

**Itinerary Design Competition for
“Cultural Heritage in Hong Kong”**
「古蹟。文化在香港」行程設計比賽
Application Form and Guidelines
參賽表格及比賽細則

School Name (English): _____
School Name (Chinese): _____
School Address: _____
Form Teacher: _____
Contact: (Tel) _____ (Email) _____

Name of Participant (1) (Team Leader)

(English) _____ (Chinese) _____ (Class) _____
Contact: (Tel) _____ (Email) _____

Name of Participant (2)

(English) _____ (Chinese) _____ (Class) _____
Contact: (Tel) _____ (Email) _____

Name of Participant (3)

(English) _____ (Chinese) _____ (Class) _____
Contact: (Tel) _____ (Email) _____

Name of Participant (4)

(English) _____ (Chinese) _____ (Class) _____
Contact: (Tel) _____ (Email) _____

Declaration: *The submitted video is our team's original work, which is not submitted to any other competitions or prior publication and does not infringe any copyright and intellectual property rights. We shall be responsible for any disputes in the video contents. We agree that the organiser can execute by its discretion to use, modify, display, reprint, or reproduce their videos for any purposes and is not required to notify us and pay us copyright fees.*

I hereby acknowledge that I have read, understood and agreed to the terms and conditions.

Signature (Team Leader): _____ **Date:** _____
Name: _____

Remarks: *All information collected will be kept confidential and to be used for this particular event only.*

Itinerary Design Competition for “Cultural Heritage in Hong Kong”

Competition Guidelines

Participants and Competition Rules

- ✧ All Secondary 4 to 6 full-time students are welcome.
- ✧ Each team shall comprise of 3 to 4 students from the same school.
- ✧ Each school can have one or more participating teams.

Competition Criteria

- ✧ The participant teams compete in the First Round Adjudication for the “Votes” for their video posted on the YouTube of Caritas Institute of Higher Education and Caritas Bianchi College of Careers (CIHECBCC) during **27 June to 4 July 2023**. They can promote their videos by voting them and sharing the video links with their friends for this competition.
- ✧ The top four teams earning the most number of “Votes” will be eligible for the Final Round Adjudication, which will be judged by a panel of judges organised by Rita Tong Liu School of Business and Hospitality Management (the School) based on the participants’ itinerary design, creativity, feasibility of the itinerary, and quality of presentation.

Video Format

- ✧ A 3 Days 2 Nights tour
- ✧ Cultural Heritage
- ✧ Accommodation Arrangements
- ✧ Transportation Arrangements
- ✧ Any other relevant information

Video Format

- ✧ Itinerary can be presented in English or Chinese
- ✧ Format is open, e.g., Video / PowerPoint (with voice) / Drama or Role Play
- ✧ File size must be under 300MB. File size over 300MB will not be considered

Application

- ✧ Submit the application form to the School on or before **Friday, 17 March 2023 (5:30pm)** by email (sflau@cihe.edu.hk).

The Final Round Adjudication and Presentation Ceremony

- ✧ **13 July 2023** on the CIHE/CBCC campus, subject to confirmation.

Important Dates

- ✧ Attend a briefing session organised by the School will be held on the CIHE/CBCC campus and via the Internet on **Friday, 31 March 2023**. It aims to introduce knowledge of heritage tourism and skills of designing itinerary.
- ✧ Submit the video on or before **Wednesday, 21 June 2023 (before 5:30 pm)** to a sharing platform, e.g. Google Drive or One Drive, and send the shared-link to the School by email (sflau@cihe.edu.hk). Only one video is allowed to be submitted by each team.
- ✧ The participants' videos will be posted on the CIHECBCC YouTube channel between **27 June and 4 July 2023** for the First Round Adjudication for "Votes".
- ✧ The top four teams earning the most number of "Votes" will be invited to participate in the Final Round Adjudication and Presentation Ceremony on **Wednesday, 5 July 2023** (subject to confirmation).
- ✧ The Final Round Adjudication and Presentation Ceremony will be held on the CIHE/CBCC campus or via the Internet on **Thursday, 13 July 2023** (subject to confirmation).

Prizes

- HK\$4,000 dinner coupon at Hyatt Regency Hong Kong, Sha Tin and Certificate for all members
- Dinner buffet for 4 persons at Holiday Inn Express Hong Kong and Certificate for all members

Personal Data Protection

Participation in the Competition requires the communication and processing of the Participants' personal data ("Personal Data").

The purposes of the processing are:

- ✧ To meet the organisation of the Competition needs
- ✧ To organise the intermediation between the Participants and the Judging Panel
- ✧ To ensure identification, communication, and preservation of the exchanges with the Participants

Disclaimer

- ✧ The submitted video must be the participants' original work, which is not submitted to any other competitions or prior publication. The participants should not infringe any copyright and intellectual property rights and are responsible for any disputes in their video contents. The School accepts no responsibility for such disputes.
- ✧ The copyright of all submitted videos is vested solely in the School. The participants participating in this competition are assumed to agree that the School can execute by its discretion to use, modify, display, reprint, or reproduce their videos for any purposes. The School is not required to notify the participants and pay the copyright fees.
- ✧ The submitted videos must not contain any violent, obscene or indecent contents.
- ✧ The videos cannot contain any organisation names, brands, trademark-products or services or any promotional messages.

