

Enriching Knowledge for the SS Tourism and Hospitality Series: Introduction to Tourism

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Content Outline

PART A: Basic Tourism Concepts

PART B: Tourism and Tourists

PART C: Tourism Planning

PART D: Sectors of the Tourism Industry and Distribution Channels

PART E: Impact of Tourism

PART F: Key Local Tourism Organizations

PART A

Basic Tourism Concepts

- The integrated model of tourism
- Factors that encourage / prohibit tourism development
- Career prospects in the tourism sector
- The meaning of 'travel', 'tourism' and 'tourist'

The Integrated Model of Tourism

3 Major Components of Participants:

Travellers

- centre of the model → where all tourism activities are focused

Tourism Promoters (Intermediaries)

- link the traveling public with the suppliers of services

e.g. travel agents, tour operators, tourism boards, direct marketing companies, meeting planners

Tourism Services Suppliers

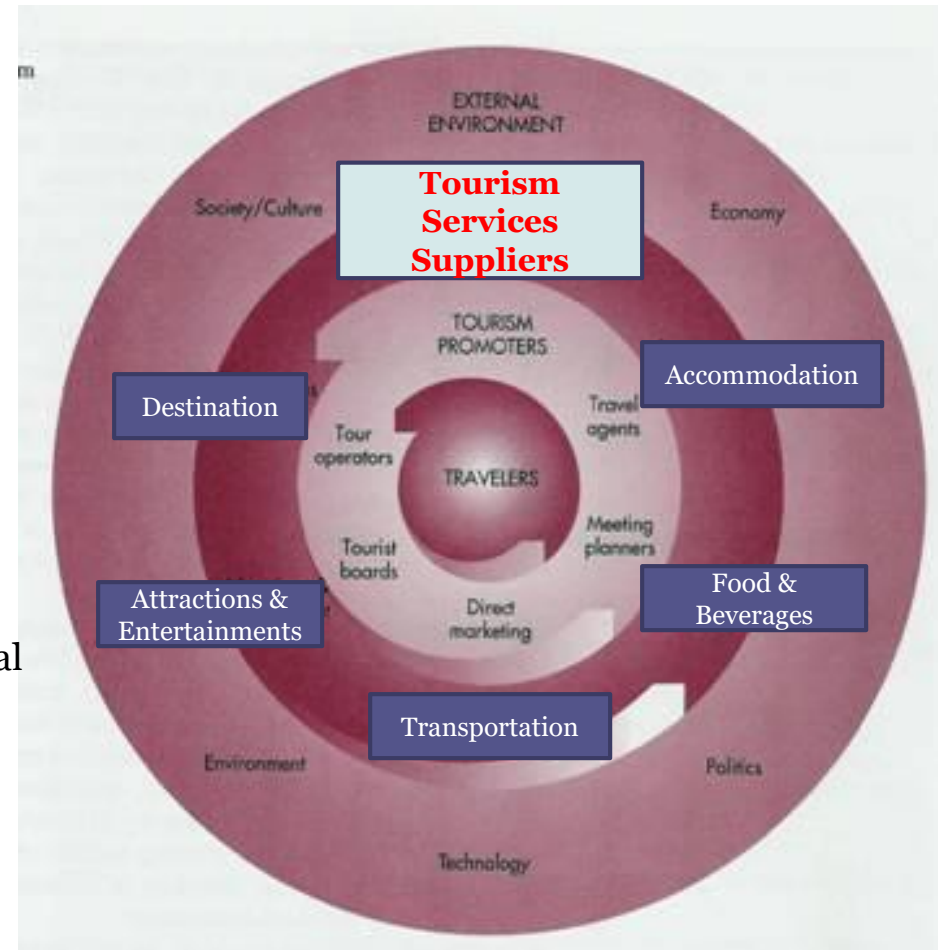
- provide the services that tourists need when they travel

External Environment

- affect all participants in tourism

5 Forces:

- Societal/Cultural
- Political
- Environmental
- Economic
- Technological



(Source: Cooper, R. A., Yale, L. J., Marqua, J. J. (2010). *Tourism: The Business of Travel* (4th ed.). Pearson.)



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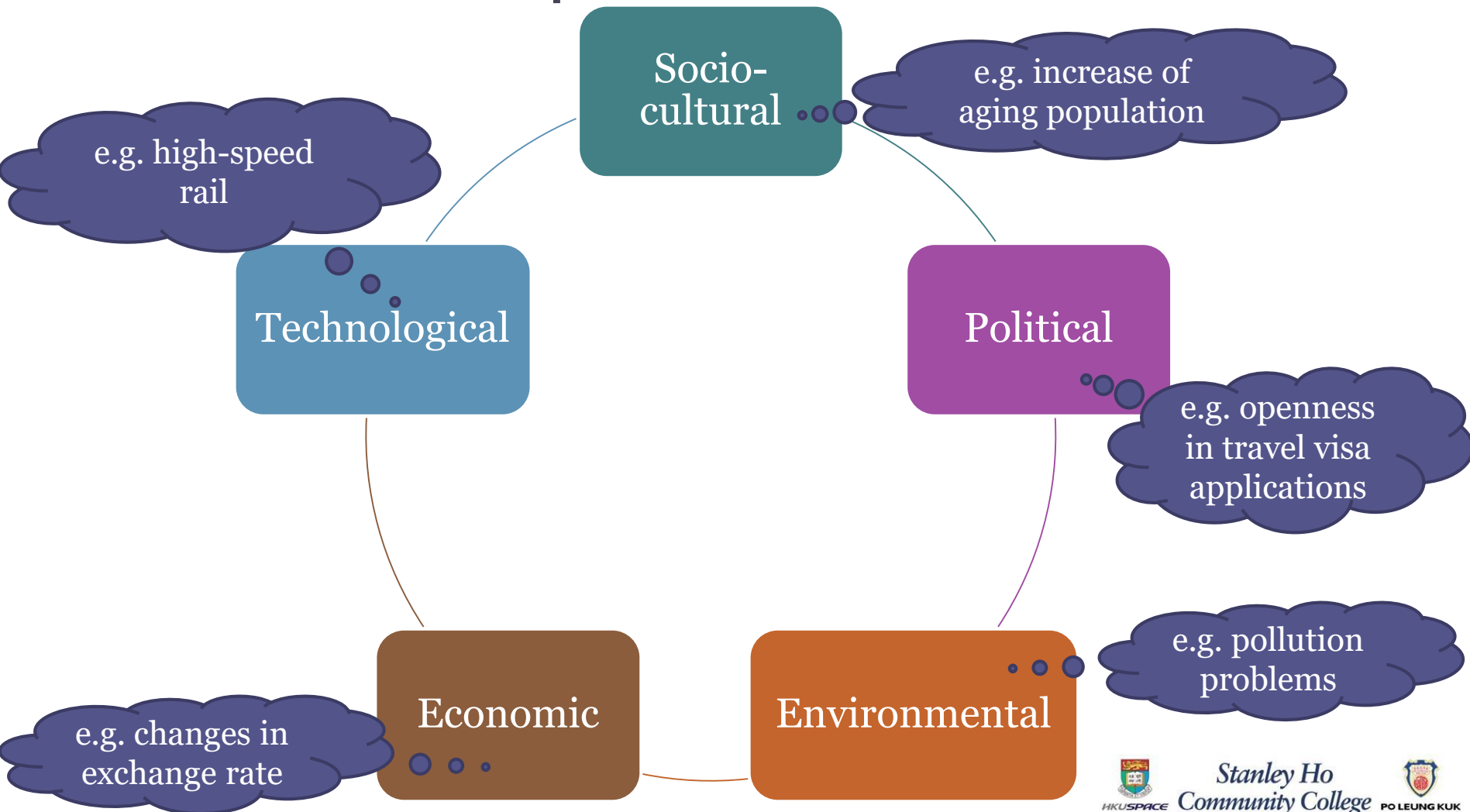
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Factors that Encourage / Prohibit Tourism Development

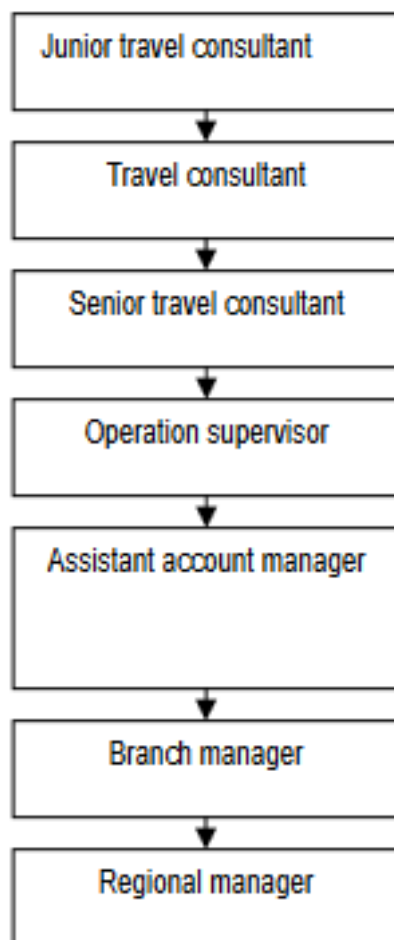


Career Prospects in the Tourism Sector

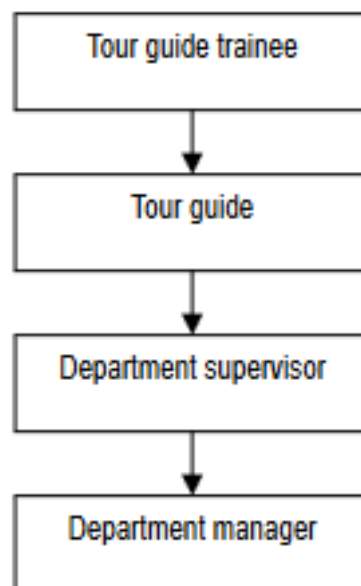
<u>Tour and Travel Services</u>	<u>Travel and Transportation</u>	<u>Lodging</u>	<u>Food and Beverage</u>
<ul style="list-style-type: none"> - Tour guide - Tour escort - Travel consultant - Incentive travel agent - Corporate travel agent - Travel academy instructor - Meeting planner, etc. 	<ul style="list-style-type: none"> - Airline pilot - Flight attendant - Ground service staff - Air traffic controller - Cruise crews, etc. 	<ul style="list-style-type: none"> - Receptionist - Concierge - Housekeeper - Reservation staff - Recreations instructor - Bell attendant, etc. 	<ul style="list-style-type: none"> - Waiter / waitress - Banquet server - Banquet sales manager - Chef - Bartender - Cashier - Hostess, etc.
			<p><u>Others</u></p> <ul style="list-style-type: none"> - Retailing - Public relations - Advertising - Market research - Human resources, etc.

