

# Module (V)

# Trends & Issues in Tourism and Hospitality Industry

29 May 2018

# Key Topics



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- Current Issues in Tourism and Hospitality
- Sustainable Tourism
  - Sustainable development concept
  - Twelve aims of sustainable tourism
- Tourism and Hospitality Issues induced by Globalization
  - How is the tourism landscapes changed by the flow of people, knowledge and capital?

# Key Topics (Cont'd)



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- Trends in Tourism
  - Social-cultural and environment aspects
  - How global economy affects the trends in tourism?
  - The surge of LCC induced a growth in tourism activities and a new breed of tourists
- Trends in Hospitality
  - Economic, social-cultural and environmental aspect
- Trends in Food and Beverage Sector
  - Social-cultural and environmental aspect

# Introduction to the Current Issues in Tourism and Hospitality



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- Tourism and hospitality Industry is fast changing
- Connected to many other Disciplines
- Case sharing:
  - Outbreak of SARS in 2003
  - Tour operators and travel companies are constantly deal with the sudden changes, trends and issues in order to make necessary business adjustments

# Activity 1

- Newspaper clipping published in South China Morning Post on 15 May, 2018
- “Where do Bali’s least popular tourists come from? Indonesian locals have a reputation that is hard to shake”

Source: <http://www.scmp.com/lifestyle/travel-leisure/article/2146068/where-do-balis-least-popular-tourists-come-indonesian#add-comment>

# Sustainable Tourism

- The Concept of Sustainable Tourism
  - The most commonly used definition of sustainable development given in the report of the World Commission on Environment and Development (1987)
- *Sustainable development is “a process to meet the needs of the present without compromising the ability of future generations to meet their own needs.”*

# Sustainable Tourism (Cont'd)



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- The concept has evolved through the plan of action which emerged from the UN Conference on Environment and Development (Rio, 1992), and the plan of implementation from the World Summit on Sustainable Development (Johannesburg, 2002).

# Sustainable Tourism (Cont'd)



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- Three dimensions of sustainable development are recognized and underlined.
  - Economic sustainability
  - Social sustainability
  - Environmental sustainability



# UNWTO's Definition of Sustainable Tourism



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- Make optimal use of **environmental** resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the **socio-cultural** authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
- Ensure viable, long-term **economic** operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation

# Sustainable Tourism vs Ecotourism



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- A clear distinction should be made between the concepts of ecotourism and sustainable tourism.
- “Ecotourism” refers to a segment within the tourism sector with focus on environmental sustainability.
- The sustainability principles should apply to all types of tourism activities, operations, establishments and projects, including conventional and alternative forms.

Source: UNEP - International Year of Ecotourism 2002

[http://www.unep.fr/scp/tourism/events/iye/pdf/iye\\_leaflet\\_text.pdf](http://www.unep.fr/scp/tourism/events/iye/pdf/iye_leaflet_text.pdf)

# An Agenda for Sustainable Tourism and Its Twelve Aims



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## 1. Physical Integrity

- To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

# Example of Ping Shan Heritage Trail



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- The first heritage trail inaugurated on 12 December 1993.
- Links up a number of traditional Chinese buildings within easy walking distance
- Provide visitors with an opportunity to learn more about the traditional life in the New Territories
- If without the support and co-operation of the Tang Clan in Ping Shan, the Trail would not have been possible

Source: [http://www.amo.gov.hk/en/trails\\_pingshan.php](http://www.amo.gov.hk/en/trails_pingshan.php)



# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)

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## 2. Biological Diversity

- To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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- Example:
  - Hong Kong UNESCO Geopark  
<http://www.geopark.gov.hk/index.htm>
  - The Recommended Geopark Guide System  
Recommend Geopark Guide (R2G)  
Accredited Geopark Guide (A2G)  
<http://hkr2g.net/>

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)

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## 3. Resource Efficiency

- To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.



# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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- Examples of Resource Efficiency
  - Hong Kong Disneyland: Corporate Environmental Policy  
[http://hkcorporate.hongkongdisneyland.com/hkdcorp/en\\_US/environmentality/overview@name=EnvironmentalityPage.html](http://hkcorporate.hongkongdisneyland.com/hkdcorp/en_US/environmentality/overview@name=EnvironmentalityPage.html)
  - Push the Talking Trash Can Entertains Guests before the Parade at Disney's Magic Kingdom (US)  
<https://www.youtube.com/watch?v=dZnDtZYWlfc>
  - Rubbish Bin in HK Disneyland (HK)  
<https://www.youtube.com/watch?v=gOuj7nzwSGU>

# An Agenda for Sustainable Tourism IVE

## and Its Twelve Aims (Cont'd)

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### 4. Environmental Purity

- To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.
- Related Examples in Hong Kong, such as:
  - Waste management, water conservation in tourism attractions
  - Green hotels

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 5. Social Equity

- To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor
- Tourism policies concerning with social equity should seek to benefit disadvantaged people by delivering economic and social benefits to them
- There are many reasons why tourism is well-placed to reach disadvantaged people, mainly because it is a labour intensive service industry with relatively low entry barriers and an activity that in situ within communities

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## Examples:

- Improving job opportunities for the locals in Tai O Fishing Village
- Hong Kong Young Women's Christian Association
- Tai O Cultural and Ecological Integrated Resource Centre

<http://cerc.ywca.org.hk/default.asp>

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 6. Visitor Fulfillment

- To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
- Case sharing:
  - Community project - "Developing Accessible Tourism"  
by IVE students in 2014

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 7. Local Control

- To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders
- Example:
  - Ping Shan Heritage Trail

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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The map shows the Ping Shan Heritage Trail in Hong Kong, with labels for Ping Shan Village, Tong Ping Tsuen, and Ping Shan San Tsuen. A yellow arrow points from the map to the 'Transport' section below.

