

ECOTOURISM IN HONG KONG CHALLENGE OR OPPORTUNITY?

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DO WE HAVE ECOTOURISM?



DO WE HAVE NATURE AREA?

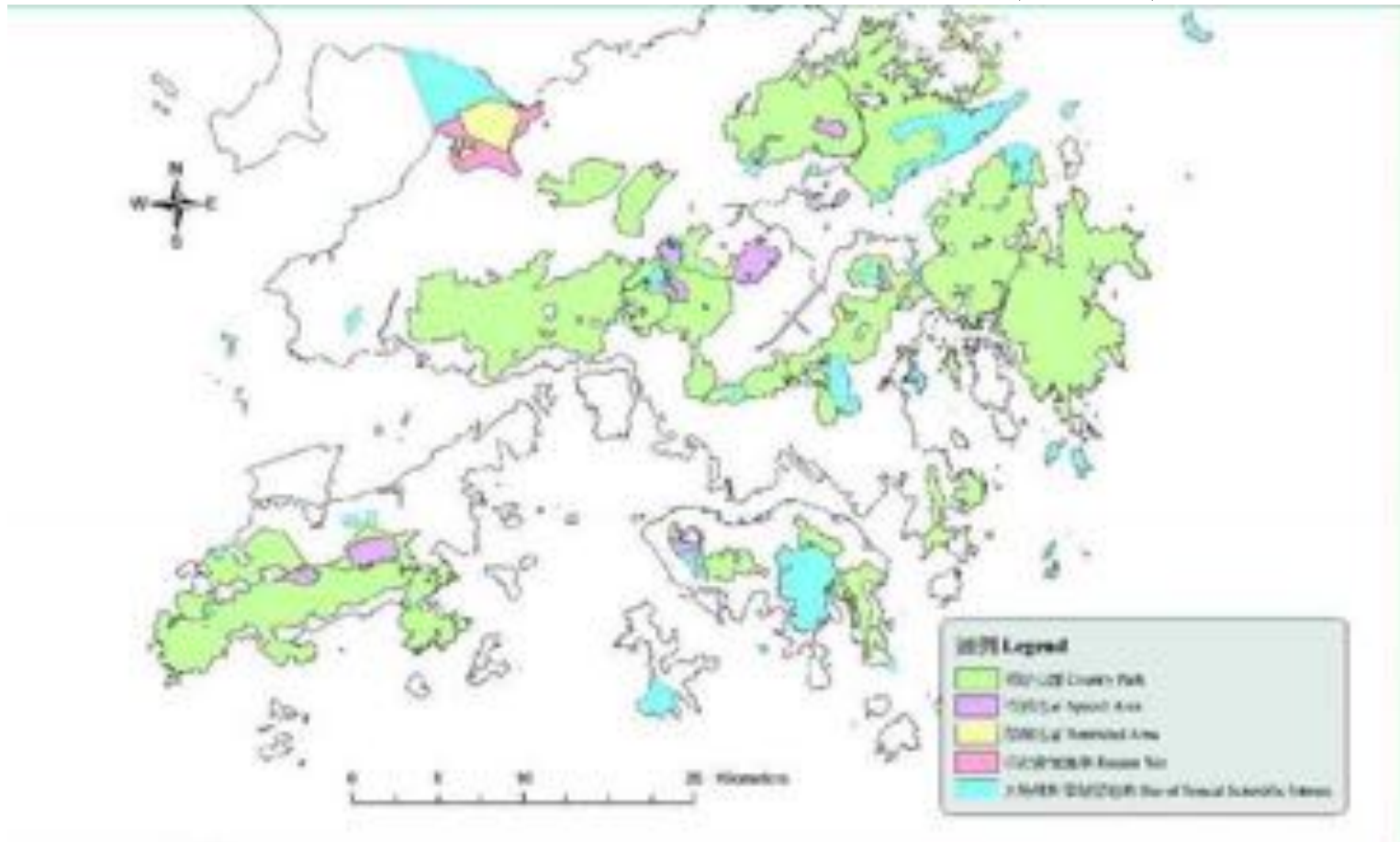




YES, WE DO. (~70% GREEN AREA)



PROTECTED AREA SYSTEM IN HONG KONG (~40%)



- 24 country parks
- 22 special areas
- 1 Ramsar site
- 5 marine parks & 1 marine preserved area
- 67 site of special scientific interest (SSSI)











