

## **Tourism and Hospitality Studies Student Activity: “Hong Kong Tourism Industry Student Summit 2022/23”**

### **Aims / Objectives**

This is to invite students taking Senior Secondary Tourism and Hospitality Studies (THS) to participate in the captioned Summit.

### **Details**

2. The Curriculum Development Institute (CDI) of the Education Bureau (EDB), together with Hong Kong Tourism Board, is going to organise the student summit “Hong Kong Tourism Industry Student Summit 2022/23”, which aims to enable the students of THS to raise their understanding of the local tourism industry particularly on the promotion of cultural tourism and meanwhile offer a platform to enhance their skills in communication, information processing and creativity through their exchange of ideas.

3. The ‘Student Summit’, including keynote speeches of the industry and an Inter-school Project Learning Competition will be held at 10:30 am, 11 February 2023 (Saturday) and 3:00 pm, 24 February 2023 (Friday) respectively. The representatives of Walk in Hong Kong, Tai O Heritage Hotel and Hong Kong Palace Museum are invited to deliver keynote speeches on the first day of the ‘Student Summit’ to share their experiences in integrating tourism and culture, with a view to widening students’ horizons and enabling the students to understand the operation of different sectors in the tourism industry. The Sharing Session of the Inter-school Project Learning Competition will be held on the second day of the ‘Student Summit’, through which the students will be provided with chances to share their investigation outcomes on specific tourism topics with all the attendees. Please refer to Appendices 9a and 9b for the event details.

4. Each school can nominate up to 30 students to participate in the Keynote Speech Session, and is encouraged to nominate at least one group of four students among them by submitting reports to participate in the Inter-school Project Learning Competition and attend its Sharing Session. The Keynote Speech Session will be conducted in hybrid mode (physical and real-time online modes) and the Sharing Session of the Inter-school Project Learning Competition will be conducted in physical mode. However, those participating in the Competition must attend the Keynote Speech Session in physical mode. If schools wish to join the Summit, please complete the application form (Appendix 9c) and return it to the Personal, Social and Humanities Education Section, CDI, EDB by mail or fax on or before **5 January 2023 (Thursday)**. The schools will be notified of the results by email on or before 13 January 2023 (Friday) if their applications are successful.

### **Contact Person**

5. For enquiries, please contact Mr CHIU Yun-fung of the Personal Social and Humanities Education Section, CDI, EDB on 2892 5732.



## DAY 1

主題演講

### KEYNOTE SPEECH SESSION

11. 02. 2023 (Sat)  
10:30 to 13:00

混合模式(實體及實時網上模式)

Hybrid Mode (Physical & Real-time Online Modes)

## DAY 2

專題研習比賽分享會

### SHARING SESSION OF INTER-SCHOOL PROJECT LEARNING COMPETITION

24. 02. 2023 (Fri)  
15:00 to 17:30

實體模式 Physical Mode

地點 **VENUE**

香港北角百福道21號  
香港青年協會大廈9樓演講廳

9/F Auditorium, The HKFYG Building,  
21 Pak Fuk Road, North Point

## 講者 SPEAKERS

香港故宮文化博物館  
副館長(博物館營運) 袁貺霖

Brian Yuen, Deputy Director, Museum Operations  
Hong Kong Palace Museum

活現香港

共同創辦人及行政總裁 陳智遠  
Paul Chan, Co-founder & CEO  
Walk In Hong Kong

大澳文物酒店

助理可持續發展部總經理 郭鎧怡  
Melanie Kwok, Assistant General  
Manager (Sustainability)  
Tai O Heritage Hotel

## 對象 AUDIENCE

高中旅遊與款待科學生  
Senior Secondary THS Students

## 報名表格 APPLICATION FORM



主辦機構  
ORGANISER



教育局課程發展處  
Curriculum Development Institute  
Education Bureau



HONG KONG  
TOURISM BOARD  
香港旅遊發展局

支持機構  
SUPPORTING ORGANISATION



香港警察博物館  
Hong Kong Police Museum

wesHKowloon  
西九文化區



## **Tourism and Hospitality Studies Student Activity: “Hong Kong Tourism Industry Student Summit 2022/23”**

The “Hong Kong Tourism Industry Student Summit 2022/23” is jointly organized by the Curriculum Development Institute (CDI) of the Education Bureau (EDB) and Hong Kong Tourism Board. It aims to enable students of Tourism and Hospitality Studies (THS) to raise their understanding of the local tourism industry particularly on the promotion of cultural tourism, while at the same time offering a platform to enhance their skills in communication, information processing and creativity through exchanging of ideas. Details of the Summit are given below:

