

Heritage Tourism

in HONG KONG

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Background

A long, covered walkway with a white ceiling and blue accents, leading to a bright outdoor area with greenery.

Tourism

- one of Hong Kong's key economic pillars
- Hong Kong needs to diversify its attractions to maintain its position as a prominent tourist destination

World Tourism Organization (WTO)

- promoting cultural heritage tourism
- *“covering all aspects of travel whereby people learn about each other’s way of life and thought”*



Tourist Attractions

Eco-tourism

➤ Green Trails



Sai Kung



Tung Ping Chau



Tourist Attractions

Eco-tourism

➤ Hong Kong Wetland Park

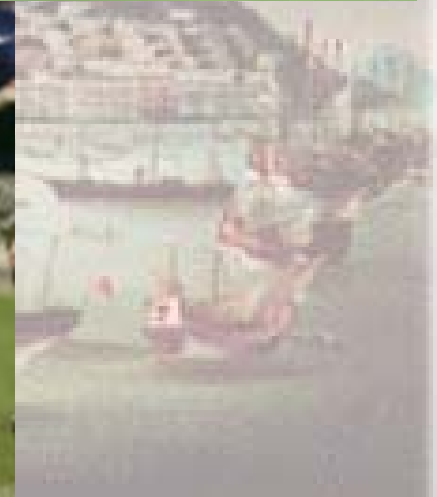


Hong Kong Wetland Park
<http://www.afcd.gov.hk/wetlandpark/>

Tourist Attractions

Sports Tourism

- Rugby Sevens Tournament
- Horse-racing



(Source: 2003-2004 Hong Kong Rugby Football Union)

Tourist Attractions

Event Tourism

➤ Symphony of Lights



Tourist Attractions

Event Tourism

➤ Festivals



HONGKONG

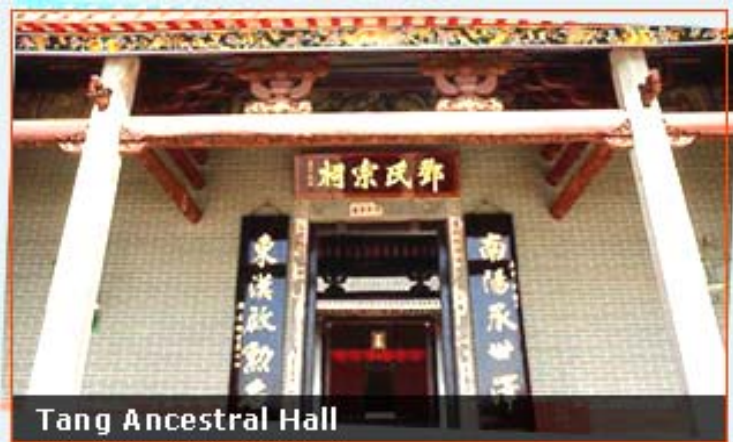


***“Those who cannot
remember the past are
condemned to repeat it.”***

~ George Santayana ~

Heritage Tourism in Hong Kong

- historical assets, e.g., buildings, temples and sites
- unique cultural heritage, mix of modern and colonial cultures



Major Considerations for Development of Heritage Tourism

- High maintenance and restoration costs
- Balance between preservation and exploitation
- Public aspirations



Means to address the Issues

- *Resources*
 - To engage the private sector



Faneuil Hall, Boston



Covent Garden, London

Means to address the Issues

➤ *The Challenge*

- To balance conservation against development
- Cost of conservation must be weighed against the need to generate an economic return from the property.

Means to address the Issues

➤ *Public Aspirations*

- To involve the community in the process.
- Open these formerly closed facilities for community and visitors' use.





***“If you fail to plan,
you plan to fail.”***

Cases of Heritage Tourism Project

Former Marine Police Headquarters in Tsim Sha Tsui



Former Marine Police Headquarters

The site

- declared monuments
- a rare example of Victorian-colonial architecture
- strategic location in Tsim Sha Tsui



Former Marine Police Headquarters

Implementation Framework

- open and competitive tender process
- proponent has to meet mandatory preservation requirements