Area: 36,000 km²

Area: 1,110 km²

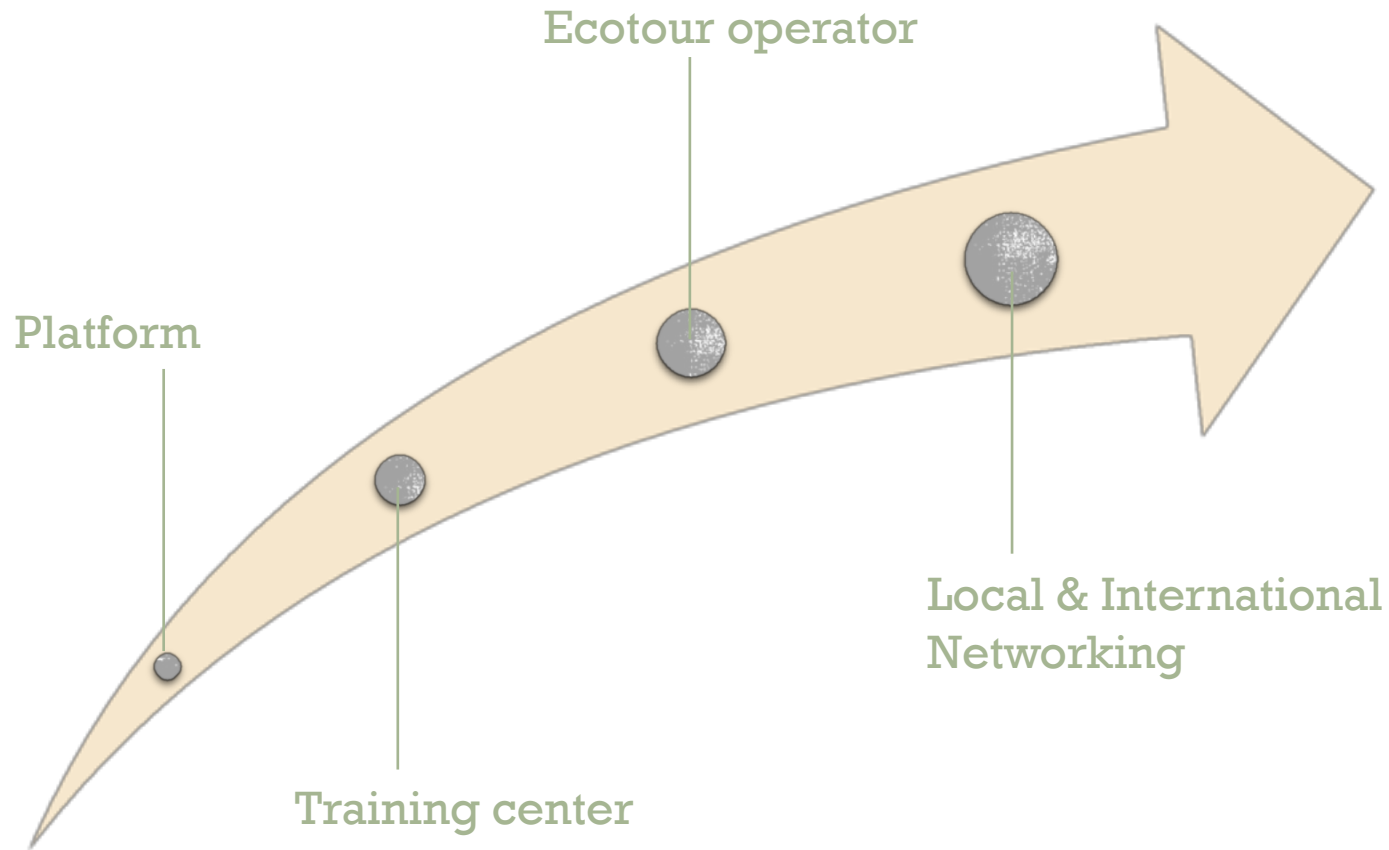
32 times

32 times in terms
of land area

	Hong Kong	Tai Wan
Protected area	40%	
Plant		~ 4,900
Mammal		~ 120
Bird		~ 700
Reptile		~ 106
Amphibian		~ 30
Butterfly		~ 450
Dragonfly		~ 150



WHAT IS OUR STRATEGY IN HONG KONG?



