

Visitor Signage Improvement Scheme –Islands District

Purpose

The purposes of this Paper are:

- (a) to introduce the Tourism Commission's **Visitor Signage Improvement Scheme**; and
- (b) to consult the Islands 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. In order to blend in with the environment in rural areas, we have developed a set of green signage. This will be installed at the rural hiking trails and outlying islands including Tai O, Cheung Chau, Mui Wo and Ping Chau. Lamma Island is being used as a pilot scheme for green signage. The design will be similar to the one used in the urban areas, while the material and colour scheme will be nature look.

The detailed design had been presented at the meeting of Tourism, Agriculture, Fisheries, Industry and Commerce Committee held on 18.3.2002. For Tung Chung, urban signage will be used. The designs of the signage are attached at Annexes I and II.

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 Islands District. The location plan is attached at Annex III.

7. Having regard to Islands 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 early 2003 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 Development and Labour Bureau
September 2002

離島區議會
旅遊及漁農工商委員會
文件 TAFICC 5/2002 號

改善地區旅客指示標誌計劃 – 離島區

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) 就離島區擬設指示標誌位置圖，徵詢離島區議會的意見。

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。為了配合鄉郊地區的環境，我們設計了一套郊區指示標誌。這些標誌會裝設於郊區遠足徑和離島，包括大澳、長洲、梅窩和坪洲。當局正於南丫島施行郊區標誌試驗計劃。標誌的設計與市區所見的類似，而用料及顏色配搭則以自然為主。詳細的設計已在二零零二年三月十八日旅遊及漁農工商委員會的會議上介紹。東涌將使用市區指示標誌。指示標誌的設計載於附件一及二。

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，擬定了離島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三。

7. 建築署審研過離島區議會的意見，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2003年初展開，約需時7-8個月完成。

