

snapshot

旅款速效追星精讀班

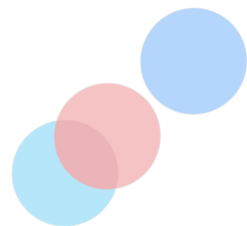
Lesson 6: Trends and Issues in the Tourism and Hospitality industry 旅遊業趨勢

作者 | Rachella Li

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INTENSIVE COURSE
旅款速效追星精讀班 – LESSON 6



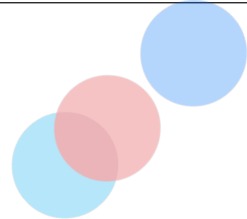
Lesson Flow 課堂流程

- Sustainable Tourism 旅遊業可持續發展
- Globalisation 全球化
- Globalisation and its impact on tourism development 全球化及其對旅遊業發展的影響
- Trends in Tourism and Hospitality 旅遊業與款待業的趨勢

Learning Objectives 學習目標

- 了解可持續發展和全球化趨勢
- 掌握各事件對旅遊業的影響

Exercises 課後練習



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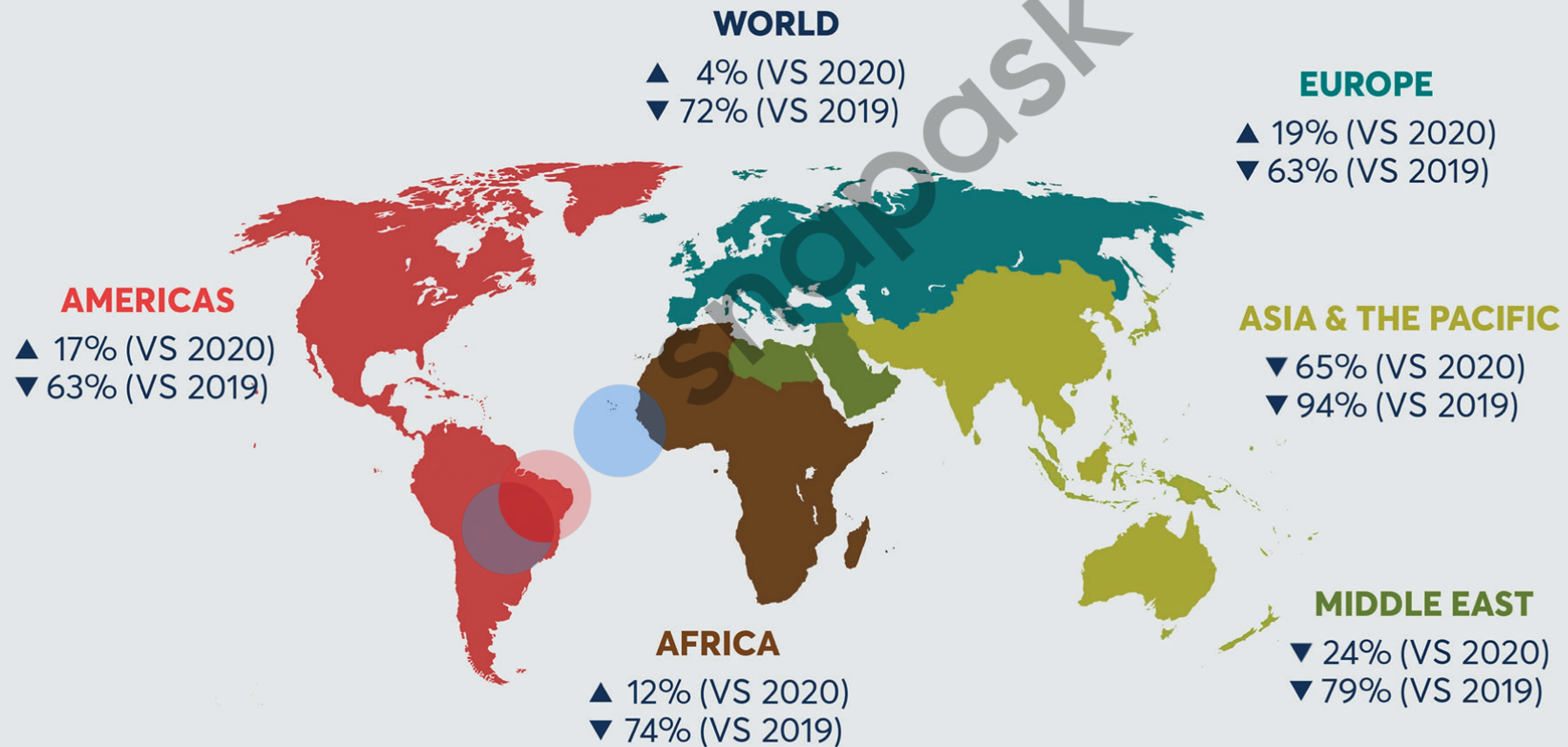
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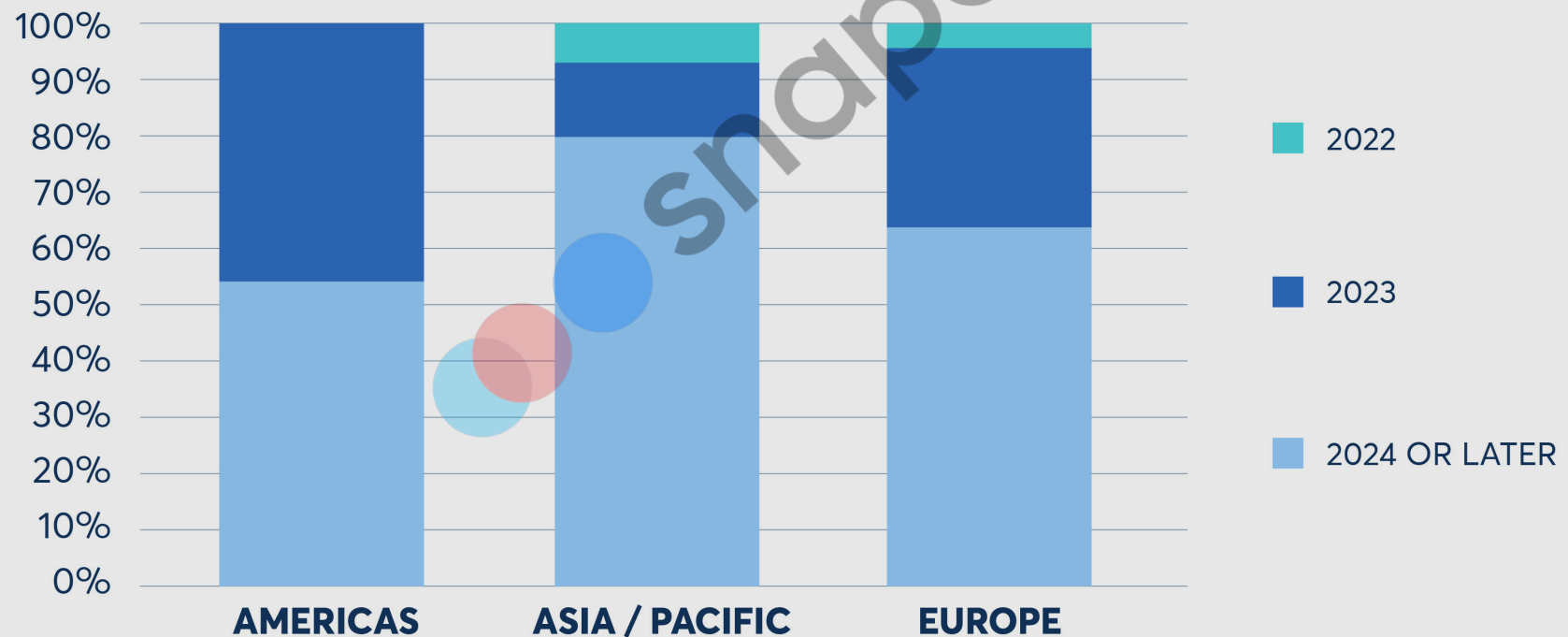
Exercises 課後練習

2021 INTERNATIONAL TOURIST ARRIVALS



MOST EXPERTS NOW SEE A RETURN OF INTERNATIONAL ARRIVALS TO 2019 LEVELS ONLY IN 2024 OR LATER

WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?



