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*Hong Kong. A World of Celebrations.*

**Good Luck Festivals,  
February In Sha Tin!!!**

**HONG KONG, CHINA**

**Lok Sin Tong Young Ko Hsiao Lin Secondary School**



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## What is Festival?

Festival is the date to celebrate the specific thematic customs or commemorative days which is transferred by seasons, times and phonological phenomenon. As time goes by, festival activities evolve to diversified theme forms, which are promoted, held and spread constantly. Most of the important festivals will take a holiday, so that fellow countryman and the same ethnic people can have the opportunity to relax themselves and celebrate the festival together by their peculiar ceremonies, costumes or food and so forth. Therefore, festival usually can reflect the relationships between human and nature and interpersonal relationships.

Besides, festival includes traditional festival and other creative festival related closely to people's life. These festivals are accepted and supported widely by locals as the culture emblems and cultural creative industry. Moreover, traditional festival is the origin of national cultures with emotion and wishes of different nations. Hence traditional festival actually is a spiritual totem of nations.

Festival is indispensable wherever people live. Most of festivals come into being for three reasons. First is designed by natural solar terms, for instance, Chinese New Year and Mid-autumn Festival, which are owned by Hong Kong and Mainland China jointly. Second comes from religion and faith, such as Christmas, which is the one that leaves over by the United Kingdom. Last one is humanity history, such as National Day and Teacher's Day, which are also owned by Hong Kong and Mainland China jointly. In addition, there are a lot of indigenous festival activities, for example, Cheung Chau Bun Festival and Tai Hang Fire Dragon Dances were applied for National intangible cultural heritage by the Hong Kong government in 2009 which can be the unique festival in Hong Kong.



# What calendars do Hong Kong festivals follow?

## The lunar calendar

Calendar is the method that can figure up the time in line with the astronomical phenomena and cooperate with people's needs in daily life. In China, agriculture is the lifeblood of economy which relies on calendar to count the alternative seasons. So, Chinese calendar is also named the lunar calendar.

## Calendar

Calendar is widely used in the world nowadays which is positioned the date that Jesus Christ was born as 1 AD. As a result, 1st century is from 1 AD to 100AD, 2ed century is from 101AD to 200AD, and the rest can be done in the same manner, so 21st century is from 2001 to 2100.

Therefore, Hong Kong people will celebrate their festival based on two different kinds of calendars, for example Mid-autumn Festival is 15th August in Chinese lunar calendar while Christmas is 25th December in calendar.

# How many festivals do we have in Hong Kong?

In Hong Kong, Chinese and western festival activities are uncountable. With their colorful and wonderful programs, tens of thousands of tourists are attracted to Hong Kong. Hong Kong is China's special administrative region; so many festivals are owned by both Hong Kong and Mainland China. Meanwhile, Hong Kong was the colony of British so that it has had many western festivals. Plus, it has many indigenous festival activities.

In total, Hong Kong festivals can be divided into three parts:

- Owned by both Hong Kong and Mainland China.  
E.g. Mid-autumn Festival, Dragon Boat Festival
- British characteristic Festival.  
E.g. Christmas, All Saints' Day.
- Indigenous characteristic Festival.  
E.g. Cheung Chau Bun Festival, Tai Hang Fire Dragon Dances.

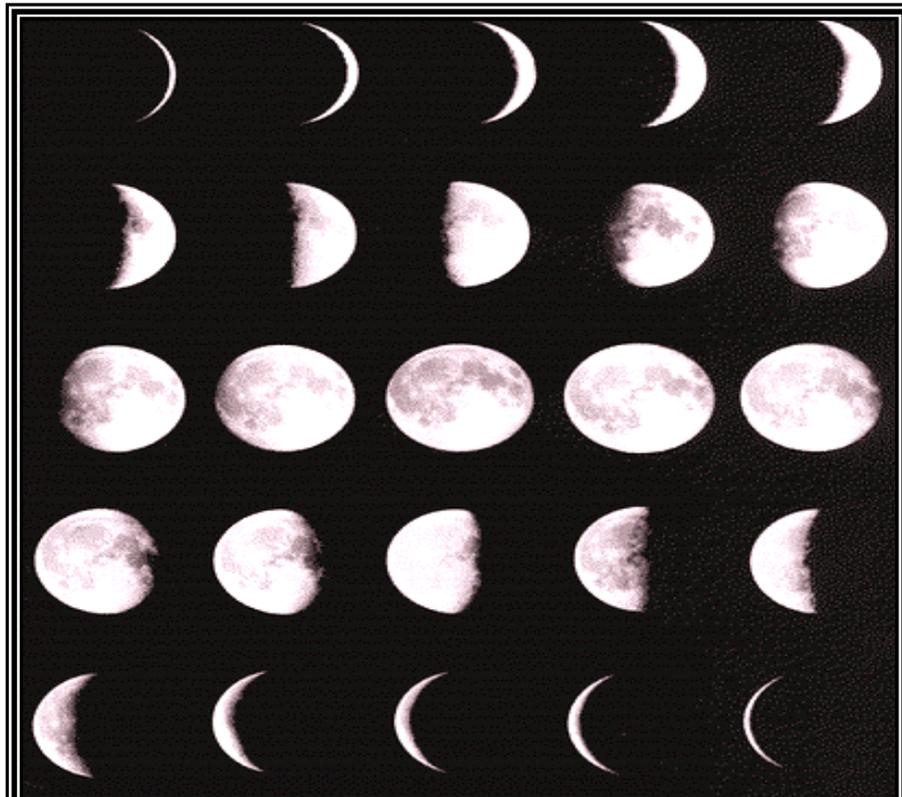
Welcome to travelling in Hong Kong. Whenever you come, do not miss these valuable festival ceremony and it can let you enjoy a totally different festival vocation.



# Chinese traditional festival: Mid-Autumn Festival (Mooncake Festival)

Mid-autumn Festival derives from China, is on August 15th in Chinese lunar calendar every year and one of the traditional folk festivals in Southeast Asia. According to Chinese lunar calendar, Mid-autumn Festival is on the second week of lunar August as the moon will be full which means reunion, so it is also called Reunion Festival.

Among the legends of Mid-autumn Festival origin, the most famous one is The Goddess Change's fly to the moon. The story told about the ancient age, the hero who shot the sun named Hou Yi, was married with Chang'e and being an emperor. However, he became more and more violent and administrated as a tyranny. One day, Hou Yi obtained a pack of immortality drug from the Queen Mother. As long as he took the drug, he would become a immortal and flied to heaven. Chang'e swallowed down the drug when she heard of this news and became a fairy flying to the Moon Palace. People heard the news, had displayed incense table in the next month to pray for luck and safety. After that, thanks to the moon in Mid-autumn Festival was coming into being a custom.



## Mid-autumn Festival activities

In Hong Kong, people care about the family reunion dinner. When finishing dinner, they will take moon cakes and rice dumpling which means the family will be reunited again. In the Mid-autumn Festival evening, Hong Kong citizens will go to the park or other public place to light the candle and hang the lantern. Each district in Hong Kong holds the Mid-autumn Lantern Carnival and lantern exhibitions; at the same time, the celebration activities of Tai Hung Fire Dragon in Tung Lo Wan, the Hakka ceremony, will hold for three days.



## The importance of Mid-autumn Festival to the tourism industry

Moon cakes are indispensable food in Mid-autumn Festival. Since Hong Kong taipans moon cakes was offering in 1989 which is global pioneer, transferring the market, image and taste of Chinese traditional moon cakes and exploring a totally new moon cakes market. The most important thing is Hong Kong taipans moon cakes, which attract a lot of tourists travelling to Hong Kong and buying them from taipans moon cakes' shops. Tourists not only can purchase the flavor that they like, but also can assurance the quality. So, they can make Hong Kong more attractive so that they can choose Hong Kong as their tourist destinations. Furthermore, as taipans are the first moon cakes in Hong Kong, it represents the image of Hong Kong. When tourists take taipans back to their own countries, whether their friends or strangers will know they have been to Hong Kong that their self-respect can be satisfied while bringing more customers to Hong Kong. It can push the hospitality industry; hotel industry and catering industry forward while motivate Hong Kong economy.



# Chinese traditional festival: Dragon Boat Festival

Dragon Boat Festival, the fifth day of the fifth lunar month, is a traditional festival and also called Duan Yang Festival, Duan has the meaning of beginning and Yang is for May afternoon. This festival was to memorize a ancient wise minister named Qu Yuan, who was a famous poet of Chu in Warring States Period. 2000 years ago, in order to admonish the emperor, he committed suicide by jumping into Miluo River. When people of Chu heard about this, they went to the river and salvaged Qu's body by boat. For the sake of avoiding fishes to hurt Qu's body, they were beating drums and gongs to scare shoal of fish, wrapping rice up with leaves and throwing them into river to feed fish. From then on, people in Chu were boating in the river and throwing rice dumplings into river on the fifth day of the fifth lunar month to commemorate this great patriotic poet.



