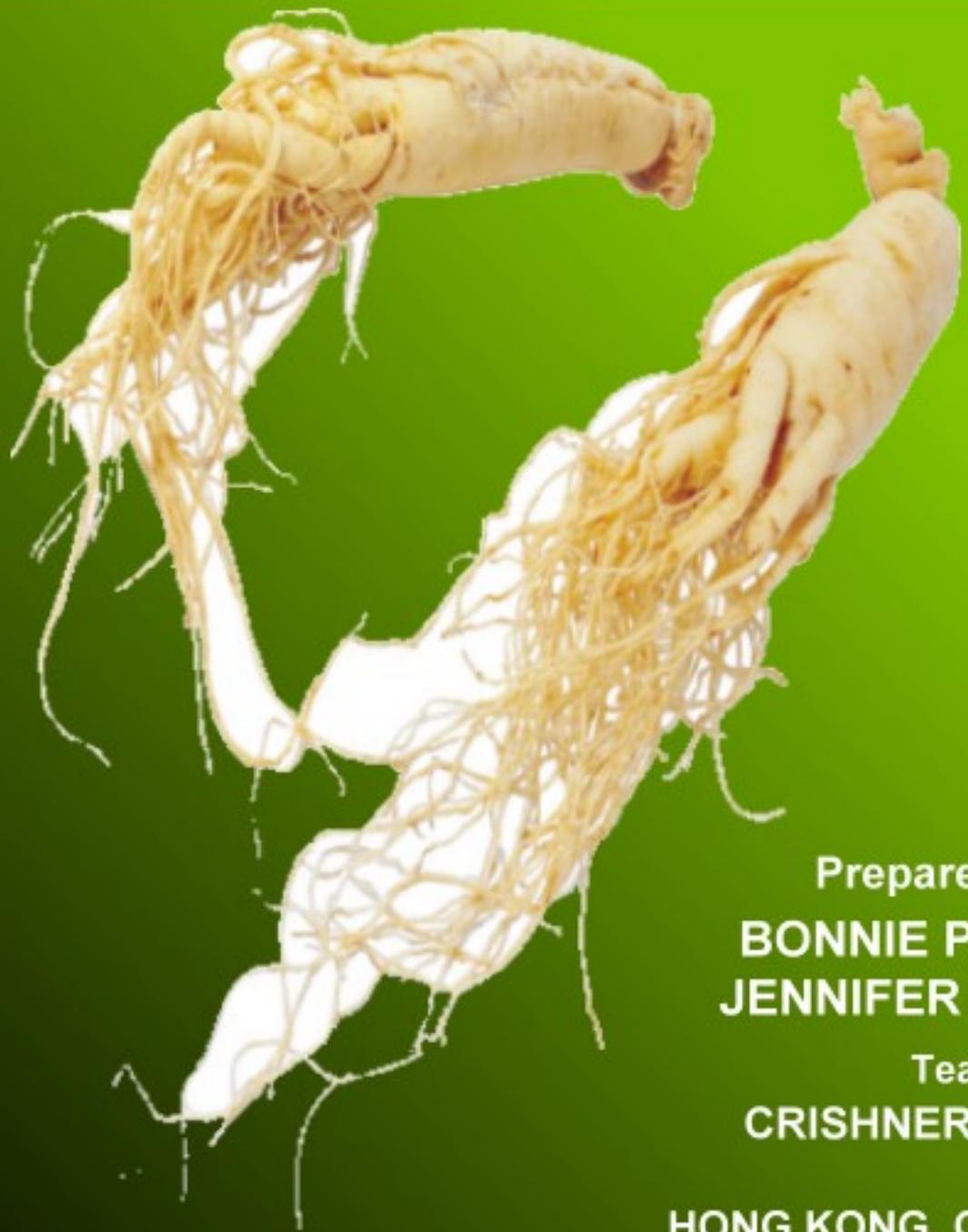


GTPP CASE STUDY WRITING COMPETITION
INTERNATIONAL CONFERENCE 2008
NICE, FRANCE

The New Hong Kong You See

Chinese Medicine Tourism



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Responsible Tourism Development



ACKNOWLEDGEMENTS

OUR HEARTIEST THANKS TO :

ALDO PAPONE AWARDS & GTTP's GLOBAL PARTNERS!

We would like to express our sincere thanks to GTTP and its partners! Without their all-rounded generous support, we would not have the opportunity to widen our horizon in such a scale and apply what we have learnt for and through this exceptional international and cross-cultural academic event.



We would like to thank, particularly, Ms Patricia Lui - Programme Director of the Travel & Tourism Education Programme (HK) Ltd. (TTEP) - for sharing her experience with us and giving us a lot of valuable advice, we are so grateful to have the chance to learn a lot from her throughout our preparation for this conference.

Lastly, we want to thank all the people who gave us thoughtful insights, valuable information, advice and assistance throughout the preparation and completion of our case study, and in particulars:

- Mr TO Yuen Yau, Hong Kong's famous Chinese medicine practitioner
- Apex Chinese Medicine Company (founded since 1943)
- Mr Edward Yu, teacher advisor of our school's photography club
- Our school's Information Technology Team
- Our teachers and fellow Travel & Tourism classmates (who gave us endless moral support)

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WHAT THIS CASE STUDY IS ALL ABOUT

Responsible tourism is a difficult topic. Certainly a case study of responsible tourism development could not be easy but we dug out a lot of insights and discovered a new horizon eventually. We think that tourism development should be responsible to all the parties involved, to the past, to the present, to the future and to the Earth. We looked into a rather new, special, yet not well explored nor developed form of tourism - Chinese Medicine Tourism (CMT). Throughout this case study, we aim to show you what we have found and thought for a better future through designing a responsible development vision of Chinese Medicine Tourism in Hong Kong.

What We Think Responsible Tourism Development Is About

Responsible tourism is a new trend in developing tourism. In recent years, the international community realizes that tourism is a valuable resource that needs careful protection and development. In simple terms, responsible tourism means conducting tourism activity at a destination without doing any harm to the local community and the local environment. The world is our home. The only way to develop tourism, and at the same time preserve our only home, is to encourage responsible tourism development.

* Ancient Chinese drawing showing some discovered energy points.



Four Main Directions of Responsible Tourism

Responsibility to All Parties

A tourism development should ensure the local people, the tourism industry, the government, and the visitors have benefits at the destination. Responsible tourism products should be able to offer enjoyable experience to visitors and, at the same time, reasonable profits to the operators. The local community should have sufficient opportunities to participate in the process of development and obtain growth in different dimensions in both short run and long run.

Responsibility to the Past

A tourism development should help to preserve the good old tradition of the destination, it might also help the tradition expand and develop. Tourism development should not become automatic elimination of the things from the past. There should be a process of scrutiny. Tradition could offer benefit and even get revitalized because of the input of tourism resources and earnings.

Responsibility to the Present

A tourism development should enrich the existing tourism industry of the destination. It should promote professionalism, create jobs and ensure economic viability. It also requires the individual operators to act responsibly to the whole interest of the industry. The local community should enjoy certain immediate benefits of the economy activity, such as better work conditions. An idealized form of tourism development that sacrifices the current and immediate interest of the present could hardly last to succeed.

Responsibility to the Future

A tourism development should treasure our precious natural environment. It should make positive contribution to the conservation of the destination's natural and cultural heritage. It should aware all the parties the importance of understanding and protecting the environment. It should also mean hope to the destination's new generations, who could foresee more opportunities to live a better life and enjoy a better, safer environment and surrounding.

Responsibility to the Earth

The ultimate goal of responsible tourism development is to bring its benefits beyond the destination and across the borders. Professionalism, good practices and wisdom at the destination could spread wide through its visitors and the industry partners. Knowledge transfer means the boundary could be overcome - a better world eventually for everyone.



* Shanghai Street in Kowloon,
an old urban area.



* Hong Kong Baptist University.

