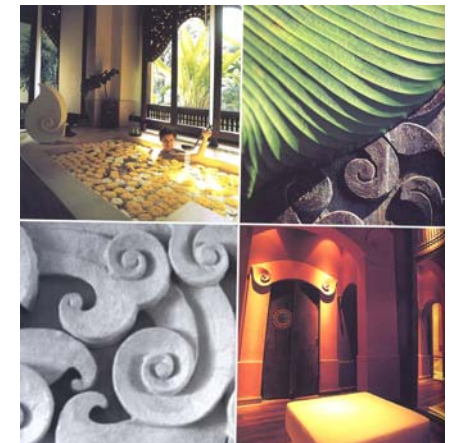


## 1. INTRODUCTION AND BACKGROUND

- 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. 本报告摘要撮述有关旅游新基建顾问研究水疗及消闲度假设施的主要研究结果。
- 1.1.2. 在 2004 年 7 月，政府委聘了雅邦规划设计有限公司进行研究，探讨水疗及消闲度假设施的需求，以及如何发展该等设施。
- 1.1.3. 这项研究的策略目标为扩阔旅游设施的种类，并提高香港作为旅游目的地的形象和声誉。
- 1.1.4. “消闲度假设施”通常指旅客度假的地点。度假酒店通常指度假设施内提供住宿设施的酒店。这些酒店可能会有或没有水疗或保健设施。度假酒店主要分为两大类：1. 设备齐全并有 300 个以上房间的大型设施；或 2. 位于独特地点内的小型专门度假设施（例如水疗度假设施）。



## 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 业界意见

- 2.1.1. 顾问已咨询主要的业界人士。
- 2.1.2. 旅游业人士认同度假设施的发展项目具有市场。如何落实有关发展主要视乎公众支持而定。虽然水疗设施会是度假设施的主要元素，但亦要有其它具吸引力的设施方有利经营。会议场地、水疗设备等支持设施，将可确保有关的度假设施在香港任何季节均能营业。
- 2.1.3. 中药及医疗 / 护理式水疗设施（如瑞士的保健及美容疗程），可能会全年都吸引到旅客光顾。
- 2.1.4. 旅游业亦认为须设立旅游区，以确保度假项目发展成功。业界认为直通道路颇为重要。知名的品牌对吸引旅客亦很重要，因为名牌产品质素可靠。



## 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. 供求情况

2.2.1. 主要的研究结果扼述如下：

- 香港水疗设施的供求均见增长。
- 水疗度假设施在东南亚不断发展，市场竞争日趋激烈。
- 具竞争力的度假产品会增加访港旅客的人数和类型。
- 预期本地市场对这类度假设施的使用率颇高。
- 香港是一个较为安全而且旅游方便的度假目的地。
- 预期团体、会议及展览的需求殷切，使用率高。

## 2.3. 市场要求

2.3.1. 度假酒店发展商一般要求大型住宿及特殊设施，通常要有 300 个以上房间，会所设施一应俱全。不过，如此规模的发展项目所需空间颇多，而本港可供应用的地点却很少。

2.3.2. 一些旅馆经营者却属意小型特色旅舍。虽然这类投资风险较大，但回报亦会较高。经营模式标榜旅馆的“生活方式”，主要顾客为收入较高的夫妇。偏远地点亦会促使这类旅客逗留较长时间，这样旅程才值回票价。

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. 水疗护肤越来越受欢迎。这类设施装修华丽，内外庭园均予以悉心布局，环境舒适优雅，通常会有专人服侍，殷勤周到。

## 2.4. 度假酒店：国际个案研究

2.4.1 顾问已研究 6 个国际个案，以制定香港发展水疗及消闲度假设施的设计准则。这些个案包括中国广州的棕栏岛高尔夫球会、澳门的凯悦酒店、新加坡的圣淘沙酒店、杜拜的杰贝阿里温泉高尔夫球会、瑞士的圣模利兹山顶旅馆，以及日本北海道的洞谷湖温莎温泉酒店。

## 2.5. 设计准则

2.5.1. 从上述个案研究中厘定主要特色 / 设计准则如下：

- **私隐和服务：**所有研究的度假设施均保障私隐，而且服务优良。
- **地点：**通常属意优质的私人地点。
- **交通：**大部分度假设施交通便利，设有良好的车辆通道。
- **品牌：**选取知名营运商可令顾客觉得质素有所保证。
- **自然设计：**日益广泛使用天然物料、颜色和结构。
- **水：**建于大型园景设施内的泳池和水饰，经常成为度假设施设计的核心元素。

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.

