Progress Report on Hong Kong Geopark
(January 2013)

Hong Kong Geopark, via the Central Government’s application, officially became a member of the Global Geoparks Network in September 2011. To ensure its continued eligibility as a global geopark, Hong Kong Geopark now has done or is doing the following work in respect of science education, networking, tourism promotion, etc.:

(I) Science popularization and interpretation
- All interpretation panels in the geopark were updated for the second time in 2011 and will be further updated in 2013.
- Two children's books were launched at the 2012 Book Fair: one introduces in comic form the geological concepts represented by the Geofolks; the other includes Geofolks paper craft designs.
- Electronic books will be published to promote the geopark and geological knowledge to serve as a platform to reach a broader audience in 2013.
- Through partnership with local boat operators and NGOs and funding from Hong Kong enterprise groups, two yachts have been decorated with geopark elements inside and out, with displays of rock and fossil specimens, to promote the geopark.

(II) School Education
- Hong Kong Geopark continues to promote a geoscience knowledge reward scheme called “Geopark Schools”, which 10 primary and secondary schools have joined.
- An education program called “Global Geopark E-classroom” was organized in Hong Kong, and in Australia, Germany, Japan and the United Kingdom, in collaboration with our sister geoparks. The programme makes use of the internet to enable presenters to give real-time presentations to teachers, students and geopark staff in different countries and regions. Ten e-classroom sessions were held in 2012. Our goal is to organise 8-10 activities every year.
- We published a new picture album of Hong Kong Global Geopark, which introduces the geology, ecology and history of the geopark, covers the management, education activities and local activities related to the geopark, and explains the formation of geo-areas through multiple illustrations.

(III) Visitor Centres: Prehistoric Story Room and Volcano Discovery Centre
- The “Prehistoric Story Room”, jointly set up by Association for Geoconservation, Hong Kong and Bank of China (Hong Kong) in the Bank of China Tower, explains the evolution of life and fossils from Hong Kong, along with various models, pictures and interactive elements. The Prehistoric Story Room has been very popular since its opening in October 2011, receiving more than 70,000 visitors.
- The Room won an award in the Outstanding Greater China Design Awards 2012 for its colourful and modern design.
- A Prehistoric Story Room guide handbook, entitled Speak to Understand, was published for the exhibition.
- A Volcano Discovery Centre at downtown Sai Kung will tell the story of ancient volcanoes in Hong Kong and how they shaped the landscape.
over the last 100 million years. As the Centre is to be established at the
gateway to Hong Kong Geopark, it will serve as a convenient starting
point for visitors.

(IV) International Conferences and Activities
- In February 2012, a delegation of the Agriculture, Fisheries and
  Conservation Department (AFCD) attended the Global Geoparks of
  China 2011 Annual Work Conference held in Leye-Fengshan Geopark,
  Guangxi, and briefed the conference on work related to Hong Kong
  Geopark.
- In March 2012, we shared the tourism strategy of Hong Kong Geopark
  through the internet at a public seminar on geotourism at the
  International Tourism Bourse Berlin.
- In May 2012, a delegation of the AFCD attended the 5th International
  Conference on Geoparks held in Japan’s Unzen Volcanic Area Geopark,
  where we explained the tourism strategy of Hong Kong Geopark at a
  public forum on geotourism.

(V) Exchanges and Sharing
- The opening ceremony of Hong Kong Global Geopark of China was held
  in December 2011. In addition to local guests, over 40 overseas and
  mainland guests attended the ceremony.
- In August 2012, a group of over 30 high school students from Itoigawa
  Geopark in Japan visited Hong Kong Geopark and participated in
  exchange activities with local students.
- In September 2012, we gave a lecture in the Training Course for Geopark
  Tour Guides 2012, organised by China University of Geosciences, where
  we shared our work experience.
- In October 2012, a roundtable conference was held and over 40
  representatives from global geoparks in mainland China and abroad
  attended the conference.
- On 13 October 2012, the geopark signed its 7th sister geopark agreement.
  We will step up efforts in this respect in the future.

(VI) Webpage and YouTube Promotion
- The Hong Kong Geopark webpage was rated an “Excellent Website in
  2011” for the second straight year.
- Our Code for Visiting Geosites will continue to be publicized on websites,
  TV and radio stations to urge visitors to protect our rocks and be careful
  during their geopark visits.
- Ten geo-area promotion video clips were launched during the year to
  introduce the features and travel information of these geo-areas to visitors.
  They are available on Hong Kong Geopark's YouTube channel, at the
  Geopark Visitor Centre and at Hong Kong Geopark hotels.
- In October 2012, a new Hong Kong Geopark website was launched,
  providing comprehensive, interesting and easily understandable
  information about the geopark, along with educational activities and
  tourist information.
(VII) Geopark Guide

- There are currently 43 Recommended Geopark Guides (R2Gs). Monitor tours led by these guides and guides’ information have been uploaded to the R2G Webpage to help visitors arrange guide services or participate in geotours. The geotours are very popular with tourists, with over 100 such tours having been organised so far.
- The recognized R2G preparation courses have been reviewed to cover essential geopark related contents (e.g. basic paleontology, management and operations of geoparks), in order to ensure that the interpretation of R2Gs can meet the needs of visitors.
- Four guides passed the strict examination under the Accredited Geopark Guide (A2G) system, jointly launched by Travel Industry Council of Hong Kong, AFCD and Association for Geoconservation, Hong Kong, and formally become A2Gs.

(VIII) Geopark Hotels

- The 2nd geopark-themed hotel – L'hotel élan – opened in the summer of 2012. The lobby and all rooms in the hotel are equipped with facilities popularising geopark-themed scientific knowledge. Video clips about Hong Kong Geopark are also available in rooms, in order to promote the Geopark and geotours.

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