## Transport

Notes to Visitors:

1. The Ping Shan Heritage Trail is open with the cooperation and support of the residents. Please respect and minimise all disturbance to them.
2. Not all of the historic buildings on the Trail are open to the public and the opening hours of those that are may change from time to time. Please refer to our latest announcements for details.

cy | Accessibility   無障礙網頁 Web For All

Last revision date: 13 November, 2015

Source of reference: [http://www.amo.gov.hk/en/trails\\_pingshan.php](http://www.amo.gov.hk/en/trails_pingshan.php)

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 8. Community Wellbeing

- To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation
- Example:
  - Traffic congestion and noise pollution created by tour groups in the Kowloon City



# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 9. Cultural Richness

- To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities
- Case sharing:
  - Tai O Fishing Village

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 10. Economic Viability

- To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term
- Example:
  - PartnerNet, Hong Kong Tourism Board: Extensive research on visitor profiles and preferences conducted by the HKTb

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 11. Local Prosperity

- To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally
- Case sharing:
  - Tai O Fishing Village

# An Agenda for Sustainable Tourism and Its Twelve Aims (Cont'd)



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## 12. Employment Quality

- To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways
- Examples for sharing:
  - Many Hong Kong travel agencies are providing better and clear career development opportunities for young people, e.g. Hong Thai Travel Services Ltd., Morning Star Travel Service Ltd. and China Travel Service (Hong Kong) Ltd., ...etc.

# Globalization

- “Globalization is essentially a process by which an ever tightening network of ties that cut across national political boundaries connects communities in a single, interdependent whole, a shrinking world where local differences are steadily eroded and subsumed within a massive global social order” (Mowforth and Mundt 1998:12).
- It is facilitated by the rapid movement of people, information, money and ideas around the globe

# How is Globalization felt in the Tourism Context?



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- Commodification and trivialization of local cultures
- Americanization
- Homogenization – all cities of the world look the same
- Free flow of money around the world where it can earn the highest rate of return on investment

# How is Globalization felt in the Tourism Context? (Cont'd)



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- The location of manufacturing shifts to where wages are the lowest at the expense of local people
  - E.g. Souvenir production is an example whereby Australian koala toys are manufactured in China or where coconut souvenirs sold in the Maldives are made in Bali
- Small scale operations are bought out by bigger companies who in turn are purchased by even larger companies
- Most of the economic restructuring is in the interest of big business not in the interest of the public and of the local people

# How is Globalization felt in the Tourism Context? (Cont'd)



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- The Hilton Hotel Corporation was recently sold to an investment fund that is primarily interested in a high rate of return on its investment for its shareholders
- Multinational companies such as CNN present consumers with their idea of the “truth” behind the news. They tell us what is important and what is not
- National Geographic brings the world’s most exotic travel experiences to our living room and we become “armchair travellers”



# How is the Tourism Landscapes changed by the Flow of People, Knowledge and Capital?



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- Examples
  - Environment Impacts of Tourism

<https://www.gdrc.org/uem/eco-tour/envi/one.html>

<http://tw.traveleredge.com/USNP/Yosemite/>

# Mass Tourism and Sustainability



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- The example of tourism development in Kenya
  - Seemingly, the development of tourism in Kenya has been an African success story
  - The tourist industry in Kenya is the second largest source of foreign exchange revenue followed by agriculture
  - However, as many resorts and hospitality facilities were built in an unplanned manner and in large scale in fragile coastal and marine ecosystems of the country, the quality of its tourism resource declined sharply and rapidly

# Mass Tourism and Sustainability (Cont'd)



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- In the wildlife parks and reserves, excessive accommodation facilities have been built in important and fragile wildlife habitats (near the breeding grounds or important feeding areas). This destroyed the beauty of the park and threatened the habitats of the animal species

# Mass Tourism and Sustainability (Cont'd)



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- Furthermore, high concentration of tourists in fragile marine environments has led to problems of overcrowding, trampling, and damage to marine resources such as coral reefs, mollusk shells and marine turtles
- Unplanned mass tourism weakened the quality of Kenya's tourism product, and the country gradually lost its appeal

# Trends in Tourism



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- How global economy affects the trends in tourism?

# The Surge of Low Cost Carrier (LCC) induced a Growth in Tourism Activities and a New Breed of Tourists



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- Travel patterns
  - The popularity of low cost carriers (LCC), among tourists, and the positive implications of LCC to the travel pattern of tourists during and after the economic hard time
  - LCC offers passengers with less expensive air fares which help tourists sharply reduce tourists' travel budgets

# The Surge of Low Cost Carrier (LCC) induced a Growth in Tourism Activities and a New Breed of Tourists (Cont'd)



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- Travel patterns
  - A steady growth rate of tourists in choosing LCC when it is compared with the full-serviced carriers (FSC) as their mode of air travel during economic hard time
  - When consumers gone through the recession period, they are looking for more value in their spending, seeking cost saving alternatives and finding more economical ways to travel

# The Surge of Low Cost Carrier (LCC) induced a Growth in Tourism Activities and a New Breed of Tourists (Cont'd)



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- The demand for LCC continues to be strong after the recession
- “LCC primarily focused on short-haul routes but they are likely to develop longer haul services in the near future” (Deloitte:2015).



