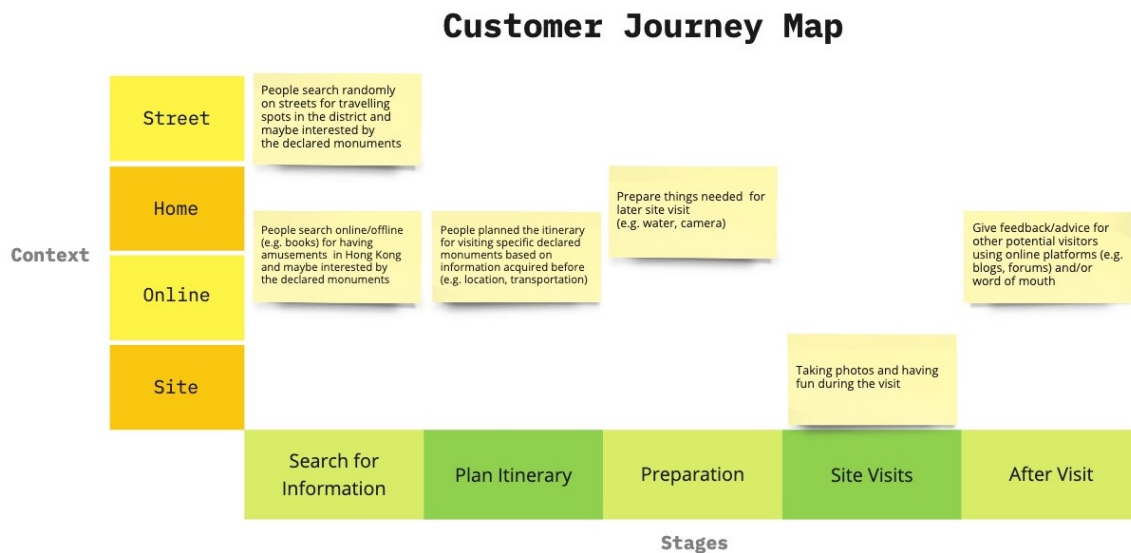


Background

Ever since the epidemic of COVID-19 began, Hong Kong and many other countries announced border shutdown to avoid transmission of coronavirus from foreign countries. Since many Hong Kong people love travelling so much, the current situation really bothers them and they need more amusements to compensate the desire of travelling. It is not a right timing for global travelling now, but it may be a great opportunity to promote local tourism in Hong Kong. Up to May 2020, there are a total of 126 declared monuments (法定古蹟) in Hong Kong but most of them are not well-known by the public. Some of them is worthy to go and good for people to take photos. Consequently, building a platform which provides information on Hong Kong heritages, tourism and shopping may be a good choice.

Figure. 1 The journey map for people intended to visit declared monuments in Hong Kong



Problem statement

How can we help Hong Kong people and Chinese tourists who have interest on Hong Kong cultures and tourism to explore local heritages, local tourism, and local souvenirs so that their desire of travelling can be satisfied?

Pain points

- Hard to find customized itinerary for declared monuments in Hong Kong
- Take time to screen relevant information (e.g. location, background) of declared monuments

Current Solution

A website (“港古”) was built to provide a more comprehensive information to the public. The website launched an overview of the Hong Kong declared monuments with attachment of corresponding thumbnails and information (e.g. background introduction, location) (see Figure 2) and other relevant information. Subpages like Hong Kong cultures, itinerary recommendations, handicraft recommendations were also designed to promote these themes and seek for business opportunities like online advertisements (see Figure 3 and 4).

Figure. 2 Demonstration of the views of the monuments with attachment of corresponding thumbnails and information



Target Users

Primary users are expected to be local Hong Kong people and secondary users will be tourists from Chinese communities who have interests on Hong Kong heritages, cultures and histories.

