

Promotion and Publicity Heritage Conservation Projects

Modern vs Ancient



East vs West



Modern vs Traditional Artistic Performances



(Photos: HKTB, Hong Kong Polytechnic University)

Promotion and Publicity

Heritage Trails

- ◆ Sun Yat-sen Historical Trail



Promotion and Publicity

- ◆ *District attractions*
- ◆ *Cultural Kaleidoscope*



(Photos: HKTB)

Case Studies

Former Marine Police Headquarters in Tsim Sha Tsui



Former Marine Police Headquarters

- a heritage hotel with food and beverages outlets and retail facilities for completion in 2007



(Photo: Flying Snow Limited)



Case Studies

Central Police Station, Former Central Magistracy and the Victoria Prison

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Sustainable Tourism

- ◆ Cultural and historical aspect
- ◆ Preservation and environmental aspect
- ◆ Social aspect
- ◆ Community aspect
- ◆ Financial aspect



(Photos: HKTB)

Asia's world city

HONG
KONG

