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Hong Kong's "MOST"

*Innovative Tourism Program
in the North Coast of Hong Kong Island*



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INTRODUCTIONS TO OUR CASE STUDY :

PREFACE:

Hong Kong (*known as “HK” thereafter*) is well-known for its modern metropolis features such as the skyscrapers, the hectic financial districts, comfortable shopping malls, night scene of harbour with high-rise buildings and the international theme park like the Disneyland. All these are traditional tourist’s attractions in our city.

However, in order to boost the long-term development, it is a must for us to apply innovations to the exploration of new destinations, to the development of visitors’ activities & facilities, and to the mode of running of tour program.

According to *Oxford Advanced Learner’s Dictionary*, “Innovation” means the introduction of new things, new ideas and/or new ways of doing something.

As the advocates of innovative tourism development, we strongly promote the above definition and agree that new things, new ideas and new ways of running tourism business should be introduced. Therefore, we have conducted an in-depth academic case study and a series of field trips to find the ways for the innovative tourism development in HK. Thanks to the Director of GTTP HK and the Department of Tourism & Hospitality Studies of Pok Oi Hospital Tang Pui King Memorial College, we finally develop an innovative tour program and finish this report.



OUR FOCUSES:

To enhance innovation in tourism, our case study is of 3 major focuses.

1. To develop and introduce new destinations for visitors

We plan to develop a traditional wet market, a public estate for the grassroots and an old district with narrow alleys in hilly area as the innovative destinations for tourists. Namely, they are:

- Chun Yeung Street Market, a traditional wet market
- Lai Tak Tsuen, a public estate for the grassroots
- Area of Lascar Row, an old district with narrow alleys in hilly district

2. To include new tour activities or tourists' facilities

Based on the characteristics of the above three destinations, we designed various innovative tour activities or tourists' facilities and studied their feasibilities. The examples of the activities or facilities are:

- Interactive Cultural Lessons: Lesson on local snack production
- Sports Activity: Bungee Jumping in high-rise residential estate building
- Technological Device: Smartphone translation Apps for tourists
- International Event: Domino Competition in the outdoor stairway in hilly area

3. To introduce the new way of running guided tour

We suggest recruiting the retired persons or the so-called senior citizens as the docents in the guided tour. We would like to make use of their knowledge of folk culture and enriches their retired life by giving “job” opportunities to them.



ABOUT THE NAME OF OUR PROGRAM

Hong Kong's "M.O.S.T.", our tour program, does not put emphasis on the most famous tourist attractions and on the most luxury accommodations in HK. In contrast, we promulgate the most innovative elements of tourism and show the most authentic lifestyle of the people of HK.

Apart from the abovementioned, "Hong Kong's M.O.S.T." has other 4 implications in regard to the 4 letters of "MOST":

- M stands for Memorable;
- O implies Outstanding;
- S means Sustainable; and
- T represents Tourism.

It is hoped that tourists can experience the folk culture of HK and understand the uniqueness of HK culture by participating in our memorable and outstanding cultural tour program.

More importantly, our program targets to achieve sustainable tourism development of HK. We strongly believe enhancing welfares community, economy and physical environment is a key to the sustainable tourism development. We expect our program to serve such a purpose by exploring new destinations, by developing new elements in the tourists' activities, by consuming in the grass-roots living areas, by learning and protecting local culture, and by hiring the disadvantaged group like the elderly.

**AN BRIEF INTRODUCTIONS TO HONG KONG :****HISTORY AND POLITICS:**

HK is a Special Administrative Region of the People's Republic of China. Following British rule from 1842 to 1997, China assumed sovereignty under the “one country, two systems” principle. The Hong Kong Special Administrative Region's constitutional document, the Basic Law, ensures that the current political situation will remain in effect for 50 years. The rights and freedoms of people in HK are based on the impartial rule of law and an independent judiciary. We have our own education system, independent taxation system, police force, and court of final appeal.

ECONOMY:

HK's economy is characterized by free trade, low taxation and minimum government intervention. It is the world's 10th largest trading economy, with the mainland of China as its most significant trading partner. HK is also a major service economy, with particularly strong links to mainland China and the rest of the Asia-Pacific region.

GEOGRAPHY:

At the south-eastern tip of China, HK covers HK Island, Lantau Island, the Kowloon Peninsula and the New Territories, including 262 outlying islands. Between HK Island and the Kowloon Peninsula lies Victoria Harbour, one of the world's most renowned deep-water harbors. The downtown is located on HK Island and in Kowloon. The total land area of HK is 1100km² and the total population is 710 million in 2012.



Map of Hong Kong





THE CONTENTS OF OUR PROGRAM :

Our case study is solely on the tourism resources in north coast of Hong Kong Island.

Part A: The Innovative Things and Ideas:

We propose to develop the following three places as innovative destinations for tourists and include innovative activities or facilities in each place:

1. Chun Yeung Street Market, North Point, HK Island
2. Lai Tak Tsuen¹, Tai Hang, HK Island
3. Area of Lascar Row, Sheung Wan, HK Island



¹ "Tsuen" means "Estate" in Cantonese. Cantonese is a commonly-used Chinese dialect in HK.