List of Career Opportunities in the Tourism Sector

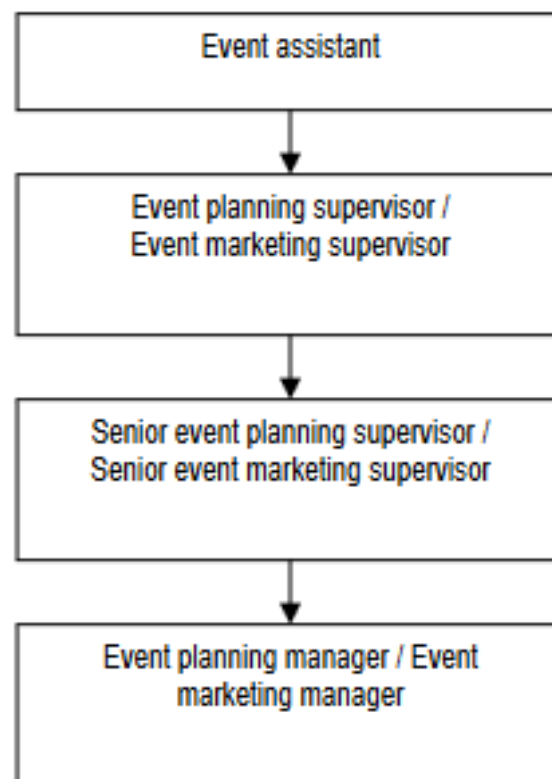
Travel Consultant



Tour Guide



Convention and Exhibition Planner



Examples of Career Path in the Tourism Industry

Source: Employees Retraining Board (2012). Industry Overview. Retrieved from http://www.erb.org/Corp/media/coz_ind/tourism.pdf



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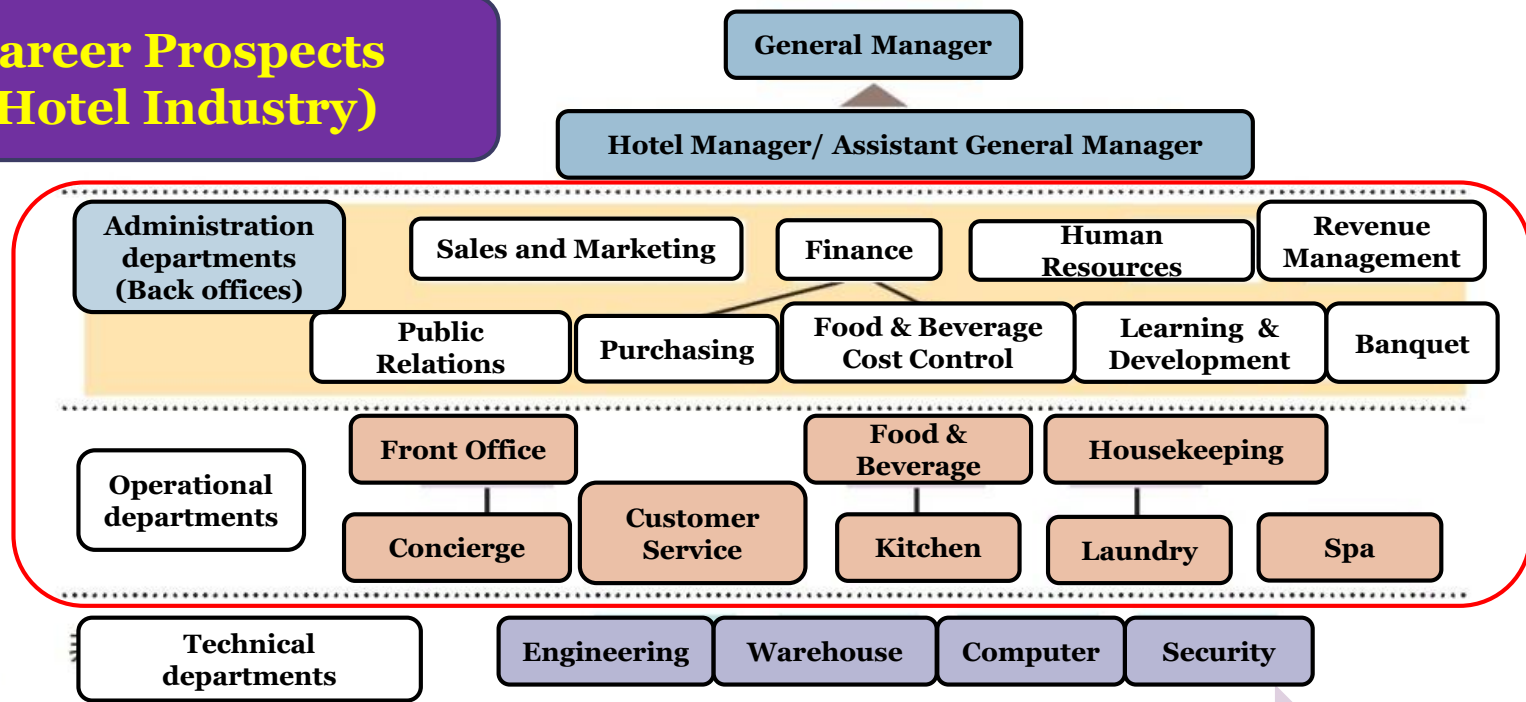
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Career Prospects (Hotel Industry)



There are lots of five-star hotels offering **Management Trainee Programs (管理培訓生計劃)**. Trainees will work at different departments during the first two years in order to promote to middle management positions.

What is Travel?

- **Travel** refers to the activity of *travellers* (旅行者)
- A *traveller* is someone who moves between different geographic locations for any purpose and any duration.



Is 'travel' = 'tourism'?

If I travel from HK to New York
and work there for 3 years.
Is it a tourism activity?



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What is Tourism? (*defined by UNWTO*)

- **Tourism** refers to the activity of **visitors** (訪客)
- A **visitor** is a traveller taking a trip to a main destination outside **(1) outside his/her usual environment**, for **(2) less than a year**, for **(3) any main purpose (business, leisure or other personal purposes) other than to be employed by a resident entity in the country or place visited.**

Tourism \neq Travel

"All tourism trips should involve some travel, but **NOT ALL TRAVEL** is a **TOURISM** trip!"



Criteria for classifying a trip as a 'tourism trip':

(1) Away from usual environment (place of usual residence)

- Domestic tourism (本土旅遊) (Travel within own countries)
- International tourism (國際旅遊) (Travel to other countries)

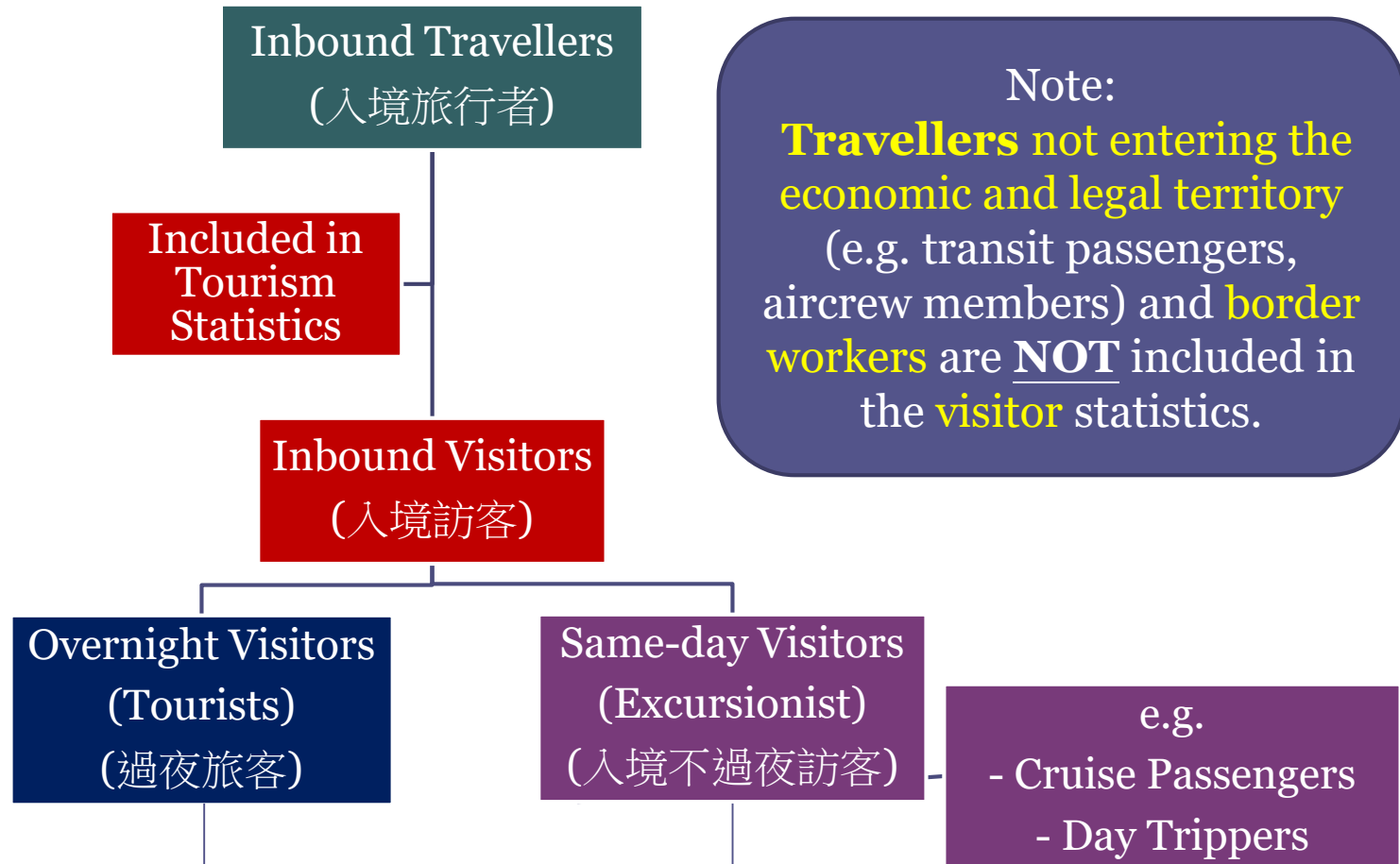
(2) Duration

- maximal duration (12 months), not a minimal
- can be with or without an overnight stay
 - Overnight visitors (Tourists) (過夜旅客)
 - Same-day visitors (Excursionist) (入境不過夜訪客)

(3) Types of purposes

- can be for any purposes not restricted to leisure or business
- must **NOT** for wage-earning in the place visited

Classification of Inbound Visitors



Main purpose of the tourism trip:
ANY main purpose ***other than wage-earning*** in the place visited
 (e.g. leisure, business, religion, shopping, education, health, VFR etc.)

