



GTTP Research Award Competition 2018

Innovation in Tourism

Topic : Ding Ding, Tramway Restaurant



Prepared by: Nikki Leung

Katie Mok

Instructed by: Ms Maggie Ip



Christian & Missionary Alliance Sun Kei Secondary School



Hong Kong SAR, China

ANCKNOWLEDGEMENTS

OUR HEARTFELT THANKS TO:

Dr. Nancy Needham
Executive Director of GTTP
&
All GTTP Global Partners



And the following parties for making our research possible and a success.

Ms Nielsen

A tourist came from Denmark

Mr Jorgesen

A tourist came from Denmark

Dr. LAU, Chammy Yan-lam

Director, GTTP Hong Kong

Dr. POON Suk-han, Halina, MH

Principal, Christian & Missionary Alliance Sun Kei Secondary School

Dr. HUI Shing-yan

Vice Principal, Christian & Missionary Alliance Sun Kei Secondary School

Ms TSUI Yuk-ching

Vice Principal, Christian & Missionary Alliance Sun Kei Secondary School

Ms IP Man-yee

Teacher, Christian & Missionary Alliance Sun Kei Secondary School

Content

Chapter 1: Tourism Development in Hong Kong

1.1 Current Status of Tourism Development in Hong Kong	P.1
1.2 Trends of Tourism Development	P.3
1.3 Research Purpose	P.4

Chapter 2: Literature Review

2.1 Definition of Innovation	P.5
2.2 Existing Innovative Tourism Products	P.6

Chapter 3: Innovation in Tourism

3.1 Elements of Tram Restaurant	
3.1.1 Tram	P.8
3.1.2 Tram Booklet	P.10
3.1.3 Hong Kong Street Food	P.12
3.1.4 Dim Sum	P.13
3.1.5 Herbal Tea	P.13
3.1.6 Virtual Reality	P.14
3.1.7 Augmented Reality	P.14
3.1.8 Tram Restaurant	P.14
3.1.9 Smart Tram App	P.16
3.1.10 Interview with Tourists	P.17
3.2 Tram Attractions	
3.2.1 Sheung Wan - Western Market	P.18
3.2.2 Central - The Peak	P.19
3.2.3 Central - SOHO District	P.20
3.2.4 Wan Chai - Blue House	P.21
3.2.5 Wan Chai - Starstreet Precinct	P.22
3.2.6 Causeway Bay - Petty Person Beating	P.23
3.2.7 Tin Hau - Tai Hang	P.24
3.2.8 Sai Wan Ho - Tai On Building	P.25
3.2.9 Sai Wan Ho - Hong Kong Film Archive	P.26
3.2.10 Shau Kei Wan - Shau Kei Wan Main Street East	P.27

Chapter 4: A SWOT Analysis of the Development of Innovation in Tourism in Tram Restaurant

4.1 Strengths	
4.1.1 Economic Development	P.28
4.1.2 Environmentally Friendly	P.28
4.1.3 Historical and Cultural Value	P.29

4.2 Weakness

4.2.1 Restricted itinerary for tramway ————— ***P.29***

4.2.2 Limited space for cooking experience ————— ***P.29***

4.3 Opportunities

4.3.1 Government policy ————— ***P.29***

4.3.2 Trends in tourism development ————— ***P.30***

4.4 Threats

4.4.1 Keen competition ————— ***P.30***

Chapter 5: Conclusion ————— ***P.30***

Chapter 1 - Tourism Development in Hong Kong

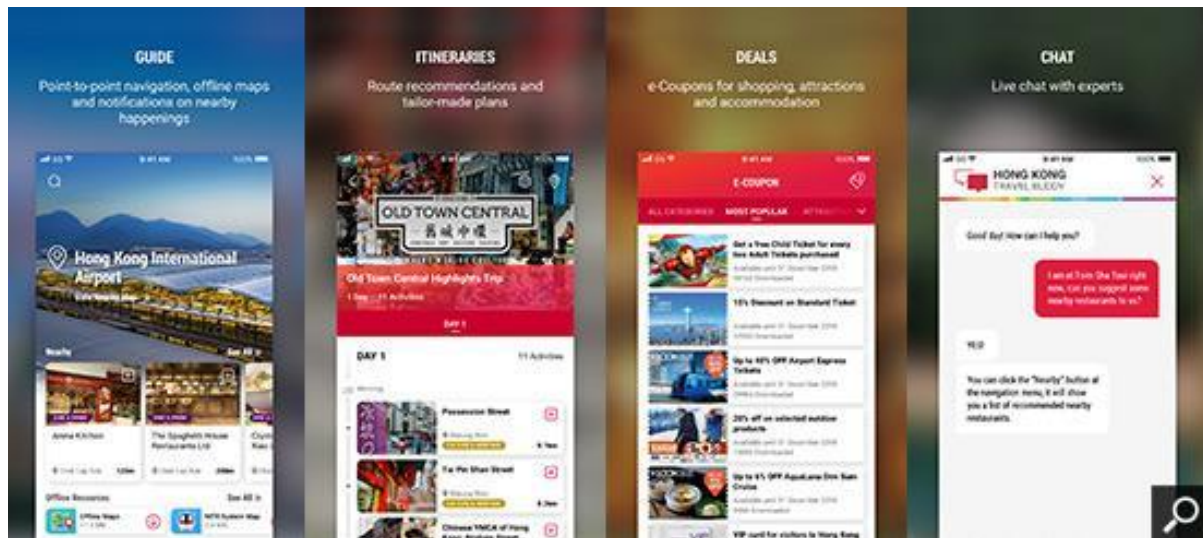
1.1 Current Status of Tourism Development in Hong Kong