Choosing Chinese Medicine Tourism As Our Case

At first sight, Hong Kong seems to be an unlikely destination for Chinese Medicine Tourism (CMT). However, throughout our case study, we believe that there is a huge potential of making CMT a successful part of Hong Kong's tourism development. Since many local and even foreign people use Chinese medicine to cure diseases, we believe CMT has a good prospect to survive and flourish. In fact, there are more and more people from other countries becoming very interested in Chinese medicine for curiosity, health-building and treatment. CMT could become another new form of tourism for Hong Kong that really pulls overseas visitors to the city. We will show you in our study why we think Chinese Medicine Tourism (CMT) can work out and benefit from the concept of responsible tourism development in the context of Hong Kong.



*** Ancient Chinese drawing showing the acupuncture treatment .**

*** Hong Kong's famous Victoria Harbour & its downtown.**



SOME BASICS ABOUT CHINESE MEDICINE

AN OLD LONG HEALTH CARE TRADITION & WISDOM

The Origin & Tradition of Chinese Medicine

Chinese herbs have been used for centuries. The first herbalist in Chinese tradition is *Shennong*, a mythical personage, who is said to have tasted hundreds of herbs and imparted his knowledge of medicinal and poisonous plants to the agricultural people. The first Chinese manual on pharmacology, the *Shennong Bencao Jing*, lists some 365 medicines of which 252 of them are herbs and dates back somewhere in the 1st century, *Han Dynasty*. Earlier literature included lists of prescriptions for specific ailments, exemplified by a manuscript found in the *Ma Wang Dui Tomb*, sealed in 168 B.C.

* Ancient depict of Shennong & a Chinese medicine treatise.



* Li Shizhen.

Getting to Know One's Health Condition

How Chinese Medicine Practitioners Get to Know Their Patients

Following a macro philosophy of diseases, traditional Chinese diagnostics is based on overall observation of human symptoms. There are four types of traditional Chinese diagnostic methods:

1. Observing (望 *wang*)
2. Hearing and smelling (聞 *wen*)
3. Asking about background (問 *wen*)
4. Touching (切 *qie*).

Pulse-reading component of the touching examination is so important that Chinese patients may refer to going to the practitioners as "*Going to have my pulse felt*". Even when a person is not sick and is very healthy, a Chinese medicine practitioner can tell him or her what type of physique (body type) he or she has.

How They Define Their Patients' Health Conditions

Chinese medicine practitioners think that our physique (body type) is decided by inborn and acquired factors, different people have different physique. Different physique carries different characteristics of body functioning (including hormonal cycles and the immunity system). There are strong and weak physique types, it also ranges from partially towards the cold type or the hot type. It is important to let a Chinese medicine practitioner know what type of physique you have. There are five main types of physique:

1. The hot type
2. The cold type
3. The wet type
4. The dry type
5. The neutral type



* Tai-chi is practised for health-building in China..

GETTING TO KNOW THE KEY BODY TYPES

The Hot Type (陽熱型)

1. Strong & talk loudly
2. Always feel hot
3. Like to drink cold drinks
4. Afraid of heat
5. Get angry easily
6. Have insomnia regularly
7. Red tongue & yellow urine.



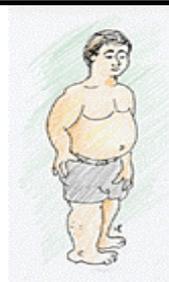
The Cold Type (陰寒型)

1. Thin
2. Afraid of cold wind
3. Pale face & skin
4. Like hot food
5. Feel tired easily
6. Fat tongue
7. Pale urine & pee frequently



The Wet Type (痰濕型)

1. Like sweet food
2. Like to sleep a lot
3. Snore frequently
4. Fat
5. Pale tongue
6. Sensitive to the humid weather



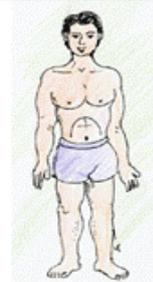
The Dry Type (乾燥型)

1. Feel thirsty easily
2. Eyes & skin always in aridity
3. Frequent constipation



The Neutral Type (中性型)

1. Strong
2. Good skin
3. Sleep well
4. Not afraid of hot or cold
5. Energetic
6. Pale red tongue.



Chinese Medicine Practitioners Are Professionals

The people who do not really know Chinese medicine might not have enough confidence in Chinese medicine practitioners. In Hong Kong, the government has passed the *Chinese Medicine Ordinance* to enhance the protection of public health and, on the other hand, accord a professional status for Chinese medicine practitioners and ensure the safety, quality and efficacy of Chinese medicine. Hong Kong currently has about 1300 Chinese medicine practitioners who have their own Chinese medicine centers. Visitors can find their addresses on www.cmchk.org.hk, the website of Chinese Medicine Council.



*** Hong Kong' famous Chinese medicine practitioner Mr TO Yuen Yau appearing on TV's health programme.**



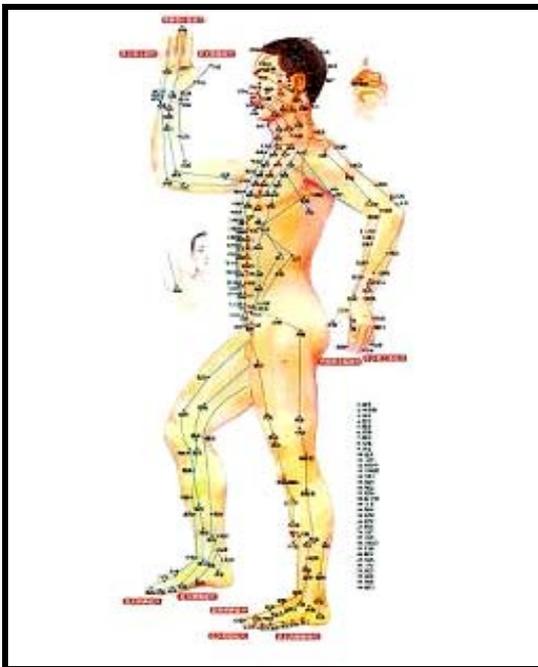
***A helper assembling medicinal herbs prescribed by Mr To for his patients.**



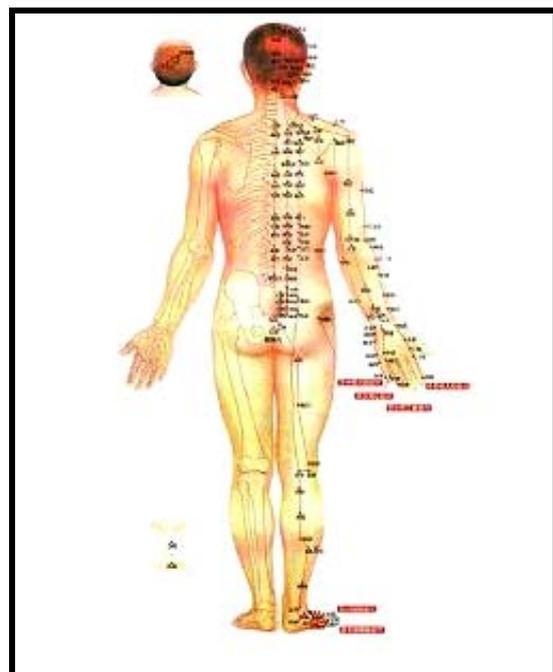
*** Mr TO showing the technique of weighting medicinal herbs.**

Body Energy Points (Acupuncture Points)

On our body surface, including our hands, feet, chest, abdomen, have more than 300 energy points. Each energy point reflects and links to a specific part or organ of the body. In Chinese medicine, good body functioning means the all parts of the body are in good coordination. Acupuncture is a kind of treatment that helps fostering good body energy flow and body functioning. Traditional Chinese medicine believes there are many advantages of massaging our energy points.



* Energy points on the body surface.



