

Hong Kong Tourism Symposium 2004

Quality and Diversity

Diversity in Tourism – the Case of
Heritage and Culture

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Tourism as Business

Profit

Wealth

Heritage and Culture

Maximization

Maximization

Development

Income +

Asset +

Positive Development +

Expense -

Liability -

Negative Development -

The TSG Heritage and Culture Task Group

- ☐ Review the present state of cultural tourism and heritage tourism, including natural heritage.
- ☐ Identify the issues to be addressed and any gaps to be filled.
- ☐ Recommend an action plan on the way forward with both short-term and long-term measures for consideration by the Tourism Strategy Group.

Approach to Work

- ❑ Devise a matrix for assessing heritage and cultural items.
- ❑ Draw up a broad stock list of heritage and cultural items in Hong Kong.
- ❑ Undertake an assessment exercise as a trial attempt.
- ❑ Identify issues that need to be addressed.
- ❑ Draw up measures to address the identified issues.

Matrix for Assessing Heritage and Cultural Items

Dimension and Criteria	MARKET POTENTIAL									COST COMMITMENT										
	Identifiable Demand (Note 1)			Cultural Mission (Note 2)			Overall Market Potential (Note 3)			Initial Investment			Recurrent Costs (Note 4)			Overall Cost Commitment (Note 3)				
Score	Level	Range (Marks)	Mark Given	Level	Range (Marks)	Mark Given	Level	Range (Marks)	Mark Given	Level	Range (Marks)	Mark Given	Level	Range (Marks)	Mark Given	Level	Range (Marks)	Mark Given		
	High	8-10		High	8-10		High	8-10		Low	8-10		Low	8-10		Low	8-10			
	Med.	4-7		Med.	4-7		Med.	4-7		Med.	4-7		Med.	4-7						
	Low	1-3		Low	1-3		Low	1-3		High	1-3		High	1-3		High	1-3			
	<i>*Please decide on a level, then assign a mark within the marking range of the chosen level. *Maximum score of "10" means the best.</i>									<i>*Please decide on a level, then assign a mark within the marking range of the chosen level. *Maximum score of "10" means the least costly.</i>										
<i>Optional : Please provide explanatory comments for the score given.</i>																				
Issues/Problems																				
Proposed Solution / Improvement Measures																				

Identified Issues

- ☐ Preservation, maintenance and re-use of heritage assets
- ☐ Ownership and management
- ☐ Sustainability issues
- ☐ The physical accessibility of products and the relevant support provided
- ☐ Public awareness and interest

Recommendation I: Priority Measure

- ❑ As a matter of urgency, it is necessary to provide interim protection to Hong Kong's heritage assets, especially the historical buildings, while Government is continuing its review of the policy on heritage preservation.

Recommendation II: Short-Term Deliverables

- ☐ Appoint a broadly based expert panel and develop a standing assessment mechanism based on the matrix and the stock list of heritage and cultural items.
- ☐ Manage the heritage and cultural facilities in a flexible and innovative manner, and involve the participation of community groups.

Recommendation III: Long-Term Measures

- ☐ Make government historical buildings available for tourism.
- ☐ Enhance existing heritage and cultural items and provide specific training to tour guides.
- ☐ At the planning level, consider tourism use as a central factor.
- ☐ Embrace sustainable development.
- ☐ Promote Western heritage alongside Chinese heritage.
- ☐ Encourage the support of the private sector and community bodies.

Recommendation IV: Implementation and Consultation

- ☐ Set up a coordinating committee comprising a wide range of government and non-government parties both within and outside the tourism industry.
- ☐ Consult relevant parties, including government parties, statutory/advisory bodies, and trade/private sector parties.

Proposed Parties to be Consulted

Government Parties

Agriculture, Fisheries and Conservation Department
Commerce, Industry and Technology Bureau
Education Department
Environment, Transport and Works Bureau
Home Affairs Bureau
Home Affairs Department
Leisure and Cultural Services Department
Planning Department
Television and Entertainment Licensing Authority
Transport Department
Town Planning Board

Statutory / Advisory Bodies

Antiquities Advisory Board
Members of the former Culture and Heritage Commission
Film Services Advisory Committee
Hong Kong Arts Development Council
Hong Kong Tourism Board
Council for Sustainable Development
Urban Renewal Authority

Trade / Private Sector Parties

Hong Kong Association of Registered Tour Co-ordinators
Hong Kong Inbound Travel Association Limited
Travel Industry Council of Hong Kong

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