Promoting Sustainable Development through Tourism Education in Hong Kong: Application and Innovation

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Tourism education contributes to sustainable development in schools when students undertake projects to promote both ecotourism and cultural tourism. In assessing 14 teams required to demonstrate application and innovation, panellists comprising practitioners and academics find that sustainable development as evidenced by cultural heritage, cultural diversity, community building and environmental protection is much better enunciated through cultural tourism than ecotourism, although innovation is better reflected when biodiversity and environmental issues are at stake. The richness of cross-cultural diversities as well as tangible and intangible cultural heritage in turn plays a major role in steering students in favour of promoting cultural tourism. In the final analysis, the best projects are those which integrate tourism and ecotourism, as they demonstrate both application and elements of innovation.

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