

**Itinerary Design Competition for
“Hong Kong Story”
「香港故事」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: _____
Corresponding 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 “Hong Kong Story”

Competition Guidelines

Participants

- ✧ 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 is allowed to have one or more teams participating in the competition.

Theme of an itinerary

Participant teams are required to create an itinerary centered around the main theme, "Hong Kong Story". The Hong Kong Story encompasses a rich tapestry of diverse narratives that reflect the unique character of the city. It extends beyond history and heritage, encompassing all aspects that define this remarkable city. Participant teams are encouraged to explore various dimensions, including culture, arts, literature, lifestyle, technology, entrepreneurship, and more. The Hong Kong Story competition offers a platform for students to delve into the essence of Hong Kong and showcase their individual interpretations of our home. Are you ready to tell your version of the Hong Kong Story?

Itinerary content

- ✧ A 3 Days 2 Nights tour
- ✧ Name of the tour / theme
- ✧ Target audience (s)
- ✧ Attractions
- ✧ Accommodation arrangements
- ✧ Transportation arrangements
- ✧ Food and beverage arrangements
- ✧ Any other relevant information

Application deadline

17 April 2024 (5:30pm)

Submission deadline

20 June 2024 (5:30pm)

Competition format

The competition is divided into two stages of assessment:

1. First round adjudication - Monday, 24 June, to Monday, 8 July 2024.

Online polling (50%)

- ✧ Participant teams will compete for "Votes," which will be counted based on the number of likes they receive on their videos uploaded to the YouTube channels of Saint Francis University and Caritas Bianchi College of Careers (SFU & CBCC).
- ✧ Teams are encouraged to promote their videos by seeking votes and sharing the video links with their friends.

Panel assessment (50%)

- ✧ A team of specialists from the school will evaluate participant teams based on criteria such as creativity and innovation, alignment with the main theme, and the application of ICT.

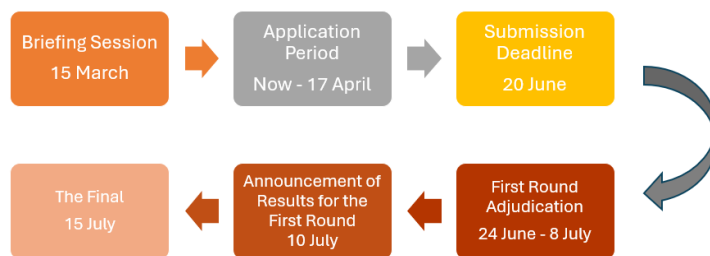
2. The Final and Presentation ceremony - Monday, 15 July 2024 on the SFU&CBCC campus

- ✧ The top four teams in the First Round will be eligible for the Final, which will be judged by a panel of judges organised by Rita Tong Liu School of Business and Hospitality Management (the School).
- ✧ The panel will comprise representatives from academia scholar(s) and industry expert(s). (Panel members to be announced later.)
- ✧ The judging criteria will include creativity and innovation, alignment with the main theme, storytelling and presentation skills, impact and feasibility, as well as the application of ICT.

Video format

- ✧ Itinerary can be presented in English or Chinese.
- ✧ The format for submissions is open, allowing for various options such as videos, PowerPoint presentations (with voice), etc. It is recommended choosing the format that best suits your team's creativity and presentation style.
- ✧ File size must be under 300MB. File size over 300MB will not be considered

Important dates



- ✧ The School will organize a briefing session on **Friday, 15 March 2024**, which will be held on the SFU&CBCC campus and also accessible via Zoom. The purpose of the session is to provide an introduction to tourism knowledge and the skills required for designing itineraries. For registration, please visit the link (<https://forms.gle/hQyN6DfTh2jLsFF3A>) or scan the QR code.
- ✧ The application deadline is on **Wednesday, 17 April 2024 (5:30pm)**.
How to register:
 1. Complete the paper application form and send it to the school by email (sflau@cihe.edu.hk) *OR*
 2. Register online through google form (<https://forms.gle/MYLFcBzn3v3Nc9hY7>) *OR*
 3. Scan the QR code.
- ✧ Submit the video on or before **Thursday, 20 June 2024 (before 5:30 pm)**. Participant teams are encouraged to use a sharing platform such as Google Drive or OneDrive to upload the video. After uploading, submit the shared link to
 1. Google form (<https://forms.gle/66pR93Wi5SaLuKM77>) *OR*
 2. Scan the QR code.
- ✧ Each team is allowed to submit only one video.
- ✧ The participants' videos will be posted on the SFU & CBCC YouTube channel between **Monday, 24 June, to Monday, 8 July 2024** for the First Round Adjudication.
- ✧ The top four teams will be invited to participate in the Final and Presentation Ceremony on **Wednesday, 10 July 2024**.
- ✧ The Final Round Adjudication and Presentation Ceremony will be held on the SFU&CBCC campus on **Monday, 15 July 2024**.

QR Codes

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|  |  |  |
| Briefing Session | Application Form | File Submission |

Prizes

- One night stay in a Garden View room with buffet breakfast for two at Crowne Plaza Hong Kong Kowloon East.
- Lunch buffet for four at The Chef's Table, Crowne Plaza Hong Kong Kowloon East.
- Eight general admission tickets to Ocean Park Hong Kong.
- Semi-buffet lunch for four people at Walter Bristol, Holiday Inn Express Hong Kong Kowloon CBD2.

