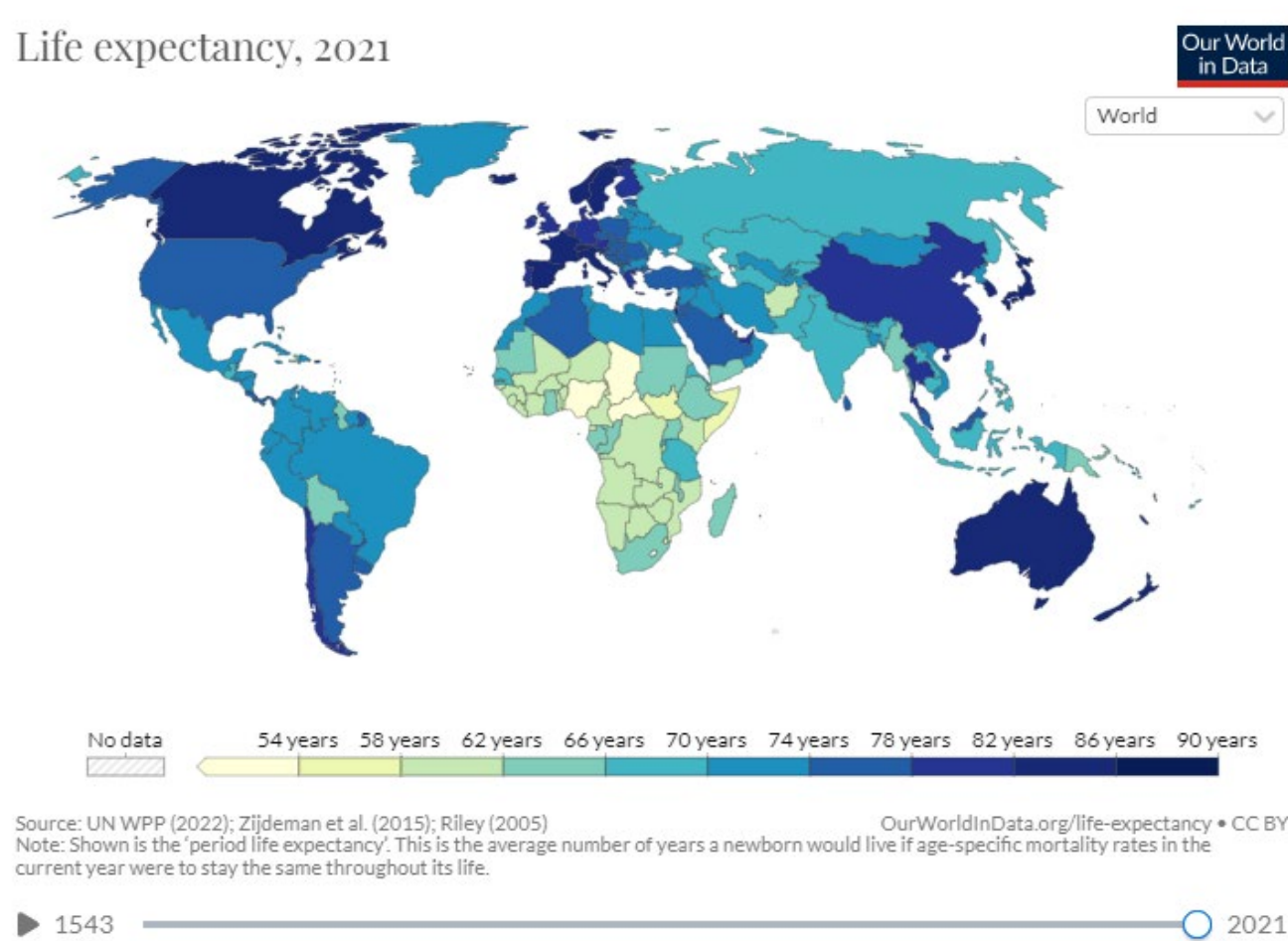
旅遊與款待業在社會文化及環境方面的趨勢

3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

World Population Growth



World Life expectancy across the world

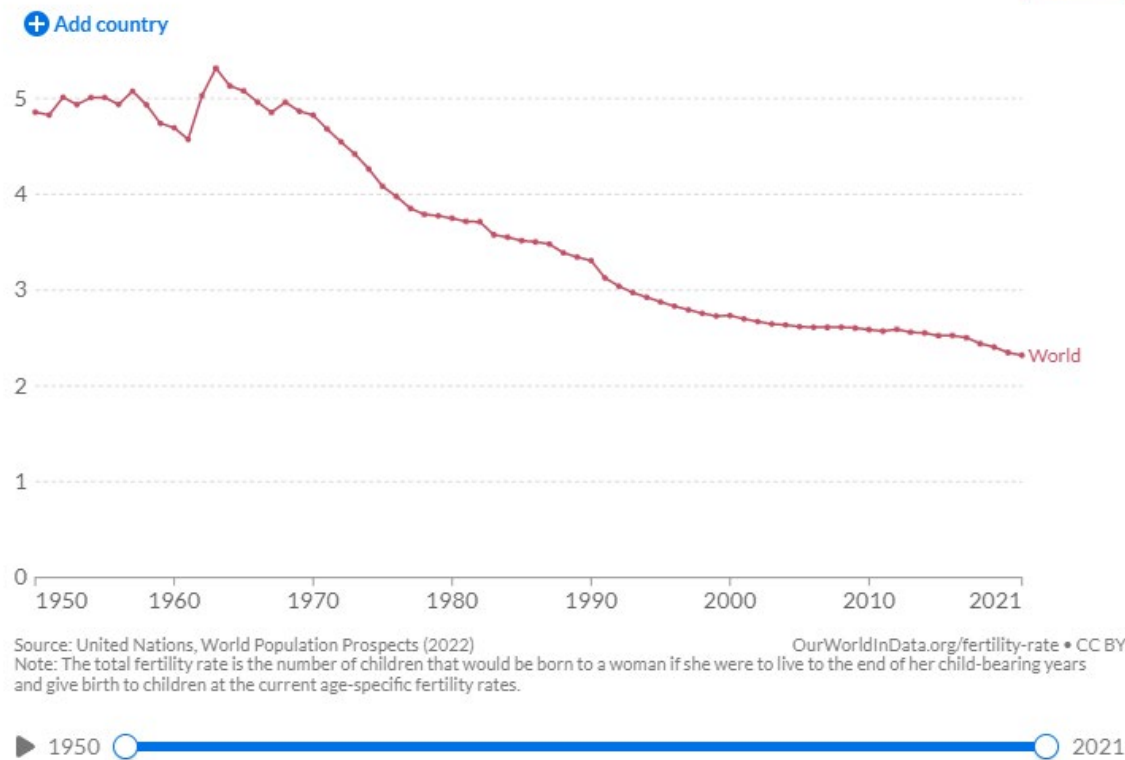


Sources of <https://ourworldindata.org/world-population-growth>, <https://ourworldindata.org/life-expectancy>

