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**Relationship between Marathon Routing
and Tourist Attractions in Hong Kong**

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Topic:

Relationship between Marathon Routing and Tourist Attractions in Hong Kong

Sub-topic:

1. How to develop a route suitable for Marathon?
2. Is it adequate for the preparation of water stations and medical care service along the Marathon Route?
3. Is it likely for the special traffic arrangement of Marathon to bring inconvenience?
4. How to attract foreign runners to attend the Marathon held in Hong Kong?
5. What unique attractions in Hong Kong could be included in the Marathon Route?
6. What are the reasons for the fact that the number of participants in Marathon has been increasing year by year?
7. What factors make visitors stay and go for sightseeing after watching the race?
8. How do attractions neighboring the Marathon Route allure visitors to watch the race?
9. Are there enough attractions for sightseeing along the Marathon Route?
10. What factors may make the runners and watchers of Marathon hang back?

Preface:

While the Qi State crusaded again and Jin State and conquered Wei State in the 30th year of King Zhou Jing in Zhou Dynasty, Darius, the monarch of ancient Persia Empire also assaulted the Greek city, Athens, from two ways with the troop of 30,000.

Part of the troop lead by the commander Datis disembarked the Marathon Plain of Marathon Bay at Aegean Sea and encountered 10,000 Athens soldiers. The battle between the two sides started after eight or nine days of sitzkrieg.

Hardly when they got the victory over the Persians, the Athens Army sent Pheidippides, a soldier who was good at long distance running, to run back to the City of Athens to report the good news in order to keep stability of the inner city and avoid mutiny. When the soldier delivered the momentous message shouting "Niki!" ("victory"), he collapsed and died of exhaustion. It finally prevented the occurrence of mutiny inside the city.

When the modern Olympic Games were inaugurated in 1896 in Greece, Marathon Long Distance Running was especially set up as one of the items for commemorating the Marathon Battle and Pheidippides. Athletes were required to start from Marathon Plain, follow the route which Pheidippides ran along that time and get to Athens as the end point, with the length of 42 kilometers and 185 yards, the standard distance of the Marathon, which was retained till nowadays.

Brief Introduction:

Basic information on Marathon

Marathon is divided into three types, a 10 km run, a 21.0975 km half marathon and a 42.195 km full marathon. The number of participants with different nationalities in Standard Chartered Hong Kong Marathon has been increasing instantly in recent years. Especially in 2009 the number of entries broke the record in history with the number of more than 55,000 participants.

Development of Marathon

In 1997, the Standard Chartered Marathon was held on the boundary race route across Hong Kong and Shenzhen, symbolizing the historic moment of Hong Kong's return to the motherland. The race started from Sheung Shui, via Huang Gang and ended at Shen Zhen. As a historical event, it attracted more than 1,000 runners to take part in, among which quite a few were internationally well-known.

In 1998, the Marathon was held at the newly-finished Hong Kong International Airport on Chek Lap Kok, regarded as a witness of one of the largest constructions in the history of Hong Kong. The run with more than 6,000 participants started at Tsing Ma Bridge and ended at the course of the aerodrome with beautiful and grand scenery along both sides of the route.

In 1999, the race was moved to urban areas for the first time. It started from the International Finance Centre, went through the Western Harbour Tunnel and Cheung Tsing Tunnel and ended at Sham Shui Po Sports Ground, attracting more than 7,000 participants.

In 2000, the race route was featured by the starting point with the setting of the famous Victoria Harbour. Runners started from Hong Kong Cultural Centre, Tsim Sha Tsui, passed Tsim Sha Tsui Promenade, several tract houses located in Kowloon, crossed over Ting Kau Bridge and again ended at the Sham Shui Po Sports Ground. The race broke another record for the fact that it was the first time to arrange three different types of Marathon in the event on the basis of different distance, including the full marathon, half marathon and 10 km run.

In 2001, the race track started from Nathan Road and ended at Golden Bauhina Plaza where the ceremony to celebrate Hong Kong's return was held. The route passed two tunnels --- Cheung Tsing and Western Harbour, and two bridges--- Tsing Ma and Ting Kau. The record was broken again with the number of more than 10,000 participants for the first time.

In 2002, learning from the successful experiences of organizing the event in the previous five years, Hong Kong held the 8th Marathon Tournament of Asia in the same year. In addition to the participants from 24 Asian countries and areas, more than 60 countries were invited to take part in the race. To make the event more exciting, new items of awards such as "Fastest in Asia" were introduced. Total number of participants reached 13,000.

In 2003, the highest prize was set up for US\$100,000, when 18,500 runners took part in the race, 18 times of the number in 1997.

In 2004, 24,000 people signed up in the race held in the weather never as cold as this year, a challenge to all the participants, co-organizers and the event.

In 2005, the Standard Chartered Marathon broke the previous record again with participation of 31,330 runners. Standard Chartered started sponsoring with all efforts the newly-created Greatest Race on Earth, in which its four constituent races were united into the greatest Marathon in the world, which absorbed the elite runners from more than 60 countries to pursue the honour. In 2006, the event attracted 40,174 participants to join. The Standard Chartered Hong Kong awarded more than HK\$.144,000 to the local runners.

In 2007, the Standard Chartered Marathon organized the Challenge Cup to celebrate Hong Kong's return of ten years and invited the parliaments of 18 districts to organize teams to join. Besides, various media were also invited to participate in the first Media Challenge Cup. Owing to the support by the district parliaments, media and public, the race continued to break the record of the Standard Chartered Marathon, with the increase of participants to 43,951.

In 2008, Victoria Park was selected as the terminal of Marathon route for the first time. The race of 10 km run was moved to the Eastern District Corridor, where new racing courses were adopted for the 10 km run, providing runners with absolutely new experience. Courses for the full and half marathon were kept as usual, but the last section was extended to Causeway Bay from Wan Chai, which allowed residents to watch the heroic bearing of the runners and encourage them along the way where there was one-kilometre distance from the end of the Marathon route. This time, the event was participating by 50,000 runners, breaking the previous record once again.

Event Information:

Race	10km			
	10km Challenge	10km Run 1	10 km Run 2	10 km Run 3
Category	Junior, Senior, Master 1 & Master 2*	Open to all age groups over 16 years old		
Starting Time	5: 15am	5: 35am	6: 00am	6: 30am
Best Time Achieved	Under 01: 10: 00	01: 10: 01-01: 25: 00	01: 25: 01-01: 40: 00	Over 01: 40: 01
Time Limit	Full Course: 2 hours			

Race	Half Marathon Challenge	Half Marathon Run 1	Full Marathon
Category	Junior, Senior, Master 1 & Master 2*	Open to all groups over 16 years old	Senior, Master 1 & Master 2*
Starting Time	6: 50am	7: 10am	8: 00am
Best Time Achieved	Under 02: 15: 00	Over 02: 15: 01	N/A
Time Limit	Full Course: 3 hours	Full Course: 3 hours	Full Course: 5 hours 30 Minutes

Junior	Senior	Master 1	Master 2
Born in 1990 - 1993	Born in 1975 - 1989	Born in 1965 - 1974	Born in 1964 or before

<http://www.hkmarathon.com/marathon/chi/event/info/race.jsp>

Marathon Routings:

Start from Nathan Road, Tsim Sha Tsui (close to Hotel Miramar)→Austin Road→Canton Road→Jordan Road →West Kowloon Road (West Line)→Tsing Kwai Highway→Cheung Tsing Tunnel→Tsing Ma Bridge (Kowloon Line)→Ting Kau Bridge(Kowloon Line)→Cheung Tsing Tunnel(Kowloon Line)→Cheung Tsing Bridge →Western Kowloon Road (South Line)→Western Harbour Tunnel→Rumsey Street Flyover→Pedder Street Underpass→Connaught Road Central→Harcourt Road Flyover→Tim Mei Avenue→Fenwick Pier Street→Convention Avenue→Marsh Road →Lockhart Road(East Line)→Great George Street →End at Victoria Park, Hong Kong, Causeway Bay



<http://www.hkmarathon.com/marathon/chi/home/default.jsp>

Methodology:

Our data is divided into two kinds, first hand, which means the data collected by field investigation and questionnaire interviews, and second hand, which refers to the information obtained from Internet.

Firstly, we used the Internet to search for the information on Marathon and obtain scenic photos of the attractions along the race route.

Then we made the investigation on the spot to get the first- hand data. We started from the Ap Liu Street in Sham Shui Po, passed Mong Kok, Prince Edward Road, Jordan Road and reached the destination, Tsim Sha Tsui. The process took us one hour and a half. On our way we observed the tourist attractions on both sides of the route and the air quality as well, to see if it is qualified to be selected as the race route of Marathon.

Moreover, we started our questionnaire interview from Sham Shui Po on our way and finished 20 interviewees. We applied this methodology in order to make our findings more representative.

Interviewees:

We chose residents of Hong Kong and visitors travelling in Hong Kong as our interviewees, inquiring them their knowledge about Marathon and the tourist attractions close to it.

We visited 20 people, including 10 males and 10 females, expecting more accurate results.

The interviews were implemented at five spots including Sham Shui Po District, Prince Edward, Mong Kok, Jordan and Tsim Sha Tsui. Some of the interviewees were visitors, some were employees of stores and others were Hong Kong residents travelling around.

Difficulties and solutions:

We have got into a lot of difficulties in the project. Firstly, we lack of experience in doing project. So we need to consult our teacher, Miss Yu, how to design a special, interesting and workable topic.

Because of being unfamiliar with Marathon, we needed to collect relative information. Searching from the Internet is the most convenience and the fastest method. However, there is various information about Marathon in the Internet, we might make a better understanding of the relationship between Marathon and the tourist attractions nearby. Then we could do our work more smoothly while dealing with the subject.

Also, time limitation is other difficulties. In this project, we needed to design topic, search the relative information, have an interview, analyze and report data. So, Time Management is very important. We had made a schedule and plan each part clearly.

Moreover, we wanted to more familiar with the Marathon route, for which we took one hour and a half walking from Sham Shui Po District to Tsim Sha Tsui. We experienced the process Marathon runners had taken, with the weather similar to that of the race. We could still feel the hard work and believe it would be much harder for the runners even though we took a different walking way. We prepared supporting tools to make us feel better and keep on walking.

Schedule:

20/4	Collecting data
22/4	Developing the framework and designing sub-subjects
23/4	Reconstructing the framework, revising questions
24/4	Deciding scale of interviewees and designing the questionnaire
25/4	Implementing the interview
26/4-3/5	Editing sub-subjects and collecting materials
4/5-8/5	Writing the preface and describing the tourist attractions
9/5-13/5	Explaining the answers to the sub-subjects
14/5-17/5	Analyzing the data from the interview research
18/5-22/5	Suggestion
23/5-25/5	Conclusion

1st Stop: Clock Tower of Former Kowloon Canton Railway Station

Tsim Sha Tsui Clock Tower , called as Former Kowloon Canton Railway Clock Tower by the government, was built in 1915 as part of the former Tsim Sha Tsui Railway Station situated at the seaside of Tsim Sha Tsui, Kowloon, Hong Kong, which was moved to Kowloon, the present location, as Kowloon Terminal in 1975. The old Railway Building of Tsim Sha Tsui was torndown in 1978 with the Clock Tower retained as a historic sign, which was rated as "the first class of historical architecture" by the Antique Consulting Committee members in 1990.