Getting to Know the Healing Concept

Chinese medicine uses herbs

Traditional Chinese physicians used several different approaches to classify traditional Chinese herbs, they are:

The Four Natures (四氣 or 四性)

The Five Tastes (五味)

The Meridians (歸經)

Three levels of herbs

The earlier and classical Chinese medicine treatise *Ben Cao (Materia Medicae)*, written from the *Han* Dynasty to the *Tang* Dynasty, began with a three-level categorization:

Low level -- drastic acting, toxic substances

Middle level - medicinal physiological effects

High level - health and spirit enhancement

Confucianism and Daoism in Chinese medicine

During the neo-Confucian *Song-Jin-Yuan* era (10th to 12th Centuries), the theoretical framework from acupuncture theory (which was rooted in *Confucian Han* theory) was formally applied to herbal categorization (which was in the earlier domain of *Daoism's* natural science). In particular, alignment with the Five Phases (Tastes) and the 12 channels (Meridians theory) came to be used after this period.



* Wild herbs that have medicinal value.

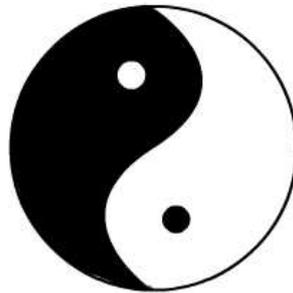
Yin, Yang and the Four Natures of Herbs

This pertains to the degree of *yin* and *yang*, ranging from

1. Cold
2. Cool
3. Neutral
4. Warm
5. Hot

The patient's internal balance of *yin* and *yang* is taken into account when the herbs are selected. For example: medicinal herbs of "hot", yang nature are used when the person is suffering from internal cold that requires to be purged, or when the patient has a general cold constituency. Sometimes an ingredient is added to offset the extreme effect of one herb.

* The diagram of tai-chi showing yin & yang.



The Five Tastes of Herbs

The five tastes are pungency, sweetness, sourness, bitterness and saltiness, each has different functions and characteristics. For example, pungent herbs are used to generate sweat and to direct and vitalize *qi* and the blood; sweet-tasting herbs often tone or harmonize bodily systems; some sweet-tasting herbs also exhibit a bland taste, which helps drain dampness through diuresis; sour herbs are often astringent or consolidating while bitter herbs dispel heat, purge the bowels and get rid of dampness by drying them out; finally, salty herbs soften hard masses as well as purge and open the bowels.

The Meridians: between Herbs and Organs

The Meridians refer to which organs a medicinal herb acts upon. For example, menthol is pungent, cool and is linked with the lungs and the liver. Since the lungs are the organs which protect the body from the invasion of cold and influenza, menthol can help purging coldness in the lungs and invading heat toxins caused by hot “wind”.



Chinese Herbs in Hong Kong

There are many places in Hong Kong where tourists can take traditional Chinese medicine, like Chinese medicinal herbal tea.



* A variety of dried medicinal herbs.

CHINESE MEDICINE TOURISM (CMT)

CURRENT PRODUCTS & EXPERIENCES FOR VISITORS

How We Discover What's Currently Available for CMT

1. We did site visits to some Chinese medicine centers;
2. We visited the School of Chinese Medicine at Hong Kong Baptist University;
3. We visited Dr & Mrs Hung Hin Shiu Museum of Chinese Medicine;
4. We visited the famous Herbal Medicine Street at Sheung Wan District;
5. We visited several famous Chinese medicine shops of some leading brands;
6. We interviewed a famous Chinese medicine practitioner in Hong Kong;
7. We talked to some Chinese medicine shop attendants;
8. We talked to people who had received traditional therapy and treatment;
9. We talked to people who used Chinese medicine products regularly;
10. We observed the process & equipment of preparing Chinese herbal medicine;
11. We tried out (under guidance) certain process of handling herbs at a medicine center;
12. We drank Chinese medicinal herbal tea at the most famous herbal teashop;
13. We had a standard Chinese medicinal cuisine meal at a vegetarian restaurant;
14. We tried the traditional herbal jelly and several Chinese medicinal desserts;
15. We tried the Chinese foot massage and had our energy points stimulated;
16. We searched online to look for relevant information and sources.

How We Categorise the Current CMT Products for Visitors

Based on what we experienced and knew, we put what could be offered to visitors in area of CMT into four main categories:

1. Food & Beverages;
2. Health Product Shopping;
3. Therapy & Treatment;
4. Cultural Experience.

In the upcoming section, we attach a small phrase of each category on top of the product (s) we found to be applicable in CMT. However, in the latter section of our report, we suggest to add in more and diversified tourist experience of CMT to visitors on top of those mentioned herein.

Food & Beverages

Chinese Herbal Tea

Chinese herbal tea, also known as medicinal herbal tea, is a kind of tea-soup made from purely Chinese medicinal herbs. It usually tastes bitter or lightly sweet and its colour is often black or dark brown, depending on what kinds of herbs are used. Although tea is in its name, it seldom contains any part of the tea plant.

Cantonese (people from the Guangdong province of China) chooses some herbs classified as cooling in traditional Chinese medicine, boil them in water to make herbal tea to relieve the “hot and wet intoxicating elements” (similar to the western concept of detoxification) in our body. Because of this, Chinese herbal tea is often referred to as “cool tea” in the Chinese language. There are many kinds of cool tea. Different kinds of tea can cure or relieve different kinds of diseases. Some is for sore throat, some for flu and others.



*** Tan Ngan Lo medicated tea at Shanghai Street in Kowloon.**



Food & beverages

What is Chinese Medicinal Cuisine?

Good cuisine has the effect of prolonging life, sustaining the body's constitution and promoting energy and in this respect bears some relationship to Chinese medicine.

Many chronic cough patients need to take medicine for long time. When a patient gets better, the side effects of the medicine can be eased through medicinal cuisine. It can shorten the course of a disease and help to minimise the side effect of the medicine.

The raw material of medicinal cuisine is food, which has medicinal effects on the body, and Chinese herbal medicine that can be turned into delicious food. After cooking and additional treatment, the herbal medicine and the food become diet therapy dish, or medicinal cuisine.

The medicinal cuisine from Chinese medicine can soothe hunger and remedy diseases, its main use is to prevent diseases. If the body's immunity is good, it can avoid many diseases. Chinese medicinal cuisine has the power like Chinese medicine - to nourish and give health protection. It can improve our body metabolism, it can also increase the endocrine. It can strengthen our physique, improve our immunity, it also allows the weak people to restore health and the strong people to become stronger.



Food & beverages

Chinese Medicinal Cuisine

Hong Kong has many places where visitors can taste medicinal cuisine using Chinese medicine ingredients and they can have different types of food. Since Chinese medicine always makes some people think that it tastes bitter and it is always black in colour, very few people, including the locals, would think the Chinese medicine is attractive to them. However, Chinese medicinal cuisine is just like the food we eat everyday. The food delicious, it has beautiful look and carries the same medicinal effects. For example, the Chinese medicinal hot-pot uses Chinese medicine soup, like a soup having some alcohol, it can make us feel warm and nourish our vitality.

Some restaurants make expensive Chinese medicine soups, like the hairy antlers of a young stag, this soup can improve our health very much. Visitors can have medicinal hot-pot at many restaurants in Hong Kong, such "Yue Hotpot Restaurant" (御火鍋). They offer different kinds of hot pot broth, including "Emperor Secret Broth" & broth with Chinese medicines, etc. With over hundreds kinds of fresh ingredients and seafood, they produce the very good hot pot for customers.

Food & beverages

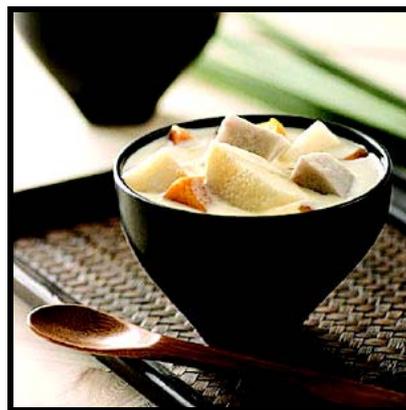
Chinese Herbal Jelly

Visitor also can have the Chinese medicinal jelly, like "Fresh Herbal Jelly". The herbal turtle jelly is made of fresh reproduced and unprocessed turtles and a variety of different Chinese turtles combined with over 20 different Chinese herbs, which are cooked for over 30 hours to insure proper product potency. It can improve the functioning body organs and keep youthfulness. "Hoi Tin Tong" (海天堂) is one the famous herbal jelly chain shops in the city.