# The Surge of Low Cost Carrier (LCC) induced a Growth in Tourism Activities and a New Breed of Tourists (Cont'd)



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- It is likely that the hospitality industry going to change rapidly to meet the heavy demand of both short-haul and long-haul services passengers for accommodation
- The section on “Accommodation Sector” will look at the impact of LCC on hospitality as of low-cost carriers are bringing in more tourists to a destination

# The Surge of Low Cost Carrier (LCC) induced a Growth in Tourism Activities and a New Breed of Tourists (Cont'd)



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- Supplementary Reading:
  - The impact of low-cost carriers on tourism development in less famous destinations

Author: Lukasz Olipra (2012)

<http://www.lifeasabutterfly.com/wp-content/uploads/2015/07/766-1042-1-PB-1.pdf>

# Trends in Hospitality: Economic Aspect



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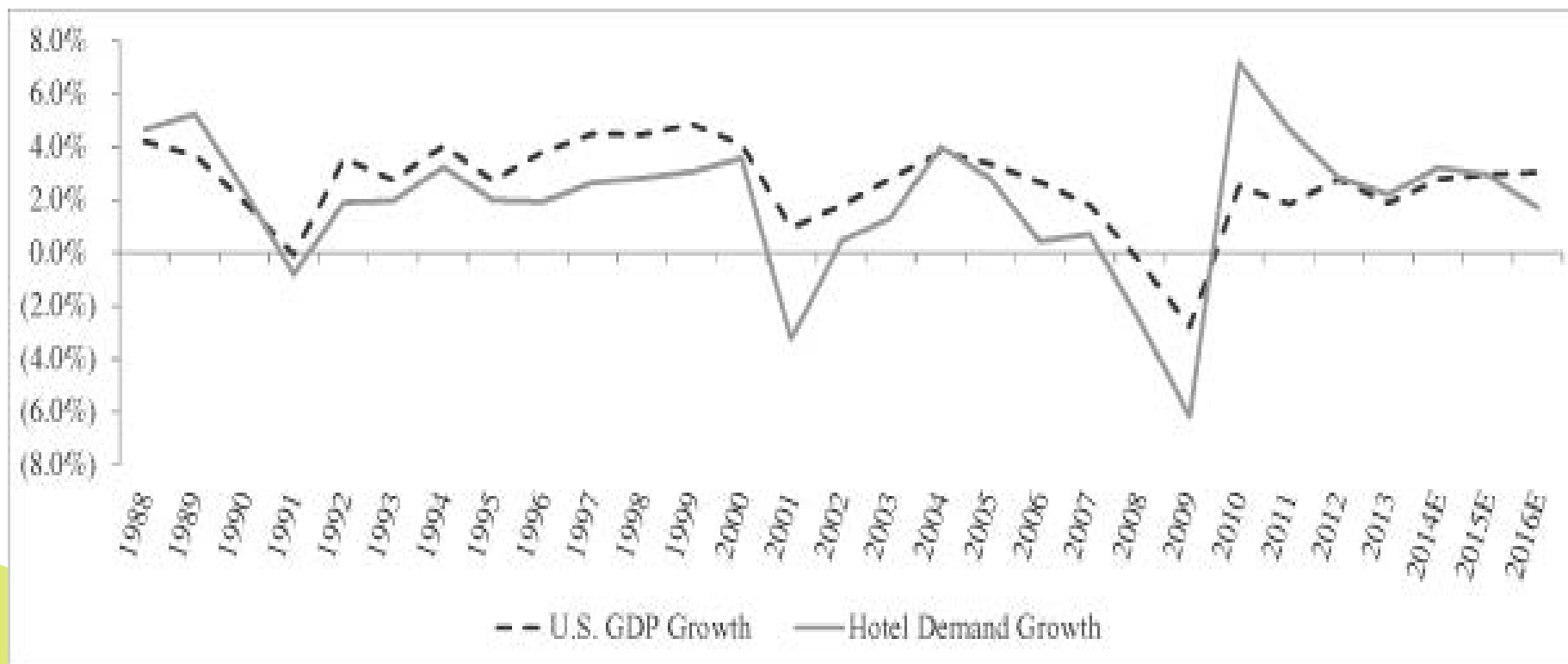
- Disposable income
  - Hospitality industry is heavily affected by economic uncertainty as consumers rely on disposable income to meet their travel need

# Trends in Hospitality: Economic Aspect (Cont'd)



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Annual Percentage Change in U.S. Hotel Room Demand Growth vs. U.S. GDP Growth (1988-2016E)



Source: International Monetary Fund, PKF-HR

# Implications for Types of Accommodation

- Economic changes leading to the development of different types of accommodation:
  - During economic recession, both business travelers and leisure travelers have to reduce their spending in travels. They became more price-conscious travelers, and they looked for cost saving alternatives and found more economical ways to travel such as flying on LCC and staying at **budget hotels**
- Many travelers prefer **select-service hotels** that offer a compelling value proposition by providing many full-service amenities at a lower price point

# What are Select-service Hotels?

- Select-service hotels are classified by the price factor
  1. Limited-Service
  - 2. *Select-Service***
  3. Full-Service

# Select-Service Hotel

- A hybrid hotel between a limited-service and full-service hotel. It offers the fundamental of limited-service hotels together with a selection of services and amenities of full-service hotels
- Select-service hotels have more in common with the limited-service hotels, but specific offering of select-service hotels vary

# Exercise:

## What are Select-Service Hotels?



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### Group Discussion

1. Students are required to find a select-service hotel from the internet. Introduce the selected hotel to the class with justification

Or

2. Give a list of specifications of a hotel to students. Ask the students to identify the class of the hotel with justification

### Source Hotel Information

Available in hotel official website and booking websites. For example:

- Agoda
- Booking.com
- Hotels.com



Booking.com HK\$ 與朋友分享，一起賺獎金

飯店 & 公寓 機票 租車 機場計程車

首頁 > 香港 > 香港的飯店 > 上環 > 宜必思香港中上環 (香港) 優惠

預訂

買貴退差價

搜尋

目的地/住宿名稱：  
香港

入住日期  
+ 入住日期

退房日期  
+ 退房日期

2 位成人

無孩童隨行 1 間客房

☐ 此為差旅行程

搜尋

649 人正在搜尋香港住宿

於地圖上顯示

如何從香港赤鱗角國際機場到宜必思香港中上環

計程車 40 分鐘

大眾交通運輸 40 分鐘

房產資訊 & 房價 設施 訂房須知 注意事項

宜必思香港中上環 ★★

香港上環德輔道西28號, 上環, 香港, 香港 - [絕佳位置 - 顯示地圖](#)

近期相片

香港超絕實住宿之一！

宜必思香港中上環位於香港的商業和文化區的心臟地帶，提供含私人浴室的時尚客房。飯店距離上環地鐵站（C 出口）僅 8 分鐘的步行路程，而且整個飯店內皆提供免費的無線網路接。飯店出發到香港機場快線站，飯店有提供免費接駁巴士，所需時間大約 10 分鐘。

宜必思香港中上環從港澳碼頭有 5 分鐘的步行路程，從香港國際機場前往飯店搭乘計程車約需 40 分鐘。

所有房間均設有空調，並配有 32 吋液晶電視、迷你廚房和浴室，並都配有本坡

## 設施與服務 設施佳！評分：8.0

### 熱門設施

免費無線網路 家庭房 禁煙客房 健身中心

### 酒吧

### 養生會館

健身中心

### 可及性

視障輔助：導盲磚  
視障輔助：點字  
衛浴緊急呼救設備  
衛浴水樽較低  
廁所扶手  
無障礙空間

### 服務/額外服務

景點、表演門票 (另外收費)

### 寵物

不允許攜帶寵物入住。

### 餐飲服務

館內咖啡店  
小吃吧  
酒吧  
餐廳 (單點和自助式)

### 網路

免費！住宿方于全館提供WiFi (免費)。

### 停車場

無停車設施。

### 迎賓接待服務

行李寄存  
外幣兌換  
24 小時接待檯

### 清潔服務

每日清潔期  
熨褲機  
熨燙服務  
乾洗 (另)  
洗衣 (另)

### 商務設施

傳真/複印  
會議/會議室

### 綜合設施

附設迷你市  
空調  
全面禁煙  
商店 (國)  
暖氣  
租車服務  
保險箱  
電梯  
家庭房  
無障礙設施  
禁煙客房  
報紙

### 使用的語言

中文  
英文



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## Hotel Information

Source: Booking.com

實景照片
房型
設施與服務
住宿評鑑
地圖

悅品海景酒店(觀塘) (Hotel COZi Harbour View (Form...  
10 7月 - 14 7月 | 2位大人 1間客房
變更

服務設施

可使用語言

中 中文

英 英語

粵 廣東話

網路服務

公共區域Wi-Fi

房內免費Wi-Fi

服務與便利設施

可寄存行李

外幣兌換

全館禁止吸菸

吸菸區

保險箱

送洗服務

乾洗服務

禮賓服務

兒童專屬

家庭房

接待設施

24小時保全

24小時前台服務

24小時皆可入住

可帶寵物

無障礙友善設施

電梯

交通服務/設施

停車場(付費)

停車場(館內)

接駁服務

所有客房均提供

Morning call服務

冰箱

地毯

免費瓶裝水

吹風機

沖咖啡/泡茶設備

房內保險箱

空調

室內拖鞋

書桌

浴巾

淋浴設備

開放式衣櫃

電話

盥洗用品

收起

週邊景點

旅人最愛

香港迪士尼樂園 - 17.94 km

太平山山頂 - 8.54 km

蘭桂坊 - 7.47 km

距離最近

GOME Mall (Kwun Tong Road) - 580 m

Kung Lok Road Children's Playground - 580 m

e!™æApm - 590 m

顯示距離為地圖上點對點直線距離，實際路程可能會有差異。

老闆不在家，低至1.7折的優惠只限今天！驚喜價HKD 556起，手腳要快！

再回去看看房型



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## Hotel Information

Source: Agoda

Hotel, Service & Tourism Studies  
酒店、服務及旅遊學

## Amenities

Close ^

### Key Amenities

Check-in: 02:00 PM

Check-out: 12:00 PM

Express Checkin

Express Checkout

High-Speed Internet Access

Complimentary High Speed: Check email + browse the Web

Complimentary Public Area

### Parking

Off-site parking, fee: 22 HKD hourly

### Property Details

25 floors , 240 rooms , 5 suites

1 meeting rooms, 19 sq ft of total meeting space

### Hotel Services & Amenities

Air conditioning

Alarm clock

All public areas non-smoking

Beauty shop

Bottled water

Buffet breakfast, fee from

Cash machine/ATM

Coffee maker/tea service

Coffee/tea in-room

Concierge desk

Continental breakfast, fee from

Crib/Play Yard

Electrical adapters

Evening turndown service

Foreign exchange

Gift/newsstand

Housekeeping service daily

### Restaurants & Lounges

MoMo Café

International

Enjoy an international selection of cuisine with an Asian accent, in addition to our hot, healthy breakfast buffet & delicious a la carte items served at lunch & dinner

Open for breakfast, lunch and dinner

Dress code:: Casual

MoMo to Go

Deli

MoMo to Go is a retail and snack kiosk offering freshly prepared bakery and variety of beverages available to "Grab & Go".