Hong Kong Tourism Figures – Visitor Arrivals

2016 及 2017 年訪港旅客人次分類

Breakdown of Visitor Arrivals 2016 & 2017

		2016 人次 No.	2017 人次 No.	增長率 % Growth
過夜旅客	Overnight Visitors	26,552,681	27,884,543	+ 5.0
入境不過夜旅客	Same-day In-town Visitors	29,993,433	30,490,301	+ 1.7
乘坐同一郵輪 進出香港的郵輪旅客 ⁽¹⁾	Cruise-in / Cruise-out Passengers ⁽¹⁾	108,789	97,313	- 10.5
旅客總人次	Total Visitors	56,654,903	58,472,157	+ 3.2

(1)「乘坐同一郵船進出香港的旅客」是指乘坐同一艘郵船抵達及離開香港的旅客。至於“郵輪抵港而其他途徑離港”或“其他途徑抵港而郵輪離港”的旅客消費則包括在過夜或入境不過夜旅客的數字內。Cruise-in / Cruise-out Passengers are defined as those who both arrive and depart on the same cruise vessel. Tourism Expenditure arising from "Cruise in / Other mode out Passengers" and "Other mode in / Cruise out Passengers" are included as Overnight Visitors or Same-day In-town Visitors.

資料來源：入境事務處。 Source : Immigration Department.

(Source: Hong Kong Tourism Board)

Hong Kong Tourism Figures – Tourism Expenditure

2016 及 2017 年與入境旅遊相關的總消費分類

Breakdown of Total Tourism Expenditure Associated to Inbound Tourism 2016 & 2017

旅遊消費來自 Tourism Expenditure from		2016 百萬港元 HK\$Mn	2017 百萬港元 HK\$Mn	增長率 % Growth	
過夜旅客	Overnight Visitors	175,226.12	179,666.30	+	2.5
入境不過夜旅客	Same-day In-town Visitors	63,652.91	62,767.71	-	1.4
乘坐同一郵輪 進出香港的郵輪旅客 ⁽⁴⁾	Cruise-in / Cruise-out Passengers ⁽⁴⁾	168.62	132.25	-	21.6
軍人	Servicemen	27.05	34.20	+	26.4
機組人員	Aircrew Members	1,463.25	1,554.31	+	6.2
過境旅客	Transit / Transfer Passengers	3,179.22	2,963.34	-	6.8
境內總消費	Total Destination Consumption Expenditure	243,717.17	247,118.11	+	1.4
國際客運 服務消費 ⁽¹⁾	Passenger International Transportation Expenditure ⁽¹⁾	49,885.00 ⁽²⁾	49,585.00 ⁽³⁾	-	0.6
與入境旅遊 相關的總消費	Total Tourism Expenditure Associated to Inbound Tourism	293,702.17	296,703.11	+	1.0

資料來源：香港旅遊發展局離港旅客問卷調查。 Source: HKTB Departing Visitor Survey.

* 數字少於 0.1% Figures less than 0.1%

(Source: Hong Kong Tourism Board)



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Time to Think....



- John (from HK) goes to UK for a one-month study tour. Is it a tourism trip?
- Mary (from HK) goes to Australia for a two-year working holiday. Is it a tourism trip?
- Peter (from China) travels to Germany but transits and stays a HK hotel overnight. Is he included in HK's tourism statistics?
- The air crew members (from Korea) stay in Tung Chung (HK) overnight to wait for the next duty. Are they included in HK's tourism statistics ?

PART B

Tourism and Tourists

- Forms of tourism
- Classification of tourists
- Travel motivation and tourist flows



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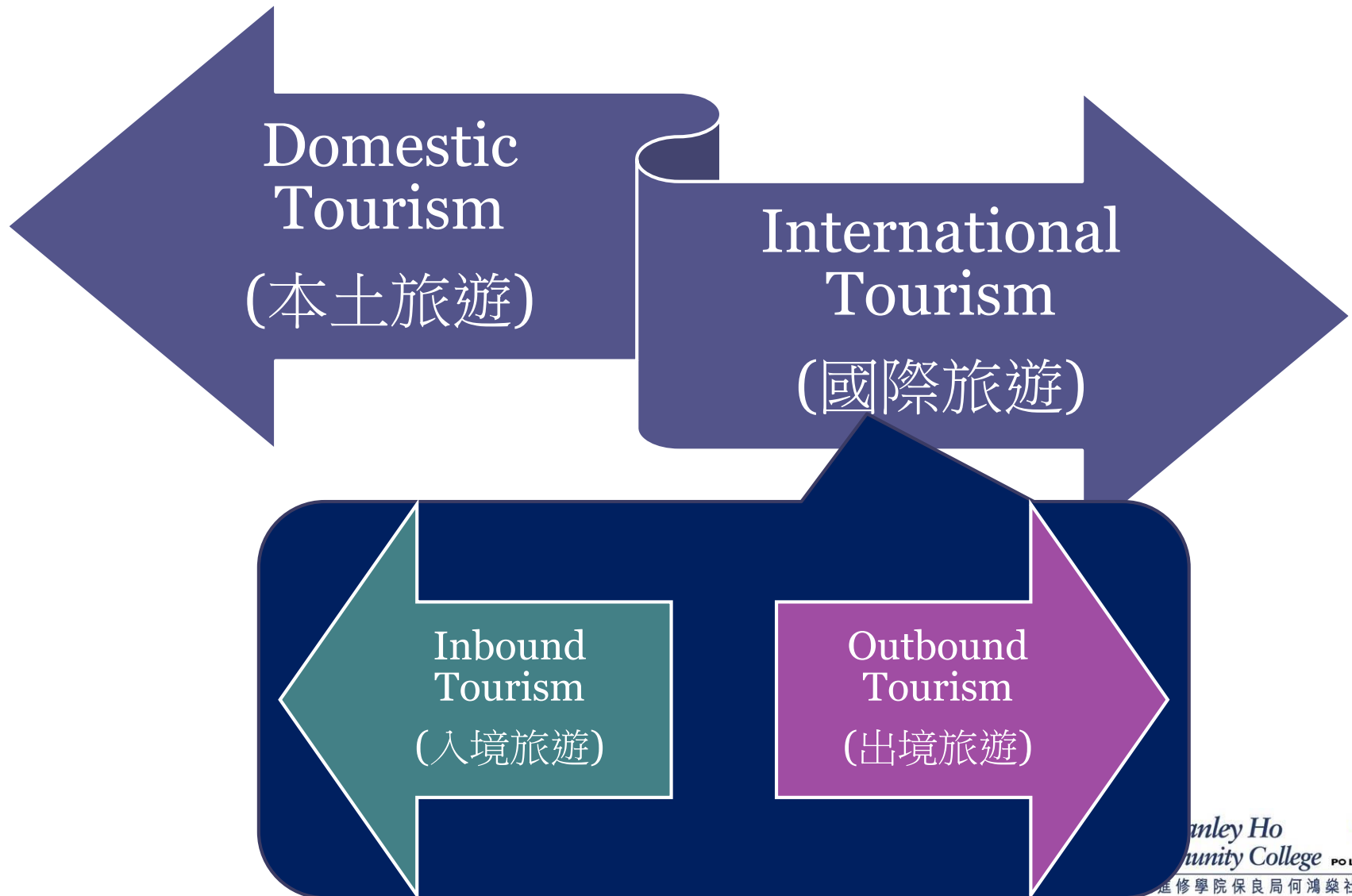
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Basic Forms of Tourism



Common Forms of Tourism

(classified by *Purposes of Travel*)

- Leisure / Holiday Tourism
- Business Tourism
- Cultural Tourism
- Eco-tourism
- Study Tourism
- Religious Pilgrimage
- Health Tourism
- Visiting Friends or Relatives (VFR)
- Sports Tourism

Classification of Tourists

- (1) Cohen's Classification

Category	Tourists	Characteristics
Institutionalized Tourism (制度化旅遊) - Highly serviced by tourist establishments (e.g. travel agencies, travel companies, hotel chains)	(1) Organized Mass Tourists (旅行團群體旅客) (e.g. tourists joining a guided tour)	<ul style="list-style-type: none"> • Not adventurous • Look for familiar and comfortable environment throughout the trip (environmental bubble)
	(2) Individual Mass Tourists (個別的群體旅客) (e.g. tourists buying air and hotel packages)	<ul style="list-style-type: none"> • Major arrangements are still made through a travel agency • The tourist is not bound to a group and has greater control over the itinerary

Classification of Tourists

(1) Cohen's Classification

Category	Tourists	Characteristics
Non-institutionalized Tourism (非制度化旅遊) - Loosely attached to tourist establishments (e.g. travel agencies, travel companies, hotel chains)	(3) Explorers (探險式旅客) (e.g. tourists participating in a self-guided bike tour)	<ul style="list-style-type: none"> • Self-arranged tour to unusual places • Try to mix with local people • Still retain some of the basic comforts
	(4) Drifters (漫遊式旅客) (e.g. couchsurfing tourists)	<ul style="list-style-type: none"> • No connection with any tourism establishment • Try to live the way the locals live

Classification of Tourists

(2) Plog's Classification

- **Allocentric Type (探奇型)** 
 - Individuals who are adventurous and motivated to travel to / discover new destinations
- **Psychocentric Type (保守型)** 
 - Individuals who are more conservatively orientated, preferring 'safe' destinations and familiar surroundings

Midcentric (中庸型)

- Most travelers are somewhere in between innovators and traditionalists
 - not particularly adventurous, but are receptive to new experiences

(2) Plog's Classification

Psychocentric



- Prefer **familiar** travel destinations
- Prefer **relaxing sun-and-fun spots**
- Like **commonplace activities** at destinations
- Prefer **low activity levels**
- Prefer purchasing **complete tour packages**