- **水疗特色:** 通常有独特的品牌和市场。每一个案研究均包含特色疗法。
- **房间及套房:** 大部分都提供多类型房间及套房，以迎合不同负担能力人士的需要。
- **自助游:** 很多度假设施均为附近居住的客户提供自助旅游点。
- **适应天气:** 为确保一年四季游客不绝，所有度假设施均提供适宜酷热或严寒月份享用的服务/设施。
- **会议:** 所有度假设施均有相关的会议设施，以便弥补淡季或每周中期下降的收入。
- **套装服务:** 大部分研究个案的度假设施均提供各式各样的活动（大部分包括高尔夫球）和晚餐膳食，务求令顾客逗留该地。



### 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. 具发展潜力的地点

#### 3.1. 具发展潜力地点的评估准则

3.1.1. 具发展潜力地点的评估准则如下：

- **地点合适程度：**须环境清幽、自成一区、外观雅致。
- **交通方便程度：**陆路或海路交通便捷。
- **环境：**尽可能避免对环境造成影响。
- **可供运用的基建设施 / 或改善基建设施**
- **经济及社会效益：**对经营者及整体社会皆有好处。

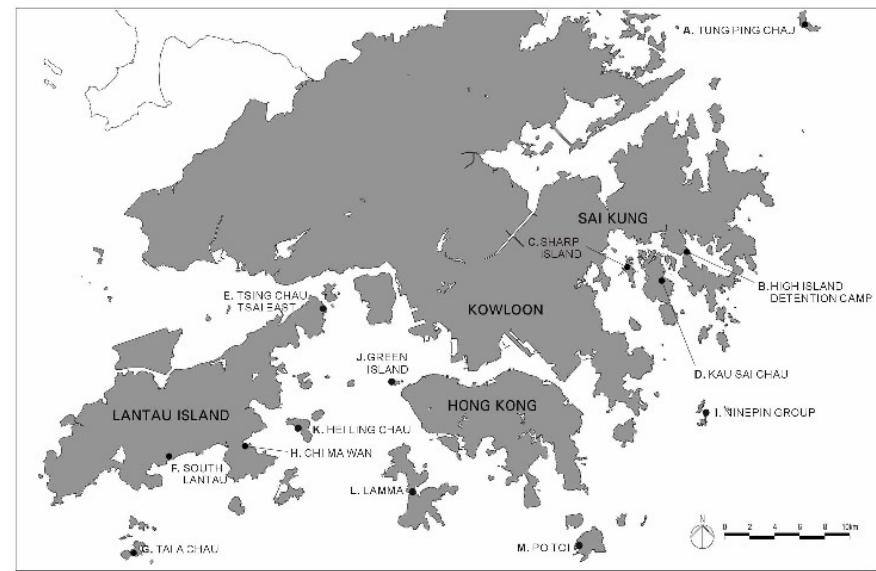


Figure 2.1

LONGLIST SITES FOR SPA / RESORT DEVELOPMENT





## 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.

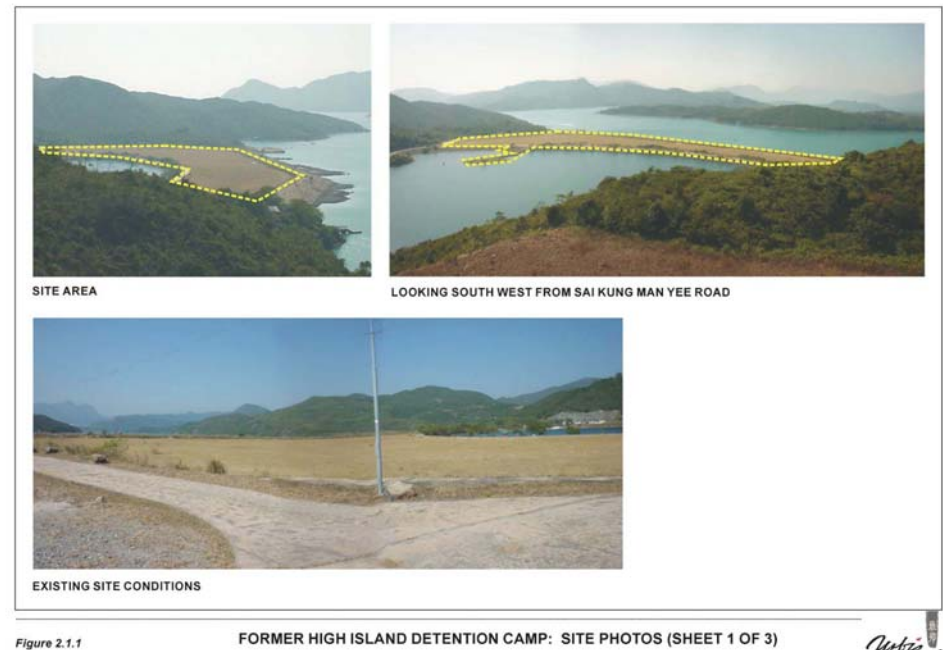


Figure 2.1.1