### 1. Introduction of the Hong Kong Tourism Industry Student Summit

Date:	2023/02/11 (Saturday) Day 1	2023/02/24 (Friday) Day 2
Time:	10:30 a.m. – 1:00 p.m.	3:00 p.m. – 5:30 p.m.
Mode of Delivery:	Hybrid (physical and real-time online modes)	Physical
Venue:	9/F Auditorium, The Hong Kong Federation of Youth Groups Building, 21 Pak Fuk Road, North Point, Hong Kong	9/F Auditorium, The Hong Kong Federation of Youth Groups Building, 21 Pak Fuk Road, North Point, Hong Kong
Guest:	<ol style="list-style-type: none"> <li>1. Paul Chan CEO &amp; Co-founder, Walk in Hong Kong</li> <li>2. Melanie Kwok Assistant General Manager (Sustainability), Tai O Heritage Hotel</li> <li>3. Brian Yuen Deputy Director, Museum Operations, Hong Kong Palace Museum</li> </ol>	<ol style="list-style-type: none"> <li>1. Paul Chan CEO &amp; Co-founder, Walk in Hong Kong</li> <li>2. Melanie Kwok Assistant General Manager (Sustainability), Tai O Heritage Hotel</li> <li>3. Brian Yuen Deputy Director, Museum Operations, Hong Kong Palace Museum</li> </ol>
Content:	Keynote Speech Session <ul style="list-style-type: none"> <li>• Industry experts share their experiences in integrating tourism and culture, with a view to enabling students to understand the operation of different sectors in the tourism industry</li> </ul>	The Sharing Session of Inter-school Project Learning Competition <ul style="list-style-type: none"> <li>• Participating students present their investigation outcomes on specific tourism topics to attendees</li> </ul>

### 2. The Details of the Hong Kong Tourism Industry Student Summit – Keynote Speech Session

- (a) All local schools are entitled to nominate not more than thirty students taking Senior Secondary THS to attend the Keynote Speech Session, and is encouraged to nominate at least one group of four students among them and submit reports for participating in the Inter-school Project Learning Competition and attending its Sharing Session.
- (b) The Keynote Speech Session will be conducted in hybrid mode (physical and real-time online modes). The participants of the Inter-school Project Learning Competition must attend the Keynote Speech Session in physical mode while the organisers will decide the mode of delivery for the remaining students based on such factors as the number of applicants, the schools’ locations, the schools’ priorities, etc. Students attending in

physical mode should fulfill the vaccination requirements of ‘Vaccine Pass’. The schools will be notified of the results by email on or before 13 January 2023 (Friday) if their applications are successful.

- (c) All student participants attending in the physical mode should wear proper school uniform and are accompanied by the teacher-in-charge.
- (d) All copyrights of videos and photos taken in the Summit will be vested with the organisers. The organisers reserve the right to use, modify and publish all or part of the contents of the videos and photos taken in the Summit for educational and publicity purposes without prior consent of the participants.

### 3. The Details of the Hong Kong Tourism Industry Student Summit – Inter-school Project Learning Competition

#### A. Rules

- (a) All local secondary schools are entitled to nominate senior secondary students taking THS to participate in the Project Learning Competition. Each project is required to be completed by a group of four students. Each school may nominate up to 12 students in three groups to participate in the Competition.
- (b) The theme of the project is related to the promotion campaigns of local travel agencies, hotels and attractions. Topics may include:
  - planning a guided tour under the theme of local culture;
  - designing a hotel accommodation plan to attract specific segment;
  - designing a workshop held by a cultural attraction, e.g. museum, etc.

The schools will be notified of the assigned topics by email on or before 13 January 2023 (Friday) if their applications are successful.

