



United Nations
Educational, Scientific and
Cultural Organization

香港聯合國教科文組織協會
UNESCO Hong Kong Association

香港註冊慈善機構
Charitable Institution of a Public Character
[IRO Ref: 91/10053]



2012/2013

可持續發展教育學程

ESD Learning Programme

第四屆
The 4th Intake

Tourism and Hospitality
旅遊與款待

Theme: Sustainable Tourism
主題：可持續旅遊

Programme Booklet
學程手冊



1. PROGRAMME STRUCTURE 計劃模式：



2. AIMS 計劃目的：

Students to be aware of the impact of tourism and hospitality industries on our culture, economy, environment and society

學生注意到旅遊業、酒店飲食業對文化、經濟、環境和社會的影響

3. INTENDED LEARNING OUTCOMES 預期學習成果：

1. To identify sustainable tourism and hospitality practices in the context of Hong Kong and overseas
2. To describe the benefits of sustainable tourism and hospitality practices
3. To identify practices and habits that a traveller can adopt to minimize the social, environmental and cultural impact while on tour

1. 了解可持續發展旅遊及款待如何在香港及外國實行
2. 描述可持續發展旅遊及款待的好處
3. 了解旅行人士的習慣及行為如何能減少對社會、環境及文化的影響

4. IN-SCHOOL ACTIVITIES 校內活動：

1. Coordinated and facilitated by teachers
2. Including Searching for information, brainstorming, project development preparation and project presentations
3. Mentor support provided

1. 由老師指導和協調
2. 校內活動可包括資料蒐集、集體研討，專案擬寫及介紹之準備
3. 每組有導師給予專業支援

5.SUGGESTED PROJECT TOPICS 報告主題範圍：

Theme: Sustainable Tourism

主題：可持續旅遊

Key Words:

1. Appreciating Hong Kong's natural beauty in an eco-conscious way
2. Highlighting the cultural and natural beauty of the New Territories
3. A study of the CSR and sustainability projects of major hotel chains
4. A guidebook for the eco-tourism and cultural tourism
5. Incentive tourism (M.I.C.E.)
6. Individual travel scheme
7. Ethical responsibility

關鍵詞：

1. 欣賞香港的自然之美
2. 顯出新界文化及自然環境
3. 研究企業的社會責任及酒店業的可持續發展項目
4. 生態旅遊指南
5. 獎勵旅遊（M.I.C.E.）
6. 自遊行計劃
7. 道德責任

Student Artwork:

1. Disappearing Hong Kong
2. Tai Po Sam Mun Tsai and Ma Shi Chau – Play and learn
3. Sustainable Tourism in Hong Kong and Macau
4. New and old Hong Kong – Photography Tour Plan in Hong Kong
5. Can Hong Kong Develop Gourmet Tourism?
6. Sustainable Development Plan – Tai O Hut Resort Proposal
7. Nam Sang Wai incident and its impact

學生作品：

1. 消失中的香港
2. 大埔三門仔×馬屎洲 - 玩·學·樂悠遊
3. 「紫花遊」- 港澳兩地之可持續旅遊發展
4. 新·舊香港-香港攝影旅遊路線規劃
5. 香港美食遊?
6. 可持續發展項目 — 大澳棚屋渡假村建議書
7. 南中「生」圍-南生圍所發生的事件及其影響

For details, please visit http://unesco.hk/index_topic.php?did=219391&didpath=/192114/192118/192136/214853/219391 for reference.

詳細報告內容，可參考 http://unesco.hk/index_topic.php?did=219391&didpath=/192114/192118/192136/214853/219391

6. PROJECT DELIVERABLES & ASSESSMENT CRITERIA / 專題報告的形式及評分標準

1. 隊際專題書面報告 WRITTEN GROUP PROJECT REPORT

請於 **2013 年 2 月 20 日(星期三)**下午六時前將隊際專題報告郵寄到香港聯合國教科文組織協會。
須繳交項目:

- 一份報告正本
- 電子檔 CD-Rom (Word 及 PDF 檔案)

Items to be mailed to UNESCO Hong Kong Association by **20th February, 2013 (Wednesday) 6 p.m.**

- One hard copies
- Soft copy in CD-Rom (Word & PDF format)

Address:

UNESCO Hong Kong Association
Room 109, Jockey Club Environmental Building
No 77 Tat Chee Avenue
Kowloon Tong, Kowloon

2. 作品展述 PRESENTATION

作品展述及評審日將會在 **2013 年 3 月 9 日(星期六)**於香港科技園舉行。

- 十五分鐘作品展述 (十分鐘報告時間 及 五分鐘問答時間)
- 形式不限 (作品展述可為影片，話劇，展板(自行準備)，簡報等)
- 作品展述語言可為廣東話，英文或普通話

Presentation and Assessment Day will be on 9th March, 2013 at Hong Kong Science & Technology Parks.