3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

World Fertility Rate 全球生育率

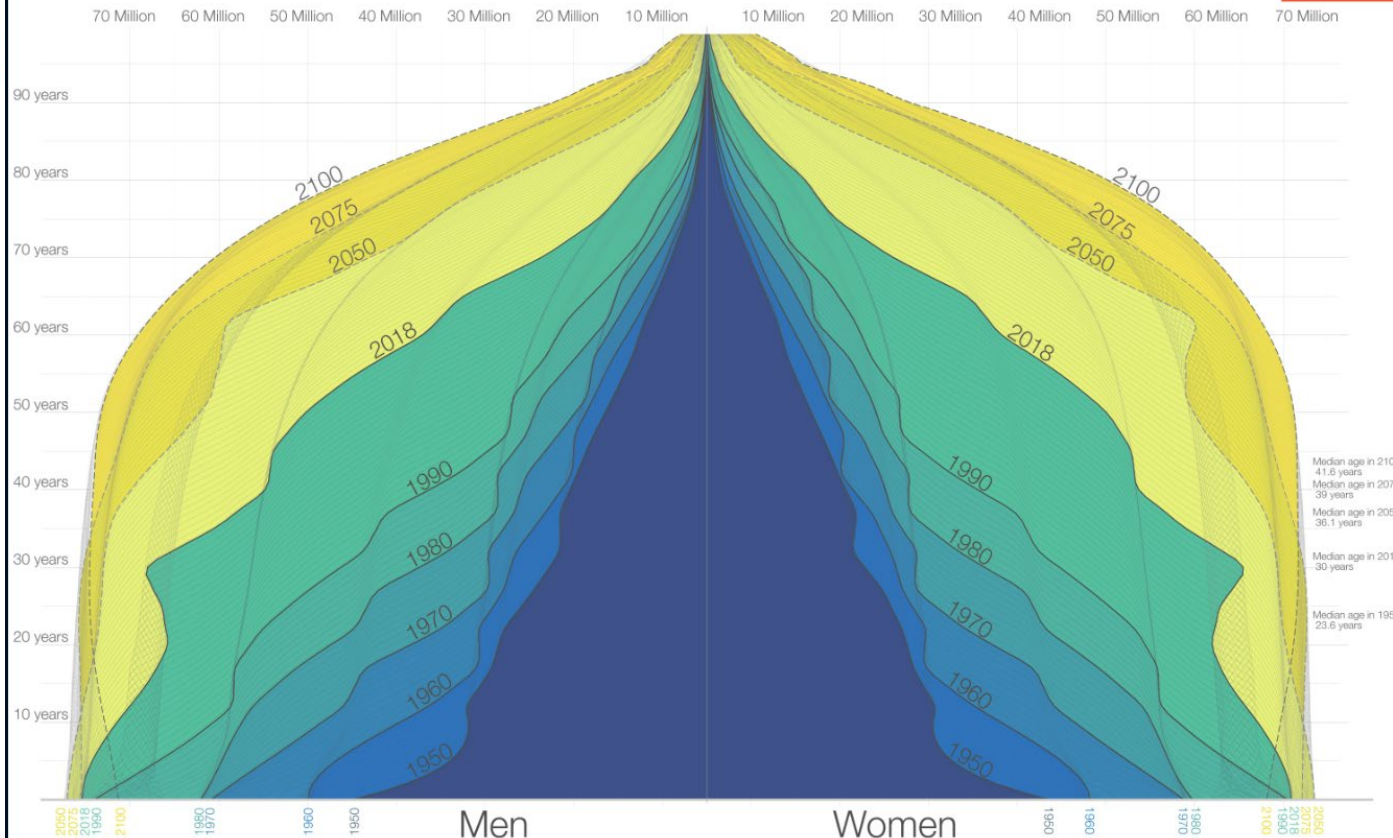
Fertility rate: children per woman



World Age Structure 年齡結構

The Demography of the World Population from 1950 to 2100

Shown is the age distribution of the world population – by sex – from 1950 to 2018 and the UN Population Division's projection until 2100.



