

Tourism and Hospitality Studies Student Activity: “Hong Kong Tourism Industry Student Summit 2024”

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, are going to organise the “Hong Kong Tourism Industry Student Summit 2024”, which aims to enable the students of THS to enrich their understanding of the local tourism industry and its sustainable development, in particular the aviation and hotel industry, and provide a platform for students to exchange and strengthen their abilities in communication, information processing, creativity and other aspects.

3. The “Student Summit” will be held at 10:00 am, 20 January 2024 (Saturday) and 2:30 pm, 12 April 2024 (Friday) respectively. This year, the Summit features the theme “Sustainable Tourism” and invites representatives of Hong Kong Tourism Board, The Chinese University of Hong Kong, Hotel ICON and Cathay Pacific Airways Limited to deliver keynote speeches on the first day of the Keynote Speech Session, so as to broaden students’ horizons and enable them to understand the opportunities and contributions of tourism and the importance of its sustainable development. The second day of the “Student Summit” is the Sharing Session of the Inter-school Project Learning Competition, aiming to enable students to present their learning outcomes on specific tourism topics. Please refer to Appendices 14a and 14b 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 five students among them by submitting reports to participate in the Inter-school Project Learning Competition and attend the 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 students 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 14c) and return it to the Personal, Social and Humanities Education Section, CDI, EDB by mail or fax on or before **3 January 2024 (Wednesday)**. Schools will be notified of the results by email **on or before 9 January 2024 (Tuesday)** if their applications are successful.

Contact Person

5. For enquiries, please contact Mr CHOW Kwong-yuen (3540 6829) and Mr Ho Man-shek Alex (2892 5867) of the Personal, Social and Humanities Education Section, CDI, EDB.

主辦機構
Organisers



中華人民共和國香港特別行政區政府
教育局
Education Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



旅遊與款待科學生活動
TOURISM & HOSPITALITY STUDIES STUDENT ACTIVITY
香港旅遊業學生峰會2024
HONG KONG TOURISM INDUSTRY STUDENT SUMMIT 2024

Day 1 主題演講 KEYNOTE SPEECH SESSION
20.01.2024 (SAT) 10:00 to 13:00

混合模式 (實體及實時網上模式)
Hybrid Mode (Physical & Real-time Online Modes)

講者 Speakers

香港旅遊發展局總幹事 **程鼎一先生**
Mr. Dane Cheng, Executive Director, Hong Kong Tourism Board

香港中文大學助理教授 **陳宗誠博士**
Dr. Johnson Chan, Assistant Professor, The Chinese University of Hong Kong

唯港薈總經理 **李景恒先生**
Mr. Ian Lee, General Manager, Hotel ICON

國泰航空有限公司 **李鈺儀女士**
Ms. Candice Li, Cathay Pacific Airways Limited

Day 2 專題研習比賽分享會
SHARING SESSION OF INTER-SCHOOL PROJECT LEARNING COMPETITION
12.04.2024 (FRI) 14:30 to 17:30

實體模式 Physical Mode

對象 AUDIENCE:

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

地點 VENUE:

唯港薈多用途會議室5-6, 香港九龍尖沙咀東部科學館道17號
Function Room 5-6, Basement 1, Hotel ICON,
17 Science Museum Road, Tsim Sha Tsui East

報名表格

Application Form



Tourism and Hospitality Studies Student Activity:
“Hong Kong Tourism Industry Student Summit 2024”

The “Hong Kong Tourism Industry Student Summit 2024” is jointly organised 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 enhance their understanding of the local tourism industry particularly on the promotion of sustainable tourism, while offering a platform to enhance their skills in communication, information processing and creativity through exchanging of ideas. Arrangements of the Summit are as follows:

1. Introduction of the Hong Kong Tourism Industry Student Summit

Date:	20 January 2024 (Saturday) Day 1	12 April 2024 (Friday) Day 2
Time:	10:00 a.m. – 1:00 p.m.	2:30 p.m. – 5:30 p.m.
Mode of Delivery:	Hybrid (physical and real-time online modes)	Physical
Venue:	Function Room 5-6, Basement 1, Hotel ICON, 17 Science Museum Road, Tsim Sha Tsui East	Function Room 5-6, Basement 1, Hotel ICON, 17 Science Museum Road, Tsim Sha Tsui East
Guest:	<ol style="list-style-type: none"> 1. Mr Dane CHENG Executive Director, Hong Kong Tourism Board 2. Dr Johnson CHAN Assistant Professor, The Chinese University of Hong Kong 3. Mr Ian LEE General Manager, Hotel ICON 4. Ms Candice LI Cathay Pacific Airways Limited 	<ol style="list-style-type: none"> 1. Representatives of Hong Kong Tourism Board 2. Representatives of the CDI, EDB
Content:	Keynote Speech Session <ul style="list-style-type: none"> • The guest speakers share on the latest tourism trends and the importance of promoting sustainable tourism, so as to enable students to understand the operations and contribution of different sectors to the tourism industry 	Sharing Session of Inter-school Project Learning Competition <ul style="list-style-type: none"> • Participating students present their learning outcomes on specific tourism topics to attendees

