

**THE EDUCATION UNIVERSITY OF HONG KONG**  
**FACULTY OF LIBERAL ARTS AND SOCIAL SCIENCES**

**Impact Case Study Prize**  
**for the Dean's Research Fund 2020-21**

**Brief Introduction of Awardee's**  
**Impact Case Study and Future Research/KT Development**

<b>Awardee (Dept):</b>	<u>Dr Cheung Ting On Lewis, Associate Professor (SSC)</u>
<b>Impact Case Study:</b>	<u>Promoting Sustainable Tourism Development for Wolong National Nature Reserve, Sichuan Province, and Hong Kong</u>

*A. Briefly introduce your impact case study for which you have received the prize.*

The UNESCO-listed Wolong National Nature Reserve, famous as the prime habitat for the endangered panda, was badly damaged by the devastating Sichuan earthquake of 2008, being located just 20km from the epicenter. Restoring normal life to the isolated area's more than 5,000 residents was of paramount importance. It was equally important to rebuild the reserve into an ecologically sustainable area. To help accomplish this Dr. Lewis T.O. Cheung, Associate Professor of EdUHK's Department of Social Sciences (SSC), lead a research team to evaluate the best way to develop sustainable tourism for the reserve and devised two unique accreditation systems for its ecotourism industry, as part of the regulation for the tourism development in the ecologically sensitive reserve, funded by the Government of the Hong Kong Special Administrative Region (HKSAR). In 2016 the local administration in Wolong accepted and implemented the recommendations and systems in full. So far 8 businesses out of around 20 (local farmhouses operating as sustainable farms and hotels) have achieved the resulting Bronze and Silver Panda Ecotourism Certification Awards. The project has achieved significant environmental impact through ecological conservation and education; and economic impact for the 5,000 residents by identifying new sustainable tourism services and products, putting in place a management system for sustainable tourism that provides new businesses opportunities, balanced with the need to protect the ecology and panda habitat. From the knowledge and experiences gained through the project, Dr. Cheung further advises hotels and hostels in Hong Kong to improve sustainability of their operations and is appointed as expert advisor for many governmental advisory committee which could further enhance his research impacts to the sustainable tourism development in Hong Kong.

*B. How you used/will use your prize and perhaps its usefulness to your research / KT development?*

The funding of the prize will be used to support my travel expenses during my sabbatical leave which I will spend around 4 months in the University of Surrey, UK as a Visiting Fellow. Such visiting appointment would be important for my research as the Department of Tourism and Hospitality of the University of Surrey is the best Tourism Department in the UK. It houses many famous tourism scholars in the department. The visiting could offer me a good opportunity to explore collaboration with world leading tourism scholars.

*C. Expected research/KT outcomes/outputs/impacts arising from this prize.*

- 2-3 articles will plan to be submitted to the international refereed journals for publications
- Submission competitive grants
- Explore international collaboration for research