



United Nations  
Educational, Scientific and  
Cultural Organization

香港聯合國教科文組織協會  
UNESCO Hong Kong Association

• 香港註冊慈善機構  
• Charitable Institution of a Public Character  
• [IRD Ref:91/10053]

## **2011/2012 UNDESD Project Hong Kong Award Scheme: ESD Programme**

### **2011/2012 UN DESD**

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# **Can Hong Kong Develop Gourmet Tourism?**

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# Introduction

Hong Kong is well-known for its sophisticated fusion of East and West, unique experience of shopping (also as known as shopping paradise) and the unforgettable night view of Victoria Harbour from the Peak. Tourism has been very important to Hong Kong's economy. According to the Hong Kong Tourism Board (HKTB) Overall visitor arrivals to Hong Kong in 2010 totalled just over 36 million, a 21.8% increase over the previous year. However, alternative ways are suggested in order to boost Hong Kong's tourism as there are still lots of room for flourishing and polishing.

**One of the ways is developing culinary tourism and hence preserves the local culinary culture.**

Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. Under globalization, local culture and tradition are slowly fading away, especially of food because of time and inconvenience. People would rather enjoy a globalized and uniformed burger and coffee than some unique state-of-the-art local food. By developing culinary tourism, tourists are attracted to a certain place where they can try different local and exotic food of one's city, country or area. This kind of tourism also gives locals a new job and help preserve local culture including cuisine.

**In this project, we would like to investigate how to develop the culinary tourism in various aspects, the probability of developing culinary tourism in Hong Kong and how culinary tourism is sustainable.**

# Content

Theme/ aim:

The theme of gourmet tourism in Hong Kong is to promote local cuisine.

With the rapid growth of chained stores in Hong Kong, globalization has a great impact on locals. Though Hong Kong has a great cultural diversity, people start to forget their tradition and the uniqueness of local cuisine. Eventually, locals lose its tradition way of life. Moreover, in recent years, Hong Kong's tourism development mainly emphasizes on commercial and financial sectors, which brings a large and stable income to Hong Kong. However, Hong Kong cannot rely in its commercialized tourism in long-term, and because of the saturated development in commercial and financial sectors, it needs to strike a balance between financial development and cultural heritage. In fact, a more natural, environmental and sustainable tourism should be developed. By doing this, it may lower the cost for developing those complicated and commercialized tourisms, and can create job opportunities.

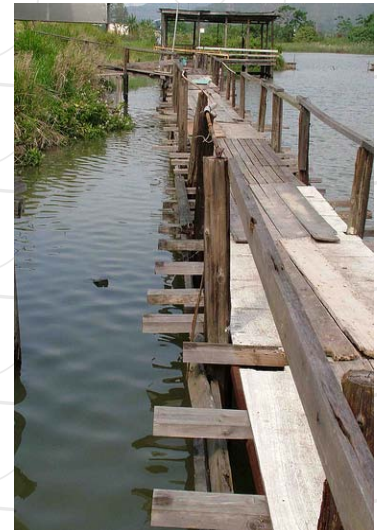
Gourmet tourism in Hong Kong helps to **promote local cuisine to people around the world**, and **develop Hong Kong tourism in another way, which is much more comprehensive and sustainable**. The details of the event are as follow:



## Venue:

Nam Sang Wai, a wetland area to the north of Hong Kong. It covers a roughly triangular area. It is bordered by the Shan Pui River in the west, separating it from Yuen Long Industrial Estate, the Kam Tin River in the east and a branch of the Kam Tin River in the south.

Nam Sang Wai creates a comfortable environment with beautiful scenery and the unique culture of Hong Kong to tourists such that they can relish the food and appreciate the panoramic view at the same time. Also, Nam Sang Wai is home to many birds, including seagulls, Northern Pintails, Yellow-nib Ducks and Black-faced Spoonbills, which provides tourist to appreciate ecological environment.



## Season(s):

Spring, the weather is relatively fine in spring, with plenty of sunshine, such that tourists can enjoy the scenery of birds and flowers in Nam Sang Wai.



## Food:

To promote and develop gourmet tourism in Hong Kong, some local and common cuisine have been chosen, which contain the collective memories of all Hong Kong people and their tradition.

