

## TOWARDS SUSTAINABLE TOURISM: FROM THEORY TO PRACTICE

7 December 2018, 14:30 – 17:00 (Cantonese Session, Course Code: 87104A) or  
18 January 2019, 14:30 – 17:00 (English Session, Course Code: 87104B)  
BEC Building, 77 Tat Chee Avenue, Kowloon Tong, Hong Kong

\$ HK\$460\*

- \* **Early Bird Discount** (5%) – on or before 2 weeks before the course date.
- \* **Group Discount** (5%) – for group of 2 or more from the same organisation.
- \* **Additional Discount for BEC Member**  
Council Member (10%); Corporate or General or Affiliate Member (5%).

Like elsewhere in the world, tourism in Hong Kong may create huge pressure on local environment and social culture if it is not managed sustainably. Join this highly interactive half day training to learn about the latest sustainable tourism development, the challenges and opportunities, and how to plan a sustainable tour for your organisations.

### Content

- Latest sustainable tourism development in Hong Kong
  - Challenges and opportunities
  - Legislation and policy framework
  - Key heritage and tourism assets
  - Stakeholders engagement
  - Trend
- Step-by-step for planning a sustainable tour
  - Identify the goals and objectives
  - Understand the essential issues
  - Select an appropriate site
  - Develop a risk and safety management plan
  - Design related activities
- Cases sharing in Hong Kong and overseas

### Certificate

- A Certificate of Attendance will be awarded to participants after the course.

### Speaker – Mr Dennis WOO

*Director, D Workshop LS*

Dennis WOO, graduated with Master of Geography and Resources Management in CUHK, has devoted to natural education in the frontline for 17 years. He has vast experiences in guiding sustainable tours from ecological, geological and cultural aspects, and delivering trainings on natural photography, landscape painting, potted plant designing, and environmental-friendly handicrafts making and cooking. Field experiences of Dennis spread over 16 provinces in China and more than 10 countries around the world. He has successfully organised and led local and overseas tours for 200 governmental departments, corporates, organisations, institutions and schools. He was a tutor in CUHK, geography and liberal studies teacher in secondary school, and freelance writer of magazines.



**Enroll  
Now**



## Terms & Conditions

- Duly completed application form accompanied by payment will be considered for admission;
- Course fee is non-refundable, non-transferable and should be received by BEC IEE no later than 5 working days before the commencement of the course;
- Admission is made on a first-come-first-served basis;
- Successful applicants will be notified no later than 3 working days before the commencement of the course;
- Unsuccessful applicants will be given refund of course fees if they have already paid;
- The course will be cancelled with full refund when the typhoon signal no.8 or above, or black storm warning is hoisted 3 hours before the course commences;
- An official e-receipt will be distributed through email to the participant upon the completion of the course;
- BEC reserves the right not to conduct the course if the applications are below the required minimum number of participants, and course fees received will be refunded. All decisions made by BEC on matters related to the courses are final;
- Personal data including contact information will be used by BEC for its communications and direct marketing purpose, including newsletters and promotions of events, training courses and other activities. If you do not wish to receive any further promotional materials from BEC, please send an email to us at [unsubscribe@bec.org.hk](mailto:unsubscribe@bec.org.hk); and
- Information provided will be kept strictly confidential and will not be sold, reused, rented, loaned, or otherwise disclosed to third party.

## About Business Environment Council Limited 商界環保協會有限公司

Business Environment Council Limited ("BEC") is an independent, charitable membership organisation, established by the business sector in Hong Kong. Since its establishment in 1992, BEC has been at the forefront of promoting environmental excellence by advocating the uptake of clean technologies and practices which reduce waste, conserve resources, prevent pollution and improve corporate environmental and social responsibility. BEC offers sustainable solutions and professional services covering advisory, research, assessment, training and award programs for government, business and the community, thus enabling environmental protection and contributing to the transition to a low carbon economy. For more information in BEC, please visit [www.bec.org.hk](http://www.bec.org.hk).

## About BEC Institute of Environmental Education

BEC Institute of Environmental Education ("BEC IEE"), a division of BEC, provides a platform for business managers and decision makers, to advance their knowledge and develop the expertise necessary for environmental decision-making. BEC IEE also facilitates professional development by promoting quality environmental education through various environmental education programmes. For further enquiries or assistance, please contact BEC IEE at [beciee@bec.org.hk](mailto:beciee@bec.org.hk).