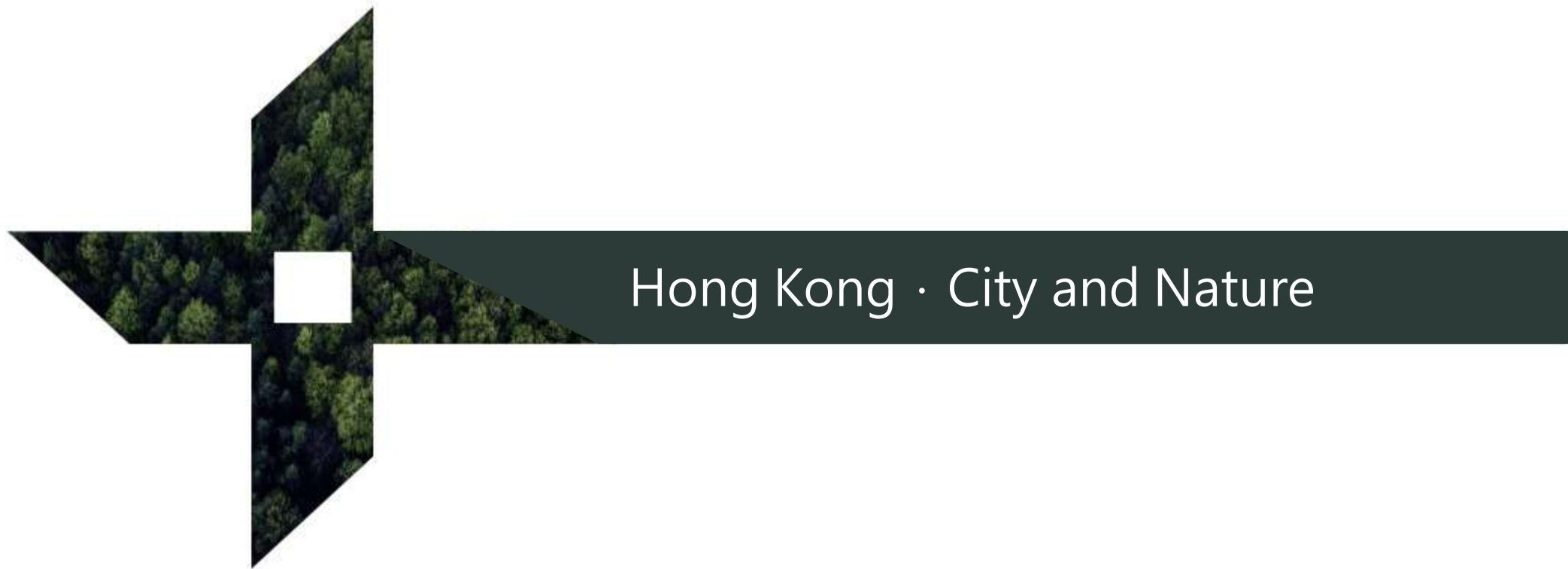




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Hong Kong · City and Nature



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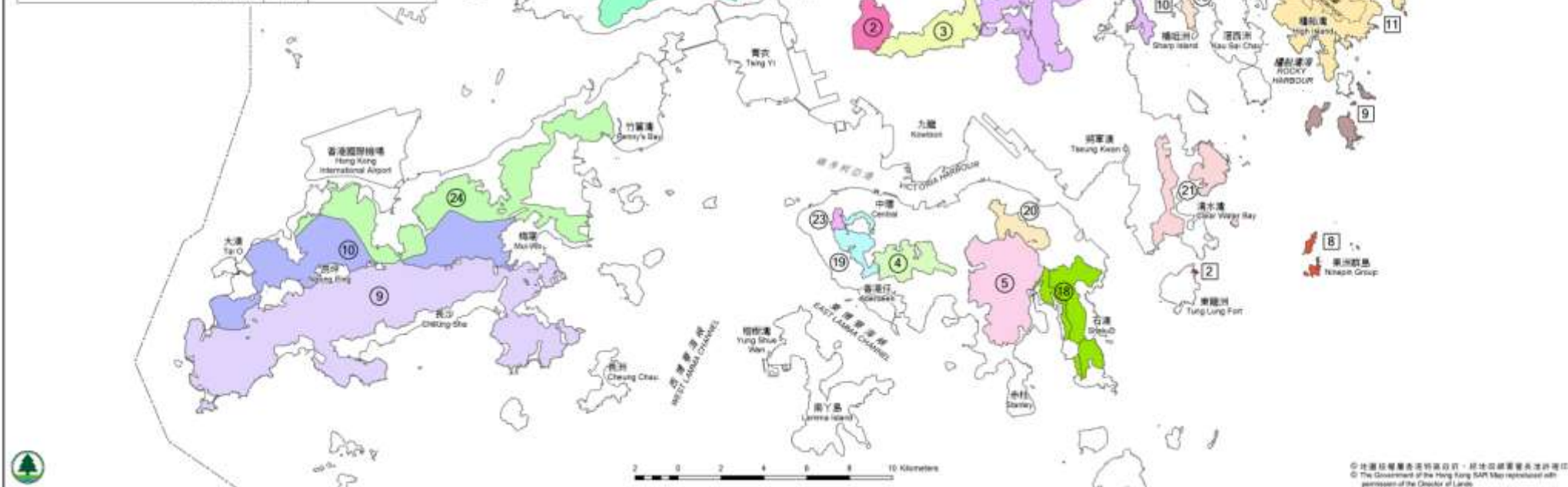