[Learn more](#)



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## Hotel Amenities from Hotel Official Website

Source: Marriott International

# Trends in Hospitality: Social-cultural Aspect



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Lifestyle and demographic changes have effects on tourists' demand for accommodations

- Aging population
  - Senior citizens/ retirement market have more time for leisure travel
  - Travels related to healthcare are increasing
  - Some have physical limitations
  - Prefer food which they are familiar with
  - Less budget due to no income

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Hotel with facilities for elderly
  - More space for wheelchairs
  - Special menu for older customers

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Multi-generation travel
  - Travelling with family, from grandparents to grandchildren
  - For family reunion
  - Different age groups will have different habits and need
  - Youngers prefer more challenging activities
  - Elderly prefer more health-related activities

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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VTC 機構成員

- Hotels have programmes for different age groups
  - Challenging activities for youngsters
  - Health-related activities for elderly

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Single parent family travel
  - Due to increasing divorce rate
  - Single parents have less money for vacation
- Budget hotels which can take care of the needs of single parent families
  - Childcare and babysitting service
  - Free meals for younger children
  - Sold by rooms instead of headcounts



# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Increase in one-child families
  - More significant among the mainland's tourists because of the government's one-child policy
  - Children become the most influential in a family
- Hotel with children facilities
  - Kids swimming pool
  - Playground
  - Kids programme
  - Special bedding for kids



## Kids Programme Example

Source: Hyatt Regency Hong Kong, Shatin



## A Child's Dream Holiday - Mini Club at Club Med

Source: Club Med

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- More educated customers
  - More experience in travelling
  - More knowledge
  - Higher expectation
- Hotel with high quality products
  - High quality in service
  - High standard in food quality

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Polarization of tourists' tastes and spending
  - Different budgets
  - Different tastes
  - Some are looking for luxury accommodation
  - Some are looking for boutique hotels
- Hotel targeting different group of customers should find out the needs and wants of their target customers

# Trends in Hospitality: Social-cultural Aspect (Cont'd)

## 5.1.6 Polarization of tourists' tastes and spending

The tastes and spending power of the visitors are getting more diversified. There are visitors who seek for comfort and luxury accommodations, but there are other visitors who are not so well-off but look for budget travel.

Some business travelers now turn to boutique hotels, which offer tailor-made service or personalization, instead of the standardized product offered by the hotel chains. |



Boutique hotels consist of rooms with special themes and designs when compared with normal hotels.

There is a growing demand for 'home-stay' accommodations located in areas that feature cultural and soft adventure activities. On the other hand, there are also more and more budget hotels to cater for the increasing demand of the low-budget travelers.



# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Emigration and homecoming visits
  - Longer length of stay
  - Home away from home
  - Meeting friends and relatives
- Hotel with long staying package
  - Weekly rate or monthly rate
  - Flexible housekeeping service
  - Larger rooms
  - Personalized customer service

# Four Generations

1. ***Veterans*** grew up during the Great Depression and World War II
2. ***Baby boomers*** were born after World War II, between 1946-1964
3. ***Generation X-ers*** were born between 1965-1979
4. ***Generation Y-ers*** were born between 1980-1995/2000



# Exercise: Choosing the Right Hotel



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VTC 機構成員

## Role Play

You are a travel consultant in the ABC Travel. Your job is to help your customers to choose the right hotel according to their needs. Prepare a role play of a customer booking for hotel accommodation at the Travel Agency.

# Exercise:

## Choosing the Right Hotel (Cont'd)



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1. Students are required to:
  - a) interview the targeted customers to find out their needs in accommodation; or
  - b) conduct research on the needs of the targeted customers when choosing hotel accommodation
2. Search from the internet for a hotel which meets the needs of the customers
3. Role play the scenario in class

# Exercise:

## Choosing the Right Hotel (Cont'd)



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### Targeted Customers:

1. A retired couple
2. A family travels with a child and grandparents
3. Single parent family with two children
4. A family from the Mainland China with one child
5. A young executive who travels at least once every month
6. A family travels to Hong Kong on vacation to visit their friends and family after they emigrated to Canada for 10 years

# Trends in Hospitality:

## Social-cultural Aspect (Cont'd)



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VTC 機構成員

The general trends of food service preferences owing to demographics and cultural factors

- Veterans
  - prefer food that they are familiar with
  - have become more health-conscious (high blood pressure and diabetes)
  - tend to visit family-style restaurants at reasonable prices
  - restaurants that offer discounts for seniors and smaller portions are appreciated

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Baby Boomers
  - prefer quality food experience
  - consider wine consumption as relaxed activities
  - tend to visit restaurants with family-friendly atmosphere and provide with upscale, formal dining experience

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Generation X-ers
  - concern about branding
  - are willing to spend more on quality wine consumption
  - concern value for money
  - prefer fast food especially hamburgers
  - tend to visit quick-service restaurants and mid-scale operations restaurants that offer all-you-can-eat buffets

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



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- Generation Y-ers
  - concern about budget
  - prefer fast food
  - have less concern about brands
  - consume wine in special occasions and socialization
  - prefer beer and spirits
  - tend to choose quick-service restaurants such as franchise operations

# Trends in Hospitality: Social-cultural Aspect (Cont'd)



Member of VTC Group  
VTC 機構成員

The general trends of food service preferences owing to demographics and cultural factors

- With social media, everyone becomes a food critic with their smartphones



# Trends in Hospitality: Environmental Aspect



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VTC 機構成員

- Waste produced by hotels:
  - Greenhouse Gas (GHG) emissions
  - Waste production
  - Resources consumption (energy and water)

