

(Translation)

**Hon YIU Pak-leung's motion on  
“Promoting the in-depth integration of culture, sports and tourism to  
revitalize the tourism industry”**

**Wording of the Motion**

That the in-depth integration of culture, sports and tourism is the key to the high-quality and sustainable development of Hong Kong's tourism industry; the Government has, in the 2023 Policy Address, made a lot of mention of culture and sports development and revitalization of the tourism industry; although the current-term Government has set up the Culture, Sports and Tourism Bureau, which is an important step forward in promoting the integration of culture, sports and tourism, it has yet to achieve notable results in terms of the integration of different departments within the Bureau as well as the coordination across bureaux, resulting in the failure to fully tap into the tourism potentials in areas of, among others, cultural and sports events, arts and culture, historical monuments, museums, creative works of film, television and culture, and natural ecology; in this connection, this Council urges that the Government should, in addition to the existing policies, adopt measures to promote the in-depth integration of culture, sports and tourism in terms of policy vision, governmental functions and the development of industries; the specific proposals include setting up a high-level Commission on Strategic Development for Culture, Sports and Tourism to formulate integration strategies, establishing an inter-departmental mechanism to coordinate and optimize the use of cultural, sports and tourism resources, collaborating closely with various trades to formulate the Development Blueprint for Hong Kong's Tourism Industry 2.0 as well as incorporating more cultural, sports and tourism elements in the Blueprint, continuing to encourage the trade to develop more in-depth signature cultural, sports and tourism products, setting performance indicators for visitor participation in cultural and sports events and facilities, strengthening manpower training for the tourism industry, so as to further promote the synergistic development of culture, sports and tourism, present to visitors a more diverse range of tourism appeals in Hong Kong and unleash Hong Kong's role as a core demonstration zone for multi-destination tourism to attract more high value-added overnight visitors, thereby revitalizing the development of the tourism industry.