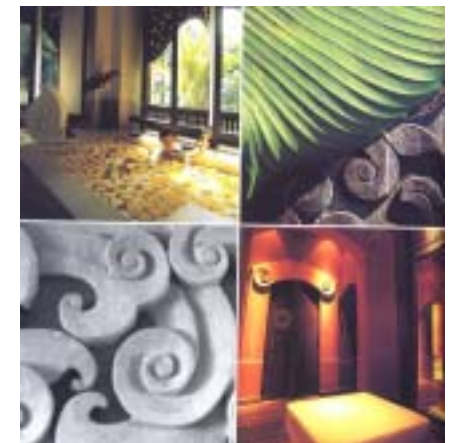


## 1. INTRODUCTION AND BACKGROUND

- 1.1.1. This executive summary summarized the major findings of the Consultancy Study on the Development of New Tourism Infrastructure: Spa and Resort Facilities.
- 1.1.2. In July 2004, the Government commissioned Urbis Limited to conduct a study to explore the demand for spa and resorts and how such facilities might be developed.
- 1.1.3. The strategic objective of the study is to broaden the range of tourism facilities, and to enhance Hong Kong's image and reputation as a tourist destination.
- 1.1.4. A "resort" usually describes a location where individuals take their vacation. A resort hotel usually comprises a hotel within a resort that offers accommodation. The hotel may or may not include spa or wellness facilities. Resort hotels tend to be two varieties: 1. self-contained mega facilities with 300+ rooms or 2. smaller specialised resorts (eg. Spa resorts) located within a unique location.

## 1. 引言和背景

- 1.1.1. 本報告摘要撮述有關旅遊新基建顧問研究水療及消閑度假設施的主要研究結果。
- 1.1.2. 在 2004 年 7 月，政府委聘了雅邦規劃設計有限公司進行研究，探討水療及消閑度假設施的需求，以及如何發展該等設施。
- 1.1.3. 這項研究的策略目標為擴闊旅遊設施的種類，並提高香港作為旅遊目的地的形象和聲譽。
- 1.1.4. “消閑度假設施”通常指旅客度假的地點。度假酒店通常指度假設施內提供住宿設施的酒店。這些酒店可能會有或沒有水療或保健設施。度假酒店主要分為兩大類：1. 設備齊全並有 300 個以上房間的大型設施；或 2. 位於獨特地點內的小型專門度假設施（例如水療度假設施）。



## 2. DEMAND STUDIES

### 2.1 Views from Industry

- 2.1.1. Key industry players have been consulted.
- 2.1.2. Those involved in the tourism industry agree that there is a market for resort developments. Implementation would be significantly contingent on public support. Whilst a spa would be a main element within the resort, it would have to have other attractions to be viable. The support facilities eg. Conferences, spas, etc. would allow the resort to ensure that it is able to operate through the extremes in HK's weather.
- 2.1.3. Spas offering traditional Chinese Medicine (TCM), and Medical/Clinical based spas (comparable to Swiss's health and beauty treatments) are likely to be attractive to tourists throughout the year.
- 2.1.4. The tourism industry also considered that tourism zones would need to be established to ensure that resort development is successful. Direct road access was considered to be important. A recognisable brand name would be essential to attract visitors. This would bring certainty in terms of the product being offered.

## 2. 需求研究

### 2.1 業界意見

- 2.1.1. 顧問已諮詢主要的業界人士。
- 2.1.2. 旅遊業人士認同度假設施的發展項目具有市場。如何落實有關發展主要視乎公眾支持而定。雖然水療設施會是度假設施的主要元素，但亦要有其他具吸引力的設施方有利經營。會議場地、水療設備等支援設施，將可確保有關的度假設施在香港任何季節均能營業。
- 2.1.3. 中藥及醫療 / 護理式水療設施（如瑞士的保健及美容療程），可能會全年都吸引到旅客光顧。
- 2.1.4. 旅遊業亦認為須設立旅遊區，以確保度假項目發展成功。業界認為直通道路頗為重要。知名的品牌對吸引旅客亦很重要，因為名牌產品質素可靠。



## 2.2. Supply and Demand

2.2.1. The key findings are summarised as follows:

- There is a discernible growth in demand and supply of spa facilities in Hong Kong.
- Spa resorts have continued to develop through SE Asia. The market is increasingly competitive.
- A competitive resort product is likely to increase the growth and range of visitors to HK.
- Local market usership of the resort is expected to be high.
- Hong Kong is a relatively safe holiday destination that is convenient to visit.
- Corporate, convention and exhibition demand and usership is anticipated to be significant.