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 branded promotional messages for commercial use.

Enquiries

- ✧ For enquiry, please contact Miss Lau (3702-4578 or sflau@cihe.edu.hk) or Dr. Michael T.H. Lai (3702-4576 or thlai@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.

「香港故事」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。

行程主題

參賽隊伍須圍繞「香港故事」這一主題制定行程。香港故事包含豐富多樣的敘事，反映了香港的獨特性格。它不僅涉及歷史和遺產，亦涵蓋了香港的各方面。參賽團隊可探索文化、藝術、文學、生活方式、科技、創業等各個面向。香港故事比賽為學生提供了一個平台，讓他們深入了解香港的精髓，並展示他們對香港家園的個人詮釋。你準備好要講述你的「香港故事」了嗎？

行程內容

- ◇ 3 天 2 夜行程
- ◇ 行程名稱/主題
- ◇ 目標受眾
- ◇ 景點
- ◇ 住宿安排
- ◇ 交通安排
- ◇ 餐飲安排
- ◇ 任何其他相關資訊

報名截止日期

2024 年 4 月 17 日（下午 5 時 30 分）

提交影片截止日期

2024 年 6 月 20 日（下午 5 時 30 分）

比賽形式

比賽分為兩個階段評審：

1. 第一輪評審 - 2024 年 6 月 24 日（星期一）至 7 月 8 日（星期一）。

線上投票 (50%)

- ✧ 所有合資格的參賽作品將上傳至聖方濟各大學及明愛白英奇專業學校 (SFU & CBCC) YouTube 頻道，競逐「Like」數目。
- ✧ 團隊可透過與朋友分享影片連結來宣傳他們的影片。

小組評估 (50%)

學校專家團隊將根據創造力和創新性、主題契合度和 ICT 應用等標準對參賽隊伍進行評估。

2. 決賽及頒獎典禮 - 2024 年 7 月 15 日（星期一），於 SFU&CBCC 校園舉行。

- ✧ 第一輪前四名的隊伍將獲得進入決賽的資格，決賽將由廖湯慧靄商業及款待管理學院（以下簡稱“學院”）組成的評審團進行評審。
- ✧ 專家小組將由學術界學者和業界專家代表組成（小組成員稍後公佈）。
- ✧ 評審標準包括創意與創新、主題契合度、演講技巧、影響力與可行性及 ICT 應用等。

影片格式

- ✧ 行程可以英文或中文呈現。
- ✧ 影片格式不限，例如視訊、PowerPoint 簡報（帶語音）等等。您可以隨意選擇最適合您團隊的創造力和簡報風格的格式。
- ✧ 影片檔案大小必須小於 300MB。如超過 300MB 均視為無效。

重要日期



- ✧ 比賽簡介會將於 **2024年3月15日（星期五）** 於本校舉行，同步線上直播。在簡介會中，將介紹行程設計、編輯和簡報演講技巧等方面的要點。如有興趣，請登入網址 (<https://forms.gle/hQyN6DfTh2jLsFF3A>)或掃描二維碼報名。
- ✧ 報名截止日期為 **2024年4月17日（星期三）** 下午5時30分。
- ✧ 報名方法：
 1. 參賽隊伍可填妥紙本申請表格，並透過電郵發送至本學院 (sflau@cihe.edu.hk); 或
 2. 於網上報名。報名網址：<https://forms.gle/MYLFcBzn3v3Nc9hY7>); 或
 3. 掃描二維碼報名。
- ✧ 參賽隊伍須於 **2024年6月20日（星期四）** 下午5時30分前，將參賽短片上傳至雲端分享平台，例如 Google Drive 或 One Drive，並將共享連結上傳至
 1. 於網上遞交。遞交網址：<https://forms.gle/66pR93Wi5SaLuKM77>); 或
 2. 掃描二維碼遞交。
- ✧ 每隊只限提交一段短片。
- ✧ 合資格參賽的短片將於 **2024年6月24日（星期一）至2024年7月8日（星期一）** 期間在 SFU & CBCC YouTube 頻道上載，並進行第一輪公開評審。
- ✧ 第一輪結果將於 **2024年7月10日（星期三）** 公布。
- ✧ 獲最多讚好數量首四名隊伍將入選決賽。決賽評審及頒獎典禮將於 **2024年7月15日（星期一）** 在本校校園舉行。

二維碼

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|  |  |  |
| 簡介會 | 申請表格 | 遞交作品 |

獎項詳情

- 香港九龍東皇冠假日酒店園景房住宿一晚，包兩人自助早餐。
- 香港九龍東皇冠假日酒店「尚廚」四人自助午餐。
- 香港海洋公園標準入場門票八張。
- 香港九龍 CBD2 智選假日酒店「Walter Bristol」四人半自助午餐。

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。
- ◇ 參賽作品不可推廣內容作商業用途。

查詢

- ◇ 如有疑問，歡迎查詢劉小姐 (3702-4578 或 sflau@cihe.edu.hk) 或黎天恒博士 (3702-4576 或 thlai@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。