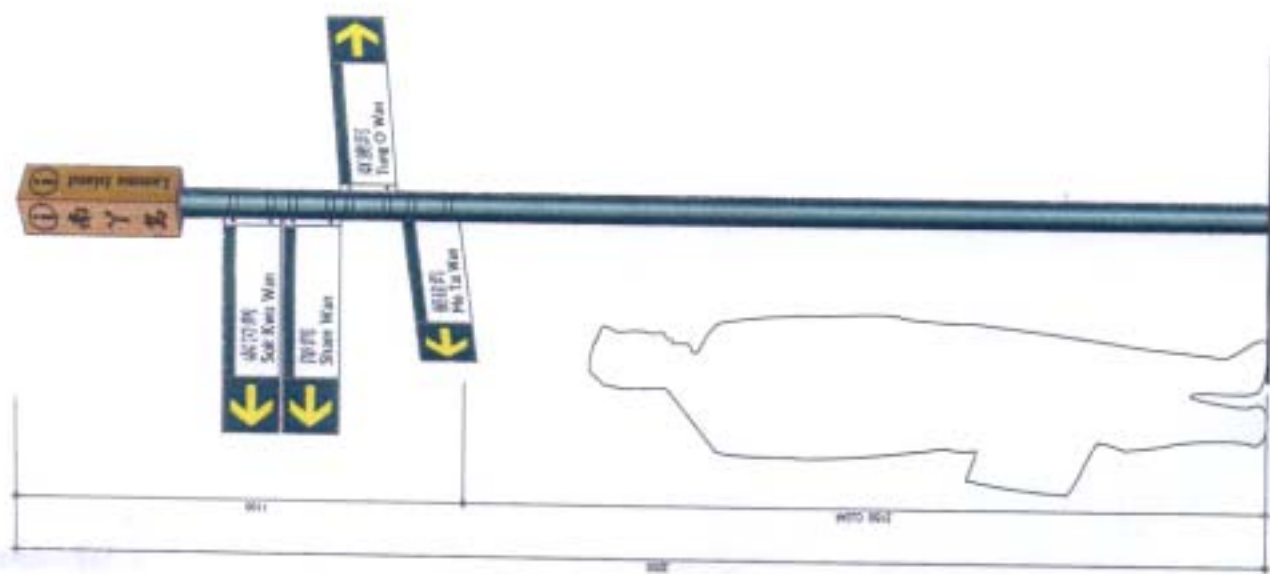
徵詢意見

8. 請各議員就南丫島擬設指示標誌位置圖發表意見。

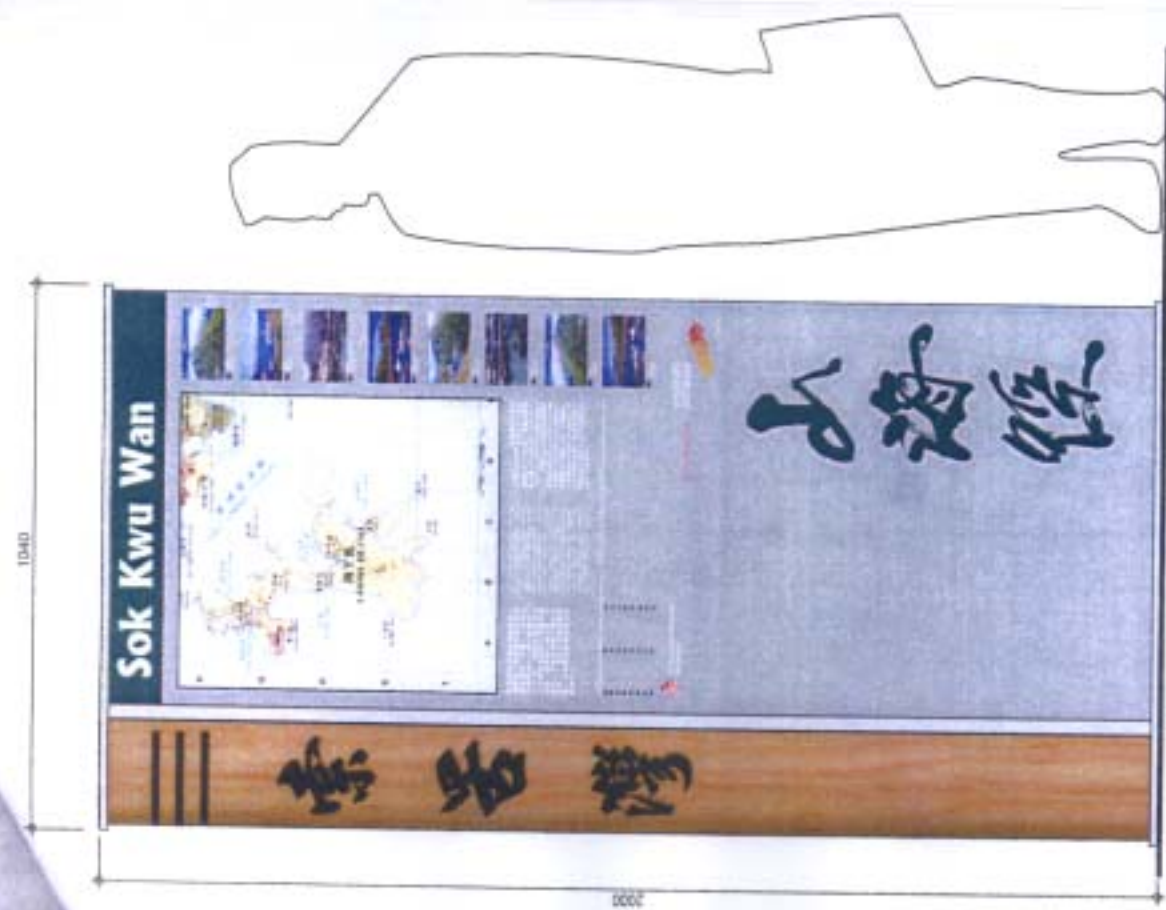
經濟發展及勞工局
旅遊事務署
2002年9月

Annex I

