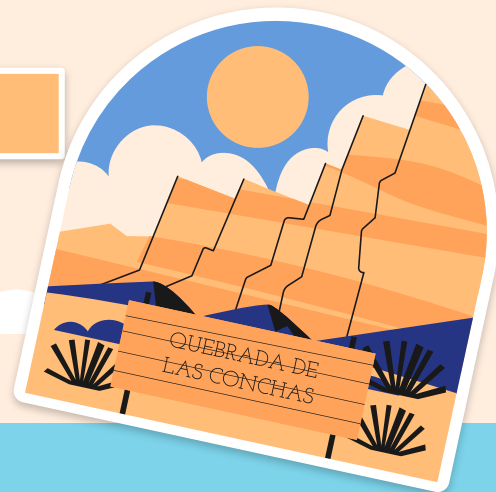
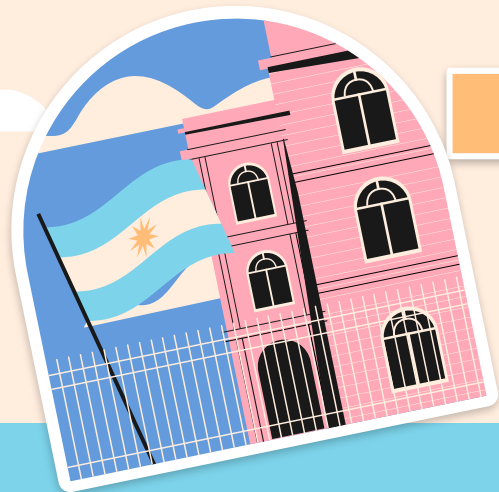


Tourism and Hospitality Studies 2023

Ms. Yan Ka-wing



Time allocation

Module	Suggested lesson time (hours)
I: Introduction to Tourism	70
II: Introduction to Hospitality	50
III: Destination Geography	60
IV: Customer Relations and Services	35
V: Trends and Issues in the Tourism and Hospitality Industry	35
Total	<u>250</u>
Suggested time allocation for conducting learning activities such as tourism and hospitality industry related field trips.	20

Curriculum Structure

01

Introduction to Tourism

**Travel motivations,
Product Life Cycle,
Impact of tourism,
The MICE business**



Curriculum Structure

02

Introduction to Hospitality

**Accommodation,
F&B, Food safety**



Curriculum Structure

03

Destination
Geography

World Geography,
Tourism regions,
Theme parks



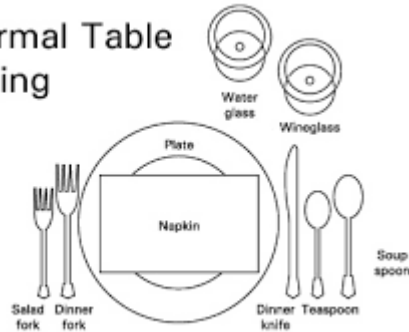
Curriculum Structure

04

Customer Relations and Services

Customs and etiquette, Dealing with difficult customers, communication skills

Informal Table Setting



Curriculum Structure

05

Trends and Issues in THS industry

Current issues
E.g. Use of tech.,
travelling under
Covid, quarantine
and immigration
policies



Public exam

With effect from the 2019 Examination

Component		Weighting	Duration	
Public Examination	Paper 1	Section A: Multiple-choice Section B: Data-based questions 30 MCQ 2 out of 3	45%	1 ½ hours
	Paper 2	Essay-type questions 3 out of 5	55%	1¾ hours



Paper 2: Essays

a) There are five external factors in Integrated Model of Tourism that can encourage the development of tourism.

First, it is social factor. Social factor refers to the demographic change and locals' attitude toward tourists. Under 'Hong Kong Neighbourhoods', visitors can travel to different attractions in Hong Kong. During travelling, tourists have some contact with locals in Hong Kong. Hence, visitors are more willing to visit Hong Kong if the locals welcome them with friendly attitude. Also, the demographic change will affect the 'Hong Kong Neighbourhoods'. Couples are more willing to go travel if they have no children. Because they have more money to spend. Hence, the number of visitors join 'Hong Kong (and time) Neighbourhoods' will be changed by the demographic change.

Second, it is economic factor. It refers to the personal economic condition and the whole world's economic environment. In this case, people may not travel because of COVID-19. They may be unemployed or they have a stronger desire to save money as the international economy is poor. Hence, the number of joining 'Hong Kong Neighbourhoods' would not increase

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

13 14 15 16 17 18 19 20 21 22 23 24 25

每題另起新頁作答。
Start each question on a new page.

sharply, or even go downward sloping.

Third, it is environmental factor. It refers to the pollution level or the environment of the destination. In this case, visitors may assess the pollution in Hong Kong such as air pollution, water pollution and soil pollution. They may think the pollution in Hong Kong is too serious and won't travel. As a result, the number of joining 'Hong Kong Neighbourhoods' may decrease. (because of the high pH level in Hong Kong)

Fourth, it is information technology factor. It refers to some transportation or the internet information. In this case, there is a high-speed rail in Hong Kong and so the near area such as Shenzhen can come to Hong Kong easily and fast. Hence, it helps attract more visitors to go to Hong Kong and join 'Hong Kong Neighbourhoods'. Moreover, the social media such as YouTube can promote this 'Hong Kong (and website) Neighbourhoods' and let more visitors know the information and details. As a result, more people will join the 'Hong Kong Neighbourhoods' and visit to Hong Kong.

