Press Release
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ITE Hong Kong 2024 – the 38th ITE (Leisure) & the 19th ITE MICE
Warm Welcome to Forum on Technology Propelling Sustainability

Support for sustainable tourism development in the digital age has been growing! The integration of the tourism sector with technology promises to yield substantial benefits for travelers, the travel trade, and the world. This is particularly significant given the pivotal role tourism plays in the global economy.

Can technology enhance the travel experience? What are the opportunities and potential obstacles that could arise from this integration? Are there any tangible examples of technology propelling sustainability?

These questions and more will be addressed by industry leaders from the tourism and hospitality sectors, as well as academics, in a panel discussion scheduled for June at the upcoming ITE Hong Kong. This event has been the city's premier travel fair for many years. The panel discussion is a crucial component of the ITE2024 Industry Forum on Innovation and Sustainable Tourism.

Titled **"Charting the Digital Path: The Intersection of Technology and Sustainable Tourism"**, the Forum is organized by Hong Kong Metropolitan University (HKMU), and co-organized by TKS Exhibition Services Ltd., the organizer of ITE. In addition to the panel discussion, there will be a keynote speech and Q&A session.

"HKMU advocates for the application of knowledge to boost corporate effectiveness in sustainability. We hope that the Forum will foster stronger collaborations among a diverse range of stakeholders, in turn contributing to shaping a more sustainable future for Hong Kong's tourism industry," said Professor Alan Au, Dean of the HKMU Business School.

Celebrating its 35th anniversary this year, Hong Kong Metropolitan University (HKMU), formerly known as The Open University of Hong Kong, has been instrumental in nurturing talent to meet societal needs, thereby making significant contributions to the advancement of Hong Kong's economy. Among the many business management programmes offered by the HKMU Business School are the Bachelor of Business Administration with Honours in Sustainable Tourism and Hospitality Management, and the Bachelor of Business Administration with Honours in International Hospitality and Attractions Management.

"ITE has been promoting sustainable tourism, but seldom before from the perspective of technology! We warmly welcome this timely Forum and express our deep appreciation to HKMU for such an excellent programme", said KS Tong, Managing Director of TKS.

ITE Hong Kong 2024, which will take place from June 13 to 16 at Halls 1A to 1E in the Hong Kong Convention & Exhibition Centre (HKCEC), is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Macao Government Tourism Office and travel and MICE trade associations as supporters. The first two days of the event are reserved for trade only, while the last two days are open to the public.

Tourism professionals, technology providers, academics, media representatives, and related secondary school teachers and administrators are welcome to register online for free admission to the Forum and the trade days of ITE. Details will be announced in due course on our official websites.

For enquiry about the Forum's programme, please email: ba@hkmu.edu.hk

For details and enquiry about ITE Hong Kong, please visit www.itehk.com or email: travel@tkshk.com | WhatsApp: +852 69361271 | Wechat: itehongkong | Facebook: itehk