

改善地區旅客指示標誌計劃 – 山頂

目的

本文件旨在：

- (1) 介紹旅遊事務署推行的「改善地區旅客指示標誌」計劃；及
- (2) 就山頂擬設指示標誌位置圖，徵詢中西區區議會的意見。

背景

2. 推動本港的旅遊業持續發展的策略，包括開拓新的旅遊景點，改善現有景點和豎設旅客指示標誌等。安裝指示標誌可使旅客在遊覽時更感方便。
3. 香港旅遊發展局在1998年進行了一項《旅客指示標誌及資訊研究》，就制訂一套全面的旅客指示標誌設計和相關的推行策略，提出建議。旅客指示標誌及資訊系統分為三個層次：資訊地圖牌介紹附近一帶的主要景點；方向指示牌指導旅客前往目的地；景點資料版介紹目的地的背景資料。所有指示標誌均會中英文並用，而資訊地圖牌及景點資料版，更會加入日文說明。據香港旅遊發展局指出，從旅遊推廣角度而言，這三種語言已涵蓋所有主要旅客市場來源地的語言需要。
4. 在各政府部門協助下，改善地區旅客指示標誌試驗計劃已於1999年及2000年分別在赤柱及中區推行。香港旅遊發展局於赤柱及中區進行的旅客問卷調查顯示，旅客對新指示的設計和所載資料等，皆持正面評價及肯定的支持。
5. 旅遊事務署計劃分階段在本港各旅遊區推展「改善地區旅客指示標誌」計劃。

改善地區旅客指示標誌

6. 有關的工程由建築署負責執行。香港旅遊發展局經實地考察，並考慮過訪港旅客的需要、外觀及安全等因素後，擬定了山頂擬設指示標誌位置詳圖，把主要公共交通交匯處與鄰近景點串連起來。有關的施工位置及位置圖，分別載於附件一及二。擬議設施跟在沙田及西貢所豎立的指示標誌大同小異，詳見附件三。
7. 建築署審研過中西區區議會的意見，以及所涉地點現有地下公用設施的種種制肘後，會視乎情況需要，修訂擬設指示標誌的位置圖。安裝工程將於2002年內展開，約需時7-8個月完成。

徵詢意見

8. 請各議員就山頂擬設指示標誌位置圖發表意見。

經濟局旅遊事務署
2002年2月

Visitor Signage Improvement Scheme – The Peak

Purpose

The purposes of this Paper are:

- (a) to introduce the Tourism Commission's **Visitor Signage Improvement Scheme**; and
- (b) to consult the Central & Western District Council on the proposed signage location plan.

Background

2. The strategy to sustain tourism development in Hong Kong entails the development of new tourism nodes, improvement of existing tourist attractions and the provision of visitor signage, etc. The latter aims to make Hong Kong a visitor friendly destination.

3. The Hong Kong Tourism Board (HKTB) conducted a study on the "**Development of a Strategy for Visitor Signage and Information in Hong Kong**" in 1998. The study recommended a comprehensive and new visitor signage design and associated implementation strategy. The signage and information system consists of three hierarchies of signage, namely, the mapboard portraying major attractions in the vicinity, directional signage guiding visitors to a desired destination, and identification signage depicting stories about the destination. All the signage will be in both Chinese and English whilst Japanese will be included in the mapboards and identification signage. According to HKTB, from a tourism marketing perspective, the use of languages have covered all the major source markets of Hong Kong's annual visitors arrival.

4. With the participation of various government departments, visitor signage improvement pilot schemes were launched at Stanley and in Central in 1999 and 2000 respectively. HKTB's visitor surveys conducted at Stanley and in Central had obtained positive feedback on the design and information provided by the new signage.

5. The Tourism Commission plans to introduce the **visitor signage improvement scheme** in phases in all tourist districts in Hong Kong.

Visitor Signage Improvement Scheme

6. The Architectural Services Department (ASD) will be the works agent of the scheme. Having conducted site inspections and taking into account the needs of tourists, physical design and safety considerations, HKTB has worked out a detailed location plan of the visitor signage which aims at linking the main public transport interchanges with their nearby places of interests in the Peak. The proposed locations and location plans are attached at Annex I and II respectively.