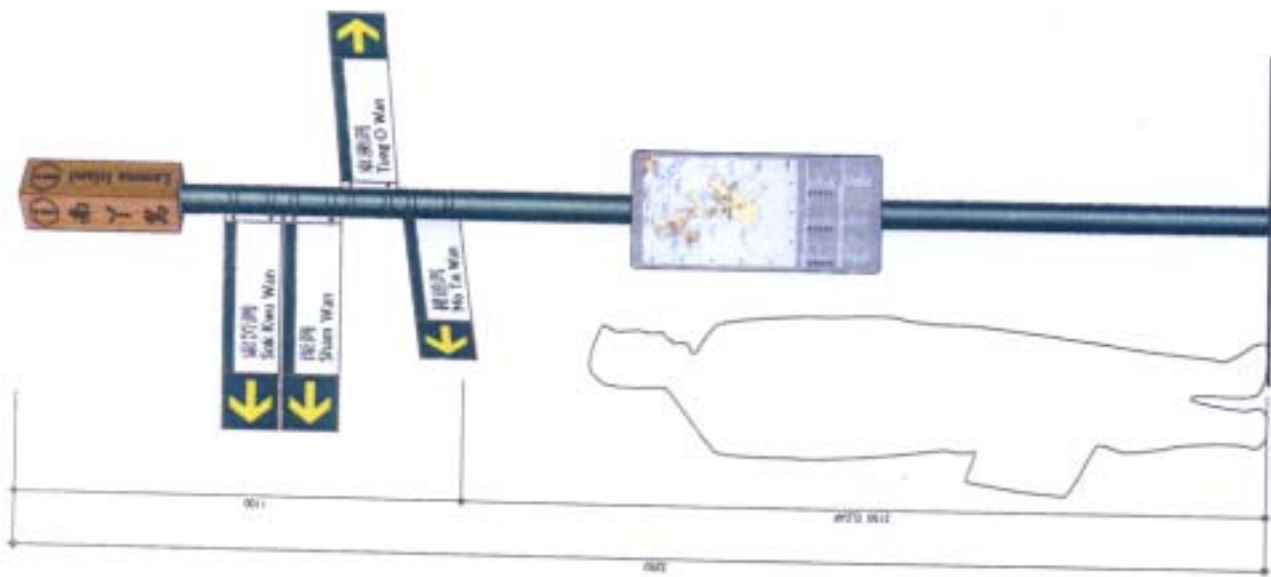
附件一



方向指示牌
Directional Signage



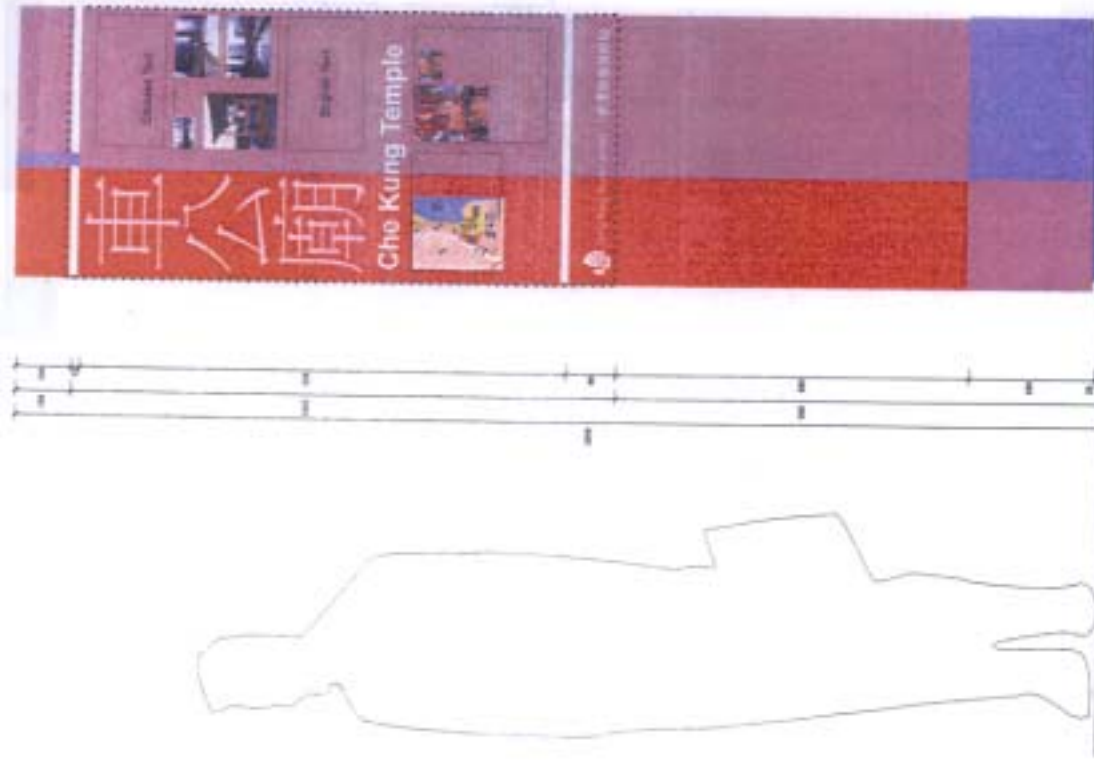
資訊地圖牌
Information Signage (Mapboard)