## 2.3. Market Requirements

2.3.1. Resort Hotel Developers typically require a critical mass of accommodation and particular facilities. This normally amounts to 300+ keys with full back of house facilities. However, this scale of development is space intensive and candidate sites are in short supply.

2.3.2. Some niche operators, however, prefer a smaller, boutique approach. This is a more risky investment but can generate higher returns. Business models rely on niche 'lifestyle' marketing to the market segment of couples with higher disposable income. Remote locations also encourage longer stays i.e. to make the journey worthwhile.

## 2.2. 供求情況

2.2.1. 主要的研究結果扼述如下：

- 香港水療設施的供求均見增長。
- 水療度假設施在東南亞不斷發展，市場競爭日趨激烈。
- 具競爭力的度假產品會增加訪港旅客的人數和類型。
- 預期本地市場對這類度假設施的使用率頗高。
- 香港是一個較為安全而且旅遊方便的度假目的地。
- 預期團體、會議及展覽的需求殷切，使用率高。

## 2.3. 市場要求

2.3.1. 度假酒店發展商一般要求大型住宿及特殊設施，通常要有 300 個以上房間，會所設施一應俱全。不過，如此規模的發展項目所需空間頗多，而本港可供應用的地點卻很少。

2.3.2. 一些旅館經營者卻屬意小型特色旅舍。雖然這類投資風險較大，但回報亦會較高。經營模式標榜旅館的“生活方式”，主要顧客為收入較高的夫婦。偏遠地點亦會促使這類旅客逗留較長時間，這樣旅程才值回票價。

2.3.3. Pampering spas are becoming more popular. These are richly decorated, with indoor-outdoor garden themes, cosy and cosseted environs and usually with a low-tech – high-touch approach to service.

## 2.4. Resort Hotels: International Case Studies

2.4.1. Six international case studies have been examined to develop design criteria for spa and resort development in Hong Kong. These include the Palm Island Golf Resort in Guangzhou (China), the Hyatt Regency Hotel in Macau, the Sentosa Hotel in Singapore, the Jebel Ali Golf and Spa Resort in Dubai, the Kulm Hotel St. Moritz in Switzerland, and the Windsor Toya Resort and Spa in Hokkaido, Japan.

## 2.5. Design Criteria

2.5.1. The following key features/design criteria were identified from the case studies:

- **Privacy and service:** All the resorts reviewed offer privacy and top service.
- **Location:** a quality private location is normally preferred.
- **Accessibility:** Most resorts are readily accessible and have good vehicular access.
- **Branding:** The use of well-known operators provides a degree of assurance for customers.
- **Naturalistic Design:** The extensive use of natural materials, colour & textures is increasingly used.
- **Water:** Swimming pools and water features set within lavish landscape treatments frequently

2.3.3. 水療護膚越來越受歡迎。這類設施裝修華麗，內外庭園均予以悉心布局，環境舒適優雅，通常會有專人服侍，殷勤周到。

## 2.4. 度假酒店：國際個案研究

2.4.1 顧問已研究 6 個國際個案，以制定香港發展水療及消閑度假設施的設計準則。這些個案包括中國廣州的棕櫚島高爾夫球會、澳門的凱悅酒店、新加坡的聖淘沙酒店、杜拜的傑貝阿里溫泉高爾夫球會、瑞士的聖模里茲山頂旅館，以及日本北海道的洞爺湖溫莎溫泉酒店。

## 2.5. 設計準則

2.5.1. 從上述個案研究中釐定主要特色 / 設計準則如下：

- **私隱和服務：**所有研究的度假設施均保障私隱，而且服務優良。
- **地點：**通常屬意優質的私人地點。
- **交通：**大部分度假設施交通便利，設有良好的車輛通道。
- **品牌：**選取知名營運商可令顧客覺得質素有所保證。
- **自然設計：**日益廣泛使用天然物料、顏色和結構。
- **水：**建於大型園景設施內的泳池和水飾，經常成為度假設施設計的核心元素。

form a core element of the resort design.