PLATFORM AS A MARKETING TOOL TO PROMOTE ECOTOURISM

- Social media
- E-Newsletter
- Off-line activities
- Membership programme



TRAINING CENTRE

- > 3500 graduates with different background
- Talent pool for ecotourism development



R2G
The Recommended Geopark Route System

Supporting Organizations: 

Main **GEI** A2G Service Geo Tours What's News Links 中文

Geopark Guides

	<p>Geopark Guide: TSE Yue Tak (Derek)</p> <p>Languages: Cantonese Putonghua English</p> <p>Qualifications: Cert in Geotourism, Cert. in Ecotourism, Registered Tour Escort, Master in Cultural and Heritage Tourism, Postgraduate Diploma in Education</p> <p>Experiences: 8 years geotour and ecotour guiding</p> <p>Email: DerekTse@hkr2g.net</p>
	<p>Geopark Guide: CHEUNG Tan Mei (Tammy)</p> <p>Languages: Cantonese Putonghua</p> <p>Qualifications: Cert. in Geotourism, Cert. in Ecotourism, B. Sc. in Environmental Science</p> <p>Experiences: 6 years ecotour and geotour guiding</p> <p>Email: TammyCheung@hkr2g.net</p>



ECOTOUR OPERATOR

- Partnership with NGOs
- Community-based tour
- Sustainable practices
- Professional guiding service



LOCAL NETWORKING



香港觀鳥會
Hong Kong Bird Watching Society



香港青年旅舍協會
YHA Youth Hostels Association



香港地貌岩石保育協會
Association for Geoconservation, Hong Kong



香港環境教育協會
Association For Environmental Education, Hong Kong



HONG KONG
GEOPARK
香港地質公園



漁農自然護理署
Agriculture, Fisheries and
Conservation Department



HONG KONG
TOURISM BOARD
香港旅遊發展局

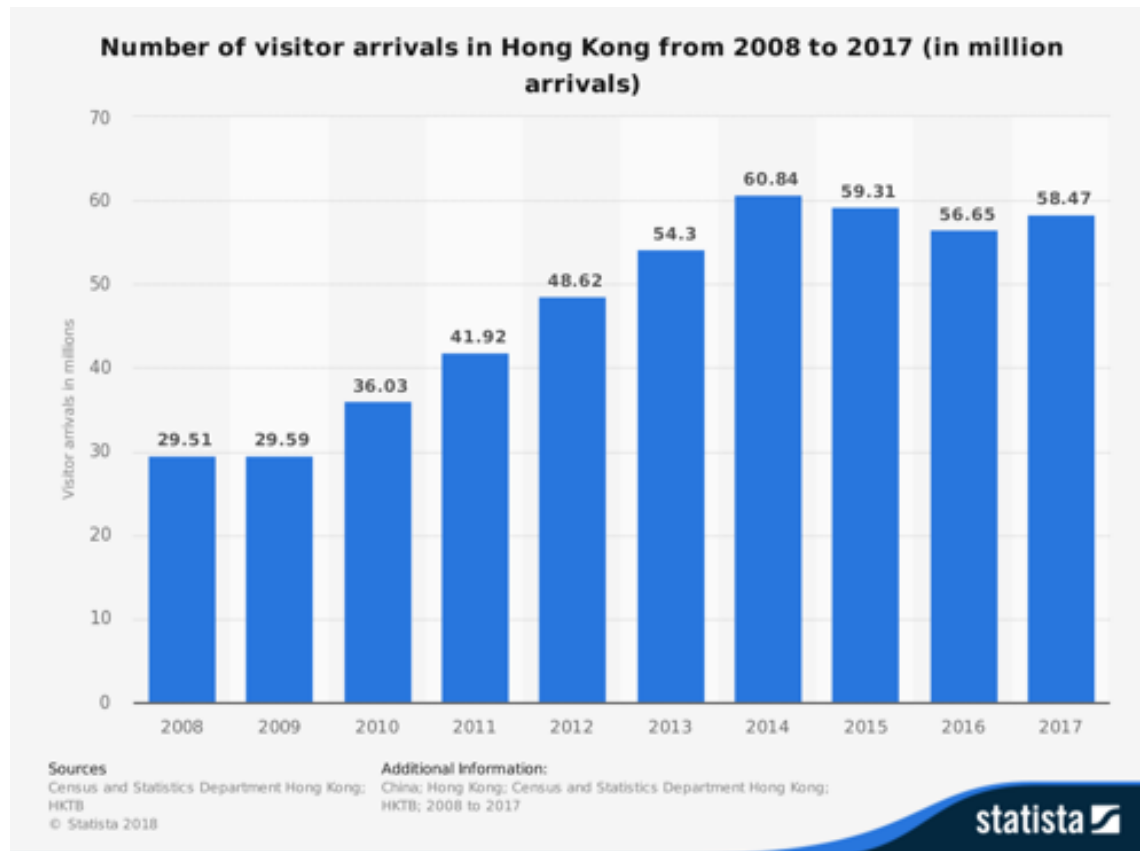


Opportunity?

