



Role of Recommended Geopark Guide in promoting geotourism in Hong Kong

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Recommended Geopark Guide
Hong Kong Global Geopark of China

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Gorgeous, aren't they?
till Nov 2009...



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Then

- Hong Kong Geopark with some world-class geoheritage
- And get our geoheritage be fully appreciated and understood
- Lots have been done, like



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- 1.2 million visitors to the Park between Nov 11 to Mar 12



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Ross Dowling & David Newsome (2010) "a form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of Earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centres"



...and Mr. Michael Wu Siu-leung, Chairman of the Travel Industry Council said: the accreditation (of geopark guided) would help promote the attractiveness of geoparks to overseas visitors

Who are we?





...Recommended/Accredited Geopark Guides!

- since June 2010
- with secondary education, 1 year of guiding experience, proper geotourism & ecotourism training, assessment and gone through a 6-month probation
- [a force of 41/4 strong](#)
- with diversified background and exposures, but all dedicated to bring professional geo guiding and experiences to the visitors

So we build the BRAND

- Bring earth science simply & accurately to visitors
- Reconstruct the geoheritage & the associated culture
- Alive with a [code](#)
- Need for [safety](#)
- Delineate the geotour standard (1:25 max) in uniform & nametag with a charge standard

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with an on-going quality assurance system every two years




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...and supports

- Sharing sessions
- Field training
- Inhouse training
- [Continuous self-study](#)
- Enhancing geo exposures
- Technical & system supports

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+ monitoring, by

- Self - the [code](#)
- External monitoring
- Advisory Committee





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How we work?

Designated operators

Hong Kong Travel Industry Council

Association for Geoconservation, Hong Kong

Community patronage

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via...

- [Hong Kong Global Geopark of China website](#)
- [Recommended Geopark Guide \(R2G\) website](#)
- Designated R2G tour operators: [SK1](#), [SK2](#), [NENT1](#), [NENT2](#)
- Direct contact to [R2G/A2G](#)
- (Others – local & overseas)

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So

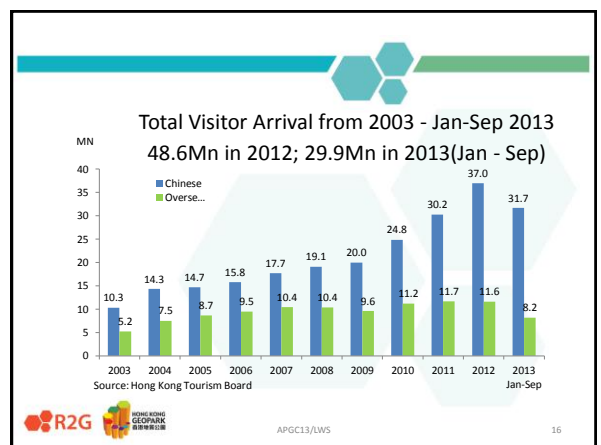
1. over 100 such tours organised in 2012 (Progress Report on Hong Kong Geopark Jan 2013)
2. and another 70 000 visited Prehistoric Story Room
3.serving 70 000+ visitors

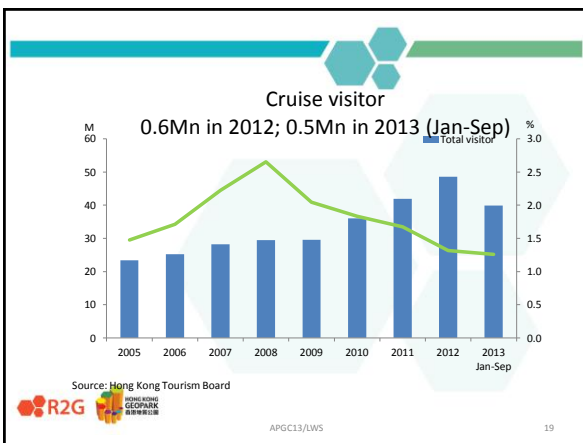
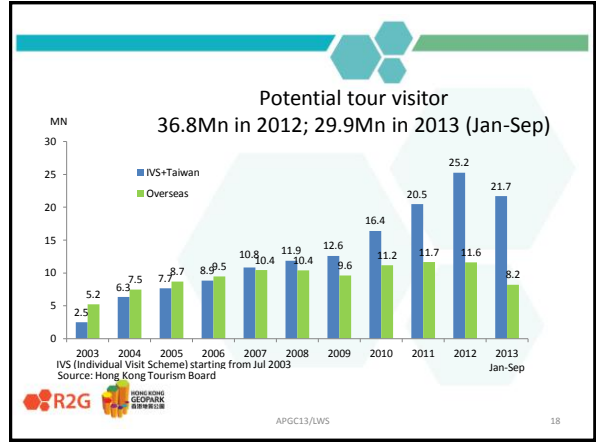
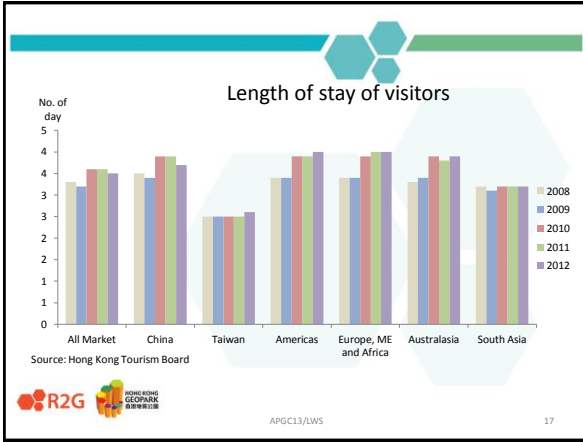
But,

1. mostly in group tours (now 8 minimum)
2. mostly for locals
3. mostly in the language of Cantonese

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Therefore

still lots of works to do for

- : groups
- : but even more for individuals
- : both local but especially for tourists
- : cruise tourists

vs the challenges of


- : cheap but often unprofessional competitions
- : more & more individual tourists

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..and we have to be



- : more visible e.g. hubs, talks
- : more accessible e.g. web access
- : more stringent e.g. ratio, safety...
- : more proficient language delivery
- : more professional e.g. A2G
- : more knowledgeable e.g. H.K., other areas



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As

1. We stand for the accurate & enjoyable interpretation of our geoheritage
2. We help to preserve our environment & culture in a sustainably through the geopark concept
3. We set the highest standard of geotourism

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Conclusion

We, Recommended Geopark Guides are

- the bridge between geopark and the public
- Hong Kong Global Geopark of China representations
- important in implementing geopark concept
- maintain our geoheritage


With our system

1. fitting in the local situations
2. but ensuring latest international references
3. ensuring quality & knowledgeable delivery

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Thank you!



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