

How to develop Hong Kong into a distinctive Cruise Hub?

As Asia's World City, Hong Kong is one of the best cities. Hong Kong aims to please its tourists with the best possible services. Hong Kong is also well known when it comes to its transport system and this make Hong Kong a place that is very highly commended. The Mass Transit Railway (MTR) can take you underground across the tunnel within four minutes.

Hong Kong has been catering to the needs of tourists. However, even a city like Hong Kong is unable to provide all services. Take cruise passengers as an example. There is only one location for cruises to dock, and that is Tsim Sha Tsui. Cruise passengers get off their ship in the best of commercial areas and can immediately begin enjoying the shops there. Tsim Sha Tsui. Some would argue that it is rather unfair that Tsim Sha Tsui proprietors gets all the benefits from having these tourists flocking to their establishments.

To further improve Hong Kong's Tourism and to create a much-needed balance, Hong Kong should cater to the needs of cruise passengers by developing into a world-class, distinctive cruise hub.

Firstly, a logical progression of thought is that a cruise hub should be somehow different to what the visitors experience onboard the cruise they just came off. As cruises are already well-known for their 5-star facilities, a cruise hub does not necessarily need top-end services. However, if cruises do stop over in Hong Kong, it is most likely that passengers disembark and spend much of their time near their ship.

Due to scarcity of land, it is rather hard to find a good area for the ship to dock. However, Hong Kong has beautiful outlying islands, namely Lamma and Lantau. Since Lamma Island is a good place to relax, with fresh air, it would be a good idea to develop a part of this island for a cruise ship to dock.

Creating great facilities for cruise passengers would create a financial burden. Therefore, we would not only need to have it a cost-effective plan, but we could also think of a design that conserves energy so as to prevent harm or depletion of natural resources in the vicinity.

When a passenger disembarks from a cruise ship, what does he or she want to see? For an ex-colonial city like Hong Kong, with a long history, it would be best to begin with traditional Chinese-

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themed services. The pier could be wooden and there could be a beautiful bridge. As the passengers walk past, there would be some vibrant Chinese music to bring out the old Chinese feel.

There would also be food stalls of hawkers selling fish balls, snacks and milk tea for refreshments. There would be museums for all visitors to broaden their knowledge of Hong Kong's history and finally we would have the best tea shops and Chinese restaurants where the passengers could try specialties like "dim-sum".

In the second part, basic facilities would be provided like a huge gym and swimming pool. There would be a spa providing both Chinese acupuncture massages, with essential oils that would ensure relaxation. All the facilities could be paid for with a card, somewhat like our octopus, that could be purchased near the entrance of the cruise hub.

The third part would mainly emphasize Hong Kong today - the food, the shopping malls, a view from the Peak, as well as Neong Ping 360. As Disneyland is now very much a part of Hong Kong, we would have some roller coasters and rides for all ages, such that everyone could enjoy.

Besides all these services, we would also provide transport services to and from the city centre. There would also be bus stops that lead to the nearest MTR stations, allowing visitors to try out the train services as well as other kinds of airport or bus services. Again, there will be specially-made tour groups that would only comprise cruise passengers.

Medical services would be provided for safety purposes. No locals or other tourists would be able to enter the dock to look around. It is more or less a tailor-made resort with services that would be set up especially for the guests. The cruise hub area would be 100% safe and secure. Passengers would not have to worry. If the cruise ends in Hong Kong, the passengers could stay for a couple of days to a maximum of 15 days at the cruise hub and stay at a hotel there. It could be an additional holiday. However there would be a limit of 1 month of stay to prevent any overcrowding. During any peak seasons, there would be extra services that ensure convenience for the passengers. In that case, we could guarantee a 100% service, to cater to all needs.

The development of the cruise services would definitely benefit Hong Kong. Such a development would definitely assure jobs, improving the unemployment rate. Also, there would definitely be some

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generated income from the facilities at the newly constructed resort. Together with that, the government could also charge a tax on the stopover, just like our airport taxes.

Although there are so many costs behind developing cruise ship services, it is definitely a form of investment. If the resort itself doesn't work out, it could be privatized, which might mean better facilities. However, with promotion in all countries as well as package tours, I am quite certain that developing Hong Kong into a cruise hub would be a major success. Also, Hong Kong would gain an enormous reputation for creating such a brilliant cruise hub. Hong Kong is already a well-known city that tourists love to visit. By being a distinctive cruise hub, we would be able to offer more, making our past tourists want to come again.

Indeed it is rather hard to keep a balance, making both the locals and the tourists happy. I am very sure that with the many benefits that would come out of this undertaking, Hong Kong together with the support of the Pupil's Republic of China would definitely help Hong Kong to become one of the best cruise hubs in the entire world!