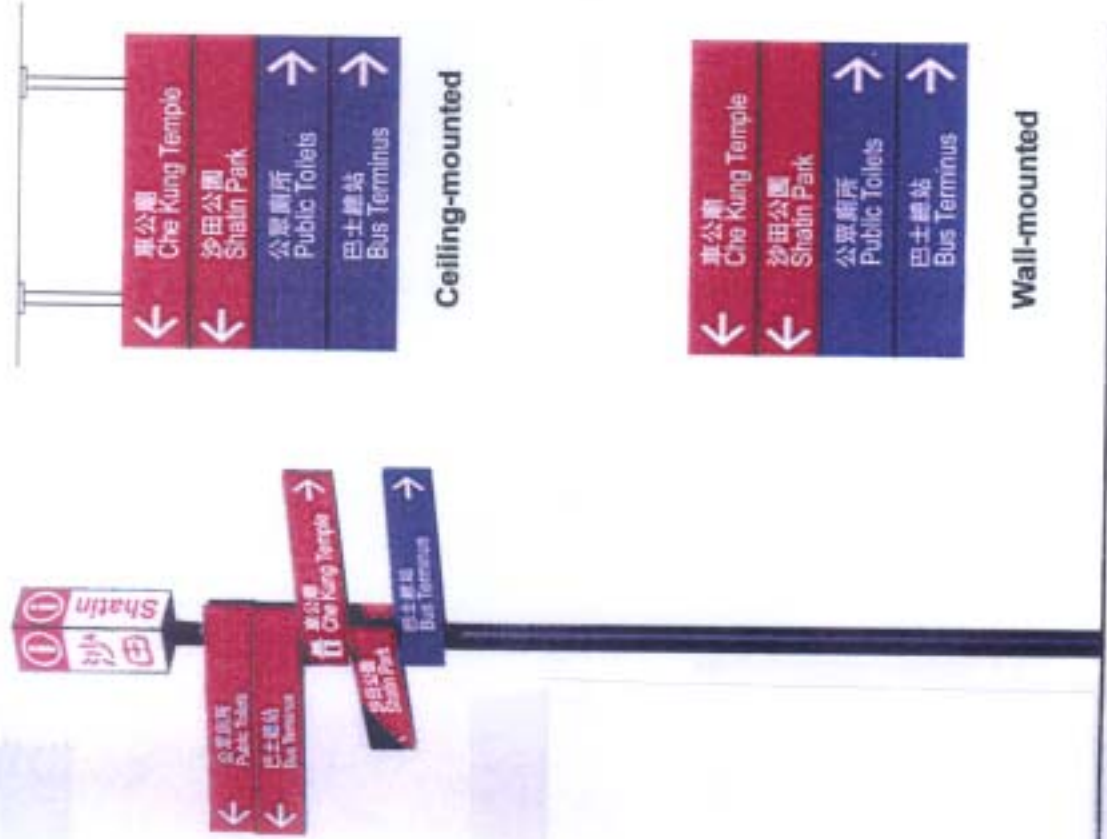
方向指示牌
Directional Signage

附件二
Annex II

景點資料版 Identification Signage



方向指示牌 Directional Signage



Pole-mounted

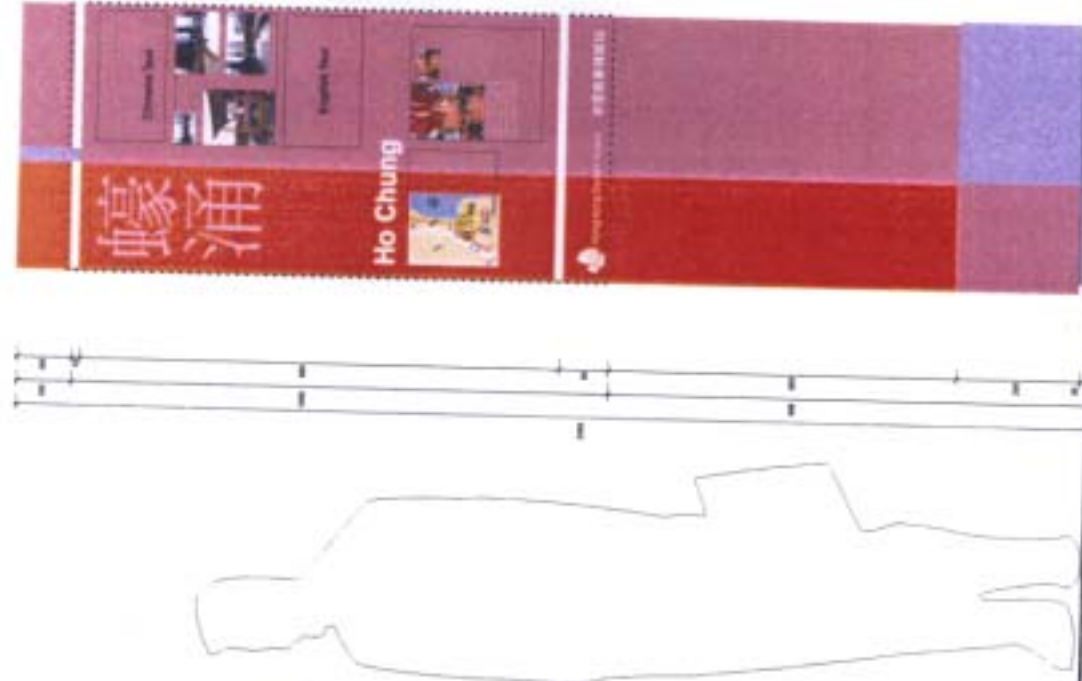
資訊地圖牌

Information Signage (Mapboard)