寫於邊界以外的答案，將不予評閱。

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Learning activities



West Kowloon Cultural District

- M+ Museum
- HK Palace Museum

Theme park

- HK Disneyland

Learning activities



PMQ, Central



Tai Kwun, Central

Learning activities



Preparing for School Information Day

Learning activities



Helping in School Information Day



Visiting the WTS Temple

Learning outcomes

Mother, Father, kids aged 7,12, grandmother 65 ✓ A young couple aged 24 (please "✓" your group)

	Day 1	Day 2	Day 3
AM	Morning flight Arrival	Chinese restaurant	Breakfast Dim sum
			Tsim Sha Tsui -museums
PM	Lunch		
	Rest	Disneyland -Disney shows	Cheung Chau -sight-seeing → Central → airport
	Dinner		
Evening/ Night	Sheung Shui -Farmhouse, BBQ	Disneyland -Fireworks	Evening flight Departure
	Stay	Disney Resort	
Transportation	MTR, Taxi	Train	

Mother, Father, kids aged 7,12, grandmother 65 ✓ A young couple aged 24 aged 35-45 graduates aged 20 (please "✓" your group)

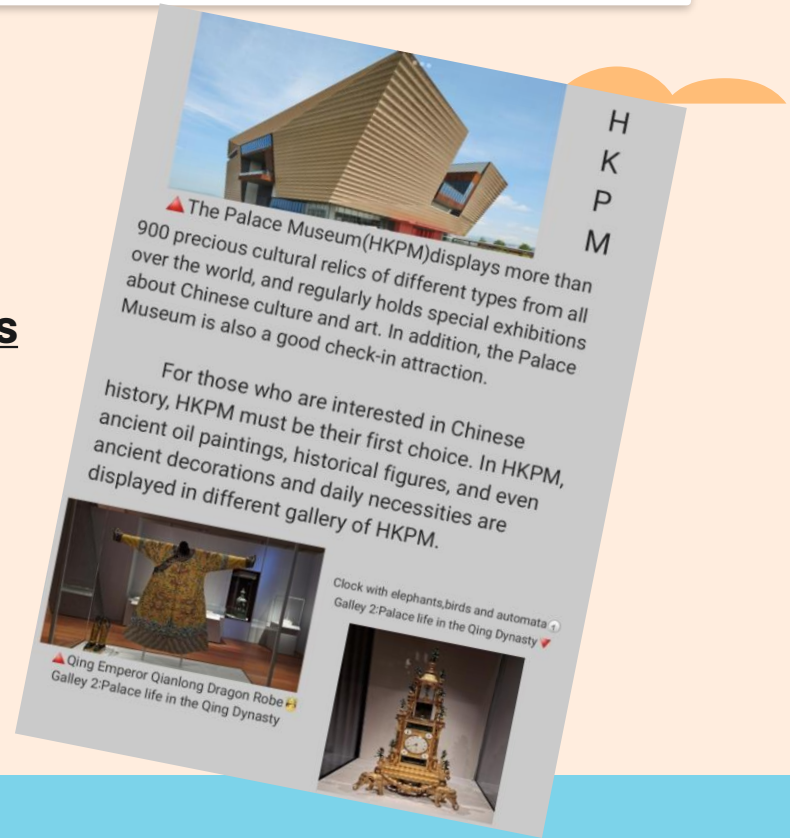
	Day 1	Day 2	Day 3
AM	Morning flight Arrival	Dim sum	Breakfast Room service (hotel)
		The Peak -Peak Tram	Swimming at hotel Pack luggage
PM	Lunch		
	HK local restaurants (Kim Kee)	Peak	Sing Yin Cantonese Dining
	AIA Vitality HK Observation Wheel	Disneyland	M+ (Taxi) Airport (HK Express)
Evening/ Night	Dinner		Evening flight Departure
	Candle Light dinner (Hotel)	Dinner in Disney	
Stay	Lan Kwai Fong	Disneyland -Fireworks	
	Four Seasons Hotel	Four Seasons Hotel	
Transportation	On foot/ minibus	Taxi	

Itinerary design
3 days 2 nights in HK

Learning outcomes



Writing Travel blogs



Learning outcomes

Assignments DBQ, Essay

07 DEC 2022
 07 DEC 2022
 Start each question on a new page.

In 1977, Dann, a U.S. academic, proposed the push-pull theory of travel motivations. Push factors are internal or intangible factors that lead to the formation of travel desires among potential tourists. Pull factors are factors that influence where tourists go travelling, like the attractiveness or "drawing power" of the destination. People go travelling according to their push and pull factors.

