ROOTS & ROUTES
IN THE NORTH

ALL-IN-ONE HERITAGE TRAVELLING PLATFORM FOR NORTHERN METROPOLIS
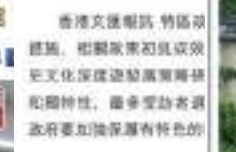
CSDI AWARDS 2025

0347F KNOWLESPACE

Tourism Commission

Challenges for In-Depth Heritage Tourism

1. *INSUFFICIENT EXPOSURE OF HERITAGE:*

Inadequate promotion ➤ Don't know about them

2. *FRAGMENTED HERITAGE INFORMATION:*

Scattered across different websites ➤ Difficult to find

3. *POOR TRANSPORT CONNECTION:*

Limited transportation options ➤ Difficult to go

Annually 130M+ passenger through Yuen Long & North District boarders

Top 10 most visited places in 2024 Q1Q2: All in HK Island & Kowloon

Tourism Commission: In-depth experiences as visitors' preference

PROPOSED SOLUTION: ROOTS & ROUTES

Targeted Audience

16 Personalities

J + **P**

Locals & Foreigners   **Judger Visitors**   **Perceiver Visitors**

Functions of Proposed Webapp

1 BEFORE VISIT   **2 DURING VISIT**   **3 AFTER VISIT**

Personalised Trip (自選遊)

Planned Trip (輕鬆遊)

AR Docent (AR導賞員)   **Amenity Helper (設施小幫手)**

3

DATA & TECHNOLOGY

Base Data

Associated Platforms

CSDI

開放數據平台 DATA.GOV.HK

- Declared Monuments
- Graded Historic Buildings
- Bus & GMB Routes
- Bus Stops & GMB Terminus
- Toilet & Temple
- Convenience Store
- 3D Pedestrian Network

Open3Dhk

- 3D Heritage Models for Augmented Reality

esri

- Restaurant Licences

古物諮詢委員會 Antiquities Advisory Board

ChatGPT

- Heritage Information

- Data Visualisation
- Experience Builder

hkbus.app

- Estimated Time of Arrival (ETA)

