

## 改善地區旅客指示標誌計劃 – 鯉魚門

### 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) 就鯉魚門擬設指示標誌位置圖，徵詢觀塘區區議會的意見。

### 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，擬定了鯉魚門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. 建築署審研過觀塘區區議會的意見，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. 請各議員就鯉魚門擬設指示標誌位置圖發表意見。

經濟局旅遊事務署

2002年3月

A'paper-iri yee man dai'ih

## Visitor Signage Improvement Scheme – Lei Yue Mun

### **Purpose**

The purposes of this Paper are:

- (a) to introduce the Tourism Commission's **Visitor Signage Improvement Scheme**; and
- (b) to consult the Kwun Tong 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 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 Lei Yue Mun. The location plan is 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 Kwun Tong 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  
March 2002

改善地區旅客指示標誌計劃之擬定施工位置 - 鯉魚門  
**Proposed Locations for Implementation of Visitor Signage – Lei Yue Mun**

**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 <b>Proposed Site Locations</b>	內容 <b>Content</b>
M1	位於三家村市政大樓門外 (outside Sam Ka Tsuen Municipal Services Building)	展出地圖及照片，介紹鯉魚門為海鮮美食區及知名漁村  (provide map and photo introducing the locations and stories of Lei Yue Mun as seafood district and fishing village)

**II. 擬建的方向指示牌標誌 (共 14 個)**

**Proposed Directional Signage (Total: 14)**

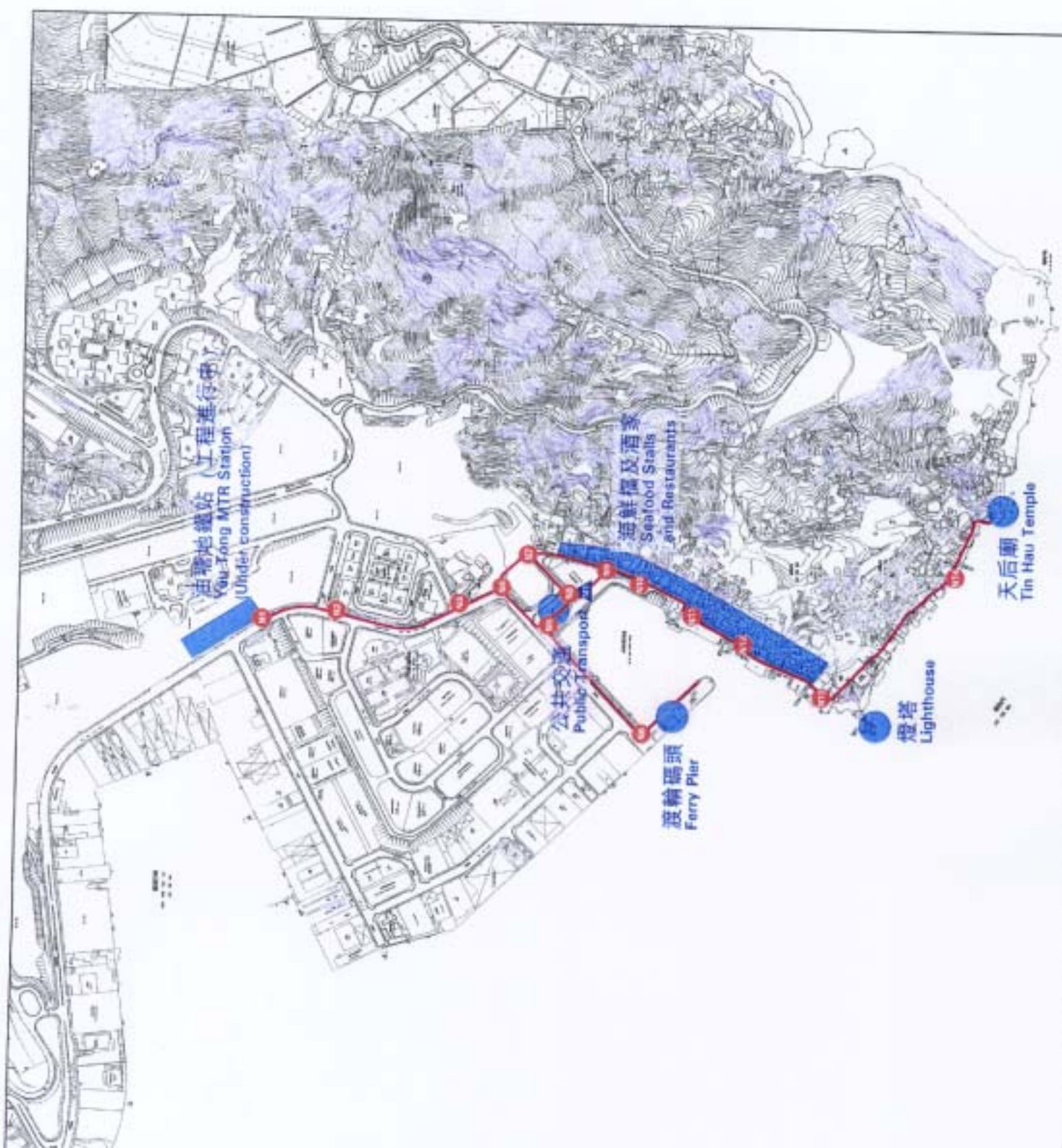
	擬定施工位置 <b>Proposed Site Locations</b>	重點目的地 <b>Anchor Destination</b>
N1	位於茶果嶺道的油塘地鐵站出口 (at Yau Tong MTR Exit along Cha Kwo Ling Road)	● 鯉魚門海鮮美食區 (Lei Yue Mun seafood district)
N2	茶果嶺道及高超道交界 (at the junction of Cha Kwo Ling Road and Ko Chiu Road)	● 鯉魚門海鮮美食區 (Lei Yue Mun seafood district)
N3	茶果嶺道及欣榮街交界 (at the junction of Cha Kwo Ling Road and Yan Wing Street)	● 鯉魚門海鮮美食區 (Lei Yue Mun seafood district)
N4	茶果嶺道及崇信街交界 (at junction of Cha Kwo Ling Road and Shung Shun Street)	● 鯉魚門海鮮美食區 (Lei Yue Mun seafood district)