Hong Kong is one of the world's hub cities for economy, culture, aviation and freight. Its position is strategic, and its oriental tradition and Western culture are in harmony. New and old things blend together to create Hong Kong's unique urban culture. The variety of attractions, country views, shopping and food attracts about 50 million visitors a year. Hong Kong's tourism industry has long prospered and is one of the most popular tourist destinations in the world.

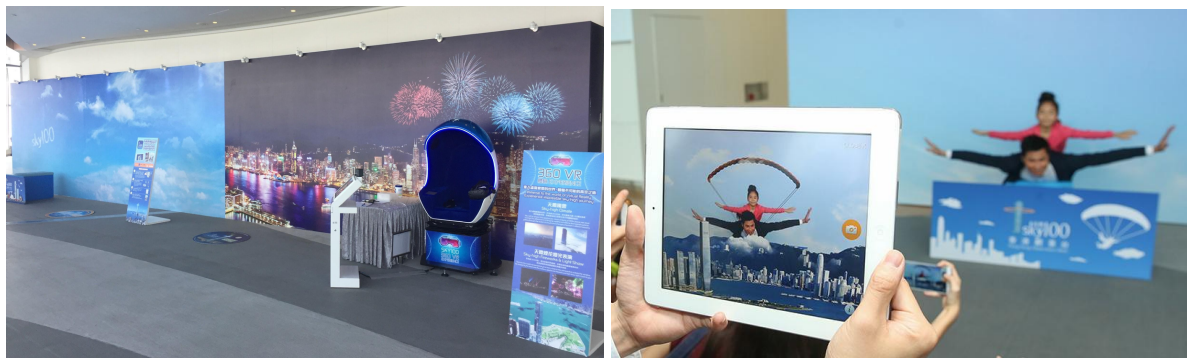
Tourism is one of the four pillar industries of the Hong Kong economy. As estimated by the World Travel and Tourism Council, the direct and indirect contribution of tourism to the Hong Kong economy reach about 15.2% of the gross national product . In 2012, according to the statistics of the Hong Kong government, tourism accounted for 4.7% of GDP; tourism employment (only directly related industries), about 250,900 people, accounting for 6.9% of total employment in Hong Kong. It can be seen that the tourism industry in Hong Kong can definitely promote local economic development and create employment opportunities.

At present, the main purposes of visitors to Hong Kong are shopping and sightseeing, making Hong Kong a tourist destination for short trip. In order to attract more visitors to Hong Kong or to extend their stay, new elements must be added to existing attractions to give visitors a new experience for their stay in Hong Kong. In recent years, technology has played a part in the innovative development of Hong Kong tourism. For example, the Hong Kong Tourism Development Council launched My Hong Kong Guide to allow visitors to access to the latest travel and entertainment, shopping, festivals, events, and such kind of useful information in Hong Kong. In addition, the Sky 100 Hong Kong Observation Deck has launched a new "Sky Dynamic Virtual Experience Zone" to create a virtual and dynamic world, allowing visitors to explore Hong Kong's different views through VR and AR technologies. Passengers are interested and satisfied with the innovations in the tourism, and look for related products.





My Hong Kong Guide by Hong Kong Tourism Board (Source: DiscoverHongKong)



Sky 100 Hong Kong Observation Deck "Sky Dynamic Virtual Experience Zone" (Source: Sky 100 official website)

Therefore, visitors to Hong Kong have certain expectations on tourism products, hoping to enrich their journey by different innovation and technologic products. In the long run, under this trend, if other tourist destinations have the same or more innovative designs than those in Hong Kong, Hong Kong will easily be replaced by other competitors, which will reduce Hong Kong's tourism competitiveness and cause a negative impact on tourism.



1.2 Tourism Development Trends

In 2017, the number of total visitors to Hong Kong was 58,472,157, while the total consumption related to inbound tourism was HK\$296.7 billion. By looking into the numbers, it appears that both the number of visitors to Hong Kong and the total consumption related to inbound tourism are on a rising trend compared with the 2016 data. However, if the 2017 data is compared with previous years, in 2014, for example, the number of visitors to Hong Kong was 60,838,836, while the total consumption related to inbound tourism was more than HK\$359 billion, there was a considerable drop. It can be seen that in recent years, the economic income of tourism is indeed on a falling trend.