Sources of <https://ourworldindata.org/fertility-rate>
<https://ourworldindata.org/age-structure>

3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

Demographic transition (人口轉型)- Population ageing (人口老化)

2019至2069年人口百分比（不包括外籍家庭傭工）

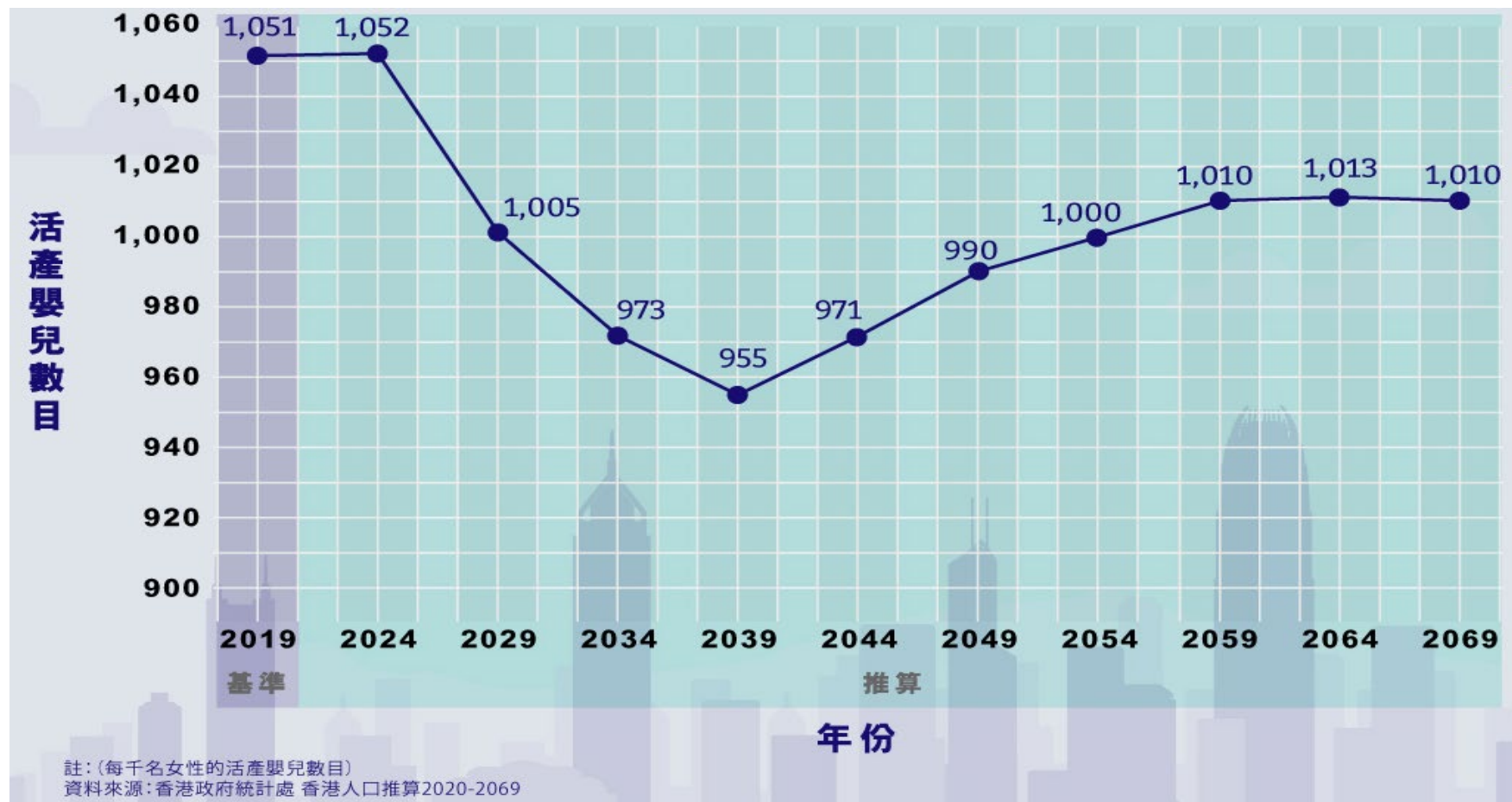
| 年份 | 年齡組別（人口百分比） | | | 人口 (千人) | 年齡中位數 (相比於2019年的轉變) |
|-------------------|-------------|--------|--------|------------|------------------------|
| | 0至14歲 | 15至64歲 | 65歲及以上 | | |
| 基準 2019 | 12% | 69% | 18% | 7,180.2 | 45.5(不適用) |
| 2024 | 12% | 66% | 23% | 7,363.8 | 47.4(+1.9) |
| 2029 | 10% | 62% | 28% | 7,476.4 | 49.1(+3.6) |
| 2034 | 9% | 60% | 31% | 7,553.7 | 50.9(+5.4) |
| 推算 2039 | 8% | 59% | 33% | 7,566.9 | 52.5(+7.0) |
| 2049 | 8% | 56% | 36% | 7,420.8 | 55.0(+9.5) |
| 2059 | 8% | 54% | 38% | 7,071.9 | 55.4(+9.9) |
| 2069 | 8% | 54% | 38% | 6,709.3 | 57.4(+11.9) |

註：因四捨五入關係，部分結果加起來或不等於100%。資料來源：香港政府統計處 香港人口推算2020-2069

3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

Demographic transition (人口轉型):

