

## Bauhinia's suggestions for reshaping the tourism eco-system

Cross-sectoral collaboration	1. Reset the tourism agenda by transformation and repositioning	2. Turn crisis into opportunities with joint efforts to reinvent tourism resources
Government and public sector	<ul style="list-style-type: none"> <li>◇ The Government and tourism sector should proactively change its modus operandi, step out of the comfort zone and venture to respond to challenges flexibly in the face of a changing environment</li> <li>◇ The Government should take the lead to put tourism revival as a prioritised policy agenda, to help the industry survive tough times. It should also manage, promote, and study tourism development initiatives by taking a comprehensive and forward-looking approach</li> </ul>	<ul style="list-style-type: none"> <li>• Act as a <b>facilitator and advocator, to plan and improve hardware and software development, and provide more financial resources.</b> For example, <ul style="list-style-type: none"> <li>◇ Re-engineer traditional tourism products and identify potential tourism resources in consultation with the sector and local community</li> <li>◇ Encourage the tourism sector to use emerging technologies in an innovative way</li> <li>◇ Forge industry-academia partnerships to launch more forward-looking research on tourism strategy, manpower planning and training</li> <li>◇ Reorient the tourism value chain towards sustainability by developing and applying relevant indicators like Portuguese Government's 'Sustainable Tourism Indicator System', to monitor and improve the sector's performance continuously</li> <li>◇ Join hands with the sector and relevant public and private organisations to ensure that visitor questionnaires are set with a right research direction and scope that can keep abreast of the latest development (e.g. purposes of visiting Hong Kong and reasons for re-visiting), and thus improving the quality of data collection and analysis in exploring themes such as in-depth tourism and smart tourism</li> <li>◇ Consider introducing a tourism recovery fund and setting up a framework to help the tourism industry anticipate possible risks, and improve their management and the overall impression</li> </ul> </li> </ul>
Tourism industry and related private organisations	<ul style="list-style-type: none"> <li>◇ Joint efforts of the Government and the industry are necessary to push for transformation in the tourism sector with no delay. The Government should work with stakeholders to enhance their abilities of resistance and resilience to adversity and establish a sustainable tourism eco-system</li> </ul>	<ul style="list-style-type: none"> <li>• Act as a <b>coordinator to explore and introduce innovative tourism products to improve market competitiveness.</b> For example, <ul style="list-style-type: none"> <li>◇ Proactively use new technology, design attractive new products and explore multi-dimensional marketing strategies</li> <li>◇ Work closely with the Government and academia in grooming talent that meets the manpower needs arising from the industry transformation</li> </ul> </li> </ul>
Academia		<ul style="list-style-type: none"> <li>• Take the <b>leadership role to conduct forward-thinking research to adapt to market needs.</b> For example, <ul style="list-style-type: none"> <li>◇ Obtain more government funds to conduct more tourism-related research on topics such as crisis management, in-depth tourism, smart tourism, visitors' demand, industry trends</li> </ul> </li> </ul>
Community stakeholders		<ul style="list-style-type: none"> <li>• As <b>stakeholders, they should participate in consultation and share their innovative ideas, and rejuvenate the community.</b> For example, <ul style="list-style-type: none"> <li>◇ District Councils and local organisations can promote public engagement, identify their own natural attractions, historical and architectural values</li> <li>◇ Encourage residents to design tourism routes with community characteristics and guided tours with designated themes</li> </ul> </li> </ul>