

e-Textbook Writing Guidelines for Tourism and Hospitality Studies (Secondary 4 – 6)

1. Introduction

- 1.1 The purpose of this set of guidelines is to familiarise interested e-textbook publishers with the curriculum aims and objectives and related principles for writing e-textbooks of the Senior Secondary (SS) Tourism and Hospitality Studies (THS), etc. in a bid to ensure that the e-textbooks are written in accordance with the specific requirements of the curriculum and the “Seven Learning Goals of Secondary Education” (www.edb.gov.hk/en/curriculum-development/7-learning-goals/secondary/index.html). For details, please refer to the *Secondary Education Curriculum Guide* (2017) and its Supplementary Notes (2021).
- 1.2 The *Values Education Curriculum Framework (Pilot Version)* was released in 2021 and ten priority values and attitudes (PVA) were introduced. The PVA have been optimised since 2023 with the PVA “Care for Others” extended to “benevolence” and two PVA (i.e. “Filial Piety” and “Unity”) added. It is suggested that publishers reinforce the learning elements for values education in the e-textbooks where appropriate. For details, please refer to *Values Education Curriculum Framework (Pilot Version)* (2021) (Chinese version only) (www.edb.gov.hk/en/curriculum-development/4-key-tasks/moral-civic/ve_curriculum_framework2021.html) and the EDBCM on *Enriching the Values Education Curriculum Framework (Pilot Version) – Optimisation of “Priority Values and Attitudes”* (applications.edb.gov.hk/circular/upload/EDBCM/EDBCM23183E.pdf).
- 1.3 The *Curriculum Framework of National Security Education in Hong Kong* (2021) was released in 2021. Publishers should reinforce the learning elements on national security education in the e-textbooks where appropriate. They may also refer to the government website “National Security Education Day” for more information such as major fields of national security. For details, please refer to the Curriculum Framework of National Security Education in Hong Kong (www.edb.gov.hk/en/curriculum-development/kla/pshe/national-security-education/index.html) and the government website “National Security Education Day” (www.nsed.gov.hk/index.php?l=en).
- 1.4 For the general principles and requirements for writing e-textbooks and the requirements for submission of e-textbooks for review, publishers should refer to the latest edition of the *Guiding Principles for Quality Textbooks* and *Guidelines on Submission of e-Textbooks for Review* available on the EDB’s Textbook Information website (www.edb.gov.hk/textbook).
- 1.5 The e-textbooks should be written in line with the following CDC curriculum documents:

- *Personal, Social and Humanities Education Key Learning Area Curriculum Guide (Primary 1 – Secondary 6) (2017)*
- *Tourism and Hospitality Studies Curriculum and Assessment Guide (Secondary 4 – 6) (2007) (with updates in November 2015)*

2. Curriculum Aims and Objectives

2.1 e-Textbook publishers should refer to *the Tourism and Hospitality Studies Curriculum and Assessment Guide (Secondary 4 – 6) (2007) (with updates in November 2015)*.

2.2 The writing of e-textbook should be written in line with the aims and objectives of the SS Tourism and Hospitality Studies curriculum and should adopt an approach that enables students to acquire a broad knowledge and understanding of the tourism and hospitality industry.

2.3 Curriculum Aims

The aims of this curriculum are to enable students to:

- enhance their awareness of the importance of the tourism and hospitality industry to our society, the nation and the world;
- acquire comprehensive understanding of the tourism and hospitality industry, in particular the tourism system and aspects of hospitality skills, and personal qualities and attitudes that are valued by the industry;
- recognise the importance of their role as host residents in contributing towards the tourism and hospitality industry;
- develop the intellectual capacity for life-long learning through the application of relevant concepts and knowledge in THS to daily situations;
- appreciate the proper values and attitudes that contribute to the sustainability of the tourism and hospitality industry; and
- explore pathways for further studies in post-secondary institutions and for career development in the tourism and hospitality industry.