景點資料版

Identification Signage

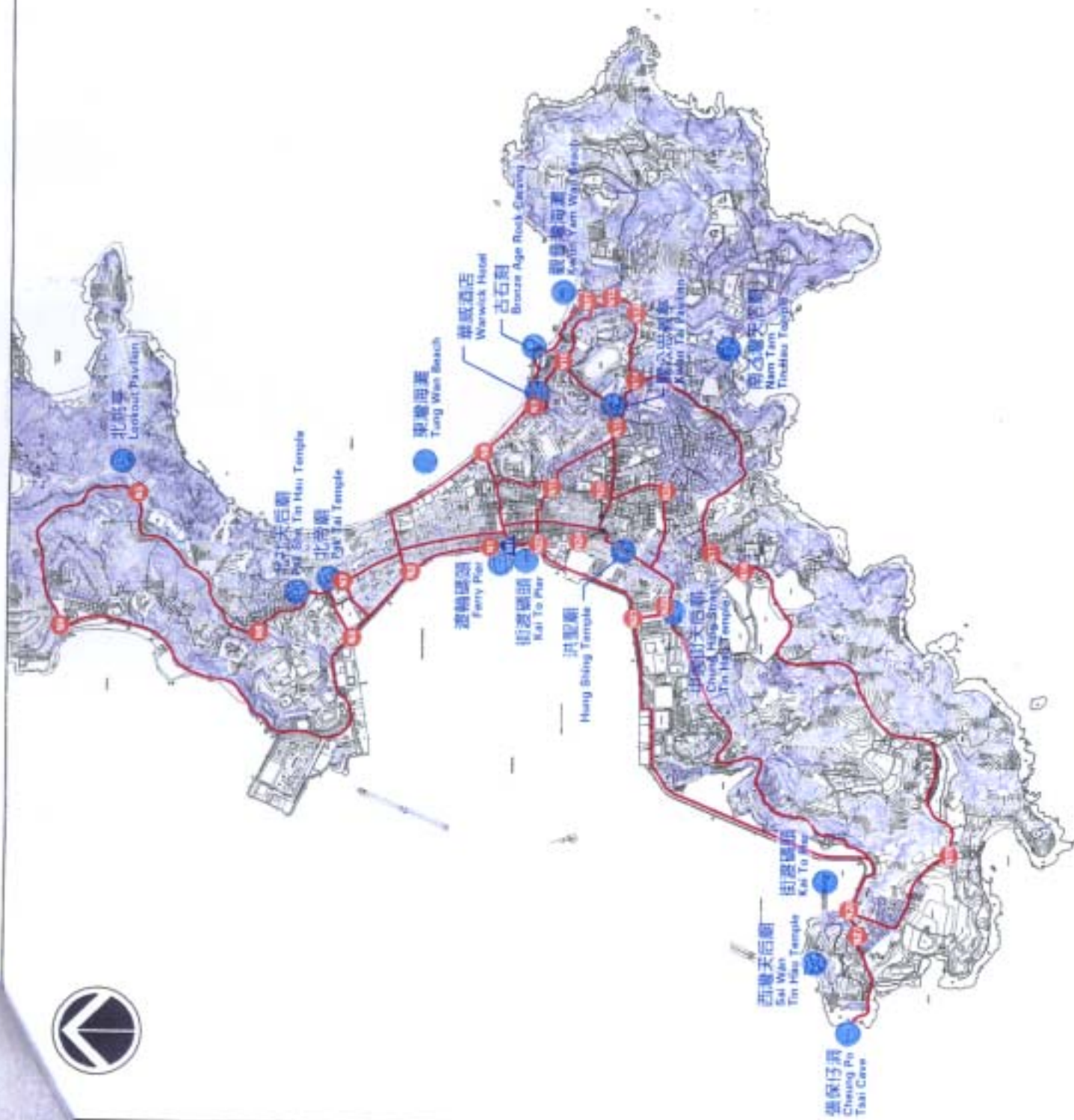


旅客指示標誌及資訊計劃 - 西貢

Implementation of Visitor Signage Project at Sai Kung District

Annex III

附件三



旅客指示標誌及資訊研究計劃 長洲之擬定施工位置圖

Proposed Site Location Plan for Implementation of Visitor Signage Scheme at Cheung Chau

圖例：
Legend:

擬議的方向性標誌位置 (共27個)
Proposed New Directional Signage
(Total 27 nos.)



擬議的資訊標誌位置 (共1個)
Proposed New Information Signage (Total 1 no.)

