

# **Explore along Hong Kong Tramways**

## **I. Discussion of Background and the Business Problem**

### **Background**

Since 1904, trams have been running from East to West on Hong Kong Island. Today, the tram becomes a nostalgic mode of public transport to explore the city. Connecting the heritage past and new vibes along its tracks, it's an experience for both locals and travellers to hop on and off the trams and discover hidden gems and new attractions along its path.

In this project, I want to look into the neighborhoods of the tram stops to identify and classify the venues in proximity. For examples, for some tram stops are close to a lot of cafe and restaurants while others might be in the shopping hubs, or in vicinity to arts venues, or close to parks.

### **Application of the analysis**

By identifying and classification of the establishments close to the tram stops, one would be able design his/her own itineraries of different themes (or blended themes) along the tramways. For instance:-

- Foodie Tour
- Shopping Tour
- Arts Tour
- Outdoor Recreational Tour

The analysis would be useful for tour companies, tour guides, guide book publishers/website operators or any activity organisers who are interested in planning a themed travel along the tramways for profit making, educational, cultural or leisure purposes.