The visitor signage will be similar to the signage installed in Sha Tin and Sai Kung as shown in Annex III.

7. Having regard to Central & Western DC's views and the constraints imposed by the underground public utilities, where necessary, ASD will revise the location plan of the visitor signage. Installation works will take place in 2002 and it will take around 7-8 months to complete the project.

Advice Sought

8. Members are invited to give their views on the proposed signage location plan.

Tourism Commission, Economic Services Bureau
February 2002

改善地區旅客指示標誌計劃之擬定施工位置 – 山頂
Proposed Locations for Implementation of Visitor Signage – The Peak

I. 擬建資訊地圖牌標誌：(共 1 個)

Proposed Information Signage (Mapboard) (Total : 1)

	擬定施工位置 Proposed Site Locations	景點介紹 Tourist Attractions
M1	夏力道及柯士甸山道的交界 (at the junction of Harlech Road and Mount Austin Road)	<ul style="list-style-type: none"> ● 山頂環迴步行徑 (The Peak Round Walk) ● 盧吉道觀景點 (Lugard Road Viewing Point) ● 山頂公園 (Victoria Peak Garden) ● 舊山頂道步行徑 (Old Peak Walk) ● 薄扶林家樂徑 (Pok Fu Lam Family Walk)

II. 擬建的方向指示牌標誌 (共 10 個)

Proposed Directional Signage (Total: 10)

	擬定施工位置 Proposed Site Locations	重點目的地 Anchor Destination
N1	山頂道及盧吉道交界 (at the junction of Peak Road and Lugard Road)	<ul style="list-style-type: none"> ● 山頂環迴步行徑 (The Peak Round Walk) ● 盧吉道觀景點 (Lugard Road Viewing Point) ● 舊山頂道步行徑 (Old Peak Walk)
N2	芬梨道及芬梨徑交界 (at the junction of Findlay Road and Findlay Path)	<ul style="list-style-type: none"> ● 獅子亭觀景台 (Lions Pavilion Viewing Terrace) ● 山頂廣場 (The Peak Galleria)

N3	位於山頂道與公共交通總站交界處 (On Peak Road, at junction with the Public Transport Terminus)	<ul style="list-style-type: none"> ● 薄扶林家樂徑 (Pok Fu Lam Family Walk) ● 凌霄閣 (The Peak Tower)
N4	位於山頂道及公共交通總站：巴士 / 旅遊車入口的交界處 (On Peak Road, at junction with the Public Transport Terminus: Bus / Coach ingress point)	<ul style="list-style-type: none"> ● 薄扶林家樂徑 (Pok Fu Lam Family Walk) ● 凌霄閣 (The Peak Tower)
N5	山頂道及芬梨道的交界 (at the junction of Peak Road and Findlay Road)	<ul style="list-style-type: none"> ● 薄扶林家樂徑 (Pok Fu Lam Family Walk) ● 獅子亭觀景台 (Lions Pavilion Viewing Terrace) ● 盧吉道觀景台 (Lugard Road Viewing Point) ● 夏力道健身徑 (Harlech Road Fitness Walk)
N6	柯士甸山道及夏力道交界 (at the junction of Mount Austin Road and Harlech Road)	<ul style="list-style-type: none"> ● 山頂環迴步行徑（南入口） (The Peak Round Walk (South Entrance)) ● 夏力道健身徑 (Harlech Road Fitness Walk) ● 山頂公園 (Victoria Peak Garden) ● 柯士甸山遊樂場 (Mount Austin Playground)
N7	盧吉道及夏力道交界 (at the junction of Lugard Road and Harlech Road)	<ul style="list-style-type: none"> ● 盧吉道 (Lugard Road) ● 夏力道健身徑 (Harlech Road Fitness Walk)
N8 – N10	舊山頂徑的沿途 (En route of Old Peak Walk)	<ul style="list-style-type: none"> ● 往山頂方向 (Direction – The Peak) ● 往半山方向 (Direction – Mid-levels)