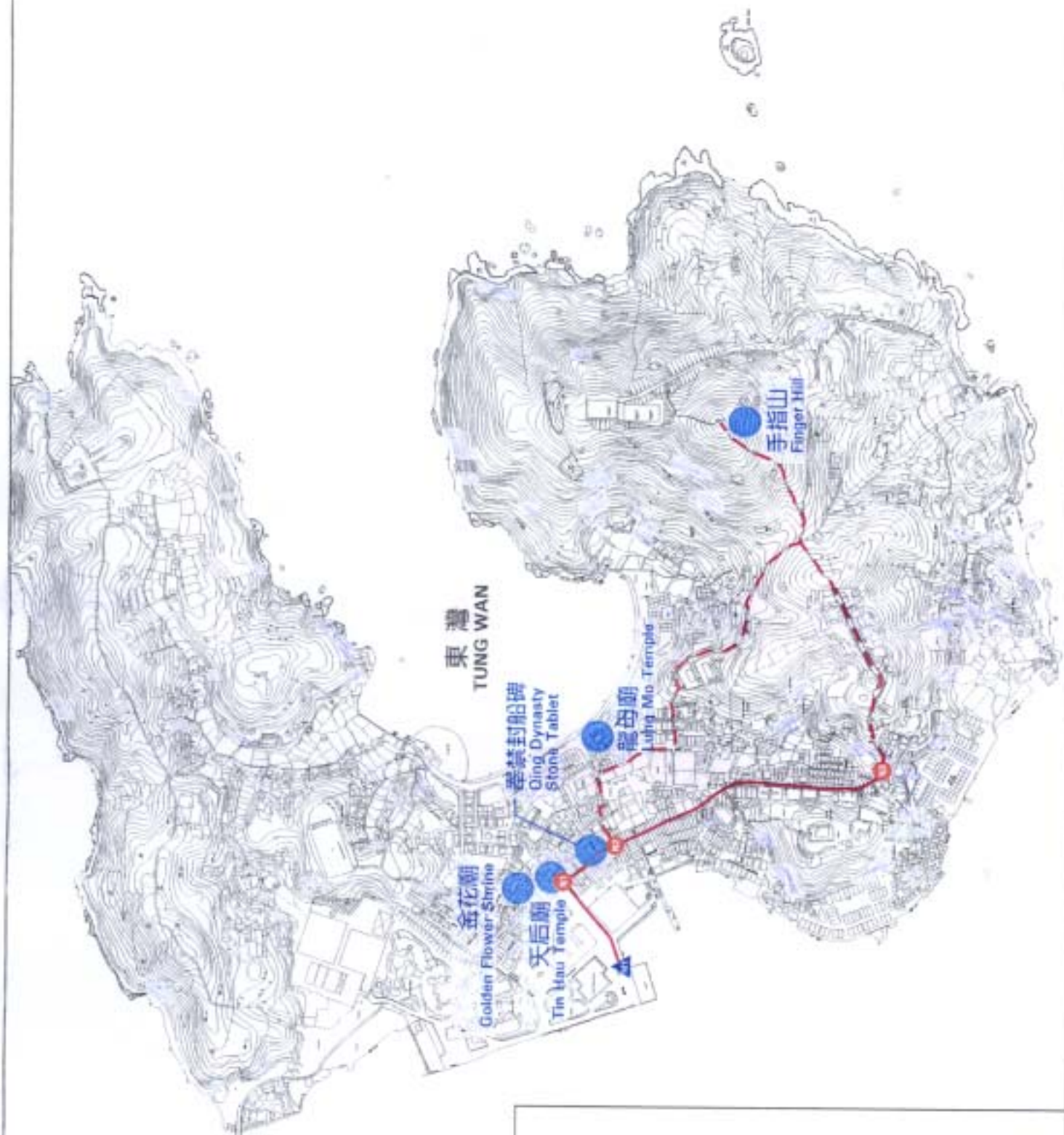


預計旅客之步行路線
Anticipated Visitor's Route



景點目的地
Anchor Destination





旅客指示標誌及資訊研究計劃
坪洲之擬定施工位置圖
Proposed Site Location Plan for
Implementation of Visitor Signage
Scheme at Peng Chau

圖例：
Legend:



擬議的方位指示牌位置 (共3個)
Proposed New Directional Signage
(Total 3 nos.)



