

改善地區旅客指示標誌計劃 – 荃灣區

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) 就荃灣區擬設指示標誌位置圖，徵詢荃灣區議會的意見。

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。有關的指示標誌的設計圖樣載於附件一。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，旅客對新指示標誌的設計和所載資料等，皆持正面評價及支持。
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，擬定了荃灣區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。有關的施工位置圖載於附件一。擬議設施跟在沙田及西貢所豎立的指示標誌大同小異，詳見附件二。
7. 建築署審研過荃灣區議會的意見，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. 請各議員就荃灣區擬設指示標誌位置圖發表意見。

經濟局旅遊事務署
2002年5月

Visitor Signage Improvement Scheme – Tsuen Wan

Purpose

The purposes of this Paper are:

- (a) to introduce the Tourism Commission's **Visitor Signage Improvement Scheme**; and
- (b) to consult the Tsuen Wan 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. The design of the visitor signage is at Appendix I. 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 already 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 Tsuen Wan District. The location plan is attached at Annex I. The visitor signage will be similar to the signage installed in Sha Tin and Sai Kung as shown in Annex II.

7. Having regard to Tsuen Wan 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.

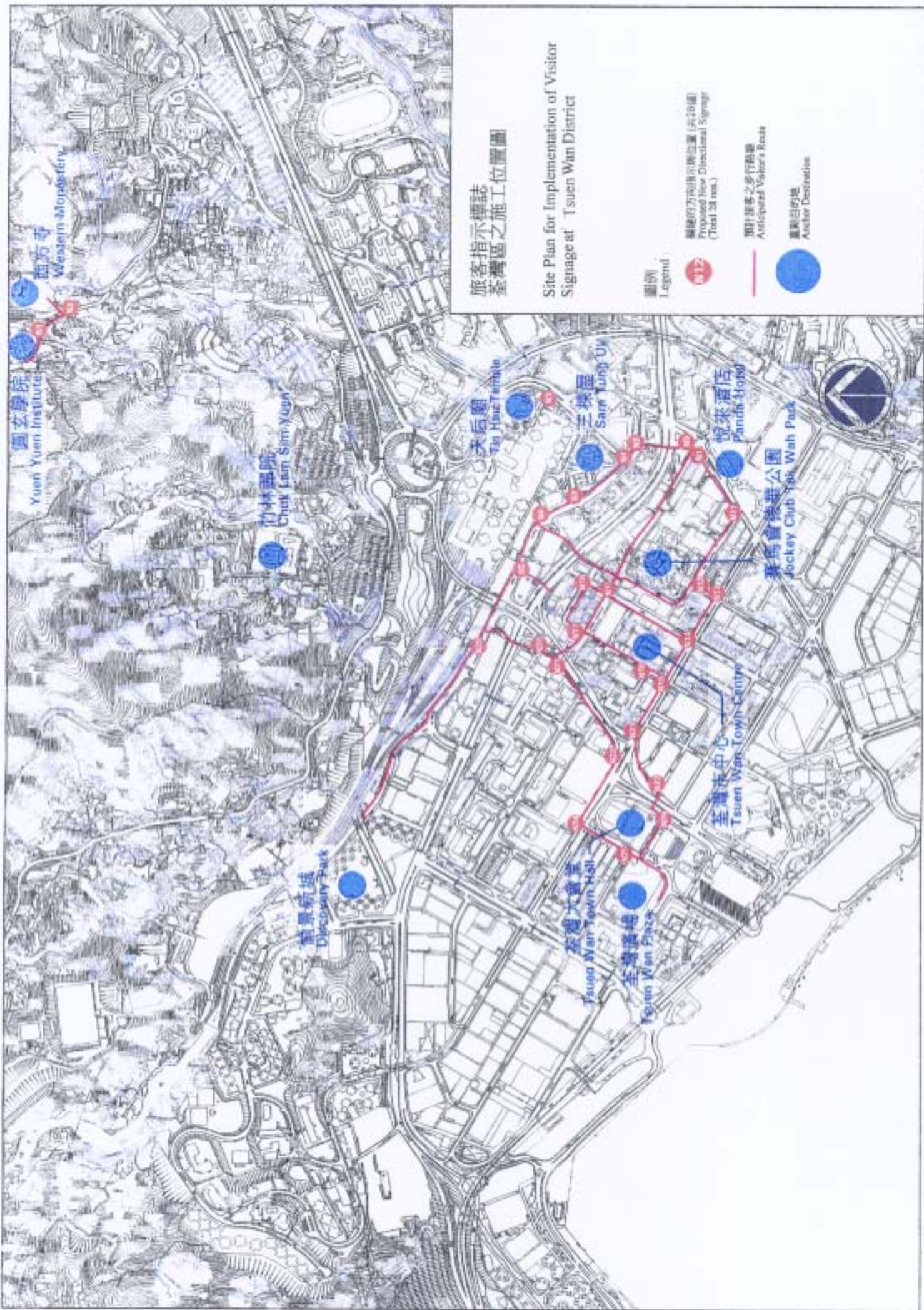
Advice Sought

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

Tourism Commission, Economic Services Bureau
May 2002

Annex I

附件一



旅客指示標誌
荃灣區之施工位置圖

Site Plan for Implementation of Visitor
Signage at Tsuen Wan District

圖例
Legend

012
擬議的方位指示標誌位置 (共28個)
Proposed New Directional Signage
(Total 28 nos.)