The 44-metre Tsim Sha Tsui Clock Tower was designed in red bricks and granite, with a 7-metre lightning rod on its roof. Now the Clock Tower is surrounded by the Hong Kong Cultural Centre and becomes a landmark of Hong Kong. The inner side of the tower was once open to the public from September 2 to December in 2001, during which Leisure and Cultural Services Department set up stalls, dispatching free tickets listing the visiting time. Open time was 10: 00am - 18: 00pm, divided into 15-minute sections, for each only 15 people were allowed to enter. Since there has been only a few visitors, it has never been open to the public in recent years.

Neighbouring Tsim Sha Tsui Ferry Piers, Bus Terminal of Tsim Sha Tsui Piers and Hong Kong Cultural Centre, the Clock Tower saw the development of Hong Kong and Kowloon Island in the 80 years.

As a must of Hong Kong, its neighborhood has become a seaside park nowadays, where visitors can take a walk and enjoy the charming view of the Victoria Harbour at any time, either day or night.



2nd Stop: Cheung Sha Wan Road Fashion Street and Apliu Street

Apliu Street, located between Nanchang Street and Guilin Street, got its name from the street used to be filled with many houses for breeding ducks in early time. In the recent 20 years, it became a flea market, famous for its roadside stalls selling electrical devices, electronic products, sound equipment, radios and the like, many of which specialize in second-hand electronic products. Fans who like cheap watches, old clocks and coins can also enjoy themselves there. There are various items sold at low prices on the stalls from noon till late at night.

In recent years, these shops provide fashion clothes both at wholesale and retail prices. Besides shopkeepers of fashion stores and exporters who purchase in large volume, many young girls are also attracted to go there for clothing and accessories. It becomes a good place for shopping and leisure, where many visitors reach on purpose. Cheung Sha Wan Road, a fashion wholesale place, has become a new shopping centre with typical local characteristics.



3rd Stop: Tsing Ma Bridge

Tsing Ma Bridge is 2.2 km long and 6.2m high above the sea level. Its main span is 1,377metres and the bridge tower is 206m high. The total length of its cable is 160,000km. It holds the record of the longest suspension bridge of the kind in the world and is awarded "Top 10 Construction Achievements of the 20th Century", together with other nine projects including Panama Canal, Channel Tunnel, and Golden Gate Bridge in San Francisco etc..

Tsing Ma Bridge is an important landmark as well as a tourist attraction in Hong Kong, drawing people to visit from various places in the world.

Government established Lantau Link Visitors Centre and Viewing Platform at the north-west of Tsing Yi to meet visitors' needs. The Visitors Centre is equipped with the bridge model, photos and interactive games. Climbing the columniform platform from the twisting path, visitors can gets a close-up view or a bird view of Tsing Ma Bridge, Ji Shui Men Bridge and Ting Kau Bridge, where there is an overpass connecting the Visitors Centre and Parking Area. Visitors Centre and Viewing Platform was once open to the public in 1997 when Lantau Link was completed. It was initially managed by the New Airport Project Planning Department. The exhibit centre was then handed over to the Civil Affair Administration Department to handle in 1998 after the New Airport Project Planning Department was disbanded.

Since there is no pavement provided on the deck of Tsing Ma Bridge, visitors have no way to walk on it. At present, it is only during the period when the

international Marathon is held that people are allowed to step on the bridge deck, which is used as the place of the race. Furthermore, on May 2, 2008, part of the bridge deck was also provided for the Olympics torchbearer to pass the torch.

If you want to go closer to appreciate Tsing Ma Bridge, the most immediate way is to ride a bus heading for Tung Chung or Hong Kong International Airport from New Territories, to experience the cheerful feeling of running over the vast ocean like greased lightning through the longest suspension bridge of the kind in the world.



4th Stop: Hong Kong International Airport

Hong Kong International Airport is a regional transit airport. At this stage there are 96 aircraft parking bays handling 50 million passenger trips and four million tones of cargo with 24-hour operation. With the second runway opened in May 1999 and a number of expansion plans completed, the Hong Kong International Airport is developing into a passenger and cargo hub in Asia. To meet the growing demand for air traffic, the airport is constantly adding new facilities and buildings. At the final stage of the development, the annual passenger transport amount of the airport will reach 87 million, cargo throughput reach 900 million tones. In the ongoing expansion efforts, the Hong Kong International Airport has been awarded the honor of world's best airport.

With the excellent design, Hong Kong International Airport, which leads Hong Kong into the new century, is now in the list of the world's busiest airports, and further consolidates Hong Kong as an aviation hub. Passenger Terminal is the world's largest covered building, which possesses energetic effectiveness as well. The passenger transport building is magnificent and breathtaking. Tall arched roof makes the building full of natural light and helps the air circulate, so that people feel comfortable and natural all year round.

The designing concept of the airport planners was filled with freedom. Starting from scratch, they designed a beautiful and practical airport with different functions. From the foundation project of the airport platform built on the

sea-bed to the best quality and most convenient service provided to passengers, all strive to be perfect to achieve the international standard.



5th Stop: Hong Kong Disneyland

Hong Kong Disneyland, located in Lantau Island, was officially opened on September 12, 2005. There are a total of four theme areas in the park. They are Main Street USA, Adventureland, Fantasyland and Tomorrowland. Everyday there are Disney parade and Xingmengqiyuan performance shows. In addition, other facilities such as Inspiration Lake Recreation Center, Hong Kong Disneyland Hotel and Disney's Hollywood Hotel also welcome foreign tourists to visit, so that everyone can experience a memorable journey.

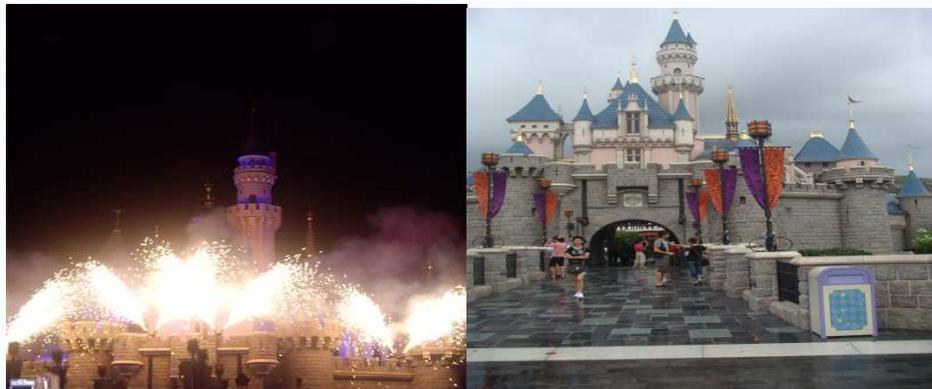
Main Street USA is a place to go into or out of the park, bearing the early 20th century American style. The Street is mainly built with the timber and selected the Queen Anne as the main style of architecture, which is especially rare in Hong Kong. The number of new facilities and entertainment added in this area is also the largest in the park.

Adventure World combines other Disney's Adventure World and Boundary World, with primitive forest and Indian jungle scenery everywhere. It is also the largest Adventure World in all Disney theme parks in the world, which still leaves behind a great space for future construction of new theme areas and related facilities. The most popular amusement equipments in the area are "The Lion King Celebration" and "Jungle River Cruise."

Fantasy World is a place filled with imagination and hope and dreams, which takes the Disney fairy tales as its theme. There are more recreational facilities

than other areas. Recently, the largest indoor amusement facility in the park ,
"a small world" , was added. The popular recreational facilities include
"Adventures of Winnie the Pooh," "small world", "Mickey's Fantasia" and "The
Golden Mickeys."

In the Tomorrow's World, with the theme of outer space harbour, all facilities
are related with future. The park's first expansion project was conducted in
2006 to plus the "Autopia", "Stitch Encounter" and "UFO Zone."



6th Stop: Tsing Yi

Maritime Square is located in the MTR Airport Express Line and Tung Chung Line Interchange, and from the airport is only one stop away. It is also a large shopping mall closest to Lantau Island tourist attraction.

Maritime Square is a major plaza with the theme of marine concept, creating an unlimited fun, your new country of eating, drinking and playing! The total area of the shopping centre is 50 million square feet, with more than 130 shops and restaurants covering everything.

Maritime Square's unique design introduces the sea and navigation ideas. Inherited the characteristics of ship layout, the vast corridors of the streamlined, colorful nautical flagpole in every place, all with different features, give you lots of cheers and surprises. You can shuttle in more than 100 shops and restaurants, enjoy the endless shopping, do taste national dishes and fully experience the "one-stop" new consumption model.





7th Stop: Victoria Park

The last stop of the marathon is Victoria Park, located in downtown Hong Kong Island. Victoria Park is the largest park in Hong Kong, and the statue was cast to commemorate the sixtieth anniversary of the Queen's accession to the throne. It started using the name Queen Victoria in October 1957. Having witnessed big or small things in Hong Kong, it becomes very rich in commemorative value.

In addition to the green land for rest everywhere and facilities available for public to use, many of the activities in the park with different types of recreational facilities, package tour stadium, soccer fields and jogging trail, children's play area, model boat pond, etc. can meet the different needs of residents and visitors.

For the reason that transportation is convenient at Victoria Park, a number of large-scale activities are often held here. As an ideal place for large-scale outdoor exhibition, activities such as the market of Lunar New Year's Eve, the Standard Chartered Marathon in February, the Hong Kong Flower Show in March, Mid-Autumn Festival Lattern Show, 12-month Expo, have attracted many residents or tourists to visit and purchase, and even many large-scale entertainment and international activities are also often held there.



8th Stop: Wan Chai Expo Promenade

Expo Promenade (i.e., the Golden Bauhinia Square), with a golden Bauhinia, which is a gold-plated statue, was presented to Hong Kong by the Central Government as a gift to the establishment of Hong Kong Special Administrative Region Government. With a unique commemorative value, it is the very favorite place of tourists and the local people. Standing on Expo Promenade, you may feel as if touching the beautiful night view of Kowloon.

In addition to the coastal landscape of the other side of Tsim Sha , you can also overlook the vicinity of high-rise buildings around Wan Chai, Hong Kong Island to Central. The Golden Bauhinia has become an important landmark and tourist attraction in Hong Kong. Golden Bauhinia Square also takes the heavy responsibility of raising the five-star flag everyday. The flag-raising ceremony, with the flag rises at 8: 00 every morning and down at 18: 00 every evening, attracts many tourists and residents to attend.

Near the Golden Bauhinia Square also stands the Monument of Hong Kong's Return to the Motherland" , embracing each other with "Forever Blooming Bauhinia" sculpture located in the north-east side of the square. The monument is about 20m high, 1.6 m wide and divided into three parts--- the foundation and the column with granite as the material, and the necking with dark green Forge Copper material. The column, the only one that was beset with a shiny stone ring, represents the year 1997, and the inscription of the former President Jiang Zemin engraved highlight the great historical

significance of Hong Kong's return to the motherland in the year.