### 1) Egg Waffle

Egg Waffle are one of the most popular Hong Kong "street snacks" and was ranked No.1 in the 100 most popular HK "street snack". They have been a favoured street snack in HK since their emergence in 1950s and were made with coal fire heating, sold from street kiosks in Hong Kong in the early days. These waffles have just the right balance of egg, sugar, flour, milk and are cooked so consistently, that every part of it is crunchy. And to top it off, the bags have little holes in them so as to prevent condensation from the heat, which would then make the waffles soggy.



492 King's Road, North Point

## 2) Milky Tea

Although tea comes from China and has been part of the culture for many thousands of years, Hong Kong developed its very own distinctive tea culture as part of the British empire 'Milky tea' is a fascinating fusion of cultures. Various tea blends are boiled and then kept brewing in a metre-tall metal container for hours, ensuring its extraordinary strength and smoothness. A silk-like cotton bag filters the tea before milk or condensed milk is added. Yuan Yang is another special Hong Kong drink, a concoction of milk, tea and coffee, bringing out the flavors and aroma in a magical combination. Although fewer places are devoted to tea than in the past, it is worth seeking out the old-style teahouses that dot Hong Kong Island and Kowloon.



G/F, Spring Garden Mansion, 41 Spring Garden Lane, Wan Chai (Kam Fung Restaurant)

### 3) Fish balls

The fish balls are usually boiled in a spicy curry sauce. It is one of the most popular and representative "street foods" of Hong Kong. Actually, its just 4 or 5 fish balls on a stick which you then dip it into the provided hot curry sauce. A chewy fish ball is important, and the cooking hour is as important. If cook too long, the fish ball will become hard and lose chewy feeling; if not long enough, it will taste plain because the curry yet to penetrate it. And the curry also makes a big difference. Its not very spicy and tastes more like curry powder. But it is said that the curry sauce is made from herb and a lot of other ingredients, thus it tastes rich and fresh.



80-82 Old Main Street, Aberdeen(Shan Loon Tse Kee Fish Ball)



#### 4) Bo Zi Gao (sweet glutinous rice pudding with red beans)

The Bo Zi Gao is a kind of traditional Guangdong food, deriving from set in Hoishan. It was being recorded in Manchu Dynasty Xian. The traditional Bo Zi Gao is with the yellow sugar, glue rice flour. It is put to the small bowl and steam for a while in the past. However, the method for making of now is changed to use a small porcelain bowl. Bo Zi Gao is poured out and to eat by the bamboo label. There are some Bo Zi Gao makes with red beans. The Bo Zi Gao also change to be made with refined cane sugar, as a result it was white.



Cheung Chau

## 5) Egg tart

The egg tart or egg custard tart (commonly romanized as dan tat) is a kind of custard tart pastry commonly found in Hong Kong and other Asian countries, which consists of an outer pastry crust that is filled with egg custard and baked. They were introduced in western cafes and bakeries to compete with dim sum restaurants, particularly for yum cha. Overall, Hong Kong egg tarts have two main types of crusts: short crust pastry or puff pastry, traditionally made with lard rather than butter or shortening. It is listed at number 16 on World's 50 most delicious foods compiled by CNN Go in 2011



G/F & Mezz Floor, 176-178 Hennessy Rd., Wan Chai (Honolulu Coffee Shop)



## 6) Dry Fried Flat Rice Noodle with Beef

Dry Fried Flat Rice Noodle with Beef is a staple Cantonese dish, made from stir-frying beef, hefen (wide rice noodles) and bean sprouts and is commonly found in yum cha restaurants in Guangdong, Hong Kong, and even overseas.

Dry Fried Flat Rice Noodle with Beef was being made during the World War Two. A man called Huiban was asked to cook something to Japanese soldiers. Huiban did not have more ingredients left. Therefore, he cooked this food to them. They thought that was delicious and Huiban started selling this after the war. It has been becoming a traditional food since Huiban started selling this.



Sharp Street No2, Causeway Bay, Hong Kong(何洪記)

# Sustainable Development

Sustainable development, according to the World Commission on Environment and Development, is: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." It implies that rather than just dealing with immediate problems and needs, we should adopt a new mindset to bring about full integration of the needs for economic and social development with the need to conserve the environment.