FORMER HIGH ISLAND DETENTION CAMP: SITE PHOTOS (SHEET 1 OF 3)



## 4. 个案研究

4.1. 为进一步展示香港发展水疗及消闲度假设施的潜力，现以个案研究的方式，按上述评估准则讨论政府土地三个选定地点的发展潜力：

### 4.2 个案研究 1: 西贡万宜羁留中心旧址

4.2.1. 该址原为难民羁留营，占地 8.7 公顷，位于西贡东郊野公园，邻近水上活动及康乐地区。路面已经铺筑，大致上没有植物覆盖。此外，地势平坦，无须发展大型基建设施。



Figure 2.1.4

FORMER HIGH ISLAND DETENTION CAMP MASTER LANDSCAPE PLAN



### 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.



4.2.2. 现可经麦理浩径第一段及水务署通路进入。通路方面须与水务署 / 渔农自然护理署商讨改善。此外，亦可经水路进入。



### 4.3. 个案研究 2: 南大屿山长沙泳滩

4.3.1 该址依傍长滩，进出东涌及梅窝极为方便。根据大屿山发展概念计划，这幅占地 4 公顷的土地已划作消闲度假发展用途，建议供推广可持续发展的康乐及访客设施。该址所属地区被纳入大屿山南岸分区计划大纲图的“海岸保护区”，因此须要改划用途以便发展消闲度假设施。现有基建设施须作改善



#### 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.

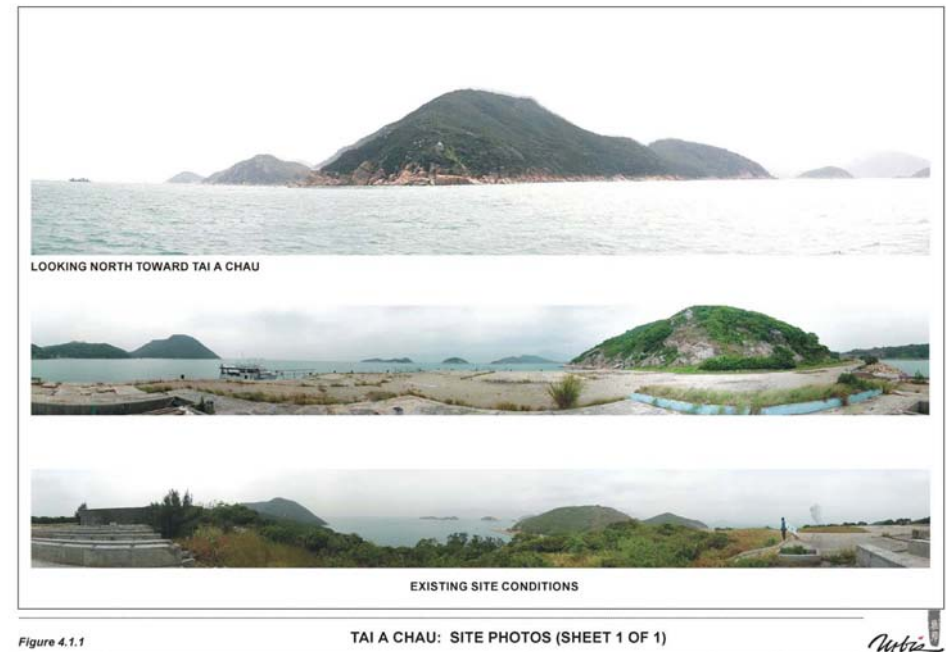


Figure 4.1.1

TAI A CHAU: SITE PHOTOS (SHEET 1 OF 1)



