

# Cultural and Heritage Tourism in **HONG KONG**

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# Background



## Tourism

- ◆ one of Hong Kong's key economic pillars

(Photo: Hong Kong Polytechnic University)



# Background

## Tourism

- ◆ **Hong Kong needs to diversify its attractions**
- ◆ **to maintain its position as a prominent tourist destination**

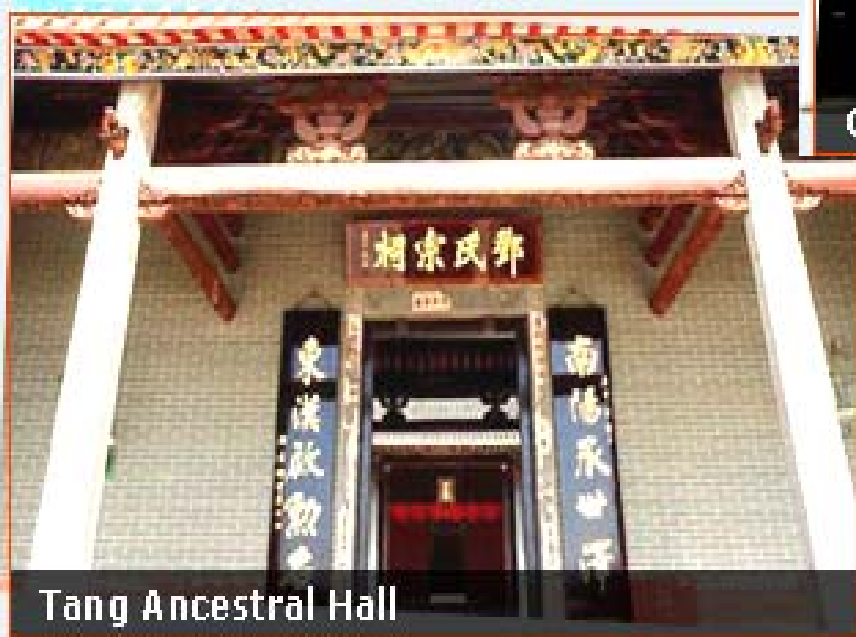
(Photo: Hong Kong Polytechnic University)

# 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”*

# Hong Kong's Opportunity

- A unique cultural heritage, mix of modern and colonial cultures



- historical assets, e.g., buildings, temples and sites

# Case Studies

## Northern New Territories

- ◆ Sustainable development focusing on cultural and nature-based tourism



(Photos: Hong Kong Polytechnic University)

# Northern New Territories

- ◆ **Consultancy Study**



(Photo: Hong Kong Polytechnic University)



# Northern New Territories

- ◆ Tung Ping Chau
- ◆ Tolo Harbour / Channel and Plover Cove Area



(Photos: Tai Po District Office, Hong Kong Polytechnic University)



# Northern New Territories

## ◆ Heritage Conservation – Tung Ping Chau



(Photos: Planning Department, Hong Kong Polytechnic University)

# Northern New Territories

- ◆ Local participation



(Photos: HKTB, Hong Kong Polytechnic University)