## Activities of Dragon Boat Festival

Before and after the Dragon Boat Festival, many of coastal areas in Hong Kong will follow the traditional customs to hold the Dragon Boat Races. This activity is filled up with folk tinct which has become an international sport in recent years. Fishermen, sports associations and private institutions are consisting of their own dragon boat teams. With the positive preparation and highly morale, Dragon Boat Races, pushed to a new height, are attracting more citizens and tourists to join in the fun. And rice dumpling is the certain thing during Dragon Boat Festival.



## **The importance of Dragon Boat Festival to Tourism**

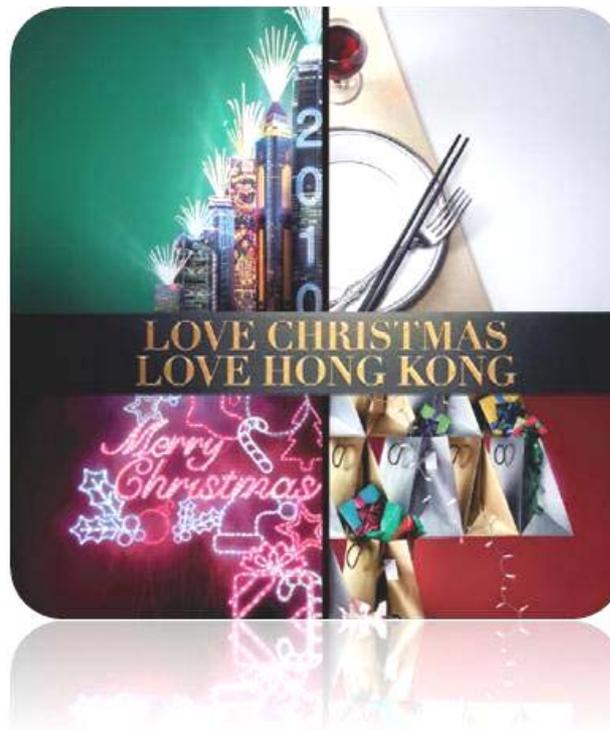
Hong Kong International Dragon Boat Invitational Tournament is one of the typical international dragon boat activities. The invitational tournament will be held on Saturday and Sunday after the Dragon Boat Festival each year. Western and Chinese athletes are gathered together for the race, which is drawn more attention by foreigners. And they can enjoy the atmosphere of happiness while stimulate the consumption of Hong Kong and promote the development of Tourism Industry.



**(our schoolmate)**

## **Festival brought by the British: Christmas**

December 25th, is the date for Nazarenes to memorize the birth of Jesus, named as Christmas. It is a very important festival for Nazarenes, because the Bible recorded that Jesus was born in a small town of Jew called Bethlehem that his mum, Virgin Mary, was pregnant by touching Holy Spirit. When she arrived in Bethlehem with her husband Joseph, all the hotels were full. So, she had to give birth to Jesus in manger. It was said that Jesus slept very peaceful in manger while there were three Doctors from eastern running after a shining star and finding him, as they wanted to worship him. Shepherders heard the voice of angels from heaven as well who was bringing the good news to them.



## Activities of Christmas

The activities of Christmas are all related to Jesus. However, as the indifferent of religious awareness, Christmas evolves a simple festival gradually. Santa Claus, Christmas party, dinner, songs, cards, hats, socks, turkey and so on is all the symbolism of Christmas.



## Christmas celebrations in Hong Kong

In Hong Kong, December 25th and 26th are public holidays. On Christmas Eve, youngsters and lovers like to enjoy Christmas lights in Tsim Sha Tsui, have Christmas parties or revel in Lan Kwai Fong. Nazarene and Catholic will get together to carol; to old generations, Christmas is the date for family to reunite.



## The important of Christmas to tourism

In foreign countries, western people pay attention to Christmas, so there will be a long holidays during Christmas. The majority of them will go to travel to other countries or visit other family members which can increase the revenue of Aircraft Industry. Nevertheless, consumption activities are composed by food, accommodation, transportation and so on. For example, when tourists come to an unfamiliar tourist destination, they have to utilize the local services like accommodation and catering to push the local economy and tourism industry forward. In addition, Hong Kong is known as a shopping paradise, many shops will make a lot of discounts to attract tourists who come to travel in Hong Kong and promote the development of Tourism Industry. As a result, Christmas is very important to Hong Kong Tourism Industry.



## **Festival brought by the British: Halloween**

China has ghosts' festivals, so do foreign countries. Ghosts' festivals have a long history in western festivals called All Hallow's Day. All Hallow's Day eve is called Halloween which is short for All Hallow Even and similar to Christmas Eve. Hallow comes from Middle English word halwen, which is closed to holy. In some areas of Scotland and Canada, Halloween is still named All Hallow Mas which means at that day, they need to memorize the sage and celebrate Mass. According to the document, the date of this festival was 1<sup>st</sup> November which was constituted by the Popo Holy BoYi IV in 610 AD, and the Roman Catholic Church also determined that day as the highest level fete.



**(our school's Halloween)**

## The activities of Halloween in Hong Kong

Nowadays, people will wear fancy clothes and make up oddly to attend some Christmas parties. A series of activities will be held in two theme parks for earning more profits by increasing attendance. As these are all commercial activities, so man-made sites will be the first choice: October City Halloween in Ocean Park and Black World in Disney Land; the celebration in Lan Kwai Fong is designed for foreigners in Hong Kong, it belongs to human attractions as it is simply celebrated activities.



## The importance of Halloween to tourism

The activities of October City Halloween in Ocean Park and Black World in Disney Land attract both local citizens and tourists to feel the atmosphere of Halloween in Hong Kong; although the celebration activities in Lan Kwai Fong add up many commercial factors, they are still praised highly by many foreign tourists and recommended to their relatives which drive them to come to Hong Kong and join in these activities. All of these activities cement the number of visitors while attract some mainstream tourists to come to Hong Kong.



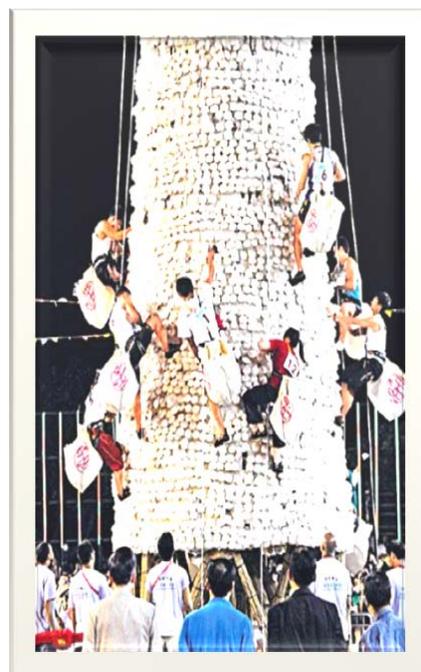
## Festival with indigenous characteristics:

### Cheung Chau Bun Festival

It is said that a hundred year ago, there was a plague in Changzhou which led to many islanders' death. In order to eliminate the disaster, some people invited the eminent monks to recite or chant scriptures, some of them made a formal visit to Pak Tai Temple. Later on, the disaster disappeared incredibly. After that, people in sea-road hold the Cheung Chau Bun Festival in April each year to release souls from suffering and beg for safety.

#### What does dip mean?

Dip is divided into six types: Menglan Dip, Fire Dip, Water Dip, Disaster Dip and Cheung Chau Bun Festival. With its long history, the main purpose of Cheung Chau Bun Festival is to pray for safety and health while cast out the disoperation of plague and evils.



## The activities of Cheung Chau Bun Festival

The festival is lasting for the whole week with its lively activities. During the Dip, killing livestock is prohibited and fast will be conducted, which is to refine their mind and body. And only vegetarian diets are provided and McDonald is also without exception which only supply steamed bun of mushroom, chips, apple pie and the sort of things. The upsurge of Changzhou Cheung Chau Bun Festival is parade in the day and floats, dancing lion and Kirin team cruise in the island. Nowadays, the parade is headed by shrine and then followed by teams of floats, country dance, music recorder and brass band, which can make the cruise team more varied and graceful

The focus of Cheung Chau Bun Festival is the Bun Mountain built by three bamboos in front of Pak Tai Temple. When finished all the fetes, people will scramble for the safety buns and try their best to get them, then, give them to other neighbors. If someone get the bun on the top of the Bun Mountain, the family of this person will be lucky the whole year. Meanwhile, the higher you get the bun, the luckier you will have.



## The importance of Cheung Chau Bun Festival to Tourism

Changzhou Cheung Chau Bun Festival Festival is unique in Hong Kong with its indigenous characteristic, the national the Intangible Cultural Heritage, which can improve the value of tourism of Hong Kong and it is a very good tourism destination of heritage tourism, cultural tourism and festival activities. Meanwhile, with the motivation of tourism industry and support of sponsors, the festival become more and more commercial, such as peace fans, peace key chain, peace bags and reusable bags, especially peace bags have many tastes which can drive the development of economy.