9th Stop: Wan Chai Convention and Exhibition Center

Convention and Exhibition Center is located on the Victoria Harbor.

Convention and Exhibition Center New Wing building protruding from the Victoria Harbor is the best place to watch Hong Kong Harbor, with no visual barriers at all. The beautiful night view on the beautiful Victoria Harbour is also worth recommending. In addition the unique arched external walls and large windows make the Hong Kong Convention and Exhibition Center become one of Hong Kong landmarks.

The distinctive appearance of Convention and Exhibition Center was built in sharp contrast to the adjacent buildings along the coast. The extension of Convention and Exhibition Center pushed Hong Kong as Asia's hub for trade activities further into the twenty-first century. It has even been voted as "Asia's best convention and exhibition facilities ". Hong Kong's trade show business is flourishing, laying Hong Kong to become Asia's hub for trade activities and a leading international conference venue. In 1997, the ceremony of Hong Kong's return to China was also held in the Hong Kong Convention and Exhibition Center.



http://www.hkcec.com.hk/chinese/introduction/intro_location.php

10th Stop: Central

Central, which belongs to the City of Victoria, is Hong Kong's earliest developed region and Hong Kong's administrative and business district, as well as the location of Hong Kong SAR and the Legislative Council Building. The landmark is the Queen Statue Square. .

Central outdoor escalator is the world's longest outdoor covered escalator with a total length of 800 meters, 29 entrances and exits and 20-minute journey, interspersing in the Central's streets of various characteristics. Lan Kwai Fong, situated in the center of Central, has got the same name as fashionable life and exotic cuisine over the recent decade. Many employees as well as foreigners are streaming to Lan Kwai Fong for chatting and drinking. At weekends, in particular, at important festivals such as Christmas Eve or New Year's Eve, on the slope of the roads, inside and outside the restaurants and bars are full of people preparing to release enthusiasm. If you want to have a lively holiday memory, Lan Kwai Fong will not let you down.

On the other hand, there are a lot of old and new buildings in Central , which become landmark architecture, such as Shanghai Bank Building, and so on. Jardine House, once the tallest building in Asia, is also located in Central. Meanwhile, the avant-garde scene of the popular shopping malls interlaced is the heart of Hong Kong Island.



11th Stop: Peak Tower

Hong Kong's night is famous in the world, of which the most representative one is the Victoria Peak. Victoria Peak, 554 meters high, is the highest point in Hong Kong. At an altitude of 396 meters high, Peak Tower with a very modern design is a characteristic building in Hong Kong, with highlights without damaging the mountain line.

The Peak Tramway (May 30, 1888-present) is Hong Kong's first operated mobile public transport, but also the first cable railway in Asia. Regardless of day and night, it carries the passengers who would like to see the night view of Hong Kong directly to the top of the mountain, with the average daily number of trips no less than 9500.

The Peak Tower is a complex building offering sightseeing, entertainment, shopping in one, where visitors can not only enjoy the food and beverage outlets and all kinds of shops, but also Asia's first Madame Tussauds, displaying over 100 Chinese and foreign dignitaries and local celebrities, including actor/actress stars like Jackie Chan, Aaron Kwok, Joey Yung and so on.

In addition, in the Peak Tower one can overlook the scenery of Victoria Harbor, from the close view of the city full of dynamics to the distant views of the fresh and pleasant green hills in New Territories. After dark, it gives a good picture of the lights of millions of houses like millions of Christmas trees ornamented with

small light bulbs. Such a bright night is one of Hong Kong's major tourist attractions.



12th Stop: Sheung Wan

Starting from the 19th century, Sheung Wan developed into a Chinese major business district. Near the Triangle Pier, Jervois Street and Bonham Strand West became the local concentration of early re-export trade. The Sheung Wan Des Voeux Road West area is a distribution center for seafood and salted fish. Therefore, it is well-known as Seafood Street.

In addition, to the south of Sheung Wan Tram Terminal, there is a street called Wing Lok Street with long history, while the tram route from Kennedy Town of the west of Hong Kong Island, crossing the densely populated residential areas and passing the heart of the city, extends to Shau Kei Wan. Sheung Wan has been developed with the Hong Kong economy. Since the 1920s to the 1930s, Hollywood Road, Sheung Wan and Cat Street area was already a second-hand sale and purchase market and already famous for its antique shops, attracting many domestic and foreign tourists to hunt treasure there. Cat Street has also been selected as one of the world's top ten shopping streets, which should not be missed by people who love antiques.



<http://solotour.videoqq.com/district/district.php?id=sheungwan&lang=big5>

Sub-topic I: How to develop a route suitable for Marathon?

For quite a few years Marathon Route has been circulated around whole Hong Kong and the race was held along the unique attractions in Kowloon, Hong Kong and Lantau Island, such as the roads or highways close to Tsing Ma Bridge.

Moreover, to set up a suitable Marathon route, it is also necessary to consider the air quality which should match the race. The air quality along the route should be maintained good because participants of the race need breathing skills when they run. Although one lane is to provide for the vehicles to run, the numbers of running vehicles are still confined in order to keep the air in good condition.

In addition, both the roads and highways should have two running lanes so that they can provide sufficient space to carry all the runners.

Sub-topic II: Is it adequate for the preparation of water stations and medical care service along the Marathon Route?

First, water stations prepared for the event are adequate. They will be set on the spot of 4km and 7.5km for the 10km run. 10 km runners will be delivered with water or sports beverage twice. For the reason that it is no good for the runners to drink too much water during the race, it is really enough to offer water twice. For the full and half Marathon runners, water stations will be arranged after each 2.5km from the spot of 5km, which can provide water delivery 12 times for the full runners and 6 times for the half ones, which means sufficient for the runners to decrease the heat of their body with water.

Moreover, first-aid stations are arranged at the starting point, and the same to the terminal and water stations. Medical care service teams of 500 members will be sent to the sites for assistance. There will be doctors and nurses in each water station to assist the runners. So there is enough medical staff supplying assistance to those who feel uncomfortable during the race.

Sub-topic III: Is it likely for the special traffic arrangement of Marathon to bring inconvenience?

Marathon is selected to be held on Sunday when many residents need not go to work or go to school; this decreases greatly the demands of using buses and private cars resultantly.

In addition, shifts of subways are arranged to be added in response to the race. Because the subway lanes do not influence Marathon, so the addition of the subway shifts may satisfy residents' needs for transportation without bringing inconvenience to the race.

Furthermore, the police will deal with the work of closing roads by sections, which will be released sooner after the event. As a result, it is unlikely for the traffic arrangement to cause traffic chaos on large scale, since it cannot bring much impact on the life of residents.

The Standard Chartered Marathon is an international event. More and more foreign participants come to Hong Kong to take part in the race, with the number of 1,762 this year increased from that of 294 in 2001. Quite a few runners were attracted by the big prize, which will even grow to the amount of US\$1,000,000 this year.

Sub-topic IV: How to attract foreign runners to attend the Marathon held in Hong Kong?

Quite a few foreign runners come to take part in the event in Hong Kong due to the influence of the atmosphere. You may find how lively it is by the fact that the previous record was broken with 51,881 participants of this year.

Moreover, many people come to Hong Kong to attend Marathon for the reason that supporting service in various aspects is arranged with high quality, such as sufficient medical care facilities, adequate foods like bananas, chocolate and water to complement energy.

Furthermore, many people come to Hong Kong for the attraction of the tourist attractions along the race routes. The attractions on both sides of the way show the most characteristic features of Hong Kong. Participants may take a look in the race, though it is really necessary to visit each site once if they want to enjoy it more deeply to appreciate its features.

Sub-topic V: What unique attractions in Hong Kong could be included in the Marathon Route?

Although Marathon route covers almost the whole area of Hong Kong, it is rare in the New Territories where no tourist attractions were included in the track of this year. So attractions in the New Territories need to be added to the route.

First, Sam Tung Uk Museum in Tsuen Wan could be included, the site of Sam Tung Uk Village, which was rebuilt into the museum with the countryside style by the government to retain and preserve the rustic architecture and historic sites reflecting the life of villages in old times.

Hong Kong Island should also be included in addition to the New Territories. Take International Finance Center II as an example. It is the highest building as well as a symbol of Hong Kong, which attracts many foreign visitors to pay a special visit to Hong Kong to take photos of it. So it should be added to the Marathon route.

Sub-topic VI: What are the reasons for the fact that the number of participants in Marathon has been increasing year by year?

The fact that more and more people participate in Marathon year by year is based on pulling and pushing factors. Pushing factors refer to personal factors while pulling factors are those concerned with government or policies on establishing institutions.

Pushing factors: Marathon is an annual great event. People not only take part in it but also enjoy its atmosphere. It can make people stronger and healthier. Moreover, you can share the total award of US\$100,000 if you win a place in the race.

Pulling factors: The growth of the number of entries owes to the fact that the government and its institutions make all their efforts to promote the event domestically and internationally. Besides, there are sufficient supporting facilities and services to match, such as the traffic arrangement--- people and vehicles are comported and roads are closed at wee hours, and there are water stations to supply etc.. In addition, there are new tourist attractions to be developed. Rich and generous prize is offered by institutions in order to attract people from various places. As a result, the number of participants increases year after year.

Sub-topic VII: What factors make visitors stay and go for sightseeing after watching the race?

The factors to attract visitors to stay for sightseeing after watching the race include the following points. First, sufficient establishments in communities such as shopping centres are necessary. There are large plazas at Tsim Sha Tsui where the race route starts, Central and Causeway Bay where the route ends.

Second, it should be considered whether there is attractiveness in the local area, for example special architectural style, theme parks such as Disneyland which is close to the race route.

The third consideration could be the scenery in the area, such as Victoria Harbour at Wan Chai, one of the three best natural harbours in the world, which is located between Hong Kong and Kowloon. With advanced equipments, it is the busiest and the most efficient harbour in the world. You may enjoy the most charming seascape in Hong Kong either during daytime or at night with the sea breeze over your face. Boarding the well-known Star Ferry, you can appreciate the wonderful landscape along both banks. Crossing over Victoria Harbour by Star Ferry has been appraised by the magazine National Geographic as one of the "fifty sites one should reach in his/her life".

Sub-topic VIII: How do attractions neighbouring Marathon attract visitors to watch the race?

All the tourist attractions neighbouring the Marathon route have their own features. For instance, Tsing Ma Bridge, with the span of 1.399km, is regarded as the longest road-and- rail suspension bridge in world. It has become one of the main symbols in Hong Kong and well-known in the world. In 1999, Tsing Ma Bridge was selected by American architectural industry as one of the winners of the award “Top 10 Construction Achievements of the 20th Century”.

Moreover, to most of residents in Hong Kong, Tsing Ma Bridge is a tourist attraction that can only be watched from a distance in normal time, however, while running or watching in Marathon people can have an opportunity to step on the bridge deck which is not open to walkers normally. You can run on the bridge, through the tunnel and along the highway. It is really not easy to get such a chance!

