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<th>Representing Local History of Hong Kong through Designing Heritage Tours at Pokfulam</th>
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<td><strong>Author(s)</strong></td>
<td>Wong, GPF</td>
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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 decade, 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 tour, attend professional training workshops on local tour operation and travelling guide training, 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 evaluating the impact of heritage tourism at Pokfulam. This project is supported by Gallant Ho Experiential Learning Centre, Caritas Pokfulam Community Development Project and Walk in Hong Kong.

About Pokfulam
Pokfulam is situated at southeast of Hong Kong Island where the city’s history, heritage and urban development could be found. It is primarily a residential district now with packed, compact university and residential mansions built decades ago. How could Hong Kong’s local history be represented through local tour? How could residents understand the story through local tour? Pokfulam is a perfect site to evaluate the relationship between heritage, tourism, urbanisation, cultural past 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 (3-5 hours long focusing on local and heritage of respective Site). They are engaged in critical discussion on the role of heritage tourism for the revitalisation of Pokfulam Village, its impact on other areas of Pokfulam, and the development of tourism industry of Hong Kong. In general, opinions from different stakeholders and concerns of local residents over local tours are taken into account in the tour design. Relevant concepts discussed are:

Assessment Methods and Final Outcomes
Reports on field trip participation / Sequel and evolution on heritage tours at Pokfulam free tours guided by students Reflective journal on organising the tours

Experiential Learning
Students have 60-hour experiential learning activities, which include:
- Participation and evaluation on heritage tour
- Field trips at Pokfulam Village and Hall University
- Interviews with local residents, stakeholders and experts
- Training workshop on planning local tour
- Training workshop on travel guide writing for non-local tourists
- Organising local tour
- Webinar and public presentation

Learning Objectives:
- To apply the concepts of cultural studies of tourism to design a heritage tour
- To analytically engage in the current debates over mass tourism and its social impact on host societies in recent decades, particular in Hong Kong
- To evaluate the impact of heritage tour on local community and heritage preservation
- To apply the concepts of cultural studies of tourism to reflect on personal experiences, as a tourist and an tour organiser

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

Instructor and Project Coordinator
Dr. Gary Wong
Department of Sociology, The University of Hong Kong

Contact
Email: garywong@hku.hk
Address: Room C099, The Jockey Club Tower, Centennial Campus, The University of Hong Kong, Pokfulam, Hong Kong

Course Title and Course Code
A Cultural Study of Tourists and Tourism (SOC055)

Department of Sociology
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