Enquiries

- ✧ For enquiry, please contact Miss Lau (3702-4578 or sflau@cihe.edu.hk).

Remarks: Rita Tong Liu School of Business and Hospitality Management reserves the right to change the terms and conditions of the competition. In case of any disputes, the School reserves the right of final decision.

「古蹟。文化在香港」行程設計比賽

比賽條款及細則

參賽對象及規則

- ◇ 歡迎全日制中四至中六學生參加。
- ◇ 參賽隊伍由三至四人組，各隊伍須為同一所中學之學生。
- ◇ 每所學校可派出多於一隊參賽隊伍。

評審標準

- ◇ 參賽短片將上載至「明愛專上學院及明愛白英奇專業學校」的 YouTube 專頁「CIHECBCC」作首輪比賽，屆時參賽隊伍可在 **2023 年 6 月 27 日至 7 月 4 日**期間，透過朋友分享和推廣參賽短片及連結網址，競爭投票（Votes）。
- ◇ 累積票數最多的四隊，將參與次輪比賽，由廖湯慧靄商業及款待管理學院（本學院）組成的評審小組，按照行程內容、創作意念、行程的可行性及影片質素裁決。

行程內容

- ◇ 旅遊為期三日兩夜
- ◇ 文化古蹟
- ◇ 住宿安排
- ◇ 交通安排
- ◇ 其他有關資料

短片規格

- ◇ 短片語言可選擇粵語、普通話及英語。
- ◇ 短片格式不限（如影片、PowerPoint 簡報、戲劇等），只須確保能上傳至 YouTube 平台播放便可。
- ◇ 短片須少於 300MB，如超過 300MB 均視為無效，並會取消參賽資格。

參賽辦法

- ◇ 參賽者須填妥申請表格，**2023 年 3 月 17 日（星期五）下午 5 時 30 分前**，電郵至本學院（sflau@cihe.edu.hk）。

次輪比賽及頒獎禮

- ◇ 暫定 **2023 年 7 月 13 日**於本校舉行，確實日期容後通知。

重要日期

- ✧ 2023年3月31日（星期五），於本校及透過網絡視像舉辦一個簡介會及講座，為各參賽隊伍簡述有關行程設計、編輯和簡報演講技巧等。
- ✧ 參賽隊伍須於2023年6月21日（星期三）下午5時30分前，將參賽短片上傳至網絡共享平台，例如 Google Drive 或 One Drive，並將共享連結發送電郵至本學院（sflau@cihe.edu.hk），每隊只限提交一段短片。
- ✧ 參賽短片競爭投票（Votes）將於2023年6月27日至7月4日，於本校的 YouTube 專頁「CIHECBCC」舉行。
- ✧ 累積票數最多的四隊，將獲邀參與次輪比賽決賽及出席頒獎禮，詳情擬於2023年7月5日（星期三）公佈，確實日期容後通知。
- ✧ 決賽及頒獎禮暫定於2023年7月13日（確實日期容後通知），於本校或透過網絡視像舉行，確實日期和地點容後通知。

獎項詳情

- 香港沙田凱悅酒店餐券 HK\$4,000 及每名隊員獲頒獎狀
- 香港智選假日酒店自助晚餐四位及每名隊員獲頒獎狀

個人資料保護

在處理參賽者的個人資料（“個人資料”）的目的是：

- ✧ 只有主辦單位的有關人士可查閱參賽者個人資料
- ✧ 用於參賽者和評審團之間的溝通
- ✧ 確保識別、溝通和保存與參賽者的交流

參賽要點

- ✧ 參賽作品須為未曾參與任何比賽之原件，參賽者須確定有關作品的版權不屬於任何機構。
- ✧ 參賽作品必須是參賽者從未公開發表之原件，並不會抵觸任何版權或知識產權。如參賽作品引起任何法律訴訟，參賽者須自行承擔，本學院恕不負責。
- ✧ 參賽一經遞交，參賽作品的版權均屬本學院所有，參賽者須同意本學院按需要，展示、複印、複製、使用或修改其參賽作品，毋須事先通知參賽者及向參賽者支付版權費。
- ✧ 參賽作品不可包含淫褻、不雅或暴力內容。
- ✧ 參賽作品不可包含或引用任何機構名稱、品牌、商標產品、服務，或推廣內容。

查詢

- ✧ 如有疑問，歡迎查詢劉小姐（3702-4578 或 sflau@cihe.edu.hk）。

備註：廖湯慧靄商業及款待管理學院保留一切修改比賽的條款及細則之權利。如有任何爭議，本學院保留最終決定權。