Sub-topic IX: Are there enough attractions for sightseeing along the Marathon Route?

There are enough tourist attractions along the Marathon route with the length of 42.195km. Runners may enjoy the scenery on both sides along the route as each section of the journey possesses its own characteristics. On the other hand, watchers can encourage the participants and may go for sightseeing after the race and visit the unique construction in the area. For example, at the start point, Tsim Sha Tsui, there are Cultural Centre of Hong Kong, Hong Kong Art Museum and Space Museum. In terms of shopping, there are the biggest plazas such as Harbour City and Sogo. One may also find the oldest hotel existing nowadays as well as one of the most famous and luxurious hotels in Hong Kong even in the world.

Besides, Central, as one of the stops, retains most buildings of the colonial stage, such as Legislative Council of Hong Kong, Central Court of Financial Appeal, and Central Well-known Store Zone including Prince's Building, The Landmark and Lane Crawford. Central is an area full of characteristics and possesses not only old style architecture but also fashionable high buildings and large mansions. The numerous scenic spots which visitors enjoy visiting are famous for each.

Sub-topic X: What factors may make the players and watchers of Marathon hang back?

Factors that may make the runners and watchers hang back can be divided into three kinds --- personal, air quality and other factors.

By personal factors, it is necessary for runners to prepare sufficiently with adequate rest and enough experience or training. However, most of residents of Hong Kong are very busy everyday and seldom do physical exercise. It also depends on the physical state of the participants. Disease such as asthma will make people hang back from the long distance running.

The air quality, on the other hand, is also a key factor influencing the runners. Marathon can be held with the weather not to be too cold nor too hot. Air pollution in Hong Kong, however, has become increasingly serious, which is likely to make runner get faint by decomposition. In addition, it can result in broil by the increase of carbon dioxide in the air and cause runners' calenture or collapse. Moreover, since there are a lot of traffic vehicles in Hong Kong, so much exhaust gas may make it difficult for runner to breathe. As a result, quite a few participants collapsed because of the poor air condition. Various factors may make the runners and watchers give up participating in the event.

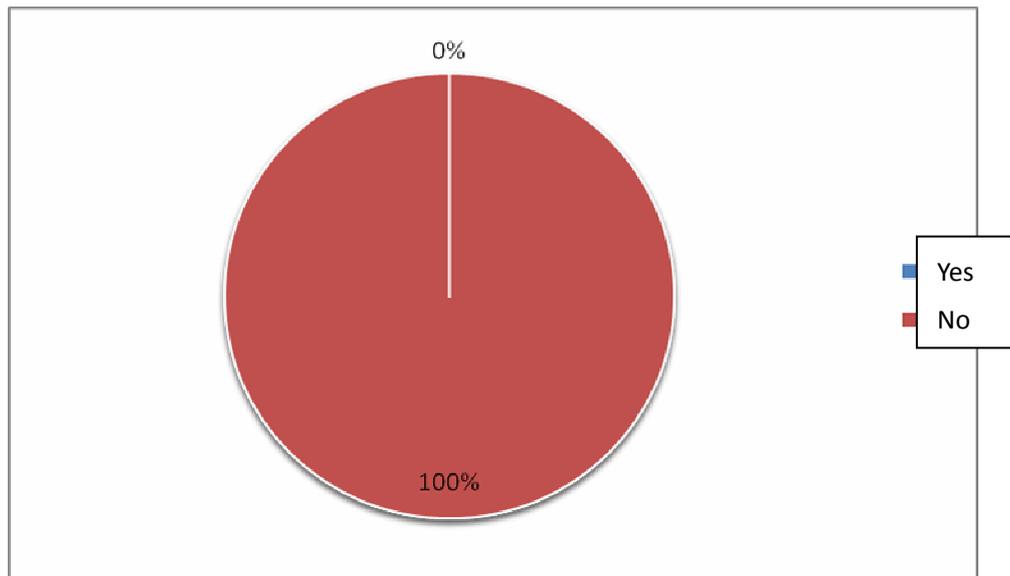
Questionnaire Sample

1. Have you ever participated in Marathon?
2. Have you ever watched a Marathon?
3. Do you think the promotion for Marathon sufficient?
4. How do you think the way to promote Marathon in order to attract visitors?
5. As the audience of Marathon, are you satisfied with the arrangement of the transportation during the Marathon?
6. As the audience, do you think that the water stations arranged for the race are sufficient?
7. Do you want to stay and go for sightseeing in the area after your watching the race?
8. Which attraction along the Marathon Route do you think the one possessing the features of Hong Kong most?
9. If it is allowed to include more attractions, what do you think should be added?



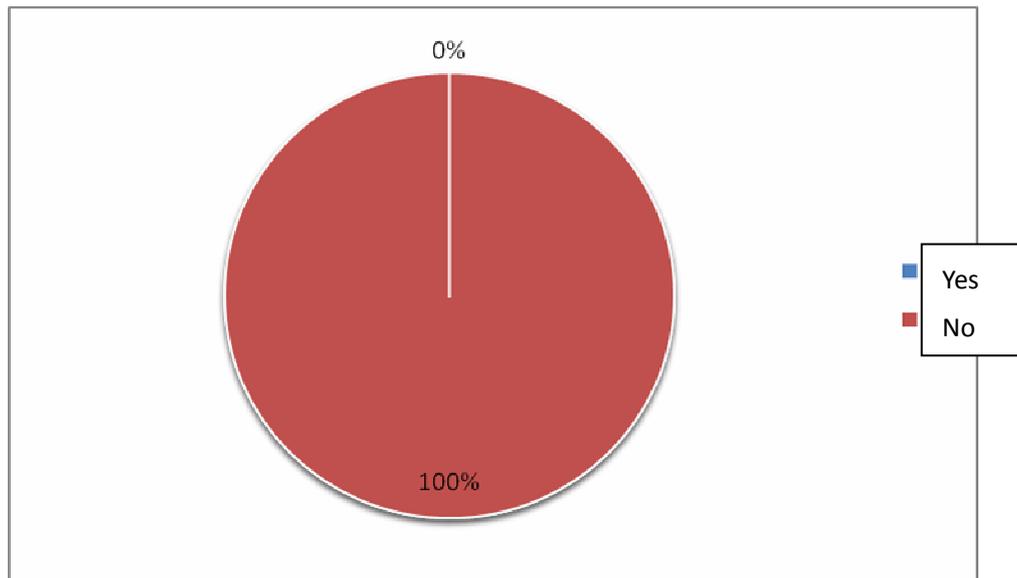
Question One: Have you ever participated in Marathon?

Male



According to the result of the questionnaires, all the ten male interviewees have never participated in Marathon. It is likely because of the reason that they are so busy with their work that they seldom do physical exercises and it is impossible for people to attend Marathon without any training. This is why few male residents in Hong Kong take part in the race individually.

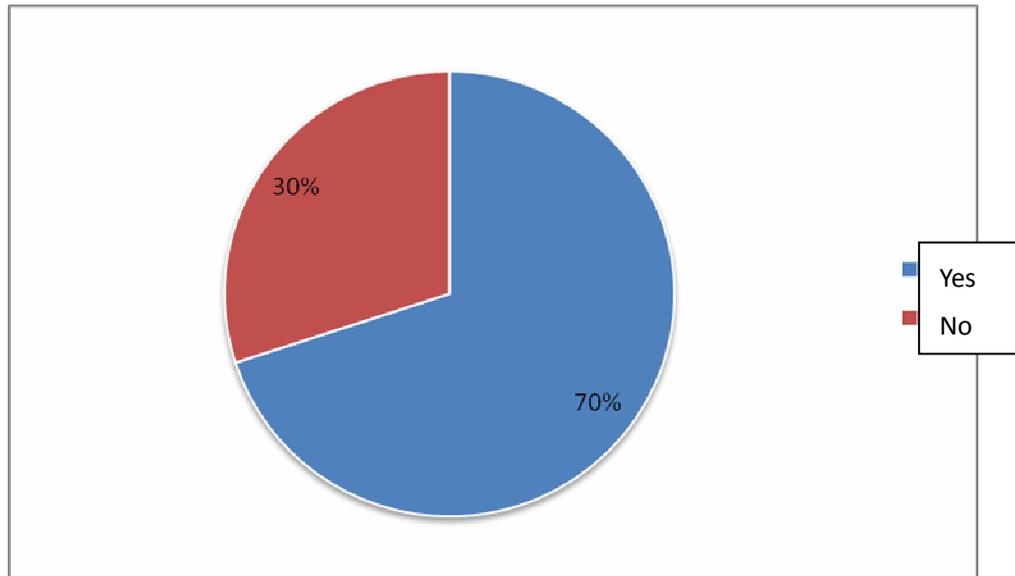
Female



The same occurred to the result of all the female interviewees. No one has ever participated in Marathon. It is possibly because females of Hong Kong do not like over- hydroponic activities so much and Marathon is not suitable for them although Marathon is considered as a sport healthy to human beings both physically and mentally. As a result, females who individually apply for the entry to Marathon are really fewer.

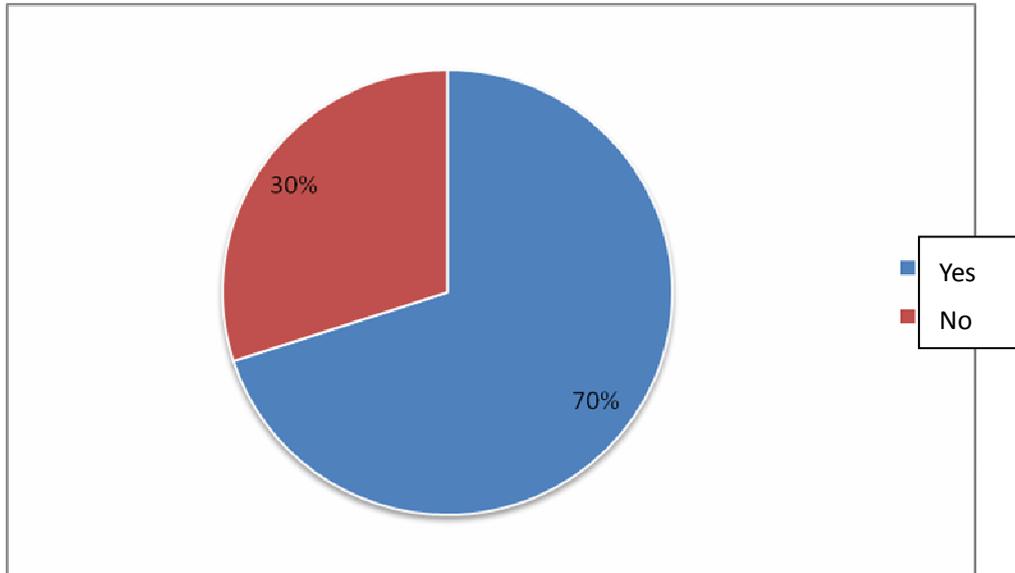
Question Two: Have you ever watched a Marathon?

Male



According to the result, near 70% of the male interviewees have the experience of watching a Marathon while 30% have never watched. Since marathon route passes through most part of Hong Kong, where quite a few visitors were attracted to watch the race and even enjoyed encouraging the runners.

