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Representing Local History of Hong Kong through Designing Heritage Tours at Pokfulam

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Abstract
This student project examines the role of heritage tourism to heritage preservation and urban development with Pokfulam, Hong Kong as a case study. In the last decades, the general public of Hong Kong showed increasing concern about the preservation of built heritage and increasing interest in local heritage tours. Throughout this course, students are engaged in critical discussion on heritage tourism and heritage revitalisation at Pokfulam. They are given chances to join heritage tours, attend professional training workshops on local tour operation and travelling guide writing, work with practitioners in tourism industry as well as design and organise heritage tours on their own. The assessment requires students to analytically engage in the current debates over heritage tourism, evaluate the impact of local tour on local community and heritage preservation, and reflect on personal experience as a tourist and a tour organiser. Students would consolidate their learning through a critical reflection on the impact of heritage tourism at Pokfulam. This project is supported by Gallant Ho Experiential Learning Centre, Campus Pokfulam Community Development Project and Walk In Hong Kong.

Pokfulam Village: An Oldest Existing Village
Pokfulam Village is one of the oldest existing villages in Hong Kong that established before the British colonization with about 350 years of history. The village is under threat of demolition. It is located on Pokfulam Peninsula to make public concern on its threat and possibility of getting listed on World Heritage.

- How could a heritage tour at Pokfulam Village help to demonstrate the impact of Hong Kong history?
- How could the daily life of residents be preserved in the tour?
- What is the role of these residents in the preservation of the village?
- What are the concerns of the residents on heritage tour?

Old Dairy Farm Senior Staff Quarters: The History and Future of Agriculture
Pokfulam was a major area of dairy farming. The historic building Old Dairy Farm Senior Staff Quarters is planned to be redeveloped by the Government, reverting Historic Buildings through Partnership Program. There is also a plan of making a dairy farm there.

- How could we introduce agricultural history of Hong Kong through heritage tourism?
- What would tourists expect to see there?
- Could the renovation of dairy farm help to make the site a tourist destination?
- How could heritage tourism contribute to the history of agriculture in Hong Kong?

Béthanie and University Hall: Introducing Modern Ideas
Park Foreign Missions Society introduced new ideas and technologies to Hong Kong with Béthanie and University Hall that are still in use in the 21st-century. Both built heritage are now restored for educational use.

- What was the role of foreign missionaries like Park Foreign Missions Society to promote religious ideas to Hong Kong and the Chinese?
- What is the role of the University of Hong Kong in heritage conservation?
- What lessons could we learn from the restoration of Béthanie and University Hall?

Pokfulam Reservoir and Pokfulam Country Park: Nature Preservation
Completed in 1863, Pokfulam Reservoir is the main reservoir of Hong Kong. The reservoir built structure is an ancient monument. Pokfulam Country Park is also a home to many plants and animals.

- How could we introduce Hong Kong’s history of infrastructure development through natural surroundings?
- From the example of Pokfulam Reservoir, can infrastructure development bring about sustainable conservation?
- What kind of tourism are you going to target?
- Should the government take the lead in property development at designated country parks?

Walk Fu Estate and Chi Fu Fa Yuen: Tracing Urban Development
Chi Fu Fa Yuen is a historic and cultural site located in Pokfulam. It was originally established by the Government for the rehousing of residents in the future.

- What would tourists experience at Chi Fu Fa Yuen and Pokfulam Reservoir?
- How could the property development plan around Pokfulam Village change the daily life of local residents?
- How could heritage tourism encourage the public’s concern on heritage and nature preservation?
- How could heritage tourism and urban development be balanced?

Course Title and Course Code
A Cultural Study of Tourists and Tourism (SOC3055)
Department of Sociology
The University of Hong Kong

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Community Partner
Cartas Pokfulam Community Development Project

Community Stakeholder
Walk In Hong Kong

Learning Outcomes
- To apply the concepts of cultural studies to tourism and design heritage tours
- To analytically engage in the current debates over nature tourism and its sustainability impact on host societies in recent decades, particularly in Hong Kong
- To evaluate the impact of heritage tourism on local community and heritage preservation
- To apply the concepts of cultural studies to tourism and design heritage tours

Project Title
Bringing History and Future: Designing a Heritage Tour at Pokfulam Village and Victoria

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Walk In Hong Kong

Experiential Learning
Students have 60-hour experiential learning activities, which include:
- Participation and evaluation of heritage tour
- Field trip at Old Dairy Farm Senior Staff Quarters
- Interviews with local residents, stakeholders and experts
- Training workshop on tourism and urban development
- Training workshop on travel guide writing for non-local tourists
- Organizing heritage tours
- Organising education tours
- Publication and social media promotion

About Pokfulam
Pokfulam is situated at southwest of Hong Kong Island, where the city’s history is well kept and recent development could be found. It is primarily a residential district now, with hundreds, country park university and international campuses built decades ago. How could Hong Kong’s local history be represented through local tours? How could visitors understand the city’s future through local tours? Pokfulam is a perfect site to test out the relationship between heritage tourism and urbanisation, tourism, cultural heritage and future development.

The Task
Students are required to divide into groups to work as one of the site of investigation at Pokfulam, to design tours (3-3.5 hours long) focusing on cultural and heritage protection. Sites are engaged in critical discussion on the role of heritage tourism for the preservation of Pokfulam Village, its impact on other areas of Pokfulam, and the development of tourism industry of Hong Kong. Opinions from different stakeholders and concerns of visitors are evaluated over tours are taken into account in the tour design. Relevant concepts should be applied.

Assessment Methods and Final Outcomes
Reports on field trip participation
Booklet and evaluation on heritage tours at Pokfulam
Free tours guided by students
Reflective journal and organizing the tours

Contents:
- Heritage tourism / Urban tourism / Mass tourism / Host-guest relations / Authenticity / Tourism experience / (Staged) tourism / Cultural tourism / The consumption of tourism / Display and Representation / Grand tour / Plane branding / Spectacle / Theme park / Theme tour / The globalization of tourism.