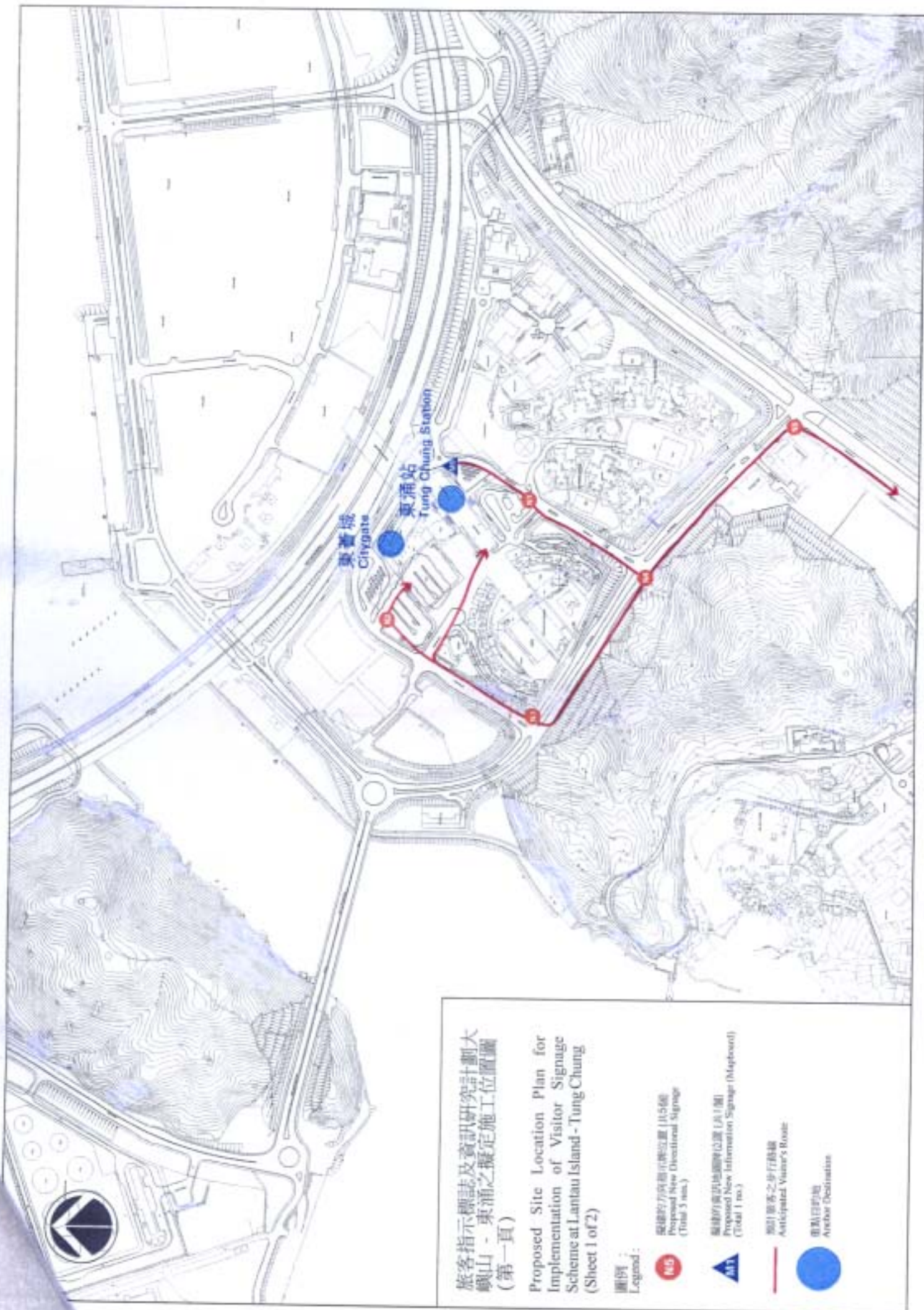
擬議的資訊地圖牌位置 (共1個)
Proposed New Information Signage (Mapboard)
(Total 1 no.)



預計遊客之步行路線
Anticipated Visitor's Route



錨點目的地
Anchor Destination



旅客指示標誌及資訊研究計劃大
嶼山 - 東涌之擬定施工位置圖
(第一頁)

Proposed Site Location Plan for
Implementation of Visitor Signage
Scheme at Lantau Island - Tung Chung
(Sheet 1 of 2)