- **Spa Features:** These are usually branded or marketed in a particular way. Each of the case studies examined incorporated individual forms of treatments.
- **Rooms and Suites:** Most provided a range of rooms and suites to cater for ranges of affordability.
- **Getaways:** Many of the resorts provide getaway locations for consumers living within fairly close proximity.
- **Responding to Climate:** To ensure all year round patronage all resorts provide attractions that can be enjoyed in either very hot or very cold months.
- **Conferences:** All resorts have associated conference facilities. This offsets drops in income during low seasons or at mid-week.
- **The Total Package:** Most case study resorts provided a wide range of activities (most included golf) and dining experiences designed to keep guests on site.

- **水療特色：**通常有獨特的品牌和市場。每一個案研究均包含特色療法。
- **房間及套房：**大部分都提供多類型房間及套房，以迎合不同負擔能力人士的需要。
- **自助遊：**很多度假設施均為附近居住的客戶提供自助旅遊點。
- **適應天氣：**為確保一年四季遊客不絕，所有度假設施均提供適宜酷熱或嚴寒月份享用的服務/設施。
- **會議：**所有度假設施均有相關的會議設施，以便彌補淡季或每周中期下降的收入。
- **套裝服務：**大部分研究個案的度假設施均提供各式各樣的活動（大部分包括哥爾夫球）和晚餐膳食，務求令顧客逗留該地。



### 3. POTENTIAL SITES

#### 3.1. Criteria For Potential Site

3.1.1. The criteria for assessing potential sites are:

- **Site Suitability:** Sites should have a stimulating setting, visual containment and interesting outlook.
- **Accessibility:** It should be well served by road, or sea transport.
- **Environment:** Environmental impacts are to be avoided as far as practicable.
- **Availability of Infrastructure/ or Upgrading**
- **Economic and Social Benefits:** to both the operators and the wider community

### 3. 具發展潛力的地點

#### 3.1. 具發展潛力地點的評估準則

3.1.1. 具發展潛力地點的評估準則如下：

- **地點合適程度：**須環境清幽、自成一區、外觀雅緻。
- **交通方便程度：**陸路或海路交通便捷。
- **環境：**盡可能避免對環境造成影響。
- **可供運用的基建設施 / 或改善基建設施**
- **經濟及社會效益：**對經營者及整體社會皆有好處。





## 4. CASE STUDIES

4.1. To further demonstrate the potential for developing spa and resort facilities in Hong Kong, three sites on Government land have been selected as case studies, applying the criteria for a potential site.

### 4.2. Case Study 1: FORMER High Island Detention Centre, Sai Kung

4.2.1. The 8.7 hectare site is located within a scenic setting within the Sai Kung East Country Park with proximity to water sports and recreational areas. It is a former refugee detention camp. The site is paved and mostly un-vegetated. The site is level and major infrastructure development would not be required.

4.2.2. The site is currently accessible by the MacLehose Trail Stage I and by the existing WSD access road. Road access would need to be upgraded in consultation with WSD/AFCD. Marine access is also possible.



## 4. 個案研究

4.1. 為進一步展示香港發展水療及消閑度假設施的潛力，現以個案研究的方式，按上述評估準則討論政府土地三個選定地點的發展潛力：

### 4.2 個案研究 1: 西貢萬宜羈留中心舊址

4.2.1. 該址原為難民羈留營，佔地 8.7 公頃，位於西貢東郊野公園，鄰近水上活動及康樂地區。路面已經鋪築，大致上沒有植物覆蓋。此外，地勢平坦，無須發展大型基建設施。

4.2.2. 現可經麥理浩徑第一段及水務署通路進入。通路方面須與水務署 / 漁農自然護理署商討改善。此外，亦可經水路進入。

### 4.3. Case Study 2: Cheung Sha Beach, South Lantau

4.3.1. The Site is highly accessible to Tung Chung and Mui Wo, and is located by a long beach. This 4 hectare site has also been identified for a resort development under the Concept Plan for Lantau. It is located in an area proposed for promotion of sustainable recreation and visitor uses. The site falls within an area zoned for “Coastal Protection Area” on the South Lantau Coast Outline Zoning Plan and rezoning is required to facilitate the resort development. Some upgrading of existing infrastructure will be required.



