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Tourism

(formerly under the then Economic Services Bureau)

Detailed Progress

I Develop and improve tourism infrastructure, facilities and products

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below —

Initiative *	Target #	Present Position †
To work with the Planning Department to identify the options for developing Aberdeen into a tourist hub <i>(the then Economic Services Bureau (ESB))</i>	To identify action areas in 2002 <i>(2001)</i>	<i>(Action in Progress : On Schedule)</i>
To examine the programme for the development of a new tourism node at South East Kowloon <i>(ESB)</i>	To map out the way forward in 2002 <i>(2001)</i>	<i>(Action in Progress : On Schedule)</i>
To invite proposals for the development of the former Marine Police Headquarters into a tourism-themed project <i>(ESB)</i>	To award the project in 2002 <i>(2001)</i>	The schedule for awarding the project has been revised to the first half of 2003. <i>(Action in Progress : Behind Schedule)</i>
To construct a cable car system linking Tung Chung and Ngong Ping on Lantau Island <i>(ESB)</i>	To enter into a provisional agreement with the successful bidder in 2002 <i>(2001)</i>	<i>(Action in Progress : On Schedule)</i>

* the bracketed information denotes the agency with lead responsibility for the initiative

the bracketed information denotes the year in which the target was set

† the bracketed information denotes the status of the target

Initiative	Target	Present Position
<p>To introduce tourist signage and information improvements in tourist districts, and public transport nodes leading to heritage trails and country parks</p> <p>(ESB)</p>	<p>To implement improvements in Sai Kung, Shatin and Wong Tai Sin and formulate a programme of work in other districts</p> <p>(2001)</p>	<p>(Action in Progress : On Schedule)</p>
<p>To improve the landscaping of the Stanley Waterfront to enhance its attractiveness as a popular tourist spot</p> <p>(ESB)</p>	<p>To complete the project feasibility study in 2002</p> <p>(2001)</p>	<p>(Action in Progress : On Schedule)</p>
<p>To improve the landscaping of the Peak to enhance the area as a visitor attraction</p> <p>(ESB)</p>	<p>To complete the project feasibility study in 2002</p> <p>(2001)</p>	<p>(Action in Progress : On Schedule)</p>
<p>To develop a heritage trail covering former military sites on Hong Kong Island</p> <p>(Hong Kong Tourism Board (HKTB))</p>	<p>To implement in 2002 a pilot scheme on the Wong Nai Chung Gap Military Trail in collaboration with the Antiquities and Monuments Office of the Leisure and Cultural Services Department</p> <p>(2001)</p>	<p>(Action in Progress : On Schedule)</p>
<p>To publish a guide book on heritage trails in the New Territories</p> <p>(HKTB)</p>	<p>To plan for the publication of the guide book in 2002</p> <p>(2001)</p>	<p>(Action in Progress : On Schedule)</p>

Initiative	Target	Present Position
<p>To work with The Walt Disney Company to establish Hong Kong Disneyland</p> <p>(ESB)</p>	<p>To proceed with reclamation works and design of infrastructure with a view to achieving target opening date of the theme park in 2005</p> <p>(2000)</p>	<p><i>(Action in Progress : On schedule)</i></p>
<p>To improve the landscaping of the Tsim Sha Tsui Promenade to make it a landmark</p> <p>(ESB)</p>	<p>To start detailed design in 2001</p> <p>(2000)</p>	<p><i>(Action in Progress : On Schedule)</i></p>
<p>To assess the tourism potential of the harbour and its waterfront area</p> <p>(Planning Department)</p>	<p>To complete a consultancy study in 2001</p> <p>(2000)</p>	<p><i>(Action Completed)</i></p>
<p>To conduct the annual Price Competitiveness Survey</p> <p>(HKTB)</p>	<p>To complete the survey in 2001</p> <p>(2000)</p>	<p><i>(Action Completed)</i></p>

2 Improve Hong Kong's tourist friendliness, including the quality of service in the industry

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below —

Initiative	Target	Present Position
To review the Quality Tourism Services Scheme (<i>Hong Kong Tourism Board (HKTB)</i>)	To commence the review in 2002 (2001)	(<i>Action Completed</i>)
To set up a data warehouse to enhance information based strategic planning and marketing capabilities of the Hong Kong Tourism Board (<i>HKTB</i>)	To start the project in 2002 (2001)	(<i>Action Completed</i>)
To develop an education kit on hospitality culture for use in secondary schools (<i>the then Economic Services Bureau (ESB)</i>)	To produce the kit in 2002 (2001)	(<i>Action in Progress : On Schedule</i>)
To broadcast a series of five-minute episodes on TV to promote the hospitality culture among the general public (<i>ESB</i>)	To broadcast the series in 2002 (2001)	(<i>Action in Progress : On Schedule</i>)

Initiative	Target	Present Position
To sponsor activities organised by outside organisations (other than schools) which promote a hospitality culture in Hong Kong (<i>ESB</i>)	To launch the project in 2002 (<i>2001</i>)	(<i>Action Completed</i>)
To improve service quality among inbound tour guides (<i>ESB</i>)	To develop a quality assurance system for tour guides in 2002 (<i>2001</i>)	(<i>Action Completed</i>)
To work with the travel industry on the implementation of the Travel Agents (Amendment) Bill 2001 after it is enacted (<i>ESB</i>)	To issue licences to inbound travel agents and work with the Travel Industry Council on the regulation of inbound travel agents (<i>2001</i>)	(<i>Action in Progress : On Schedule</i>)
To improve the Hong Kong Group Tour Scheme (<i>Immigration Department</i>)	To implement new arrangements such as increasing the daily quota from 1 500 to 2 000 and increasing designated agents from 4 to 17 by end-2000 (<i>2000</i>)	(<i>Action Completed</i>)
To promote and expand the coverage of the Quality Tourism Services Scheme (<i>HKTB</i>)	To expand the scheme to cover tourism-related services other than retail shops and restaurants in 2001 (<i>2000</i>)	(<i>Action in Progress : On Schedule</i>)

3 Promote Hong Kong as an attractive tourist destination

To achieve results in this area, various initiatives have been undertaken in the past year. Details are set out below —

Initiative	Target	Present Position
To strengthen the Internet marketing capabilities of the Hong Kong Tourism Board <i>(Hong Kong Tourism Board (HKTB))</i>	To commence a feasibility study in 2002 <i>(2001)</i>	<i>(Action Completed)</i>
To review the International Events Fund <i>(HKTB)</i>	To firm up recommendations in 2002 <i>(2001)</i>	<i>(Action in Progress : On Schedule)</i>
To organise five mega events under the “City of Life: Hong Kong Is It!” campaign between December 2001 and early 2003 <i>(HKTB)</i>	To stage the Hong Kong Lights Up, the International Chinese New Year Parade, the Hong Kong Flower Extravaganza and the Mega Hong Kong Sale in 2002 <i>(2001)</i>	<i>(Action in Progress : On Schedule)</i>