# Environmental Impacts of a Hotel



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Service / Activity	Description	Main Environmental Impacts
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Hotel management</li> <li>• Reception of clients</li> </ul>	<ul style="list-style-type: none"> <li>• Energy, water and materials (mainly paper)</li> <li>• Generation of waste and hazardous waste (toner cartridges)</li> </ul>
<b>Technical Services</b>	<ul style="list-style-type: none"> <li>• Equipment for producing hot water and heating</li> <li>• Air conditioning</li> <li>• Lighting</li> <li>• Swimming pools</li> <li>• Green areas</li> <li>• Mice and insect extermination</li> <li>• Repairs and maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Energy and water consumption</li> <li>• Consumption and generation of a wide range of hazardous products</li> <li>• Air and soil emissions</li> <li>• Generation of waste water</li> <li>• Pesticides use</li> </ul>
<b>Restaurant/bar</b>	<ul style="list-style-type: none"> <li>• Breakfast, lunch, dinner</li> <li>• Beverages and snacks</li> </ul>	<ul style="list-style-type: none"> <li>• Energy, water and raw materials consumption</li> <li>• Packaging waste</li> </ul>

Source: Graci, 2009

# Environmental Impacts of a Hotel

## (Cont'd)

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Service / Activity	Description	Main Environmental Impacts
• Kitchen	<ul style="list-style-type: none"> <li>• Food storage</li> <li>• Food preparation</li> <li>• Dish washing</li> </ul>	<ul style="list-style-type: none"> <li>• Consumption of energy and water</li> <li>• Packaging waste</li> <li>• Oil waste</li> <li>• Organic waste (i.e., fruit and vegetable peelings, leftover food stuffs during preparation and after cooking)</li> <li>• Generation of odours</li> </ul>
• Room Use	<ul style="list-style-type: none"> <li>• Use by guests – air conditioning, lightings, TV, mini-bar services, shower.</li> <li>• Products for guests' use- in room amenities</li> <li>• Housekeeping – mainly cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>• Energy, water and raw materials consumption</li> <li>• Use of hazardous products</li> <li>• Generation of waste packaging</li> <li>• Generation of waste water</li> </ul>
• Laundry	<ul style="list-style-type: none"> <li>• Washing and ironing of guest clothes</li> <li>• Washing and ironing of hotel linens</li> </ul>	<ul style="list-style-type: none"> <li>• Consumption of energy and water</li> <li>• Use of hazardous cleaning products</li> <li>• Generation of waste water</li> </ul>

Source: Graci, 2009

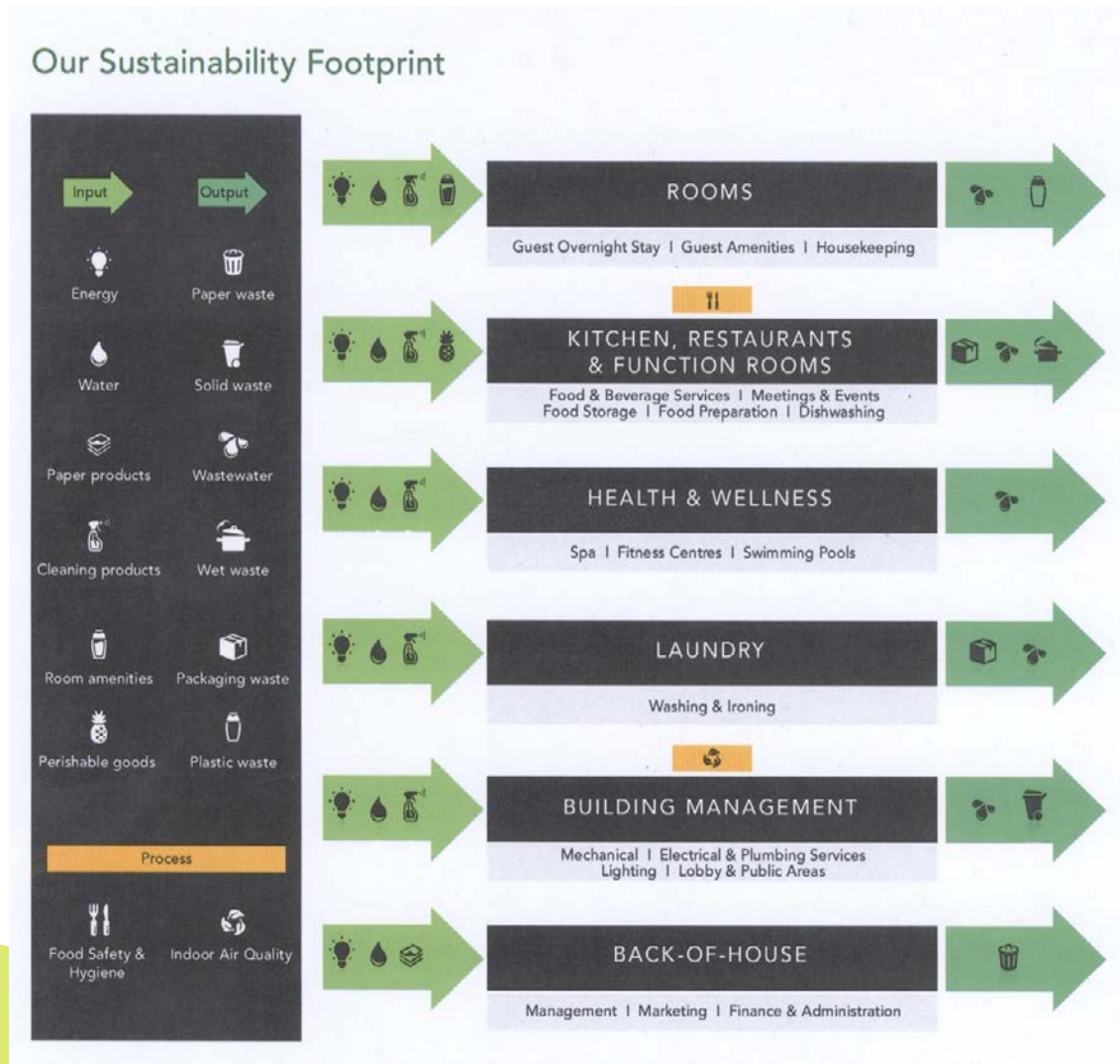
# Green Hotels

- Common Criteria shared among green hotel certification programs in the areas of:
  - Carbon reduction
  - Energy reduction
  - Water reduction
  - Waste reduction