First Destination: Chun Yeung Street Market, North Point

Brief introduction to the Street:

The street is named Chun Yeung because of Mr. Kwok Chun Yeung(郭春秧), a famous tycoon in 1920's who purchased the land in North Point to build a big sugar refinery factory.

Chun Yeung Street is a narrow street as well as an outdoor wet market. From 7 to 9am and from 5 to 7pm, Chun Yeung Street Market is highly busy and full of people. The most interesting thing is that “Frequent Evacuations” are required in the busy Chun Yeung Street. What? Evacuations? Why evacuate? Are there any fire drills or emergent incidents? No! Don't worry! The reason for “Frequent Evacuations” is that tram, the oldest transport in HK, will go through the center of the market. Therefore, it is common to see a tram moves slowly and closely to the pedestrians and moves beside the open stalls. The tram often alarms its siren in the form of chimes as “Ding Ding”. The hawkers and shoppers need to give way to tram immediately when hearing the “Ding Ding” siren. The crowd of people looks like evacuating from the market when a tram comes.





About the Tram:

HK Tramway was built by the British Colonial Government in 1904. Its tram is the first double-deck tram in the world, which provides services only in the north coast on HK Island. What's more, tram fare is the cheapest among all public transports in HK. For an adult, the single trip fare costs HK\$2.3 (about US\$0.3 only!), regardless how long the journey is. Therefore, tram is a popular transport means for the locals. One funny thing about the tram is its siren "Ding Ding". Because of such a special siren, the locals call the trams as "Ding Ding Cars".

Tourists may wonder why tramway goes via an open market. The reason is that King's Road, the nearby main road, was not wide enough for the tram having U-turn when the tramway was extended to North Point in 1940's. As a result, a rail was built in Chun Yeung Street for the U-turn purpose. This traffic construction indirectly and unexpectedly creates a special streetscape in HK.





Potential reasons for being an innovative destination:

1. Tramway inside a market

As the tramway go through the congested outdoor market, trams may lightly touch the hawkers' vegetables baskets, stalls' umbrellas and their goods. In this narrow outdoor market, when a tram comes, buyers and sellers will be temporarily separated and then continue their transactions when the tram moves away. It is surprised to see the harmonious relationship between the tram and the people on the street, instead of seeing road safety problem in Chun Yeung Street Market.





2. Authentic local market

Chun Yueng Street Market reveals the real life of HK grassroots. The hawkers are very busy with their businesses in the early morning and then housewives and workers come here to buy fresh food and home-made breakfast. Tourists can hear how they bargain. In Chun Yeung Street, the high quality of services like those in hotels or theme parks must not be present, but you will experience the actual way of living of the ordinary HK people.

Besides this, western tourists can see the special food consumed by the local families in HK and tourists can experience the process of buying in our local wet market. Fresh fish, fresh meat, fresh beef, live poultry, live frogs (called *chicken in the field* in Cantonese), fresh internal organs of pigs, fresh Chinese vegetables, bean curd and even the cooked breakfast are available and displayed in Chun Yeung Street Market.

It will also be surprised to see how the hawkers slaughter the live chicken, fish and even frog in front you. What's more, if you buy vegetables, green onion will be given to you free of charge. All these are the unique characteristic of the wet market in HK!





**Innovative Activities/ Facilities to be added to the place:****1. Developing “HK Wet Market Apps” for Smartphone**

We suggest the suppliers of telecommunications create a new application program for Smartphone which is called “HK Wet Market Pass”. Basically, it provides the pictures of fresh food in HK wet markets with English and Chinese descriptions. The Apps is free for download.

The most innovative feature of our Apps is the verbal instant translation function. Once a user reads a name of food found in the market in Cantonese, then the picture, English name and suggested cooking menu of the food will be displayed. It must facilitate tourists to purchase and communicate in HK wet markets.

For instant, a lot of western tourists may not recognize “Water Spinach” (*Tung Choi* in Cantonese) in Chun Yeung Street Market. With our “HK Wet Market Pass”, visitors can ask a hawker or a local people to read “Tung Choi” to their Smartphones. Instantly, the picture and English name of Water Spanish will be displayed on the phone screen. Therefore, with this IT device, tourists will know different kinds of food products in HK’s wet market conveniently and this enhances their understandings of the catering culture of local community.

See! It is fun to apply technology to shopping at traditional wet markets. Meanwhile, it shows that HK is an Asia’s World City which widely applies technology to daily life and we like to communicate with tourists in English.



Demonstration

Step 1



Tourists do not know a Chinese food.

Step 2



Ask a local people to read the name of vegetables in Cantonese.



Step 3



Once a user reads a name of food found in the market in Cantonese, then the picture, English name and suggested cooking menu of the food will be displayed.



2. Establishment of “Learning Kitchen of the production of steamed Rice Roll”

“Steamed rice roll”(腸粉) is a Cantonese cooked snack (*snacks are called Dim Sum in Cantonese*) and it is a common type of breakfast in HK. It is a thin roll made from a wide strip of rice noodles. Sweet soy sauce is poured over the dish upon serving. The rice roll is also known as *Chu Cheung Fan*² (pig’s intestines in Cantonese) as the food looks like the small intestine of a pig. Chun Yeung Street Market has several rice roll stalls.

