

“A Unique 2-day Local Tour” Itinerary Design Competition 2021

Guidelines

1. Objectives

Hong Kong tourism industry is adversely affected by the COVID-19 in 2020. In order to sustain the tourism industry in Hong Kong, in-depth local tours are developed by the practitioners to promote local culture and community heritage. **“A Unique 2-day Local Tour” Itinerary Design Competition** organised by Lingnan Institute of Further Education (LIFE) aims to provide a platform for secondary students to develop their creativity and present unique ideas for promoting local culture and destinations to Hong Kong people, as well as to have deeper understanding of their living place Hong Kong.

2. Eligibility

The competition is open to full-time secondary school students (Secondary 4 or above) in Hong Kong. Each team must consist of 3 to 4 students from the same school. The application must be coordinated by a teacher.

3. Details of Competition

The team has to design an itinerary for a 2-day local tour in Hong Kong. The itinerary aims to promote the unique features of Hong Kong by demonstrating the most attractive tourist spots or destinations in Hong Kong.

The itinerary should include the following details:

(a) Itinerary Proposal Content

- Duration of the tour: 2 Days 1 Night
- Attractions and tour time
- Reason for recommendation
- Transportation Arrangements
- Accommodation Arrangements
- Meals Arrangement
- Other relevant information

(b) Itinerary Proposal Format

- Itinerary could be either in English or Chinese
- Format is open, e.g. PowerPoint, written proposal, video, etc

(c) Other Information

- Name of School
- Full name of students
- Name of the tour / theme
- Date of submission

4. Briefing Session and Guest Talk

A briefing session will be arranged for participants on 26 February, 2021. A guest speaker will be invited to introduce the latest development of tourism industry and skills of designing an itinerary. Participating teams and interested parties are welcome to join.

Date:	26 February 2021 (Friday)
Time:	3:30pm – 4:30pm
Channel:	via Zoom Online
Speaker:	Ms Lolanda Law General Manager, Atlas Travel Limited

5. Registration Procedure

- Please register through our online registration form ([Click here for registration](#))
- Deadline for Registration: **5 March 2021 (Friday), before 5:30pm**

6. Submission of Itinerary Proposal

- Please submit the itinerary proposal via email to cpr@LN.edu.hk
 - ✓ Please specify in the email subject “**Itinerary Design Competition 2021**”
 - ✓ File size over 10MB shall be uploaded on an online platform (e.g. Google Drive, Dropbox, Sendspace, etc) and the download link must be included in the email
 - ✓ File size must be under 300MB. File size over 300MB will not be considered
- All itinerary proposal submitted will be the final version and NO amendment will be entertained
- All proposal must be the original work of the participant and the participant must be the sole owner of the entire copyright
- Deadline for Submission: **21 May 2021 (Friday), before 5:30pm**. Late submission will not be accepted.

7. Adjudication:

(a) 1st Round Adjudication:

Shortlisted teams will be selected and be invited to the final round adjudication. The result of 1st round adjudication will be released **by 11 June 2021** through LIFE's website at https://life.ln.edu.hk/itinerary_design_competition2021.

Judging Criteria for 1st Round

- Itinerary concept and relevance to the theme (40%): Conceptual plans and the relevance of attractions and the arrangements to the theme
- Creativity and innovativeness (30%): Creativity of the plan
- Feasibility of the itinerary (20%): Application and implementation viability
- Itinerary presentation (10%): Clear presentation and explanation of the itinerary

(b) Final Round Adjudication:

Shortlisted teams will be invited to deliver a 15-minute oral presentation followed by a 5-minute Q&A session in the final round adjudication on **25 June 2021 (tentative)**. The presentation could be delivered in English or Cantonese. The Award Presentation Ceremony will be held on the same day. Details of the Final Round Adjudication cum Award Presentation Ceremony will be announced through LIFE website at https://life.ln.edu.hk/itinerary_design_competition2021 upon releasing the 1st round adjudication results.

Judging Criteria for Final Round

- Content (50%): Itinerary attractiveness
- Clarity (20%): Language proficiency, voice and clarity
- Appearance (10%): Attire, manner and dress code
- Body Language (10%): Eye contact, gesture and posture
- Time Management (10%)

Judging Panel for Final Round

Judging panel will consist of senior management in the travel industry and/or other organisations as follows:

- Travel Industry Council of Hong Kong
- Atlas Travel Limited
- Cordis Hotel, Hong Kong
- Hyatt Regency Hong Kong, Shatin

8. Awards and Prizes

Gold Award	Dinner Buffet for 4 ppl + HK\$6,000 cash coupons + Certificates for individual members
Silver Award	Dinner Buffet for 4 ppl + HK\$4,000 cash coupons + Certificates for individual members
Bronze Award	HK\$2,000 cash coupons + Certificates for individual members
Merit Awards	HK\$800 cash coupons + Certificates for individual members
Others	All participating team members will receive a Certificate of Participation

9. Presentation of Awards and Prizes:

The Awards Presentation Ceremony will be held on **25 June 2021 (tentative)**, right after the Final Round Adjudication. The Gold, Silver, Bronze and Merit Awards will be presented to the champion, first runner-up, second runner-up, and the other finalist teams respectively. Details will be announced through LIFE website at https://life.ln.edu.hk/itinerary_design_competition2021.

10. Key Dates

Date	Event
26 February 2021 (Fri), 3:30pm – 4:30pm	Briefing Session and Guest Talk <u>Speaker:</u> Ms Lolanda Law General Manager, Atlas Travel Limited
05 March 2021 (Fri), before 5:30pm	Deadline for Registration
08 March to 30 April 2021	Consultation Period
21 May 2021 (Fri), before 5:30pm	Deadline for Submission of Itinerary Proposal
11 June 2021 (Fri)	Announcement of First Round Result and the shortlisted teams for the Final Round Adjudication
25 June 2021 (tentative)	Final Round Adjudication cum Award Presentation Ceremony

11. Enquiries

Tel: 2616 7136

Email: cpr@LN.edu.hk

Website: https://life.ln.edu.hk/itinerary_design_competition2021