Hong Kong Country Park

香港現已劃定的郊野公園 Designated Country Park in Hong Kong			
編號 No.	地點 Location	面積 (公頃) Area (Ha)	指定日期 Date of Designation
1	城門 Sham Mun	1431	24/6/1977
2	金山 Kam Shan	339	19/12/2013
3	獅子山 Lion Rock	557	24/6/1977
4	香港仔 Aberdeen	423	28/10/1977
5	大嶼 Tai O	5315	28/10/1977
6	古洞東 Sai Kung East	4694	19/12/2013
7	西貢西 Sai Kung West	3000	30/12/1978
8	新界西 New Territories West	4594	15/1/1978
9	南大嶼 Lantau South	2540	20/4/1978
10	北大嶼 Lantau North	2200	15/5/1978
11	八仙嶺 Pui Shan Ling	3125	18/6/1978
12	大嶼 Tai Lam	5412	19/12/2013
13	大嶼山 Tai Mo Shan	1880	23/2/1978
14	林村 Lam Tsuen	1520	23/2/1978
15	屯門 Ma On Shan	2080	19/12/1988
16	橫洲 Kai Tsui	100	14/1/1979
17	新界西 (西貢) New Territories West (Sai Kung)	830	14/1/1979
18	上水 Sheung Shui	751	19/12/1988
19	橫洲 (西貢) Kai Tsui (Sai Kung)	279	21/3/1979
20	大嶼 (西貢) Tai O (Sai Kung)	270	21/3/1979
21	清水灣 Clear Water Bay	619	28/6/1978
22	西貢西 (西貢) Sai Kung West (Sai Kung)	123	14/1/1979
23	橫洲 (西貢) Kai Tsui (Sai Kung)	47	18/12/1988
24	北大嶼 (西貢) Lantau North (Sai Kung)	2360	11/1/2008
總面積 Total Area		43455	
香港現已劃定的特別地區 (位於郊野公園外) Designated Special Area in Hong Kong (Outside Country Park)			
編號 No.	地點 Location	面積 (公頃) Area (Ha)	指定日期 Date of Designation
1	大埔郊野公園 Tai Po Kau Nature Reserve	480	13/5/1977
2	香港國際機場 Hong Kong International Airport	3	22/6/1978
3	新界西 New Territories West	24	15/12/1987
4	馬鞍山 Ma On Shan	61	8/4/1989
5	沙田 She Tin	1	15/5/2005
6	香港國際機場 Hong Kong International Airport	61	11/10/2005
7	雙魚河 Double Haven	53.1	1/1/2011
8	新界西 New Territories West	176.8	1/1/2011
9	橫洲 Kai Tsui	0.04	1/1/2011
10	橫洲 Kai Tsui	2.9	1/1/2011
總面積 Total Area		845	



A satellite map of Hong Kong, China, illustrating the distribution of green spaces. The map shows the New Territories, Kowloon, and Hong Kong Island. A yellow star marks the central urban area of Hong Kong Island. Various parks and green spaces are labeled, including Lantau Country Park, Ma On Shan Country Park, and others. The map also shows the surrounding South China Sea and the border with mainland China. A scale bar is visible in the bottom left corner.