Owing to the hectic lifestyle of HK people, steamed rice roll has becomes a kind of popular domestic quick breakfast or a quick lunch for decades. Upon receiving order, the cook produces the rice roll in front of the customers. The production just takes 3 to 4 minutes.

Innovatively speaking, we propose HK Tourism Board to sponsor the stalls to establish “Lessons on the production of steamed rice roll” for visitors. The cook should demonstrate how to produce rice rolls in front of tourists. What’s more, under the instructions of the cook, tourists can make their rice rolls here.

By producing rice rolls, the handmade local snack in Chun Yeung Street, tourists can learn more about our domestic food culture.

² “Chu” means pigs and “Cheung” means “intestines” in Cantonese. “Fan” implies that the food is made from rice noodles.





The Learning Kitchen of Rice Roll





3. Building of “Market Museum of HK”

We advocate revitalizing of an old building into the “HK Market Museum” in Chun Yeung Street in order to show the characteristics and changes of HK wet markets.

With its old history, Chun Yeung Street Market is a typical wet market in HK. Therefore, a “HK Market Museum” should be built here.

In addition to displaying the development history of HK wet market in the museum, the system of weights & measures commonly used in HK should also be included. To tourists’ surprise, although HK is an international city, it does not use metric unit in markets. Instead, HK people still use ancient unit of measurement- Catty³ What’s more, it is funny that HK’s catty system is different from the catty system in mainland China. In China, 1 Catty equals 10 Tael or 500g.

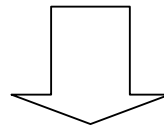
We also suggest displaying some traditional weighting devices in the museum. Visitors can try to use the traditional weighting device to know more about Chinese weights & measures system and to test its accuracy.

The suggested museum should be built by the government or the Urban Renewal Authority. The museum should be managed by Leisure and Cultural Services Department of HK.

³ 1 Catty equals 16 Tael (“Leung” in Cantonese) or 605g.



To revitalize an old house to a Market Museum







Second Destination: Lai Tak Tsuen, Tai Hang

Brief introduction to the place:

Lai Tak Tsuen is a public housing estate. Built in 1975, it is one of the first public housing developments in Hong Kong. It was a rental residential estate provided by the Hong Kong Housing Society for the low-income families. Nowadays, the total number of flats is 2677 and the population is 11,140 in this estate.

The prime feature of Lai Tak Tsuen is the design of its buildings. Three buildings in Lai Tak Tsuen are in cylindrical shape, which is a unique building feature among all residential buildings in Hong Kong.

In Lai Tak Tsuen, each building has 27 floors and the building height is about 80m. It is very common to see the local grassroots living in such kind of high-rise estate buildings in HK.





**Potential reasons for being an innovative destination:****1. Unique architecture characteristic:**

Traditionally, residential district is usually not an appropriate tourism resource. However, for many tourists from western countries and from mainland China, we believe that it is innovative and interesting to visit the HK's high-rise residential buildings because they are rare in their homelands.

In Lai Tak Tsuen, in addition to the building's height, the cylindrical shape and hollow design are the extra attractive points for visitors.

Outside the buildings, visitors can experience the external outlook and special design of the estate buildings.

Inside the building, in the open corridors of every floor, visitors can enjoy sufficient sunshine and fresh air because of the hollow design of building. What's more, visitors can enjoy the marvelous aerial view when looking down from the roof floor to the ground floor via the hollow center of the building.

In short, the abovementioned innovative architecture provides innovative tourism resource for visitors.



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2. Authentic lifestyle of HK grassroots:

The authentic lifestyle or habits of HK grassroots may be innovative from the prospective of foreign friends, which are commonly seen in Lai Tak Tsuen.

The first interesting thing concerning the habit of the locals is sunning their beddings and clothes in public parks in the estate. As the flat and windows are too small for residents to dry their clothes, many estate residents hang out clothes to dry on the fences in parks. Different beddings and clothes from various families hanging in public area create a piece of visual art work in Lai Tak Tsuen.

The second thing which may be new to tourists is the regular dancing practice in the public area of estates. Usually, in the early morning, housewives and the elderly gather and practice traditional Chinese dancing in the open playground. About 30 persons in a group, the residents play their traditional “dancing fans” with the playing of traditional Chinese music. The special point is that the activity seems old-fashioned whereas the nearby tall buildings are modernized. Their paces are slow but the actions are beautiful. This must not be seen in traditional central business district and tourists’ attractions in Hong Kong.



**Innovative Activities/ Facilities to be added to the place:****1. Introduction of “Bungee Jumping” Activity on the building roof**

It is our dream to enhance tourists’ highest degree of innovative experience in Hong Kong. We have conducted a field trip and propose Bungee Jumping, an activity that involves jumping from a tall structure while connected to a large elastic cord, should be arranged regularly in the cylindrical building.

The thrills for the player of Bungee Jumping in Lai Tak Tsuen are two-folded.

First, the excitement comes from the free-falling and the rebound. When the player jumps, the cord stretches and the player flies upwards again as the cord recoils, and continues to oscillate up and down until all the energy is dissipated.

Second, more importantly, the player jumps through the hollow center in the cylindrical building. In other words, the jumper will be closely and totally surrounded by the cylindrical structure when jumping. This must be a very exciting yet innovative attempt for the player. Moreover, this can effectively promote the special feature of the architecture of Lai Tak Tsuen.