Google Maps

- Route Suggestion
- Extra Information

Innovation & Analysis

ArcGIS Pro

- Amenity Helper Function (設施小幫手)
- Kernel Density & Buffer

AR Kit

- AR Docent Function (AR導賞員)
- Pop-up Description

KEY FEATURES

1 BEFORE VISIT

- *PREVIEW* heritage model & description

- *SELECT* themed routes

- *CHECK* transportation options

Ancestral Echoes
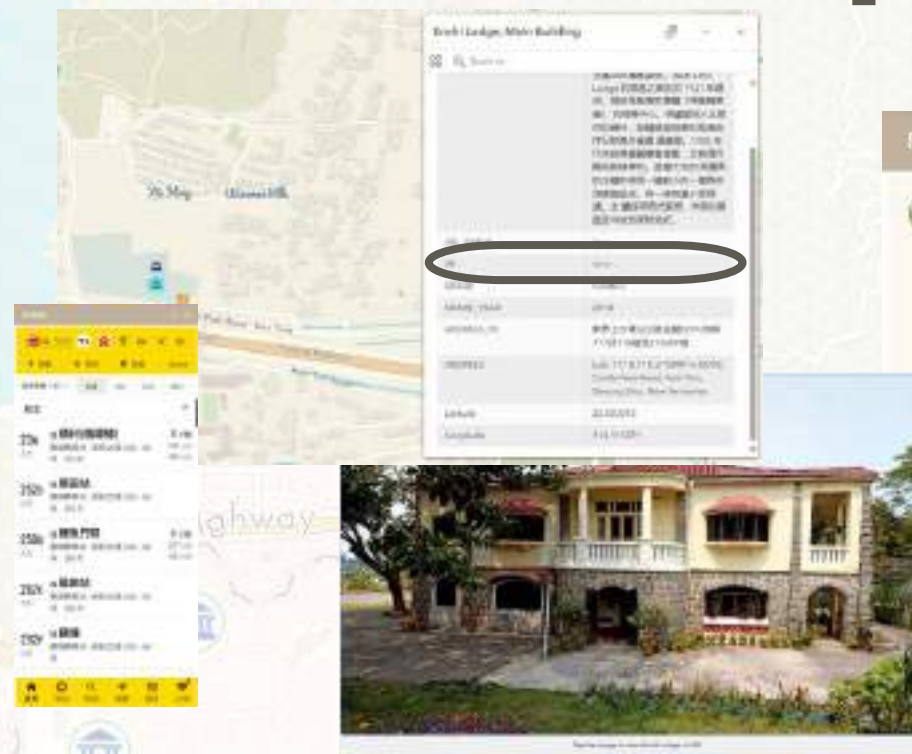歷遊宗祠之旅

Cultural Fervour
融文入慶之旅

Development Era
發展藍圖之旅

2 DURING VISIT

- *VIEW* AR pop-up description

- *LISTEN* heritage introductory recording

- *PLAY* heritage mini-games

3 AFTER VISIT

- *CHECK* amenities nearby

- *FOLLOW* route to transport stop

https://drive.google.com/file/d/1hqlyRksfcp70skgI3F0ekWXbIeuYBaaV/view?usp=share_link

Welcome to Roots & Routes

TACKLING CURRENT CHALLENGES

1 INSUFFICIENT EXPOSURE

a) Social Media Promotion

- **Cover popular social media worldwide**

b) Mascot Promotion

- **Mascot to promote heritage tourism**

Proposed Mascot
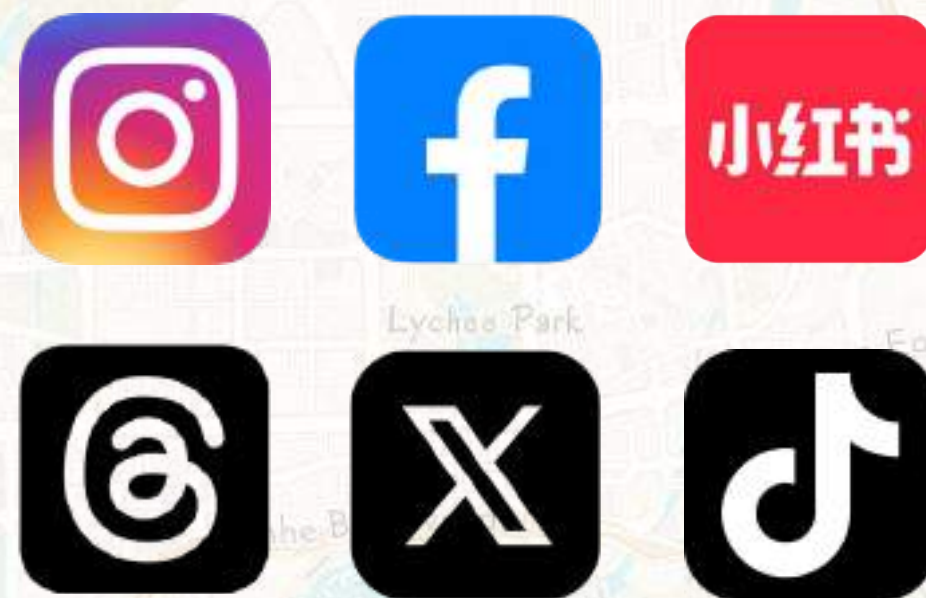
跡跡子 Heritage Jack

c) School Promotion

- **Incorporating with primary school subject "Primary Humanities"**

TACKLING CURRENT CHALLENGES

2 HERITAGE INFORMATION

a) All-In-One Platform

- *Before X during X after visit*

1 BEFORE VISIT   **2 DURING VISIT**   **3 AFTER VISIT**

Personalised Trip (自選遊)
Planned Trip (輕鬆遊)   AR Docent (AR導賞員)   Amenity Helper (設施小幫手)

Location

Description

Voice Docent

Graded Class

Amenity

Map

AR Tour

Suggested Route

Theme Category

Chinese & English

3 TRANSPORT INFORMATION

a) Planned Transport for Routes

- *Suggested route with transport connection details provided*

b) Individual Transport Layer

- *Clear individual layer for bus/GMB stop and routes*
- *Embedded app with ETA*

EXPECTED BENEFITS

1. Social & Cultural Benefits

- **Raising public awareness in heritage conservation**

- **Promoting local culture & history**

- **Enhancing visitor experiences**

2. Economic Benefits

- **Creating more inclusive tourism opportunities**

- **Promoting cultural & creative industries**

- **Generating job opportunities in the long term**

- **Increasing job diversity in Northern Metropolis**

「以旅塑文 以文彰旅」

Tourism x Culture

Development Blueprint for Hong Kong's Tourism Industry 2.0

Tourism Industry
- **GDP: 2.6%**
- **Employment: 3.9%**

Cultural & Creative
- **GDP: 4.5%**
- **Employment: 6.1%**