

Countryside Conservation Funding Scheme
Cultural Rehabilitation/Revitalisation Project

Project Number	EEB(EB) 27/24/10-21
Project Proponent	School of Hotel and Tourism Management, The Chinese University of Hong Kong
Project Title	Innovative and Sustainable Rural Tourism in Sha Tau Kok Cluster: Showcasing the Unique Natural and Cultural Heritage of Mui Tsz Lam, Kuk Po, and Kat O
Target Site	Mui Tsz Lam, Kuk Po and Kat O
Project Brief *	<p>This project aims to showcase the unique cultural heritage of Mui Tsz Lam, Kuk Po, and Kat O through innovative themed rural tourism. Our focus is on product development, rural-to-urban marketing strategies, and sustainable brand building.</p> <p>We will design diverse, themed rural eco-tourism products, such as in-depth study tours, family rural trips, couple getaways, and even accessible tours for the visually and hearing impaired.</p> <p>Additionally, we will host carnival events, including village fishermen and Hakka cosplay experiences and a food festival, to encourage public participation. This will further protect cultural and natural values, promote sustainable development, and create long-term positive impacts for the community.</p>
Project Period	1 July 2025 to 30 October 2027
Grant Approved	\$3,000,000

*The project description is provided by the project proponent