2. Organizing the Lessons on Aerial Photography on the building roof

The cylindrical shape and its hollow center are rare in the design of residential housing all over the world. The aerial view from the roof is exceptionally distinguishing from other aerial views in other places because of the round and open corridors of each floor.

Innovatively, we found that the building is an appropriate resource for visitors to take aerial photos. Accordingly, it is highly recommended to organize the lessons on aerial photography on the roof floor every weekend. By taking a course of photography here, participants can learn how to make use of their cameras to take good aerial pictures. We do believe that participants must find it innovative to take aerial photo on the roof floor of a specially-designed residential building.





3. Opening of a “boutique restaurant” on the roof floor of the building

It is proposed that a “boutique restaurant” called “*Roof Lai Tak*” should be set up on the roof floor. The restaurant should provide dishes of local family cuisine. As Lai Tak Tsuen is a typical residential zone for the grassroots, the food provided in this restaurant should match the grassroots theme. Therefore, we suggest the following menu:

ROOF LAI TAK	
<u>À la carte Menu</u>	
Steamed eggs with soy sauce-----	HK\$40
Cantonese BBQ Pork or Chicken-----	HK\$50
Fried Chinese vegetables-----	HK\$40
Steamed fresh water fish-----	HK\$80
Cantonese Soup of the Day-----	HK\$70
Hong Kong Fried Rice-----	HK\$60
Egg Tart-----	HK\$8
Hong Kong “Milk Tea”-----	HK\$10
<i>HK\$7.8 = US\$1 at fixed rate No service charge</i>	



The items in the menu are traditional food in local families. Hence, eating in *Roof Lai Tak* is like eating in the home of the locals.





What's more, sitting at *Roof Lai Tak*, the roof floor of Lai Tak Tsuen building, visitors can enjoy the magnificent view of Victoria Harbour of HK.



**“Roof Lai Tak”,
a special restaurant,
should be set up on the
roof floor**





Third Destination: Area of Lascar Row, Sheung Wan

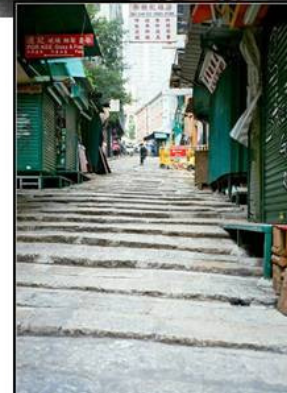
Brief introduction to the place:

Upper Lascar Row, Lower Lascar Row, Ladder Street and Hollywood Road comprise an old antiques hub and a food street of Hong Kong Island. Generally speaking, the abovementioned old alleys built in the hilly and old district is called the Area of Lascar Row.

Taking the Central to Mid-Levels Escalator, travelers can directly reach Hollywood Road. Walking along Hollywood Road towards the east, you can get to Upper Lascar Row, better known as “Cat Street⁴”, which is a centre for curios stalls selling all kinds of oriental antiques, including Chinese antique porcelain, jewellery, silk ware and other handicrafts. In addition, there are many delicate and interesting treasures just waiting to be discovered.

The area around the south of Hollywood Road features many different cuisines of different catering cultures in the world. Besides featuring stalls with rich oriental characteristics, various types of Western food such as the American, British, French, German, Spanish, Russian, Japanese, Korean, Nepal, Latin American, North African food are available here. As it is located in the South of Hollywood Road, the people named the food street as “SOHO”.

⁴ *In the past it was a common joke that, if you had something stolen, you were almost certain to find it for sale back in Cat Street. In Cantonese slang thieves are called rats, and the dealers who purchase goods from the rats are cats. Thus this street is also known as "Cat Street" in Cantonese.*





Potential reasons for being an innovative destination:

1. Special geographical feature

The area of Lascar Row itself is an innovative place. As the supply of land is very limited in HK, the British government and residents built the urban area in the hilly place of Victoria Peak in 19th Century, creating an old and prosperous district on the hill. It is very interesting to see all buildings, schools, residents' settlements, shops, temples and churches are set up on the steep streets.

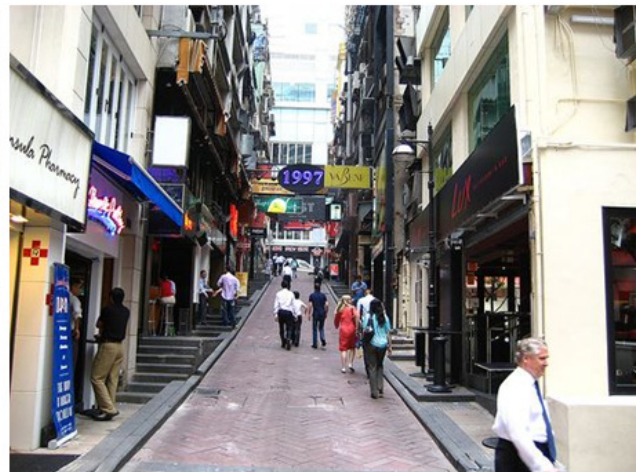
Ramps and stairways are very common in the area, which can be the geographical resource for having innovative tourism.