# Sustainability Footprint of a Green Hotel



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VTC 機構成員



Source: The Hongkong and Shanghai Hotels Limited, Annual Report 2013

# Green Hotels Practices

## YouTube videos:

1. Hotels Go Green: Sustainable Design in Hospitality  
<https://youtu.be/dImBq3Ungns>
2. National Hospitality: 5 Reasons to Go Green  
[https://youtu.be/Mt\\_mJdW87PY](https://youtu.be/Mt_mJdW87PY)
3. URBN Hotels & Resorts Shanghai (Carbon Equilibrium Hotel)  
<https://youtu.be/WHUwlHAHqfY> (Putonghua)
4. URBN Shanghai  
[https://youtu.be/\\_3TcsNjQdh8](https://youtu.be/_3TcsNjQdh8) (English)
5. 環保概念風行 飯店、旅行社推綠色旅遊 (Taiwan)  
<https://youtu.be/ab6rl2kFPw8>
6. 「2013 香港環保卓越計劃」－卓越環保一分鐘：香港逸東酒店  
<https://youtu.be/Wu8gXy9HaqM>

# Key Words

- Green Hotel
- Environmental Friendly Hotel
- Eco Friendly Hotel
- Carbon Equilibrium Hotel
- 綠色酒店
- 環保概念酒店

# Trends in Food and Beverage Sector: Environmental Aspect



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VTC 機構成員

- Resources consumption trend in the food and beverage sector
  - GHG emissions in livestock
  - Purchase local food products
  - Adopting sustainable purchasing in the food and beverage sector
  - Establish good practices on energy consumption



# Types of Waste Produced by the IVE

## Food and Beverage Sector

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- Food wastes
  - During food preparation
  - Leftover food of a meal
  - Unused food that began to rot

# Types of Waste Produced by the Food and Beverage Sector (Cont'd)



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- Wastes associated with the food and beverage preparation
  - Papers
  - Cardboards
  - Glasses
  - Mixed plastics and film
  - Metals
  - Organic wastes

# Sources of Wastage in the Food Chain Process



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- Production of food
- Handling and storage of food
- Processing and packaging of food
- Distribution and marketing of food (restaurants and catering institutions)

# Sources of Wastage in the Food Chain Process (Cont'd)



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- Consumption of Food (on the table)
  - The main source of wastage from the food and beverage sector, reasons:
    1. Provision of all you can eat menu
    2. Cultural attitudes towards leftover food
    3. Menu planning

# The Impact of Wastes upon the Environment



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VTC 機構成員

## Land

- A large proportion of land was used to grow food that is wasted
- Wasted food was sent to landfill
  - limited landfill space
  - creates odour nuisance
  - generates leachate and landfill gases

## Water

- A large volume of water used each year to produce food that is wasted

## Air

- Food that is wasted represents unnecessary greenhouse gas emissions

# Practices for Reducing Food Waste



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- Purchasing
  - Order raw materials in appropriate quantity
  - Purchase products with minimal level
  - Order food from approved suppliers to avoid delivery of poor quality food
- Receiving and Storage
  - Inspect food quality upon delivery and do not accept sub-standard food
  - Adjust inventory to minimize waste due to spoilage
  - Control storage procedures to prevent spoilage
  - Implement first-in-first-out (FIFO) practice to avoid food waste

