

(Translation)

**Hon CHAN Yung's motion on
“Taking forward red tourism and the panda economy in Hong Kong”**

Wording of the Motion

That the Patriotic Education Law of the People's Republic of China points out the importance of promoting the development of red tourism; Hong Kong possesses rich resources on red tourism, and as long as the relevant resources can be consolidated, they can definitely transform into new tourism attractions in Hong Kong; on the other hand, with the gifting of two pandas by the Central Government to Hong Kong again this year, alongside the two pandas born locally earlier on, the national treasure of six pandas has now sparked off a wave of panda craze in Hong Kong and brought various business opportunities; in this connection, this Council urges the SAR Government to adopt proactive measures to take forward red tourism and the panda economy in Hong Kong, including:

- (1) developing a 'Heritage Trail for the War of Resistance involving the Dongjiang Column';
- (2) undertaking proper coordination and planning for the series of events in 2025 marking the 80th anniversary of victory in the War of Resistance, including expeditiously expanding the Hong Kong Museum of the War of Resistance and Coastal Defence for a full exhibition of the relevant historical materials on the War of Resistance;
- (3) constructing a museum for the history of the Communist Party of China to showcase its philosophy, founding background, history of endeavours, achievements, etc., so as to assist Hong Kong people in knowing more about the ruling party of our country and in turn gaining a more comprehensive understanding of modern Chinese and Hong Kong history;
- (4) incorporating technologies such as virtual reality, augmented reality and artificial intelligence into scenic spots and exhibition galleries to provide visitors with an immersive experience;
- (5) motivating Ocean Park to seize the opportunities presented by the pandas by shaping a unique image for the three pairs of pandas and turning them into a brand of Hong Kong to create a 'panda celebrity' effect, and setting

up a live broadcast channel of the pandas to deepen the understanding of people and visitors about their daily life and conservation; and

- (6) encouraging various social sectors to launch more activities or products with panda as the theme, including initiating coordination for collaboration between Ocean Park and the business, cultural and creative sectors, so as to enhance Hong Kong's economic vibrancy and stimulate consumption.