N5	鯉魚門徑及崇信街交界 (at the junction of Lei Yue Mun Path and Shung Shun Street)	<ul style="list-style-type: none"> <li>鯉魚門海鮮美食區 (Lei Yue Mun seafood district)</li> </ul>
N6	位於崇信街最西邊，通往碼頭的街角 (at the western most point of Shung Shun Street, right at the corner to Ferry Pier)	<ul style="list-style-type: none"> <li>鯉魚門海鮮美食區 (Lei Yue Mun seafood district)</li> </ul>
N7	位於鯉魚門徑，鯉魚門海傍道及由N4開始的行人路三方交界處 (at the junction of Footpath from N4, Lei Yue Mun Path and Lei Yue Mun Praya Road)	<ul style="list-style-type: none"> <li>鯉魚門海鮮美食區 (Lei Yue Mun seafood district)</li> </ul>
N8	鯉魚門徑及海濱長廊入口交界處 (at the junction of Lei Yue Mun Path, and entrance to the Waterfront Promenade)	<ul style="list-style-type: none"> <li>海鮮檔及海鮮酒家 (Seafood stalls and restaurants)</li> <li>天后廟 (Tin Hau Temple)</li> </ul>
N9	海濱長廊及通往鯉魚門海傍道之梯級交界處 (at the junction of Waterfront Promenade and steps down to Lei Yue Mun Praya Road)	<ul style="list-style-type: none"> <li>天后廟 (Tin Hau Temple)</li> <li>鯉魚門觀景點 (Lei Yue Mun Viewing Point)</li> <li>海鮮檔及海鮮酒家 (Seafood stalls and restaurants)</li> </ul>
N10	位於通往鯉魚門海傍道南邊梯級及長廊之交界處 ( at the southern junction of Promenade and near the steps down to the southern side of Lei Yue Mun Praya Road)	<ul style="list-style-type: none"> <li>海鮮檔及海鮮酒家 (Seafood stalls and restaurants)</li> <li>天后廟 (Tin Hau Temple)</li> <li>鯉魚門觀景點 (Lei Yue Mun Viewing Point)</li> </ul>
N11	鯉魚門海傍道行人走道沿途，位於郵筒側 (along the footpath portion of the Lei Yue Mun Praya Road, next to the Post Box)	<ul style="list-style-type: none"> <li>天后廟 (Tin Hau Temple)</li> <li>鯉魚門觀景點 (Lei Yue Mun Viewing Point)</li> <li>海鮮檔及海鮮酒家 (Seafood stalls and restaurants)</li> </ul>
N12	鯉魚門海傍道行人走道沿途，位於	<ul style="list-style-type: none"> <li>天后廟 (Tin Hau Temple)</li> </ul>