Food & beverages

Chinese Medicinal Desserts

Visitors also can have desserts using Chinese medicinal herbs and ingredients which are not so traditional. Desserts shops, such as "Yee Hin Dessert", has a lot of desserts using things from Chinese medicine, like "medlar oatmeal", it can make our body stronger.



Cultural Experience

Bank of China Chinese Medicine Centre

The Bank of China Chinese Medicine Centre is located on the Mezzanine Floor of the School of Chinese Medicine Building of the Hong Kong Baptist University. The Centre displaced items including commonly used Chinese medicines, herbal Chinese medicines originated in the Hong Kong, animal-originated medicines and voucher specimens.

The Centre has a collection of the commonly used Chinese *materia medica* and proprietary Chinese medicines in Hong Kong, including those prescribed under the Hong Kong Standards of Chinese *materia medica* in Hong Kong, as well as the various toxic and poisonous species. It also displays the unique features of the Chinese *materia medica* in Hong Kong, and the methods of differentiation between genuine and fake items.

Cultural Experience

Chinese Medicine Museum

We think tour operators can arrange visits to the Dr. and Mrs. Hung Hin Shiu Museum of Chinese Medicine, it was set up by the School of Chinese Medicine of Hong Kong Baptist University. The museum is an educational and academic endeavour, it introduces the historical development of Chinese Medicine in Hong Kong.

The museum has a three-dimensional teaching tool for traditional Chinese Medicine, as well as a great achievement in the depiction of the historical development of Chinese Medicine. With an area of 250 square metres, the Museum is divided into six theme zones:

1. Orientation Zone;
2. Chinese Medicine in Past Dynasties;
3. Chinese Medicine from the Recent Past to Modern Age;
4. Cultural Corridor of Chinese Medicine;
5. Interactive Games; and
6. Multi-purpose Room.

*** A metal dummy showing the location of energy points on the body surface.**



Health Product Shopping

Herbal Medicine Street

Ko Shing Street is in Sheung Wan (next to central) which is immersed with the fragrance of traditional medicine. Rare medicine can be found there. The Chinese medicine there is cheaper than in other places.

Locals and visitors are recommended to buy Chinese dried seafood, herbs and medicine at Ko Shing Street in Sheung Wan. Ko Shing Street specializes in Chinese medicine products, teas and herbs. This is a fascinating area for poking around, with shop windows displaying items such as snakes, snake-bile, birds' nests, shark fins, antlers and crushed pearls, as well as large quantities of expensive ginseng roots.

On Ko Shing Street, as well as finding ginseng on sale, an ailing person can purchase every conceivable form of natural medicine used in traditional Chinese medicine. Many shops, with little in common with western chemists, employ Chinese medicine practitioners who give on-the-spot diagnosis and prescribe suitable medicine from a variety of ingredients.



* Decorated street sign & a shop at Herbal Medicine Street.



Health product shopping

Quality Chinese Medicine Shopping

Visitors can buy Chinese medicine at many dispensaries in Hong Kong, there they can find many Chinese medicine products for external use. Tourists can go shopping for Chinese medicine. Since some dispensaries might sell Chinese medicine dishonestly, tourists are recommended to go to shops which join the Quality Tourism Services (QTS) Scheme (see website: www.discoverhongkong.com) founded by the Hong Kong Tourism Board.

Health product shopping

Chinese Medicine For Skin Care

The Chinese medicine is not only for internal use, it can also be for external use. For example "Pak Fah Yeow" (白花油), is made from peppermint, wintergreen and the other Chinese medicine. It is used for treating vomiting, diarrhoea, gastritis, abdominal pain, a scald and a burn. The gripe water (驅風油) has the same function, it can be bought in ordinary dispensaries in Hong Kong.



* Pak Fah Yeow.

Cultural Experience

Short Medicinal Cuisine Course

Visitors also can go to learn how to make food with Chinese medicine. The School of Professional and Continuing Education currently runs a course teaching students to cook Chinese medicinal cuisine. Visitors only have to pay HKD2,000 and spend 21 hours and they will get to know a lot of things about Chinese medicinal cuisine. When they go back to their home countries, they will know how to cook some Chinese medicinal dishes.

For example, Chinese soups are often made from Chinese medicine, like a "Trepans Fish Maw Meat Soup", it can improve our kidney, make the skin beautiful, it can also delay aging. Visitors could go to Chinese medicine centers, such as "The Amalgamation Place" (亦古坊) for this kind of soups. These centers also serve tea. Chinese tea is very good for health, for example, green tea can prevent and cure cancers. These centers often have certified Chinese medicine practitioners and they also offer to cook or boil the herbal medicine for visitors.



Treatment & therapy

Chinese Foot Massage

Foot massage is based on the Stimulation Principle. Massage applied to the pathologically changed organ or mitochondria reflex points will achieve the objective of restoring the balance or equilibrium of the body. Balance of the body is the core principle of Chinese medicine. With the balance restored inside the body, our body will be kept healthy. Foot massage involves applying focused pressure to the reflex points in the foot.

At equilibrium, our body gives out the waste and poisonous substances produced by metabolism of the body. The elimination of waste involves many organs, including the whole body lymphatic system, the kidney, the large intestine, the small intestine, and the skin. If the functioning of these organs has broken down, the waste in our body will accumulate and results in disequilibria and illness. Foot massage will restore the equilibrium of the body. Foot massage can help not only keep the bloom of the body but also bring the bloom to every part of the body.

Massage at different parts of the body can give rise different functions and benefits. Foot massage can:

1. Help forward the bloom to move in circles inside the body;
2. Strengthen the metabolism;
3. Excrete the waste from the body;
4. Stimulate the cells to enhance their vitality; and
5. Restore the internal hormonal secretion balance.



Treatment & therapy

Naprapathy

Naprapathy is the gentlest form of treatment of the human kinetic system. It can also be used to cure diseases. The history of naprapathy can be traced back to two thousands years ago. In the *Tang Dynasty*, there were naprapathy teams. There was also a naprapathy school that taught the complete naprapathy process. Naprapathy is different from acupuncture. It belongs to the traditional Chinese medical science. It is similar to foot massage. Naprapathy on different parts of the body can produce different functions, it can dredge the sick place and adjust the functions of our body.



*** A practitioner applying naprapathy on a Westerner.**



Treatment & therapy

Acupuncture

Acupuncture (針灸) is a technique of inserting the needle and manipulating it on the body. According to acupunctural teachings, this will restore health and well-being, and is particularly good at treating pain. The World Health Organization (WHO) standardizes the definition and characterization of these points.

Acupuncture is thought to have originated in China and is most commonly associated with Traditional Chinese Medicine. Other types of acupuncture (Japanese, Korean, and classical Chinese acupuncture) are practiced and taught throughout the world.

Acupuncture and moxibustion is to be directed against the case history of each visitor. For example, to a person who broke his leg, the Chinese medicine practitioner will have the acupuncture and moxibustion on his injured leg. Currently in Hong Kong, visitors can go to Chinese medicine health centers, such as "Health Concept" (健源復康治療中心), for acupuncture and moxibustion.