2. Cross-cultural Feature

Owing to the British colonial history, many historical buildings are in European style in the Area of Lascar Row. Meanwhile, as the Chinese are the majority in the population of HK, the place has many Chinese cultural elements, like Chinese temples and Chinese medicine & herb stores. The mixture of Chinese and Western cultures creates a unique atmosphere in Lascar Row and Hollywood Road, which facilitates the development of innovative tourism.



**Innovative Activities/ Facilities to be added to the place:****1. Learning Classroom for the use of Chinese Abacus**

Chinese Abacus, known as the Suàn pán, is a traditional Chinese calculation tool. Today, abaci are often constructed as a bamboo frame with beads sliding on wires. Surprising, in Hong Kong such an international financial center, Abaci are still widely used in Chinese medicine shops in HK, in addition to the advanced calculators and computers.

We suggest the HK Tourism Board should rent a shop in Cat Street near the antiques shops and open a Learning Classroom for visitors to learn the use of Chinese abacus. Visitors are instructed by the senior abacist and they have sufficient chances of practice. It is quite an innovative experience for the foreign friends to learn the Chinese arithmetic knowledge in a Chinese antique hub.

To enhance the interest of all learners, we recommend including speed and accuracy tests in the lessons.



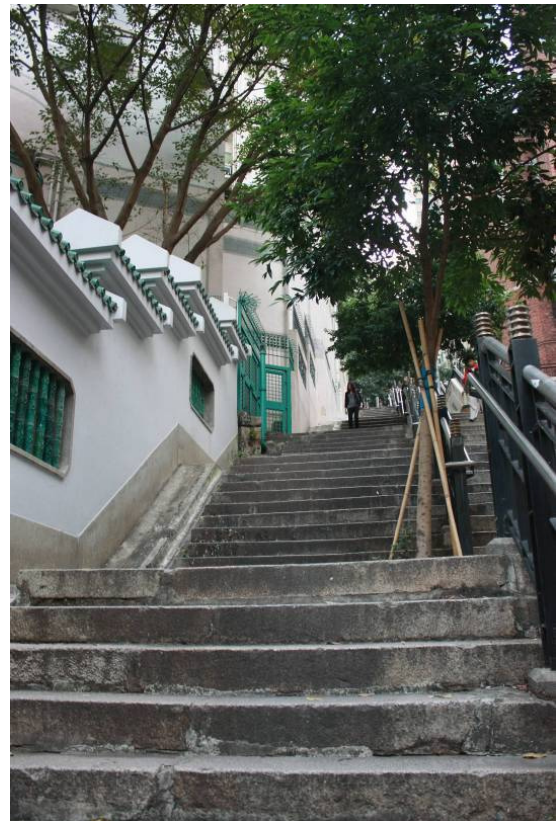


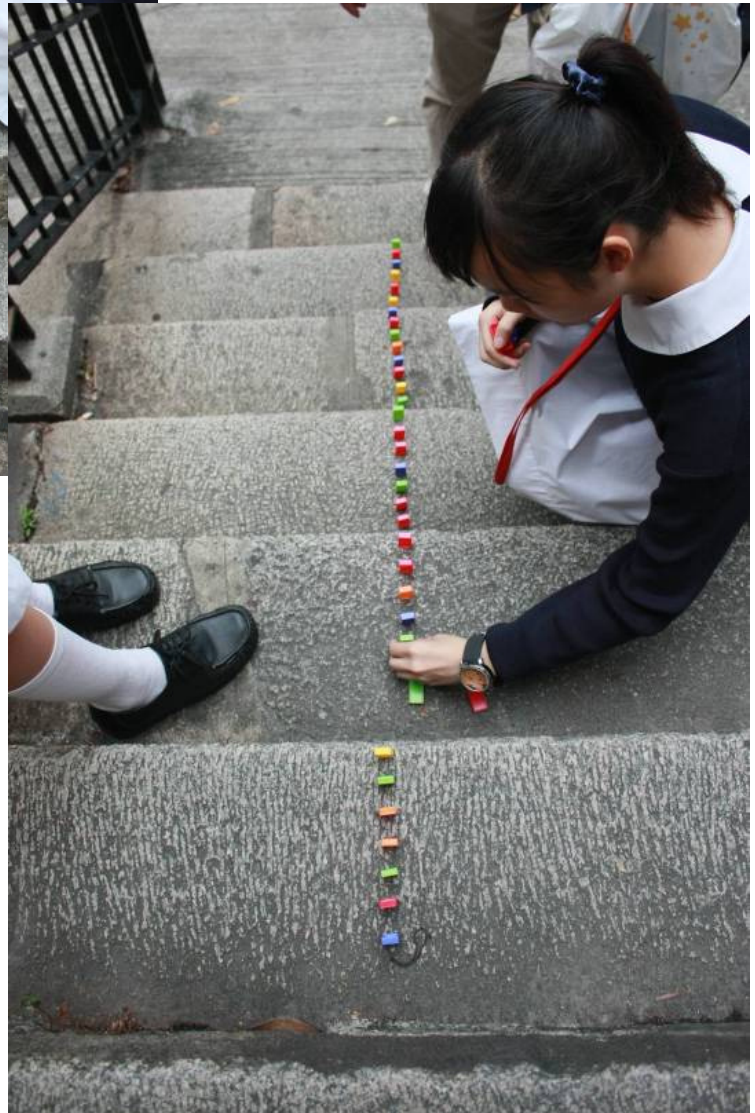
2. International Domino Event in Ladder Street

Geographically speaking, the Area of Lascar Row is noted for its hilly and steep characteristic. Stairways are common in the alleys here. Ladder Street is one of the long stairways in the Area.

