







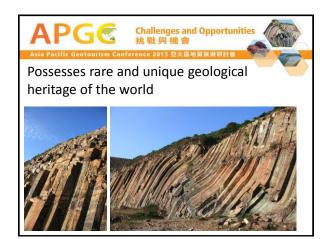


Our expectations:

- Earth sciences popularization:
- To enhance tourists' understanding of our natural landscape and biodiversity through abiotic, biotic and cultural dimensions of geoconservation and geotourism
- Arouse their interest and sense of nature conservation
- Ultimately maintain sustainability especially conservation



Potentials of HK geotourism





Proximity:

- · Hong Kong Geopark is with high accessibility, travelling time to there is not lengthy
- Lots of Hong Kong citizens show interest and enthusiasm in geotours though they are quite new



- Qualified tour guides act as an effective bridge for the public to understand more about our geological landscapes in simpler terms and in an interactive and fun way.
- These guides can promote and provide clearer concepts and the gist of geoconservation



Areas for improvement



- tourism rather than geotourism
- People do not consider protecting the natural landscape a duty of them
- · Limited knowledge on geological conservation



- In the light of economic reason
- Income derived from geotourism is not profound enough to outcompete commercial activities
- Not of local interest



Many locals are still not informed about channels of joining geotours, may even misunderstand that access to such protected areas is completely forbidden



- Promote through seeping geoconservation ideas into aspects of citizens' daily life
- Stamp designing competition, broadcasting of documentary
- Activities at district level e.g. carnivals, workshops, one-day tour to geoparks, competitions



- media
- Promoting Hong Kong's geotourism to visitors is always not the first priority compared to retailing industry
- To turn geoparks into one of Hong Kong's icons



- Cooperation between Hong Kong Geopark and Travel Industry Council:
- Coordinate guided tours with travel agencies
- Placing geopark information on more eyecatching places on TIC website
- Jointly organize promotion campaigns and activities



- Create a trademark effect:
- Produce advertisements showing appealing scenery of geoparks and inviting well known local stars to be ambassadors



Means of Young Ambassadors in helping to promote geotourism



Personal:

- 1. Spread the message to our fellow schoolmates, friends and relatives by acting as their geo guides.
- 2. Spread the message to overseas students during exchange
- 3. Spread the message via You Tube, Facebook and other social media to promote Hong Kong geotourism to general public and overseas netizens



- 1. Act as volunteers to talk to schools, the underprivileged, social centres and organisations
- 2. Organize more geotours of voluntary basis, so to attract and encourage more people to experience the harmonious nature and reflect on the importance of geoconservation
- 3. Media advertisements, creating a young, healthy and energetic image of geotourism