*** A practitioner applying acupuncture on a Westerner.**

Treatment & therapy

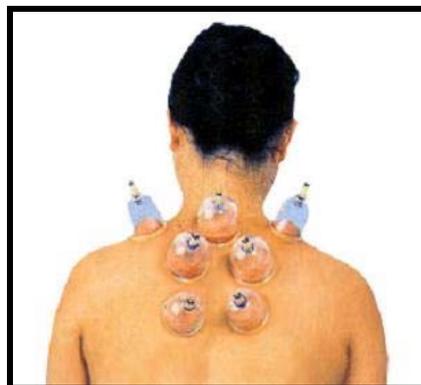
Cupping for Detoxification

Cupping refers to an ancient Chinese practice. During cupping, a cup is applied to the skin. The pressure in the cup is reduced either by drawing out air from the cup or the air inside the cup is warmed before applying it onto the skin. As a result, suction is applied to the skin and muscle. In some cases, the cup may be moved while the suction of skin is active, causing a localized pulling of the skin and muscle.

Cupping can increase the blood circulation in the applied area and the metabolism of the body. Cupping therapy can reduce pain. Cupping therapy can also let the body improve its function and increase the body's resistance to germs and bacteria. The body can then improve its general health conditions and recover from illness.



*** Cupping using tradition tools.**



*** Cupping using modern equipment.**

RESPONSIBLE TOURISM DEVELOPMENT:

PROSPECTS AND STRATEGIES FOR...

CHINESE MEDICINE TOURISM

OUR SINCERE SUGGESTIONS

As discussed in the beginning of this case study report, we believe responsible tourism development should include responsibility to:

1. all the parties involved in tourism;
2. to the past;
3. to the present;
4. to the future; and
5. to the Earth.

Instead of criticizing what could go wrong and what is not properly done at the moment, we decided to go a few steps further: we looked into the possibility of applying such principles, we went over the current limitations and problems troubling our proposed Chinese Medicine Tourism (CMT), and we thought of ways to solve these problems based on the ultimate direction of encouraging and steering the development of CMT to become a form of responsible tourism.

Under this direction, we worked out 23 action-driven suggestions and explained how each suggestion could work out to make responsible tourism development work in our proposed CMT. Our suggestions aim at:

1. creating economic prospects to the business parties involved;
2. widening the spectrum of tourism services related to Chinese medicine;
3. promoting professionalism and good practices;
4. preserving the tradition and modernizing the service of Chinese medicine;
5. protecting key interests of visitors;
6. protecting the precious natural environment;
7. revitalizing the tangible old heritage in urban areas.
8. marketing CMT in a proper and effective fashion.

Suggestion 1:

Chinese Medicine Hospital For Everyone

...Hong Kong's First Traditional Hospital to Serve Visitors and Locals

Currently, there are many Chinese medicine centers in Hong Kong but they are unable to offer a full range of therapy nor intensive treatment because of the limitation of scale. We suggest the government taking the initiative to authorise the private sector to build and run the first Chinese Medicine Hospital in Hong Kong. A hospital's function is irreplaceable. Visitors or locals who look for Chinese medicine treatments which require overnight stay or higher level of medical care could have no way to go in the city. A Chinese Medicine Hospital also means the government officially endorse the use of Chinese medicine as one of the options to cure health problems. The hospital also serves as a platform for professional advancement and research. It should be in close collaboration with the expanded Chinese Medicine School.

Chinese Medicine Hospital is not a new thing in China. In major cities, such as Beijing, Shanghai and Guangzhou, there are officially endorsed chinese medicine hospitals that offer very professional treatment to health problems of all kinds and they treat important public figures including government heads, business tycoons, Olympic athletes and celebrities. These hospitals possess strong and sound track records of successful cure, treatment and health-building and the total spending by patients at these hospitals is huge.

Responsible tourism development for CMT needs a launching product. Unlike other forms of tourism (such as leisure tourism and sport tourism), our proposed Chinese Medicine Hospital is far different from other tourism products, it is a medical institution in the first place. It could pull out resources and recognition for the Chinese medicine profession, which forms the very basics of our proposed CMT. A strong and sound Chinese medicine profession is beginning of everything to the sustainable and responsible development of CMT.

Suggestion 2:

Chinese Medicine Hotel

...New profits, New Look

We suggest opening a Chinese Medicine Hotel. It is a theme hotel about Chinese medicine. The design and decorations of rooms and other hotel facilities should be traditional Chinese styles. This theme hotel should have restaurants serving Chinese medicinal cuisine and desserts. It should spa facilities offering spa relaxation in Chinese medicine approach. There should be a relaxing health center offering Chinese foot massage and naprapathy. Shops selling medicinal herbs, medicine cuisine cooking tools and books about Chinese medicine could also be in this hotel. The prime objective of running this theme hotel is to offer a good environment to visitors for relaxation and health-building.

In CMT, we believe responsible tourism development means having some certain core tourism products that will make CMT work and sustain as an economic activity is ultimate and necessary. We believe our proposed theme hotel could become an attraction to visitors by itself. Visitors would have a good, relaxing and healthy vacation. Companies of Chinese medicine would have a good platform to launch and promote their Chinese medicine products at this hotel. A new theme hotel means more new jobs and business opportunities to the community.

*** Traditional Chinese interior design at a hotel's suite.**



Suggestion 3:

Chinese Medicine Mall

...a Landmark - One Place for Everything

Although there is a lot of places in Hong Kong where visitors can get Chinese medicine, their locations are disperse and it lacks the prime factor of convenience to visitors. We suggest the government considering a single location, such as a Chinese Medicine Mall, to allow visitors who do not have sufficient travel time to concentrate their CMT experience there. Our proposed Chinese Medicine Hotel and Chinese Medicine Museum could also be developed next to this mall. A Chinese Medicine Park, where medicinal herbs and traditional medicine workshops could be built to provide exotic cultural experiences to families and individuals.

Suggestion 4:

Expanding The Chinese Medicine School

...Continue & Leading Our Good Tradition

We strongly believe the current Chinese Medicine School at the Hong Kong Baptist University should be largely expanded and supported by the government. New departments under this school should be set up to work with the Chinese medicine profession and the tourism industry to bring out projects that would lead to the positive development of their profession and CMT in Hong Kong. Many of our suggestions require this new school to participate and support because, unlike other forms of tourism, CMT involve another unique discipline and profession (Chinese medicine) and there is no way the tourism industry could work alone to make CMT develop properly and sustainably without input from this school.

Professionalism, research and collaboration form the vital part of responsible tourism development of CMT. The government needs to fund the expanded school and its Health Department needs to get involved with this school to make the whole plan work in order and quality. This also assures to the city that CMT is a long-term development commitment and strategy rather than just an attraction gimmick or a short-term tourism development tactic.

Suggestion 5:
English Course For Practitioners
...Easier to Talk, Easier to Help

We suggest the government's current "Workplace English Campaign" should expand to offer tailor-made courses to the Chinese medicine practitioners to improve their English communication capability. In Hong Kong, there are many experienced Chinese medicine practitioners who offer very effective treatment to patients but do not speak English. Translators are rarely available and non-Chinese speaking visitors almost have no chance to understand the process. This situation severely limit the possibility of visitors meeting the practitioners for health-building and cure. Our proposed expanded Chinese Medicine School could play a key part in this project as the course would require a great degree of professional knowledge.

Our suggestion would set a new direction to the practice of Chinese medicine service in the city and it could bring many positive results to Hong Kong's CMT development. In the long run, travel agents could have more practitioners to recommend to visitors without worrying about the ultimate problem of language barrier. More practitioners could reach out to English-speaking visitors and help more people towards better health-building. Fewer misunderstandings and conflicts, more positive experiences between practitioners and visitors would become the outcome.



*** Mr TO Yuen Yau
being interviewed
by us.**

Suggestion 6: Part-time Student Guides

...New Faces, New Chances, Old Wisdom

We suggest allowing the undergraduates who study expanded Chinese Medicine School to work as part-time guides with the tour operators, our proposed Chinese Medicine Museum. Since they possess certain formal knowledge of Chinese medicine, they could do well in bringing visitors to enjoy the attractions and using the services within the CMT context.