Figure 3.1.3 CHEUNG SHA BEACH MASTER LANDSCAPE PLAN



Figure 3.1.1

CHEUNG SHA BEACH: SITE PHOTOS (SHEET 1 OF 2)

Notia

### 4.3. 個案研究 2: 南大嶼山長沙泳灘

4.3.1 該址依傍長灘，進出東涌及梅窩極為方便。根據大嶼山發展概念計劃，這幅佔地 4 公頃的土地已劃作消閑度假發展用途，建議供推廣可持續發展的康樂及訪客設施。該址所屬地區被納入大嶼山南岸分區計劃大綱圖的“海岸保護區”，因此須要改劃用途以便發展消閑度假設施。現有基建設施須作改善



#### 4.4. Case Study 3: Tai A Chau, Soko Islands

- 4.4.1. Tai A Chau (6 hectares), which is the former refugee detention camp, is located in a secluded location far from the urban areas of HK, offering a potential for true 'Retreat' resort. High speed ferry/boats would render it accessible from the Airport, Central, etc. It is set within a scenic and relatively high environmentally sensitive setting. Water and land recreation eg. sailing, hiking, snorkelling, etc. could be offered, subject to environmental assessments.
- 4.4.2. The marine area surrounding Tai A Chau has been earmarked for a proposed Marine Park. Environmental issues must be addressed and suitable development must be ensured if the site is to be further considered for development.
- 4.4.3. The island will require substantial infrastructure provision the cost of which could be significant.



#### 4.4 個案研究 3：索罟群島的大鴉洲

- 4.4.1. 原為難民羈留營的大鴉洲（6 公頃），地處偏僻，遠離香港鬧市，有潛力成為真正的“世外”度假勝地。可從機場、中環等地乘高速渡輪 / 船隻前往。該址風光明媚，屬環境較為敏感地區。可提供的海陸康樂活動包括風帆、遠足、徒手潛水等，但須視乎環境評估而定。
- 4.4.2. 大鴉洲附近海域已劃作興建擬議中的海岸公園。如有意於該址發展其他用途，必須注意環保問題，並確保發展方案合適。
- 4.4.3. 該島須要發展大量基建設施，成本龐大。

## 5. SUMMARY OF THE THREE CASE STUDY SITES

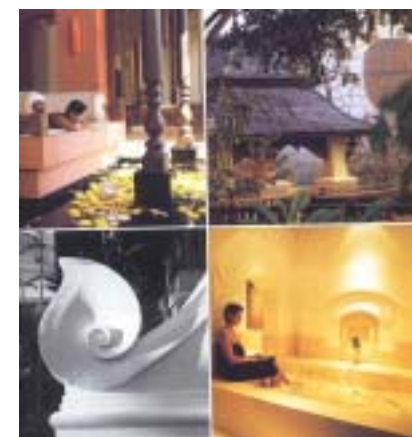
### 5.1. Technical Assessment

- 5.1.1. Various technical assessments have been conducted on the possible sites. These include land use, environmental, transport (both road and marine), geological, infrastructure, drainage, economic and financial, ease of implementation, public resistance, and sustainability assessments.
- 5.1.2. The preliminary environmental, ecological, traffic, marine traffic, geotechnical, sewage, drainage and utility assessments have found that the development of spa and resort facilities on these sites feasible. All sites are capable of accommodating a spa resort development. The architectural forms adopted for each site have sought to avoid significant material impact to the local environment.
- 5.1.3. Whilst the Tai A Chau and High Island sites are located in fairly pristine locations, the Cheung Sha Site is an exception. Approaches to the site from the east (particularly in the Pui O area) are compromised by the storage of decommissioned vehicles, etc. Similarly, the quality of development and vegetation management is frequently poor. If the tourism potential of South Lantau is to be exploited, positive intervention (eg. landscape improvement works) will be required.

## 5. 三個地點個案研究摘要

### 5.1. 技術評估

- 5.1.1. 各個可行地點已經進行各項技術評估，包括土地用途、環境、交通（陸路和海路）、地質、基建、渠務、經濟及財務、計劃實行容易程度、公眾抗拒程度及可持續發展方面的評估。
- 5.1.2. 初步環境、生態、運輸、海路交通、地質、排污、渠務及公用設施評估認為，這些地點發展水療及消閑度假設施實屬可行。所有地點均可容納一個水療及消閑度假設施發展項目。每個地點所採用的建築形式，均已設法避免對當地環境造成重大影響。
- 5.1.3. 大鴉洲及萬宜兩個地點的周圍環境都很清新純樸，但長沙地點卻不然。該地東面（尤其是貝澳一帶）堆積棄置車輛，有礙觀瞻。再者，當地的發展質素和植物管理經常欠佳。假如要開發南大嶼山的旅遊潛力，將要作出改善（例如園景改善工程）。