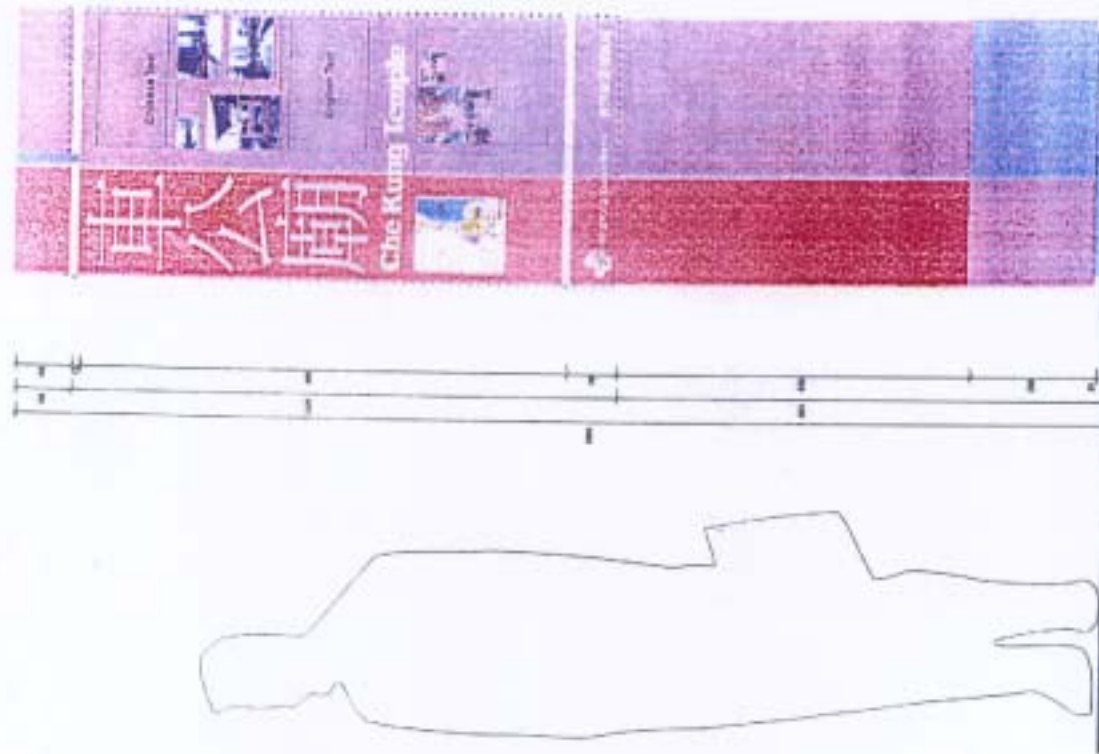
預計遊客之步行路線
Anticipated Visitor's Route

錨目的地
Anchor Destination

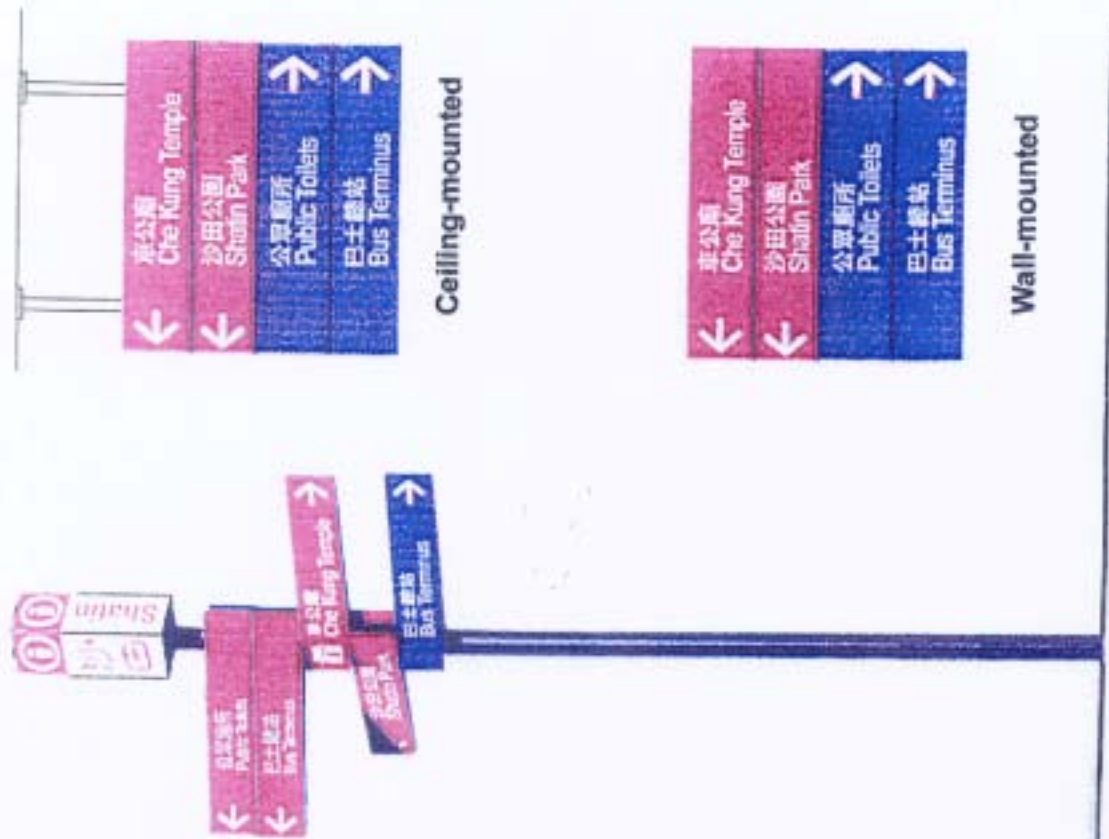


附件二
Annex II

景點資料版
Identification Signage



方向指示牌
