TRAVEL AND TOURISM

AIMS AND OBJECTIVES

The examination aims at testing whether the candidates have acquired a basic understanding of the nature, development, impact and basic skills required by travel and the tourism industry.

The objectives of the examination are to test the candidates'

1. understanding of the nature of travel and the tourism industry and tourist destinations;
2. awareness and understanding of the development of travel and the tourism industry, as well as their social, economic and environmental impacts on the local community and the world;
3. acquisition of certain basic skills in communication, problem-solving, and other life and performance skills which are basic to travel and the tourism industry;
4. ability to draw conclusions from available resources and their own experience;
5. ability to select, organize and present information effectively;
6. knowledge of the part played by governments and trade organizations in the development of travel and the tourism industry, as well as the career opportunities available in the industry.

THE EXAMINATION

Two papers will be set.

Paper 1 (1 hour 10 minutes - 40% of the subject marks)

This paper will consist of six short questions, of which candidates will be required to answer five.

Paper 2 (1¾ hours - 60% of the subject marks)

This paper will consist of five questions, of which candidates will be required to answer three.

THE SYLLABUS

In the following syllabus, candidates should be able to illustrate the concepts and current issues of travel and tourism with relevant examples from Hong Kong.

Syllabus Content	*Explanatory Notes*

1   Tourism and the tourist

1.1 Introduction to tourism	(i) History of tourism
	(ii) Trend of tourism development

1.2 The meaning of 'travel', 'tourism' and 'tourist'	(i) The concepts of 'travel', 'tourism' and 'tourist'
	(ii) Forms of tourism

1.3 Classification of tourists	(i) Cohen's classification
	(ii) Plog's classification

1.4 Needs /concerns of tourists during travel	(i) Main concerns of tourists
	(ii) Tourists with special needs

1.5 Behaviour of a responsible tourist	Tourist's codes of behaviour

1.6 Tourist attractions/places of interest/points of interest	Types of tourist attractions :
	physical attractions; historic attractions; cultural attractions; religious attractions; built attractions; special events and festivals; leisure, amusement and sports

1.7 Tourist flows	(i) The concept of tourist flows
	(ii) Factors influencing patterns of tourist flows
	(iii) Ways of measuring tourist flows

2   The travel and tourism industry

2.1   Different sectors of the travel and tourism industry

Types and features of the following sectors :
-   Accommodation
-   Transportation
-   Intermediaries
-   Travel-related services

2.2   The part played by government, private and international travel/tourism organizations in the development of tourism

The role of
(i)   a government
(ii)   the government of Hong Kong
(iii)   the following local organizations and statutory bodies :
-   Travel Industry Council of Hong Kong (TIC)
-   Hong Kong Tourism Board (HKTB)
-   Hong Kong Hotels Association (HKHA)
-   Board of Airline Representatives (BAR)
(iv)   the following international organizations :
-   World Tourism Organization (UNWTO)
-   Pacific Asia Travel Association (PATA)
-   International Air Transport Association (IATA)
-   Universal Federation of Travel Agents Association (UFTAA)

2.3   The development of technology and the travel and tourism industry

(a)	in regard to office / information technology	The importance of installing modern office facilities and employing up-to-date information technology in the following sectors: accommodation, transportation, intermediaries and travel-related services
(b)	in regard to operational management	The ways technological changes improve operational efficiency
(c)	in regard to the consumer	The ways technological changes influence factors such as safety, security, comfort, entertainment, speed, convenience, dissemination of information, etc.

2.4　The development of tourism in Hong Kong

(i)　A brief account of tourism development in Hong Kong
(ii)　Characteristics, problems and possible solutions
(iii)　Outlook for tourism development in Hong Kong

3　The impact of tourism

3.1　The impact of tourism on

(a)　the socio-cultural aspects of communities

(i)　Changes in the social structure, behaviour and roles :
- cross-cultural understanding
- negative demonstration effects
(ii)　Impact on cultural heritage :
- renaissance/conservation of cultural heritage
- renewal of cultural pride
- loss or deterioration of traditional arts and culture
(iii)　Community problems

(b)   the economy of the host community

(i)   Employment and income :
- creating jobs
- providing tax revenue
- improving the balance of payments
- generating income and the linkage effect

(ii)   Economic growth

(iii)   Living standard

(iv)   Opportunity costs :
- leakage
- high consumer and land prices
- over-dependence
- others

(c)   the physical environment

(i)   Positive impact :
- preservation/restoration of the environment
- conservation of the environment
- enhancement of the environment
- increasing environmental awareness

(ii)   Negative impact :
- carrying capacity problems
- physical deterioration of both natural and man-made environments

3.2   Sustainable tourism development

(i)   The concept of sustainable tourism development

(ii)   The importance of the participation of all parties concerned

(iii)   Successful and less successful cases

3.3   Case study of tourist destinations

      (a)   The Pearl River Delta in China (Hong Kong-Macau-Shenzhen-Guangzhou-Zhongshan-Zhuhai)

           (i)   The development of tourism in the Pearl River Delta

           (ii)   The impact of tourism on the Pearl River Delta's economy, environment and socio-cultural aspects and how this changes with time

      (b)   A destination outside the Pearl River Delta

           A case study of one of the following tourist destinations :
- (1)   urban tourism : Tokyo, Singapore, New York, etc
- (2)   leisure tourism : Cebu, Phuket, Maldives, etc
- (3)   cultural-based tourism : Beijing, Luxor, Rome, etc

           In 2011, the nominated destination is Beijing.

           The study should include the following details concerning the nominated place :
- (i)   why it is classified as a/an urban/leisure/cultural-based tourist destination
- (ii)   its geographical background
- (iii)   its tourism development
- (iv)   the impact of tourism on its economy, environment and social-cultural aspects and how this changes with time

4   Working in the travel and tourism industry

4.1   The range of jobs/services in the travel and tourism industry

      (i)   core services and related services

      (ii)   Job specifications (including job descriptions, working conditions and environment) and the nature of the service

4.2 Communication and the travel and tourism industry

    (i)   A basic understanding of the process of communication
    (ii)   Factors affecting the interpretation of messages
    (iii)   Verbal and non-verbal strategies used to communicate effectively
    (iv)   interpretative facilities available at sites
    (v)   The use of communication skills to deal with common tourist situations

4.3 Education, training and career in travel and tourism

    (i)   Travel and tourism education and training institutes in Hong Kong
    (ii)   The attributes and personal qualities employers look for
    (iii)   Types of technical and social skills required in various sectors in the travel and tourism industry