

Tourism Development on Lantau Island

- Lantau Island is the largest among all outlying islands with picturesque and interesting landscapes for development of green tourism. Its uniqueness lies in its natural scenery, local living culture and heritage, traditional festivals and customs, as well as seafood cuisines. All these appeal to both local residents and overseas visitors alike. The Government has been developing green tourism on Lantau Island in line with the principles of nature conservation and sustainable development to enrich visitors' travelling experience and help boost the local community economy of the island.

Tourism Infrastructures and Supporting Facilities

- The Government has been developing major tourism infrastructures in North Lantau in recent years. These include the Hong Kong Disneyland, Ngong Ping 360, AsiaWorld-Expo, Terminal Building No. 2 – SkyPlaza etc. The Tourism Commission (TC) has also commenced work on the Public Facilities Enhancement Programme at Ngong Ping on Lantau Island, which includes the construction of a landscaped piazza linking the Giant Buddha, the Po Lin Monastery, the Wisdom Path, Ngong Ping 360 etc. to facilitate better pedestrian flow and maximize the synergy among these attractions. The construction works are expected to complete in 2010. As regards South Lantau, its natural scenery is our most valuable asset. The Government will continue to provide and enhance supporting tourism facilities on the island under the principles of nature conservation and sustainable development.
- For the convenience of visitors, the TC has, in collaboration with the Hong Kong Tourism Board (HKTB) and the Architectural Services Department, installed a number of directional signs and mapboards on Lantau Island.
- On the other hand, the Home Affairs Department (HAD), through its Rural Public Works Programme, improves the infrastructure and the living

environment of the rural areas on outlying islands including Lantau Island in response to community needs, e.g. improving or repaving footpaths and vehicular access. The HAD and the District Councils (DCs) also use their resources to organise or support various activities on outlying islands to promote the local attractions, thereby improving residents' sense of belonging to the outlying islands and boosting the local community economy.

- In April this year, the Agriculture, Fisheries and Conservation Department (AFCD) set up a visitors' centre in Ngong Ping where eco-tour guide services and DIY (Do-It-Yourself) itineraries are provided to help visitors better understand and appreciate nature as well as temples and other cultural features on Lantau Island. Moreover, in response to visitors' demand, the AFCD has erected numbered signs with brief descriptions on local wildlife along the trails in the Lantau North and Lantau South Country Parks. The Department has also developed the Ngong Ping Fun Walk Trail to enable local and overseas visitors to understand better the attractions and ecological features of Ngong Ping.

Promotion and Publicity

- On overseas publicity, the HKTB has been promoting the attractions on Lantau Island through various channels, including its website, promotional activities and publications like *Hong Kong Visitor's Kit*, *Discover Hong Kong Nature* and *Hong Kong Family Fun Guide*, e.g. the hiking trail from Ngong Ping to Lantau Peak routing through Po Lin Monastery and the Wisdom Path, the Southwest Lantau Island hiking trail overlooking South China Sea, etc. The HKTB also introduces to visitors quality guided tours to outlying islands such as the New Lantau Island Tour. In addition, the HKTB works with the travel industry to promote special traditional Chinese customs and festivals such as the Buddha's Birthday celebrations at Po Lin Monastery, the Hung Shing Festival in Mui Wo etc., and encourages the industry to organise various tours for visitors to participate in the festive programmes. Meanwhile, the Nature Kaleidoscope programme organised by the HKTB offers the Tai O Eco-tour and

promotes the Ngong Ping Fun Walk organised by the AFCD to entice visitors to appreciate the attractions of Lantau Island.

Way Forward

- To achieve the long-term target of improving Mui Wo and Tai O areas, the Civil Engineering and Development Department (CEDD) commissioned in June 2007 a consultancy study on the feasibility of the “Facelift of Mui Wo” and the “Facelift of Tai O” projects, followed by public forums on the consultants’ preliminary ideas. The CEDD is now collating the views collected, which will form the basis for future work.
- The AFCD is planning to extend the existing Lantau Trail to Northeast Lantau. There are also plans to construct new country trails for local and overseas visitors alike. In addition, the AFCD will provide campsites around Mong To Au and Lo Fu Tau, and identify appropriate locations for viewing platforms along the Lantau Trail and other country trails. The Department also plans to develop an eco-heritage trail that leads from Peng Chau to Lantau Country Parks and other sites of ecological, historical and cultural interests nearby to promote nature tourism on Lantau Island.
- As for local publicity, the HAD will continue to provide the public with information on district characteristics and attractions, including the attractions on Lantau Island, such as the Silver Mine Cave in Mui Wo, the Tung Chung Fort, the Stilted House in Tai O etc, through the “Hong Kong Fun in 18 Districts” website. It will also continue to render support to DCs’ projects on publicising local attractions.
- To enhance overseas promotion, the HKTB will work with the travel industry to offer more tourism products related to the outlying islands, and step up the promotion of the characteristics of Lantau Island, such as the Giant Buddha at Ngong Ping, the fishing village in Tai O, the country walks in North Lantau, the natural scenery of South Lantau etc. Under the principles of nature conservation and sustainable development, the TC will, in collaboration with the HKTB and the industry, continue to develop

and promote green tourism on Lantau Island, encourage the development of diversified tourism, with a view to strengthening Hong Kong's position as the most popular city destination in Asia, and further boosting Hong Kong's tourism and local community economy.

Commerce, Industry and Tourism Branch
Commerce and Economic Development Bureau
Tourism Commission
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