

**Legislative Council Panel on Economic Development (the Panel)**  
**Motion passed under Agenda Item I on**  
**“Briefing by the Secretary for Commerce and Economic Development on**  
**the Chief Executive’s 2017 Policy Address”**  
**at the policy briefing on 30 October 2017**

**Purpose**

At the meeting of the Panel on 30 October 2017, a motion moved by Hon Michael TIEN Puk-sun was passed under Agenda Item I on “Briefing by the Secretary for Commerce and Economic Development on the Chief Executive’s 2017 Policy Address” (at Annex). This paper sets out the Government’s response.

**Tourism Development Strategy**

2. In recent years, the Government has refined Hong Kong’s tourism development strategies with a view to ensuring a balanced, healthy and sustainable development of the tourism industry. Diversification of tourism products and attracting high-spending overnight visitors to Hong Kong have been our main goals of pursuit. To strengthen the competitiveness of Hong Kong as a major tourist destination in the region and further exploit the potential of Hong Kong’s tourism resources, the Government has set out clear development strategies in the Development Blueprint for Hong Kong’s Tourism Industry (“Development Blueprint”). The Financial Secretary also convened a high-level tourism co-ordinating meeting in early October 2017, directing bureaux / departments (“B/Ds”) to drive the implementation of various tourism-related measures through closer co-operation and co-ordination.

**Inter-departmental Efforts on New Tourism Attractions, Products and Support Services**

3. One of the strategies in the Development Blueprint is to develop and explore tourism products and projects with local and international characteristics, including cultural, heritage, green tourism and creative tourism, and to consolidate and enhance Hong Kong’s status as a travel destination for meetings, incentive travels, conventions and exhibitions (“MICE”) tourism, a regional

cruise hub as well as an Events Capital of Asia. Various measures and initiatives are being developed for implementing various goals under this strategy through coordination with relevant B/Ds as necessary.

4. On the development of local historical and heritage, cultural and creative tourism, the Tourism Commission (TC), in collaboration with the Leisure and Cultural Services Department and the Home Affairs Department (“HAD”), are taking forward the initiative to revitalise and enrich Dr Sun Yat-sen Historical Trail (“Trail”), with engagement of local artists’ novel designs of the memorial plaques at the historical spots of the Trail. The relevant works are scheduled for completion in early 2018. In addition, we will continue to work in close partnership with the Development Bureau (“DEVB”) on “Tai Kwun” (Central Police Station Compound) and the Home Affairs Bureau on facilities of West Kowloon Cultural District, whose facilities will start commissioning in the coming few years, from the tourism promotion perspective with a view to enriching the cultural tourism contents for visitors.

5. On the development of green tourism, TC has been driving green tourism in collaboration with the Agricultural, Fisheries and Conservation Department (“AFCD”). To further develop different green attractions, TC will continue to work closely with AFCD as well as HAD to identify hiking trails in districts concerned with good tourism potentials for development and promotion. Furthermore, with a view to improving marine transport services connecting green tourism hotspots, TC has invited Transport Department to sound out ferry operators on new routes, including the one covering Sai Kung and a number of nearby green tourism hotspots and an extended route between Ma Liu Shui and Lai Chi Wo to cover Kat O and Ap Chau. TC will also follow up with DEVB and the Civil Engineering and Development Department (“CEDD”) on the commencement of improvement works in rural public piers under the Pier Improvement Programme.

6. The Government also strives to support the development of tourism products and initiatives with branding impact. In this regard, DEVB published in June this year the Sustainable Lantau Blueprint, which maps out the future direction of the development for Lantau, including developing Northeast Lantau into a leisure, entertainment and tourism node that offers diversified recreation attractions. CEDD is undertaking studies and planning concerning tourism development on Lantau. TC and other B/Ds will provide suggestions and

comments on the findings as appropriate.

7. The Government further seeks to implement new strategy to support the staging of events and activities of different scales and nature in Hong Kong through, for instance, providing “one-stop” support to large-scale commercial events with significant tourism merits. In this connection, TC has been co-ordinating efforts of B/Ds concerned in providing support to “FIA Formula E Hong Kong ePrix” which would be held on 2 and 3 December 2017.

### **Co-ordination with Other Bodies**

8. Apart from inter-departmental co-operation, TC also seeks to take forward the implementation goals in the Development Blueprint with other relevant bodies where appropriate. For instance, TC will continue to work closely with the Ocean Park Corporation to facilitate its implementation of the waterpark and two hotel projects, which are anticipated for completion from 2018 to 2021. At the same time, the Government is committed to enhancing Hong Kong’s attractiveness as a cruise tourism destination. In the 2017-18 Budget, the Government has provided additional funding of \$16 million for the Hong Kong Tourism Board (HKTB) to further develop and promote cruise tourism of Hong Kong. Of this, TC will continue to co-operate with cruise lines through the “fly-cruise” programme to promote cruise tourism products of Hong Kong in Southeast Asia and long-haul markets.

9. There are also various other measures and initiatives that involve the HKTB in promoting new tourism attractions and products. For instance, TC, in collaboration with the HKTB, will launch the updated show for “A Symphony of Lights” on 1 December 2017. Other examples include the provision of funding for two pilot schemes which respectively provides support to the trade for the development of in-depth green tourism products and for the cultivation of tourism activities showcasing Hong Kong’s local characteristics; funding support to the local travel trade to develop new tourism products through the New Tour Product Development Scheme; allocation of additional resources to the HKTB to bid for more MICE events of different scales and nature.

10. The Government will continue to coordinate efforts among B/Ds and work hand in hand with the HKTB, the tourism trade and other stakeholders in taking forward various initiatives and measures in the Development Blueprint.

We hope that through the implementation of various development goals, new visitor sources will be developed and business opportunities in various sectors of the economy will be boosted, bringing about more employment and development opportunities to the people of Hong Kong.

**Tourism Commission**  
**Commerce and Economic Development Bureau**  
**November 2017**

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This Panel urges the Administration to create new tourism attractions through inter-departmental cooperation, including but not limited to exploring the development of multi-purpose venues for holding road events and cultural and creative parks, so as to enhance Hong Kong’s international appeal and competitiveness in tourism, open up new visitor sources, boost the development of new industries, create business prospects for small and medium enterprises, as well as provide more diversified job and development opportunities to Hong Kong people, in particular young people with vocational and professional education.