- 15 minutes project presentation (10 minutes presentation + 5 minutes Question and Answer Session)
- Not confined in forms (Presentation could be in the form of video show, drama, board display (prepared by schools if necessary), powerpoint, etc)
- Presentation could be in Cantonese, English or Putonghua

PART 1 : WRITTEN GROUP PROJECT REPORT

第一部分:隊際專題書面報告

40%

Assessment Criteria / 評分標準:

1. Creativity & Attractiveness / 創意與吸引力 (12%)
2. Content / 內容 (28%)

PART 2: PRESENTATION (Not Confined in Forms)

第二部分: 作品展述 (形式不限)

60%

Assessment Criteria / 評分標準:

1. Creativity & Attractiveness / 創意與吸引力 (12%)
2. Content / 內容 (28%)
3. Presentation / 報告技巧 (20%)

Total Possible Marks 總分:

100%

7. DETAILED OF ASSESSMENT CRITERIA 詳細評分標準

Criteria 評分標準:	Components 元素:
(1) Creativity & Attractiveness 創意與吸引力	- Creativity of topic - Aesthetic layout - Logical presentation - 選題創意性 - 美觀性 - 邏輯性
(2) Content 內容	- Relevance of content to project title - Relevance to sustainable development in the context of: (environment/economy/community/culture) - Demonstration on the understanding and application of the subject with reference made to current affairs and issues - 與主題的合適程度 - 與可持續發展概念的關聯 (環境/經濟/文化/社區) - 以時事的例子示範出對主題的理解
(3) Presentation 報告技巧	- Logical and coherent flow - Delivery - On-the-spot interaction - Time control - Teamwork - Conclusion - 邏輯與連貫性 - 展演的流暢度 - 現場互動 - 時間管理 - 團隊合作 - 總結

8. AWARDS 獎項

1. The Grand ESD Award (可持續發展教育優秀獎)
Assessment in Students' Presentation and Written Group Project Report
按學生的作品展述及書面報告的表現評分
2. Presentation Award (作品展述優秀獎)
Assessment in Students' Presentation
按學生在作品展述的表現評分
3. Written Group Project Report Award (隊際專題書面報告優秀獎)
Assessment in Students' Written Group Project Report
按學生的書面報告表現評分

Grading System (評級指標)

Marks	Grading
90-100	Grade 1 一等獎
80-89	Grade 2 二等獎
70-79	Grade 3 三等獎

9. ACTIVITY SCHEDULE 活動時間表：

Date / Time	Activity	Speaker / Facilitator / Guide	Venue
20 Oct 2012 (Sat) 10:30 am – 1:30 pm	Kick-off Ceremony	Welcome Speech: Prof. Patrick S.S. LAU SBS JP President UNESCO Hong Kong Association Earth Charter & Sustainable Development: Mr. Tony Sin Programme Advisor UNESCO Hong Kong Association Closing Remarks: Dr. Darwin Chen SBS Vice President (Culture) UNESCO Hong Kong Association	Li Po Chun United World College of Hong Kong 10 Lok Wo Sha Lane, Sai Sha Road, Shatin, New Territories
27 Oct 2012 (Sat) 10:00 am – 1:00 pm	Tourism & Hospitality Workshop Topic: “Quest for Beauty of Nature/ Culture/ Body/ Soul”	Speaker: Mr. David Man ESD Programme Advisor Demonstrator: Mr. Lee Po Nang	Conference Hall 03, G/F Convention Centre 1, Hong Kong Science & Technology Parks
27 Oct 2012 (Sat) 2:00 pm – 3:20 pm	Personal Skills Workshop	Dr. Shirley Chan Director of Education & School Service Whole Person Development Institute	Conference Hall 04-07, 2/F, Convention Centre 2, Hong Kong Science & Technology Parks
27 Oct 2012 (Sat) 3:40 pm – 5:00 pm	Design and Managing Project Workshop	Mr. Frank Leung	
Field Visit Option 1:			
10 Nov 2012 (Sat) 10:00 am 12:00 pm	Regal Riverside Hotel		Regal Riverside Hotel 34-36 Tai Chung Kiu Road, Shatin, Hong Kong
Field Visit Option 2:			
17 Nov 2012 (Sat) 11:00 am – 1:00 pm	Regal Airport Hotel		Regal Airport Hotel 9 Cheong Tat Road, Hong Kong International Airport, Chek Lap Kok, Hong Kong
Field Visit Option 3:			
20 Nov 2012 (Tue) 3:00 pm – 4:30 pm	JW Marriott Hotel		JW Marriott Hotel Pacific Place, 88 Queensway, Hong Kong
Field Visit Option 4:			
1 Dec 2012 (Sat) 2:30 pm – 4:30 pm	Novotel Cenutry Hotel		Novotel Cenutry Hotel 238 Jaffe Road, Wanchai
Jan – Mar 2013	In-school activities	NIL	-
9 Mar 2013 (Sat)	Presentation & Assessment Day	NIL	Hong Kong Science & Technology Parks
23 Mar 2013 (Sat)	Closing Ceremony & Award Presentation	To be advised.	Hong Kong Science & Technology Parks