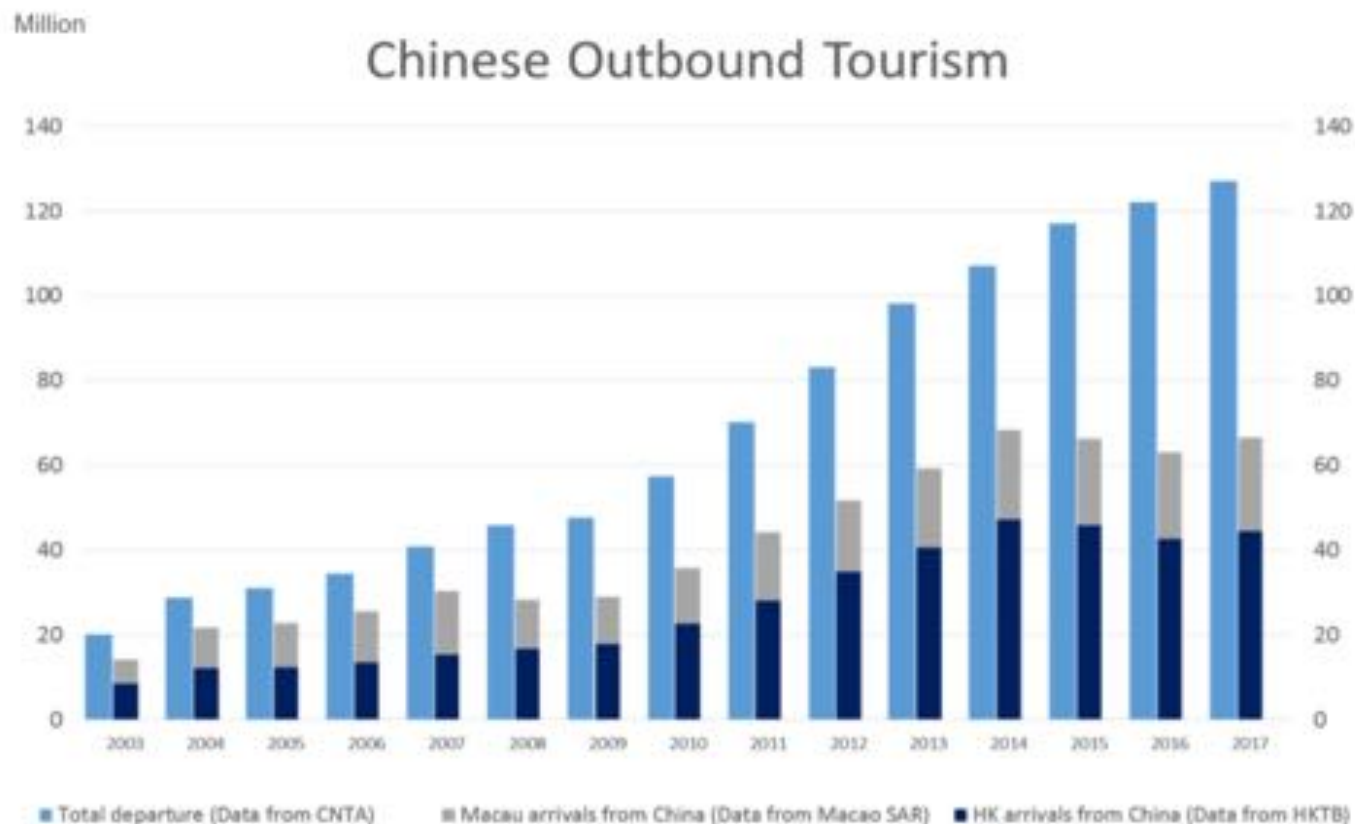
- Increasing visitors number
- Increasing trend of adventure tourism and environmental education
- Ecotourism product awareness among the market



ANNUAL VISITOR ARRIVALS IN HK



CHINESE OUTBOUND TOURISM



ADVENTURE TOURISM MARKET IN CHINA



200

Billion

Industry
value



130

Million

Hikers



60

Million

Hardcore
adventurers



30

Thousand

Adventure
associations



ENVIRONMENTAL EDUCATION ORGANIZATIONS IN CHINA



Challenge?

