

THE CHINESE UNIVERSITY OF HONG KONG
DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT
SEMINAR

CO-ORGANISED WITH MSSC PROGRAMME IN SUSTAINABLE TOURISM



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Social and Environmental Responsibility among Inbound Tour Operations in Hong Kong, China

ABSTRACT

Hong Kong is a famous destination for shopping, culinary, and entertainment seeking tourists. In response to this, the focus of academia, industry, and government was drawn away from the salient and fundamental discussions of sustainability. Central to the sustainability discussion within this administrative region is the role of tour operators as agents of change. This study is a noble attempt to investigate the critical role of tour operations in promoting social and environmental sustainability within a cosmopolitan Hong Kong. In-depth and semi-structured interviews were conducted with inbound tour operators in Hong Kong. The result revealed that while the theme of sustainability seemed important to tour operators, at least at the policy level, it is difficult to implement amidst the plethora of challenges faced both internally and institutionally. Drawing implications from the broader global sustainability agenda, it is evident that partnership is of utmost importance for sustainability attention and success.

LANGUAGE

English

DATE

15 Oct 2020 (Thu)

TIME

4:30 – 6:00 pm

ZOOM MEETING

ID: 973 6037 5790

[https://cuhk.zoom.us/j/
97360375790](https://cuhk.zoom.us/j/97360375790)

(no password required)

ABOUT THE SPEAKER

Dr. Felix Elvis Otoo graduated from The Hong Kong Polytechnic University. His research and professional experiences spanning several years majoring in tourism. He has been a Research Associate, Research Assistant, Lecturer and Manager. He has valuable teaching experiences having taught over ten subjects. He demonstrates his research prowess in both qualitative and quantitative methodologies having publications on both paradigms. He has over a dozen paper spanning various research topics on sustainable tourism, visitor victimology, volunteer tourism, culinary tourism, senior tourism, and diaspora tourism. He has publications in reputable journals including Journal of Travel Research, International Journal of Travel Research, Journal of Travel and Tourism Marketing, Current Issues in Tourism, Asia Pacific Journal of Tourism Research, Tourism Management Perspective, Journal of China Tourism Research and Anatolia.

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