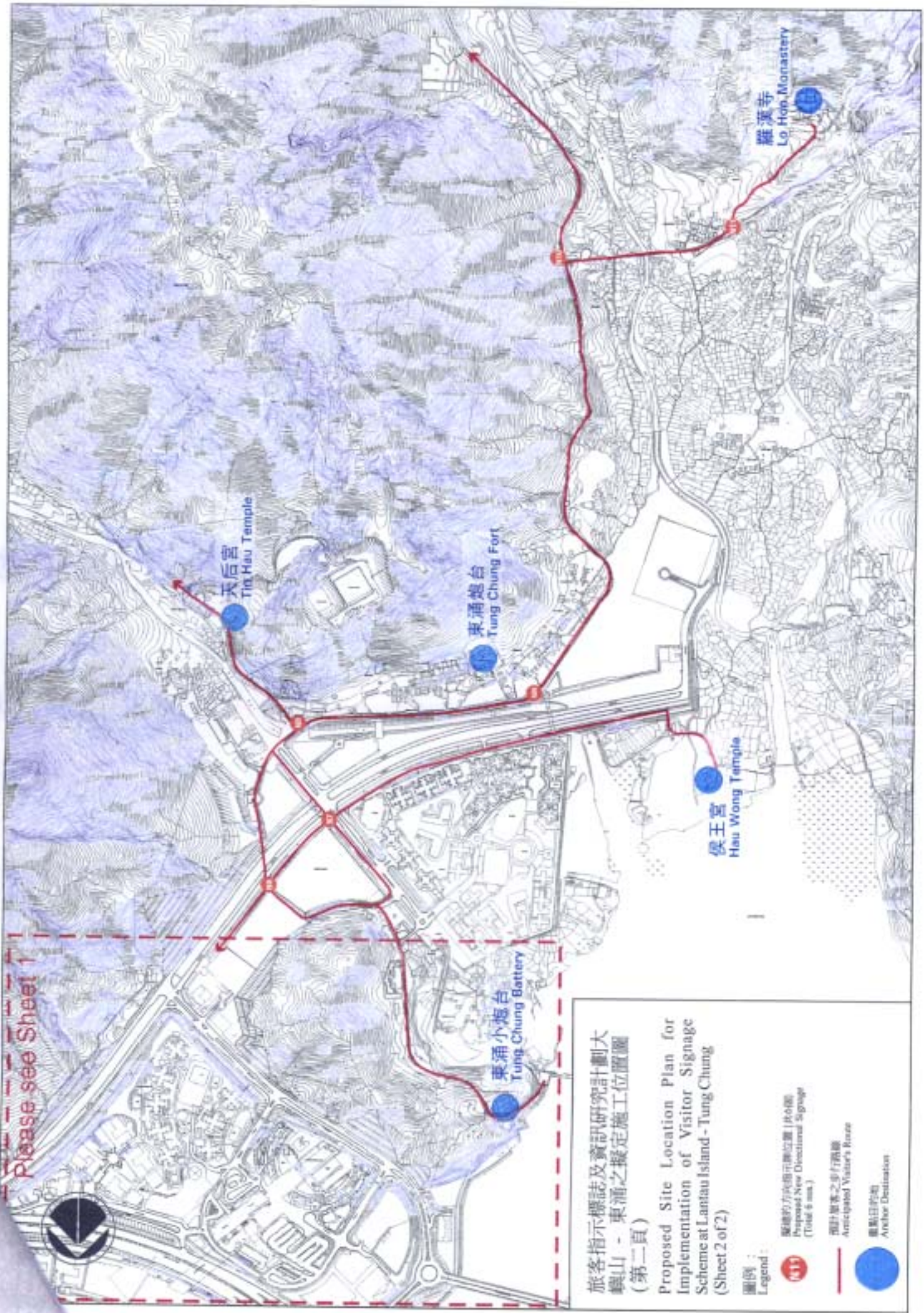
圖例:
Legend:

擬議的方向指示標誌位置 (共5個)
Proposed New Directional Signage
(Total 5 nos.)

擬議的新資訊標誌位置 (共1個)
Proposed New Information Signage (Mapboard)
(Total 1 no.)

預計旅客之步行路線
Anticipated Visitor's Route

重點目的地
Anchor Destination



Please see Sheet 1

旅客指示標誌及資訊研究計劃大
 嶼山 - 東涌之擬定施工位置圖
 (第二頁)
 Proposed Site Location Plan for
 Implementation of Visitor Signage
 Scheme at Lantau Island - Tung Chung
 (Sheet 2 of 2)

圖例：
 Legend:

▲ 擬議的方位指示標誌位置 (共 6 個)
 Proposed New Directional Signposts
 (Total 6 nos.)

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

● 重點目的地
 Anchor Destination

天后宮
 Tin Hiau Temple

東涌炮台
 Tung Chung Fort

侯王宮
 Hau Wong Temple

東涌小炮台
 Tung Chung Battery

羅漢寺
 Lo Hon Monastery

旅客指示標誌及資訊研究計劃
大嶼山—梅窩之擬定施工位置圖

Proposed Site Location Plan for
Implementation of Visitor Signage
Scheme at Lantau Island - Mui Wo

圖例：
Legend:

擬議的方向指示牌位置 (共3個)
Proposed New Directional Signage
(Total 3 nos.)

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

預計旅客之步行路線
Anticipated Visitor's Route

重點目的地
Anchor Destination

銀鑛灣
SILVER MINE BAY

銀鑛灣海灘
Silver Mine Bay Beach

銀鑛灣酒店
Silvermine Beach Hotel

渡輪碼頭
Ferry Pier

翻南通往昂平、大澳、貝澳方向
South Lantau Road to Ngong Ping,
Tai O, Pui O Directions





旅客指示標誌及資訊研究計劃
大嶼山-大澳之擬定施工位置圖
Proposed Site Location Plan for
Implementation of Visitor Signage
Scheme at Lantau Island - Tai O

圖例：
Legend:



擬議的方向指示牌位置 (共8個)
Proposed New Directional Signage
(Total 8 nos.)



擬議的資訊地圖牌位置 (共1個)
Proposed New Information Signage (Mapboard)
(Total 1 no.)

預計遊客之步行路線
Anticipated Visitor's Route



重要目的地
Anchor Destination