We suggest the HK Tourism Board to organize an International Domino Event every November in Ladder Street.

The motive of our proposal is that we would like to make use of the geographical feature of HK's hilly and old districts. With more than 100 steps, Ladder Street is a typical scene of such a hilly and narrow walkway in HK. By holding a domino event and by inviting various domino experts all over the world, it must be funny to see the excellent art of playing domino and magnificent scene of the fall of dominos in such a hilly and congested area. Meanwhile, this can help promote the special scene of HK's old street. We expect such an innovative event may attract huge number of visitors to the area.







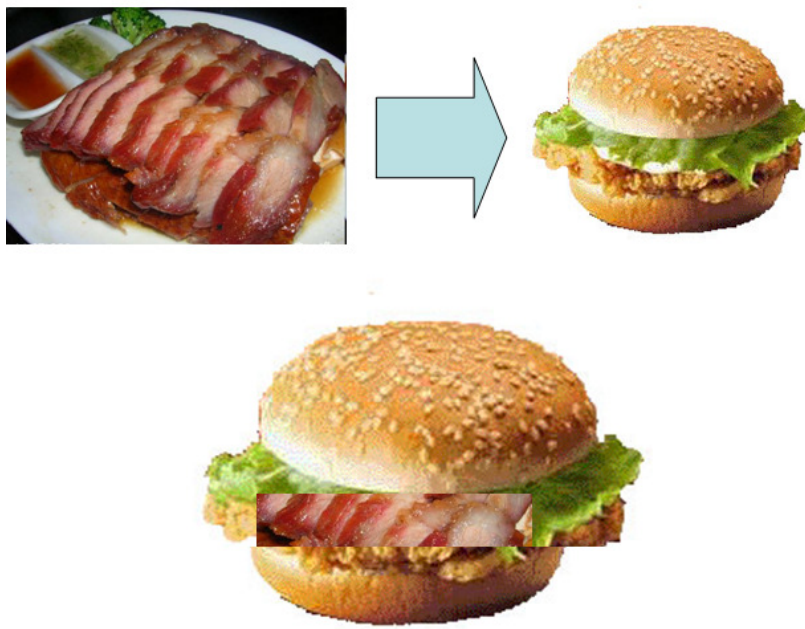
3. Provision of innovative “Fusion Dishes” SOHO

As SOHO is known as the “United Nations” of cuisines, we recommend the restaurants in SOHO to invent and serve more new dishes with the combinations of different cultures.

For example, it is suggested to put Cantonese barbequed pork into the American burger. We also make a suggestion that the German *Muenchener Schweinshaxe* should be an ingredient in Japanese *Sushi*.

We sincerely hope the HK Tourism Board should promote the innovative cuisines in its official webpage.

We wish eating fashion dishes in SOHO, visitors can have the following impression: *Though HK is a Chinese community, our culture is global.*



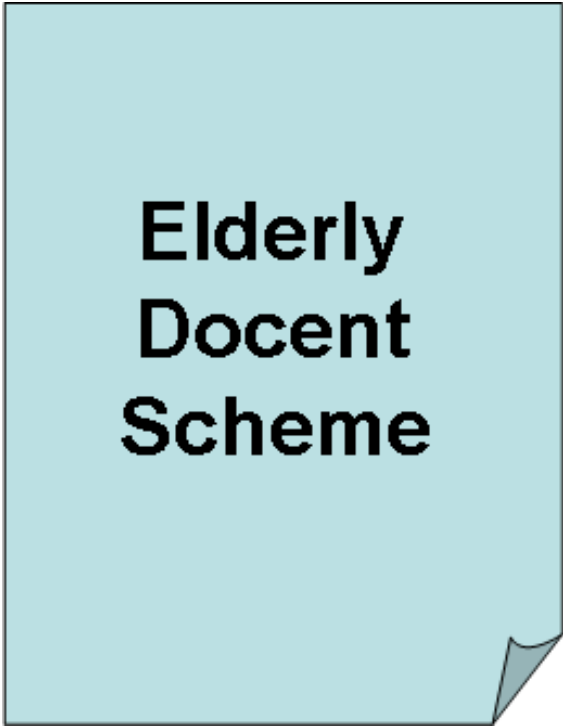


Part B: The Innovative Way of Running Guided Tour

Hiring the retired persons as the docents of our guided tour is another innovative prospective in our case study.

Traditionally, docents are usually young because they are required to take visitors to tour around. Physical fitness is expected for the docents.

As a group of innovators, we suggest hiring the retired persons or the so-called the senior citizens, instead of young persons, to take the role of docent in our guided tour program. The name of the recruitment program is called “Elderly Docent Scheme”.



**Elderly
Docent
Scheme**



The reasons for hiring the retired persons are many. First, we make use of their solid and rich living experience and deep knowledge of HK.