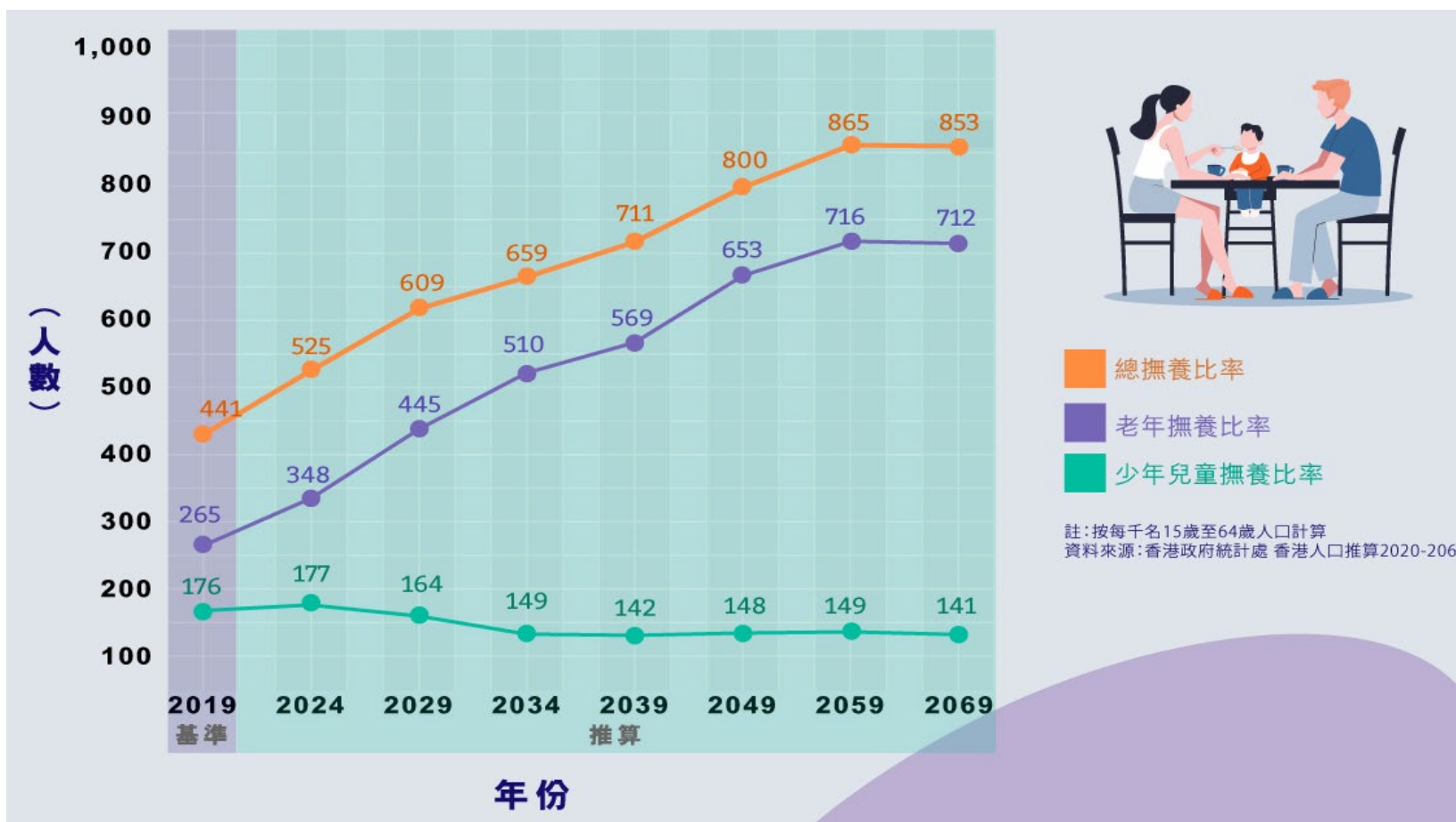
2019年至2069年總和生育率（不包括外籍家庭傭工）



3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

Demographic transition (人口轉型)-

2019年至2069年總撫養比率（不包括外籍家庭傭工）



- 總撫養比率
- 老年撫養比率
- 少年兒童撫養比率

註：按每千名15歲至64歲人口計算
資料來源：香港政府統計處 香港人口推算2020-2069

3.1 The Impacts of Demographic on the Development of Tourists' Different Travel Patterns 人口改變對旅客旅行模式偏好的影響

Lifestyle Changes related to demographic transition (與人口轉型相關的生活方式改變)

- 1) Increased numbers of people choosing not to marry or have children (不婚不育主義)
- 2) Increased cohabitation outside marriage (婚外同居)
- 3) Increased childbearing by single mothers (單身母親)
- 4) Increased participation by women in higher education and professional careers
- 5) Increased individualism (個人主義) and autonomy (自主權), particularly of women.
- 6) Increased concerns about retired life and health issues.

Source: <https://ls.chiculture.org.hk/tc/reform-info/615>

3.1 The Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式對旅客旅行模式偏好的影響

Changes on the Tourists' Different Travel Patterns:

- 1) Travelers want to feel “off-the-grid” (to an extent) 旅客想「（在一定程度上）擺脫日常」
- 2) Travelers are using travel to support their health
- 3) Travelers are open to work trips – but don't want to work on their vacations
- 4) Travelers are embracing nostalgia and family time 旅客希望來趟懷舊之旅或與家人相聚
- 5) Travelers are curious about the rise of virtual reality technology

Source of: <https://partner.booking.com/zh-tw/click-magazine/trends-insights/key-takeaways-bookingcoms-2023-travel-predictions>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 人口改變與生活方式對旅客旅行模式偏好的影響

Increasing demand of budget airlines :

- Low-cost airlines have grown exponentially worldwide, due to the rise in economic activities, ease of travel, development of the travel & tourism industry, rapid urbanization, changes in lifestyle, consumers' preference for low-cost service along with non-stops, and frequent service.
- The global low-cost airlines market reached a value of US\$ 172.54 Billion in 2021.
- Looking forward, the publisher expects the market to reach a value of US\$ 302.85 Billion by 2027, exhibiting a CAGR of 9.83% during 2021-2027.

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 人口改變與生活方式對旅客旅行模式偏好的影響

Changes on the Tourists' Different Travel Patterns:

Longer Time for Each Trip:

- In-depth tourism combines thematic traveling experience and personal knowledge (深度遊)
- Sequential association of the visited locations
- Travel exposes us to different cultures and ancient traditions and through these authentic encounters, travellers learn to embrace and celebrate both our similarities and our differences.