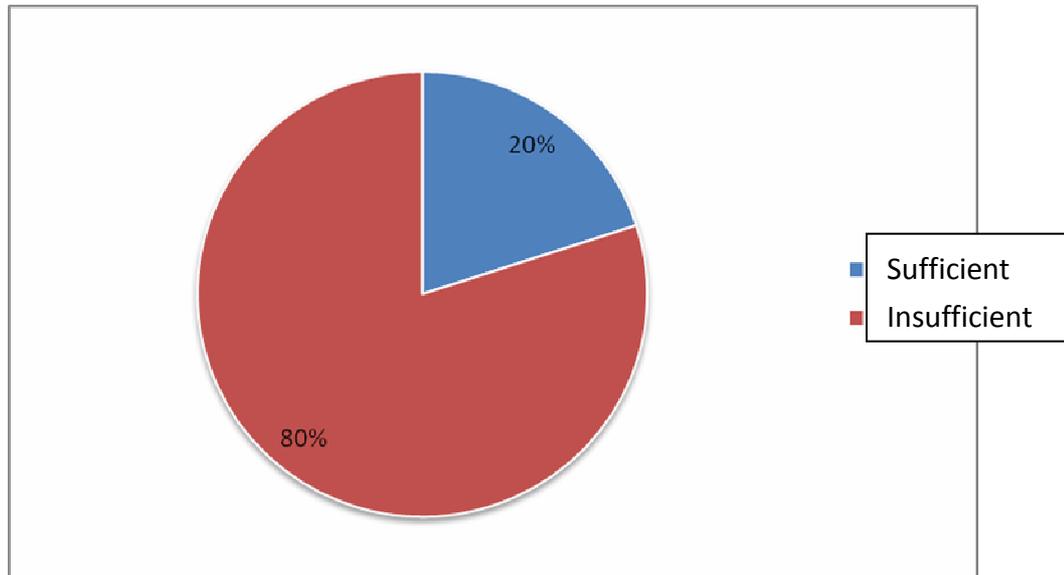
Female



According to the statistics, it is the same to the result of female interviewees, with 70% say yes and 30% say no. Some of them were employees of stores, who expressed that they would like to watch Marathon on purpose when it was being held. So we can get the answer that Marathon can attract visitors to watch.

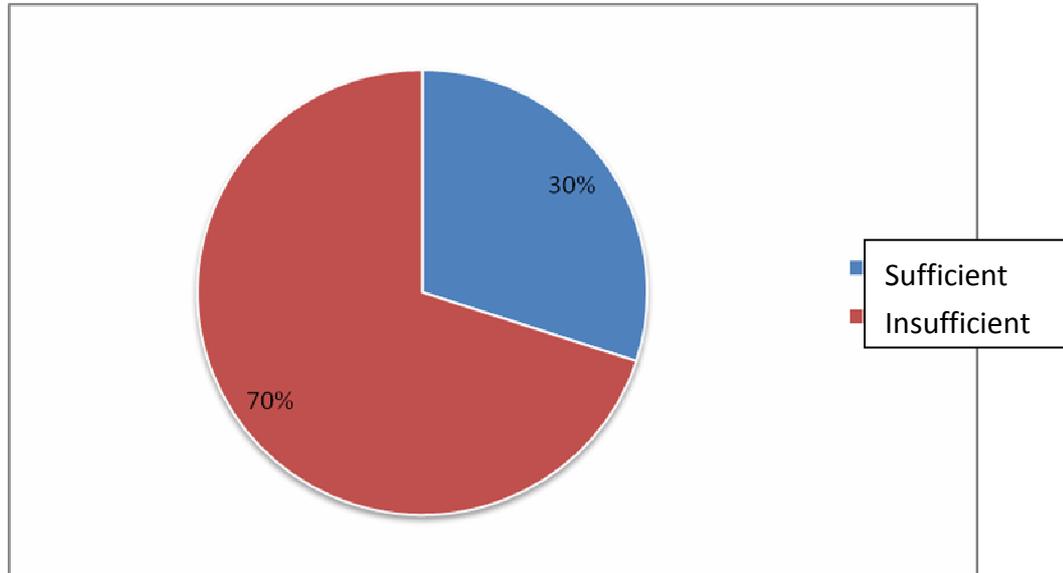
Question Three: Do you think the promotion for Marathon sufficient?

Male



According to the result, 80% of the male interviewees thought that the promotion of Marathon was insufficient and only 20% believed it enough. There are advertisements both on Internet and TV for promoting Marathon, but few could access to residents. Moreover, information about Marathon is not provided by each web site on the Internet. As a result, 80% of the female interviewees consider it is insufficient for the promotion.

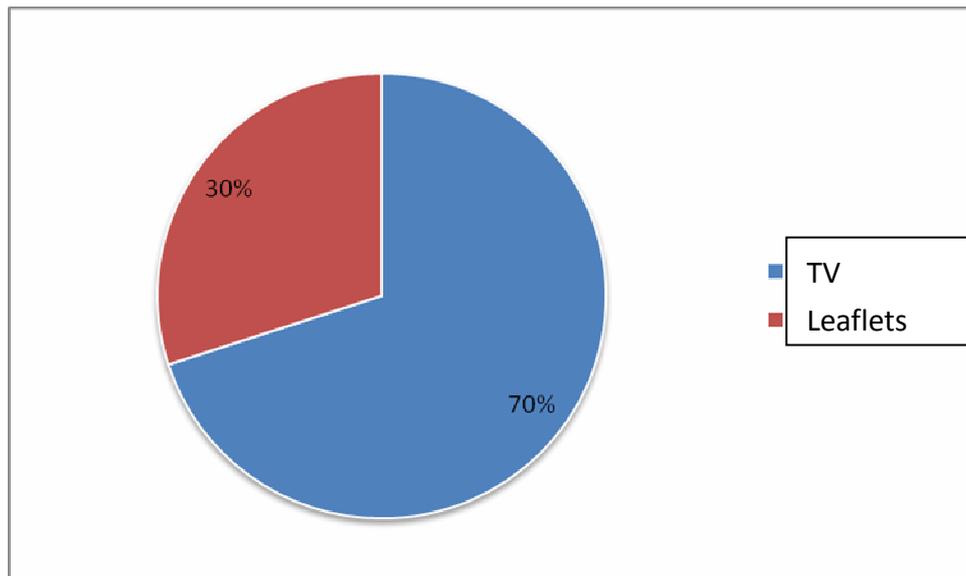
Female



The statistics show that there are 10% more females than males of the interviewees who felt that it was sufficient for the promotion. 30% of the females chose sufficient but 70% did not agree. Normally females pay more attention to advertising or publicity than males and thus have more opportunities to reach promoting activities for Marathon. However, there are still 70% of them who thought that it was not sufficient.

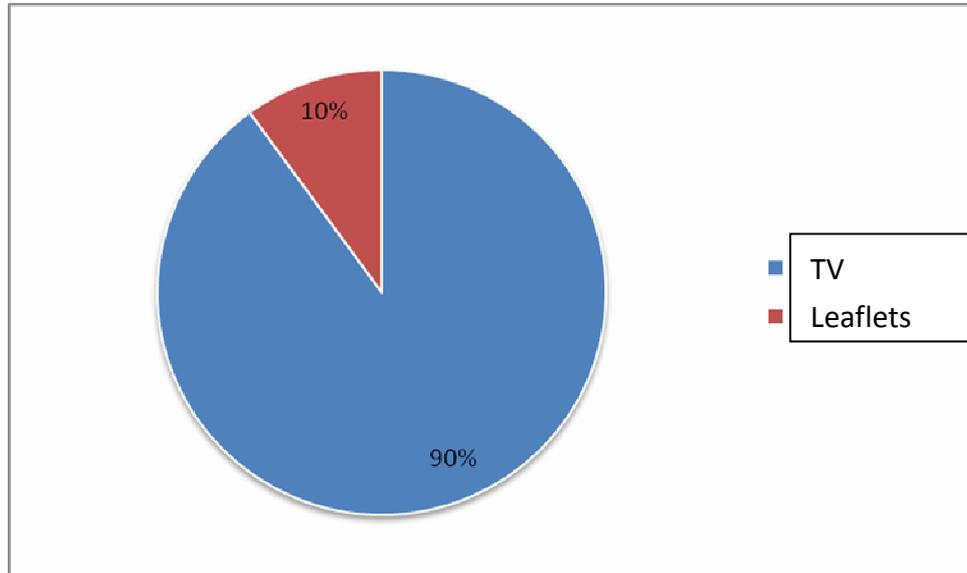
Question Four: How do you think the way to promote Marathon in order to attract visitors?

Male



As the result shows, 70% of the male interviewees chose TV commercials but 30% pointed leaflets as the advertising tools of promotion. They thought that it was more available for the residents of Hong Kong to access to TV programmes and TV commercials were more effective in promotion than leaflets.

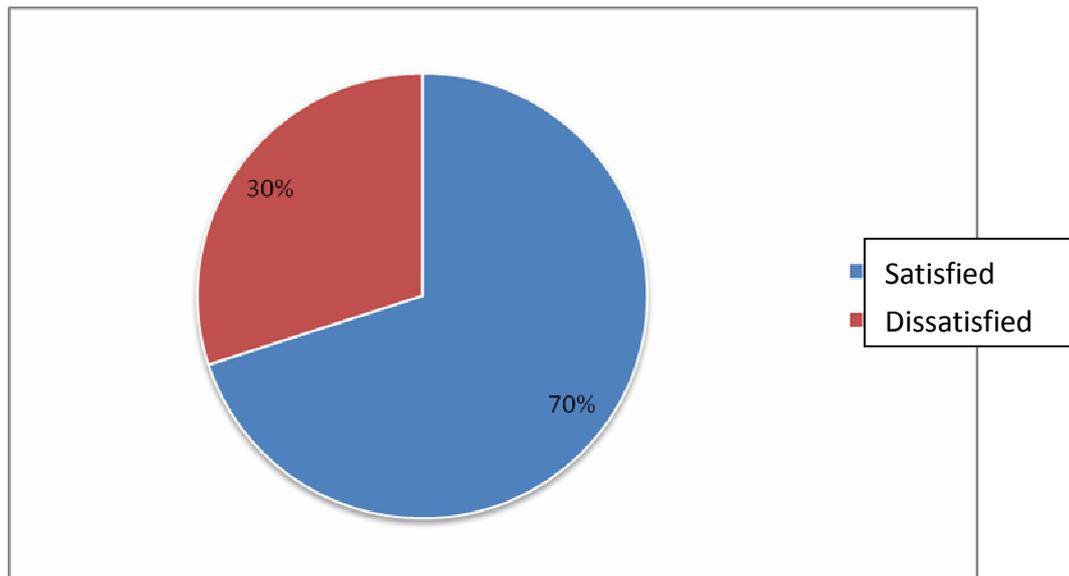
Female



According to the interviews, 90% of the female interviewees believed that TV commercials should be made while only 10% considered dispatching leaflets. TV commercials are more effective than leaflets due to the fact that many people might drop the leaflets after they received them and few of them actually read the content.

