



THE CHINESE UNIVERSITY OF HONG KONG 香港中文大學

Centre for Environmental Policy and Resource Management (CEPRM)

環境政策與資源管理研究中心

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Information Sheet

**Project Title: Tsuen Wan Tourism Development and Promotion Strategy**

荃灣旅遊業發展與推廣策略

**Project Abstract:**

The overall objectives of this study is, through in-depth investigation, interview and analysis, to examine the potential tourism capability of Tsuen Wan District and to map out the short- to longer-term tourism development strategies, taking into consideration opening of the Chek Lap Kok Airport and new development in NE Lantau.