

**Countryside Conservation Funding Scheme**  
**Research Activities on Countryside Conservation and Revitalisation**

<b>Project Number</b>	<b>EP86/27/24/11-42</b>
<b>Project Proponent</b>	<b>Hong Kong Community Heritage Foundation Limited</b>
<b>Project Title</b>	<b>Re-imagine and Co-create: Action Research on Developing Sustainable Tourism Model in Yan Chau Tong Eco-recreation and Tourism Circle</b>
<b>Target Site</b>	<b>Yan Chau Tong including Hing Chun Yeuk, Luk Keng, Lo Wai Kuk Po, Kat O and Ap Chau</b>
<b>Project Description*</b>	<p>The planning idea of “Mirs Bay/Yan Chau Tong Eco-recreation/tourism Circle” is put forward in the “Northern Metropolis Development Strategy”, together with the gradual opening of the Sha Tau Kok restricted area. With adequate and appropriate planning, the ecological, heritage, traditional livelihood and cultural resources in Sha Tau Kok and Yan Chau Tong can be utilised to foster new opportunities in Hong Kong’s sustainable tourism.</p> <p>At this crucial moment, this project aims to seize this golden opportunity to take a leading role in augmenting sustainable tourism. It is a 18-month action research, in collaboration with a wide range of local communities and tourism innovators, during which we will engage key stakeholders to tap their views and stakes in tourism development, engage young tourism innovators to tap the local resource and turn into memorable experience, and to search for operation model for in-depth sustainable tourism which is grounded in the unique cultural and ecological landscape of that area. The ultimate goal of the project is to develop an in-depth and sustainable tourism operation model, covering the design and curation of tourism experience, suggested solutions to potential obstacles, and a holistic reference guide for the development of this ecological, leisure and cultural circle.</p>
<b>Project Period</b>	<b>1 September 2023 to 11 April 2025</b>
<b>Grant Approved</b>	<b>\$3,000,000</b>

\*The project description is provided by the project proponent.