#### 4.4 个案研究 3：索罟群岛的大鸦洲

- 4.4.1. 原为难民羁留营的大鸦洲 (6 公顷)，地处偏僻，远离香港闹市，有潜力成为真正的“世外”度假胜地。可从机场、中环等地乘高速渡轮 / 船只前往。该址风光明媚，属环境较为敏感地区。可提供的海陆康乐活动包括风帆、远足、徒手潜水等，但须视乎环境评估而定。
- 4.4.2. 大鸦洲附近海域已划作兴建拟议中的海岸公园。如有意于该址发展其它用途，必须注意环保问题，并确保发展方案合适。
- 4.4.3. 该岛须要发展大量基础设施，成本庞大。



Figure 4.1.2

TAI A CHAU MASTER LANDSCAPE PLAN



## 5. SUMMARY OF THE THREE CASE STUDY SITES

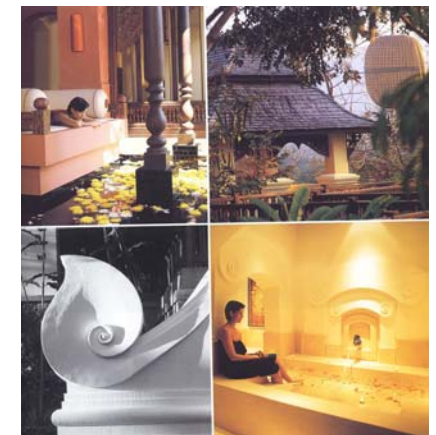
### 5.1. Technical Assessment

- 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. 三个地点个案研究摘要

### 5.1. 技术评估

- 5.1.1. 各个可行地点已经进行各项技术评估，包括土地用途、环境、交通（陆路和海路）、地质、基建、渠务、经济及财务、计划实行容易程度、公众抗拒程度及可持续发展方面的评估。
- 5.1.2. 初步环境、生态、运输、海路交通、地质、排污、渠务及公用设施评估认为，这些地点发展水疗及消闲度假设施实属可行。所有地点均可容纳一个水疗及消闲度假设施发展项目。每个地点所采用的建筑形式，均已设法避免对当地环境造成重大影响。
- 5.1.3. 大鸦洲及万宜两个地点的周围环境都很清新纯朴，但长沙地点却不然。该地东面（尤其是贝澳一带）堆积弃置车辆，有碍观瞻。再者，当地的发展质素和植物管理经常欠佳。假如要开发南大屿山的旅游潜力，将要作出改善（例如园景改善工程）。



## 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. 财务评估

- 5.2.1. 每宗个案研究亦已进行初步财务评估。
- 5.2.2. 研究显示，香港发展消闲度假设施在财政上可行。消闲度假设施将会创造职位，对香港经济肯定有利。所有地点均具潜力产生大量本地就业机会和收入，并能以持续发展的积极方式善用废弃或闲置的政府土地，但发展计划必须由愿作承担的合资格经营者进行，方可保证产品达到世界级水准。

## 6. 公众咨询

### 6.1 意见摘要

- 6.1.1. 当局在 2005 年 4 月 7 日就研究课题举行公众工作坊，以便搜集市民和业界对于香港发展水疗及消闲度假设施的意见，继而展开公众咨询期，直至 2005 年 5 月结束。
- 6.1.2. 市民大致支持在香港发展水疗及消闲度假设施，认为有助旅游业和有利本港经济。市民认同香港由于郊区和海滨一带的自然环境优美，所以具有发展水疗及消闲度假设施的潜力，但拟议发展计划需要大量投资，可能会成为私营机构参与计划的主要障碍。市民亦关注水疗及消闲度假设施发展对环境的影响。环保团体和部分人士（主要是大屿山居民）尤其对于长沙发展上

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.

述设施对环境的影响大表关注。至于个案研究的三个地点，一般意见认为万宜羁留中心旧址对环境的影响较少。市民亦一致认同，任何发展计划均须由需求主导，并由私营机构牵头，而政府的角色只限于作为推动者，负责统筹和简化私营机构方案的实施程序。



## 6.2. 顾问的回应

6.2.1. 总括而言，顾问对公众意见的响应如下：

- 在推行任何具体发展项目或计划之前，必须先从环保、交通及经济层面进行深入评估。从个案研究可见，每个指定地点的发展机会均视乎本身条件和所受限制而定，并须因应具体计划拟定适当的环境影响缓解措施和交通问题解决方案。



- 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.

