

## **Consultancy Study on Development of Tourism in the Northern New Territories**

### **Purpose**

This paper presents for Members' information the background and summary of the Consultancy Study on the Development of Tourism in the Northern New Territories (the Study), commissioned by the Tourism Commission. A presentation will be conducted by the Hong Kong Polytechnic University, consultant of the Study, at the meeting on 12 January 2004.

### **Background**

2. As part of our continuing efforts to explore new opportunities for tourism in Hong Kong, the Tourism Commission commissioned a consultancy study in August 2002 to explore the tourism potential of the northern part of the New Territories, with an emphasis on nature-based tourism and local culture tourism. The Study was conducted by the School of Hotel and Tourism Management, the Hong Kong Polytechnic University and was completed in December 2002.

### **The Study**

#### **Scope**

3. The Study covered the area between the Border with the Mainland in the north, the Tolo Harbour and Tolo Channel in the east, extending from Tai Mei Tuk westward through Wong Leng, Luen Wo Hui, Shek Wu Hui, Kwu Tung to end at Mai Po. A plan showing the area covered by the Study is attached at **Annex I**.

#### **Objectives**

4. The objectives of the Study are:
- a) To assess and identify the tourism potential of the Northern New Territories including green tourism, cultural and heritage tourism, and other activities

with tourism merits; and

- b) To identify the development issues which may arise, such as transportation, pollution, availability of experienced tour guides, etc.

## **Recommendations**

5. The consultants submitted a report on their findings, with a series of immediate, medium and longer-term actions recommended for tourism development in the area. The full report is available at the Tourism Commission's homepage at <http://www.info.gov.hk/tc/paper/papers.htm>. An executive summary of the report is attached at **Annex II**.

## **Inter-departmental Committee**

6. An Inter-departmental Committee on Development of Tourism in the Northern New Territories chaired by the Tourism Commission was set up in June 2003 to take forward the recommendations in the Study.

**Economic Development and Labour Bureau**  
**January 2004**