Dear Sir/Madam,

I would like to propose to the Government a Tourism related programme for Hong Kong.

## Project Name
Action WikiTourHongKong (WTHK)

## Objective
To build up a ubiquitous full-fledged touring online guide for all districts in HK, in form of 'Wikipedia' based on wireless internet technology, which enables/leads to 'Real/dive in/in-depth touch' touring experience.

## Target users

1.        Professional tourist guide (PTG), they also brief their crew of tourist in the bus TV via web browsing before reaching the touring site

2.        Free tourists/travellers using web browsing device

## Features

1.        To allow very user friendly retrieval/access of the structural information on district Heritage or Special interest including art, songs, building, sceneries, food, stories, culture, shopping at ease

2.        The information should be interlinked closely, like中文維基年會-Chinese Wikimedia Conference 2006
http://meta.wikimedia.org/wiki/CWMC_2006 for 2006,
http://en.wikipedia.org/wiki/Hong_Kong,

3.        The information should be multi-language, primarily based on English , Chinese (tradition and simplified), then Others for essential titles

4.        Keep information of photos of four seasons

5.        Link to some weather forecast, and advice best time and traffic to visit

6.        Miscellaneous – **think** ⋯ what would we tell/project to potential buyers if we need to sell a new property in Hong Kong


N.B. Civic Education/promotion can also be here e.g. Keep Hong Kong Clean, environmental protection

## Deployment

1.           Focus/Deploy to pilot district first e.g. Tsim Sha Tsui & Mui Wo via district board consensus and professional body e.g. Traveller, food organizations; then deploy to all district through out HK

2.           Engage local Stars/celebrities to be the MC for their selected sites; this would be even more attracting to tourists

3.           Promotion via international tourist TV programmes

4.           To build up region-wide hospitality, tourist ambassador campaign can be arranged for schools

## Requirement

1.           Ordinary web browsing device e.g. internet phone, plam, etc can be used; Specific device can be manufactured for pushing low cost mass popularity

2.           Wireless network provsion in major locations e.g. in collaboration with Fon network or PCCW, etc

3.           Collaboration with Wikipedia such that the profile of PTG can be kept for tailoring e.g. a guide for Japanese for ecotour in Sai Kung – When the PTG log in the WHKT, a Japanese greeting together with Japanese characters can be displayed on the web. Information backup should also be arranged

4.           There can be yearly fee levied for the PTG' s usage to support future operating cost if needed

5.           To build up the content in 3 years before 2009 (to catch 2008 Olympic is best):

■           A organizing team to define the framework and quality guideline of information (a subcom is needed)

■           Government to grant 10 million initial fund

■           Recruit voluntary contributions esp, from those retired people and locals with hearts – for primary materials e.g. photo, video, stories in native lanaguage and translation service.

■           A yearly HK$ 300,000 award competition can be arranged to reward the contributors. Make it an event for publicity.

■           Traveller/tourist can help the promotion e.g. video production –

just give some feedback in their language like Japanese or French

**Benefit**

1.        More and more satisfying tourists/travelers   i.e. financial gain for Hong Kong

2.        More common and better use of IT in Hong Kong

3.        The intangible benefit – As more region-wide sharing and understanding, Hong Kong people would treasure/cherish what we have here and hopefully a better and more happy and harmonious Hong Kong we would have !

Thank you.

******** Just SMILING & staying CALM = HAPPINESS ********

Best Regards,

Calvin