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響



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Price: From \$7,650 per person (double occupancy)

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Example 1:

Source: <https://www.discoverhongkong.com/us/deals/flights-and-vacation-packages/hong-kong-in-depth.html>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響

Example 2:
Poverty tourism

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響

Longer Time for Each Trip:

“Workation” or Working holiday (工作假期)- This is the mix of words “work” and “vacation”, where working individuals can combine remote work and holidays to enhance their productivity and improve their work-life balance.

Example 1: Working holiday in New Zealand so much that you want to stay a little longer? With three months of work in horticulture and viticulture 園藝和葡萄栽培 in New Zealand

Example 2: 香港旅遊平台Klook也率先宣布全新「辦公度假」計畫，讓Klook員工可以選擇在全球任何一個地方邊工作邊旅遊。

Sources: <http://www.etnet.com.hk/www/tc/lifestyle/digitalnewage/digitalmarketing/81169>,
<https://nzpocketguide.com/extend-working-holiday-visa/>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響

Top Destinations for the Tech-Savvy (科技通) Traveller

- Examples include GPS mapping, mobile ticketing, check-in kiosks at airports, ride-sharing apps
- Self-reflexive scenarios of people taking smartphone pictures and selfies continue to be popular

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響

Coronavirus has changed the way we travel- revenge travel (報復性旅遊)

- 71% of Gen Z : People born in the mid-to-late 1990s to the early 2010s) plan to travel more—or the same amount—in 2022 (Avail).
- Nearly two-thirds of Gen Z are planning ‘revenge travel’ —travel to make up for time lost—after the pandemic (Expedia Group).

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Tourists' Different Travel Patterns 生活方式與人口改變對旅客旅行模式偏好的影響

Baby boomers' (嬰兒潮一代, Born between 1946 and 1964) travel trends

BABY BOOMERS

ARE DECISIVE & CONFIDENT TRAVELERS, AND NOT TIED TO BUDGET



Travel Days Per Year

TOP VACATIONS TYPES



67%
Visiting Family



48%
Relaxing



44%
Sight-seeing

57%

Said budget is a factor

66%

Influenced by ads with informative content

56%

Have already decided on a destination

RESOURCES USED IN BOOKING LAST TRIP



1. OTA
2. Hotel Site
3. Airline Site

TRAVEL PERSONALITY

I look for the best deals



I'll go anywhere that allows me to explore the outdoors and be active



Museums, historical sites, arts & culture



I opt for off the beaten path locations and recommendations from locals



Location of Last Vacation



19%

- Outside my Country
- Inside my Country

Expedia
MediaSolutions

Download the study: bit.ly/american-travel



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



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SCHOOL OF HOTEL &
TOURISM MANAGEMENT

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of accommodation Needs 生活方式與人口改變對旅客住宿要求的影響

Accommodation: Gen Z mixes budget and luxury:

- Although Gen Z (the mid-to-late 1990s as starting birth years and the early 2010s) is largely budget-focused, their accommodation tendencies paint a different picture.
- Upscale (4-5*) hotels are preferred by Gen Zers when set against the relatively cheap cost of a flight (European Travel Commission).
- Across the Asia Pacific region, Gen Z guests make up the fastest-growing guest group for Airbnb Experiences, with guest bookings in the region growing more than 3x year-over-year (Airbnb).

Source: <https://www.travelperk.com/blog/gen-z-travel-statistics-trends/>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of accommodation Needs 生活方式與人口改變對旅客住宿要求的影響

Increasing demand for budget hotel

- Budget hotels set to benefit from increase in price-sensitive travelers.
Examples: Airbnb (民宿)/ Capsule hotel (膠囊酒店)/ Inn (旅館)/ Guesthouses (賓館)
- Price is the most important factor to 47%* of consumers when selecting accommodation, according to a poll by GlobalData.
- The pandemic has placed a considerable strain on travelers' finances.

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of accommodation Needs 生活方式與人口改變對旅客住宿要求的影響

- Pet-friendly hotel (寵物友善酒店)

The prevalence of pet adoption has largely resulted from the loneliness due to social distancing that happened during the COVID-19 pandemic.



Murray



Ritz Carlton Hotel

- Instagrammable Hotels (打喺酒店)

According to a research, 70 % of the posted pictures on Instagram are travel-related.

This trend invited users to find the most instagrammable travel destination and tourist spots while travelling, simply to show off what we see during our travels and share them to our followers.



Rosewood Hotel

Source: Buhalis, D., & Chan, J. (2023). Traveling with pets: designing hospitality services for pet owners/parents and hotel guests. International Journal of Contemporary Hospitality Management., <https://theanmon.com/thought/the-growing-trend-of-instagrammable-tourist-spots>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of accommodation Needs 生活方式與人口改變對旅客住宿要求的影響

Smart hotel (智能酒店)/ Automated Robotic (自動化機器人)

Example:

Alibaba Group, the Chinese e-commerce conglomerate, opened a high-tech hotel called FlyZoo Hotel (阿里未來酒店) in 2018 in Hangzhou, China.

Robots created by Alibaba's AI Labs serve food, toiletries, and other sundries. Here's a closer look at what the experience is like.

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響

Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響:

- 1) Technical and automatic driven
科技與自動控制

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響

Virtual Kitchen (虛擬廚房) /Cloud Kitchen (雲端廚房) 掀餐飲新變革

全球外賣市場的規模預計將於2030年達到一萬億美元——亞太區人口冠絕全球，佔國際市場達60%.

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響

Instagrammable Food/ Instagrammable restaurants (打咭餐廳)

There is a new wave of 'Insta-friendly' restaurants launching around the globe.

Restaurants have altered menus to prioritize visual uniqueness, frequently at the expense of taste.