## 5.2 Financial Assessment

- 5.2.1. A preliminary financial assessment has also been conducted for each case study.
- 5.2.2. The study shown that resort development could be implemented in Hong Kong on a viable basis. Resorts will produce jobs and will most certainly produce spin offs to the economy of Hong Kong. All sites have the potential of generating significant local employment and revenue and would beneficially utilise abandoned or available government land in a positive and sustainable manner. They must, however, be implemented by competent and committed operators capable of guaranteeing a world class product.

## 6. PUBLIC CONSULTATION

### 6.1. Summary of Comments

- 6.1.1. A public workshop on the study subject was held on 7 April 2005. The purpose of the workshop is to gather the public and the trade's views on spa and resort developments in Hong Kong. This is followed by the public consultation period up to May 2005.
- 6.1.2. The public in general support the development of spa and resort facilities in Hong Kong which can enhance the tourism trade and benefit the local economy. The public recognize that Hong Kong has potential for the development of spa and resort facilities given its beautiful natural environment in the countryside and

## 5.2. 財務評估

- 5.2.1. 每宗個案研究亦已進行初步財務評估。
- 5.2.2. 研究顯示，香港發展消閑度假設施在財政上可行。消閑度假設施將會創造職位，對香港經濟肯定有利。所有地點均具潛力產生大量本地就業機會和收入，並能以持續發展的積極方式善用廢棄或閒置的政府土地，但發展計劃必須由願作承擔的合資格經營者進行，方可保證產品達到世界級水準。

## 6. 公眾諮詢

### 6.1 意見摘要

- 6.1.1. 當局在 2005 年 4 月 7 日就研究課題舉行公眾工作坊，以便蒐集市民和業界對於香港發展水療及消閑度假設施的意見，繼而展開公眾諮詢期，直至 2005 年 5 月結束。
- 6.1.2. 市民大致支持在香港發展水療及消閑度假設施，認為有助旅遊業和有利本港經濟。市民認同香港由於郊區和海濱一帶的自然環境優美，所以具有發展水療及消閑度假設施的潛力，但擬議發展計劃需要大量投資，可能會成為私營機構參與計劃的主要障礙。市民亦關注水療及消閑度假設施發展對環境的影響。環保團體和部分人士（主要是大嶼山居民）尤其對於長沙發展上

along the sea-front; while the proposed development would require high level of investment which may become a major hindrance to the private sector. There are concerns about the environmental impacts of spa and resort development. The Green Groups and some individuals, mainly Lantau residents, raised strong environmental concerns about developing such facilities in Cheung Sha in particular. Regarding the three sites for case studies, the general view is that the Former High Island Detention site has attracted less environmental concerns. There is also quite consistent view that any development initiatives should be demand driven and private- sector-led, and the role of the Government should be confined to that of a facilitator to co-ordinate and streamline the procedures for implementing the private sector proposals.

## 6.2. Consultant's Responses

6.2.1. In sum, the Consultant's responses to the public comments are:

- For any specific development or project to be carried out, detailed assessment in respect of environmental, transport, and economic aspects would need to be carried out. From the case studies, we are aware that each specific site is subject to its own development opportunities and constraints and appropriate environmental mitigation measures and transport solutions would need to be worked out to cater for the specific project.

述設施對環境的影響大表關注。至於個案研究的三個地點，一般意見認為萬宜羈留中心舊址對環境的影響較少。市民亦一致認同，任何發展計劃均須由需求主導，並由私營機構牽頭，而政府的角色只限於作為推動者，負責統籌和簡化私營機構方案的實施程序。



## 6.2. 顧問的回應

6.2.1. 總括而言，顧問對公眾意見的回應如下：

- 在推行任何具體發展項目或計劃之前，必須先從環保、交通及經濟層面進行深入評估。從個案研究可見，每個指定地點的發展機會均視乎本身條件和所受限制而定，並須因應具體計劃擬定適當的環境影響緩解措施和交通問題解決方案。

- For some of the proposed sites, such as Fau Lau, Lo Kei Wan and Pak Lap, they are located within area currently without vehicular access and with limited infrastructure support. The remote location and environmental sensitive nature of these areas are the major constraints to future development.
- The study has been commissioned to effectively help identify the potential of this new tourism product (spa resort development) and the sort of considerations that will need to be addressed. The government has no intention of competing with developers or 'interfering' with the market but only 'facilitating' the industry for this new tourism product by conducting market research and study. This provides the private sector some baseline information as if how spa and resort development could be successful and financially viable in Hong Kong.

