

Examining Sky100 and Big Bus as Tourism Attraction in Hong Kong

Sky100 Observation Deck and Big Bus are positioned as tourist destinations of Hong Kong providing excellent guest experiences connecting them with city life of Hong Kong. To learn from their experiences and widen our students' exposures to these two inbound tourism drivers in Hong Kong, the Programme Management Team of Associate of Social Science in Leisure and Tourism Management (ASocSc LTM), Faculty of Social Sciences, organized a technical visit to Sky100 and Big Bus on 12 April 2019 to examine the impacts of these two attractions on inbound tourism of Hong Kong. Our students had understood the operation of these two tourist attractions and experienced their high quality customer services from the perspective of a tourist. As a whole, participants found this technical visit interesting, rewarding and fruitful.