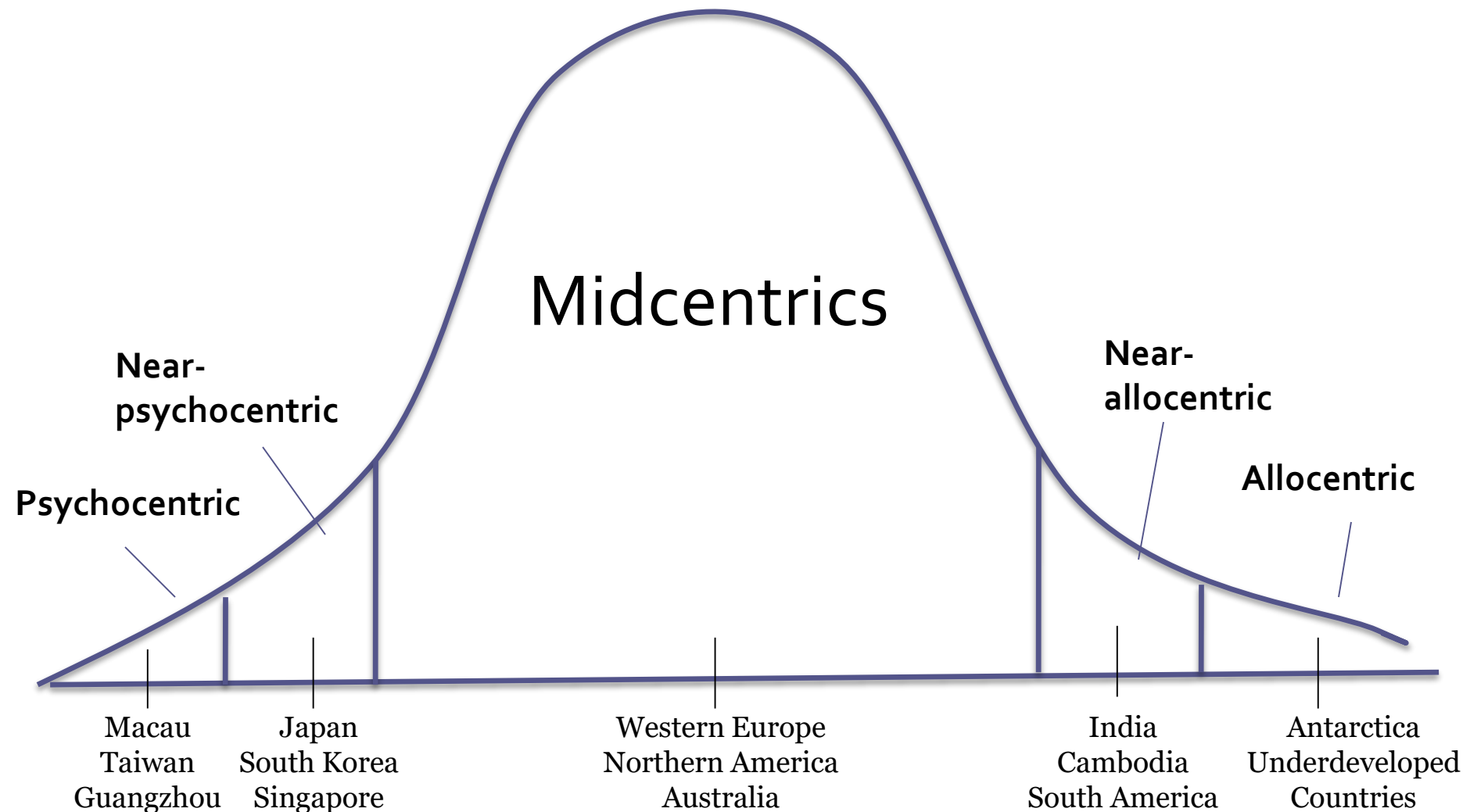
Allocentric



- Prefer **non-“touristy”** destinations
- Enjoy **discovering new destinations** before others have visited them
- Prefer **unusual activities** at destinations
- Prefer **high activity levels**
- Prefer tour arrangements that include basics and **allow for considerable flexibility**

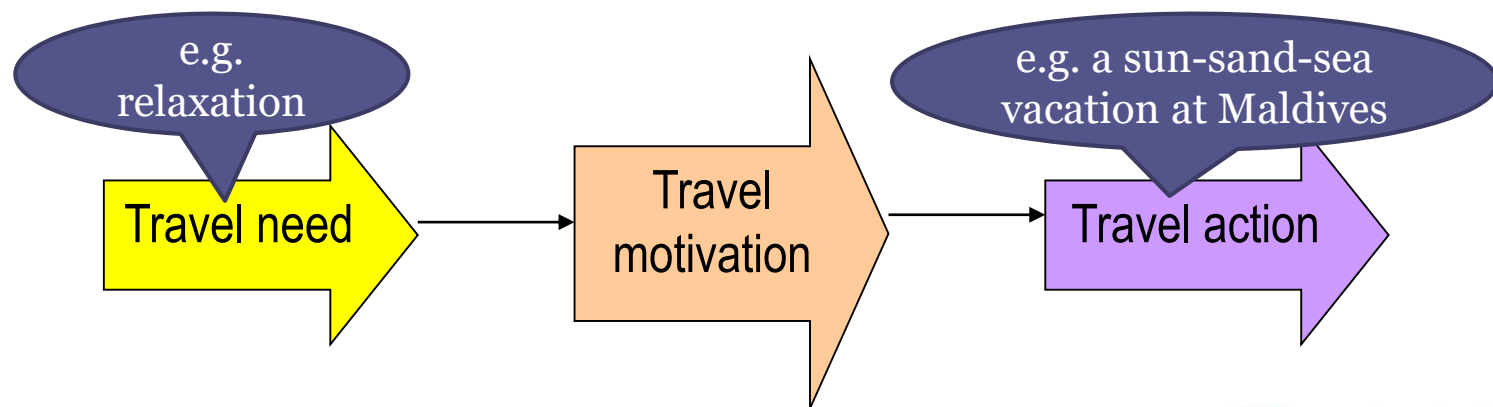
(2) Plog's Classification

HK tourists' **destination choices** may reflect their **different personalities**.



Travel Motivation

- The study of “travel motivation” help to explain the following questions:
 - **Why do we go travelling?**
 - **Why do we choose to travel to a certain place?**
 - **Why do we participate in a certain travel activity?**



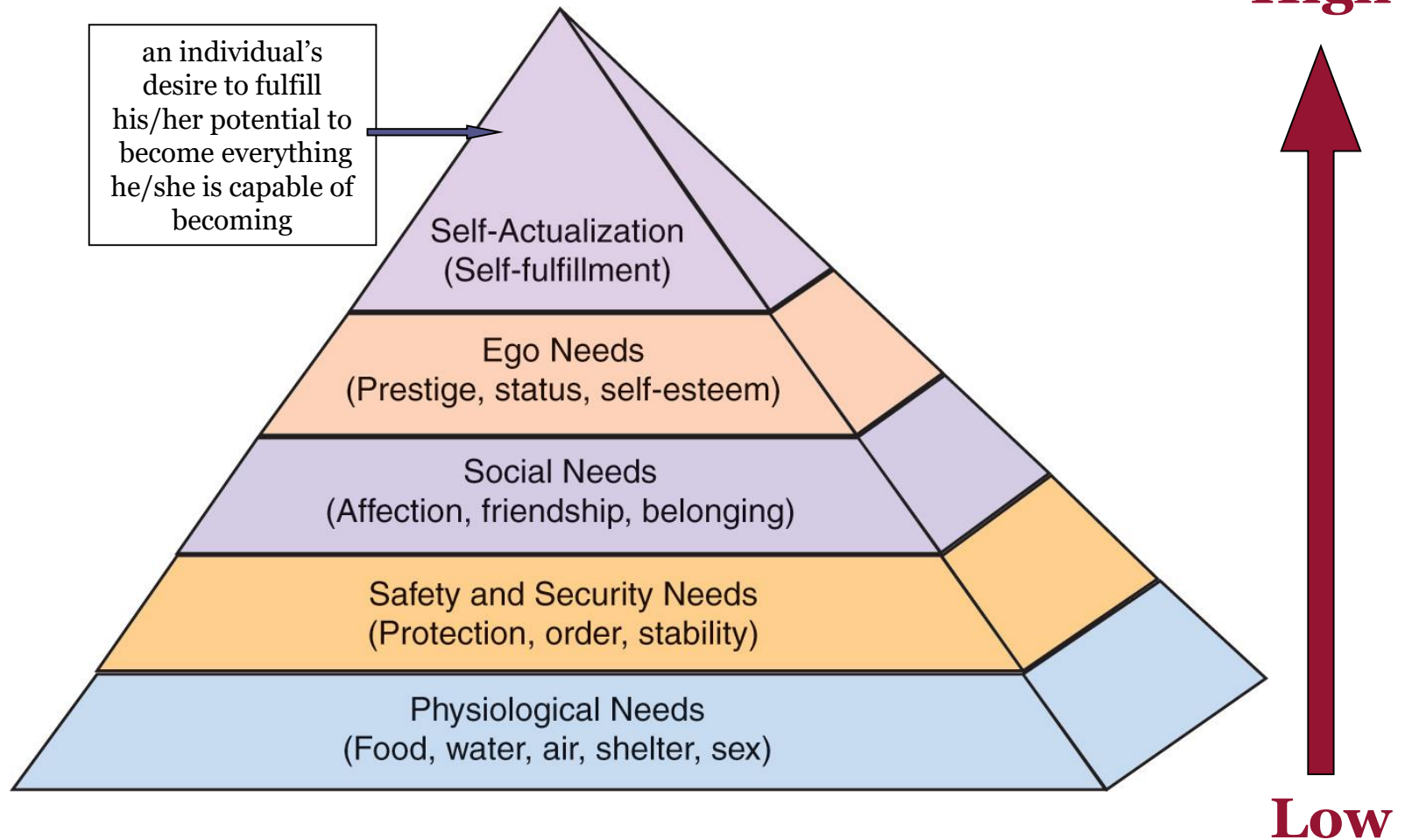
Theories of Travel Motivation

(1) Maslow's Hierarchy of Needs

(2) Hudman's Motivators of Travel

(3) The Push and Pull Theory

1. Maslow's Hierarchy of Needs



Maslow's hierarchy of needs theory suggests that individuals seek to **satisfy lower-level needs before higher-level needs emerge**

2. Hudman's Motivators of Travel

MOTIVATORS OF TRAVEL

Health	<i>Spectator</i>	Religious headquarters
Physical	Football	Historical sites
Mental	Baseball	Drama and musical productions
Curiosity	Track and field	Professional and Business
Cultures	Horseracing	Scientific expeditions
Politics	Pleasure	Conventions
Society or public figures	Travel	Business travel
Physical features	Art	Education
Disasters	Music	Friends and Relatives
Sports	Entertaining	Roots Syndrome
<i>Participating</i>	Gambling	Homeland
Hunting and fishing	Honeymoon	Family research
Golf and tennis	Spiritual or Religious	Esteem
Team competition	Pilgrimages	
	Meetings	

Source: Lloyd E. Hudman, *Tourism: A Shrinking World* (Columbus, OH: Grid, 1980).