Dates and schedules are subject to change. UNESCO Hong Kong and her partners reserve the right to amend the dates and schedules. Participants will be informed soonest should changes occur. UNESCO Hong Kong and her partners will not be held liable for such changes.

All participating schools must nominate teaching staff to coordinate and facilitate students' participation and learning in the programme activities.

活動時間表：

日期/時間	活動	講者/ 嘉賓/ 指導	地點
10 月 20 日 (星期六) 10:30 am – 1:30 pm	啟動禮	歡迎辭 香港聯合國教科文組織協會 會長 劉秀成 教授 SBS 太平紳士 地球憲章與可持續發展 香港聯合國教科文組織協會 ESD 項目顧問 線成功 先生 致謝辭 香港聯合國教科文組織協會 副會長(文化) 陳達文 博士 SBS	香港李寶椿聯合世界書院 新界馬鞍山西沙路落禾沙 里 10 號
10 月 27 日(星期六) 10:00 am – 1:00 pm	旅遊與款待專題講座及 工作坊 尋求美 自然/文化/身體/心靈	講者: 香港聯合國教科文組織協會 ESD 項目顧問 萬大偉先生 示範嘉賓: 李寶能先生	香港科技園會展中心 1 會議廳 03
10 月 27 日(星期六) 2:00 pm – 3:20 pm	個人發展技能工作坊	全人發展中心 教育及學校服務總監 陳瑞冰博士	香港科技園會展中心 2 會議廳 04-07
10 月 27 日(星期六) 3:40 pm – 5:00 pm	報告設計及管理工作坊	梁偉明先生	
專題考察選項 1:			
11 月 10 日 (星期六) 10:00 am - 12:00 pm	麗豪酒店		麗豪酒店 香港沙田大涌橋路 34-36 號
專題考察選項 2:			
11 月 17 日(星期六) 11:00 am – 1:00 pm	富豪機場酒店		富豪機場酒店 香港赤鱗角香港國際機場 暢達路 9 號
專題考察選項 3:			
11 月 20 日(星期二) 3:00 pm – 4:30 pm	香港 JW 萬豪酒店		香港 JW 萬豪酒店 香港金鐘金鐘道 88 號太古 廣場
專題考察選項 4:			
12 月 1 日(星期六) 2:30 pm – 4:30 pm	世紀香港酒店		世紀香港酒店 香港灣仔謝斐道 238 號
2013 年 1 月至 3 月	校內活動		
3 月 9 日 (星期六)	提交報告及評審日		香港科技園
3 月 23 日 (星期六)	閉幕禮 暨 頒獎典禮	待定	香港科技園

日期和時間如有變更， UNESCO Hong Kong 及其協辦機構保留更改活動時間的權利，並會盡快及盡可能通知各參與學校和學生。每間學校需委派老師或教學助理負責引導學習及協助學生參與上述活動。

10. SPEAKER PROFILES 講者簡介：

Keynote Speaker 主旨演講



Mr. Tony Sin 線成功先生

ESD Programme Advisor, UNESCO Hong Kong Association

香港聯合國教科文組織協會 ESD 項目顧問

Tony is an Expert in Exhibition Design. He has been the founding curator of the Hong Kong Science Museum, Head of Design of the Hong Kong Trade Development Council, Executive Director of Pico International (Hong Kong) Ltd, and Associate Professor / Professional-in-Residence of the Hong Kong Baptist University.