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 are encouraged to nominate at least one group of five 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 factors such as the number of applicants, the schools' locations, the schools' priorities, etc.. Schools will be notified of the results by email on or before 9 January 2024 (Tuesday) if their applications are successful.

- (c) All student participants attending the Keynote Speech Session 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 Inter-school Project Learning Competition. Each project is required to be completed by a group of five students. Each school may nominate up to ten students in two groups to participate in the Competition.
- (b) Topics of the project include:
 - Design your ideal airline company with a focus on promoting sustainable tourism;
 - Design your ideal hotel with a focus on promoting sustainable tourism.
- (c) Schools will be notified of the assigned topics by email on or before 9 January 2024 (Tuesday) if their applications are successful. All reports of participating schools will be selected by a panel of judges designated by the organisers, and the list of finalists will be decided. Notification will be made by email on or before 20 March 2024 (Wednesday).
- (d) 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 a 5-7 minute presentation in the Sharing Session of Inter-school Project Learning Competition.
- (e) Participating students are required to present with no more than 15 PowerPoint slides within the time limit, and the content of the slides must not be accompanied by video and sound effects, otherwise marks will be deducted.
- (f) 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.
- (g) 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.

- (h) 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, 23 February 2024 (Friday). Late submissions will not be entertained. Schools will be notified of the link of the specific platform by email on or before 9 January 2024 (Tuesday) if their applications are successful.
- (i) Submitted projects cannot be amended. Only the first submitted version will be adjudicated.
- (j) All students attending the Inter-school Project Learning Competition should wear proper school uniform and are accompanied by the teacher-in-charge.
- (k) 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 of the participants.

B. Adjudication

The adjudicating panel is comprised of representatives from the CDI of the EDB and Hong Kong Tourism Board. Students' entries will be judged according to the following criteria and weighting:

- (a) whether the concepts in THS described and adopted are appropriate (20%);
- (b) whether the project is innovative and creative (30%);
- (c) whether the project is feasible (30%);
- (d) whether the presentation is logical, systematic, concise and analytical (20%)

C. Awards

There are two categories, namely the aviation industry and the hotel industry, for the Competition. The awards of each category consist of champion, first runner-up, second runner-up and merit award. The prizes for each award are as follows:

Hotel Industry category

Awards	Prizes
Champion	HK\$2, 000 book coupon, trophy and certificate
First runner-up	HK\$1, 500 book coupon, trophy and certificate
Second runner-up	HK\$1, 000 book coupon, trophy and certificate
Merit Award	Certificate

Aviation Industry category

Awards	Prizes
Champion	HK\$2, 000 book coupon, trophy and certificate
First runner-up	HK\$1, 500 book coupon, trophy and certificate
Second runner-up	HK\$1, 000 book coupon, trophy and certificate
Merit Award	Certificate

4. Important dates of the Hong Kong Tourism Industry Student Summit

Date	Item
1 December 2023 (Friday) to 3 January 2024 (Wednesday)	School Application For Application Form, please refer to Appendix 14c.
3 January 2024 (Wednesday)	Deadline for Application (5:00 pm)
9 January 2024 (Tuesday)	Issue of Application Results, Groupings and the Link of the Submission Platform of Inter-school Project Learning Competition
20 January 2024 (Saturday)	Hong Kong Tourism Student Summit (Day 1) Keynote Speech Session
23 February 2024 (Friday)	Deadline for Submission of the Projects (5:00 pm)
20 March 2024 (Wednesday)	The finalists are announced
12 April 2024 (Friday)	Hong Kong Tourism Student Summit (Day 2) Sharing Session of Inter-school Project Learning Competition

5. Enquiries

For enquiries, please contact Mr CHOW Kwong-yuen (3540 6829) and Mr Ho Man-shek Alex (2892 5867) of the Personal, Social and Humanities Education Section, CDI, EDB.