2.4 Curriculum Objectives

(a) Students are expected to develop knowledge and understanding of:

- the reasons why people travel and how the tourism and hospitality industry meets travellers' needs;
- the interdisciplinary and diverse nature of the tourism and hospitality industry including tourist destinations, infrastructure and superstructures;
- local and international tourism and hospitality trends and issues, and their social, economic and environmental impact; and

- the major functional sectors within the tourism and hospitality industry and the career opportunities available.
- (b) Students are expected to master the skills to:
- develop a range of specific and generic skills, including effective communication skills, customer service skills, information-processing skills, critical thinking skills, creativity, and problem-solving skills; and
 - apply appropriate skills in a wide range of tourism and hospitality industry and service-related situations.
- (c) Students are expected to foster proper values and attitudes that will enable them to:
- be willing to introduce local tourism resources to tourists;
 - appreciate and respect the tourism resources of other places when they are tourists themselves;
 - reflect on the role of tourist-host relationships and develop an appreciation of other cultures, customs and beliefs;
 - appreciate the importance of integrity and ethical behaviour in the tourism and hospitality industry, and apply this to daily life situations;
 - acquire an understanding of the personal qualities required for successful work in the tourism and hospitality industry, such as courtesy, initiative, adaptability, flexibility, and collaboration, etc.;
 - value the importance of sustainability in the tourism and hospitality industry with respect to its economic, environmental, cultural and social contexts; and
 - recognise and be able to demonstrate quality customer service.

3. Guiding Principles

3.1 Content

- The content should enhance students' understanding of the nature of the tourism and hospitality industry and provide:
 - appropriate coverage of the subject area, including both local and international contexts;
 - an overview of the major tourism and hospitality theories, concepts, trends and issues.
- The content should be current. Information and data must be accurate and relevant to the content.

- Concepts and theories must be correct and precise. They should be discussed and elaborated in detail, and linked with examples. The examples and cases so chosen should be interesting, authentic, and should be familiar and comprehensible to students.
- The content should motivate students to examine their attitudes and behaviours, and understand their responsibilities, rights and privileges as tourists and citizens.
- The content should cover the geographic, social and cultural information of major tourism regions and tourist destinations.
- There should be multiple perspectives and balanced viewpoints on issues.

3.2 Learning and Teaching

- A variety of learning tasks should be included to deepen students' understanding and help them to apply theories and concepts.
- The design of the learning activities should allow flexibility to cater for the diversity of students' interests and abilities.
- Learning activities such as discussion, project work, case study, information collecting, etc. could also be included as part of the exercises.
- Stimulus materials in the form of newspaper cuttings, extracts from articles, photos, diagrams, statistical tables or graphs, should be provided so that students can have some concrete materials to base on as well as motivation for attempting any task of learning. Relevant illustrations and information should be authentic, objective and valid, and avoid using materials with strong subjective stance and biases.
- The introduction of broad questions without the provision of sufficient information and guidelines should also be avoided, so as not to exceed the capability of students in terms of their prior knowledge, and deviate from the curriculum objectives.

3.3 Structure and Organisation

- The organisation of content should take students' prior knowledge and readiness into consideration. The content sequence should be appropriate. New concepts should be built on old ones and should be introduced when and where appropriate.
- The structure and organization of content should be appropriate. It should align with the suggested allocation of lesson time (P.32) in the curriculum guide in order to avoid too heavy contents.
- The content sequence should be appropriate and logical. Key words and concepts are identified and highlighted.

- The structure of the content should be made apparent by means of functional devices including table of contents, chapter titles, headings and outlines.
- An overview can be put at the beginning and a summary or conclusion at the end of each chapter.

3.4 Language

- The language used should be clear, fluent, accurate and easy to understand. The level of difficulty of the language should be commensurate with the language ability of the students.
- Pinyin should be adopted for mainland names and places.
- For books in English, it is undesirable for texts to include Chinese translation of terms in parenthesis. This practice should be avoided as far as possible and the terms should be restricted to the “glossary section” in the e-textbook or at the footer of the respective page.
- Where appropriate, guidance on pronunciation could be provided to facilitate student learning.

3.5 Pedagogical Use of e-Features

- Hypertext of key topics/terms within the e-textbook shall be available. The hypertext means elaborated explanations on some keywords/key points, both accessible online and offline.
- Provision of hyperlinks to local and international tourism and hospitality websites for resources, information and data.
- The provision of demonstrations using multimedia (examples: photos, graphs and video) contents to offer learners with a stimulating and motivating environment, as well as helping them to understand concepts that are difficult to explain verbally. Relevant illustrations and information should be authentic, objective and valid, and avoid using materials with strong subjective stance and biases. In particular, the areas of application will be:
 - Main duties of front desk – registration procedures and check-out procedures.
 - Housekeeping operations – cleaning tasks of guest rooms and public areas.
 - Food safety – food handling and storage procedures with respect to “Five Keys to Food Safety”.
 - Ways of communicating with customers – non-verbal communication.