Biodiversity of Hong Kong

Species	(Approx.)
Butterflies	230
Dragonflies	120
Fresh Water fish	190
Birds	540
Mammals	50





Hong Kong · Ecotourism

**13.5 million Annual Visitors
to Country Park**



Willingness-to-pay (Lewis T.O. Cheung & C.Y. Jim)

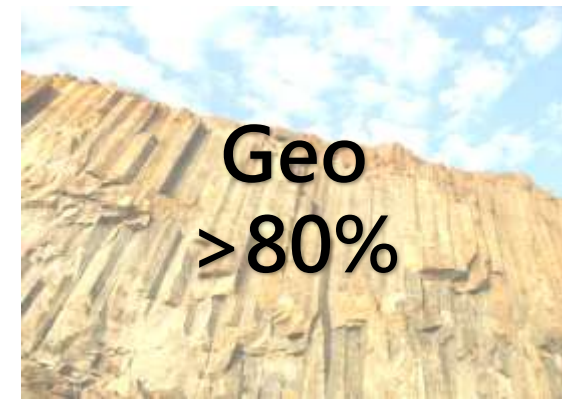
One-day ecotour in protected areas Tour Fee HK\$	General Tourists	Nature Tourists
≤\$117	48.4%	2.4%
\$118–202	27.6%	30%
\$203–280	13.2%	41.4%
\$281–359	6.7%	19%
≥HK\$360	4%	7.2%

Willingness-to-pay (Eco Travel)



One-day Ecotour Fee HK\$	Eco Travel Tourists
\$100	13%
\$101-\$299	46%
\$300-\$499	28%
\$500-\$699	9%
\$700-\$899	2%
>\$900	2%

Most interested Element in Ecotour (Eco Travel)



Tourists Satisfaction (Eco Travel)



Level of Satisfaction	2013-2016	2016-2017
Very Satisfied	42.98%	42.24%
Satisfied	51.12%	52.26%
Normal	5.36%	5.29%
Unsatisfied	0.36%	0.13%
Very Unsatisfied	0.18%	0.08%

旅行家

Standard of Operation



Tours

- Sustainable, Informative, Enjoyable

Eco Guides

- Passion, Experienced, Knowledgeable

旅行家



Ecotourism · HKTraveler.com Ltd.

History of Ecotourism in Hong Kong

1976: Country Park

1995: Mai Po, RAMSAR Site

2000: HKTraveler.com Ltd. (Concept and Value)

2003: SARS

2005: Hong Kong Ecotourism & Travels Professional Training Centre (Training)



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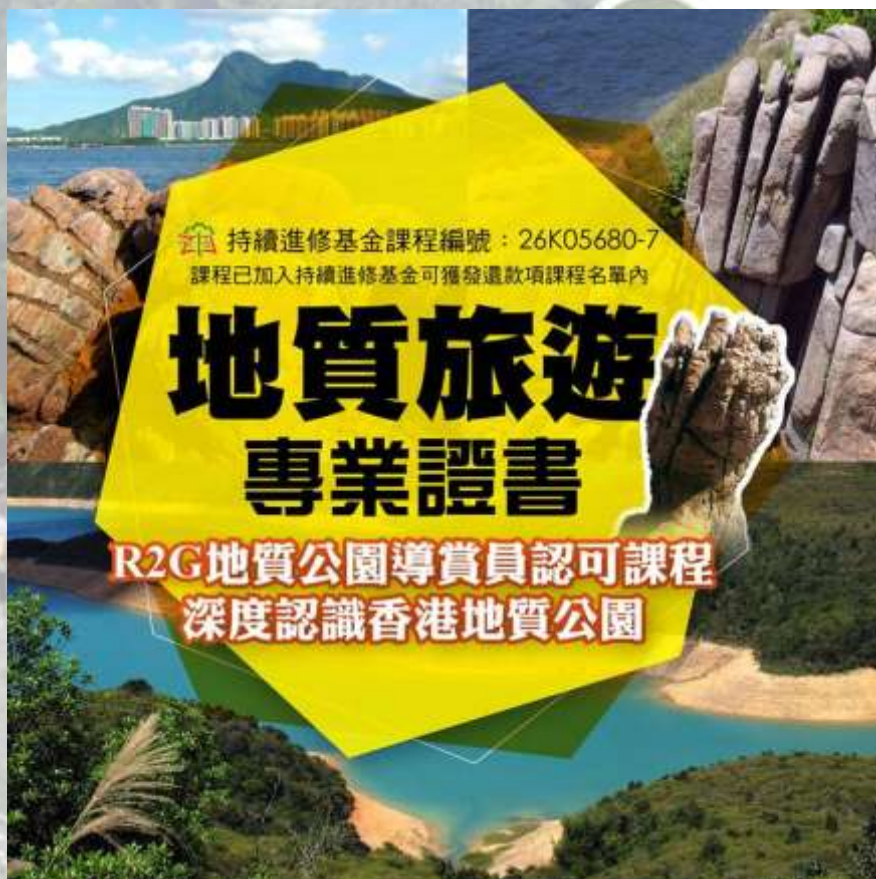
Train the “Demand” and “Supply”