Second, we would like to enrich the seniors' retired life. It is reported that some old people get bored after retirement. Being a docent can be a golden chance for them to kill time effectively.

Third, the elderly are always considered as the disadvantaged group in our community. They may not have enough money to support their life after retirement. By participating in our scheme, the retired persons are employed to be our docents on part-time basis. In turn, our proposal can give time an employment opportunity. Although the remuneration is not very attractive, it is a good reward for the elderly and can improve their quality of retired life to a certain extent.

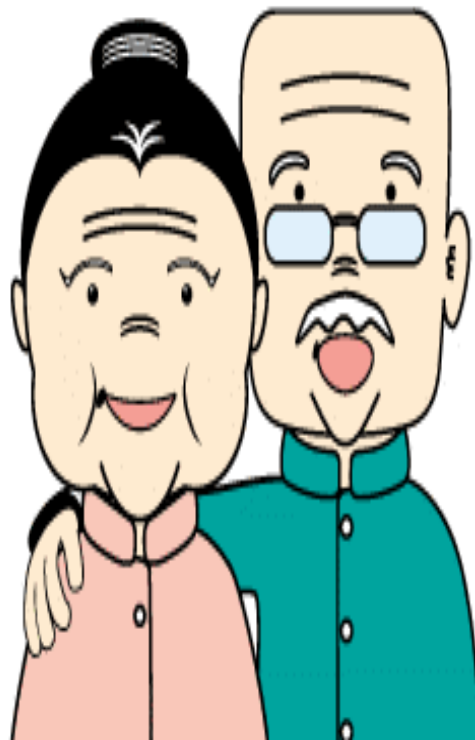
Physical ability may be an obstacle in this case. However, luckily, our study found that most of the retired HK citizens are quite healthy and active. More than 50% of them are willing to take part in voluntary work. Therefore, it is sure that the human resource is sufficient.



The senior docents must meet the following requirements:

- be healthy in general;
- be energetic;
- be knowledgeable concerning the culture of HK, and
- be talkative.

The welfare and interest for the elderly always come first in our mind. Therefore, we must provide good training, insurance policy, sufficient break time and safe working environment for our elderly docent.



**CONCLUSION:****Our Expectations:**

There are three expectations on our innovative tourism program.

1. The persistent maintenance and restoration of environment

Because of our innovative tourism program, revitalization of the old buildings in Chun Yeung Market, maintenance of the public area of Lai Tak Tsuen and road improvement work are carried out. All these can help protect the physical environment and existing buildings in HK.

2. Supporting the development of economy

As we advise tourists to have reasonable amount of consumption in Chun Yeung Street Market, Roof Lai Tak, SOHO food street and the stalls in the grassroots area, our innovative tourism enhances the income of the local businesses and revenues of the grassroots.

3. Benefiting the community

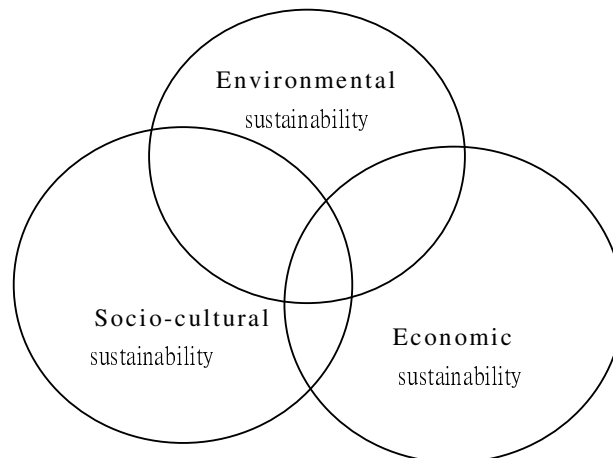
Our innovative tourism program does concern the interest of stakeholders of HK. For the elderly, we provide “job opportunity” for them by hiring them as docents. The senior citizens are then not the



burden of our society but a kind of important resource for the community. For the cultural concern group, we promulgate the appreciation of folk and unique cultural elements by the establishment of market museum and by arranging interactive learning activities on the production of HK snacks and on the use of abacus. As a result, the members of society are benefited from our program.