## Festival with indigenous characteristics:

### Tai Hang Fire Dragon Dances

On August 14th, 15th and 16th in Chinese lunar calendar every year, Tai Hang village which is located in Hong Kong Island will hold the Fire Dragon Festival. This festival could be dating back to 1880, when there were many Hakka farmers gathered here and fed on farming and hunting. It is said after the windstorm disaster, there was a boa constrictor appearing which was beaten to death by farmers and sent to police station. Unexpectedly, the boa constrictor was missing. Before long, a plague came into being in Tai Hang area and many people died. Villagers felt very terrified and frightened and Bodhisattva appeared in some old people's dream and makes a request that was cruising around the village for three days before and after Mid-autumn Festival while lighted firecrackers. So that it could banish disease and assurance the safety. After that day, the custom was kept even for today.



## The activities of Tai Hang Fire Dragon Dances

In the 14th August evening, justifications and distinguished guests make a formal visit to Mother Buddha and over hundred athletes hold the fire dragon without Longevity incenses to Lotus Mahal. When the opening ceremony of the monks begins, only the head of dragon are bringing into the temple. Firstly, the master prays for the health and safety to the villagers. Then, the ceremony is begun by visiting a bonus, providing striking key points, going to a temple to pray and so on. When drums ring, everyone will release the paper color robes into sky and the athletes wave the dragon head lively. At once, the atmosphere is boiling and villagers and tourists are dancing to welcome the dragon coming.

When the fire dragon moves behind the street, all the athletes are putting the 25,000 licenses into dragon body. Later on, the ceremony begins. Meanwhile, some lovely girls are wearing Tang suits and holding the pink lotus lights on the hands. Do not miss this wonderful time.



## The importance of Tai Hang Fire Dragon Dances to Tourism

Tai Hang Fire Dragon will be held before Mid-autumn Festival, which is the unique festival in Hong Kong with its indigenous characteristic, the national the Intangible Cultural Heritage, which can improve the value of tourism of Hong Kong and it is a very good tourism destination of heritage tourism, cultural tourism and festival activities. In 2006, this pageant attracts CCTV (China Central Television) and broadcast stations of Italy and German to report it, which can motivate tourists from mainland China and other Europeans to pay a visit to Hong Kong. So, the festival is very important to Tourism Industry.



# **The importance of Hong Kong Festivals to the Tourism Industry**

Hong Kong has three types of festivals, each festival attracts different types of tourists to come to travel in Hong Kong, and for example, it is a very good tourism destination of heritage tourism, cultural tourism and festival activities, pushing the development of Tourism Industry forward. Recently, it is paid more attention in the international stage and more and more countries start to maintain national traditional culture and arts, such as Changzhou Cheung Chau Bun Festival and Tai Hang Fire Dragon in Hong Kong.

In some districts and countries which are lack of natural resources, holding festivals are the best way to gain the attraction of sightseeing. Take Hong Kong as an example, it is a tiny area with less land and large population while lack of natural resources which is made Hong Kong as a very popular tourist destination. One of the successful factors in Hong Kong is that it has many festival activities and derives some intangible cultural heritages and manmade scenic spots, which enhances the value of tourism and makes it more successful in Tourism Industry.

The centers, local governments, corporate and private agencies of many countries all around the world hold the different festivals or enlarge the activities of this festival to achieve their purposes. For instance: (One) Entertainment: it can attract a lot tourists to come to travel on the purpose of Tourism; (Two) Increasing the economic benefits of tourism: pushing the development of tourism forward; (Three) To mold the company or community image: making the image of Hong Kong more international and many tourists are attracted to Hong Kong by its reputation as a scenic spot; (Four) The promotion of products: transferring the snowy moon cakes into a symbol of Hong Kong and bringing in other business opportunities; (Five) The marketing strategy of recreation areas in off-season: meeting the needs of tourists in off-season. All of above have a lot of helps to Tourism Industry.

To develop the indigenous characteristic festivals with its potential in Hong Kong

## Good Luck Festivals, February in Sha Tin!

### Why do we choose Good Luck Festival as our main topic?

Good Luck Festival is very famous in Hong Kong and appealing to a great deal of tourists, so it has a potential to provide different aspects of profits to promote Hong Kong Tourism Industry. During on January 2nd and 3rd days of Chinese lunar calendar which is Good Luck Festival or Chinese New Year, Che Kung Temple is filled up with people and the joss stick is vigorous, religious believers and tourists will come to pay respects to rotating copper windmills and pray the opportunity of good luck in the next year.



At first, the discussion topic is the importance of festival to Tourism Industry, as Hong Kong is China Special Administrative Region and the colony of England; it has many western traditional festivals while the indigenous cultural festivals are famous in the world with the promotion. Although most of the citizens in Hong Kong know about this festival, it can not be a successful festival tourism. However, Che Kung Temple has a lot of treasures that can not be found, so, it is a best time to promote Che Kung Temple. There are many followers and officials coming to pray for themselves or Hong Kong during Good Luck Festival and Chinese New Year. In Hong Kong, the majority of Hong Kong people are familiar with Good Luck Festival and people hope that this festival can be a part of tourism.

Secondly, although Good Luck Festival is a traditional festival, people pay more attention to Changzhou Cheung Chau Bun Festival which has the similar history to Good Luck Festival. There are many Tin Hau Temples in coastal areas of Hong Kong, they have various celebration activities; on the contrary, only two Che Kung Temples in Hong Kong. Compared with these two Che Kung Temples, the one in Sha Tin is more popular because of its central location and convenient transportation. As there are more the 50,000 tourists will come here to pray, in nearly future, Good Luck Festival and Tin Hau Festival can be as popular as other festivals.

Thirdly, Good Luck Festival has more people on January 2nd of Chinese lunar calendar which is also the same time of Chinese New Year. Chinese New Year has a meaning of new start of a year. When people come to Hong Kong at this time, they can take part in the celebration activities of Che Kung Temple. For example, turning the windmill, which means people can have a good luck and keep safety in the next year; praying and drawing divination sticks at Che Kung Temple can predict the fortunes in the future year.

Fourthly, there are four times of Good Luck Festivals in Che Kung Temple, so people can choose one of these days to Hong Kong which is flexible for them to come to travel. It does not matter if tourists miss Good Luck Festival, they can also visit Sha Tin Che Kung Temple to know more about the history of Good Luck Festival.

Fifthly, not only Taoism followers can attend Good Luck Festival to join in celebration activities and know local culture, but also tourists can worship in Che Kung Temple with Hong Kong people. It can let tourists touch Taoism Culture and close their distance to Hong Kong people while experienced their hospitality.

Finally, one of the reasons that we choose Good Luck Festival is that it is mainly celebrated in Sha Tin Che Kung Temple. Sha Tin has many scenic spots like Ten Thousand Buddhas Monastery, Sha Tin New Town Plaza, Sha Tin Cultural Museum and Sha Tin young pigeons. It is a best opportunity to gather all the scenic spots in Sha Tin and make a stronger tourism industry in Sha Tin that tourists can spend half an day or a whole day staying here while promote the economy in Sha Tin.

Above all, the location, history and celebration dates have the potentials to develop as a successful festival tourism and improve the popularity of Sha Tin. As it has not promoted widely at this time, so the development of business opportunity will be bright in the future.



## Why we choose Sha Tin Che Kung Temple as our research focus?

Firstly, there are two Che Kung Temples in Hong Kong, one is in Sha Tin, and the other is in Saigon. Our school and our home are located in Sha Tin. As a student of Tourism & Hospitality Management, we hope we can have the opportunity to meet more friends in this international competition and let more people know how better Sha Tin is. This is the forward looking for us to explore more festival tourism in Sha Tin, so we choose Che Kung Temple as a research location and make contribution to Hong Kong Tourism Industry.



Secondly, either shopping, catering or sightseeing, accommodation in Sha Tin provide convenience to tourists and meet the needs of tourists. For example, shopping, tourists can walk to Sha Tin New Town Plaza from Che Kung Temple as it is a very short distance. Sha Tin cultural Museum is in the halfway between Sha Tin New Town Plaza and Che Kung Temple, tourists can also visit here; catering, people can enjoy food in Sha Tin New Town Plaza, especially Sha Tin young pigeons; sightseeing, during Good Luck Festival, tourists can participate in the celebration activities in Che Kung Temple and then walk to Sha Tin New Town Plaza to see lanterns; accommodation, there are two hotels near Sha Tin New Town Plaza named Regal Riverside Hotel and Royal Park Hotel. Do not miss any services in Sha Tin during Good Luck Festival.

Thirdly, Che Kung Temple in Saigon is situated in the Haoyong Riverside. Compared with the one in Sha Tin, the railway sets a station to Che Kung Temple specially and many direction boards can guide tourists to Che Kung Temple. Besides, Sha Tin Che Kung Temple has the shuttle bus which is connected with Hong Kong Airline and it is also very convenient for tourists to Che Kung Temple.



