



香港資優教育學苑

The Hong Kong Academy for Gifted Education

香港特別行政區政府教育局資助

Subvented by the Education Bureau, the Government of the HKSAR



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A3BUS001C

[\(Token- required\)](#)

## [ Gifted Programme ]

Business Analytics Course (Level III)

# Hong Kong Tourism Futures: Analytics & Strategic Thinking

E-Academy of Economics Limited

Instructors: Prof. Michael Ka-yiu Fung, Honorary Professor, Department of Industrial & Systems Engineering, PolyU

Mr. Ken Cheung, Co-Founder & Digital Director of Krew Digital



**Application Deadline**  
**25 Jun 2026 12:00 noon**

**Result Release**  
**2 Jul 2026**

## Intended Learning Outcomes

Upon completion of the gifted programme, gifted students should be able to:

- 1. Tourism Trends:** Analyse global tourism trends and assess Hong Kong's key opportunities and challenges.
- 2. Economic Frameworks:** Apply economic frameworks to evaluate tourism's role in Hong Kong's economy.
- 3. AI & Digital Tools:** Develop data analysis skills to interpret tourism-related information and outline data-driven insights.
- 4. Soft Skills Development:** Develop communication and collaborative skills for real-world professional contexts.

If student members withdraw from the programme after the Application Deadline, the token will be deducted.

## ◆ Gifted Programme Introduction

Hong Kong Tourism Futures: Analytics & Strategic Thinking is a Level III Business Analytics course that helps students understand Hong Kong's tourism industry through data, economic reasoning, and strategic analysis. Over seven practical, discussion-oriented sessions, students explore global tourism trends, assess Hong Kong's market position, and examine key issues such as tourism growth, competitiveness, and trade-offs between visitor numbers and revenue. The course also enhances practical skills in AI and digital tools, enabling students to analyse tourism-related data, detect patterns, and develop data-driven insights. The course is divided into three modules: foundational and critical analysis, digital marketing intelligence and analytics, and professional storytelling with data. Students are evaluated through participation, mini-projects, and a final presentation. By course end, they will produce portfolio-ready work that demonstrates domain expertise, technical proficiency, and effective communication skills.

## ◆ Schedule

Session	Date	Time	Venue
1	20 Jul (Mon)	2:00p.m. – 5:00 p.m.	PolyU
2	22 Jul (Wed)	2:00p.m. – 5:00 p.m.	PolyU
3	24 Jul (Fri)	2:00p.m. – 5:00 p.m.	PolyU
4	27 Jul (Mon)	2:00p.m. – 5:00 p.m.	PolyU
5	29 Jul (Wed)	2:00p.m. – 5:00 p.m.	PolyU
6	31 Jul (Fri)	2:00p.m. – 5:00 p.m.	PolyU
7	3 Aug (Mon)	2:00p.m. – 5:00 p.m.	PolyU

## ◆ Suitable for

- S1 to S6 HKAGE student members in 2025/26 school year
- Class size: 30

## ◆ Medium of Instruction

Cantonese with English Handouts

## ◆ Certificate

E-Certificate will be awarded to gifted students who have:

- attended at least 5 sessions; and
- completed all the assignments with satisfactory performance

## ◆ Screening

Please answer the screening question in the online application form.

\*The screening question is designed to help the applicant understand the course level and the course content. The question must be answered by the student applicant and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question. Only students who can demonstrate motivation and the knowledge of the theme in the screening question can be enrolled in the programme