	藍球場前及社區通告板側 (along the footpath part of the Lei Yue Mun Praya Road, just in front of the Basketball Court; next to the community notice board)	<ul style="list-style-type: none"><li>● 鯉魚門觀景點 (Lei Yue Mun Viewing Point)</li><li>● 海鮮檔及海鮮酒家 (Seafood stalls and restaurants)</li></ul>
N13	鯉魚門海傍道及鯉魚門海傍道東交界 (at junction of Lei Yue Mun Praya Road and Lei Yue Mun Praya Road East)	<ul style="list-style-type: none"><li>● 鯉魚門觀景點 (Lei Yue Mun Viewing Point)</li><li>● 天后廟 (Tin Hau Temple)</li></ul>
N14	鯉魚門海傍道東沿途，可眺望天后廟 (along Lei Yue Mun Praya Road East, with a view of the Tin Hau Temple )	<ul style="list-style-type: none"><li>● 天后廟 (Tin Hau Temple)</li></ul>

附件二  
Annex II





旅客指示標誌及資訊研究計劃  
鯉魚門之擬定施工位置圖

Proposed Site Location Plan for  
Implementation of Visitor Signage  
Scheme at Lei Yue Mun

圖例：  
Legend:

擬定的方向指示牌位置 (共14個)  
Proposed New Directional Signage  
(Total 14 nos.)

擬定的資訊牌位置 (共1個)  
Proposed New Information Signage (Mapboard)  
(Total 1 no.)

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

重點目的地  
Anchor Destination

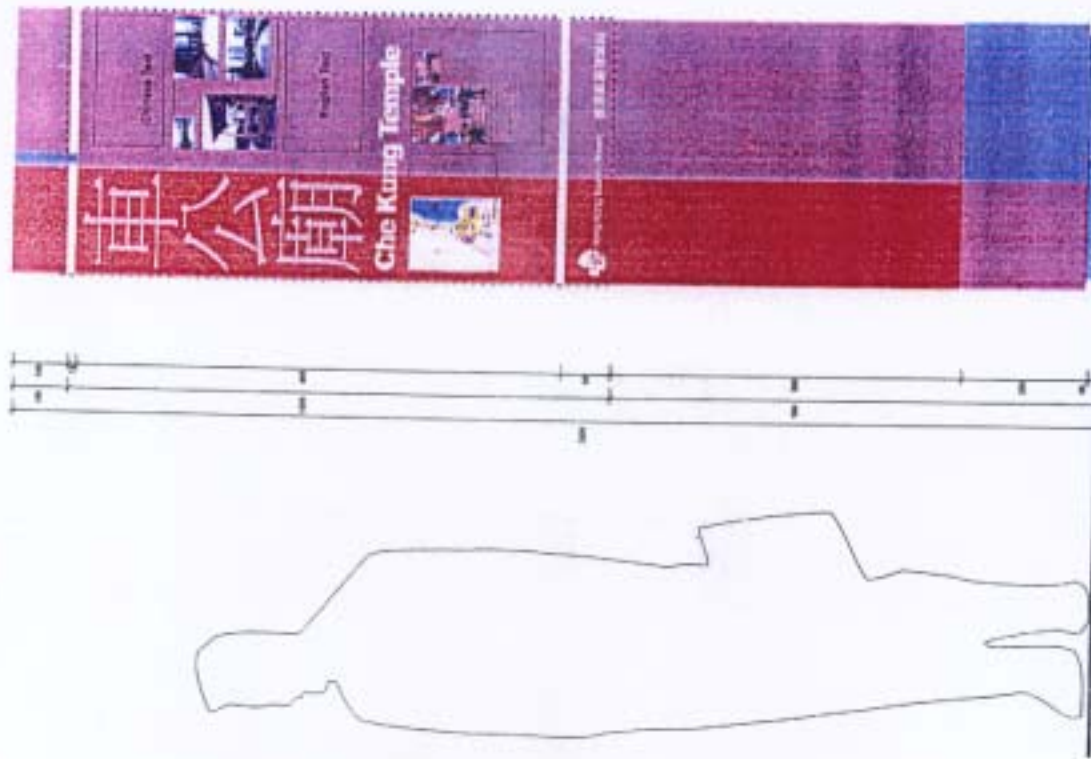




附件三

Annex III

## 景點資料版 Identification Signage



## 方向指示牌 Directional Signage