Fourthly, Sha Tin has public house tenements, house estates and private estates; in addition, there is a living environment of aborigines, such as Lee House of new residential quarters and Tsang Tai Uk. Tourists will pass the Tsang Tai Uk when go to Che Kung Temple while people can know more about the life style of aborigines which is killing two birds with one stone. It is one of successful factors that we choose Sha Tin Che Kung Temple as a research topic.



Fifthly, the reason why we choose Sha Tin Che Kung Temple is the public security. According to the record of parliament of Sha Tin District in 2011, Changwei Peng, the vice-chairman, pointed out the crime data was decreasing in the past ten years and other senators praised policemen in Sha Tin as well. Therefore, when people promote Che Kung Temple as a tourist destination, they are never worried about the atmosphere of stream of people, because the policemen in Sha Tin can keep the peace of this district. Tourists are not afraid of their safety when in Sha Tin.

From the above, they are all the reasons that we choose Che Kung Temple as a topic. Moreover, we choose our district as the key research object is that we want to promote the celebration activities in Sha Tin with its potential as a popular tourist destination.



# Good Luck Festivals , February In Sha Tin!

## The Origin of Good Luck Festival

Good Luck Festival is deriving from memorizing Che Kung. At the end of the South Song Dynasty, there is a gladiator endorsed as generalissimo because of winning Jiangnan Chaos. Later on, Mongol armies invade Song's territory while the Song troops is powerless to resist, which leads to Emperor Bing make himself to refuge by Che Kung to Hong Kong. Unfortunately, Che Kung passed away. In order to memorize his loyalty and heroic, people begin to set up a temple in Daigon. It was said that in the year of Emperor Chong Zhen late Ming Dynasty, the plague was spread all around New Territories, many people died especially in Sha Tin. Then someone browsed the historical books and found there was a generalissimo named Che Kung calming down the war and preventing the spread of plague. People in Sha Tin built a statue of Che Kung and a Che Kung Temple, after that, the plague disappeared. With their gratitude, the date of Che Kung birth was designed as Good Luck Festival.

There are four Good Luck Festivals; they are on January 2nd, March 27th, June 6th and August 8th in Chinese lunar calendar. In the first place, January 2nd is the date of Good luck Festival and most of followers will visit on January 3rd in Chinese lunar calendar.



Sha Tin Che Kung Temple is situated in Tai Wai, New Territories which is administrated by Chinese Management Committee. It is divided into modern one and ancient one. The ancient one has more than 300-year history which is the second level of architectures. However, as too many people come to Che Kung Temple which has limited seats, plus, it is an ancient architecture, so it is not opened to the public.

On the other hand, the modern Che Kung Temple was built in 1993 with the area of 5,000 square meters which is tangible cultural heritage and three times larger than the ancient one. It processes as Japan Shrine architectural style. The main building has Bell Tower and Drum Tower and the statue of Che Kung is standing in the altar of main building centre of awe-inspiring appearance. The windmill and drum are beside the statue, after visiting, followers and tourists will turn them and pray well lucky for themselves. There is a couple of couplet at the entrance on both sides. The left side of the hallway has stalls to solve the bamboo slip. Each fortune-teller stall also has two or three people for western visitors to answer the slip.



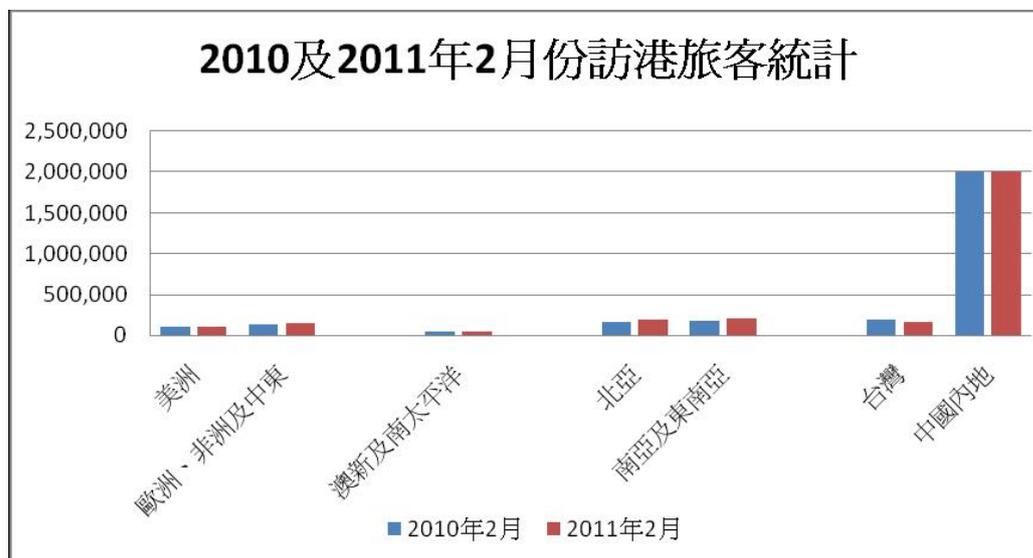
Transportation: arriving in Tai Wai Station by MTR and Che Kung Temple in Bayles and going along the signs of train station in 10 minutes.



## Tourist flow in February 2010 & 2011

According to the data from 2010 to February 2011, the main tourists are from America, European, Africa, the Middle East, South Pacific, North Asia, South Asia, Australia, Southeast Asia, Taiwan and Mainland China. Compared with the data in these two years, the number of visitors from North America, South Asia and Southeast Asia increased slightly whilst there was a decrease in Taiwan. And European, Africa, Middle East, South Pacific, Australia and Mainland China are leveled off.

Because of the Good Luck Festival is in February, so the number of visitors is vital to the Tourism Industry. As can be seen from the data, the main visitors in Hong Kong are from Mainland China, as a result, the market of Mainland China is very important to the Hong Kong Tourism Industry. The lifestyle between Mainland China and Hong Kong is totally similar, so they become main objects of the Good Luck Festival.



# Good Luck Festivals , February In Sha Tin!

## The Origin of Chinese New Year

Chinese New Year is the most important festival which has more than 5,000-year history. In ancient time, it is called Yuan Dan; Yuan means the first day or the beginning of the year and Dan means morning.

In addition, Chinese New Year is also called “Guo Nian”. There is a story of Nian: it was said tahta Nian is a monster who brought misfortune to people. Wherever he passed, not only none of a blade of grass grew, but also fowls and dogs were not spared. Moreover, he would look for carne human as food and killed people. At that time, there was elderly person begging in the village where a scene of chaos was. Therefore, no one cared about him, however, only an old woman living in the village gave the old man some food, and advised him to hurry up to the mountains to evade Nian. Nevertheless, the old man said he had method to drive Nian away. At that night, Nian burst into the willage and found a red paper on the granny’s door whose room was ablazing with lights. He shocked and scared away by crackling firecrackers. When villagers came back from mountain they found the village totally in a whole skin amazedly. Granny was suddenly enlightened and told this matter to them. From then on, every family would affix red couplet and shoot off firecrackers which lasting for today.



## The activities of Chinese New Year

Chinese New Year has more than thousand-year history and every district and nation celebrate their own celebration activities. People often cook Laba Porridge, do New Year's shopping, do general cleaning, paste spring poems and New Year pictures, cut decals and the sort of things.

During the Chinese New Year in Hong Kong, people usually are not staying at home. They would like to stay with family or lovers and friends to go to Flower Fairs or see the fireworks in Victoria Harbor which makes Hong Kong with the atmosphere of Chinese New Year. Besides, people will go to temples to redeem a wish at the end of the year and do many traditional activities in different dates, for example, pasting spring poems and New Year pictures, cutting decals are all made on December 29th in Chinese lunar calendar. And the commercial activities will be recovered on January 4th.

When people mention Chinese New Year, they like to wish others a Happy New Year. They like to wear the new clothes to pay a New Year call. The younger generation will say happy New Year to the older generation, then, they will get the lucky money from older generation. It was said that lucky money can press the evils and the younger generations can be safety in the next year.



# What suggestions do we have?

## 1. Opening an air-conditioned indoor souvenir shop

Now, there is a booth in Che Kung Temple. It is especially for selling the souvenirs. But the booth is built outside, so it is inconvenient to both tourists and shopkeeper. For example, if it is raining, souvenirs may be wet. And if it is so hot that the tourists will not be interested in the souvenirs and then the profit of the souvenirs will decline.



## 2. Enriching the variety of souvenirs

Now, the souvenir shop in Che Kung Temple just can offer few kinds of souvenirs and most of them are hanging ornaments. So we recommend that they can design some souvenirs which can call up the tourists' beautiful memory after them finishing their travelling. We think that jigsaw is the best choice. Tourists will think of the visiting to Che Kung Temple when they get pieces of the jigsaw together with a complete one.