This arrangement can also help improve these students' experience about both CMT (e.g. through guiding visits to big Chinese medicine companies and production sites) and their own medicine profession that operates in reality context. It also creates communication opportunities between visitors and students, who could learn to speak better English and would eventually become qualified practitioners serving locals and visitors. Visitors, on the other hand, could have a wider spectrum of cross-cultural interactions during their journey.

Responsible tourism development should ensure the new generations having a part to play and grow in Hong Kong's CMT so that some of them would become leaders and experts in this field in the future.



*** Inside a traditional Chinese medicine shop.**



Suggestion 7: Training & Education Enrichment

...New Tourism Development, Old Wisdom, Young Learners

We propose the leading universities and education institutions, such as the School of Hotel and Tourism Management (SHTM) at the Hong Kong Polytechnic University (ranked number four in the world in the field of tourism research and scholarship), the Institute of Vocational Education (IVE) and Travel & Tourism Education Programme (TTEP) should include CMT into their training curriculum and research interest. Students would then have an idea of the position and content of CMT in Hong Kong's tourism development.

We also think the expanded Chinese Medicine School could offer special training programmes on acupuncture and herbal medicine operations to qualify individuals who achieve a good standard of knowledge and skills. These qualified attendants who work at Chinese medicine shops could remind visitors when and how they should take their Chinese medicine and what attention they should have.

We believe support from the education and training sector is vital to successful responsible tourism development. Knowledge growth and transfer in a systematic way is indispensable to ensure this special form of tourism could develop properly and sustainably. It improve the quality of human resources and facilitate innovation in the tourism industry through cooperation between research institutes and the private sector.



Suggestion 8: Guide To Herbs In Nature Trails

...A New Perspective to Look at Nature's Treasure

Over sixty percent of Hong Kong's land area is covered by greenery and country parks, amongst them wildly grown medicinal herbs can found everywhere. We believe the government should take action to protect the natural environment where these herbs rely on, it should also aware the public and the visitors of importance of protecting these herbs from being illegally collected or damaged. Fines should be imposed on offenders who violate the protection regulations.

We suggest the government's Agriculture, Fisheries and Conservation Department providing well-researched and organised information to the public and hikers through its official website (www.afcd.gov.hk). There should also be clear signs of naturally grown Chinese medicine herbs along the spots at the nature trails where visitors can get some brief information and be alerted not to damage them. The signs should be in both English and Chinese, they are not just for visitors, they could also serve as a good source of education to local hikers.



Suggestion 9:

Chinese Medicine Restoration Fund

...Famous Old Shops Regaining Their Glory

We suggest the government setting up a Chinese Medicine Restoration Fund to offer loans at low interest rate to help famous old shops of Chinese medicine to regain their original traditional styles and images but at the same time maintain a modern service. Famous old shops by themselves (the tools and items they use, the interior design and frontage of their shops, the decorations they install) could become a part of Hong Kong's heritage and culture. They represent some key memories of the city's past and of what people did in the old days to stay healthy.

The concept of responsible tourism development recommends the preservation of heritage and culture against unnecessary replacement and redevelopment projects. By putting in efforts to 'save' these old treasures and memories, both the locals and visitors could have more things of the past to refer to and to look at. It makes Hong Kong's city tour even more fun and keep the Chinese medicine tradition alive, other than just confining this tradition to a museum.



* Apex Chinese Medicine Co.
(since 1943)

* A restored Chinese medicine shop at Sheung Wan.



Suggestion 10:

Touch-Screen System For Shoppers

...Easier for Shopping, More Sales, Better Understanding

The expanded Chinese Medicine School and the big Chinese medicine producers should consider joining hands to design a Chinese medicine information software that allow Chinese medicine shops to install it into a simple touch-screen computer system for customers to look at the names and key information of the medicine items they are looking for. Most visitors would have difficulty in understanding the products they are offered, even the shop attendants or practitioners would find it hard to explain every key thing to non-Chinese speaking visitors. Our proposed touch-screen system could be convenient to both parties.

This software should be able to help promoting responsible CMT because it inform visitors of what items they are buying; it helps shops to prevent making mistakes, selling wrong items and getting complaints from visitors simple because of ineffective communication. Staff of the shops would benefit from the system and give better services to visitors.



*** Touch-screen Chinese medicine games at
Dr & Mrs Hung Hin Shiu Museum
of Chinese Medicine.**

Suggestion 11: Special Logo For Shops

...Promotion of Quality Service & Good Practices

We suggest the government designing a special logo for shops and medicine centers which provide Chinese medicine products and services and observe good practices to its customers and patients. Just like the logo of QTS (Quality Tourism Services), the logo can help tourists know which shops and medicine centers are good or trustworthy and build their confidence towards CTM products in the city. The government's Health Department and Hong Kong Tourism Board can list these shops and medicine centers on its promotion website to allow visitors to check it out beforehand.

Responsible tourism development should encourage good practices and professionalism in the tourism industry and its related sector. In the case of CMT, this measure could set a standard to the Chinese medicine profession and create a strong market effect to both the good and the bad apples, our host community would become the ultimate beneficiary. Apparently, this measure also protect the interests and well-being of the consumers – both locals and visitors.



*** QTS Scheme
& its logo for shops.**

*** A logo for
shops observing
honest practices
in Hong Kong.**



Suggestion 12: Menus For Different Body Types

...More Choice, Better Health & Eating Well

We suggest Chinese medicine professionals should publish menus that aim at different body types of Hong Kong's visitors. For example, many American visitors drink a lot of beer regularly and they often have digestive problems (particularly at the intestines because of an identified ingredient used in producing beer), Chinese medicine can offer a special menu of food catering such problems. Our Chinese medicine practitioners can design different menus for tourists of different nationality.

We also think restaurants and dessert shops serving Chinese medicine cuisine and desserts can offer menus only available in each season, this is to aim at the common body problems in that season. For example, in winter, medicine cuisine and desserts that are moist in nature are good to people of the dry body type. Responsible tourism development should allow the visitors getting, and the providers serving, the right products. This is particularly important in CMT.



Suggestion 13: Multi-lingual Translations

...Now Every Visitor Can Get the Right Thing

Currently, almost all shops of traditional Chinese medicine put the dried medicinal herbs in big glass bottles and containers without signs or names other Chinese ones. Visitors who do not read Chinese – Asians or Westerners - find it very hard to know what medicine they are buying or looking at. Meanwhile, most Chinese medicine centers also do not provide non-Chinese service information even they offer advanced and professional therapy or treatment. It almost becomes an impossibility for non-Chinese speaking visitors to go to these centers and shops simply due to this language barrier.

We think the government and expanded Chinese Medicine School should work together with overseas institutes and translate these items into some most common languages spoken by Hong Kong's international visitors, such as the Japanese, Korean, French, German and, of course, English. There should be some brief introduction about the medicine and the services. This measure could be good to both visitors, the Chinese medicine profession and its operators.



*** A Chinese medicine center offering good services with information only in Chinese.**

Suggestion 14: English Herb Names

...Easy New Labels for Old Names

We think it is necessary to translate all the names of the Chinese medicinal herbs in common English, this is not the case at the moment. Such names would allow visitors to memorize more easily. This is vital as it allows all people in the world to use the same names to buy the medicinal herbs easily, the benefit goes worldwide. By taking the initiative to name the medicinal herbs in common English, Hong Kong could earn a higher status within China and in the world as a key platform of Chinese medicine development. This measure could also ensure more responsibility to CMT visitors as they could buy the medicine herbs correctly and safely. Producers and shops of Chinese medicine products also benefit because common English names could be used to identify different medicine items to visitors from other countries to generate better communication, understanding and business.

Suggestion 15: Chinese Medicine Factory Visits

...See Our Secrets, Trust Our Wisdom

We think certain well-established Chinese medicine producers - such as *Eu Yan Sang* - could offer visits to their production plants and facilities to organised tours. *Eu Yan Sang* makes a range of Chinese medicine products that are widely in Hong Kong and also sold widely overseas. Witnessing the process of making Chinese medicine products with appropriate description and explanation could be an interesting cultural experience to some visitors. Responsible tourism products should be able to build or foster confidence from all the parties and a tourism development without this element could hardly sustain.