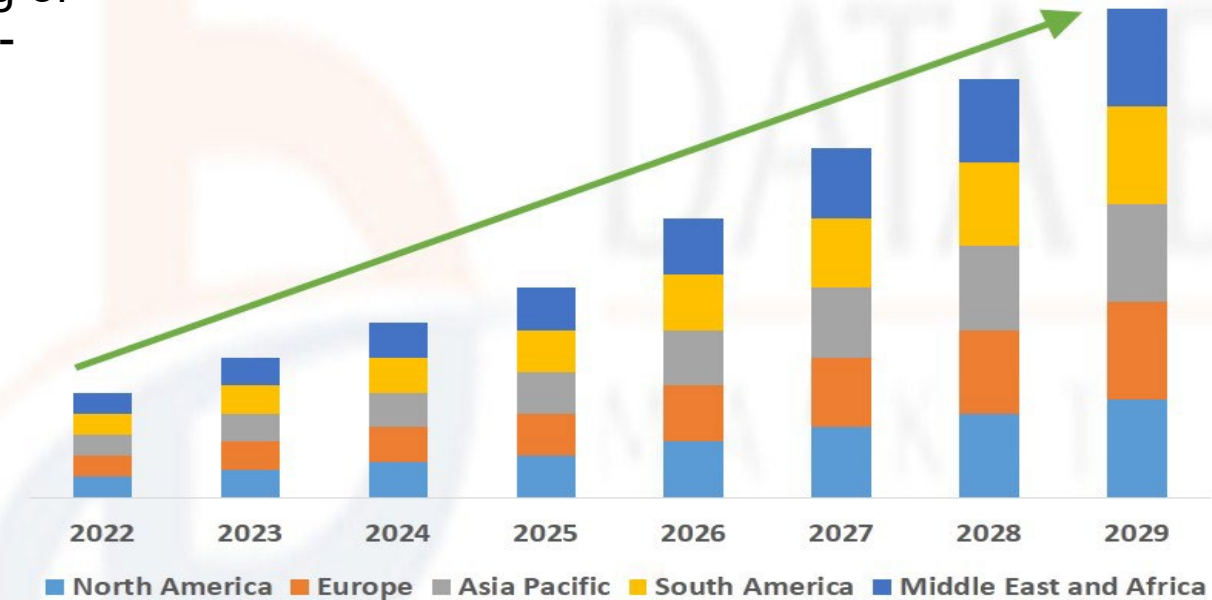
3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響

Low Carb Diet (低碳飲食), Keto diet (生酮飲食) and Paleo Diet (原始人飲食) Trends:

With the rising health consciousness (健康意識) among the individuals to improve their health and improve the functioning of vital bodily organs, there is a huge demand and supply of low-carb/Keto diet all around the globe.

- Those in the 25-44 age group – Millennials and younger members of Generation X – are significantly more likely to follow the paleo diet.
- The 35-54 age group, comprised of older Millennials and Generation X, is the most likely to follow the keto diet.

Global Low-Carb Diet Market is Expected to Account for USD 18.65 Billion by 2029



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Source: Data Bridge Market Research Market Analysis Study 2022

Source of <https://www.databridgemarketresearch.com/reports/global-low-carb-diet-market>, <https://www.freedoniagroup.com/blog/the-rise-of-low-carb,-keto,-and-paleo-snack-trends>

3.1 The Impacts of Demographic and Lifestyle Changes on the Development of Food and Beverage Services Preferences 生活方式與人口改變對餐飲服務偏好的影響

低碳生酮飲食餐廳對生活方式與人口改變:

- 避開醬汁/ 點廳時醬汁另上 (Sauce on side)
- 肉類愈肥愈好, 以配合生酮飲食的要求
- 青菜份量要多



3.2 Examples of Cultural, Heritage and Creative Tourism 文化、遺產和創意旅遊的例子 (1/4)

創意旅遊 (Creative tourism) 屬新一代的旅遊模式，將旅遊由靜態的文化消費(culture consumption)活動轉化為讓遊客參與旅遊目的地的文化創意活動，令其從中獲得互動體驗。創意旅遊為整體經濟帶來附加價值(value added):

- 1) 鼓勵遊客參與集體驗、學習及互動於一身的活動，讓他們從中感受旅遊目的地的地道文化；
- 2) 讓遊客透過與當地人一起創作，發揮他們的創意潛能，同時回饋旅遊目的地；
- 3) 將旅遊與創意融合，開發高增值的旅遊產品；
- 4) 側重非物質文化及創意活動，而非着眼於物質文化，過程中商業機構(尤其中小型企業)扮演的角色，可以說較公營機構的更為重要；及
- 5) 推動旅遊業持續增長，創意旅遊帶來的效益包括：(i)為現有的旅遊產品帶來新意；(ii)克服傳統文化旅遊所面對的挑戰，例如重複興建的人造景點；及(iii)利用先進科技，提高旅遊相關服務的效率。