In addition, people like to play the windmill and drum in Che Kung Dan. So we can make some mini windmill and drum as souvenirs for the tourists.



### 3. Providing more windmills and drums

There are just two windmills and drums which are put on the each side of the Che Kung resemble in the main hall of Che Kung Temple and tourists can not take photos in the main hall. we think that they can add two or three windmills and drums outside the main hall so that can satisfied tourists' require of taking photos. And there will be a lot of people during that period, so people play windmills and drums in line can avoid crowding.



#### **4. Opening Bell Tower & Drum Tower to tourist visits**

Che Kung Temple dose not open the Bell Tower and drum-tower to tourists and tourists just can take photos outside them. So they can open them during the Che Kung Dan, it will attract a lot of tourists for the Chinese Characteristics and also can evacuate tourists.



## 5. Adding more guideboards + making the directions easier

When we went to Che Kung Temple from the Che Kung Temple Station, we just found the guideboards in some corners. It is easy to guide the tourists to the wrong direction, so it is better to add more guideboards so that tourists can have a pleasant travelling.



## 6. Introducing Che Kung Temple in Chinese and English

There are many materials about introduction of Che Kung Temple, but most of them are Chinese. More and more foreigners prefer to visit Che Kung Temple now, so it is better to have Chinese and English in the introduction materials of Che Kung Temple.



## **7. Allowing tourists to have a closer view of the original Che Kung Temple**

Che Kung Temple is a secondary cultural relic with a long history in Hong Kong. Because they want to protect the ancient temple from damage, so tourists just can watch the ancient Che Kung Temple at a long distance in the new Che Kung Temple. Tourists really want to watch the ancient temple in a short distance, so we suggest that they can put the rail around the ancient Che Kung Temple. It can avoid touching by tourists and satisfy their requirement of taking photos and visiting the ancient Che Kung Temple closely.



## **8. Inviting high school tourism students to become volunteers to help tourists**

We visited a worker of Che Kung Temple; they told us that if tourists need the guiding service, they must apply for it first. There are a lot of foreigners in the birthday of Che Kung, so they need more guides to help them. It can increase the knowledge and let the tourists know more about the Che Kung Dan if the students can work as the volunteers of Che Kung Temple.

## **9. Setting up areas in the temple to provide interactive experiences to tourists**

They can build some areas for dispersing a large number of people and also can make a profit for the Che Kung Temple. For example, they can build some rooms for tourists trying on the army uniform of Che Kung and some areas for teaching the tourists how to make pinwheel.

## **10. A message board at Che Kung Temple by the Chinese Temple Committee**

Most tourists like express their feeling by leaving a message, so we recommend that the Chinese Temple Committee should add a message board beside the exit of Che Kung Temple. Tourists can leave their first impression and opinions after them visiting the Che Kung Temple.

## **11. Performing Lion Dances during Che Kung Dan**

The employee of Che Kung Temple indicates that they didn't hold any Large celebrations. Chinese people like to watch Lion Dancing during the Spring Festival in order to make a good atmosphere. However, the foreigners are not easy to watch those traditional show in western country. So they can add the Lion Dancing in the birthday of Che Kung that make a very special and lively atmosphere during the Chinese New Year and birthday of Che Kung.



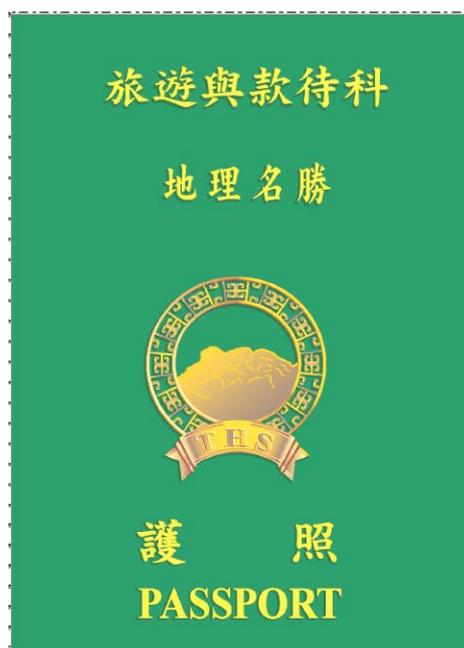
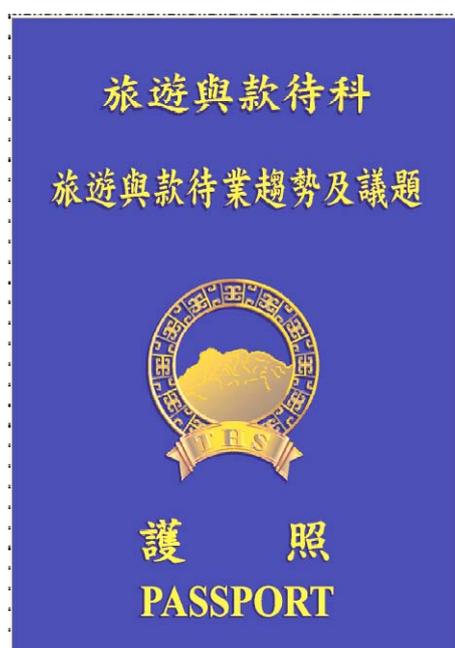
## 12. Setting up a Che Kung Foundation

There are many reverent followers of Che Kung will do the donation regularly for maintaining the Che Kung Temple and charity. The Che Kung Temple Committee will use the charitable funds from followers to help the person or country who suffer from the larger accidents. It is convenient for the people who want to do the donation it there is a Che Kung foundation. And the charitable funds also can be used as the scholarship for the students who really need it.

## 13. Emphasizing the importance of festivals in high school tourism textbooks

These two pictures show the textbook of hospitality and tourism.

There are few articles which introduce the festival tourism. However, it is not comprehensive. Festival is very important for the tourism industry. So it will let the students learn more about festival if they can replenish more information about the festival



## **14. Bundling secondary attractions in Sha Tin** **with Che Kung Temple**

The Che Kung Temple, Ten Thousand Buddha's Monastery and the other temples in Shatin are the secondary attractions for choosing. Most people like to go shopping in The New City Plaza in Shatin HongKong. There are many shops of famous brand and popular brand which can be satisfied with the needs of tourists. It just takes 10mins for tourists from Che Kung Temple to the New City Plaza by Bus. So tourists can go to the New City Plaza after visiting the Che Kung Temple. In addition, there are many New Year decorations in the Plaza during the period of Chinese New Year which is also the Che Kung Dan. There is a Culture Museum in Shatin and it just takes 5mins to go to there by bus. If tourists want to have a deep understanding about the culture of HongKong, they can go to the museum after visiting Che Kung Temple. And it will improve the image of tourism destination in Hong Kong and deepen the impression of it

## 15. Organizing Lucky Tours

Both foreigners and Chinese prefer luckiness and tourists hope that it can bring luckiness to them in the next year. Fortunately, birthday of Che Kung is in the second day of the lunar calendar, so organizing a lucky tour group at that day can bring them luckiness.

At first, tourists can take part into the celebration of Che Kung Dan and then pray and draw divination sticks at the Che Kung Temple and roll winnower to make themselves luckily. At that time, tourists who are the age of 18 or beyond it can have a gamble in Shatin Racecourse to know whether they have the luckiness.



## 16. Route suggestions

Shatin is a second distributing center. You can get to the other scenic spots soon as long as you choose the right transportation. First, tourists can take the train or subway to Che Kung Temple and then get off at Taiwei Station or Che Kung Temple Station and then walk to Che Kung Temple in 5 to 10mins accord to the guide board. We can see many old villages in the train, for example, the Zengdaiwo and Liwo New Village. They are all residence, so tourists just can watch outside. And welcome the tourists and residents to participate the celebration.



Tourists can take the 68K bus to Shatin Culture Museum after the celebration. There are many details displayed in the museum about the development of Hong Kong culture. If tourists want to know more about the Hong Kong culture, they just need to spend 10 HK dollars to buy a ticket and go to the Hong Kong Culture Museum. But it will be closed at the second day of New Year. So we suggest that the museum can open at the second day of New Year.