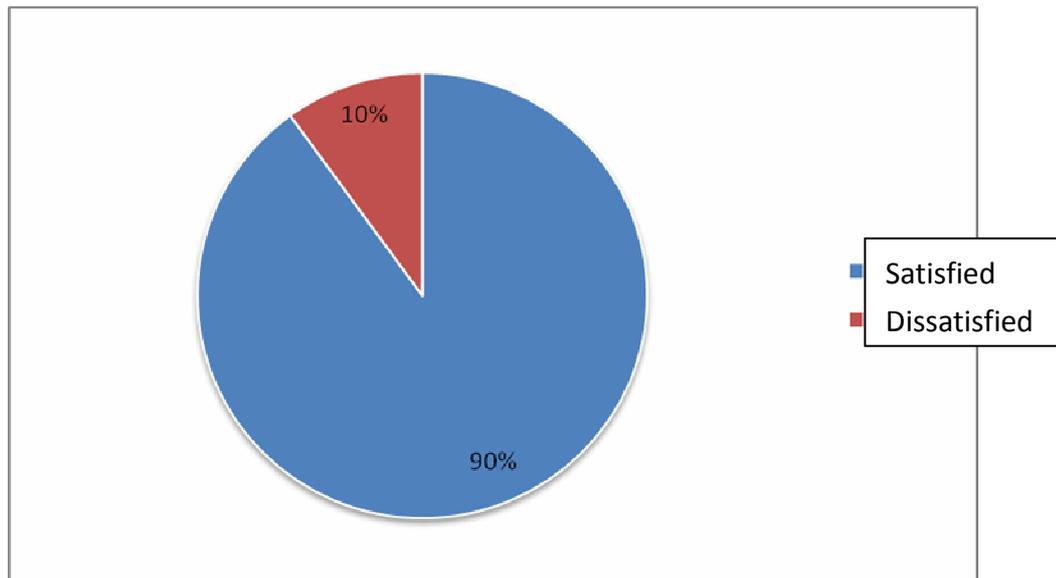
Question Five: As the audience of Marathon, are you satisfied with the arrangement of the transportation during the Marathon?

Male



According to the result, 70% of the male interviewees thought that the traffic arrangement was sufficient and only 30% said no. The roads arranged for Marathon are all wide. During the race, just one of the two-way lanes is closed leaving the other one for vehicles to run. Such arrangement of transportation is satisfied by residents.

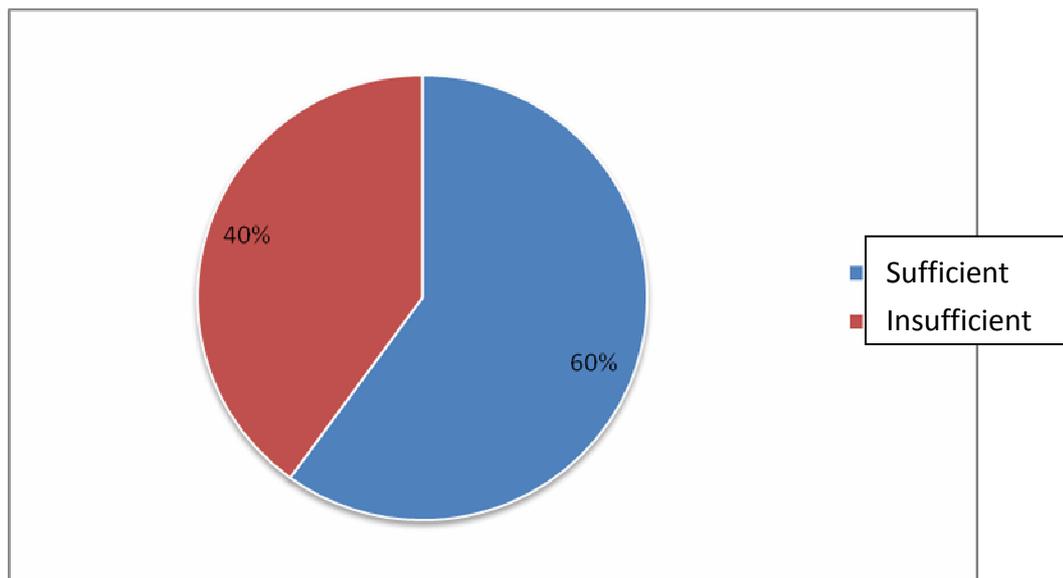
Female



90% of the female interviewees felt satisfied with the arrangement and only 10% said no. Because of the fact that Marathon is mostly held on Sunday when it is unlikely to interfere the commuters and the lane for buses and private vehicles is also well arranged, most of the female interviewees were satisfied with the traffic arrangement of Marathon.

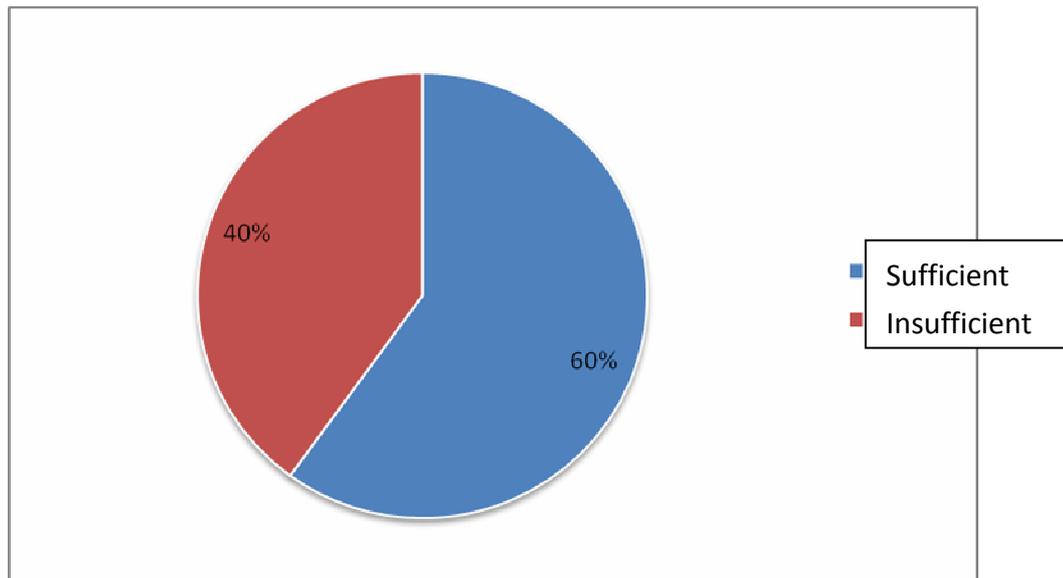
Question Six: As the audience, do you think that the water stations arranged for the race are sufficient?

Male



According to the data, 60% of the male interviewees thought that the water stations were not enough. Similar to what we anticipated, in one race runners do not need too much drinking water, so the arrangement is sufficient for the 10km run, half Marathon and full Marathon. But 40% of the interviewees disagreed, possibly because they did not feel it sufficient to decrease their physical heat.

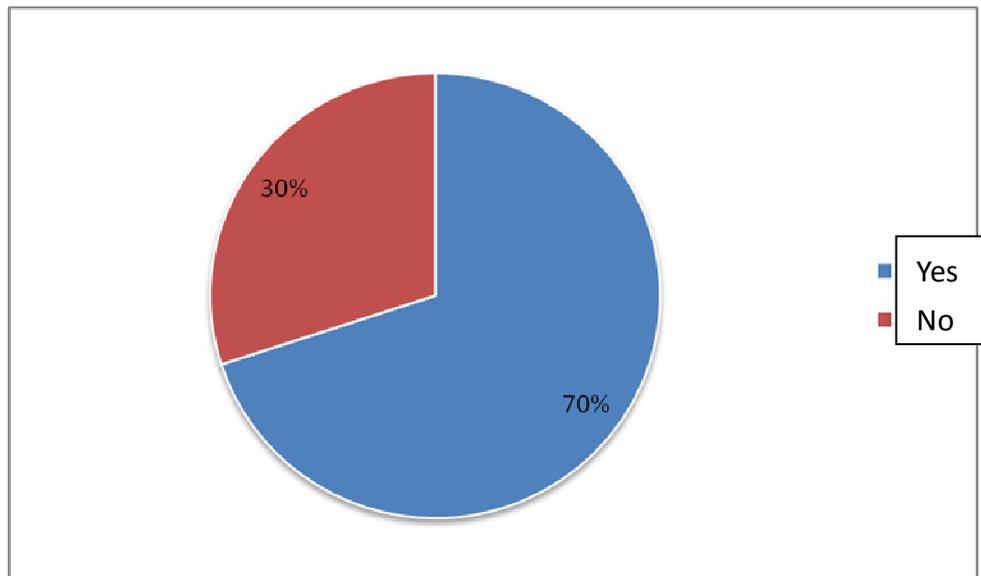
Female



The same result was obtained from the female interviewees, some of whom felt it insufficient because water supply in each station could not satisfy all the watchers, and they could not have enough water for cooling. In addition to water stations, there are sponge stations during the race, which could be used by runners to decrease heat. So water supply is enough.

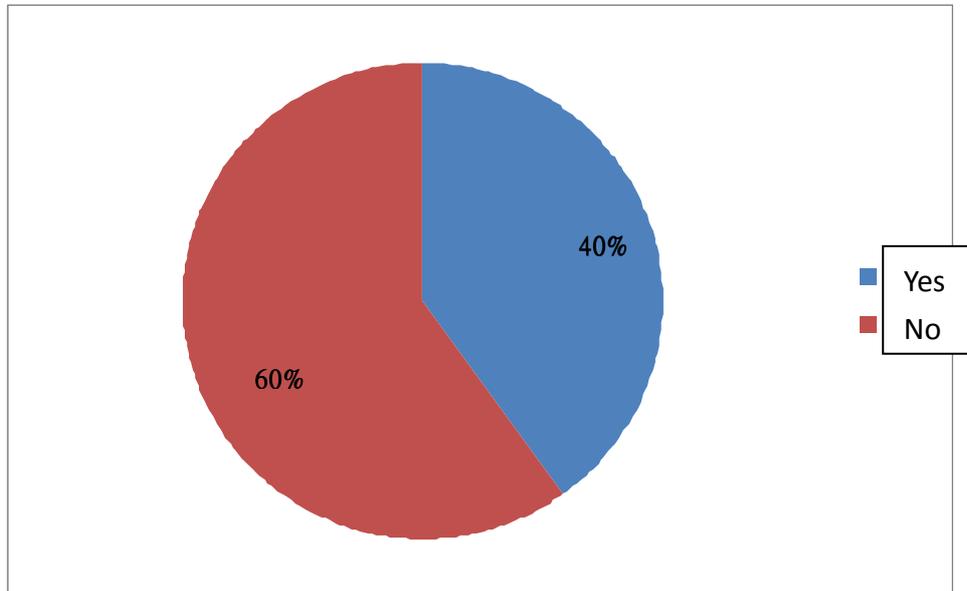
Question Seven: Do you want to stay and go for sightseeing in the area after your watching the race?