Sustainable development here refers to the development that local food is preserved and kept for the next generation as a heritage or part of our local culture..





## ▣ Social Aspect

However, globalization causes deterioration of local characteristics and culture. It will make local food gradually disappear and being replaced by corporation products, such as standardised coffee and hamburgers. Therefore, our tour aims at preserving our local food and cuisine in order to make them sustain in the future. We can put more afford to promote our local food and raising awareness of the public is essential to preserve and protect them against the attack of globalization.



## ▣ Cultural Aspect

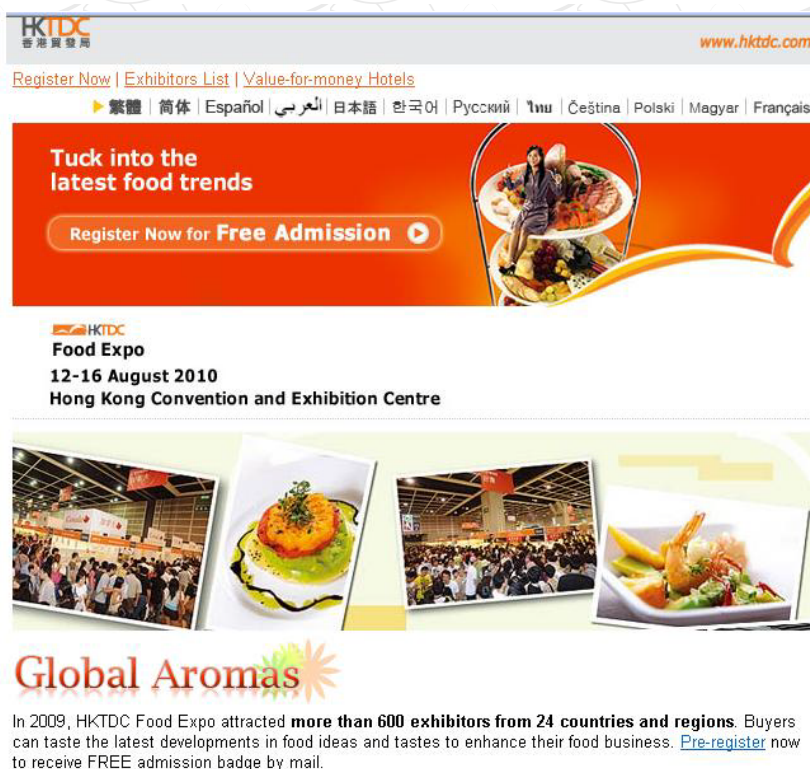
Those local food and cuisine contain a lot of collective memories of all Hong Kong people. They also witness the development of Hong Kong's cultural. So the local food, including recipes, ingredients and cooking methods, needs our protection in order to be sustainable. Citizens have to know the characteristics of the food of their culture, as well as the importance of it to the nation and the future generation. If the local citizens know nothing or care nothing about their local cuisine, how can these heritage and culture be sustainable that can be passed to the next generation?

Developing culinary tourism can both educate the tourists about the local food and raising the awareness of the citizens, hence make this culture be sustainable that can continue and sustain in the future.

## ■ Economic Aspect

Many other countries or cities are now opening up their resources and hope to lead to great economic booms, for example Maldives and Okinawa in Japan. Hong Kong, as one of the developed city, should also strive to maintain its competitiveness globally. Though Hong Kong has a very comprehensive economic structure and mostly focusing on financial sector, with tourism industry contributing to 3.4% of the territory's GDP, it is obvious why tourism is considered as one of the pillars of Hong Kong's economy. However, it is easy to see that we do not have beautiful sceneries as Maldives has, special ecological environment which Brazil owns. In this case, we suggest promoting gourmet tourism to have a even more economy.

Moreover, food festivals can be held more to promote different kind of traditional food in Hong Kong. So that people can know more about the cultural of food, learn about the history of the delicious cuisine and it will attract more tourists come to visit , the government can also help advertise Hong Kong by setting up more advertisements on foreign tourism websites to encourage people to visit Hong Kong and enjoy our cuisine. Then it will slightly improve the economics of Hong Kong.