Directional Signage



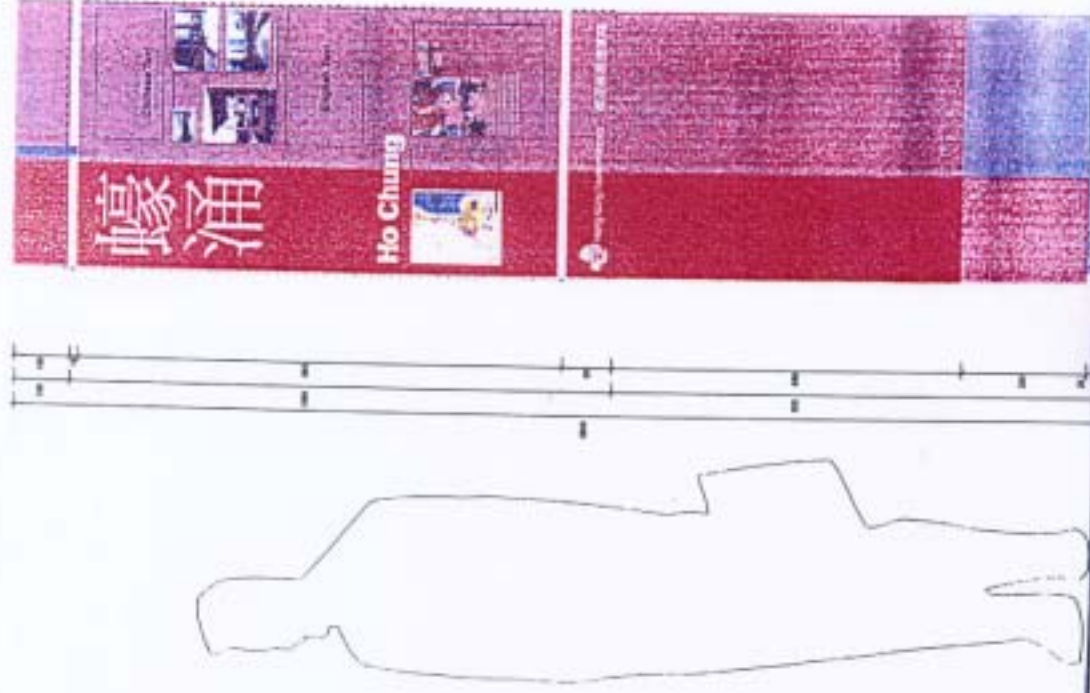
資訊地圖牌

Information Signage (Mapboard)



景點資料版

Identification Signage



旅客指示標誌及資訊計劃 - 西貢

Implementation of Visitor Signage Project at Sai Kung District