Former Marine Police Headquarters

The Tender

- awarded in May 2003
- a land grant of 50 years



Former Marine Police Headquarters

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



Source: Flying Snow Limited

Former Marine Police Headquarters

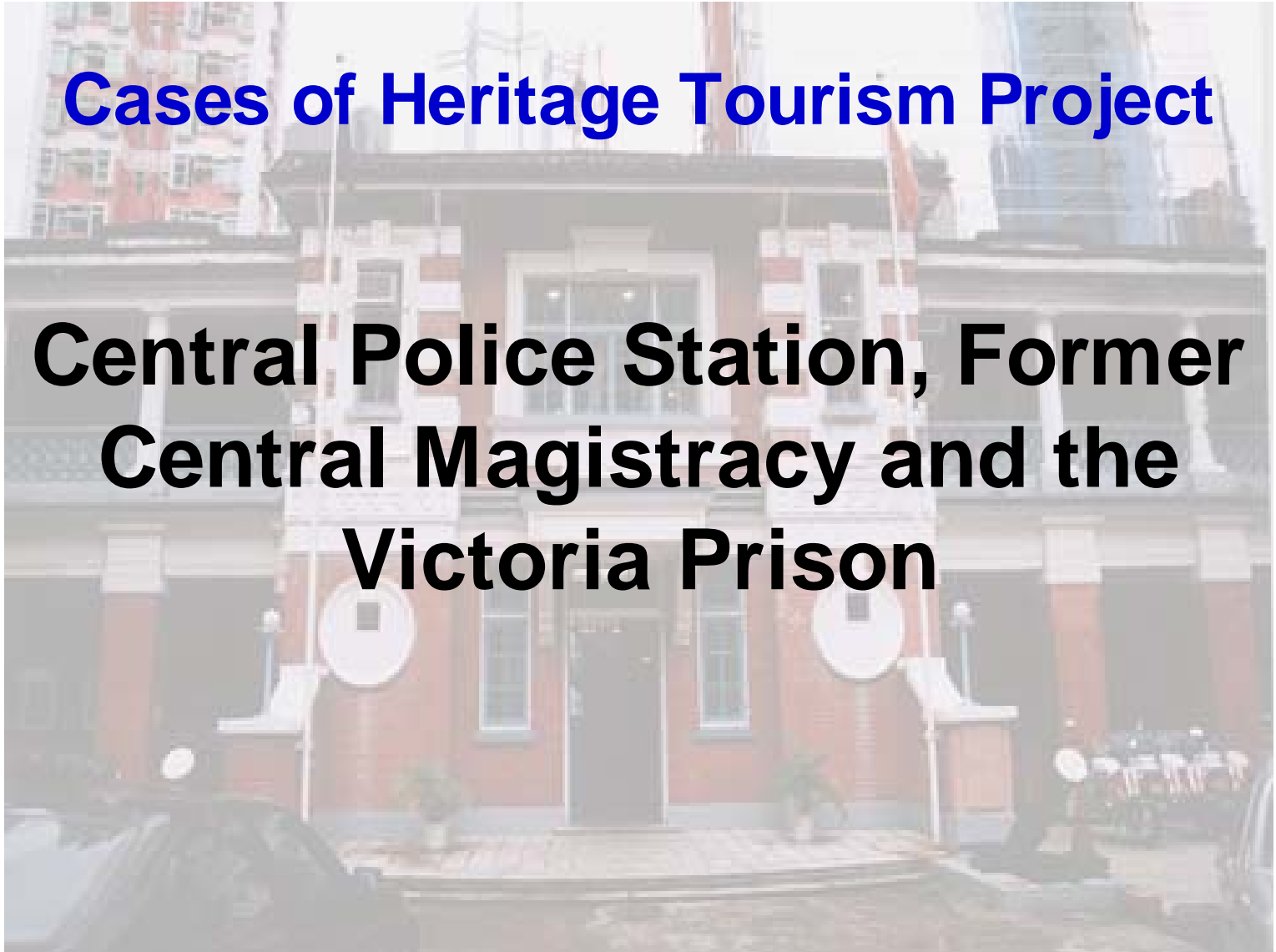
- enable local residents and overseas visitors to appreciate the unique cultural heritage of Hong Kong



Source: Flying Snow Limited

Cases of Heritage Tourism Project

Central Police Station, Former Central Magistracy and the Victoria Prison



Central Police Station, Former Central Magistracy and the Victoria Prison

- colonial architecture
- a history of 140 years
- intact and still being used as originally intended



Central Police Station, Former Central Magistracy and the Victoria Prison

(A) Central Police Station



中區警署
CENTRAL
POLICE STATION



Central Police Station, Former Central Magistracy and the Victoria Prison

(B) Former Central Magistracy



Central Police Station, Former Central Magistracy and the Victoria Prison

(C) Victoria Prison



An aerial photograph of a dense urban area, likely in a city like Hong Kong or Singapore, showing a complex road interchange with multiple lanes and overpasses. The buildings are tall and closely packed. The text "Way Ahead" is overlaid in the center in a large, bold, black font.

Way Ahead



Conclusion

- The Government will continue its efforts to promote heritage tourism.

Asia's world city

HONG
KONG



