

Tourism Education Kit - "Can I Help You?" launched

To raise the awareness of the contribution of the tourism industry to Hong Kong and to encourage young people to be hospitable, the Tourism Commission has produced an education kit on tourism. The education kit which contains a Programme Booklet, a Teacher's Guide, a set of CD ROM and a Board Game, will be distributed to all secondary schools and relevant youth organisations starting from today (December 6).

A Tourism Commission spokesman said, "For the first ten months of 2002, total visitor arrivals have increased by 18.2 per cent to 13,327,716. The tourism industry directly and indirectly provided employment opportunities for over 360,000 people in 2001. It is important that our younger generation should be aware of the significant contribution of tourism industry to Hong Kong's economy and be good hosts to our visitors so that they will revisit Hong Kong."

The Programme Booklet contains extensive information on tourism in Hong Kong, covering a wide range of tourism attractions in Hong Kong. Examples are given in simple ways to help visitors feel welcome in the territory.

The Teacher's Guide, in printed and CD ROM versions, highlights the learning objectives and provides reference materials for each section of the Programme Booklet. This will help teachers lead their classes and offer ideas for extra-curricular activities on tourism education. The guide also includes ten activity worksheets to help the students learn the subject in a fun and interactive way.

An electronic version of the Programme Booklet, with three quizzes, will be uploaded onto the Tourism Commission website (www.info.gov.hk/tc).

The Board Game has been specially designed to encourage the students to learn more about the major tourist attractions in Hong Kong and to be hospitable to visitors.

A teachers' workshop will be held in January 2003 to familiarize them with the kit and help them make best use of it in their teaching.

End/Friday, December 6, 2002