

# Tourism



Complete the following:

1. Understand the tourism industry:
  - (a) Describe the needs, expectations and thoughts of a typical tourist.
  - (b) Know and classify three tourist attractions and activities in Hong Kong.
  - (c) Understand the importance of ‘Special Interest Tourism’ (SIT) and know the SIT attractions in Hong Kong.
  - (d) Know the Chinese cultural festivals and unique celebrations in Hong Kong.
  - (e) Understand the cultural and behavioural differences of tourists from different cultural backgrounds.
  - (f) Understand the impacts brought by the tourism industry on Hong Kong economy.
2. Practicum:
  - (a) Using a language or dialect (other than mother tongue), introduce a tourist attraction in Hong Kong and a Chinese cultural festival or celebration.
  - (b) Prepare a one day ‘SIT’ activity promotion pamphlet, including introduction, route, fee, pictures, etc.