- 一些建議地點，例如分流、籬箕灣及白腊，所處地區目前尚無車輛可達，而且基建支援有限。這些地區位處偏遠，環境易受影響，成為日後發展的主要障礙。
- 顧問研究旨在有效幫助確定這項新旅遊產品（水療及消閑度假設施）的潛力，以及需要注意的考慮因素。政府無意與發展商競爭或“干預”市場，只是進行市場調查及研究，以“推動”業界開發這項新旅遊產品，並向私營機構提供若干基本資料，例如香港發展水療及消閑度假設施如何能夠成功和財政上可行。





## 7. CONCLUSION AND WAY FORWARD

- 7.1.1. Hong Kong has potential for developing spa and resort facilities in view of its political stability, well-maintained law and order, high hygiene standard, lower risk of natural disaster, availability of scenic locations (such as outlying islands and countryside areas) as well as world class infrastructure, especially when comparing with other spa and resort destinations in the region.
- 7.1.2. However, Hong Kong will need to differentiate from its labour intensive competitors in the region, by offering unique and value-added facilities like traditional Chinese Medicine and Medical/Clinical based spas (comparable to Swiss' health and beauty treatments), as well as offering supporting facilities such as conferences facilities, to ensure the viability of the development. Golf facilities will also enhance attractiveness, but it may not be easy to find suitable sites for the purpose. A recognizable brand name will be essential to attract visitors and assure them of the quality of the product.
- 7.1.3. As to the scale of development, the Consultant indicates that a critical mass of accommodation and complementary facilities would be required to ensure financial viability. This normally amounts to 300 or more rooms with full back of house facilities. Some operators may prefer to offer boutique facilities for the niche market. This approach may run a greater risk but can generate higher returns.

## 7. 結論及未來路向

- 7.1.1. 香港由於政局穩定、法治健全、衛生標準甚高、天災風險較低，加上擁有一些風景優美的地點（例如離島及郊區）及世界級的基建設施（相比區內其他水療及度假地點尤為優勝），因此具備發展水療及消閑度假設施的潛力。
- 7.1.2. 不過，香港有需要提供獨一無二的增值設施，例如傳統中藥及醫療／護理式水療設施（如瑞士的保健及美容療程）以及會議場地等支援設施，方可從區內勞工密集的競爭對手之中脫穎而出，確保本身的發展前景。高爾夫球設施亦可增加吸引力，但不容易找到適合興建高爾夫球場的地點。知名品牌對吸引旅客十分重要，亦可提高旅客對產品質素的信心。
- 7.1.3. 就發展規模而言，顧問指出住宿及配套設施的數目必須足以發揮群聚效應，方可確保財政上可行。為此，房間數目通常要有 300 個或以上，會所設施一應俱全。部分經營者或有意提供針對特定市場的特色旅舍。儘管這種經營模式的風險較高，但回報亦會較高。
- 7.1.4. 至於哪些地點具有發展水療及消閑度假設施的潛力，顧問認為選址必須環境清幽、自成一區、外觀雅緻，陸路或海路交通便捷，並盡可能避免對環境造成不良影響。由於基建設施的建造成本高昂，因此選址具備現成基建設施至為重要。