Male



70% of the male interviewees showed that they would like to consider travelling around the area after watching the race and only 30% said no. However, most of the males interviewed at Sham Shui Po District expressed that they would stay. The Apliu Street Station along the Marathon route is close to the Gold Plaza where males prefer going for the purchase of some computer articles after the race.

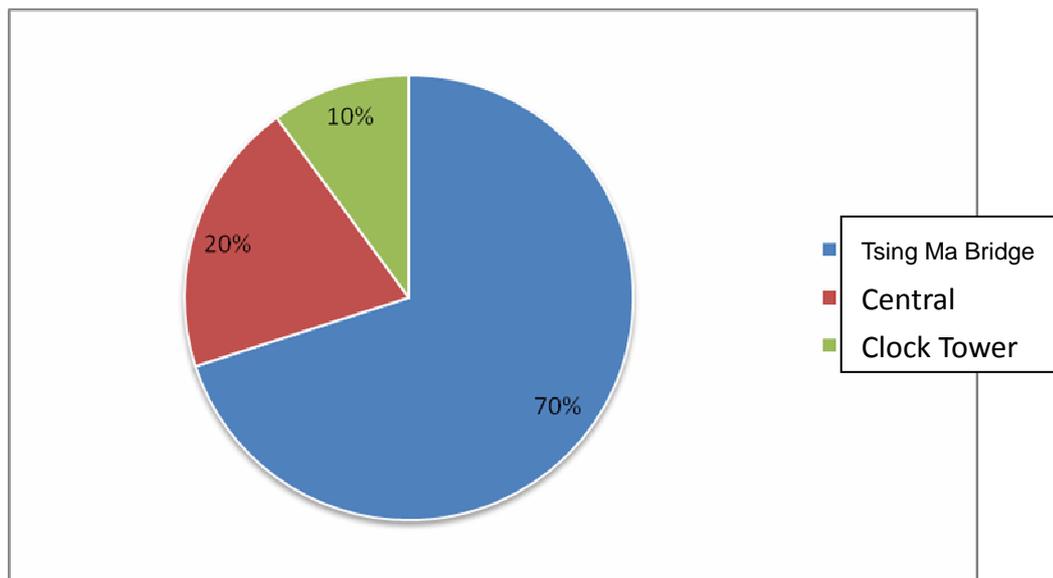
Female



By contrast, only 40% of female interviewees would like to stay and visit the area or consume. It is likely because there are only several plazas along the route which make them feel less interested and leave. 60% of the interviewees expressed that they would not stay. Due to the fact that part of interviewees were visitors to Hong Kong expecting to pay special visit to the attractions in Hong Kong, there are 40% showing that they would stay in the area.

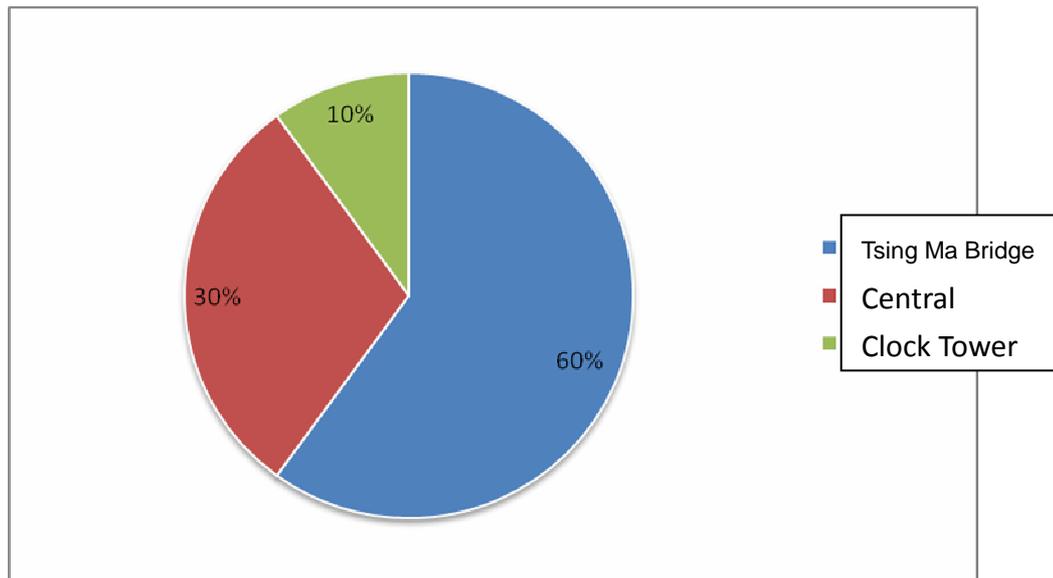
Question Eight: Which attraction along the Marathon Route do you think the one possessing the features of Hong Kong most?

Male



According to the result of the research, 70% of the male interviewees selected Tsing Ma Bridge as the attraction representing the features of Hong Kong most, 20% selected Central and 10% pointed out Clock Tower. Tsing Ma Bridge, being the longest suspension bridge among the same category in the world, made Hong Kong well-known to the whole world. As a result, Tsing Ma Bridge is considered the most representative attraction by 70% of interviewees.

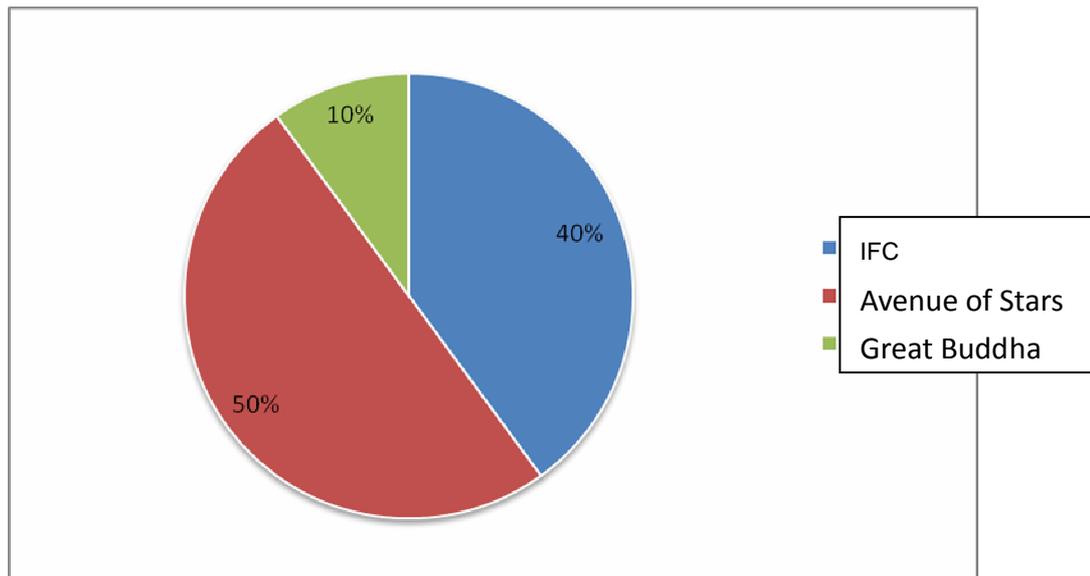
Female



However, according to the opinion of females, there are 10% fewer female interviewees than males regarding Tsing Ma Bridge as the most representative. Oppositely, 10% more females chose Central and only 10% selected Clock Tower. Believing that Central could represent Hong Kong as the international financial centre, females preferred the choice of Central.

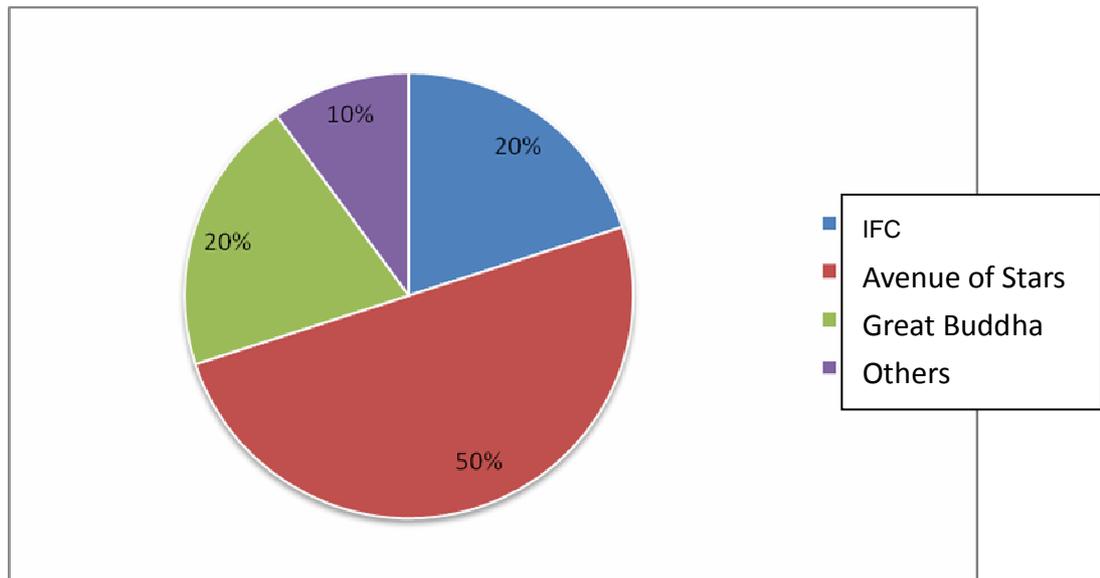
Question Nine: If it is allowed to include more attractions, what do you think should be added?

Male



Half of the male interviewees suggested adding Avenue of Stars in Tsim Sha Tsui, 40% thought of International Finance Centre II, and 10% considered Great Buddha. Most of them regarded Avenue of Stars as the pride of Hong Kong because of the fingerprints left by the international gigantic stars, so they expected to add it to the Marathon track.

Female



From the data of the females, there are also 50% considering Avenue of Stars, 20% pointed out International Finance Centre, 20% Great Buddha. 10% of the interviewees suggested some other attractions, such as Disneyland etc.. Many females chose Disneyland as one of the attractions just because they liked its dramatic characters, with which they could enjoy their trip together in the theme park, which also represents the characteristics of Hong Kong.

Summary:

According to the statistics, firstly it was found that fewer residents of Hong Kong took part in Marathon as runners, but there were quite a few visitors as well as residents enjoy watching the race. It attracts many residents to watch mainly because Marathon is an international great event.

Secondly, most of the interviewees thought that the promotion of Marathon was inefficient, that most of the pressure was released increasingly only after the event, but it was not enough for the advertising and publicity on line before the race. So, they suggested that more promotion should be done for Marathon especially by TV commercials in order to make people understand its items.

Thirdly, most of the interviewees thought it satisfying and sufficient for the arrangement of transportation and water stations, mainly because residents of Hong Kong got the knowledge from newspapers that medical salvation could be offered immediately by the medical staff when any runners felt uncomfortable. Data also showed that it was sufficient for the preparation of water stations.