The table below summarises Hong Kong's tourism performance in 2017 -

	2017	vs. 2016	2014
Total visitor arrivals	58 472 157	+3.2%	60 838 836
- Overnight arrivals	27 884 543	+5.0%	27 770 459
- Same-day arrivals	30 587 614	+1.6%	33 068 377
Average hotel occupancy rate	89%	+2 percentage points	90%
Average achieved hotel room rate	HK\$1,288	+0.1%	HK\$1,473
Average length of stay of overnight visitors	3.2 nights	-0.1 night	3.3 nights
Overnight visitor per capita spending	HK\$6,443	-2.4%	HK\$7,690
Total tourism expenditure associated to inbound tourism	HK\$296.7 billion	+1.0%	HK\$359 billion

Source: Hong Kong Tourism Board

"In this inter-industry, innovation process tourism can play a key role in translating high-tech innovations into economic growth." (OECD, 2006) Innovative tourism has become an indispensable part of Hong Kong's economic development. It can be seen that innovative tourism can not only enhance the development of tourism, maintain the attractiveness of destinations, but also maintain the viability of destinations. The development of innovative tourism can become a new trend in Hong Kong's tourism industry. By introducing more innovative elements, tourism products can be diversified and more opportunities for industry development can be created. Tourists hopefully can experience a convenient and swift mode of activity in the journey.

In this world gradually dominated by technology, technology products such as the Internet, mobile communication technology, cloud computing technology, and artificial intelligence technology are slowly emerging, science and technology have a certain impetus to the development of tourism. Modern technology is the most fundamental element for tourism activities and one of the essential conditions for promoting modern tourism.



However, in terms of travel information, either in the stage of pre-departure planning or during the trip, passengers are more reliant on the online channels to obtain relevant information and increase their information over the years. Meanwhile, the proportion of obtaining travel information from travel agencies, relatives and friends, and traditional media (such as magazines) has gradually declined. According to some statistics, 95.4% of visitors to Hong Kong used travel applications and in average, each visitor used 3.3 travel applications per visit. The findings indicated that the visitors to Hong Kong had increased their reliance on tourism technology.

1.3 Research purposes

All in all, Hong Kong has its own characteristic and diversified scenic spots and attractions, as well as fascinating old fashioned culture. Given that innovation in tourism is the modern trend. We believe that as long as there are more advanced technological developments and more innovative ideas, Hong Kong will be able to attract visitors from all over the world. We also believe that the elements of innovation can be activated and applied to Hong Kong's tourist attractions, and can be transformed into various related tourism industries such as accommodation or transportation, thus increasing the uniqueness of Hong Kong.

In this technology era, there is a force against science and technology - "nostalgia". People miss the era when there was no technology intervention in the past, and the simple life long long ago. There are two main meanings behind "nostalgia". First, the age without technology is good, and second, technology brings disaster. In this study, we hope that this old concept can be refuted. Nostalgia and technology are not necessarily in a confrontational relationship, but a complementary relationship. Blending technology into nostalgia can provide visitors a new experience to retrieve nostalgic feeling of the past in this civilized city, so that visitors can make a deep tour to live in the old Hong Kong.

Therefore, this research focuses on how to introduce new concepts in Hong Kong's tourism industry through the development of technology, and designated to infiltrate innovation into the old form of tourism, to bring out a new travel experience for travelers.



Chapter II: Literature Review

2.1 Definitions of Innovations

Innovation means doing what others have not done? Introducing old products in new ways? Or is it a step forward in driving the inevitable evolution and launching promotion in a leading speed?

"The most useable definition is that provided by the late Schumpeter (1997): innovation means (1) generation of new or improved products, (2) introduction of new production processes, (3) development of new sales markets, (4) development of new supply markets, and (5) reorganisation and/or restructuring of the company."

From the above classification, the definition of innovation is very broad. Innovation can be the new thing that entrepreneurs first introduce to the economy; innovation can be the introduction of a new production method; innovation can turn unmet needs or potential needs into opportunities and create new customer satisfaction. Once it can create new value for travelers, it is innovation.

"Innovation is defined broadly as an organization's development and implementation of new products and services or new ways of doing things. Much of the previous and current innovation literature focuses on product innovation, the methods used in new product development, and the factors that affect product innovation like leadership and organizational structure. A recent review of the innovation literature submitted a framework of seven categories of research. The categories were inputs, knowledge management, strategy, culture, portfolio management, project management, and market research/testing/sales (Adams, Bessant, & Phelps, 2006)"

There are seven research frameworks for innovation. They are input, knowledge management, strategy, culture, portfolio management, project management, and market research or testing. These are all indispensable conditions in the creation of innovative elements.