III. 擬建的景點資料版標誌 (共 3 個)

Proposed Identification Signage (Total : 3)

	擬定施工位置 Proposed Site Locations	景點資料介紹 Information on Tourist Attractions
I1	太平山餐廳 (前身爲山頂餐廳) 附近 (Close to the "Peak Lookout" Restaurant (formerly the Peak Caf�))	<ul style="list-style-type: none">● 餐廳的建築物原於早期用作轎車站 (The restaurant was originally built as Sedan Chair Shelter)
I2	凌霄閣出入口附近 (Close to the Peak Tower Entrance / Exit)	<ul style="list-style-type: none">● 太平山頂舊貌 (The Old Victoria Peak)● 山頂纜車之歷史故事(The story of the Peak Tram)
I3	薄扶林家樂徑及郊野公園的 出入口處 (at the Entrance /Exit of Pok Fu Lam Family Walk and Country Park)	<ul style="list-style-type: none">● 薄扶林水塘 (Pok Fu Lam Reservoir)● 弛馬徑(Hacking Trail)

附件二
Annex II

旅客指示標誌及資訊計劃—山頂
之擬定施工位置圖 (第一頁)

Proposed Site Location Plan for
Implementation of Visitor Signage
Project at The Peak
(Sheet 1 of 2)

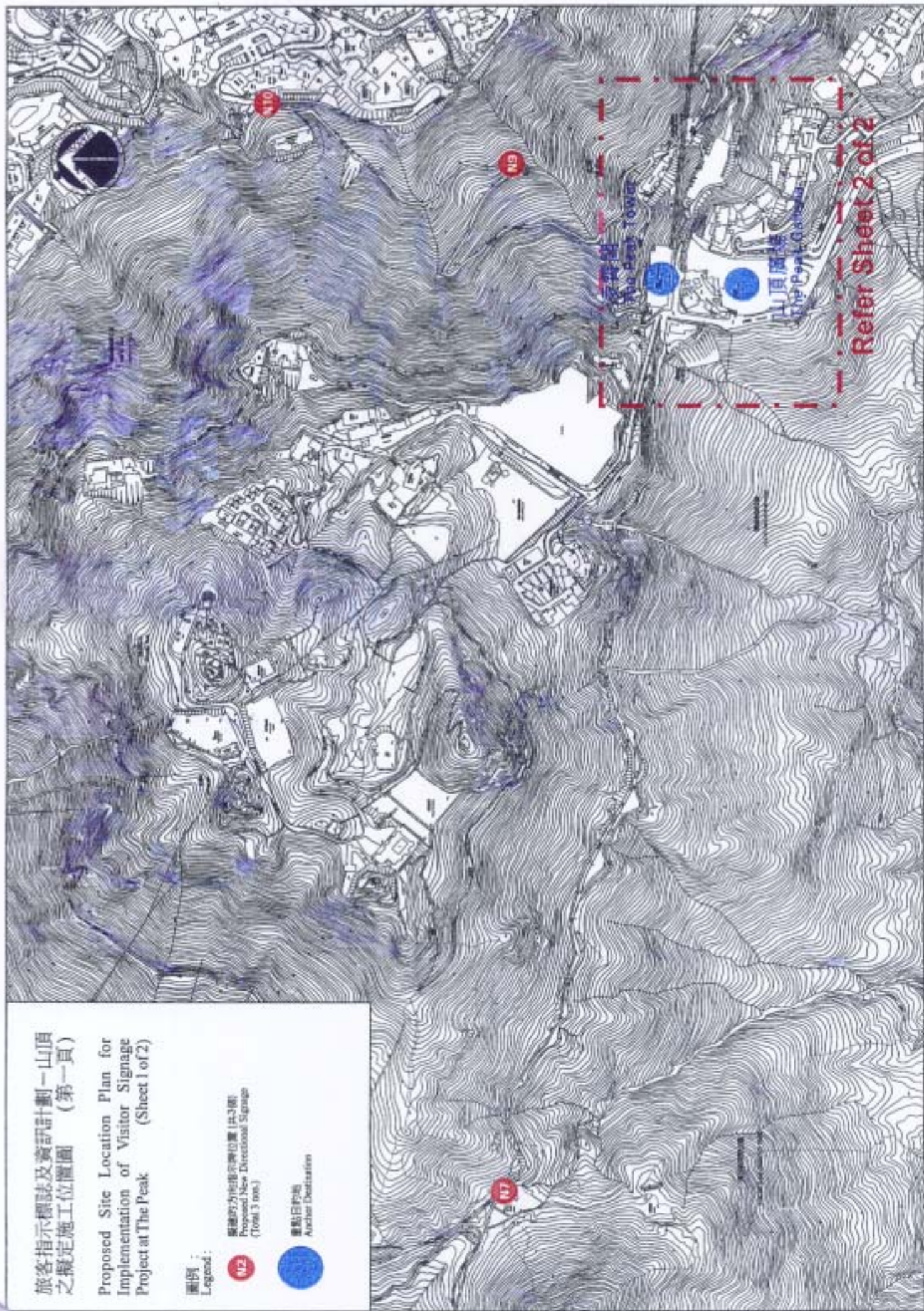
圖例：
Legend:



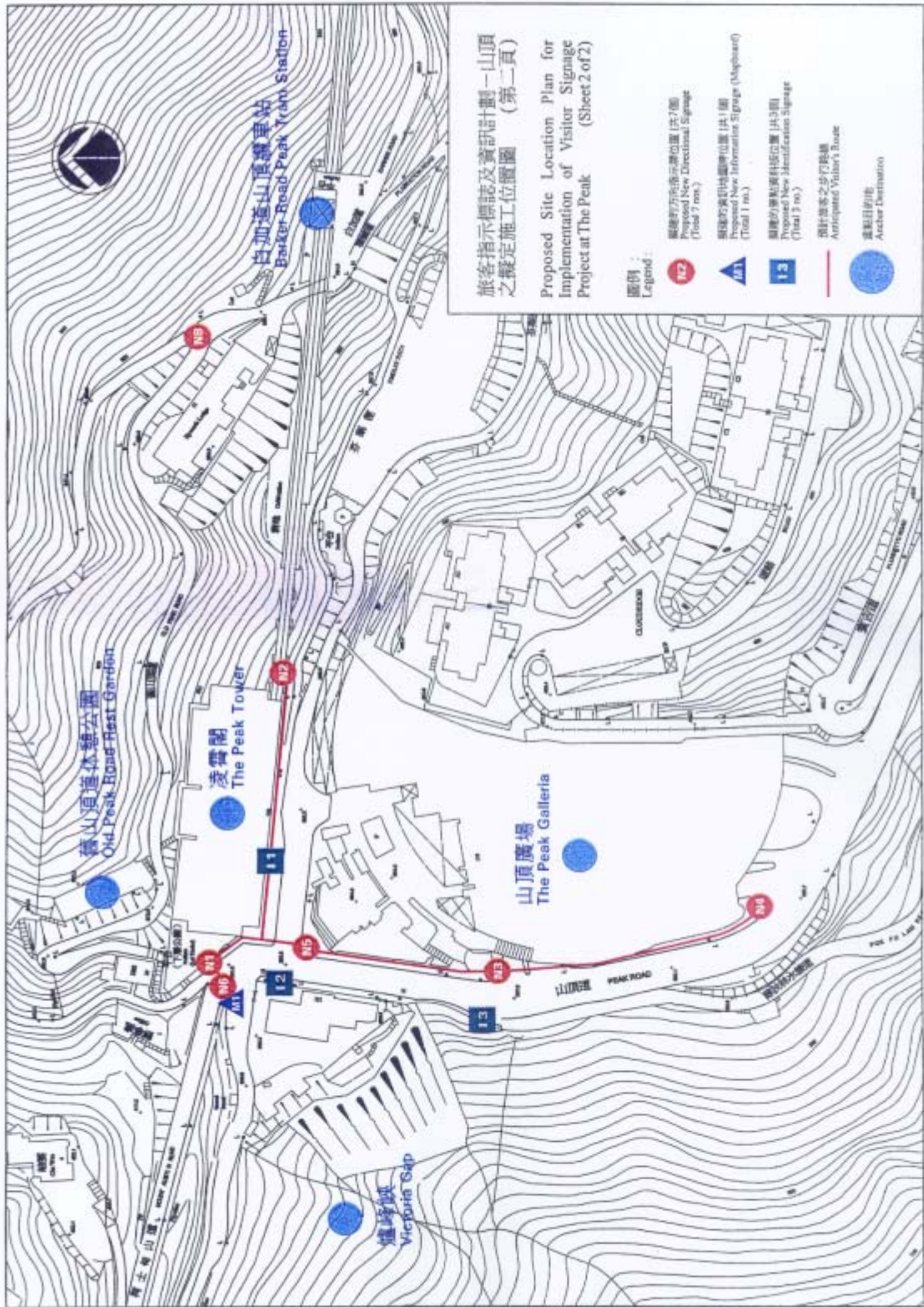
擬議的新方向指示牌位置 (共3個)
Proposed New Directional Signage
(Total 3 nos.)