線先生是位展覽設計學專家。他曾擔任香港科學館創館館長、香港貿易發展局首席設計師、筆克香港公司總裁、香港浸會大學傳理系副教授及駐校傳媒專家。

Earth Charter and Sustainable Development 地球憲章與可持續發展

Principle 原則

I. RESPECT AND CARE FOR THE COMMUNITY OF LIFE 尊重和關心生命共同體

1. Respect Earth and life in all its diversity. 尊重地球及其所有生命
2. Care for the community of life with understanding, compassion, and love. 以理解、同情和愛心來關注生命共同體
3. Build democratic societies that are just, participatory, sustainable, and peaceful. 建立公正的、共同參與的、可持續的及和平的民主社會
4. Secure Earth's bounty and beauty for present and future generations. 為當代和子孫後代確保地球的恩施和美麗

II. ECOLOGICAL INTEGRITY 生態完整性

5. Protect and restore the integrity of Earth's ecological systems, with special concern for biological diversity and the natural processes that sustain life. 保護和恢復地球生態系統的完整性，特別關注維系生命的生物多樣性和自然過程
6. Prevent harm as the best method of environmental protection and, when knowledge is limited, apply a precautionary approach. 防止破壞是最佳的環境保護方法，當知識有限時，采用預防性措施

7. Adopt patterns of production, consumption, and reproduction that safeguard Earth's regenerative capacities, human rights, and community well-being. 採用可保護地球的再生能力、人權和社會福利的生產方式、消費方式和繁衍方式

8. Advance the study of ecological sustainability and promote the open exchange and wide application of the knowledge acquired. 推進生態可持續性研究，促進現有知識的公開交流和廣泛應用

III. SOCIAL AND ECONOMIC JUSTICE 社會公正與經濟公正

9. Eradicate poverty as an ethical, social, and environmental imperative. 把消除貧困作為必須履行的道德責任、社會責任和環境責任

10. Ensure that economic activities and institutions at all levels promote human development in an equitable and sustainable manner. 確保各級經濟活動和機構以公平和可持續的方式促進人類發展

11. Affirm gender equality and equity as prerequisites to sustainable development and ensure universal access to education, health care, and economic opportunity. 肯定性別平等和公平是可持續發展的先決條件，並保證人人享有受教育機會、保健機會和經濟機會

12. Uphold the right of all, without discrimination, to a natural and social environment supportive of human dignity, bodily health, and spiritual well-being, with special attention to the rights of indigenous peoples and minorities. 摒棄歧視，堅持所有人擁有一個有利於人類尊嚴、身體健康和精神健康的自然和社會環境的權利，特別重視土著人和少數民族的權利

IV. DEMOCRACY, NONVIOLENCE, AND PEACE 民主、非暴力與和平

13. Strengthen democratic institutions at all levels, and provide transparency and accountability in governance, inclusive participation in decision making, and access to justice. 加強各級民主機制，提供透明和負責任的管理，廣泛參與決策，並享受公正對待

14. Integrate into formal education and life-long learning the knowledge, values, and skills needed for a sustainable way of life. 將可持續生活方式所需的知識、價值觀和技能納入正規教育和終身教育

15. Treat all living beings with respect and consideration. 尊重和關心所有生物

16. Promote a culture of tolerance, nonviolence, and peace. 促進寬容、非暴力及和平的文化

For more information, please click

http://www.earthcharterinaction.org/invent/images/uploads/echarter_english.pdf.

詳細請參閱 http://www.earthcharterinaction.org/invent/images/uploads/echarter_chinese.pdf

Thematic Workshop 專題工作坊



Mr. David Man 萬大偉先生

ESD Programme Advisor, UNESCO Hong Kong Association

香港聯合國教科文組織協會 ESD 項目顧問

Eco-ethical Guru, Hong Kong Discovery Limited

『野外動向』．生命/生活學家

David set up the Asia Travel Representation and Marketing (Asiareps), which mainly plan new ideas of the travelling routes and promote the agency service to overseas Tourism Board. He set up the Hong Kong Environmental Awareness Promote Group and act as the president from 1997 till now. The Group promotes tourism, awareness of environmental protection by seminars. He has hosted few competitions by students about planning an itinerary of a green trip. Totally over 3000 secondary students joined and there were 10 awardees. They went to Queensland in Australia and New Zealand to experience the Eco tour there, and became the ambassadors and promoted the Environmental protection concept.