- CERTIFICATE IN ECO-TOURISM
- CERTIFICATE IN MARINE TOURISM
- PROFESSIONAL CERTIFICATE IN NATURE AND ECOPHOTOGRAPHY TRAVELS
- PROFESSIONAL CERTIFICATE IN EXPERIENTIAL TRAVEL IN INDIGENOUS CULTURAL PRACTICE AND HERITAGE



Train the “Demand” and “Supply”

PROFESSIONAL CERTIFICATE IN GEOTOURISM



United Nations
Educational, Scientific and
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Hong Kong
UNESCO
Global Geopark



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History of Ecotourism in Hong Kong

1976: Country Park

1995: Mai Po, RAMSAR Site

2000: HKTraveler.com Ltd. (Concept and Value)

2003: SARS

2005: Hong Kong Ecotourism & Travels Professional Training Centre (Training)

2009: Hong Kong Geopark (National)

2010: Eco Travel Ltd. (Experimental to Practical)

2011: Hong Kong Global Geopark

2015: Hong Kong UNESCO Global Geopark

History of Ecotourism in Hong Kong

2016:

Partner of Ecotourism Australia & GSTC in Greater China



2017:

Ecotourism Australia, EcoGuide (Greater China)

Vision

Promote and Execute Ecotourism



Mission



- Nature
- People
- Education
- Conservation Organization
- Industry
- Professional Development
- Staff

