

**Memorandum of Sai Kung District Council  
Annual Progress Report of  
Working Group on Tourism & Economic Development 2010**

The meeting of Working Group on Tourism & Economic Development (the Working Group) was held on 24 February 2010. The major discussed issues for the whole year were summarized below:

**Renovating “Travel in Sai Kung” Website**

2. With the subsidy from Funds for Diversified Community under District Council, the Working Group collaborated with the Direction Association for the Handicapped (Social Enterprise) to renovate fully “Travel in Sai Kung” Website by early 2011. It was planned to update the information of website and to enhance its interactive function.

**Sai Kung Geo-Heritage Information Centre**

3. The Working Group accepted the Sai Kung Tourism Potential Study to set up a proposed tourist information centre at Sai Kung Town. In mid-2010, with the collaboration of the Agriculture, Fisheries and Conservation Department(AFCD), the existing tourist information centre at Sai Kung Waterfront Park was altered to Sai Kung Geo-Heritage Information Centre in Sai Kung for promoting geology, ecology and cultural characteristics and providing one-stop information service for tourists. The planned partnership organizations would include youth and women groups namely Sai Kung District Community Centre and Sai Kung & Tseung Kwan O Women’s Association. It would be operated in the mode of social enterprise. The Sai Kung Geo-Heritage Information Centre would be open on Saturdays, Sundays and public holidays (except Lunar New Year holidays). The scheme was sponsored by the Funds for Diversified Community Activities under District Council.

**Sai Kung Eco-Cultural Tour Development Project**

4. The Working Group cooperated with the Sai Kung District Community Centre to launch the project from September 2009 to March 2010. Its objectives were to provide professional’ training, to build eco-cultural information database, to develop and promote progressive tour routes as well as to promote eco-cultural conservation campaigns. Besides, a feasibility study was made to explore future development of eco-tour in the mode of social enterprise. After the completion of project, 26 of 39 eco-tourism guides who had finished the training were awarded with the Certificates of Nature Appreciation Foundation Course by the Hong Kong Government Skills Upgrading Scheme. 23 eco-tourism guides were awarded with the Certificates of Training in Geotourism (Rocks and Topography)

Interpretation Courses and also 6 eco-tourism guides were given an honour to be the Recommended Hong Kong National Geopark Guides by the Association for Geoconservation, Hong Kong.

### **Sai Kung Old Town Revitalization Scheme**

5. The “Sai Kung Old Town Revitalization Scheme” launched by Sai Kung District Office and the Hong Kong Housing Society was commenced in 2008 and ended in 2010 smoothly. The early phase of work under the “Sai Kung Old Town Revitalization Scheme” was to renovate the local god of the land. The later phase of work included repaving pavement with environmental tiles and setting up of tourist spot sign posts at accesses. Besides, it included the construction of a temple square with particular tile pattern and transforming a carpark to an open ground for holding various performances and large-scale activities. With more and more people hanging around the temple square, it would become a gathering place. The whole project lasted for more than two years and cost about \$10 million.

### **The 24<sup>th</sup> International Travel Expo Hong Kong – The National Geo-park @ Sai Kung**

6. The Sai Kung District Council (SKDC) made every effort to promote the exclusive geology and historical value in Sai Kung. With the collaboration of Tai Po and North District Councils and AFCD, a booth was set up at the International Travel Expo Hong Kong which was held from 10 to 13 June 2010 in the Hong Kong Convention & Exhibition Center. It aimed at promoting the Hong Kong National Geopark and trying to attract overseas tourists to visit Hong Kong.

### **Sai Kung Geo-Heritage Festival**

7. In order to correspondence with the opening of Sai Kung Geo-Heritage Information Centre, the Sai Kung Geo-Heritage Festival was held with AFCD, Hong Kong National Geopark, SKDC and Sai Kung District Community Centre with a view to promoting eco-tour at Sai Kung Volcanic Rock Region and enhancing the public awareness of conservation of geo-heritage in Hong Kong. The activities in Sai Kung Geo-Heritage Festival included an opening ceremony of the Sai Kung Geo-Heritage Information Centre cum carnival held on 27 and 28 March 2010 at Sai Kung Waterfront Park, geology and fishing industry exhibitions, inter-school “Now and then, Sai Kung” booth design competition, seminars about geology, fishing industry and cultural development, High Island Geo-trail guided tour, Boat Tour of Sai Kung Islands and Geopark Visitor Centre to appreciate the beauty of rocks. All of these activities finished by the end of April 2010.

### **Sai Kung Employment Alliance – Job Expo 2010**

8. The Sai Kung Employment Alliance – Job Expo 2010 was jointly organized by the

New Territories Association Retraining Centre (TKO Branch Office) and the Working Group in collaboration with three other community based organizations, namely Hong Kong College of Technology (TKO Integrated Services Centre), Haven of Hope Christian Service and F.T.U. Tseung Kwan O District Service Office, which was held on 20 March 2010 at East Point City, Tseung Kwan O. Its objectives were to provide the local community with employment opportunities and the latest employment information. There were seminars on various industries and impromptu interviews were also arranged for job-seekers. The Job Expo attracted more than 4,000 visitors and the response was quite good.

Sai Kung District Council  
Working Group on Tourism & Economic Development  
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