

The 15th UNWTO Asia/Pacific Executive Training Programme

Session 1

**Destination Management and Operations
in the era of the New Normal**

**Presented by
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Tourism Commission
Hong Kong, China**



Destination Management

Hong Kong, China





Vision

Hong Kong, China as a world-class
premier tourism destination

Development Blueprint for Hong Kong's Tourism Industry

- Setting out Hong Kong's tourism policies
- 4 development strategies
- Various short-, medium- to long-term tourism initiatives





Tourism Commission & Coalition of stakeholders

Statutory and Advisory Bodies

- Hong Kong Tourism Board
- Travel Industry Authority

- Advisory Committee on Cruise Industry
- Tourism Strategy Group, etc.

Trade Bodies

- Travel Industry Council of Hong Kong

- The Federation of Hong Kong Hotel Owners
- Hong Kong Hotels Association, etc.

Tertiary / Training Institutions

- School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Employees Retraining Board

- School of Hotel and Tourism Management, The Chinese University of Hong Kong
- Vocational Training Council, etc.

Attractions

- Ocean Park Hong Kong
- Hong Kong Disneyland Resort

- Ngong Ping 360
- Peak Tram, etc.

鹽田梓
藝術節

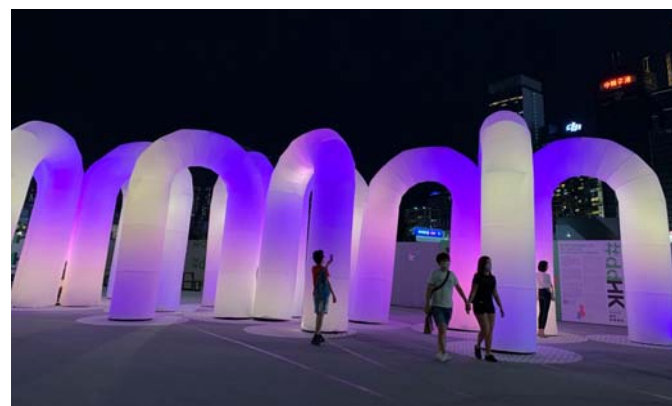


YIM TIN TSAI
ARTS FESTIVAL

2021

Pioneering in Tourism Product Diversification





Grooming New Tourism Products





Upgrading Trade Knowledge and Skills

- Pilot Information Technology Development Matching Fund Scheme for Travel Agents
- Training Programme Subsidy
- Green Lifestyle Local Tour Incentive Scheme



粵港澳大灣區
Greater Bay Area

Regional Cooperation

Tourism

To support HK in developing into an international tourism hub and a core demonstration zone for multi-destination tourism



To attract more foreign travellers to visit the Greater Bay Area through HK, thereby promoting the development of the local tourism industry

To enrich multi-destination boutique travel itineraries encompassing Guangdong, HK and Macao

To provide travellers with more diversified travel experiences





**Challenges,
We Fight Together**

A person's face is shown from the nose up, wearing large black sunglasses. The left lens shows a person in a red shirt holding a blue gift box, with a city skyline and a pink slide in the background. The right lens shows a woman in a red shirt holding a red flag, with a sunset, a building, and a hot air balloon in the background.

Holiday at home

THERE'S SOMETHING
NEW IN EVERY VIEW

Collaboration for recovery

A woman with blonde hair is relaxing in a white bathtub filled with colorful bubbles. In the background, there is a city skyline and a person sitting on a lounge chair under an orange umbrella. A circular badge in the bottom right corner of the bathtub area says 'BOOK NOW HK\$500 OFF'.

Staycation delights

HOLIDAY AT HOME

BOOK NOW
HK\$500
OFF

Thank you