## Opening Hours

Monday, Wednesday to Saturday : 10am - 6pm

Sunday and public holidays : 10am - 7pm

Christmas Eve and Chinese New Year's Eve : 10am - 5pm

Closed on Tuesdays (except public holidays) and the first two days of the Chinese New Year

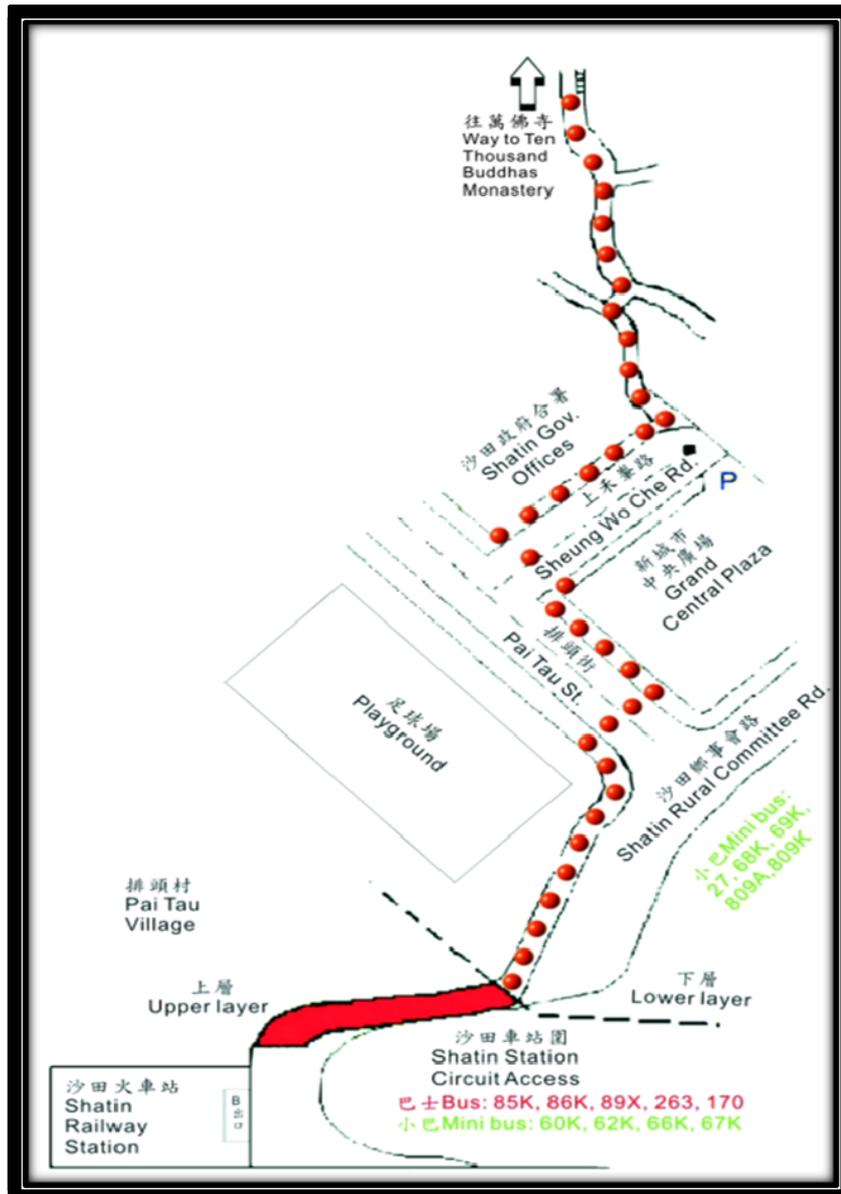


The tourists who intend to go shopping can go to the New City Plaza. It just takes 5-10mins to get to it from the Hong Kong Culture Museum by walking. There are many different kinds of shops for the tourists of different age.





Furthermore, except the Che Kung Temple with Taoism background, there is a Ten Thousand Buddha's Monastery which belongs to Buddhist. It just takes 10-12mins to get to Ten Thousand Buddha's Monastery from the New City Plaza. On the way to the mountain, you will see varieties of Buddha on each side of road. Tourists can put money into the special box and it contributes to the charity and prays luckiness for their family and themselves. There is a souvenir shop in the temple. Tourists can make a decision by themselves whether they buy or not.



## Contact us

Monastery opening hours: every day from nine o'clock in the morning  
(Hoisting of typhoon signal no eighth and black rainstorm or above except)

Address: No. 221 Pai Tau Village, Shatin, New Territories, Hong Kong  
Communications: New Territories, Hong Kong Sha Tin Rural Committee box 12th

Tel: 852-26911067

Fax: 852-26073163





At last, tourists may feel hungry after visiting Ten Thousand Buddha's Monastery. They can have lunch in Longhua Hotel in Shatin and it is very famous in Shatin. There are three treasures in Shatin. They are Shanshui Bean Curd Jelly, Minghuo Chicken Porridge and Longhua Young Pigeon and all of these dishes can be tasted in Longhua Hotel in Shatin.

### Sha Tin three treasures

Longhua pigeon



Shatin chicken congee

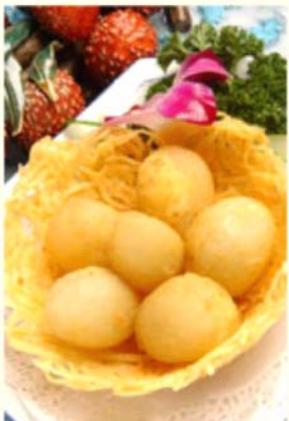


Mountain bean curd



### Crystal with pigeon eggs

Magpies fried pigeon eggs



Egg crystals with pigeon eggs



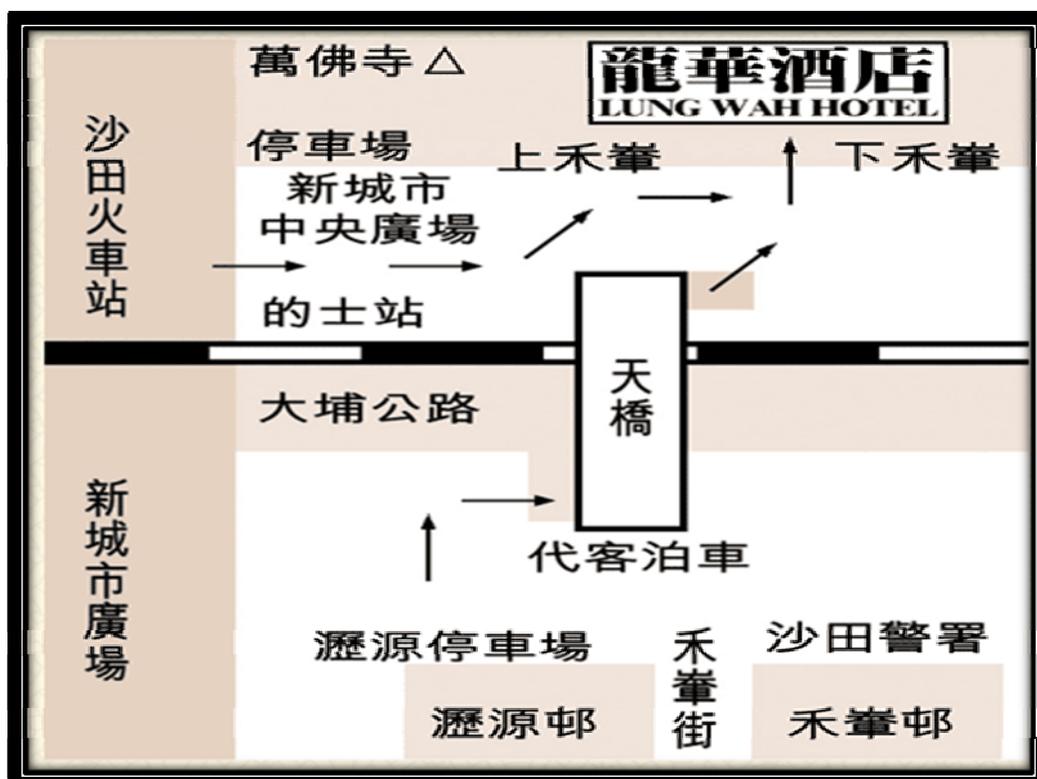
Braised Crystal Jade bamboo fungus with pigeon eggs



Address: HA Wo Che Estate, Shatin,  
New Territories, Hong Kong, 22nd

Reservation hotline: (852)  
(852)2691-1828

Fax: (852)