萬大偉先生是一位生態旅遊哲學家，學聯旅遊第一代創辦人之一，致力推動生態旅遊，尊重環境，人性的環保意識教育活動，經常到不同商業機構、地產商、銀行、旅遊等機構演講及培訓，提昇生活品味和質素，讓人過一個與自然和諧共存、健康及具生產力的生活。

Design and Managing Project Workshop 設計及管理報告工作坊



Mr. Frank Leung 梁偉明先生

Mr. Leung has 30 years of experience in business and consulting. He is a Chartered Engineer and a member of the Hong Kong Institution of Engineers and The Institution of Engineering and Technology.

梁先生擁有三十年從事商業及顧問工作的經驗，是英國特許工程師，更分別為香港工程師學會和工程及科技學會會員。

Personal Skills Development Workshop 個人技能發展工作坊



Dr. Shirley Chan 陳瑞冰博士

Director of Education and School Service, Whole Person Development Institute
全人發展中心教育及學校服務總監

Dr. Chan had been an English teacher in both primary and secondary schools for more than 5 years; later served as an Assistant Professor of the English Department of Hong Kong Institute of Education for more than 10 years. Dr. Chan is highly qualified as expert in planning and designing curriculum for language education as well as whole person development.

陳博士曾於香港的中小學任教英語超過五年，並在香港教育學院任職十多年，對職前及在職英語老師培訓具備豐富的經驗。陳博士曾擔任香港教育局、香港考試及評核局之委員會成員，以及內地教育局之項目研發顧問一職。陳博士對英語教學的經驗和研究全人發展的專業知識備受業界認同。

Study Visit 專題考察

Regal Airport Hotel Hong Kong 富豪機場酒店



Directly connected to the passenger terminal of Hong Kong International Airport by an enclosed, air-conditioned link bridge, Regal Airport Hotel Hong Kong provides superb and comfortable accommodations with 1,171 guest rooms, state-of-the-art meeting and conference facilities including Hong Kong's largest pillarless hotel grand ballroom and 30 function venues, authentic cuisines with 6 restaurants and bars, and a complete range of recreational facilities featuring a luxurious spa with extensive massage menu, as well as an outdoor pool and an indoor heated swimming pool.

富豪機場酒店由一道設有空調系統的行人通道貫往香港國際機場客運大樓，設有 1,171 間客房、先進的會議設施包括全港酒店中最大型無柱式宴會大殿及 30 間會議及宴會廳、6 間餐廳及酒吧，以及完善的康樂設施包括提供多元化按摩服務的豪華水療按摩中心、室外及室內恆溫游泳池。

Regal Riverside Hotel 麗豪酒店



The 1,138-room hotel is located in greater Shatin, a suburb in the New Territories that boasts many parks and forested hills and benefits from cooler and cleaner air than downtown Hong Kong. Regal Riverside Hotel lies on the right side of Shing Mun River, an inlet of Tolo Harbor in the South China Sea, lined with mature trees and blossoming exotic vegetation. Greater Shatin features places of interest such as the 10,000 Buddha Temple, the Hong Kong Heritage Museum and the Jockey Club, a famous horse racing arena, just to name a few. Another highlight is the cluster of mega malls with an immense variety of brand boutiques as well as a myriad of individually operated shops, dining and entertainment places. Numerous favorably priced bus and mini bus operators stop right in front of the hotel. They go straight to Nathan Road, Central, Macau Ferry Terminal, Hong Kong Disney Land, Hong Kong International Airport, Ngong Pin 360, Ocean Park, Science Park, Chinese University of Hong Kong and many other places of interest.