Sustainable Tourism 旅遊業可持續發展

X Type of tourism 旅遊形式

⇒ Existing in all kinds of tourism 存在於所有旅遊形式

To achieve balance between environmental, socio-cultural and economic aspects while developing tourism!

務求在發展旅遊業期間在環境、社會文化和經濟三方面建立平衡！

Environment 環境	Economy 經濟	Socio-culture 社會文化
Physical Integrity 自然完整性 Biological Diversity 生物多樣性 Resource Efficiency 有效運用資源 Environmental Purity 環境清潔	Economic Viability 經濟可行性 Local Prosperity 地區性繁榮 Employment Quality 僱員質素	Social Equity 社會公平性 Visitor Fulfillment 旅遊體驗 Local Control 地區管理 Community Well-being 地區福祉 Cultural Richness 文化獨特性

Paper 1 MC 卷一選擇題

Q1 Which of the following measures can sustain local prosperity?

以下哪一項措施可持續地區性的繁榮發展？

- A. Hire foreign labor 僱用國外勞動力
- B. Recommend tourists to stay in chain international hotels 推介旅客入住連鎖國際酒店
- C. Encourage enterprises to purchase environmentally friendly products 鼓勵企業採購環保用品
- D. Recommend tourists to sign up for multi-day local tours 推介旅客報名多日的本地遊

Q2 Which of the following CANNOT achieve the goal of environmental purity?

以下哪一項不能達至環境清潔的目標？

- A. Use electric cars 使用電動車
- B. Use filtered water instead of bottled water 使用過濾水代替樽裝水
- C. Use water or rail transport instead of air 使用船或鐵路運輸代替飛機
- D. Use solar power to generate electricity 使用太陽能發電

Q3 Which of the following goals can be achieved by opening facilities to people with disabilities?
旅遊設施開放予殘疾人士可以達至以下哪一項目標？

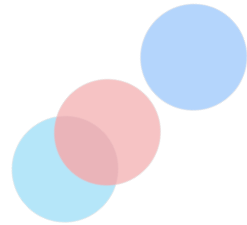
- A. Social Equity 社會公平性
- B. Visitor Fulfillment 旅遊體驗
- C. Employment Quality 僱員質素
- D. Community Well-being 地區福祉



Globalisation 全球化

“Globalisation is essentially a process by which an ever tightening network of ties that cut across national political boundaries connects communities in a single, interdependent whole, a shrinking world where local differences are steadily eroded and subsumed within a massive global social order” (Mowforth and Mundt 1998:12).

「全球化基本上是一個過程，涉及日呈緊湊的關係網絡，這個網絡跨越政治的國界，將不同的國家聚合起來，成為一個單一、互相依靠的整體——一個顯得越來越細小的世界，在一個宏觀的環球社會秩序之下，各地之間的差異被逐漸蠶食和吞噬」
(Mowforth 及 Mundt，1998 年，第 12 頁)



Globalisation and its impact on tourism development

全球化及其對旅遊業發展的影響

Commodification and trivialisation of local cultures 商品化

Americanisation 美國式的思想和價值觀

Free flow of money around the world where the highest rate of return on investment can be earned 資金在全球自由流動獲得最高的投資回報

Homogenisation 文化同質化 - all cities look the same

- Demonstration effect 示範效應
- Import western products 引入西方產品
- Multinational business expansion 跨國企業拓展

Exploitation and Fair Trade 剝削及公平貿易

- Tax relief 稅項寬減
- Low-paying jobs for locals 本地提供低薪工作職位
- Demand for local natural resources 苛索當地自然資源
- Hire local people to develop potential human resources 僱用當地居民及原居民以發展潛在的人力資源
- Shared tourism revenue 共享旅遊收入
- Making business more transparent and accountable through environmental and social assessments 通過環境和社會評估使營商企業更透明及負責任