

**Project no:** 0018-05

**Name of Project:** Tai Po Eco-tourism Development Project

**Name of Applicant Organization:** The Salvation Army

**Project Duration:** 3 years (From April, 2005 to March, 2008)

**Grant Approved:** HK\$ 880,000

**Target groups:**

Youngsters and middle aged women (including those had received related training before)

Elders

Mentally Handicapped

Ex-mentally ill patients

Single Parent Families

Primary and Secondary School Students

Fishermen

**Location of the Project:** Tai Po District (including Fung Yuen, Sam Mun Tsai, Ma Shi Chau)

**Objectives of the Project:**

3. To enhance the self-confidence and competence of the youngsters and middle aged women through various training programs in the project.

To foster respect of the traditional culture and credits of the village people especially the fishermen living in the rural areas of Tai Po.

To facilitate various cooperation among different target groups in the community through the development of eco-tourism and recruitment of volunteers for environmental protection.

**Unique features of the Project:**

1. Utilization of Natural Resources in Tai Po.

Through the development of eco-tourism, the beautiful scenery of Tai Po was utilized as resources in building up a supportive and inclusive community.

2. To sustain the traditional fishermen culture and credits.

By inviting the fishermen as instructors for the project, it is hoped that the traditional culture of the fishermen could be sustained.

3. To build up an inclusive and supportive community in Tai Po.

By mobilizing cross sector resources like the Business Shops, Environmental Association and Social Service Agencies and involve different target groups like youngsters, middle aged women, fishermen and disabilities in developing the eco-tours would help to build up an inclusive and supportive community in Tai Po.

**Expected outputs and outcomes:**

Expected outcomes:

**Personal Aspect:**

1. The self-confidence and work competence of the tourist guides would be enhanced.
2. The degree of community participation among the tourist guides would be enhanced.
3. The traditional cultures and credits of the fishermen would be preserved and promoted.
4. Volunteer opportunities for the disabilities would be increased.

**Social Aspect:**

1. Community network between different target groups would be established.
2. The degree of social cohesion in the community is increased by frequent cooperation among different target groups.
3. Cooperation among different sectors like the professionals and business sectors is promoted.
4. Business opportunities are provided for different business parties in Tai Po through the development of eco-tourism.