In the tourism innovation, whether it is institutional innovation or technological innovation, it is to provide tourists with products and services that are more in line with the needs. The main body of tourism product innovation generally lacks the consistency of innovation and creativity, so that most of the tourism product innovation activities cannot be sustained in the long run.



The demand for the tourism market is increasingly diversified and complicated, but if there is a product that meets the travelers' need, the innovation of tourism products will become a more mainstream development model.

2.2 Existing Innovative Tourism Products

"The impacts contributed mainly to the social and physical efficacy of tourists, including reduction of risks and improved mobility and accessibility. Innovations also laid the ground for entirely new touristic experiences. Numerous innovations were implemented to increase the productivity and performance of tourism enterprises."

Existing innovative tourism products have increased the productivity and performance of tourism enterprises, and have reduced the travelers' inconvenience in tourism, which facilitates tourists and promotes economic growth.

Examples of innovative tourism products:

1. Electronic ticket

Electronic ticket is also called electronic ticket customer service, is the electronic form of paper ticket. It is an electronic ticket recorded with electronic number storing the ticket information in the reservation system, and can perform the functions same as the paper ticket, i.e. ticketing, invalidation, refunding, re-opening, and changing. Electronic tickets rely on modern information technology to achieve paperless, electronic booking, checkout and check-in procedures.

WikiAirlines

YOUR TICKET-ITINERARY

YOUR BOOKING NUMBER :

WXIKXI

Flight	From	To	Aircraft	Class/Status
WK 2200	Montreal-Trudeau (YUL) 17:15 Thu May-04-2006	Frankfurt (FRA) Fri May-05-2006	06:30+1 333	Y Confirmed
WK 2495	Frankfurt (FRA) T1 07:50 Fri May-05-2006	Amsterdam (AMS) Fri May-05-2006	09:00 321	Y Confirmed
WK 2293	Munich (MUC) T2 15:30 Mon May-22-2006	Montreal-Trudeau (YUL) 17:50 Mon May-22-2006	340	Y Confirmed

Passenger Name	Ticket Number	Frequent Flyer Number	Special Needs
(1) JONES, JOHN/MR.	012-3456-789012	000-123-456	Meal: VGML

Purchase Description	Price
Fare (LLXSOAR, LLXGSOAR)	CAD 558.00
Canada - Airport Improvement Fee	15.00
Canada - Security Duty	17.00
Canada - GST #1234-5678	1.05
Canada - GST #12345-678-901	1.20
Germany - Airport Security Tax	18.38
Germany - Airport Service Fees	37.76
Fuel Surcharge	161.00
Total Base Fare (per passenger)	809.39
Number of Passengers	1
TOTAL FARE	CAD 809.39

Ticket is non-endorsable, non-refundable

Changes allowed, subject to availability,
no later than 2 hours before departure.

Please read carefully all fare restrictions.

Have a pleasant flight!

Paid by Credit Card XXXX-XXXX-XXXX-1234

Source: Wikipedia



2. Online check-in

Most airlines provide online check-in services for passengers with electronic tickets. By online check-in, passengers can check in the flight and select seats. Each airline has different opening for accepting online check-in. Online check-in can save passengers from queuing up at the airport counter for boarding procedure.



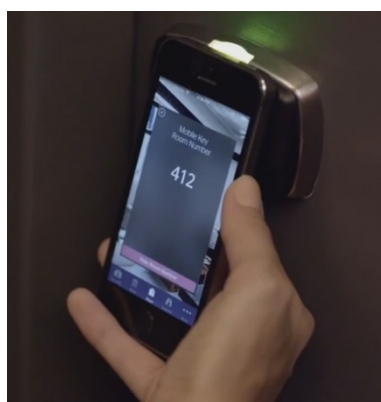
Source: jetairsway.com

3. RFID hotel room card / smart phone door key

Years ago, hotel guests usually used keys to open the room doors. Nowadays, hotels mostly use RFID room cards. Once the room card is easily brushed near the door lock, the door can be opened. The power system in the room can only be activated when the guests insert the room card, which is not only convenient for the passengers, but also saves the electricity cost for the hotel, avoiding the waste of resources when the guests forget to turn off the power when they leave the room. Guests can also use the room card to spend within the hotel, and pay the bills when they check-out. Therefore, guests can have a better experience without bringing cash along.

Some hotels even use smartphone keys. Guests do not have to check in in person at the hotel reception. They simply download the hotel's app and get the room number assigned by the hotel. It is much faster, safer and easier to enter the booked room with the smartphone app.

Therefore, the world can only progress when there is continually innovation in tourism.