The image shows a screenshot of the HKTDC Food Expo website. At the top, the HKTDC logo and website URL are visible. Below the header, there are links for 'Register Now', 'Exhibitors List', and 'Value-for-money Hotels'. A language selection bar includes options like 繁體, 简体, Español, العربية, 日本語, 한국어, Русский, ไทย, Čeština, Polski, Magyar, and Français. The main banner features the text 'Tuck into the latest food trends' and a 'Register Now for Free Admission' button. Below the banner, the event details are listed: 'Food Expo 12-16 August 2010 Hong Kong Convention and Exhibition Centre'. A row of four images shows the expo hall, a chef, a crowd, and a dish. The 'Global Aromas' logo is at the bottom, followed by a paragraph stating that the 2009 expo attracted more than 600 exhibitors from 24 countries and regions, and that buyers can receive a free admission badge by mail.

HKTDC 香港貿易發展局 [www.hktdc.com](http://www.hktdc.com)

[Register Now](#) | [Exhibitors List](#) | [Value-for-money Hotels](#)

繁體 | 简体 | Español | العربية | 日本語 | 한국어 | Русский | ไทย | Čeština | Polski | Magyar | Français

**Tuck into the latest food trends**

Register Now for **Free Admission**

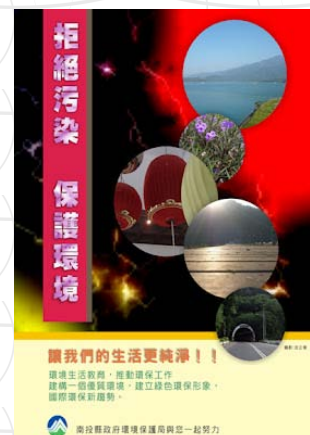
**HKTDC Food Expo**  
**12-16 August 2010**  
**Hong Kong Convention and Exhibition Centre**

**Global Aromas**

In 2009, HKTDC Food Expo attracted **more than 600 exhibitors from 24 countries and regions**. Buyers can taste the latest developments in food ideas and tastes to enhance their food business. [Pre-register](#) now to receive **FREE** admission badge by mail.

## Environmental Aspect

**Gourmet tourism** does not require large construction that may harm the environment, at the same time; it can bring up the economics by sustaining the local culture, which fulfills the requirements of sustainable development. The local cuisines are very delicious but it also causes some trouble to the environment. Such as food waste, air quality will be affected when producing food. To maintain a sustainable environment, we should not waste any food or develop a system to control the quantity of food waste. Moreover, green industry is needed to improve the technology of production.



# Expectation

In this project, our group has investigated in how Hong Kong can develop with sustainability, that is, through gourmet tourism.

Hong Kong is a community with great diversity; you can find things of different nations here. Unfortunately, it has been losing its uniqueness. Our aim for the gourmet tourism is to put as much back into local community, promoting the cuisines or even some snacks that related to Hong Kong's history and do can represent Hong Kong. Food is one of the vital elements for human, and thus, we believe that promoting gourmet tourism can involve more people.

We have prepared local seasonal food, and by production and consumption in local establishments, it helps to support the local economy and sustain local food. For the cuisine we recommended above, (Egg Warffle, Milky Tea, Fish balls, Bo Zi Gao, Egg Tart and Dry Fried Flat Rice Noodle With Beef) they are relatively easy to carry on business, we expect this proposal can provide more employment or opportunities for disadvantaged people and may be stimulate regional development too. For local resident, opportunities are created with increase of tourists' amount. The gourmet tourism does not only target on prosperous tourism, but to conserve cultural diversity and provides real opportunities to reduce poverty. In the finance-oriented society, it is wanted have equity on environmental, social and cultural development.

Overall, we hope to see the sustainable development in Hong Kong in a different form of tourisms and the quality of life of Hong Konger would also increases accordingly. Our expectation is to conserve the food tradition and the tourism could have contributed as much as or even more in the following decades. We also wish to rebuild Hong Kong's international image and let the rest of the world know that Hong Kong has its own traditional gourmet.



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