

政府總部  
香港  
添馬添美道二號

本函檔號 *Our Ref.* :  
來函檔號 *Your Ref.* :



Central Government Offices  
Tim Mei Avenue, Tamar  
Hong Kong

電話號碼 *Tel. No.* : 2810 3157  
傳真號碼 *Fax No.* : 2801 4458

**(Translation)**

Ms Shirley Chan  
Clerk to Panel on Economic Development  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong  
(Fax no.: 3151 7052)

29 March 2017

Dear Ms Chan,

I refer to your earlier letter to the Secretary for Commerce and Economic Development regarding the setting up of a fund for the development of tourism with local features as proposed by Hon Wong Kwok-kin and Hon Luk Chung-hung. The Tourism Commission has given due consideration to the proposal made by the two Legislative Council members, and our reply is as follows –

We agree that the tourism development of Hong Kong should showcase our local characteristics as far as possible and display our rich and diverse offerings in culture, sports, green tourism, etc., with a view to attracting more high-yield overnight visitors to Hong Kong. In this regard, we have, in the 2017-18 Budget, announced enhancements to the relevant measures and, specifically, the establishment of two pilot schemes to support tourism activities showcasing Hong Kong's local characteristics and to promote in-depth green tourism, with a view to encouraging the trade to develop a greater variety of tourism products and attracting more visitors to Hong Kong.

The pilot scheme to support tourism activities showcasing Hong Kong's local characteristics aims to provide funding support to the organisers of activities which can showcase local characteristics and have tourism value. To help diversify the events in our city, there is a need to cultivate more local cultural, sports, tourism and entertainment activities which can display local characteristics and have tourism appeal, and to enable them to have the potential to become signature events in Asia. These will allow visitors to experience the



rich and diverse tourism offerings of Hong Kong, being the events capital of Asia. We hope that organisers can collaborate with the travel trade through this pilot scheme in attracting high-yield visitors. Moreover, with Hong Kong's beautiful and well-recognised countryside scenery, we will launch the pilot scheme to promote in-depth green tourism which provides subsidy to the travel trade for introducing and operating a greater variety of in-depth green tourism products, with a view to attracting visitors from different target markets to Hong Kong for firsthand experience. We will provide an additional funding of \$17 million to the Hong Kong Tourism Board (HKTB) to launch the two pilot schemes. Details of the schemes are being formulated by HKTB and will be announced in due course.

To support the implementation of the two pilot schemes above, members of the travel trade would also need to possess relevant knowledge. In this connection, the Government will allocate \$5 million in the 2017-18 Budget to subsidise, through the Travel Industry Council of Hong Kong (TIC), the training of staff of travel agents, tourist guides, tour escorts, etc., which could include the training in relation to tourism products with local characteristics and green tourism, in order to enhance the service quality of our tourism industry members and showcase Hong Kong's image as a hospitable travel destination.

The above measures, covering tourism product development and staff training and supporting programmes, can promote tourism development with local characteristics. We are grateful for the suggestions from Hon Wong Kwok-kin and Hon Luk Chung-hung in this regard. We have invited HKTB and TIC to draw up the relevant details, and they will further liaise with the stakeholders to finalise the detailed arrangements.

Yours sincerely,



(Jason Chan)

for Commissioner for Tourism