- 一些建议地点，例如分流、笏箕湾及白腊，所处地区目前尚无车辆可达，而且基建支持有限。这些地区位处偏远，环境易受影响，成为日后发展的主要障碍。
- 顾问研究旨在有效帮助确定这项新旅游产品（水疗及消闲度假设施）的潜力，以及需要注意的考虑因素。政府无意与发展商竞争或“干预”市场，只是进行市场调查及研究，以“推动”业界开发这项新旅游产品，并向私营机构提供若干基本资料，例如香港发展水疗及消闲度假设施如何能够成功和财政上可行。



## 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. 结论及未来路向

- 7.1.1. 香港由于政局稳定、法治健全、卫生标准甚高、天灾风险较低，加上拥有不少风景优美的地点（例如离岛及郊区）及世界级的基建设施（相比区内其它水疗及度假地点尤为优胜），因此具备发展水疗及消闲度假设施的潜力。
- 7.1.2. 不过，香港有需要提供独一无二的增值设施，例如传统中药及医疗 / 护理式水疗设施（如瑞士的保健及美容疗程）以及会议场地等支持设施，方可从区内劳工密集的竞争对手之中脱颖而出，确保本身的发展前景。高尔夫球设施亦可增加吸引力，但不容易找到适合兴建高尔夫球场的地点。知名品牌对吸引旅客十分重要，亦可提高旅客对产品质素的信心。
- 7.1.3. 就发展规模而言，顾问指出住宿及配套设施的数目必须足以发挥群聚效应，方可确保财政上可行。为此，房间数目通常要有 300 个或以上，会所设施一应俱全。部分经营者或有意提供针对特定市场的特色旅舍。尽管这种经营模式的风险较高，但回报亦会较高。
- 7.1.4. 至于哪些地点具有发展水疗及消闲度假设施的潜力，顾问认为选址必须环境清幽、自成一区、外观雅致，陆路或海路交通便捷，并尽可能避免对环境造成不良影响。由于基建设施的建造成本高昂，因此选址具备现成基建设施至为重要。

- 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. 政府有意尽快为游客及香港市民提供更多元化的旅游景点及设施。此举不但有利经济发展，亦有助建设香港成为一个趣味盎然且多姿多采的旅游胜地。香港现有水疗设施主要针对商业客群，而发展水疗及消闲度假设施则有助香港旅游业向家庭客群推广水疗服务。
- 7.1.6. 事实上，本地市场对市场需求非常敏感。多家私营机构已提出兴建水疗度假式酒店，以及旅游相关度假设施的方案。私营机构其实已着手改善并提升现有度假设施，又或开发新的度假设施。到底提升现有设施，抑或增添全新设施有利于持续发展，最终会由市场决定。
- 7.1.7. 顾问研究已为发展水疗及消闲度假设施奠定有用的基础，希望能够引起私营机构的兴趣。顾问研究的结果提供了很好的依据，让私营机构能够进一步研究在香港发展该等设施的计划。政府欢迎私营机构提交发展方案以供考虑。不过，在推行任何具体发展项目或计划之前，必须先从土地用途规划、环保、交通、社会及经济层面进行深入评估，并进行详细的可行性研究。成功的发展计划必须得到公众的支持和认同。
- 7.1.8 私营机构可考虑其它未曾列入个案研究的选址。本报告的个案研究以及在咨询期间收集到的意见，将有助有意参与发展的机构把注意力集中在一些重要问题上，例如环保、财政可行性等。个案研究已就各个指定地点一一考虑不同发展模式，并证明具有完备的商业元素。尽管香港社会普遍支持发展水疗及消闲度假设施，但在发展该等设施时，必须审慎考虑环保问题。

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，我们察觉到公众意见认为任何水疗及消闲度假设施发展计划都必须由需求主导，并由私营机构牵头。我们认同有关发展计划应继续由市场主导的民意。我们注意到，亦有意见认为政府应在发展过程中仅扮演推动者的角色。这确实亦是政府的意愿。旅游事务署将继续担当推动的角色，鼓励私营机构进一步研究在香港发展水疗及消闲度假设施的方案。

7.1.10 在鼓励私营机构自行研究发展方案之余，我们必须确保过程公开公平，而政府亦会按照既定程序（包括城市规划程序、公众咨询及环境影响评估等）考虑一切由私营机构提出的发展方案。





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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