- (c) The project must be submitted in the format of MS PowerPoint (as .ppt/ pptx file). The content of the presentation should be relevant and concise. Each group of participating students is required to give an 8-10 minute presentation in the Sharing Session of Inter-school Project Learning Competition. The participating students are required to determine the number of slides in the presentation with reference to the time limit.
- (d) The cover page of the presentation file should contain basic information of the project including the topic, the school name, the name of teacher supervisor, the names of group members, etc. Otherwise, marks may be deducted.
- (e) The project must be written in either Chinese or English. Participants must not plagiarise the work of others. If the content of any books or other references are cited in the project, the details of the sources, such as the names of the books or the URLs of websites, must be indicated clearly. Failure to follow the requirements may result in marks penalty or even disqualification. The participating schools and students should respect intellectual property rights. The organisers will not be responsible for any legal liability arising from the copyright issues in relation to the contents of students’ entries.
- (f) The project must be submitted with the use of the school name and the topic number as the file name (e.g. Tai Man Memorial College\_Q2.pptx). Marks may be deducted for the submitted files failing to comply with the specific requirements. The teacher-in-charge is required to upload the files to the specific platform on or before 5 pm, 20 February 2023 (Monday). Late submissions will not be entertained. The schools will be notified of the link of the specific platform by email on or before 13 January 2023 (Friday) if their applications are successful.

- (g) Submitted projects cannot be amended. Only the first submitted version will be adjudicated.
- (h) All student participants should wear proper school uniform and are accompanied by the teacher-in-charge.
- (i) All copyrights of the students' entries as well as the videos and photos taken in the Sharing Session of Inter-school Project Learning Competition will be vested with the organisers. The organisers reserve the right to use, modify and publish all or part of the contents of students' entries as well as the videos and photos taken in the Sharing Session for educational and publicity purposes without prior consent the participants.

## B. Adjudication

The adjudicating panel is comprised of representatives from the CDI of the EDB and Hong Kong Tourism Board as well as the guests of Keynote Speech Sessions. Students' entries will be judged according to the following weighted criteria:

- (a) whether the concepts in THS described/adopted are appropriate (20%);
- (b) whether the project is innovative and creative (40%);
- (c) whether the project is feasible (20%);
- (d) whether the presentation is logical, systematic, concise and analytical (20%)

## C. Awards

There are three categories, namely travel agent, hotel and attraction for the Competition and the awards of each category consist of champion, first runner-up and second runner-up. The prizes of each award are as follows:

### Promotion Team (Travel Agent)

Awards	Prizes
Champion	A mystery prize offered by Walk in Hong Kong, HK\$2, 000 book coupon, trophy and certificate of merit
First runner-up	HK\$1, 500 book coupon, trophy and certificate of merit
Second runner-up	HK\$1, 000 book coupon, trophy and certificate of merit

### Promotion Team (Hotel)

Awards	Prizes
Champion	A mystery prize offered by Tai O Heritage Hotel, HK\$2, 000 book coupon, trophy and certificate of merit
First runner-up	HK\$1, 500 book coupon, trophy and certificate of merit
Second runner-up	HK\$1, 000 book coupon, trophy and certificate of merit

### Promotion Team (Attraction)

Awards	Prizes
Champion	A mystery prize offered by Hong Kong Palace Museum, HK\$2, 000 book coupon, trophy and certificate of merit
First runner-up	HK\$1, 500 book coupon, trophy and certificate of merit
Second runner-up	HK\$1, 000 book coupon, trophy and certificate of merit

#### 4. Important Dates of the Hong Kong Tourism Industry Student Summit

Date	Item
1 December 2022 (Thursday) to 5 January 2023 (Thursday)	School Application  For Application Form, please refer to Appendix 9c.
5 January 2023 (Thursday)	Deadline for Application (5:00 pm)
13 January 2023 (Friday)	Issue of Application Results and the Assigned Topics, Groups and the Link of the Submission Platform of Inter-school Project Learning Competition
11 February 2023 (Saturday)	Hong Kong Tourism Student Summit (Day 1) Keynote Speech Session
20 February 2023 (Monday)	Deadline for Submission of the Projects (5:00 pm)
24 February 2023 (Friday)	Hong Kong Tourism Student Summit (Day 2) The Sharing Session of Inter-school Project Learning Competition

#### 5. Enquiries

For enquiries, please contact Mr CHIU Yun-fung of the Personal Social and Humanities Education Section, CDI, EDB on 2892 5732.