Source: extremetech.com



Chapter III - Case Study

3.1 Elements of the Tram Restaurant

3.1.1 Tram

The tram has been in service since 1904 and has a history of over 100 years. It is one of the earliest modes of transportation in Hong Kong. The pace of the tram is not too fast or too slow. The “Ding-Ding” ringing sound and the sound caused by the friction of the railroad tracks remind people of the leisurely pace of life in old Hong Kong. In this case study, we chose the tram as the protagonist because the tram is a major feature of Hong Kong. Hong Kong is the only place where you can find double-decker trams in operation. The tram slowly passes through the downtown area of Hong Kong. Its slow pace casts a strong contrast with the sprightly pace in Hong Kong. The tram is one of the best ways to slow down in this fast-paced city. The old-fashioned community in Sai Wan (Western District), the bustling financial district in Central, and the shopping paradise in Causeway Bay, mark the process of Hong Kong from changing from an old city to a prosperous city, can be experienced in one go with a tram ride.

At present, Hong Kong tramways has added in innovative products, such as party trams, air-conditioners, etc., overturning the old model and image.





Source: Hong Kong Tramways



There are seven main routes for Hong Kong trams:

- 1 Shau Kei Wan - Sheung Wan (Western Market)
- 2 Shau Kei Wan - Happy Valley
- 3 North Point - Shek Tong Tsui
- 4 Causeway Bay - Shek Tong Tsui
- 5 Happy Valley - Kennedy Town
- 6 Shau Kei Wan - Kennedy Town
- 7 Sheung Wan (Western Market) - Kennedy Town



As the tramway runs through the entire northern part of Hong Kong Island, the "Tramway Road" has become one of the important symbols of Hong Kong Island. "Tramway Road" is therefore one of the best witnesses to the history of reclamation in Hong Kong Island. The routes of the trams pass through many popular attractions, such as the traditional seafood shops in Sai Wan, the colonial buildings in the Central and Sheung Wan, the roadside market in Wan Chai, the shopping malls in Causeway Bay, and the Victoria Harbour on the north side of Hong Kong Island, etc..

3.1.2 Tram booklet





Innovation created by Nikki and Katie

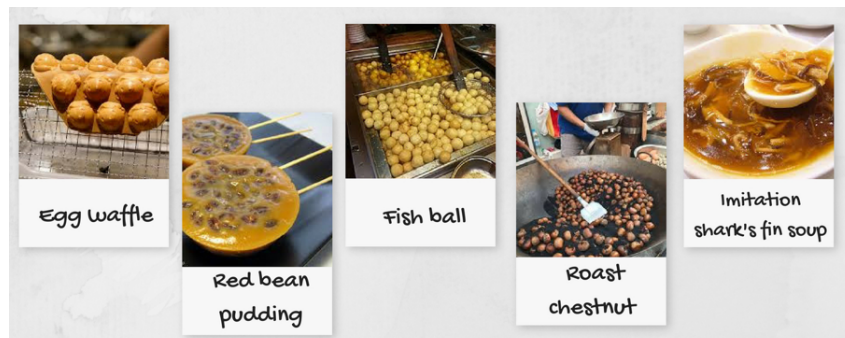
The booklet introduces ten scenic spots along the road (see 3.2.3-3.2.10 for details), printed information about the sights and the tram stop which is nearest to each attraction for the convenience of travelers.

There is a QR Code provided on the booklet. Travelers can use the smart phone to scan the QR Code on the booklet. After scanning the QR Code, there will be a video showing the attraction, so that travelers can know more about the attraction.



3.1.3 Street Food

Hong Kong is well known as the food paradise, probably largely contributed by the street food in Hong Kong. There are many types of street food (local snacks) in Hong Kong, such as Hong Kong style egg waffle, imitation shark's fin soup, stinky tofu, egg tart, fish balls, red beans pudding (*put chai ko*), beef offal, skewer, siu mai, three stuffed treasures, rice roll (*cheung fan*) and so on. A main feature of street food is that they are fast-serving, that is, ready-to-eat, can cater the customers who look for speed and convenience, and the price is cheaper. They generally served in disposable paper bags or bamboo sticks.



From the characteristics and development of street food in Hong Kong, you can observe the unique food culture of Hong Kong people. In addition to the fast pace of life and fast work speed in Hong Kong, Hong Kong people also look for a speed diet. They not only eat fast, but also demand a short cooking time. Street snacks are highlighting this feature.

Many tourists coming to Hong Kong would give a taste of street food, curry fish eggs, stinky tofu, etc., have already ranked Hong Kong the first in the world's top ten street food city, according to the hotel and ticket booking website Cheapflights.com. Therefore, street food has certain influence to tourists.

