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Project title: Cultural Tourism Programme 2010

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There are some indigenous inhabitants living in the New Territories who remain their own traditional lifestyles that have been handed over hundreds of years ago. They witness the splendid past of Hong Kong and are the essence of Hong Kong.

Goal

The goal of this project is to increase the economic activity in Hong Kong during the year 2010 by attracting more tourists to Hong Kong.

Objectives

- To attract tourists by promoting the lifestyles of indigenous inhabitants.
- To enhance Hong Kong status as a gourmet paradise.
- To boost the economy in some remote areas in the New Territories.

Work plan

Propaganda: March 2010 – August 2010

A parade with floats decorated with characteristics of traditional culture of Hong Kong will be held in Cheung Chau Island in March. Advertisement through electronic media will be broadcasted in several foreign cities till August. Exhibitions will be held in major cities of the mainland to promote and highlight appealing attractions. A website will be established before April to update the schedule of different functions for reference.

Trips to Cheung Chau Island: April 2010 – May 2010

Tourists will be guided by Hongkongers to tour around the island. In April, tourists will celebrate the birthday of Pak Tai. Cantonese operas will be performed in front of the Pak Tai Temple. Cheung Chau Island bustles with Bun Festival which is another significant event in May. Tourists will watch and participate in the exciting bun scrambling competition on the bun towers. Tourists can also enjoy the street procession with children dressed up in traditional costume. They can as well purchase souvenirs related to the Bun Festival. Tourists can learn more about the customs of Cheung Chau Island and increase their incentive to visit Hong Kong again. Meanwhile, the economy on the island can be boosted to certain extent.

Trips to Tai O: June 2010 – July 2010

Tourists can experience the unique lifestyle in Tai O by living in hotel of stilt-houses. All rooms are hygienic with individual bathroom. They are also recommended to purchase shrimp paste and salted fish, the

renowned native products. Shrimp paste making courses will be provided by locals too. Other than that, boat trips will be provided for tourists to experience the ambience of “fishing villages” and meantime watch the pink dolphins. Through these, tourists will know more about the old Hong Kong. At the same time, there will be more economic activities in Tai O.

Tours to walled villages of the Five Clans --- August 2010 – September 2010

Tourists will be guided by villagers to visit the walled villages built by the five indigenous clans (the Tang, Hau, Pang, Liu and Man) hundreds of years ago. Introduction of the monuments will be given to tourists for easier understanding. Tourists will be recommended to purchase souvenirs like traditional handicrafts. Hotel of houses in walled villages will be available for tourists to stay a couple of days. Meals provided are all traditional food of the walled villages. These allow tourists to have a deeper understanding to our brilliant past while the economic activity in the villages can be increased.

Poon Choi Banquet: August 2010 – September 2010

Tourists will be guided by experienced villagers to visit the cookroom and understand the procedures of making poon choi. A gigantic Poon Choi banquet will be held in September in different walled villages to break the Guinness World Records of 3,800 tables in 2004. Tourists can feel the warm atmosphere seating around tables and shared chopsticks sticking into Poon Choi. They can have chances to taste the delicious food in Hong Kong which increase their incentive to visit Hong Kong again. This in turns boost the economy of Hong Kong.

Expected outcomes

More tourists will be attracted with the chance to experience the unique lifestyles of the locals through the trips to outlying islands and walled villages. They will spend more expenditure in those areas and thus increase the economic activities there. They will also be impressed by the poon choi as well as the warmth and friendliness. They will understand the culture of Hong Kong and have a higher incentive to visit Hong Kong again. With more desires from outsiders to learn about the traditional culture of Hong Kong, locals will try to keep and maintain their traditional lifestyle. This helps conserve the traditional culture as well as to maintain the sustainability of facilitating tourism by promoting traditional culture.

Evaluation

- Number of tourists in these six months
- Opinions from tourists through surveys
- Statistics on revenue brought by tourism in these six months