錨點目的地
Anchor Destinations



Refer Sheet 2 of 2



旅客指示標誌及資訊計劃—山頂
之擬定施工位置圖 (第二頁)

Proposed Site Location Plan for
Implementation of Visitor Signage
Project at The Peak (Sheet 2 of 2)

圖例：
Legend:

- N2 擬定的方向指示牌位置 (共7個)
Proposed New Directional Signage (Total 7 nos.)
- A1 擬定的資訊地圖牌位置 (共1個)
Proposed New Information Signage (Mapboard) (Total 1 no.)
- I3 擬定的標點資訊牌位置 (共3個)
Proposed New Identification Signage (Total 3 nos.)
- 預計遊客之步行路線
Anticipated Visitor's Route
- 遠點目的地
Anchor Destination

舊山頂道休憩公園
Old Peak Road Rest Garden

凌霄閣
The Peak Tower

山頂廣場
The Peak Galleria

維多利亞峽
Victoria Gap

白加道山頂纜車站
Barker Road Peak Tram Station

山頂道
PEAK ROAD

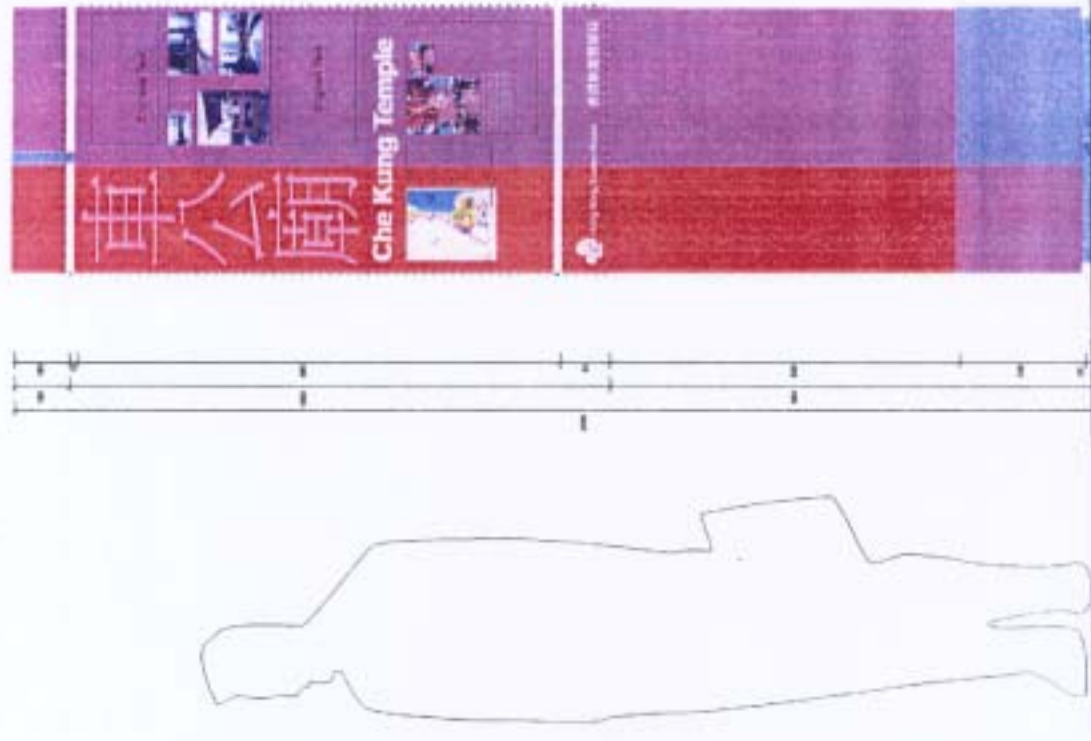
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附件三