Ranking of Street Food in the World		
Ranking & City	Street Food	
1 Hong Kong	Curry fish balls, Wontons & dumplings, Snake soup, Egg tarts, Stinky tofu	
2 Rio de Janeiro, Brazil	Feijoada, Salgadinhos, Suco de açaí	
3 Paris, France	Crêpe	
4 Boston, US	Hot dog, Lobster Roll	
5 Istanbul, Turkey	Lahmacun, Döner, Kebap	

Image source: Apple Daily



3.1.4 DimSum

Dim Sum, with its exquisite appearance and ever-changing combinations, is one of the most representative and popular cuisines in Hong Kong. There are dozens of choices, ranging from large, medium to small points, etc. in terms of price on the snack list, and from steamed, pan fried, deep fried, boiled and stir fried in terms of cooking methods. They cover steamed buns, dumplings, rolls, slices, cakes, pancakes, snackboxes and pastry.



3.1.5 Herbal Tea

Herbal tea, a kind of tea in the folk popular extracted from a variety of herbs, has been included in the world-class non-cultural heritage. The popular folk believe Chinese herbs have a cold, refreshing and soothing nature. They can be boiled in water for serving to bring out the effects and made into a wide variety of "herbal tea". Some herbal tea has bitter taste thus is also called bitter tea. Herbal tea can be widely received because of it has unique value. In addition to various healing and health care effects, herbal tea can also be clearing heat and damp in the body. As one of Hong Kong's characteristics, even its taste is not necessarily received by everyone, there are still many tourists coming for it.



3.1.6 "Virtual Reality"

Virtual Reality uses computer technology to simulate a three-dimensional, high-realistic 3D space. When the user wears a special display device (VR glasses), it will produce the illusion that the virtual world becomes the reality. In this space, the operator can shuttle or interact in this virtual environment by means of a controller or keyboard.

3.1.7 “Augmented Reality”

Augmented Reality is a technology that amplifies virtual information into real space. It is not to replace the real space, but to add a virtual object in the real space, through the combination of the identification technology of the camera and the computer program. When the set picture appears in the lens, the corresponding virtual object will appear.

3.1.8 Tram restaurant



Trams and street snacks are Hong Kong's nostalgic features. In order to provide tourists with a better experience, we combine the two in this project so that travelers can enjoy food and beautiful scenes at the same time. Eating Hong Kong street food while experiencing the most typical local life.





(The appearance of the tram restaurant)

The appearance of the tram restaurant is mainly decorated with the authentic street snacks in Hong Kong, so that when the tourists will know the theme of the tram by simply seeing the outside decoration.

The tram restaurant is divided into three parts, the cooking area, the experience area and the eating area.



(The perspective view of the tram restaurant)



The lower deck is a cooking area with street food such as Hong Kong style egg waffle and siu mai, as well as the traditional drinks herbal tea. The upper deck is the experience area and the dining area. The experience area is divided into two parts. One is that tourists can experience the cooking of Hong Kong style egg waffle, and the other part of the experience area allows tourists to play the virtual reality game. Since some street snacks and dim sum require more complicated cooking techniques and take longer time for cooking, they cannot be carried out on the tram, and this virtual reality experience is that the tourists will play the role of the chef, choose and “cook” a street food that they are interested in.

3.1.9 Smart Tram

Smart Tram is an app using Augmented Reality technology. Travelers can use the program at any attraction in Hong Kong. When the user turns on the camera provided in the app, aim at the sights, the audio navigation in up to six languages will immediately be played. With this app, even if the traveler is not travelling in a tour group, he/she can still receive rich tourist information as if there is a little tour guide around.

Taking Pottinger Street (Stone Slabs Street) as an example:



3.1.10 Interview with Tourists

During the outdoor survey, we met a couple and learned that they came from Denmark. This was their first trip to Hong Kong. They said that they are very delighted to travel to Hong Kong and the thing they want to try the most is the tram. They said that it was because the trams in Hong Kong are very popular, and they heard that the tram is very comfortable, and very suitable for them to slow down for a chat. We then asked them whether they would be interested if stalls offering Hong Kong's local food would be launched on the tram. They expressed interest in the idea and were very eager to see the idea realized as they think that it is convenient for them. It can be seen that tourists welcome ideas which can facilitate their trips. Tourists find tram fresh to them. If new elements can be added to tram, the combination will be very popular, as tourists can relax their pace and experience the Hong Kong style.



The foreign lady who was interviewed (she asked us to take a photo of her back because she did not want to show her face).

 Watch video



(Hi I'm trailer. Scan me!)



3.2 Tram Attractions

3.2.1 Sheung Wan - Western Market



The Western Market building was completed in 1906, and is now a declared monument. It was the former site of the Harbour Office, and the then Sheung Wan Market (i.e. the vegetable market). It had been a popular market for residents in the vicinity for more than 100 years. After the Western Market was rebuilt in 1991, it has transformed into the current look, namely, a center of traditional industries and crafts, as well as a shopping mall.

Western Market adopted the classical style of Edwardian architecture. The exterior wall is made of red bricks. The building has a granite arch over the entrance and has strong colonial feature, standing out in the surrounding high-rise buildings. In this quaint shopping mall, there are shops selling specialty crafts and nostalgic collectibles, as well as cloth shops from the old streets of Central, pervading the feelings of old Hong Kong.