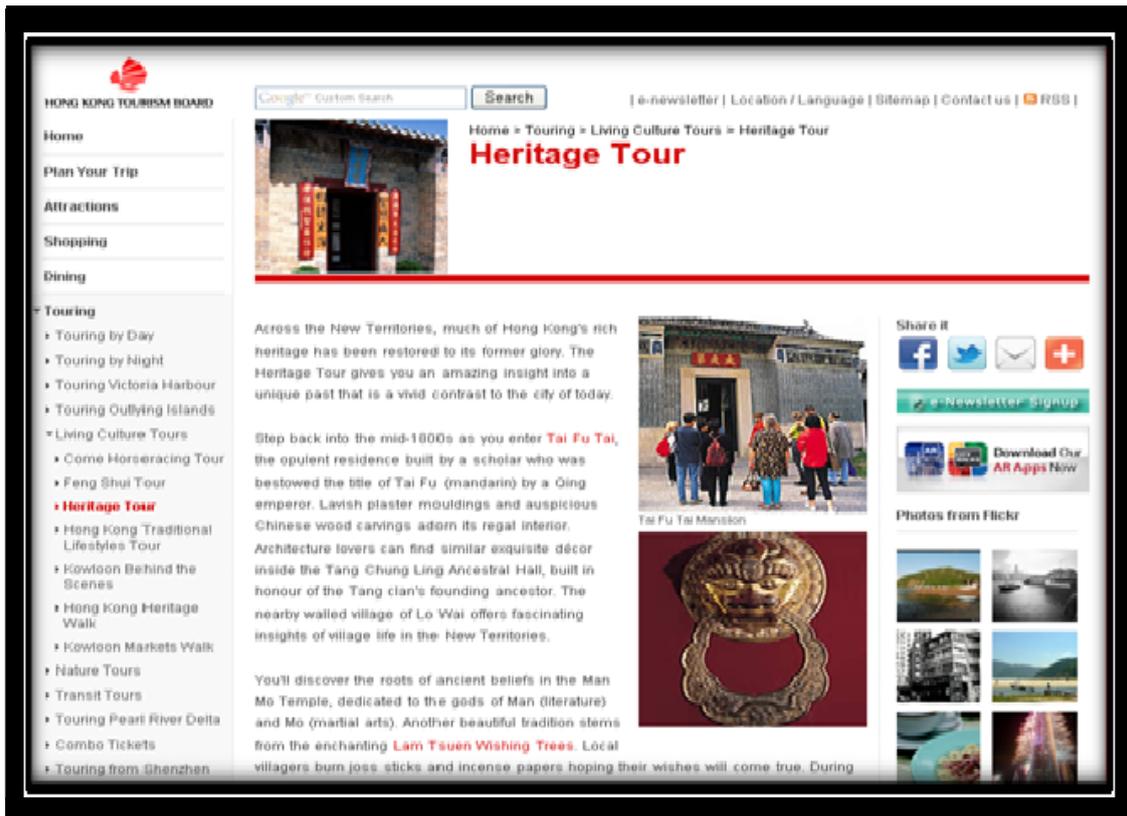


## **17. Hong Kong Tourism Board adding Che Kung Temple into its Heritage Tour**

There are many cultural relics in Hong Kong and tourists have the chance to watch the abandon cultural relics in heritage tour group which is organized by The Hong Kong Tourism Board. Now, it includes Wenwu Temple and an activity which is hold in Linxu Village. This activity is about people who burn joss sticks to make their dream come true and then know the belief of Hong Kong.

Most tourists really want to know the history, heritage and cultural relics, so the Hong Kong Tourism Board could add the Che Kung Temple of Shatin into the route of the heritage tour group so that tourists can enjoy themselves in the festival. Che Kung Temple is Taoism, so tourists can pray happiness for their family and it is the same as the activity in Wenwu Temple and Linxu Village and tourists could have two wishes at the same time.

There are many festivals from January to March and Che Kung Dan is one of the festivals. The main celebration of Che Kung Dan is hold in Che Kung Temple and the purpose is that getting more happiness and luckiness. It is the dream for everyone. Luckiness is very important to the business man, because pay more attention to the commercial opportunity and honor of commercial. They also want to have a good beginning and future in the next year. So we suggest that Che Kung Temple can be added into the plan of exhibition reward and most business men will be attracted by the sentence of that winnower rolls in February and it will bring us luckiness and good performance. It will attract a lot of tourists for the exhibition reward and bring them a good achievement.



## 18. Adding Che Kung Dan into the next Festival Year of Hong Kong



Month	4-5	7-8	9-10	11	12	1-2
The large activity and promotion of Hong Kong Tourism Board	Traditional festival	Hong Kong Summer Pageant	Hong Kong Halloween gala night	The month especially for excellent wine and delicious food	Variety of Hong Kong Winter Holiday	The lunar New Year activities
Main festival/activity	1.Cheung Chau Taiping Qingjiao 2.Tan Kung Dan, Tianhou Dan, Fo Dan	1.Dragon Boat competition	Halloween	The Cruise of excellent wine and delicious food in Hong Kong	1.Christmas Day 2. counting backwards of New Year's Eve	The Cruise and Carnival in Chinese New Year
Other activities	1. Hong Kong International American Football of Seven People Competition 2.Hong Kong International Filmfest 3. The French Art Festival in May	1.Summer Activities of each scenic spot 2.Popular Music Festival of Hong Kong in Summer 3. The festival of delicious food and beer in Lan Kwai Fong 4.Summer International Film fest 5. Hong Kong	1.Special Activities for each Scenic spot 2. Lan Kwai Fong /Xianhao Party 3. Fireworks Show in National Day 4.Mid-autumn Festival 5.Hong Kong International Jazz Music Festival 6. Cricket Competition of 6 people in Hong Kong 7. Louis Vuitton	1.Hong Kong International Excellent Wine Festival 2.The promotion of delicious food 3.Closing to the Hong Kong Countryside 4. Hong Kong	1. Christmas Day Activities for each Scenic spot 2.Hong Kong Shopping Festival in Winter 3.About Hong Kong International Competition 4.Wild	1.The Flower Market in Lantern Festival 2. Fireworks Show in Lunar New Year 3.Horse Competition in Lunar New Year 4.Footb

	4.The Hong Kong International Art Exhibition 5.The International Cantata Festival without accompan y 6.Hong Kong Musical Play Show	Computer Communication Festival 6.Lrage Exhibition for the Consumer	Sailing Boat Competition---Hong Kong Station	International Kongfu Festival	Day Out	all Competition for Celebration 5. Colored Lantern Evening Party in Lantern Festival 6.Hong Kong Maratho n 7.Hong Kong Arts Festival 8. HK Salsa Festival 9.Hong Kong Tennis Compet ition
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This picture shows the activities table of 2010 Hong Kong Festival Year. It can be divided into 6 stages of 2010 Hong Kong Festival Year. The large activities and promotion of Hong Kong Tourism Board is the core of each stage and it also run with different types of traditional festival and cultural event. It is not related to the Che Kung Dan in the stage of February about the festival or cultural events so we can know that Che Kung Dan is not the core of the large events or the important promotion of Hong Kong Tourism Board. We suggest that it is better to combine the Lunar New Year with Che Kung Dan. The Lunar New Year means the beginning of the next year and also the celebration of the Che Kung Dan is mainly for praying happiness. The theme of

it is having good luck in January and February. It could show and promote the special culture of Hong Kong and also can attract a lot of tourists.

#### 安排外地媒體學習製作平安包



為配合「香港節慶年」主題，並推廣於五月內舉行的天后誕、長洲太平清醮、佛誕及譚公誕等四個傳統節慶，旅發局特別於四月中安排了來自內地、日本、新加坡及西班牙等地的電子及印刷媒體，到長洲實地了解飄色的製作過程，並學習製作平安包。我們希望藉著他們的報道，提升旅客對香港地道節慶特色的興趣。

#### **Arranging people of media from other places to learn to make safeness bread**

In order to meet the theme of Hong Kong Festival Year and promote four traditional festivals of Tianhou Dan, Chungzhou taiping qingjiao, Fo Dan and Tangong Dan. HKTB (Hong Kong Tourism Board) arranges media from mainland China, Japanese, Singapore and Spain to Changzhou that let them learn how to make safeness bread. We hope that it can let the tourists pay more attention to the Hong Kong festival according the news.

We suggest that Che Kung Dan can be added into Hong Kong Festival. HKTB could invite electronic and print media from all over the world to the Che Kung Temple. They can know that Taoism master how to pray happiness for human beings. They can make lucky winnowers by themselves and HKTB could design a unique lucky winnower for every country so that they will be very happy. We hope that it can let the tourists pay more attention to the Hong Kong festival according the news.

2010年香港旅遊業表現表列如下：

	2010年	比對2009年
訪港旅客總數	36 030 331	+21.8%
- 過夜旅客	20 085 155	+18.7%
- 不過夜旅客	15 945 176	+25.9%
酒店平均入住率	87%	+9 百分點
酒店平均房租	1,165 港元	+13.9%
過夜旅客平均留港時間	3.6 晚	+0.4 晚
過夜旅客人均消費額	6,728 港元	+16.6%
與入境旅遊相關的總消費	2,100 億港元	+32.7%

資料來源：香港旅遊發展局

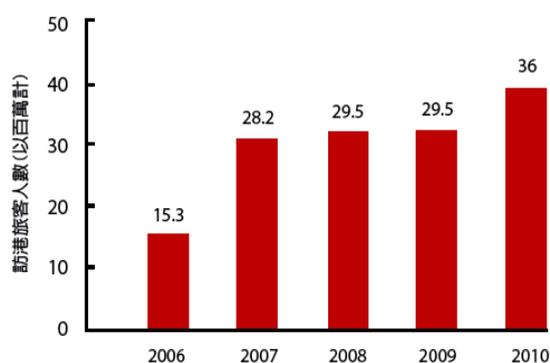
### The performance of the Hong Kong Tourism in 2010

	The year of 2010	Compared with the year of 2009
Total number of visitors to Hong Kong	36 030 331	+21.8%
Overnight visitors	20085155	+18.7%
Non-Overnight visitors	15945176	+25.9%
The average rate of hotel occupancy	87%	9%
The hotel average rent	1,165 HK dollars	13.9%
The average time of staying in Hong Kong about Overnight visitors	3.6 night	0.4 night
Average consumption of the overnight visitors	6,728 HK dollars	16.6%
The total consumption which is related to inbound tourism	2,100 a hundred million HK dollars	32.7%

This table illustrates the number of hotel and people in Hong Kong. The number of hotel in Hong Kong is increasing rapidly in 2010. It is affected by the 2010 Hong Kong Festival. The requirements of hotel market are enlarged, so we can see the importance of Hong Kong Festival.