# Practices for Reducing Food Wastage (Cont'd)

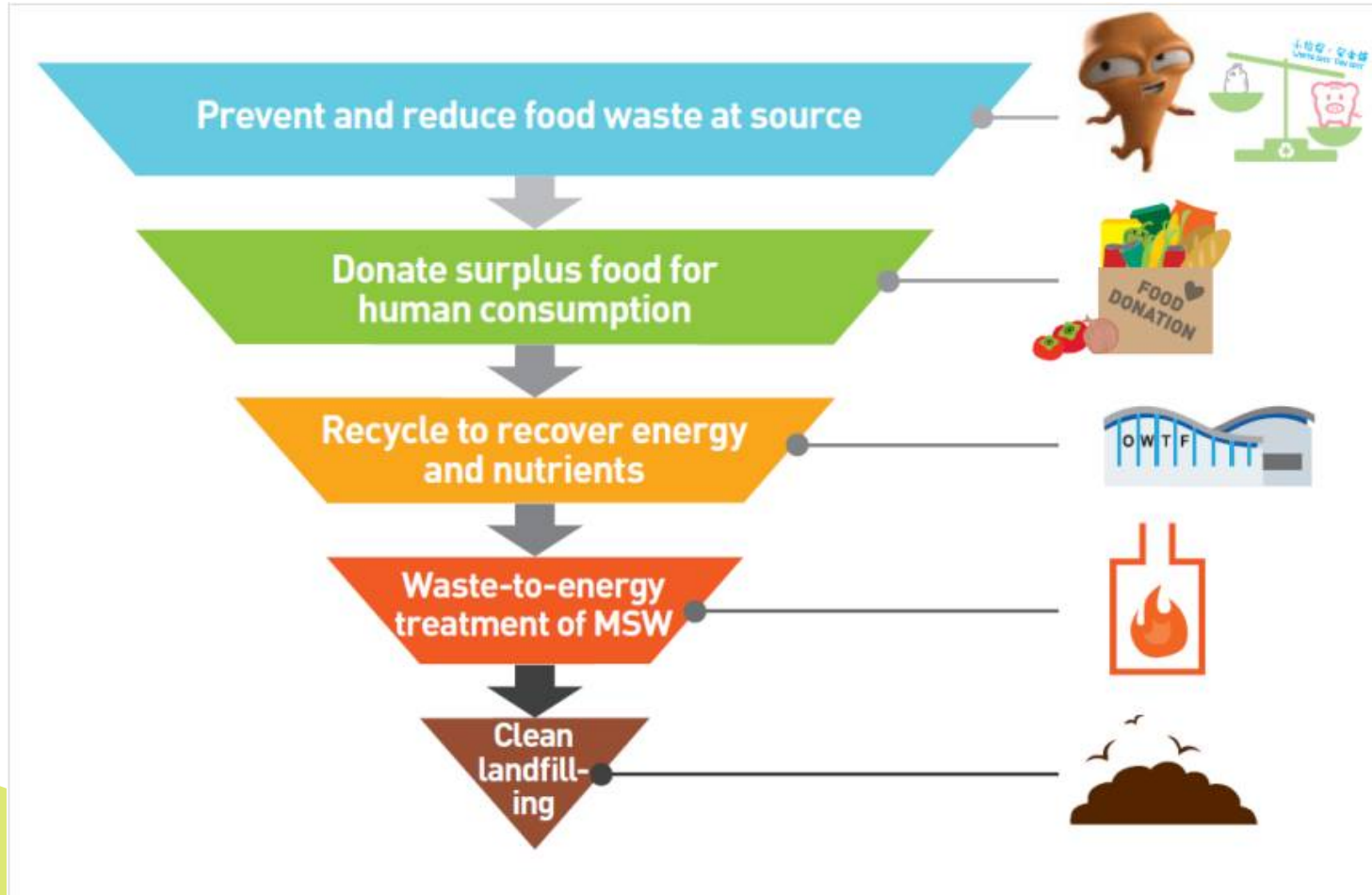


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- Cooking
  - Develop daily production plans to minimize over-production of food
  - Properly prepare food to minimize spoilage
  - Make good use of surplus food to minimize food wastage
  - Make good use of surplus raw food materials to minimize food wastage
- Consumption
  - Remind customers to avoid over-ordering
  - Provide fewer varieties or smaller portion-size in a buffet or banquet
  - Provide smaller-portion size to minimize food waste
  - Provide customers environmental friendly take-away containers for left-over food

# Food Waste Management Strategy

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VTC 機構成員



Source:廚餘管理  
策略, 問題與解決  
方案 | 環境保護署



# Food Waste Reduction Good Practice Guide produced by the Environment Protection Department



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VTC 機構成員



Food Waste Reduction  
Good Practice Guide for  
**Food and Beverage Sector**

Food Wise Hong Kong Campaign  
May 2013



Food Waste Reduction  
Good Practice Guide for  
**Hotel Sector**

Food Wise Hong Kong Campaign  
May 2013

Source: Food Wise  
Hong Kong,  
Resources

# Donating Surplus Food



Member of VTC Group  
VTC 機構成員



循道衛理觀塘社會服務處  
Kwun Tong Methodist Social Service



# Videos relevant to Food Waste Reduction



Member of VTC Group  
VTC 機構成員

## YouTube videos:

1. 惜食香港-廚餘消減活動宣傳短片（完整版）  
<https://youtu.be/d6JnfzrUPLY>
2. QREMS 「優質餐飲業環保管理計劃」教育短片  
<https://youtu.be/fHT78az4Xs4>
3. Hong Kong choking on food waste 香港的廚餘危機  
[https://youtu.be/WC\\_Uw5HbRcg](https://youtu.be/WC_Uw5HbRcg)
4. 天人合一：惜食  
<https://youtu.be/YW0TfcwJ5E8>
5. 惜食地球人：零碳食物  
<https://youtu.be/nNMwuYyDbYM>
6. Food waste problem in Hong Kong  
<https://youtu.be/idJ-v0l8Gdo>
7. 廚餘全面轉化系統 廚餘變三寶  
<https://youtu.be/QHQXSpyl0Ek>

# Key Words

- Food Waste
- Food Waste Problem
- 廚餘
- 廚餘管理

# Good Practices of Reducing Wastes which are Associated with the Preparation of Food and Beverage



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VTC 機構成員

- Avoid individually wrapped food items
- Utilize reusable glasses and bottles
- Use reusable plastic containers
- Minimize the use of canned food and beverage
- Purchase products with minimal or reusable packaging
- Provide recycling bins to encourage recycle rather than trash waste

# Good Practices of Reducing Wastes which are Associated with the Preparation of Food and Beverage (Cont'd)



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- Replace disposable items with reusable ones
- Purchase in bulk with low packaging
- Compost organic wastes
- Collect biodegradable organic wastes
- Choose suppliers that have implemented eco-friendly measures in packaging and delivery
- Prefer products that are recycled, reusable, repairable, biodegradable, recyclable, fair trade and/or eco-labeled

# Suggested Activity

## Organize Site Visit to Participants of the “Food Wise Eateries Scheme”

(“List of Participating Eateries” can be downloaded from Food Wise Hong Kong website)

- Students are required to study the “Application Guideline” of “Food Wise Eateries” before the visit
- In groups of 5 students, prepare 1-3 questions for the organisation to be visited
- Present the questions, with justification, to the class
- Visit the selected organisation led by module teachers
- Submit a report after the visit

# Q&A Session



# ~ Thank you ~