3.2.2 Central - The Peak



Standing in the Peak, which is at 373 meters above sea level, is like flying across the Victoria Harbour in a plane. The heart of Hong Kong with over 3 million residents, namely, Victoria Harbour, in between of the Kowloon Peninsula and the northern shore of Hong Kong Island will be unfolded before your eyes. Skyscrapers seem to be reachable with your hands. Imagine that when countless buildings at the foot of the mountain were lit at the same time, the Victoria Harbour and the sky above become shiny with the reflection. What a magnificent view!

The best way to reach the Peak is to take the Peak Tram. The Peak Tram was officially put into service on May 30, 1888 and is the earliest cableway system in Asia. When the cable car climbs up the steep slope, through the windows of the carriage, you can see the trees and high-rise buildings along the road retreating. The round-trip ticket price of the Peak Tram is cheaper than the one-way ticket. If you plan to take the Peak Tram as return, it is more cost-effective to buy a round-trip ticket.

There are several observation decks on the top of the Victoria Peak, including the Lugard Road Observation Deck, Lion's Pavilion, the free viewing platform GreenTerrace on the top floor of the Peak Galleria, and the viewing platform "Sky Terrace 428" on the top floor of the Peak Tower. The Peak Galleria and the Peak Tower both are places where you can go for sightseeing and shopping. There are a number of restaurants allowing you to admire the scenery while dining, ranging from high-end western restaurants, open-air cafes, to chain fast food restaurants. You can also visit Madame Tussauds Hong Kong at the Peak Tower.



3.2.3 Central –SOHO



SoHo, standing for South of Hollywood Road, which is located south of Hollywood Road, and around Elgin Street to Shelley Street. These small streets are packed with refined, open-air restaurants and open bars on both sides. French, Nepalese, Italian, Mexican, Indian cuisines and so on are all up to your choice.

SoHo is indeed a leisure and shopping district, where you can find boutiques, grocery stores, artist studios, galleries, antique shops, etc. in the coffee-scented alleys. Each corner of the streets has its own features. Take a walk and be surprised.



3.2.4 Wan Chai - Blue house



The Blue House, with four-storey, was completed in 1920. It is a Grade I historical building with Lingnan architectural features. It is currently one of the few “Tong Houses” (generally known as houses built in pre-war period) in Hong Kong with terraces. Historically, it was once the "Yat Chong College", the only English school in Wanchai District before World War II, then became the "Kang Ham Free School", which provided free education for children, and a martial *Kungfu* school opened by *Kungfu Master* Wong Fei-hung's student Lam Sai-wing and his nephew *Linzu*. You can also visit the "Hong Kong House of Stories" in the Blue House to learn more about the history of the old Hong Kong community.



3.2.5 Wan Chai - Starstreet Precinct



Starstreet Precinct is a concentrated place for fashion and entertainment, consisting of Star Street, Moon Street, Sun Street and Wing Fung Street. More than 100 years ago, Star Street Community was the location of Hong Kong's first power plant. With the development of the city, many young entrepreneurs, artists and designers have started their business here, making it a leisure hotspot of European and American restaurants, fashion boutiques and stylish galleries.



3.2.6 Causeway Bay – Petty Person Beating



Have a feel of the local Hong Kong culture, i.e. petty person beating under the bridge known as *Ngo Keng Kiu* (Canal Road Flyover) in Causeway Bay. It is the best "three-way injunction" in *feng shui*, and thus the best place for beating the petty person. When beating the petty person, professional beater, who are usually old women will light incenses, build a small altar by wooden chairs, sacrifice the paper-cut white tiger, and beat the petty person away with sandals!



3.2.7 Tin Hau – Tai Hang



Tai Hang is a humble, small community. It also has the most Hong Kong-style streetscape, but it does not shine like Central or Sheung Wan, nor as dazzling as Causeway Bay. It is guided by a group of designers and Hong Kong people, to preserve the unique authentic local flavor in the district. To experience this quiet community, you can try a half-day tour, eat, drink, and shop, or visit the landmark Lin Fa Temple.



3.2.8 Sai Wan Ho - Tai On Building



Tai On Building, is a famous Hong Kong old building, completed in 1968. The building is reputed for the wide variety of local snacks in the underground shopping mall, including beef offal, egg waffle and so on. Many visitors go to Tai On Building to experience the "street sweeping" culture.



3.2.9 Sai Wan Ho - Hong Kong Film Archive



Hong Kong Film Archive is an internationally renowned film library dedicated to preserving Hong Kong film history and culture, promoting research and introducing film art to the community. The Hong Kong Film Archive is a five-storey building with a total floor area of about 7,200 square meters. It regularly holds film reviews, exhibitions, seminars and symposiums.