### 訪港旅客人數

年份	訪港旅客人數	年份	訪港旅客人數
2006	15,300,000	2009	29,590,000
2007	28,200,000	2010	36,000,000
2008	29,500,000		

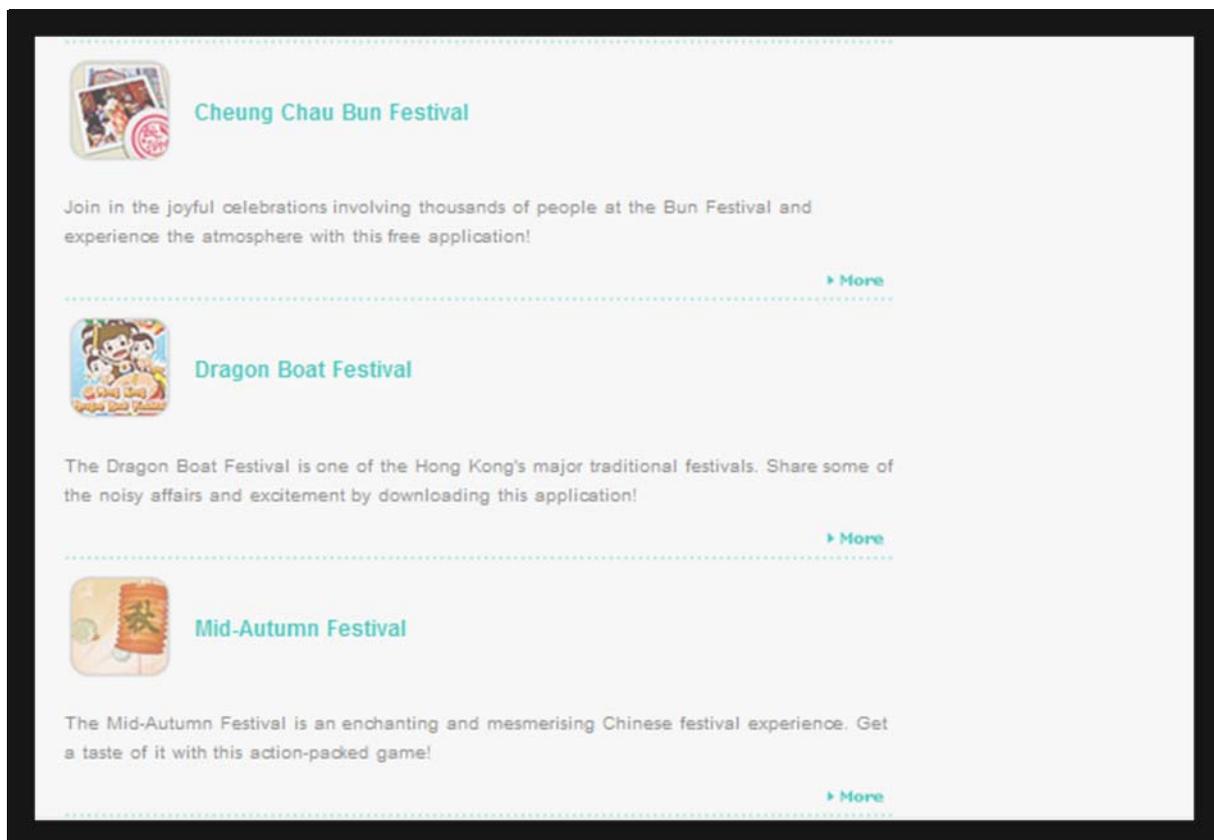


(資料來源：香港旅遊發展局)

This bar chart shows the visitors who visit to Hong Kong. The number of visitors who visit to Hong Kong increased obviously in the year of 2010 and the Hong Kong Festival of 2010 make the contribution to it. We think that it will attract a lot of tourists and develop the tourism industry because of the Hong Kong Festival of 2010.

## 19. Creating a Che Kung Dan introduction-&-game software in HKTB's website

As we know that smart phone is very popular, so the HKTB should invent different kinds of internet applications to let the tourists know and play the following games. Then tourists will be interested in those festivals so that can motivate the Hong Kong Festival Tourism.



We suggest that they should invent a Che Kung Dan games, although it isn't the importance of HKTB for promoting Hong Kong Festival. For example, rolling winnower 20 circles in a short-time. It will let tourists know more about Che Kung Dan and the characteristic of Hong Kong Festival.

## 20. Making Che Kung Temple an Attraction in MICE Tourism Products

We suggest creating a theme: “Turn Windmill in February, Turn to Good Luck, Turn to Success!”

By referring to the figures below, we could see a lot of business people choose to participate in MICE tourism every year from January to March:

Statistics on MICE Arrivals 2011  
會展獎勵旅遊統計2011



Overnight Visitor Arrivals by Major Markets 2011 (Jan-Mar)  
2011全年各大主要市場訪港過夜旅客人數(一至三月)

Major Markets 各大主要市場	No of Overnight Arrivals 過夜旅客人數	(%) Grand Total 佔總數百分比	Year-on-year growth 與去年同期相比
The Americas 美洲	30,814	10.4%	-1.4%
Europe, Africa and the Middle East 歐洲、非洲及中東	38,911	13.1%	0.1%
Australia, N.Z. and S. Pacific 澳洲、紐西蘭及南太平洋	10,820	3.7%	15.6%
North Asia 北亞	31,482	10.6%	-4.5%
South and Southeast Asia 南亞及東南亞	48,186	16.3%	-1.6%
Taiwan 台灣	11,610	3.9%	-6.3%
Macau SAR 澳門特區	3,270	1.1%	136.4%
Mainland China 中國內地	120,963	40.9%	13.5%
<b>Total Overnight Visitors Arrivals (Overseas)</b> 過夜旅客總人數 (海外)	<b>296,056</b>	<b>100.0%</b>	<b>5.1%</b>

Che Kung Dan is one of the festivals taking place within this period. Che Kung Dan takes place in Che Kung Temple. Making best wishes is the key activity in this festival, people hope to have good luck. Everyone wants to have good luck. MICE tourism targets at business people, good luck is an important thing to business people because they pay great attention to business opportunity and business reputation. It is natural that business people hope for new beginnings and better prospects in the New Year, that's why we believe it's absolutely feasible to make visiting Che Kung Temple a part of the itinerary in MICE tourism products. We believe many business people would be attracted to the theme (“Turn Windmill in February, Turn to Good Luck, Turn to Success!”), it would push up the number of tourists for MICE tourism and bring out good success!

# **The importance of Che Kung Dan** **to tourism development**

The Hong Kong HKTB tries their best to promote Hong Kong special festival for all over the world. Tourists know the Tianhou Dan, Mid-autumn Festival and playing fire dragon in Taikeng, but they know less about Che Kung Dan and Tianhou Dan which have a long history and traditional belief of Hong Kong. So, Che Kung Dan will be the successful Festival.

Che Kung Dan still has not opportunity to develop well, because it has not been known widely. For example, it will attract lots of people to visit Che Kung Temple who is interested in design and construction, because the architecture of it is traditional. There are a large number of visitors who come to Hong Kong every year. Che Kung Dan will make large contribution to Hong Kong tourism industry and other related industries, if a half of total visitors participate into Che Kung Dan. Che Kung Dan hold in Shatin and Shatin is a newtown in Hong Kong. There are many good facilities in Shatin, although some facilities are not very good compared with the facilities in Tsim Sha Tsui. But it is suitable for Che Kung Dan as a second scenic spot.

In foreign tourists' opinion, Hong Kong is an international city with Chinese and western culture. Most travel agencies will choose the scenic spots with western characteristic for foreigners, so they have less chance to visit original festival of Hong Kong. But foreigners are interested in the festival which they have never seen. Travel agency always chooses the first scenic spot for tourists in order to let tourists have a good journey. There are also many advantages in the secondary attractions. It will improve the image of destination if exploiting some new scenic spots and festival tours. It will attract a lot of tourists and give them different feelings about Hong Kong.

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[www.google.com](http://www.google.com)

[/www.yahoo.hk](http://www.yahoo.hk)

# Che Kung Dan

Welcome To Hong Kong Sha Tin Che Kung Temple



The End~ 😄