Core Value

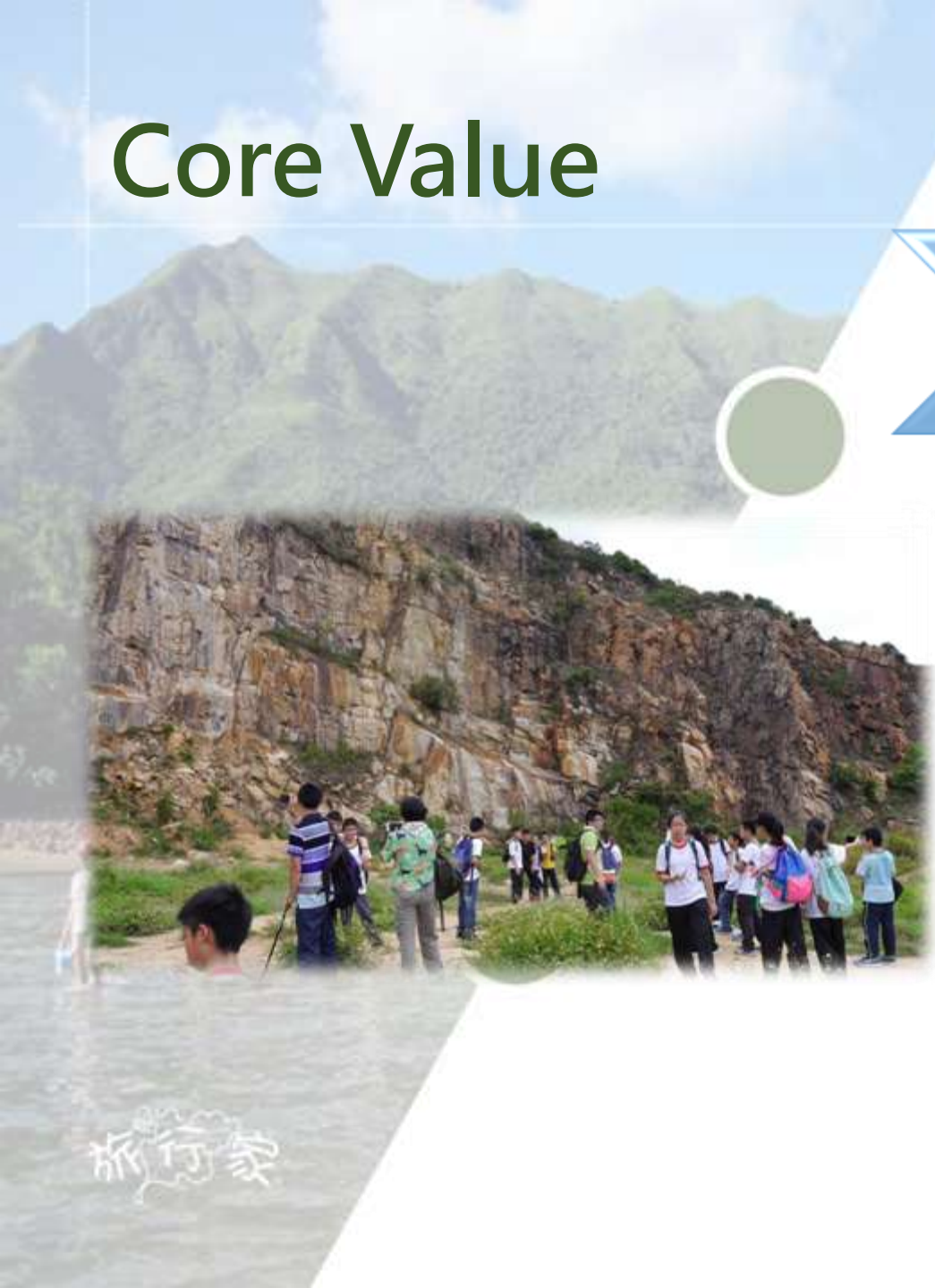
Experience

Understand

Appreciate

Care

Nature



Core Value

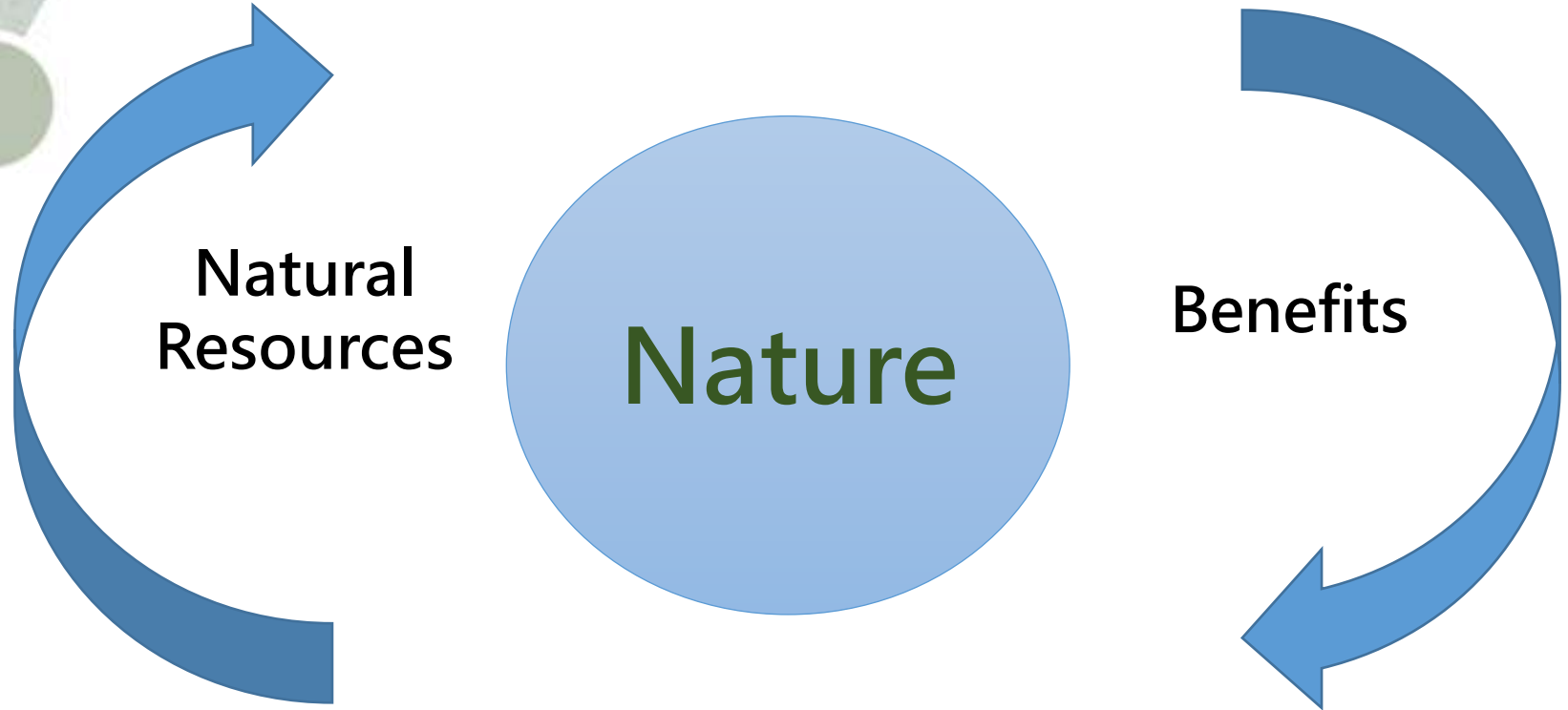
Ecotourism Enterprises

Natural
Resources

Nature

Benefits

Conservation





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