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3. The Push and Pull Theory

- People travel because they are:
 - “**pushed**” into making travel decisions by **internal, psychological forces**
 - “**pulled**” by the **external forces** of the **destination attributes**

- **Push factors**



Why Travel?

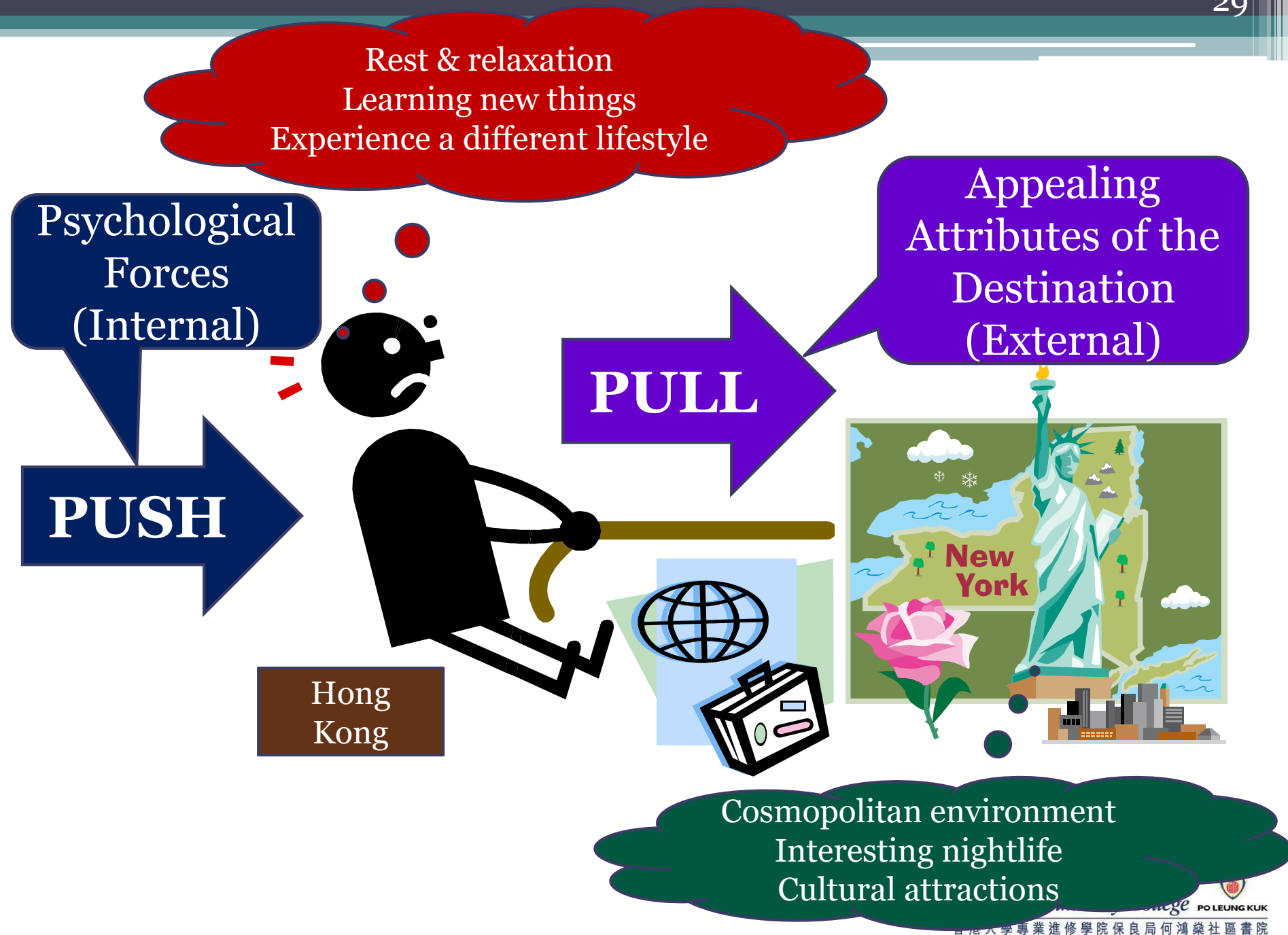
- **Personality traits** or individual needs and wants which encourage individuals to **move away from their home setting** through tourism

- **Pull factors**



Which Destination?

- The **appealing attributes** of travel destinations which attract or ‘pull’ individuals towards it



Examples of Push and Pull Factors

Push	Pull
Desire for escape	Beaches
Rest and relaxation	Recreation facilities
Health and fitness	Historic/cultural resources and sites
Adventure	All kinds of good food
Prestige	Interesting nightlife
Social interaction	Undisturbed nature
Novelty seeking	Ease of access
Exploration of other environments	Cosmopolitan environment
Visiting/be together with friends and relatives	Shopping paradise
Experience a different lifestyle	Acceptable climate
Learning new things	Opportunities to increase knowledge

Factors Influencing Patterns of Tourist Flows (旅客流量)

Traveller-generating Region (e.g. the Mainland)



Tourist Destination Region (e.g. HK)

Psychological motivations of travellers
(push factors)

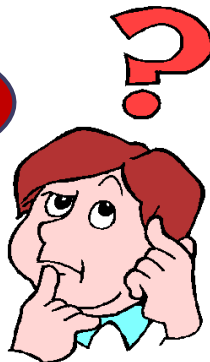
Other individual factors
(e.g. income, holiday/time, education level)

External environmental factors
(e.g. economic, social-cultural, technological)

General attractiveness or attributes of the destination
(pull factors)

External environmental factors
(e.g. political)

Why so many **Mainland** visitors travelling to **Hong Kong**?



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PART C

Tourism Planning

- Butler's Destination Life Cycle
- Carrying capability



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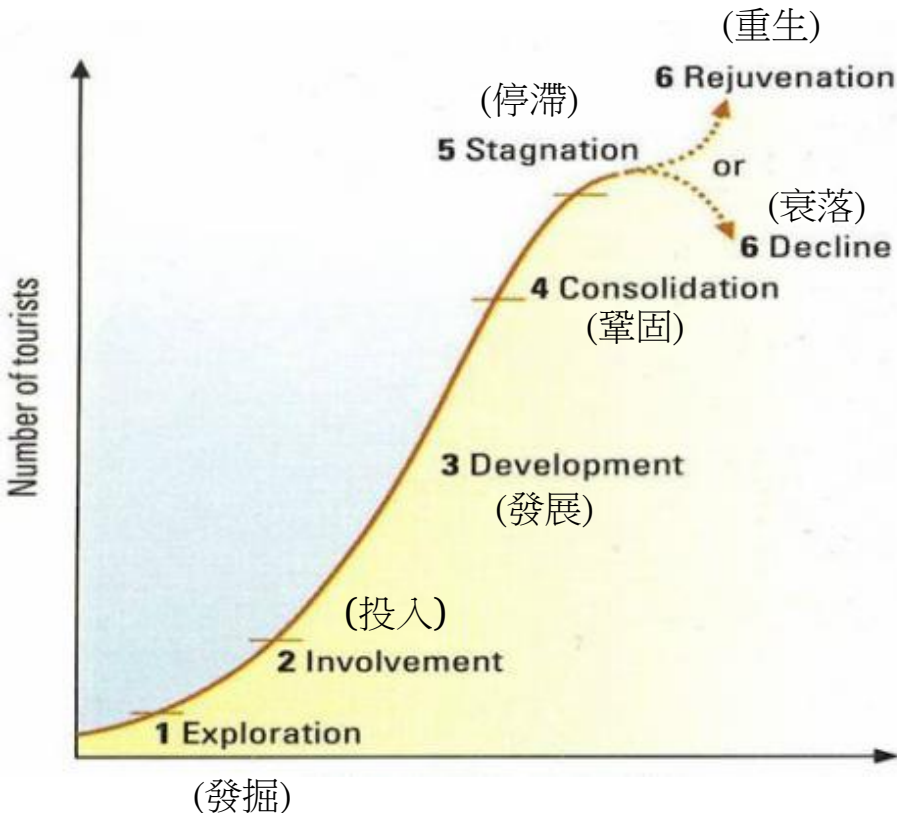
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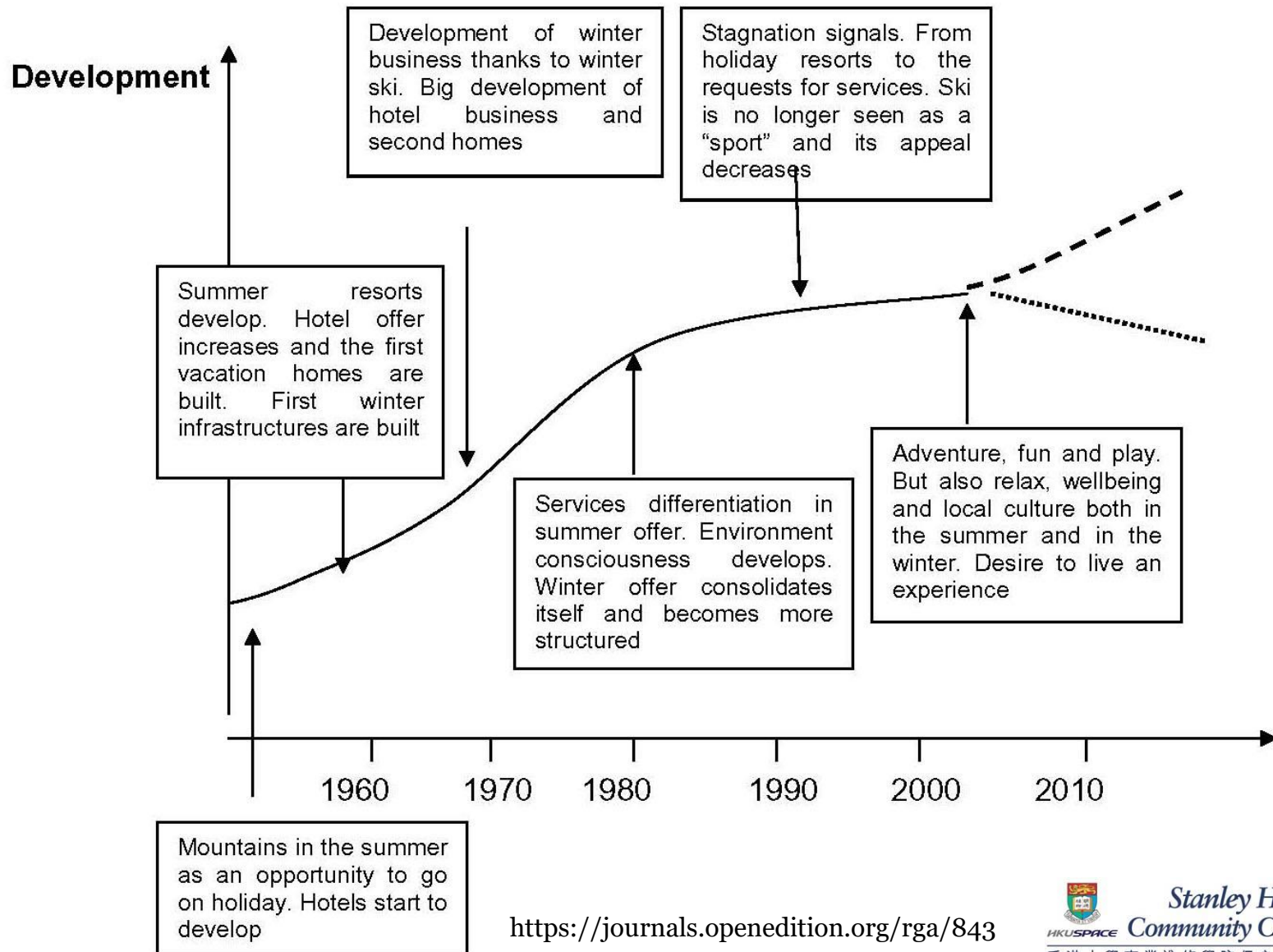
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Butler's Destination Life Cycle