3.2 Examples of Cultural, Heritage and Creative Tourism 文化、遺產和創意旅遊的例子 (2/4)

大澳旅遊- Lantau Culture Workshop 大嶼文化工作室

大嶼文化工作室宗旨，同是以居民為主體，承傳大澳文化工作室，倡議嶼島生活、藝、自然、歷史、文化認知、體驗和研究。

Source: <https://www.facebook.com/LantauCultureWorkshop/>

3.2 Examples of Cultural, Heritage and Creative Tourism 文化、遺產和創意旅遊的例子 (3/4)

大澳旅遊- Tai O Heritage Hotel 大澳文物酒店

建於1902年的舊大澳警署活化而成。翻新後的建築仍然保留其原有的文化特色，具有濃厚的殖民地色彩。

香港歷史文物保育建設有限公司以社會企業形式經營大澳文物酒店，致力向社會推廣文物歷史建築的保育與其欣賞價值；協助大澳帶動本土旅遊的持續發展。

3.2 Examples of Cultural, Heritage and Creative Tourism 文化、遺產和創意旅遊的例子 (4/4)

大澳旅遊- 「大澳Let's Go! 大澳文化節2021」

由香港青年協會主辦，伙拍大澳文化協會，並獲香港旅遊發展局「本地特色旅遊活動先導計劃」支持的活動。

五大文化項目迎聖誕，集結大澳傳統文化河涌巡遊船上表演包括舞獅、神功戲、龍舟、花燈及水鄉婚禮另有裝置藝術、舢舨體驗及棚屋故事劇場等活動

Source: <https://hkfyg.org.hk/zh/2021/12/10/tai-o/>

3.3 The Upcoming Environmental Trends in Tourism and Hospitality Industry 旅遊與款待業在環境方面的未來趨勢

- According to the Cambridge Institute for Sustainability Leadership, tourism contributes about 5% of global greenhouse gas emissions (全球溫室氣體排放) — a figure they expect to grow by 130% by 2035.
- The International Tourism Partnership (國際旅遊夥伴關係) found that for the hotel industry to align with the Paris Climate Agreement (巴黎協定) will need to reduce its greenhouse gas emissions per room per year by 90% by 2050 (compared to a baseline from 2010).
- Within a five-year span between 2013 and 2018, the global hotel industry grew by 2.3% to reach revenues of over €1.28 trillion (IBISWorld, 2018).
- If that pace continues, more than 80,000 hotels will join the existing supply by 2050.

Source of: <https://businessblog.trivago.com/sustainable-hospitality-trends-eco-friendly-hotel-tips/>

3.3 The Upcoming Environmental Trends in Hospitality Industry 款待業在環境方面的未來趨勢

Current trends in sustainable hospitality

1) Best Practice Guidelines for Water Usage in Hotel Industry



客房管理的節水實務指引

- 鼓勵顧客參與「重用毛巾及床舖」計劃，及為房務員工提供相應培訓。
- 員工在清潔房間的時候，關上不需使用的水龍頭。
- 報告和及時維修滴水的水龍頭或花灑頭，滿溢或未能正常沖水的座廁。
- 使用已開啟的樽裝水灌溉植物。
- 如無需要，不更換客房中未開啟的樽裝水。
- 盡量用企缸代替浴缸及於房間內安裝高效益用水器具。



3.3 The Upcoming Environmental Trends in Hospitality Industry 款待業在環境方面的未來趨勢

Current trends in sustainable hospitality

2) Reduce plastic (減少塑料), Examples:

- 據英國環保團體CleanConscience, 當地酒店業每年棄置逾2億個小型視液樽, 樽內視液多數都未怎用過, 便會全部埋在堆填區。由見及此, 洲際酒店集團 (InterContinental Hotels Group plc) 宣布將在2021年前, 停止在旗下酒店的843,000間客房派發細樽裝洗頭水及沐浴露。
- 信和集團去年宣布, 將在旗下酒店停止提供膠樽裝水, 改為在多處設智能過濾添水站, 是本港首例。半島酒店的母公司香港上海大酒店有限公司去年也承諾, 旗下全球所有酒店停止供應膠飲管, 客人若要求, 則會提供可持續的紙製飲管。
- 美國加州今年5月通過《1162號法案》 (Assembly Bill 1162), 禁止酒店及租住房屋主動提供細樽裝視液, 酒店只可在顧客要求下才能提供。
- 新一代旅客比以往更注重環保, 旅遊媒體Skift今年公布的調查發現, 53%受訪者願意多付錢享用有環保觸覺的旅遊服務。

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Tourism 環境保護、氣候變化與旅遊業實踐和管理

1) Sustainable luxury will become an important niche (利基市場):

The survey shows that 27% of travellers assume that sustainable destinations won't be as luxurious as they want. Five-star luxury sustainable accommodation is likely to become a trend, potentially via social media, with travellers looking to get involved as it takes off in popularity.

2) Climate impact (氣候影響) is a consideration when booking a holiday:

More than 70 % of travellers say they will make a concerted effort to put sustainability at the forefront of their next holiday choice. This relates to destination, travel methodology, property stayed in and experiences booked, whilst away. The figure has increased by 10 % from 2021.

3) Travel methods will no longer be a negligible part of the holiday experience:

More than half (51 %) of travellers surveyed said they consider low or zero carbon emissions while they reach a destination as a key facet of sustainable travel. Electric rental cars and public transport use are likely to increase in holiday destinations.

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Tourism 環境保護、氣候變化與旅遊業實踐和管理

Practice and management examples:

1. Controlled tourism in Bhutan (不丹)- Bhutan's tourism operates on the principle of "high value, low impact". This has been achieved by enforcing strict entry requirements and a daily visitor tariff (每日訪客關稅).

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Tourism 環境保護、氣候變化與旅遊業實踐和管理

Practice and management examples:

2. Conservation ‘Voluntouring (志願服務)’ in Belize (伯利茲)

Tourists are offered the opportunity to “join a team of local conservationists and experts as part of a volunteer group working 5 days a week in the rainforests of Belize.”

Volunteers are strictly vetted and provided with a volunteer guide before departing, as well as caller support in order to ensure that the voluntourism is done ethically and respectfully to locals, animals and the environment.

Some of their guidelines are illustrated in their infographic below.