3.2.10 Shau Kei Wan - Shau Kei Wan Main Street East



Shau Kei Wan Main Street East is one of the most popular food street on Hong Kong Island. The street is packed with restaurants and snack shops, providing a wide variety of cuisines. You can easily find a snack shop within a couple of steps. A must-visit check point for snack food lovers! The street is crowded with visitors coming for snacks or proper meals during weekdays and holidays.



Chapter 4 - A SWOT Analysis of the Development of Innovation in Tourism in Tram Restaurant

4.1 Strengths

4.1.1 Uniqueness

Hong Kong Tramways is one of the famous attractions for tourists. Many travel guides introduce Hong Kong Tramways in details. Hong Kong Tramways is the only existing tram system with double deck tram in the world. The total visitors of Hong Kong Tramways are consistently increasing, representing Hong Kong Tramways has the value of existence. It boosts the tourism development.

Also, the 'slow pace' of Hong Kong Tramways attracts the advertisement company. The tram mainly runs on Hong Kong Island, the heartland of Hong Kong, where the central business district is located, and it is a good opportunity to get the pedestrians attention. Many international brands even post their advertisements on the whole tramcars. From this, we can see that Hong Kong Tramways has its own unique commercial value.

4.1.2 Environmentally Friendly

Furthermore, Hong Kong Tramways is committed to the sustainable development of the Hong Kong community and making positive environmental impacts by integrating eco-friendliness in its operations, management and programmes. Tramcar is the only on-land vehicles in the city, which emits zero roadside emissions. It is the greenest mode of public transport in Hong Kong, which contributes to curbing air and noise pollutions on roads, as well as reducing carbon footprint.



4.1.3 Historical and Cultural Values

Hong Kong Tramways is one of the oldest transportation vehicles in Hong Kong, and it has over one century of history, witnessed the development of Hong Kong. It is a symbol of Hong Kong history and culture; a lot of famous movies were filmed on the tramcars. Apart from this, Hong Kong Tramways is an important collective memory for Hong Kong people.

4.2 Weakness

4.2.1 Restricted itinerary for tramway

Hong Kong Tramways has a restrict tram route to follow, it may not cover all the places tourists wants to go. And therefore, we suggest to have hop on and hop off service in Hong Kong Tramways, tourists can get on or off the tram any time they arrive a destination. Also, in order to facilitate their sightseeing on the Hong Kong Island, we also provide Smart Tram and booklet for them to travel along different places in the nearby districts.

4.2.2 Limited space for cooking experience area

Tramways Restaurant is short of space, only the ground floor is for cooking. Since some street food or dim sum are too complicated, time consuming to be cooked there, so only simple food can be made, complicated food can only be experienced in VR game.

4.3 Opportunities

4.3.1 Government policy

In The Chief Executive's 2017 Policy Address, it mentioned the need to boost development of the tourism industry, including the development of cultural, heritage, green and innovative tourism, and opening up a diversified portfolio of visitor source markets with high yield visitors. The policy and resources do support the development of innovation tourism in Hong Kong.



4.3.2 Trends in tourism development

It fits the need of Y and Z generation. They are young tourists who born after 1980s, most of them are very good at technology, and they rely on technological devices. And the booklet, the VR game and the apps Smart Tram meet the needs of the market.

Apart from meeting the needs of the younger tourist, tramway restaurant could also be a new way to preserve the Hong Kong's culture. Nostalgia and technology are not necessarily in a confrontational relationship, modern technology can preserve our precious culture. And it meets the needs of baby boom generation and it can be especially attractive to senior tourists who are especially fond of cultural tourism.

4.4 Threat

4.4.1 Keen competition

Crystal Bus is the first double-decker in Hong Kong that combines touring with a gourmet experience. Tourists can enjoy authentic cuisine while enjoying the beauty of Hong Kong's streetscapes, which gives them a brand-new experience in Hong Kong. And the nature of Tramways Restaurant will be similar to Crystal Bus Dinning Tour. But Tramways Restaurant has its uniqueness as being the only one double deck tramway running in the world, and also its 'slow pace' and its history, so Hong Kong Tramways still has its own market segment apart from the keen competition from Crystal Bus.

Chapter 5 - Conclusion

Tourism is an important pillar in Hong Kong. The diversified and complex demands in the current tourism market have increased the uncertainty in tourism product innovation and expanded the scope of tourism products. Therefore, Hong Kong should concentrate more resources on tourism and reduce the problem of overcapacity due to the complication of demand. We hope that the ideas in the proposal will bring some positive impact on Hong Kong's tourism industry, increase the number of visitors to Hong Kong and meet the needs of visitors. The innovation of tourism products is the ultimate embodiment of all innovations in the tourism industry. As long as the Government is committed, Hong Kong will definitely grow into a more unique tourist destination, to provide the visitors with high quality and more convenient experience.



Thank
You!