Stage	Explanation
Exploration	<ul style="list-style-type: none"> Small tourist numbers following irregular tourist patterns No specific facilities provided for tourists
Involvement	<ul style="list-style-type: none"> Increase in tourist numbers High levels of visitor-local contact Some tourist facilities beginning to be provided.
Development	<ul style="list-style-type: none"> Tourism market defined Marketed as tourist destination
Consolidation	<ul style="list-style-type: none"> Rate of increase in visitor numbers will decline Tourism a major part of economy Efforts made to extend tourist season and market area
Stagnation	<ul style="list-style-type: none"> Peak of visitor numbers reached Capacity levels reached; social, environmental and social problems. No longer fashionable destination
Decline	<ul style="list-style-type: none"> Area unable to compete with newer attractions No longer appealing for holiday goers
Rejuvenation	<ul style="list-style-type: none"> May occur if there is a complete change in attraction.

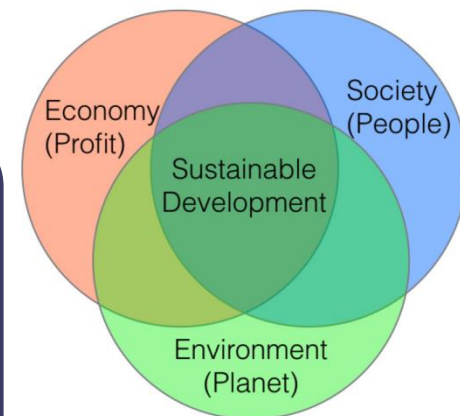
Example: The Life Cycle of the Alpine Tourist Destination



The Application of the Destination Life Cycle in Tourism Planning



Effective destination planning can be used to balance the economic opportunities with the cultural and natural sensitiveness of the area
→ Sustainable Development



What is Carrying Capacity(承載力)?

- The **maximum number of people** that may visit a tourist destination at the same time, without:
 - causing destruction of the **physical, economic, socio-cultural environment**, and
 - an unacceptable decrease in the quality of **visitors' satisfaction**
- (UNWTO)

Types of Carrying Capacity

Physical Carrying Capacity

- The limit on the **actual number of people** that can be accommodated in an area / facility

Environmental Carrying Capacity

- It is exceeded when **irreparable physical damage on the environment** occurred

Psychological Carrying Capacity

- It is exceeded when the **visitors' experience or enjoyment is significantly impaired**

Economical Carrying Capacity

- It is exceeded when the **local communities' economy is adversely affected**

Social-cultural Carrying Capacity

- It is exceeded when tourism activities cause **substantial damage to the society or its culture**

PART D

Sectors of the Tourism Industry and Distribution Channels

- Major sectors of the tourism industry
- Distribution channels



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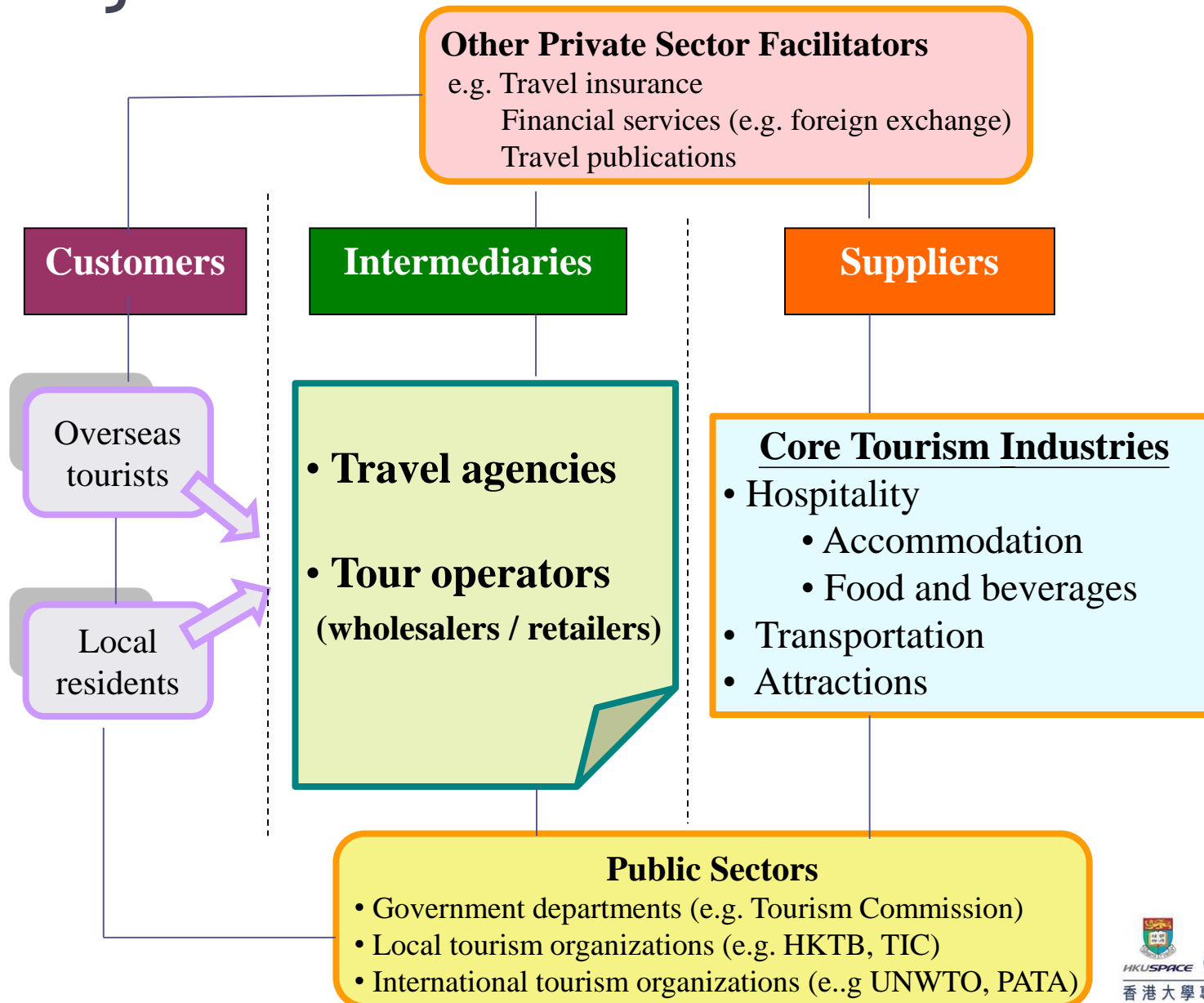
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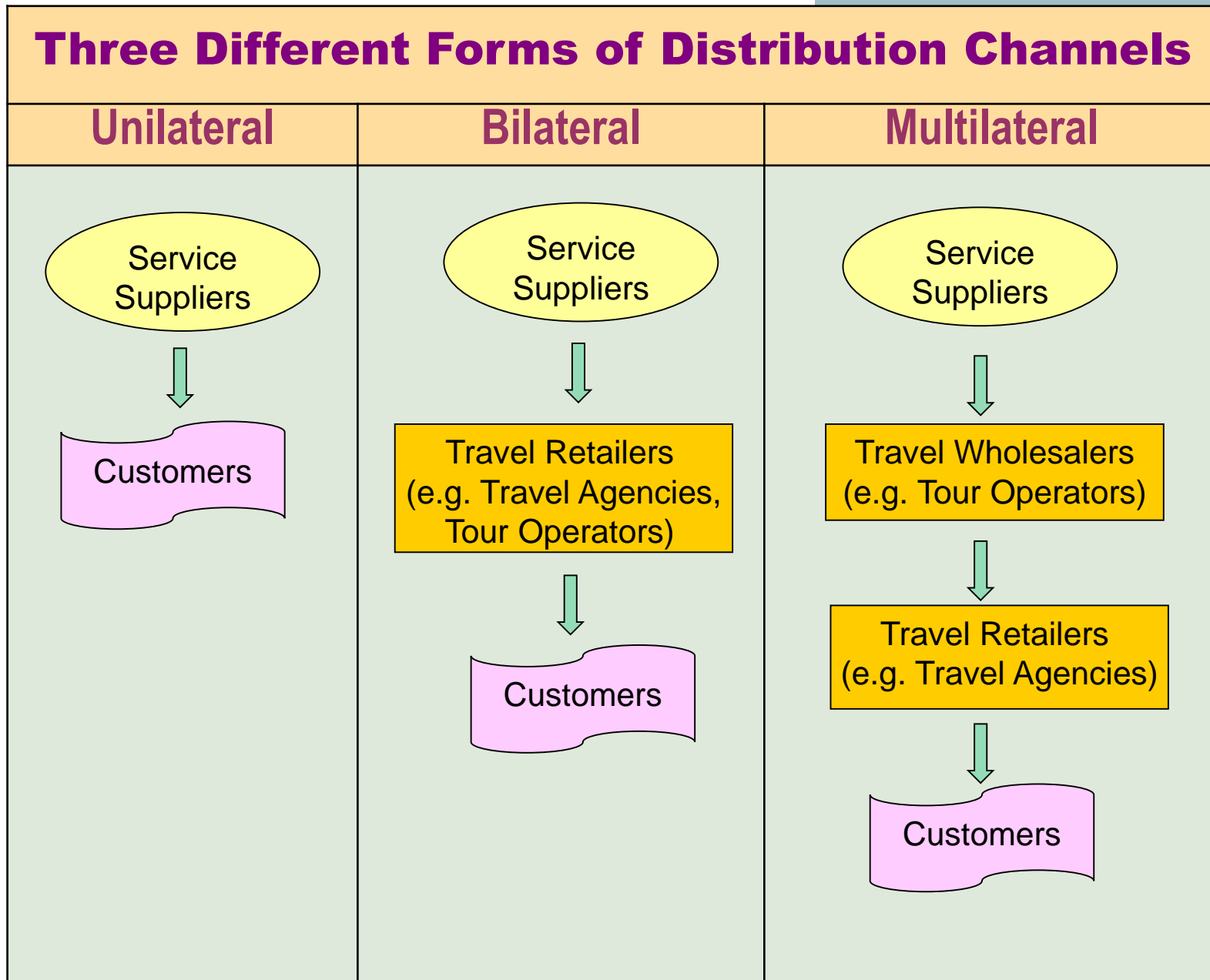


