

# 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

# Central Police Station, Former Central Magistracy and the Victoria Prison



# Sustainable Tourism

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



(Photos: HKTB)



Asia's world city

HONG  
KONG