Figure. 3 Data Flow Diagram

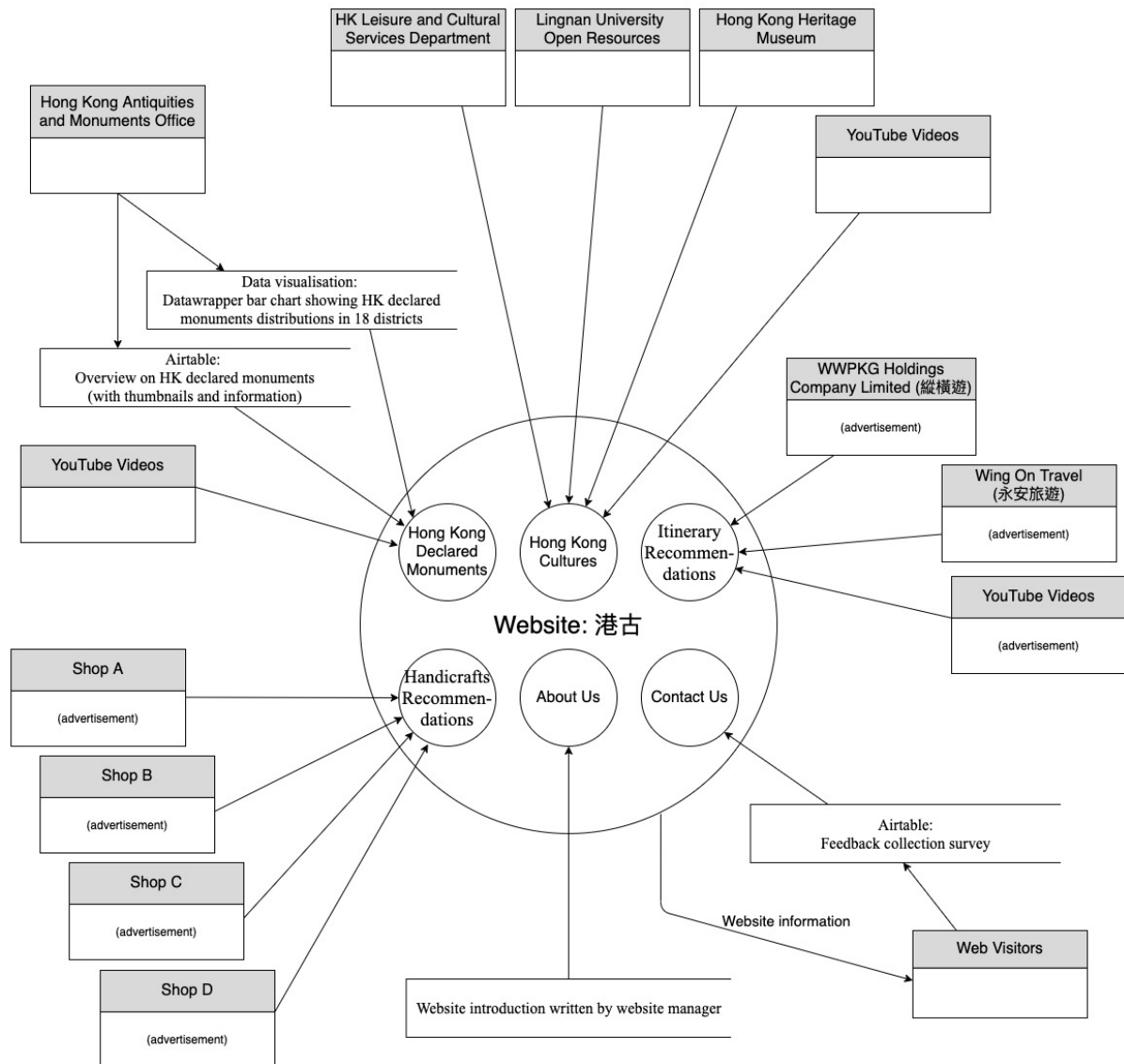


Figure. 4 Entity Relationship Diagram