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Major Sectors of the Tourism Industry





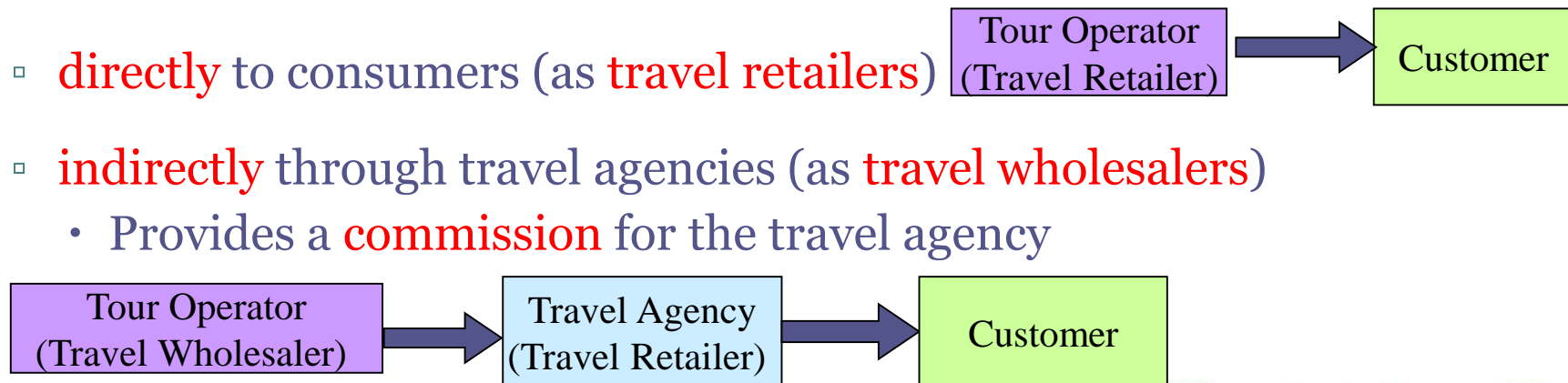
Travel Agencies (旅行代理商)

- **Retail** travel products/services to the general public (but they usually do **not** carry stock)
 - Supply **travel information** and offer **travel advice**
 - Make **travel arrangements** (on behalf of the **customers**)
 - **Collect payment** (on behalf of the **tourism services suppliers**)
 - Sell **ancillary services** (e.g. travel insurance, visa application)
- Receive **commission** from the suppliers or travel wholesalers
- 2 major types:
 - Outbound travel agencies (外遊旅行代理商)
 - e.g. make travel arrangements for a HK resident travelling outside HK
 - Inbound travel agencies (入境旅行代理商)
 - e.g. make travel arrangements for a visitor travelling to HK



Tour Operators(組團者)

- **Design and operate package tours** (e.g. tours which include transport, accommodation, meals, activities, tour escorts, tour guides, etc.; or air-plus-hotel packages)
- **Negotiate contracts** with **airlines and hotels** for a specified number of seats and rooms, receiving a **quantity discount**
- **Sell** a package tour at an **inclusive price lower** than the customers could obtain themselves



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Tour Operator

為配合多元化業務發展而成立的遊學部，票務部及會議統籌部，不論機票、酒店、接送安排、以至專誠為各學校、機構安排觀光及考察團，均提供全面學術及商業旅遊服務。

本公司歷年來屢獲各大航空公司及各地旅遊局頒發最佳業績大獎，加首、膳食選擇、交通工具、導遊及領隊之服務等等，無一不至誠精人數年年節節上升，翠明實為精明旅遊者首選。

特約旅行社

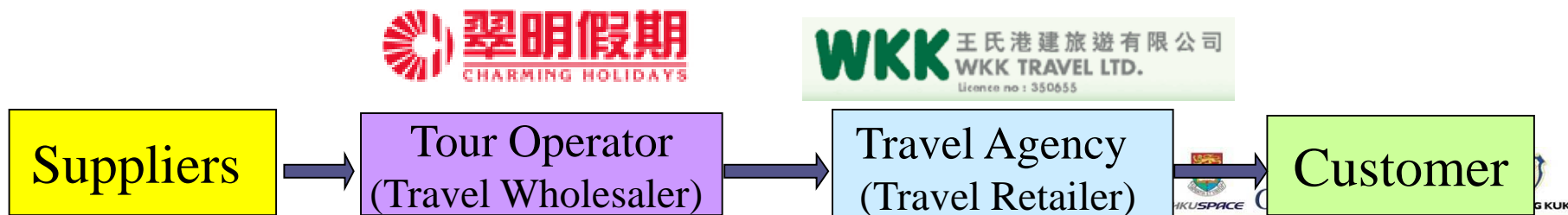
香港	澳門
專業旅遊 (350709)	2525 2540 (中環)
3580 0820 (太古城)	2369 8808 (尖東)
2116 1331 (灣仔)	2314 6933 (佐敦)
2642 2642 (旺角)	2151 8955 (口魚涌)
2443 9011 (元朗)	2345 0121 (九龍灣)
3586 2286 (沙田)	2479 4119 (元朗)
2692 7773 (沙田)	2334 7351 (土瓜灣)
2459 1988 (屯門)	2526 6233 (荃灣)
2473 1100 (元朗)	2526 6133 (沙田)
2684 9288 (沙田)	2499 2278 (尖沙咀)
2200 7848 (中環)	2838 6266 (銅鑼灣)
2623 2355 (沙田)	2522 0228 (中環)
2316 1107 (金鐘)	2780 0388 (旺角)
2316 1106 (九龍灣)	2345 9991 (觀塘)
2657 0012 (大埔)	2525 0363 (中環)
3153 5393 (元朗)	2721 3061 (尖沙咀)
2868 9977 (中環)	
2388 9138 (旺角)	
2397 7121 (將軍澳)	
2499 9237 (荃灣)	
2975 6188 (旺角)	
2332 1633 (旺角)	
2770 6155 (旺角)	

WKK 王氏港建旅遊有限公司
WKK TRAVEL LTD.
Licence no: 350655

查詢電話

2857 2418 (澳門)
2871 5432 (澳門)
2872 8050 (澳門)
2835 5700 (澳門)
2831 1100 (澳門)

<http://www.charming-online.com>



Note:

- Referring to **Travel Industry Council (TIC)**'s definition of a **“Travel Agent”**:

http://www.tichk.org/public/website/b5/codes/codes_of_conduct/part_one/html

- A person is a “travel agent” if he carries on the business of obtaining for another person tourism products/services (e.g. carriage on a journey, accommodation at the visiting place, etc.)
- “Tour operator” is a travel agent who operates a package tour
- A travel agent is required to obtain a travel agent's license

- **TIC** adopts a **broader definition** of “travel agents” (include tour operators).
- All **travel agencies** and **tour operators** in **Hong Kong** are required to obtain a **travel agent's license** from the **Travel Agents Registry**.

Functions of Travel Agencies

For Customers

- Providing one-stop tourism products

For Tourism Services Suppliers

- It is the most important retail channel for tourism products

For the Society

- Facilitating customers' tourism activities
- Promoting the development of the tourism industry

Product Knowledge Required by a Travel Agent

Product Knowledge	Examples
1. Destinations	<ul style="list-style-type: none"> • Climatic conditions; • Political situations; • Special events and public holidays; • Customs, culture and cuisine of country/destination; • Major attractions; • Health and other hazards; • Currency exchange rates; • Travel regulations and documents; and • Accommodation facilities, etc.
2. Airlines	<ul style="list-style-type: none"> • Reservation system; • Route operations; • Flight schedules; • Fares; • Types of airplanes; • Services offered on board; and • Connecting flights, etc.

Product Knowledge Required by a Travel Agent

Product Knowledge	Examples
3. Airports	<ul style="list-style-type: none"> • Timings; • Facilities; • Custom and security regulations; • Taxes; and • Distances from cities, etc.
4. Surface (Rail and Road) and Water Transport	<ul style="list-style-type: none"> • Time tables; • Connections; • Fares and car rentals; • Facilities; and • Reservation systems and procedures, etc.
5. Principal Suppliers	<ul style="list-style-type: none"> • Image and financial standing; • Service offered; • Quality of service; and • Commissions offered, etc.
6. Knowledge of Other Aspects	<ul style="list-style-type: none"> • Package tours; • Local excursions; and • Special interest tours, etc

PART E

Impact of Tourism

- Economic Impact
- Social-cultural Impact
- Environmental Impact

Economic Impact

Positive

Job Creation

(Direct / Indirect Employment)

Increased Tax Revenue

(e.g. salaries tax, profit tax, departure tax)

Improved Balance of Payments

(Total Receipts > Total Payments)