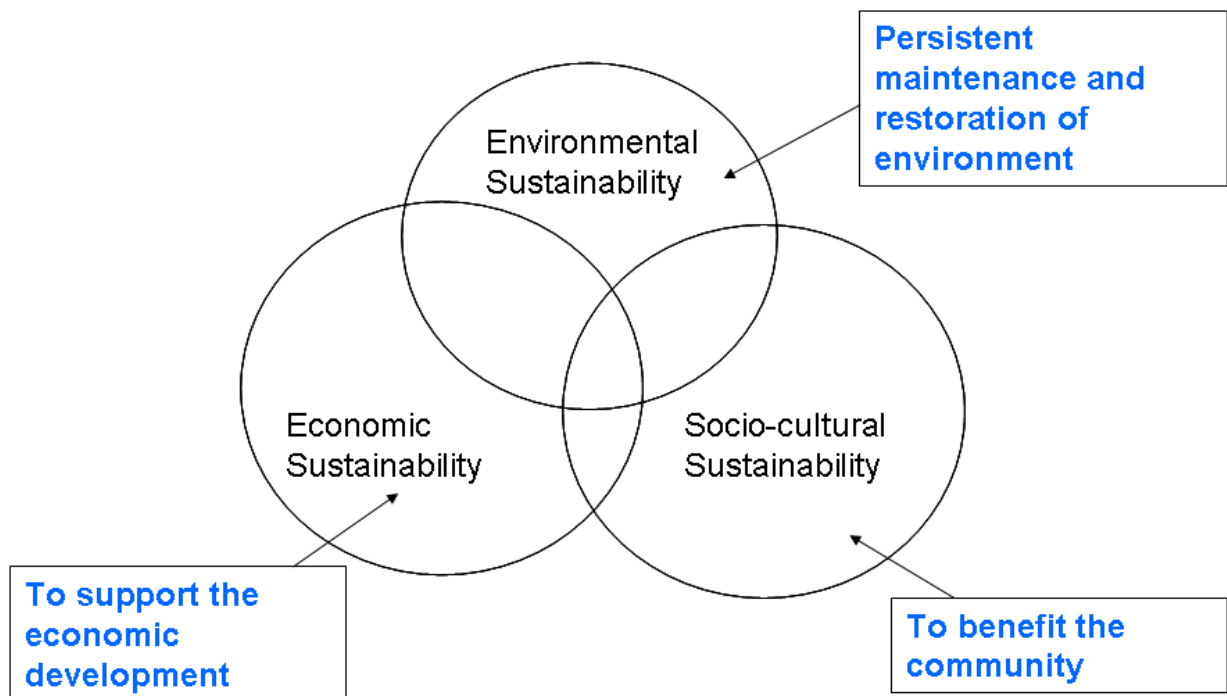
Our Expectations and the Sustainable Tourism:

In 1995, the World Tourism Organization(WTO) defined sustainable tourism as: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future.” In its definition, the WTO included environmental, socio-cultural and economic sustainability at the same time.





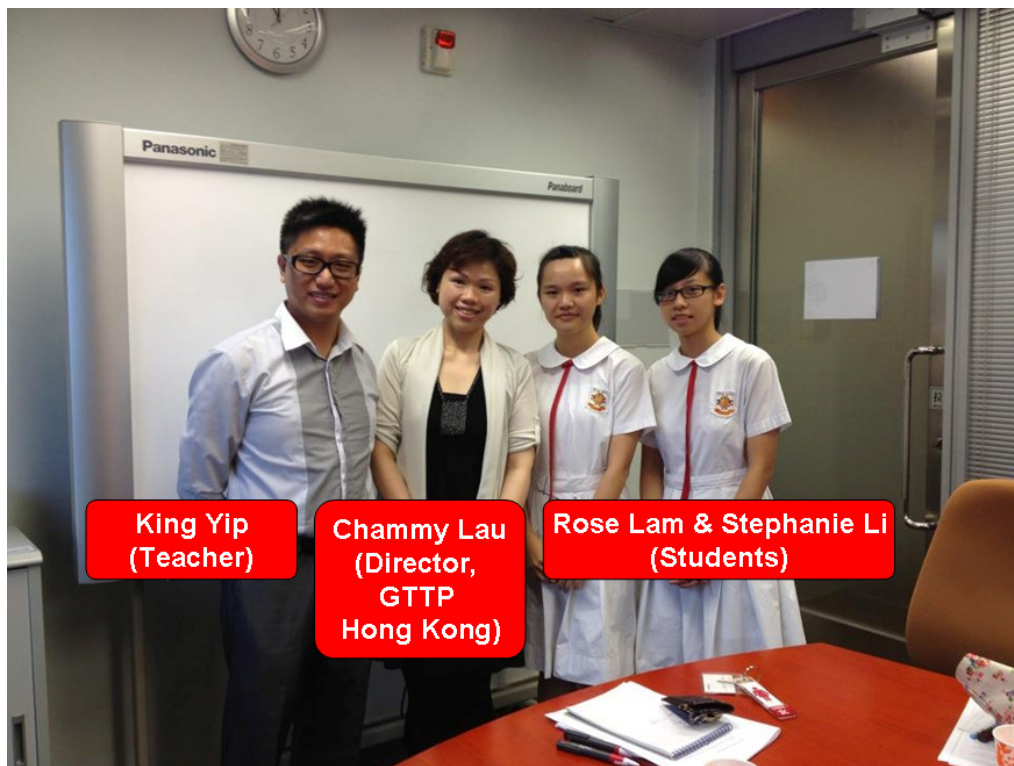
Our innovative tourism program expects to enhance the persistent maintenance and restoration of environment, to support the development of economy and to benefit the community. All these three goals accurately match the meanings of environmental sustainability, economic sustainability and socio-cultural sustainability respectively. In conclusion, our innovative program encourages sustainable tourism development.





Our Conclusive Remarks:

“Hong Kong’s M.O.S.T.” brings new things, new ideas and new way of operating guided tour to the tourism industry of HK. We sincerely hope that our proposal is the most innovative one and helps the steady increase in the number of visitors to HK. Besides this target, the most paramount objective of our study is “M.O.S.T.”, our program’s name, which implies to develop the Memorable, Outstanding, Sustainable Tourism in HK.





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Your Notes or Remarks:



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