Source: https://sumas.ch/5-examples-of-sustainable-tourism-around-the-world/?utm_source=google&utm_medium=display&utm_campaign=16509691392&utm_term=&gclid=Cj0KCQjwt_qgBhDFARIsABcDjOdp7wTtQdllpP4bspehEHKLSmroMetfsKaUfYyDVkLHxDtwvTQIR8aAnRCEALw_wcB

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Accommodation Industry 環境保護、氣候變化與住宿業的綠色政策、實踐和管理

Practice and management- Green building assessment tool



3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Accommodation Industry 環境保護、氣候變化與住宿業的綠色政策、實踐和管理

Practice and management- Green building assessment tool



3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Accommodation Industry 環境保護、氣候變化與住宿業的綠色政策、實踐和管理

Current trends in sustainable hospitality

3) Conserve energy (節約能源), example of the Hotel ICON (1/2)



太陽能板與綠色能源

The Market餐廳已全面改由由太陽能板生產的綠色能源。自2019年起，太陽能板亦為酒店的垂直花園提供能源，每年大約抵銷了165輛汽車一年的碳排放量，相當於種植了約16,000棵樹，有效減少碳足跡。



節約能源

唯港薈使用水冷散熱系統代替風冷系統，能減少二氧化碳排量及節約能源。酒店更使用了廢棄熱能將水加熱，提供予室外恆溫游泳池及客房使用，大大提高能源效益。此外，我們盡量利用天然光及高效能LED燈，而客房亦設有自動感應系統，於賓客離開客房後自動關燈及關閉其他電力裝置，以減低耗電量。



100%全電動汽車車隊

為進一步減少碳足跡，唯港薈引進了全面電動汽車車隊，當中包括香港首輛電動酒店穿梭巴士、三輛Tesla Model S房車和一輛寶馬i3轎車。這項全電動車措施貫徹了唯港薈對可持續發展的不懈理念。此外，唯港薈亦備有充電站供電動車車主使用，與您一同實踐環保。

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Accommodation Industry 環境保護、氣候變化與住宿業的綠色政策、實踐和管理

Current trends in sustainable hospitality

4) Create a paperless hotel.

Example: Hotel ICON



The screenshot shows the Hotel ICON website interface. At the top, there is a navigation menu with links for '酒店及客房' (Rooms & Accommodation), '體驗' (Experience), '餐飲' (Dining), '活動' (Activities), '優惠' (Offers), and '關於唯港薈' (About Hotel ICON). The main content area features a photograph of a person's hand pointing at a tablet displaying a check-in form. Below the image, the text reads: '無紙化登記入住與回收計劃' (Paperless check-in and recycling plan). The accompanying text states: '我們採用無紙化登記入住，大大減少耗用紙張，除可節省時間，單就去年用量計算已減少砍伐40棵樹。與此同時，我們亦推行不同的回收計劃，包括玻璃器皿、塑膠樽、紙張及鋁罐，減少需棄置的廢物量。' (We use paperless check-in, which significantly reduces paper consumption, saving time. Last year's usage calculation shows a reduction of 40 trees cut down. At the same time, we also implement different recycling plans, including glassware, plastic bottles, paper, and aluminum cans, reducing the amount of waste to be discarded.)

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in the Accommodation Industry 環境保護、氣候變化與住宿業的綠色政策、實踐和管理

Current trends in sustainable hospitality

5) Integrate sustainability into the hotel architecture. Example of the Hotel ICON



可持續發展的員工制服方案

我們的員工制服以環保物料製成，當中包括獲認證的再造布料及由回收膠樽製成的布料。使用回收聚酯纖維代替一般合成纖維，能減少生產過程中的碳足跡，大大降低能源與水資源的耗用，從而大幅減少碳排放量。



亞洲最大的室內垂直花園

垂直花園設於酒店大堂，種植了超過8,603棵植物，涵蓋71款品種，賞心悅目的綠化設計有效降低室內溫度，從而減少能源消耗，同時亦為酒店大堂製造純氧氣，令整個空間充滿清新氣息，讓您猶如置身大自然一樣。



亞洲首間將廚餘轉廢為水的酒店

唯港薈作為引領旅遊業界中的一員，一直致力實行環保措施，包括積極引入ORCA廚餘處理技術，成為亞洲首間採用此系統的酒店。透過ORCA技術，唯港薈每年減少285噸廚餘及回收135,000公升水，並減少了處理垃圾的燃料耗用量及二氧化碳排放量。

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in Food and Beverage Industry 環境保護、氣候變化與餐飲業的綠色政策、實踐和管理

Practice and management- **Cut down on food waste.** For example, grow food onsite, source food locally, and shift social norms to ensure that “plate waste” is no longer considered acceptable

環保餐盒, PP 材質, 不但可耐酸鹼及耐高低溫, 還可以回收重複使用. 餐飲業推動香港外賣環保文化, 提供最新可降解及天然物料環保餐具選擇, 包括玉米澱粉、甘蔗漿、牛皮紙、白卡紙及天然木盒

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in Food and Beverage Industry 環境保護、氣候變化與餐飲業的綠色政策、實踐和管理

Practice and management- 素食餐廳 Green Common

食肉助長畜牧業；需知道飼養牲畜需要大量食水、大豆和穀物，屬於高碳排放的產業之一。

Vegetarian meat (素肉), 植物肉 (plant meat), meat substitute (肉替代品), meat analogue (仿肉)

JUST素蛋

3.4 Environmental Protection, Climate Change and Green Policy, Practice, and Management in Food and Beverage Industry 環境保護、氣候變化與餐飲業的綠色政策、實踐和管理

Practice and management example: 芬蘭第一家剩食餐廳

芬蘭赫爾辛基餐廳從前端入手，杜絕一切形式的浪費，儘可能做到零垃圾；或從後端入手，變垃圾為美味，以實現食物最大限度的再利用。

Loop餐廳的裝潢利用了多家公司捐贈的多餘建築材料。不過最重要的貢獻來自於赫爾辛基市內各處十多家店鋪提供的食品原料。

Q&A





Thank You

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