Based on Case 1, Mr. and Mrs. Chan just got married and this push them go to a trip for honey moon. They may not celebrate under the beautiful view and take more photos to produce more memories. They chose Maldives for honey moon because it is a popular destination for couples. There can provide a privacy and romantic place for them to enjoy every sweet moments. Also, the hotel will offer flowers and champagne for their celebration.

Based on Case 2, as Halloween is coming soon, many people will celebrate it and they choose to celebrate it in the Ocean Park or Disneyland. It is because these two theme parks have haunted houses and other Halloween shows and decoration, they can feel the atmosphere of the festival easily and some happy memories are made after this celebration.

Based on Case 3, there are a few days of holiday because of the National day, this push them to plan to go for a short trip to relax.

07 DEC 2022
 Answers written in the margins will not be marked.

First, accompanied by an experience tour guide who can speak French and Cantonese well and accommodation in a five-star hotel belong to safety needs. Because tour organizers provide guided services for exotic or unfamiliar, also five-star hotel's security is good, so it is safe. Safety needs are to guarantee safety and stability.

Second, champagne and flowers were complimentary by the hotel for their wedding anniversary during the journey is belongs to social needs. In recognition of special occasions, travel organizations sometimes offer flowers and champagne to travellers. Social needs refers to the fact that people all hope to achieve harmonious relationships with friends and colleagues or to maintain friendships.

Thirdly, shuttle bus would be arranged to roam among different locations and food and beverage will be offered for the whole journey belong to physiological needs. The food and beverage outlets are located in easily accessible areas. Hotels are designed along highways to provide shelter for travellers using automobile as their means of transport. Physiological needs are to sustain their existence and prolong their lives.

Fourthly, an upgrade of hotel room was offered for them as privilege members of the hotel belong to esteem needs, upgrade hotel room is to fulfill their self-actualization needs. Esteem needs is to gain other people's respect, a satisfactory status, see human rights reputation and prestige and to realize a certain social position.

Finally, a basic Cuisine certificate was awarded by Le Cordon Bleu after the completion of the programme belongs to self-actualization needs, they finish the completion of the programme is to testify their ability and achieve self-fulfillment. Self-actualization needs is the desire for the needs to give full play to one's own potential and to realize one's own ideals and aspirations, including the seeking of knowledge, the appreciation of achievements, etc.

#1 Maslow distinguished five different levels of psychological needs ranging from physiological needs to self-actualization. According to his theory, satisfaction of people's basic needs is a prerequisite for the satisfaction of the higher-level needs. He argued that all behaviour

Subject / Paper: TIPS WS: Travel motivation
 15 NOV 2022

Maslow's hierarchy of need distinguished five different levels of psychological needs ranging from physiological needs to self-actualization need. According to his theory, satisfaction of all behavior is a prerequisite for the satisfaction of the higher-level needs. He argued that all behavior is motivated by psychological needs for behavior serves to fulfill those needs.

For physiological needs, food and beverage will be offered for the whole journey, this activity can satisfy the physiological needs for their trip.

For safety needs, shuttle bus would be arranged to roam among different locations, this activity can fulfill safety needs. Besides, an upgrade of hotel room was offered for the whole journey. Upgrade of hotel room will give something and be a better and more safety place to stay. These activity can satisfy the safety needs.

For social needs, champagne and flowers were complimentary by the hotel for their wedding anniversary during the journey. This help achieve harmonious relationship with each other and maintain relationship. They can fulfill social needs and satisfy the social needs for their trip.

For esteem needs, an upgrade of hotel room was offered for them as privilege members of the hotel. Upgrade hotel room is to fulfill their self-actualization needs. Esteem needs is to gain other people's respect, a satisfactory status, see human rights reputation and prestige and to realize a certain social position.

Finally, a basic Cuisine certificate was awarded by Le Cordon Bleu after the completion of the programme belongs to self-actualization needs, they finish the completion of the programme is to testify their ability and achieve self-fulfillment. Self-actualization needs is the desire for the needs to give full play to one's own potential and to realize one's own ideals and aspirations, including the seeking of knowledge, the appreciation of achievements, etc.

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Am i suitable?

Interests

Strong interest in THS and organising events
對旅款業有濃厚興趣，喜歡策劃工作

1

Good language ability

Be confident in using English in class, assignments and exams
良好英文理解、書寫及溝通能力

2

Hardworking

Spend time to memorise theories and vocabulary
熟讀理論、詞彙

3

Outgoing

Be curious to explore the world
好學好動

4

Positive

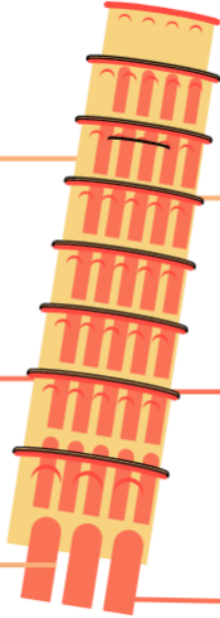
Be able to solve problems
樂觀積極態度、不怕困難

5

Cooperative

Enjoy meeting people and work as a team
擅於溝通、具團隊精神

6





Thank you!