Suggestion 16: New Chinese Medicine Museum

...Newer, Bigger, Better, Funnier

We suggest the Government build a Chinese Medicine Museum with the help of the expanded Chinese Medicine School. This museum should be all about Chinese medicine and have a fun section for children, where they can touch and sense the pulse of an artificial arm and wrist of a panda dummy. There should be some touch-screen computer games, drawing games like drawing the herbs and traditional Chinese medicine tools. There should also be some cartoons telling the stories of big founders of Chinese medicine like *Hua Tuo* and *Li Shi Zhen*.

There should be specific sections for visitors of different age, where they can learn to identify, smell and sort different kinds of medicinal herbs. Visitors can also use some traditional tools to crush some herbs and experience the process of making traditional herbal medicine. There should be a photo section that looks like a traditional Chinese medicine shop and provides traditional Chinese costumes of medicine practitioners for visitors to put on and take photos. Nearby, there should be video shows telling stories of Chinese medicine development from old ages up to now.

This museum could attract many visitor and become a new tourist attraction. Visitors - both families and individuals - could have an exotic cultural experience plus a lot of fun. Tour operators could have a new and interesting spot to bring their visitors. Some visitors might look for Chinese medicine products (especially medicine cuisine), therapy and treatment after visiting the museum, the Chinese medicine profession and restaurants serving medicine cuisine could have benefits. The museum could become a cultural platform to crystalize the past, present and future of Chinese medicine development in one spot and make its wisdom available to all locals and visitors of all age. Certainly, it also provide jobs to our host community.

Suggestion 17: Books by Big Companies

...Good Wisdom Brought Home & Spreads Wide

We suggest the Government, the expanded Chinese Medicine School and the renowned big Chinese medicine companies work hand-in-hand to produce a series of easy-reading books – in English and Chinese - that introduce the use of Chinese medicine like herbal tea, medicine cuisine and Chinese foot massage.

Such books should tell the readers how to make simple herbal tea and medicine cuisine by themselves. Illustrations of the key medicinal herbs and different kinds of herbal tea and key information such as their different functions should be provided. Basic and practical guide to Do-It-Yourself Chinese foot massage could be very useful, readers could benefit directly by knowing the function, the key energy points and some simple but effective massage techniques.

Responsible tourism development should lead to win-win outcomes. Our suggestion allows the big Chinese medicine companies to consolidate their knowledge resources and promote their brands. Visitors could buy these books and bring them home as souvenirs or for self-use in personal and family health-building. The expanded Chinese Medicine School could directly participate in spreading the wisdom and culture of Chinese medicine worldwide.



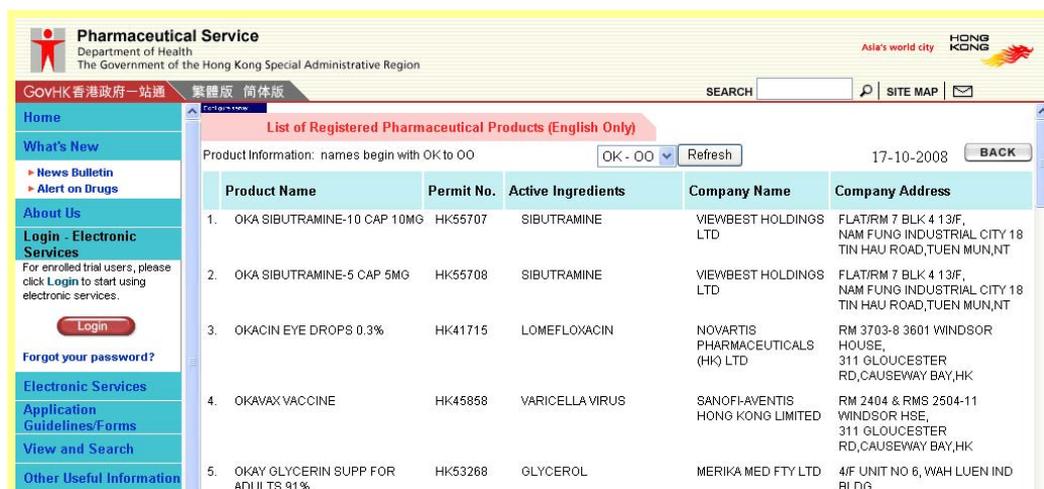
*** Books on Chinese medicine currently published only in Chinese.**

Suggestion 18: Official Chinese Medicine Website

...Quality Information & Professional Development

We suggest the government's Health Department should launch an official website that allow viewers – locals and visitors – to check out the registered Chinese medicine practitioners' professional status, such as classifying and indicating the specialists and their professional focuses. Currently in Hong Kong, there are many different kinds of Chinese medicine practitioners and visitors has great difficult to know who they should go to for the kind of therapy and treatment they want or need. Our suggestion not only assures the government's responsibility to better development of the Chinese medicine profession but also directly helps to protect the interests of visitors and locals against cheating and even health dangers caused by unregistered practitioners.

The government's involvement could also help foster responsible tourism development in Hong Kong as it can prevent unlawful practitioners damaging the image and reputation of CMT and Hong Kong. Travel operators could also benefit as they will have a reliable reference to whom (the practitioners) they could recommend or bring visitors to. Most importantly, registered Chinese medicine practitioners, through continuous professional development and good practices, could get better recognition and benefit more from CMT.



The screenshot shows the 'Pharmaceutical Service' website of the Department of Health, Government of the Hong Kong Special Administrative Region. The page displays a 'List of Registered Pharmaceutical Products (English Only)'. The search criteria are 'Product Information: names begin with OK to OO'. The results are as follows:

Product Name	Permit No.	Active Ingredients	Company Name	Company Address
1. OKA SIBUTRAMINE-10 CAP 10MG	HK55707	SIBUTRAMINE	VIEWBEST HOLDINGS LTD	FLAT/RM 7 BLK 4 13/F, NAM FUNG INDUSTRIAL CITY 18 TIN HAU ROAD, TUEN MUN, NT
2. OKA SIBUTRAMINE-5 CAP 5MG	HK55708	SIBUTRAMINE	VIEWBEST HOLDINGS LTD	FLAT/RM 7 BLK 4 13/F, NAM FUNG INDUSTRIAL CITY 18 TIN HAU ROAD, TUEN MUN, NT
3. OKACIN EYE DROPS 0.3%	HK41715	LOMEFLOXACIN	NOVARTIS PHARMACEUTICALS (HK) LTD	RM 3703-8 3601 WINDSOR HOUSE, 311 GLOUCESTER RD, CAUSEWAY BAY, HK
4. OKAWAX VACCINE	HK45858	VARICELLA VIRUS	SANOFI-AVENTIS HONG KONG LIMITED	RM 2404 & RMS 2504-11 WINDSOR HSE, 311 GLOUCESTER RD, CAUSEWAY BAY, HK
5. OKAY GLYCERIN SUPP FOR ADULTS 91%	HK53268	GLYCEROL	MERIKA MED FTY LTD	4/F UNIT NO 6, WAH LUEN IND BLDG.

* Official website of the Department of Health.

Suggestion 19: Visits Across The Border

...Responsible Tourism Development Beyond Hong Kong

Since the profession of Chinese medicine is quite well developed in Mainland China and nowadays many Hong Kong locals also go to the nearby cities for Chinese medical therapy and treatment, we suggest - in the long run and under strict regulation - that renowned tour operators could make tour products including extended visits to Shenzhen and Guangzhou (the two most key cities with advanced Chinese medicine facilities and services in southern China) for visitors who look for more and further.

These two cities have some most renowned Chinese medicine doctors and hospitals with well-proved research achievements and successful treatment records of acute and severe medical problems. The travel agents in Hong Kong and those in the two nearby cities need to work together to make this extended tour concept possible. Collaboration and good communication is a must in responsible tourism development, joint efforts across the border means better synthesis of quality service and professionalism for a healthy long-run development prospect.



