

Expectations of Young Ambassadors of Geoconservation towards Hong Kong geotourism

青年地質保育大使對香港地質旅遊的期望

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What are Young Ambassadors for Geo?

- Association for Geoconservation, Hong Kong and NWS joint geoconservation and geotourism programme
- Target: Senior Secondary students
- Program : lectures on theory, onsite geoguide appreciation training, leadership camps, overseas Global Geopark exchange tours

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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

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Potentials of HK geotourism

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Possesses rare and unique geological heritage of the world



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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

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Qualified tour guides system

Recommended Geopark Guide System (R2G)
Accredited Geopark Guide System (A2G)



- 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

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Areas for improvement

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Misconceptions of the public:

- Hong Kong is still recognized by mass tourism rather than geotourism
- People do not consider protecting the natural landscape a duty of them
- Limited knowledge on geological conservation

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Limited economic incentives

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

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Insufficient promotion by the government
Local:

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

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Insufficient promotion by the government
Local:

- 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

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Insufficient promotion by the government
Overseas:

- Several strategies, e.g. mascots, publications, 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

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Insufficient promotion by the government
Overseas:

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

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Insufficient promotion by the government

Overseas:

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

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Means of Young Ambassadors in helping to promote geotourism

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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

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Community:

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

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Thank you!