- 7.1.4. Regarding the potential sites for the development of spa and resort facilities, the Consultant considers that the sites should have a stimulating setting, visual containment and interesting outlook. It should be well-served by road or sea transport. Adverse environmental impacts should be avoided as far as practicable. Readily available infrastructural facilities will be essential in view of the high construction cost for such facilities
- 7.1.5. It is Government's pressing intention to promote diversity in the range of tourism attractions and facilities that can be offered to visitors and the Hong Kong Public. This will not only provide benefits to the economy but help to make Hong Kong a more interesting and diverse tourist destination. The spa and resort facilities could also help target the family segment for Hong Kong tourism to supplement the existing day spa facilities which mainly target the business segment.
- 7.1.6. The local market is in fact very responsive to market demand. A number of proposals for spa resort type of hotels and tourism-related resorts have been proposed by various parties in the private sector. Private sector initiatives are in fact currently underway to enhance and upgrade existing resorts or to develop new resorts. At the end of the day the market will drive the sustainability of either upgrade or additional, entirely new resort facilities.
- 7.1.7. The Consultancy Study has provided useful groundwork which is hoped to stimulate private sector interest. The findings of the Consultancy
- 7.1.5. 政府有意盡快為遊客及香港市民提供更多元化的旅遊景點及設施。此舉不但有利經濟發展，亦有助建設香港成為一個趣味盎然且多姿多采的旅遊勝地。香港現有水療設施主要針對商業客群，而發展水療及消閑度假設施則有助香港旅遊業向家庭客群推廣水療服務。
- 7.1.6. 事實上，本地市場對市場需求非常敏感。多家私營機構已提出興建水療度假式酒店，以及旅遊相關度假設施的方案。私營機構其實已著手改善並提升現有度假設施，又或開發新的度假設施。到底提升現有設施，抑或增添全新設施有利於持續發展，最終會由市場決定。
- 7.1.7. 顧問研究已為發展水療及消閑度假設施奠定有用的基礎，希望能夠引起私營機構的興趣。顧問研究的結果提供了很好的依據，讓私營機構能夠進一步研究在香港發展該等設施的計劃。政府歡迎私營機構提交發展方案以供考慮。不過，在推行任何具體發展項目或計劃之前，必須先從土地用途規劃、環保、交通、社會及經濟層面進行深入評估，並進行詳細的可行性研究。成功的發展計劃必須得到公眾的支持和認同。
- 7.1.8. 私營機構可考慮其他未曾列入個案研究的選址。本報告的個案研究以及在諮詢期間收集到的意見，將有助有意參與發展的機構把注意力集中在一些重要問題上，例如環保、財政可行性等。個案研究已就各個指定地點一一考慮不同發展模式，並證明具有完備的商業元素。儘管香港社會普遍支持發展水療及消閑度假設施，但在發展該等設施時，必須審慎考慮環保問題。

Study has formed a good basis for private sector to conduct further research in developing plans on spa and resort developments in Hong Kong. Private sector is encouraged to come up with its own proposal for the Government's consideration. Yet, this is of important that for any specific development or project to be carried out, detailed assessment in respect of land use planning, environmental, transport, social and economic aspects would need to be carried out and detailed feasibility study would need to be conducted. A successful project would need to be supported and recognized by the public.

7.1.8 While the private sector may explore sites other than those in the case studies, the case studies and views collected through the consultation exercise should help interested parties to focus attention on issues which are likely to be of importance, i.e. environmental, financial viability, etc. Through the case studies, different approaches of development at specific sites have been explored, which demonstrate sound business cases. While the local community in general supports the development of spa and resort facilities, the environmental issues would need to be taken into consideration carefully for any spa and resort development.

7.1.9 Regarding the role of the Government, we note the public comments that any initiatives for spa and resort development should be demand driven and private sector-led. We share the view of the public that any such development should continue to be market driven. We are also aware of the comment that the Government should only play a facilitator's role in the process. This is indeed Government's

7.1.9 就政府的角色而言，我們察覺到公眾意見認為任何水療及消閑度假設施發展計劃都必須由需求主導，並由私營機構牽頭。我們認同有關發展計劃應繼續由市場主導的民意。我們注意到，亦有意見認為政府應在發展過程中僅扮演推動者的角色。這確實亦是政府的意願。旅遊事務署將繼續擔當推動的角色，鼓勵私營機構進一步研究在香港發展水療及消閑度假設施的方案。

7.1.10 在鼓勵私營機構自行研究發展方案之餘，我們必須確保過程公開公平，而政府亦會按照既定程序（包括城市規劃程序、公眾諮詢及環境影響評估等）考慮一切由私營機構提出的發展方案。



intention. The Tourism Commission will continue to play the facilitating role in encouraging the private sector to further explore proposals for spa and resort facilities in Hong Kong.

- 7.1.10 While the private sector is encouraged to explore their own proposals, it is of importance to ensure an open and fair process, and any private proposals will be considered by the Government in accordance with the established procedures, including town planning process, public consultation and environmental impact assessment, etc.

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