Lastly, more than half of the interviewees expressed that they would not stay in the area. Therefore, it is necessary to introduce more attractions nearby with unique features to the race route in order to attract both visitors and residents to consume and to promote tourism industry in the area as well.

Suggestion to the government:

Hong Kong government can help Marathon increase the tourist flow for several reasons. First, it may help tourism industry to reinforce the promotion of tourist attractions, for the industry can develop more efficiently with the rights authorized by the government, so that it can help promote more tourist attractions of Hong Kong during the event and draw the tourist flow to Hong Kong.

Moreover, Hong Kong government can organize some events such as exhibition of Marathon, pre-training of Marathon running etc.. The former way may help the residents not only have a better understanding of the race, but also arouse residents' interest, so that more people may go to watch the race. The later method can not only tell residents and visitor the details about Marathon in advance but also instruct them the right way to practice Marathon running, so that more people may not only take interest in it but also participate in the race as runners, which can also increase the tourist flow to Hong Kong.

Suggestion to Hong Kong Tourism Board:

First, promotion of the yearly Marathon Event is not sufficient although many tourists access to the website of Hong Kong Tourism Board. Short films related to Marathon could hardly be found on the website. So it is suggested that more promotional tools including short films or photos concerned be played or placed for the residents and visitors to view and admire.

Second, there is shortage of information about Marathon on the website. Hong Kong Tourism Board should provide more materials for residents and visitors to refer, for example, Brief Introduction of Marathon, Marathon Routing, Schedule of the Event, etc.

Third, there are short of links to offer information for visitors to search. Hong Kong Tourism Board should also add some links introducing tourist attractions along the Marathon route, such as Wan Chai. More passages should be established for people to read more information on these attractions.

Suggestion One: Develop a plan to increase the number of participants in Marathon

Nowadays shaping is so popular in Hong Kong that both males and females pursue for it blindly. There are various methods, such as taking medicine reducing weigh, going on diet etc., but they are no good to health. What is a healthy way to reduce weight? Marathon is. Joining Marathon not only make people loose weight but also keep fit.

In addition, Marathon can strengthen the function of hearts and lungs, increase the pulmonary ventilation, accelerate blood circulation, improve the heart and blood system make muscles stronger. It can also improve the ROM and strengthen bones.

Moreover, Marathon help people increase their self-respect and physical satisfaction, and release pressure, because sports can make people feel stronger and healthier, so that they may enjoy themselves much more physically. One can become more confident and beautiful if he/she looks healthy and energetic. Morphine released from the brain while one is running can improve the ability of thinking, short-term memory and inspire creativity. For the numerous benefits of Marathon, residents should take part in more Marathons.

Source Part from: <http://www.ingtaipeiinternationalmarathon.com/html/aboutMarathon.htm>

Suggestion Two: Do more advertising to increase the number of watchers

The Standard Chartered Marathon is an important item of sports. Every year it attracts many foreign runners to participate and a lot of visitors and residents to watch along the route.

Marathon can make more visitors and residents to watch by advertising. Hong Kong is a city that values integration. Marathon can be promoted in advertisements and residents can encourage the athletes along the track. Marathon functions as a bridge making the city of Hong Kong more integrative.

Moreover, Marathon may promote more tourist attractions close to the route, so that visitors are more likely to attend and they may travel around and consume after encouraging the runners.

Suggestion Three: Promote the Marathon in more aspects

Although most of the resident interviewees agree that the promotion of Marathon is sufficient, some do not think so. How to make more residents understand Marathon? In fact, in addition to the advertising on line and TV, more advertisements should be made in newspapers, magazines or posters on the body of traffic vehicles, which can carry and move the promotion to Kowloon, New Territories and Lantau Island to allow more residents to notice.

Education is also a starting point. Let more young people understand the information on Marathon such as the history, the benefits to health, encourage them to participate in Marathon, and make them have a better understanding of the characteristic attractions in Hong Kong.

The Standard Chartered Marathon is a great event of sport as well as the biggest outdoor race in Hong Kong. It is also one of the stations in the four constituent races of Greatest Race on Earth, which covers across four continents, for which the best runners from various places in the world come to Hong Kong on purpose . The government may promote the event overseas on the basis of this reputation. The government may produce and provide various kinds of short video programmes on the Internet to let more people watch and know.

Suggestion Four: Supply more transportation to match the race

The traffic arrangement for Marathon is considered satisfying. On the day, measures are taken to close the roads at the sections of Hong Kong and Kowloon, New Territories etc., which do not influence the vehicles running from Kowloon to the airport, Lantau, Tuen Mun, Yuen Long etc.

However, closing the Eastern District Corridor and the Western Harbour Tunnel make vehicles change to run along King's Road, Shau Kei Wan Road, Gloucester Road and Cross Harbour Tunnel. So these roads are more crowded than it is on normal Sunday. The Transportation Department should start constructing more roads to lessen the traffic congestion or government should call on residents to ride public vehicles such as subway, buses etc.. Drivers must pay attention to the traffic arrangement of the roads and make announcements on radio in order to make a proper cooperation from residents who keep patient and obey the instruction of the police when there is traffic congestion.

Suggestion Five: Promote attractions nearby to attract visitors to stay

On both sides of each Marathon course there are a lot of residents watching the race, but only a few stay and go around the district or consume after the race. The reason for those who would like to stay in the district is mostly because there is famous architecture or anything with characteristics, such as amenities in communities, plazas, unique architectural style like the theme park.

Government should make some brochures describing tourist attractions along the Marathon route or promote the attractions rich for the features of Hong Kong. For example, Apliu Street is famous for its roadside stalls selling computer devices. Traveling around and consuming at the district after the race, residents may buy something they like or experience the unique features of Hong Kong on their way. Government can also promote the representative architectural constructions of the place where Marathon goes through to prosper the local economy, such as IFC in Central, which is not only an office building but also an advanced plaza.

Suggestion Six: Make efforts to promote the most characteristic attractions in Hong Kong along the route

Tsing Ma Bridge of Hong Kong is the longest suspension bridge of the kind, comparing beauty with those well-known abroad, such as Golden Gate Bridge in San Francisco. Whenever foreigners mention Tsing Ma Bridge, it reminds them of Hong Kong, so Tsing Ma Bridge is a symbol of the construction of Hong Kong.

For this reason, Marathon should pay attention to promote Tsing Ma Bridge , which is a critical line in the race. Short films and video programmes could be played on TV to present the previous races held on Tsing Ma Bridge and features of Hong Kong it possesses should be focused to attract more residents expecting to travel around the characteristic attractions in Hong Kong. It is really a precious opportunity for residents to enjoy the race on the bridge, because it is normally not open to residents to have activities on the deck. This is why it can attract more people to participate.

Suggestion Seven: Establish more attractions in the chips of the features of Hong Kong

Hong Kong is an international city. Various industries including finance and performing arts have been internationalized. Marathon is an international event; therefore, tourist attractions presenting Hong Kong as an international city should be added to the route.

From the result of the questionnaire interview research, it is known that most of the interviewees hoped that Avenue of Stars in Tsim Sha Tsui and IFC II in Central could be added, for the reason that both of these two attractions show clearly that Hong Kong represents international cities.

Moreover, as Avenue of Stars is located in Tsim Sha Tsui and IFC II in Central, the route was designed originally to pass both of the districts rather than the two sites. Therefore, distance of Marathon would not increase too much if these two attractions were added to the route. And it can show the international nature of Hong Kong.

Suggestion Eight: More promotion on unpopular spots

Hong Kong has many scenic spots of historical significance. Many spots are very famous to tourists, such as Central and Disneyland. However, there are some spots that tourists do not acquaint with them, such as, Tsing Yi and Sheung Wan. Therefore, Hong Kong government should promote this spots in Marathon; tourists can know more features of Hong Kong.

Firstly, the government should print some booklets and put them in the travel centre. Also, the government can manufacture some bookmarkers which low celebrity rating to be covers and have some simple introduction, tourists have more interest for the spots. It can increase the flow of visitor.

In the other hand, the government can invite students who studying Travel and Tourism, they present some spots to tourists and invite them to appreciate Marathon. Also, they can devoted promote visitors to visit unpopular spots. The visitors not only know more Hong Kong, but also they can experience the spots which is unacquainted with spot.

Suggestion Nine: increasing more diversification of spots

Marathon routing is always takes place in center, mainly around edifices or theme park. Few routes is proposal for outskirts. Except for some popular spots, there are many spots that tourists do not visit before. It also shows its features in Hong Kong. It can help attracting more tourists to join or watch the Marathon.

First of all, choosing outskirts as a route, it can let tourists more understand that Hong Kong is not only a prosperous city, but also she has a Greenland. We suggest the routing hold in Pokfulam, Taitam and Wongnaichung reservoirs. These locations have their historical value. The tourists can travel these historic after the Marathon.

Moreover, routing in outskirts has a comfortable environment. It has fresh air and less air pollution. Participators can join the competition more healthy and tourists have more comfortable environment to watch the Marathon.

Conclusion:

Findings of the research present the level of knowledge on Marathon by residents of Hong Kong. The number of participants from Hong Kong has been growing constantly year by year. Our suggestions for improvement are as follows:

First, to the government and organizers, instead of making promotion within the region of Hong Kong, it should be expanded the scale, for example to other countries and regions. Moreover, it should not be limited to the tools of TV commercials and leaflets. More measures should be taken such as placing posters on Internet and traffic vehicles, to which the public can access more easily and frequently.

Second, in terms of the supporting facilities and services for Marathon, more should be provided by organizers, such as water stations, foods to complement energy and ambulance workers on site to decrease the number of death and injury.

Appendix 1: questionnaire

Hello! We are secondary school students of Tung Chung Catholic School. We are now doing the questionnaire interview research on the subject "**Relationship between Arrangement of Marathon Routings and Characteristic Tourist Attractions in Hong Kong**", expecting your precious opinion. All the details of the interviewees will be kept confidential.

Section I: Interviewees' data

1. Gender: Male Female
2. Age: under 20 21 – 40 41 – 60 61 or above

Section II: Questions (Please circle the proper answer)

- 1) Have you ever participated in Marathon ?
A) Yes B) No
- 2) Have you ever watched a Marathon?
A) Yes B) No
- 3) Do you think the promotion for Marathon sufficient?
A) Sufficient B) Insufficient
- 4) How do you think the way to promote Marathon in order to attract visitors?
A) TV commercials B) Dispatching leaflets
- 5) As the audience of Marathon, are you satisfied with the arrangement of the transportation during the Marathon?
A) Satisfied B) Dissatisfied
- 6) As the audience, do you think that the water stations arranged for the race are sufficient? A) Sufficient B) Insufficient
- 7) Do you want to stay and go for sightseeing in the area after your watching the race?
A) Yes B) No
- 8) Which tourist attraction along the Marathon Route do you think the one possessing the features of Hong Kong most?
A) Disneyland B) Tsing Ma Bridge C) Central
D) Clock Tower E) Others: _____
- 9) If it is allowed to include more tourist attractions, what do you think should be added?
A) IFC B) Avenue of Stars C) Great Buddha
D) Others: _____

Thank you very much for your precious opinion!

END

Reference:

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