- PMS - functions and features provided by the Property Management System (PMS) in a hotel and Computerized Reservation System (CRS) of an airline or travel agency.
- Trends and Issues related to information technology – the development of Applications in the tourism, hotel and food & beverage industry.
- Provision of quantitative data and factual information in the format of multimedia content such as photographs, graphs, video clips and virtual images and videos should be provided to enable students to grasp the economic, socio-cultural, environmental and technological aspects of the trends in the tourism and hospitality industry.
- Provision of audio supporting resources, namely demonstration of pronunciation of key terms from the following key points:
 - Classification of accommodation establishment
 - Key departments in a hotel
 - Basic room status codes
 - The countries and cities name of the 21 major tourism regions
 - The names of the world’s major theme parks
- Multimedia, such as photographs, illustrations, pictures, graphs, videos and simulations should be relevant to the e-textbook content and be accurate with appropriate descriptions to stimulate and facilitate learning. They should serve to direct students to the instructional focus rather than to distract them from them.

3.6 Learning Elements/Skills Not Replaceable by Digital Means

- Field trips – organise field trips to visit hotels, tourism attractions and MICE’s venues which help students to better understand the theories and concepts through their first-hand experience.

3.7 Technical and Functional Requirements

- Refer to the latest edition of the *Guiding Principles for Quality Textbooks* for the relevant requirements.

4. Others

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- When writing e-textbooks, publishers have to ensure that the content and information provided in the materials should be correct, complete, up-to-date, objective and impartial. The source and the date of the information should be provided as appropriate. The information in the illustrations and images should avoid showing the brand names of commercial items unless they are necessary.

- 4.2 All URLs and hyperlinks (including the publisher’s self-developed learning materials and the learning and teaching resources developed by the third party) in the e-textbooks should be linked to the publisher’s website for the publisher’s easy management. For the third party resources, the URLs or hyperlinks should be linked to the websites with high credibility, such as the official websites and the websites of academic institutions, and avoid linking to commercial or social media platforms. In case problems arise from the hyperlinked content (including the third party resources), the publisher should take immediate follow-up actions and bear the relevant liability.
- 4.3 Publishers should avoid putting excessive hyperlinks that provide additional references in the e-textbooks so as not to violate the self-containment principles. Publishers may place the hyperlinks of their self-developed supplementary learning materials or the learning and teaching resources developed by the third party on their website. Publishers may also provide their website’s URL in the Teacher’s Book for teachers’ reference to facilitate lesson preparation or design of learning and teaching activities. Publishers should be accountable for the learning and teaching resources they provide.
- 4.4 The maps included in the textbooks should be accurate and only contain essential information suitable for student learning. Reference should be made to the requirements and standard maps of the Ministry of Natural Resources of the People’s Republic of China for all maps of China included in the textbooks.
- 4.5 When using images of the national flag, national emblem, regional flag and regional emblem, the following points should be noted:
- **avoid drawing** the national flag, national emblem, regional flag and regional emblem on your own;
 - use real photos to show the national flag, national emblem, regional flag, regional emblem, etc.;
 - use the files of the national flag, national emblem, regional flag and regional emblem downloaded from the Protocol Division Government Secretariat and follow the relevant requirements stipulated by the Protocol Division Government Secretariat on the use of these images.
- 4.6 It is mandatory for the publishers to ensure that all proof-reading work, including that for e-features, language, punctuation, information, illustration, pagination, etc., is completed and the e-textbooks are error-free before submitting them for review.
- 4.7 Publishers should review the e-textbook content from time to time. When necessary, publishers can make amendments to the e-textbook content with the EDB’s consent. The EDB may also require publishers to make amendments when needs arise.
- 4.8 Publishers should clear all copyright issues of the e-textbooks as appropriate.

- 4.9 The suggested time allocation set out in the curriculum documents should be taken into consideration to ensure that the learning content is designed with an appropriate quantity and level.
- 4.10 If publishers submit other versions (such as Chinese version or printed version) of the same textbook title for review at the same time, they should duly check the consistency of the content among all the versions. If another version is to be submitted at a later stage, the suggestions in the e-Textbook Review Reports for the previously submitted version should be duly followed before submission.

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