麗豪酒店位處沙田城門河畔，環境清幽雅緻，恬靜怡人，這城市度假酒店提供體貼窩心的住宿服務，讓觀光及商務旅客如置身家中，倍感舒適。鄰近港鐵沙田站及大型商業購物中心，由港鐵沙田圍站步行前往只需五分鐘，往來香港國際機場只需約二十五分鐘的車程，顧客亦可乘搭其他公共交通工具往來酒店至香港各主要商業及購物區，交通方便快捷。擁有 1,138 間客房及套房，周全的康娛設施，價錢相宜。全新裝修的宴會廳可容納 600 人，另設有 10 個多元化的會議場地，可舉行不同規模的會議，切合不同顧客所需。完善的會議設施及專業團隊，實是舉行會議的理想之選。

Novotel Century Hotel 世紀香港酒店

Novotel Century Hong Kong offers 511 modern rooms in the heart of Wanchai, the bustling commercial, entertainment district surrounded by restaurants and pubs. Just 5 min. walk to the subway and Star Ferry and 10 min. walk to the Hong Kong Convention & Exhibition Centre and the shopping area - Causeway Bay. The hotel features 3 restaurants, bar, gym, swimming pool, spa and meeting facilities. Wi-Fi is available in the rooms and complimentary in the lobby, all restaurants and the executive lounge.



世紀香港酒店坐落在繁華熱鬧的灣仔商務娛樂區，周邊雲集了各色餐廳和酒吧，酒店擁有 511 間現代客房。步行前往地鐵站和天星小輪僅需 5 分鐘，步行 10 分鐘可抵達香港會展中心和銅鑼灣購物區。酒店擁有 3 間餐廳、酒吧、健身房、泳池、水療中心和多個會議場所。客房提供 Wi-Fi 上網，且大堂、所有餐廳和行政酒廊提供免費 WIFI 上網。

JW Marriott Hotel Hong Kong 香港 JW 萬豪酒店

Hong Kong is a cultural center renowned for entertainment, shopping and cuisine. When looking for an exquisite Hong Kong hotel, the JW Marriott Hotel Hong Kong offers an ideal location set atop the world-famous Pacific Place. The guestrooms at our luxury hotel in Hong Kong boast breathtaking views, contemporary furnishings, luxurious bedding, 42" flat-panel TV and free internet in all guestrooms as well as meeting facilities. Relax with a dip in the outdoor heated pool. Stay fit in our Hong Kong hotel's 24-hour health club. Enjoy dining at one of our six award-winning restaurants. Winner of Meetings & Conventions Magazine's Gold Key Award for 11 years, we offer the finest event facilities to suit a variety of occasions and functions of varying sizes. Our ballroom, the largest on Hong Kong Island can accommodate up to 1,400 guests for receptions. Discover the many rewarding experiences JW Marriott Hotel Hong Kong can offer to complete a memorable stay, whether for business or leisure.



香港 JW 萬豪酒店即座落於香港著名的太古廣場之上，堪稱您在當地時的理想下榻之選。客房坐擁迷人景致，配備各類時尚家具、豪華床上用品、42 英寸純平電視，而免費網絡更是遍布所有客房及會議場所，舒適便利盡在體驗。室外溫水泳池可供盡情放鬆。24 小時健身中心確保出行在外也能保持強健體魄。酒店設有 6 間屢獲殊榮的餐廳，美食之旅就此開啟。酒店提供頂級活動設施，可輕鬆滿足各種規模的聚會及活動需求，已連續 11 年榮獲由《會議雜誌》頒發的金鑰匙獎。宴會廳面積為香港島之最，可承辦 1,400 位賓客的接待會。酒店品質卓越，商務休閒皆適宜，可為您締造一生難忘的入住體驗。

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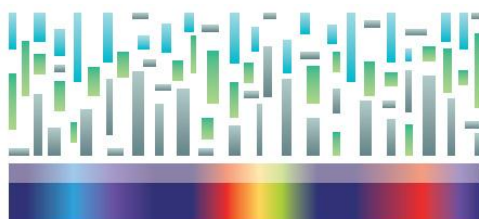
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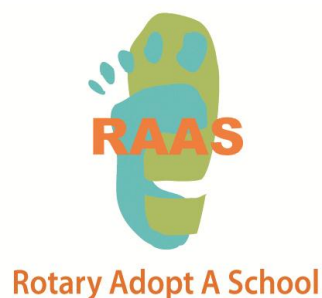
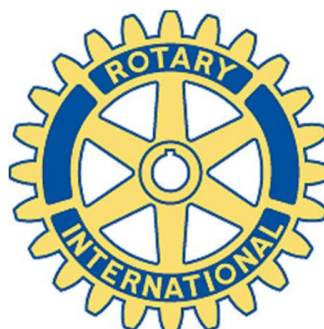
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Hong Kong 香港科技園
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