Suggestion 20: Expanding the Official Tourist Website

...Official Recognition and Promotion of CMT through Internet

We suggest the Hong Kong Tourism Board getting involved to promote CMT on its official website www.discoverhongkong.com. There should be separate web pages on the theme of CMT which provide catchy but realistic snapshots of CMT products. A practical guide to certified service providers and shops (which have acquired our suggested special CMT logo for their approved quality and good practices) widely spread in the city's different districts should be offered on this internet platform. Topical & seasonal web page coverage on CMT highlights such as Herbal Medicine Street, our suggested Chinese Medicine Hospital, Chinese Medicine Hotel, Chinese Medicine Museum & Chinese Medicine Month could be a very effective promotion strategy.

Responsible tourism development must engage official recognition to become effective in the long run. Hong Kong Tourism Board, being our city's most authoritative and official tourism promotion body, is the best organisation to 'certify' CMT official status a part of the city's tourism focus. The named tourist website is a renowned online promotion platform and attracts numerous viewers across the globe. Prospective visitors could get a good glimpse of CMT products whether they're looking for experience, curiosity, therapy or even medical treatment. Both operators in the tourism industry and the Chinese medicine industry could directly benefit from this platform.



* HKTB's logo.

Suggestion 21: CMT Search Website

...Know Right, Shop Right, Feel Alight

We suggest the expanded Chinese Medicine School creating a English website for internet users to look for the essential information and basic knowledge about Chinese medicine and its products. The platform should offer a search function to show the titles and pictures of medicinal herbs. The current fact is that many medicinal herbs used in Chinese medicine are not really common or even known in other countries and their information is not easily available.

Our suggested website could offer the convenience of acquiring valuable Chinese medicine information to people all around the world. Prospect visitors to Hong Kong for CMT could get reliable information prior to their visits. This website could also offer quick and valuable English information to the Chinese medicine practitioners, along with our previously suggested expansion of “Workplace English Campaign” training for the practitioners, the practitioners could have sufficient language support to strengthen their communication to non-Chinese speaking visitors in English. Chinese medicine shops which install online computers at their service counters could benefit enormously from using the website as a communication platform between themselves and the visitors.

*** Picture of a medicinal herb.**



Suggestion 22: Chinese Medicine Month

...Bigger Frontage for a Good Old Tradition

We suggest the Government designate a month to bare the title of “Chinese Medicine Month” (CMM). In the CMM, shops and service centers of traditional Chinese medicine which join the CMM campaign offer discounts to both visitors and locals. We believe August of each year is the best month for CMM because it is a low-season month for the city’s international inbound tourism due to the summer’s heat and humidity.

We also think that CMT can attract visitors from the academic world in the Northern Hemisphere because their summer holiday begins in June/July through August, more teachers and trainers can come to Hong Kong in August. CMM can bring a lot of inbound visitors in a slack season, it can also avoid Hong Kong’s very busy peak season when the hotels cannot even offer enough rooms to cater all visitors. It benefits both visitors, the Chinese medicine retail and service sectors, and the tourism industry - largely hotels and travel agents.

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Suggestion 23: Training Travel Agents

...Professional Service to Sell & Market New Tourism Products

The Travel Industry Council of Hong Kong (TIC) should organise courses about CMT products for the travel agents. In Hong Kong, there are not many agents who know enough about articles and services related to Chinese medicine, and they don't know how to introduce & sell CMT services and packages to visitors. We think the course must include some cultural and product knowledge, such as a brief history of Chinese medicine as a tradition, the practice of Chinese medicine in Hong Kong and services that visitors will probably need (e.g. acupuncture and naprapathy).

This will benefit the travel agents because if they know more about these items, they can design and work out more tours and visitor services involving experiences related to Chinese medicine. This means more product diversity and wider profit sources. Travel agency staff could also work better to promote CMT products to visitors and do more business. Visitors, on the hand, could get better service from the travel agents about CMT products.



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG



CONCLUSION

The Radio Television Hong Kong (RTHK) authorized the University of Hong Kong to do a survey. They wanted to know how Hong Kong people thought about Chinese medicine, the researchers talked to 509 people.

The survey showed that many Hong Kong people did not really know Chinese medicine. About 60% of the respondents did not use Chinese medicine in the past six months. However, more than 50% of all respondents showed that they had confidence in the expansion of Chinese medicine.

Based on this survey, we have some reason to expect that Hong Kong people will be happy to see the emergence and expansion of CMT as a new way to develop the city's already sophisticated tourism. We have good grounds to believe that CMT can be a good example of responsible tourism development for Hong Kong's future. CMT does not cause any pollution and it can give many chances to the people who work in the Chinese medicine profession. Combining the well-founded strengths of Hong Kong as a world city, CMT might possibly lead Hong Kong to become the 'World City of Chinese Medicine Tourism' and we believe a responsible Chinese Medicine Tourism development will have good chances to be successful in Hong Kong.



* A Chinese New Year decoration showing the word of 'fu' meaning positive outcomes.

REFERENCE

Chinese Medicine Institutions

- Chinese Medicine Council of Hong Kong (www.cmchk.org.hk)
- School of Chinese Medicine, Hong Kong Baptist University (www.hkbu.edu.hk/~scm)
- School of Chinese Medicine, University of Hong Kong (www3.hku.hk/chinmed)
- School of Chinese Medicine, the Chinese University of Hong Kong (www.cuhk.edu.hk/scm)
- Dr & Mrs Hung Hin Shiu Museum of Chinese Medicine (<http://cmmuseum.hkbu.edu.hk>)

Chinese Medicine Service Providers

- Mr TO Yuen Yau, Registered Chinese Medicine Practitioner (Reg. No. 003862)
- Apex Chinese Medicine Company, G/F, 212 Shanghai Street, Yaumatei, Hong Kong.
- Guangdong Hospital of Traditional Chinese Medicine (www.gdhtcm.com)
- China Beijing Tongrentang Group Co. Ltd. (www.tongrentang.com)
- Eu Yan Sang Integrative Health Pte. Ltd. (www.euyansang.com.sg; www.ihealth.com.sg)
- Pak Fah Yeow International Ltd. (www.whiteflower.com)
- Tiger Balm (Haw Par Healthcare Ltd.) (www.tigerbalm.com)
- The Amalgamation Place (www.amal-place.com)
- Yue Wah Department Store (www.yuehwa.com)
- Traditional Chinese Medicine Counter (<http://www.drugnet.com.hk/tcm>)
- Chinese Medicine Net (www.drhongkong.com)
- HerbNo1.Com (www.herbno1.com)

Providers of Food & Beverages with Chinese Medicine

- Tan Ngan Lo Medicated Tea
- Light Vegetarian Restaurant
- Yue Hotpot
- Hoi Tin Tong (www.hoitintong.com.hk)
- Hang Fa Lau Dessert

Tourism Authorities in Hong Kong

- Hong Kong Tourism Board
(www.discoverhongkong.com; www.beta.discoverhongkong.com)
(<http://hk.youtube.com/hongkongtc>; <http://partnernet.hktb.com>)
- Travel Industry Council of Hong Kong (www.tichk.org)
- Quality Tourism Services Association (www.qtsa.com)

Relevant Government Bodies in Hong Kong

- Department of Health (www.dh.gov.hk)
- Intellectual Property Department (www.ipd.gov.hk)
- Agriculture, Fisheries & Conservation Department
(www.afcd.gov.hk)
(www.hknature.net)
- Workplace English Campaign (www.english.gov.hk)

Tourism Education & Training Institutions in Hong Kong

- School of Hotel & Tourism Management, the Hong Kong Polytechnic University
(www.polyu.edu.hk/htm)
- Hong Kong Institute of Vocational Education (www.vtc.edu.hk)
- The Travel & Tourism Education Programme (HK) Ltd. (www.hkttpe.org)