- Over tourism in nature area
- Environmental degradation
- Social conflicts
- Green washing & unqualified guide



OVER TOURISM



ENVIRONMENTAL DEGRADATION



SOCIAL CONFLICTS



UNQUALIFIED ECOGUIDES & GREENWASHING



Opportunity?

- Urge of ecoguide training and certification
- Sustainable concept and management



International Networking

INTERNATIONAL NETWORKING

- Training partner and representative of GSTC
- Promote sustainable tourism to the government and tourism industry
- Conduct STTP training course in the greater China region



INTERNATIONAL NETWORKING

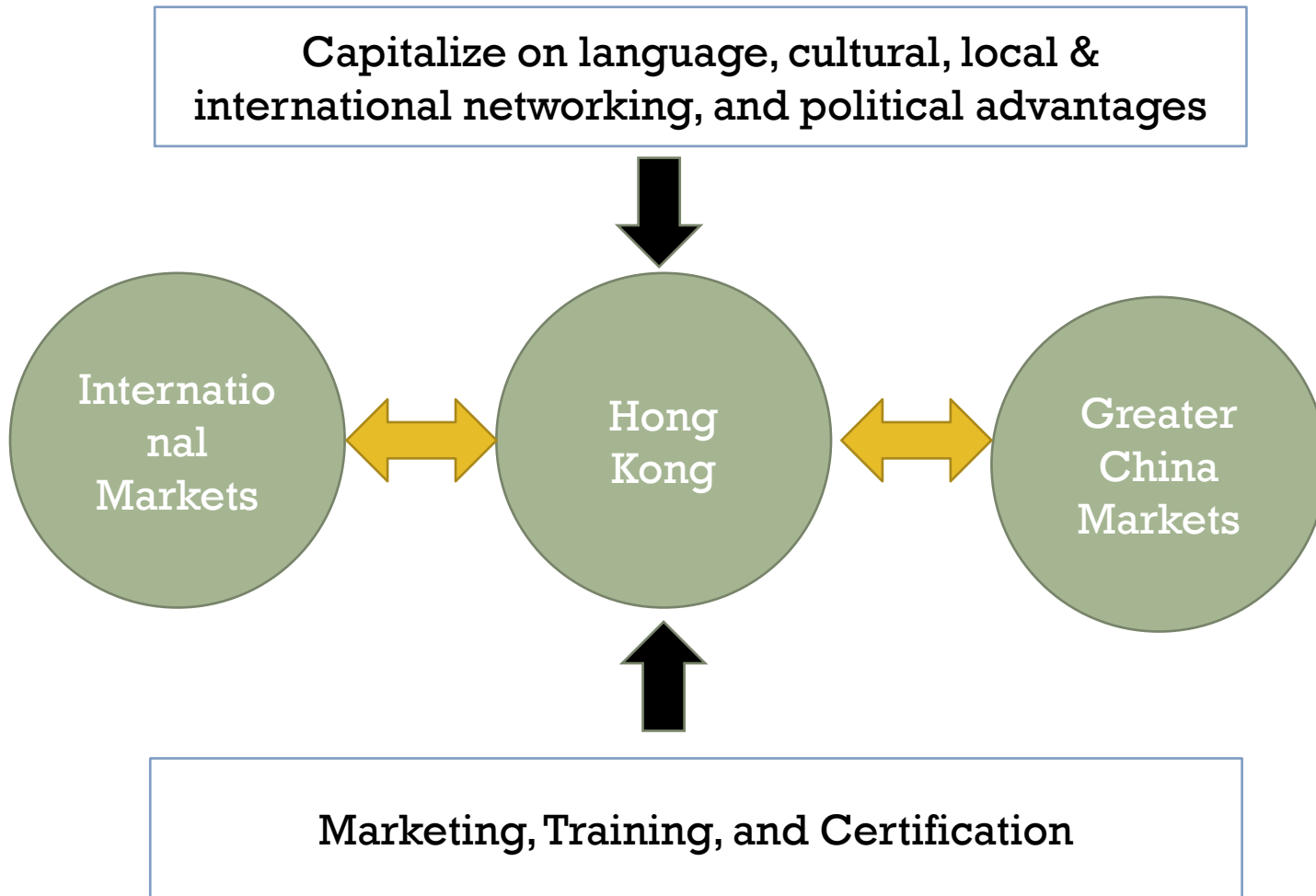
- Set up the secretarial office in Hong Kong
- Introduce Ecoguide Certification in the greater China region



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG



ECOTOURISM DEVELOPMENT IN GLOBAL ASPECT



Let us make the world a better place together



THANK YOU

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