Annex III

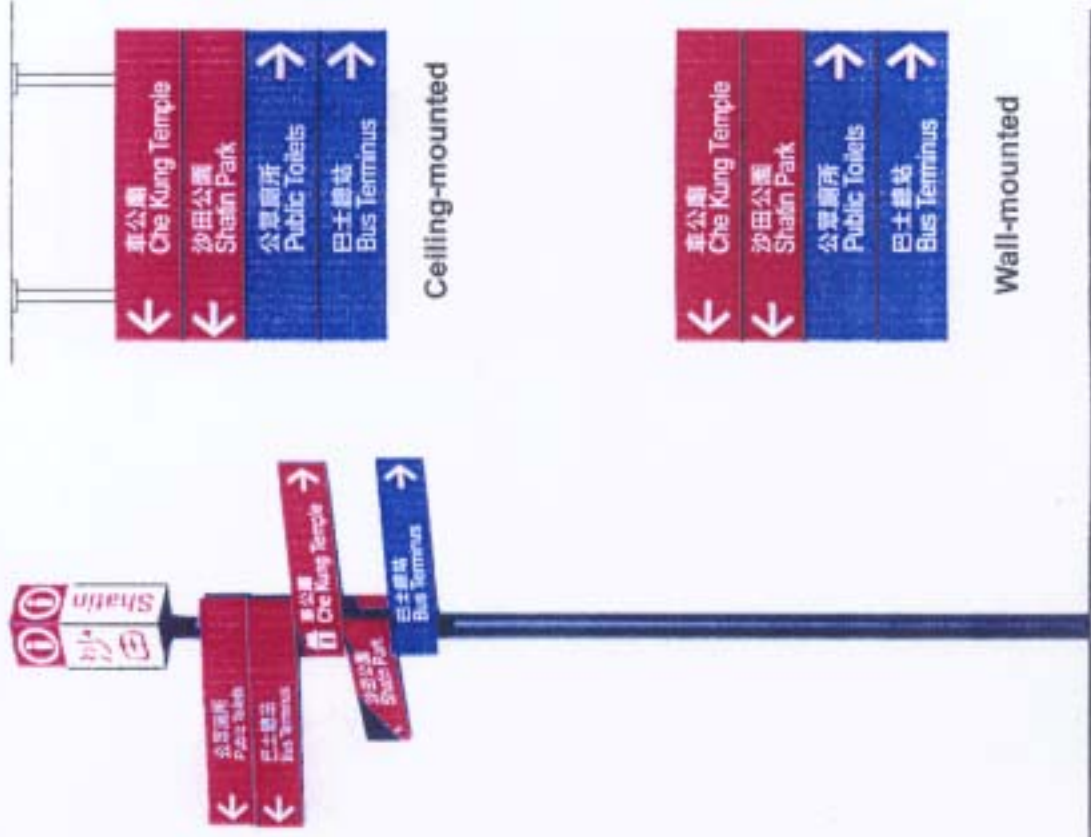
景點資料版

Identification Signage



方向指示牌

Directional Signage



Pole-mounted

旅客指示標誌及資訊計劃 - 沙田

Implementation of Visitor Signage Project at Shatin District

資訊地圖牌

Information Signage (Mapboard)



景點資料版

Identification Signage