Economic Growth from Multiplier Effect

Negative

Leakage

Higher Consumer and Land Prices

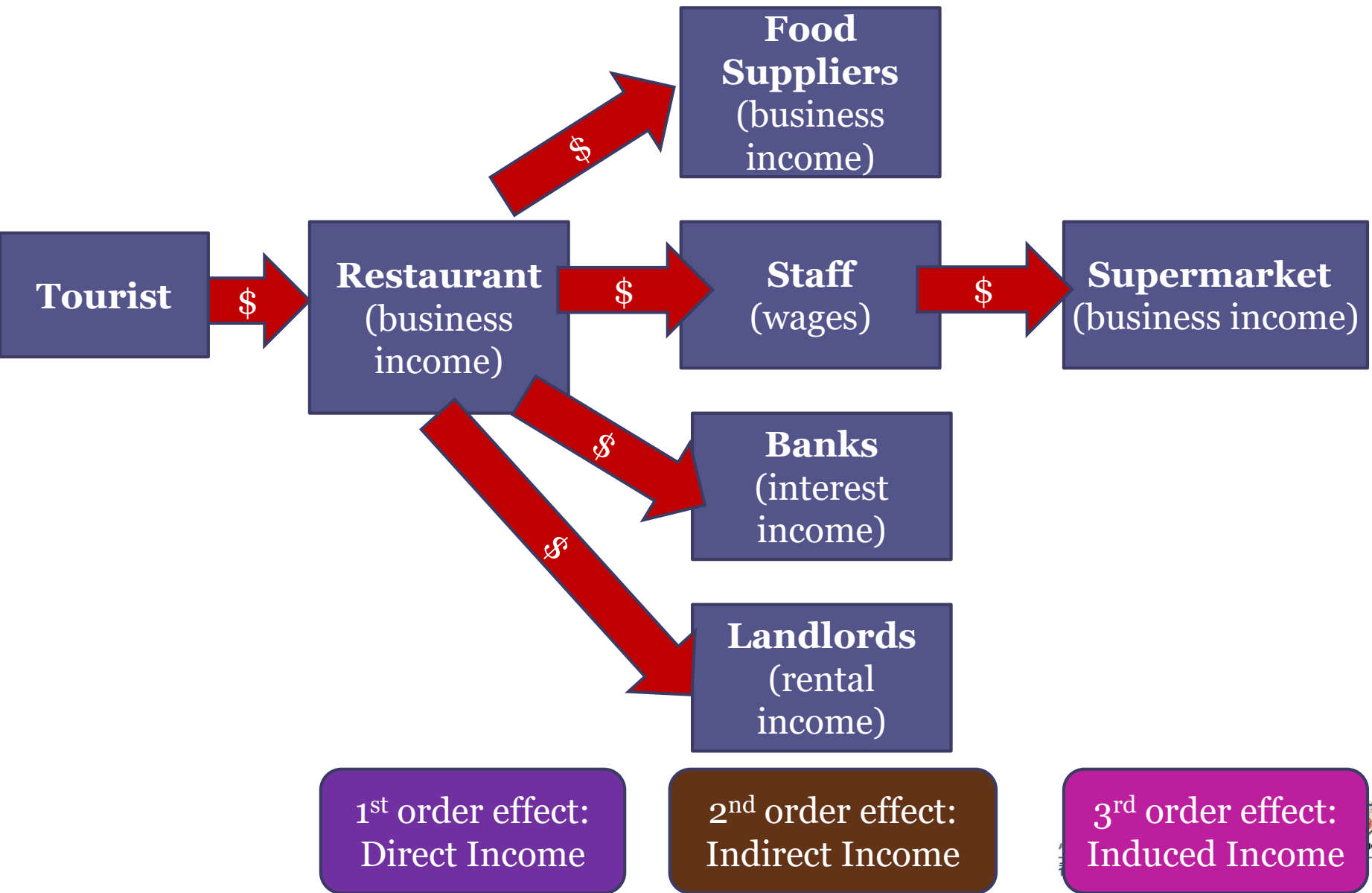
Over-dependency on Tourism

Tourism Multiplier Effect



- The contribution of tourism to the **income of a tourist destination** is greatly **increased** by a process of **re-spending of tourist expenditure**
- The money spent by tourists is used again and again by other people, and it is **spread throughout the whole economy**:
 - Direct income (First order effect)
 - Indirect income (Second order effect)
 - Induced income (Third order effect)
- The **additional income created** in the economy is **far greater** than the **initial spending of the tourists**

An Example of the Tourism Multiplier Effect



Leakage



- **Leakage** is anything that causes the **profits from tourism** to **drain out** of the **economic system**
 - Income from tourism expenditure goes to foreign countries but not the local economy

Import
Leakage

The income from tourism expenditures leaves the country to pay for the **imported goods and services**

Export
Leakage

Overseas investors who finance the resorts and hotels ('exporters' of tourism services) **take their profits back to their country of origin**

Socio-Cultural Impact

Positive

Improve the Way of Life

Encourage Cultural Exchange

Boost for Cultural Conservation

Negative

Disruption of Lifestyle
(e.g. congestion, health problems)

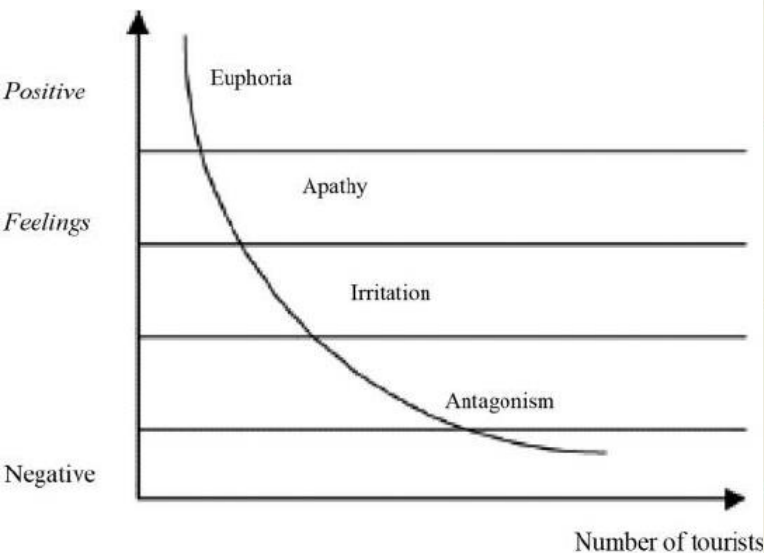
Commodification of Culture

Moral Issues
(e.g. crime, prostitution)



Doxey's Irritation Index

(對旅客的情緒指標)



Level of Irritation	Destination Responses to Tourism
Euphoria (興奮愉快)	<ul style="list-style-type: none"> • Sense of excitement and anticipation • Informal contact with tourists
Apathy (理所當然)	<ul style="list-style-type: none"> • More formal contact with tourists • Tourism seen as a source of income and investment
Annoyance (煩厭不快)	<ul style="list-style-type: none"> • Residents begin to show misgivings about tourism industry due to increasing numbers, external investment and infrastructure
Antagonism (敵對感覺)	<ul style="list-style-type: none"> • Irritations: expressed verbally and physically • Tourists: seen as cause of the problem

Environmental Impact

Positive

Increasing
Environmental
Awareness

Enhancement of
Environment

Preservation and
Conservation of
Environment

Negative

Environmental Pollution
(e.g. air, water, soil, noise, visual)

Ecological Disruption
(e.g. vegetation, wildlife)

PART F

Key Local Tourism Organizations

- Tourism Commission (TC)
- Hong Kong Tourism Board (HKTB)
- Travel Industry Council of Hong Kong (TIC)

Tourism Commission (TC)



- The **official government body** that **facilitate tourism development** in Hong Kong
(headed by the *Commissioner for Tourism*)
- Formulates policy and overall strategy in promoting tourism
- Considers the feasibility of new tourism attractions
- Coordinates with other government bureaus and departments on tourism related matters
- Works closely with the Hong Kong Tourism Board (HKTb)

主要旅遊項目

已 完 成



香港特別行政區政府
旅遊事務署

- [香港仔旅遊發展項目](#)
- [改善地區旅客指示標誌計劃](#)
- [香港迪士尼樂園](#)
- [香港濕地公園](#)
- [昂坪廣場](#)
- [昂坪 360](#)
- [「心經簡林」計劃](#)
- [星光大道](#)
- [尖沙咀海濱長廊美化計劃](#)
- [中西區改善計劃](#)
- [西貢海濱改善工程](#)
- [鯉魚門小型改善工程](#)
- [「幻彩詠香江」燈光音樂匯演](#)
- [尖沙咀東部的交通接駁系統](#)
- [赤柱海濱改善工程](#)
- [更新孫中山史蹟徑](#)
- [山頂改善工程](#)
- [改善新界東北部綠色旅遊景點](#)
- [海洋公園重新發展計劃](#)
- [香港迪士尼樂園擴建計劃](#)
- [尖沙咀東部行人天橋改善工程](#)
- [啟德郵輪碼頭](#)

TC's Major Tourism Projects

主要旅遊項目

發 展 中

進 行 中 :

- [海洋公園大樹灣發展項目](#)
- [香港迪士尼樂園新發展](#)

計 劃 中 :

- [鯉魚門海旁改善計劃](#)

https://www.tourism.gov.hk/tc_chi/current/current.html



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Hong Kong Tourism Board (HKTb)



- A **statutory body** formed under the Hong Kong Tourism Board Ordinance
- Comprises 20 members appointed by the Chief Executive of the Hong Kong SAR, representing a broad cross-section of the tourism and other industries
- **Market and promote Hong Kong** as a destination worldwide
- Take initiatives to enhance visitors' experience when they arrive
- Regularly makes recommendations to the Government and other relevant bodies on the range and quality of visitor facilities

Travel Industry Council of Hong Kong (TIC)



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG

- The TIC is entrusted with the responsibility to **regulate outbound and inbound travel agents** under the Travel Agents (Amendment) Ordinance
- Mission:

We strive to maintain a high professional standard within the industry

We protect the interests of the travellers and the industry

我們竭力維持旅遊業的高專業水平

我們保障旅客和旅遊業者的利益



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服務範圍

會員服務

- 舉辦各類活動，促進業內的友好關係和瞭解
- 舉辦培訓課程、講座及工作坊等，提升從業員的質素
- 出版定期刊物，更新議會網站，向會員提供各類資訊
- 制定並執行各種守則，維持業界的高水平服務及公平競爭
- 調解會員與業界相關行業及公眾人士之間的糾紛
- 促成會員與業外相關組織的溝通，提供磋商渠道
- 代「[旅遊業賠償基金管理委員會](#)」收取印花徵費，為印花機維修、保養
- 協助會員通過議會網站招聘員工



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG

公眾服務

- 提高消費者對旅遊安全和旅遊保障的認識
- 處理旅客的查詢與投訴
- 協助有需要人士申請「[旅遊業賠償基金](#)」的特惠補償及「[旅行團意外緊急援助基金計劃](#)」的財政援助
- 設立服務熱線(外遊旅客：**(852)2969-8188**；入境旅客：**(852)2807-0707**)

<http://www.tichk.org/public/website/b5/council/mission/html>



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