Introduction to Two Social Enterprises (Tourism)

GUIDE of HEARTS

Social Enterprise (SE)
There is no universal definition of social enterprise (SE). In general, an SE is a business to achieve specific social objectives such as providing the services (such as support service for the elderly) or products needed by the community, creating employment and training opportunities for the socially disadvantaged, protecting the environment, funding its other social services through the profits earned, etc. Its profits will be principality reinvested in the business for the social objectives that it pursues. In other words, the primary objective of an SE is to achieve its social objectives, rather than maximizing profits for distribution to its shareholders.

Social enterprises which operate tourism and travel-related businesses include:
Bioline Cycling Eco-Tourism Social Enterprise of the Tung Wah Group of Hospitals
WEDO GLOBAL

Live Nature
Y-Ecotour Tai O Cultural and Ecological Integrated Resource Center
Cultural Tour in Lei Yue Mun
Nature and the City
Walk in Hong Kong
BLOOM Grace Youth Camp
ECOTOUR330
HD GO Experience
See-Land Market for Ecological Leisure in Tai Po Waterfront
Easy-Acceso Travel Ltd
Eco Capture & Visual Centre

東華三院BicLine單車生態旅遊社會企業
Tung Wah Group of Hospitals Bioline Cycling Eco-Tourism Social Enterprise

於2008年成立，是東華三院棟基會天水圍綜合服務中心主辦，是專注單車生態導賞旅遊的綠色社企，提供生態綠道、生態歸化、生態保護等環節，為社區居民提供多樣化的生態教育及康樂活動。

Set up in 2008, Bioline is a green social enterprise under the Tung Wah Group of Hospitals Jockey Club Tin Shui Wai Integrated Services Centre, specializing in guided bicycle eco-tours. It invites and encourages young people who live in Young Long (including Tin Shui Wai) to explore the ecological scenic spots in the New Territories West.

愛同行社會企業
WEDO GLOBAL

於2011年成立，提倡多元文化教育，由不同文化背景的人士共同策劃和安排各種多元文化活動，例如：工作坊、培訓活動、本地文化傳承及海外深度文化體驗計劃，鼓勵參加者互相交流，深入了解文化差異。

Established in 2011, WEDO GLOBAL is a social enterprise and advocating multi-cultural education. In collaboration with people from diverse cultural backgrounds, it plans and arranges a variety of multicultural activities ranging from workshops and training to local cultural walking tours and overseas cultural experiential tours, for facilitating dynamic interaction and reflection on cultural differences.

讓我們一同出發，展開綠色單車生態導賞遊和認識少數族裔之旅！
A guided visit along Kam Tin and Nam Sang Wai...
BiciLine Cycling Eco-Tourism Social Enterprise

Statistics Summary for Youths of Hong Kong (Aged 15-24 years)

命與使命
What the name stands for

BiciLine - 由 "Bicycle", "line" 

BiciLine - 藉由單車旅程 "line" 方式，創造生態綠色 "line" 的生活模式。BiciLine的名稱寓意創新的精神，藉由單車、生態及旅遊產業，為青年創業創造新的機會。

BiciLine is derived from "Bicycle". "line" and "line". BiciLine is also known as the "line" of their lives through cycling ("Bicycle"). As the name suggests, BiciLine aims to provide cycling eco-tours as a means to provide opportunities for young people to launch their careers and realize their potential.

創建發展平台
A platform created for youth development

單車系統發展
Development of bicycle rental system

BiciLine is committed to the provision of youth life planning workshops, career tours and internship opportunities to students who are at the age of 16 to 23 and with a strong desire to start their career.

地區分佈
Geographical Distribution

按地區劃分的的青年
Youths by District

In 2006, an integrated children and youth services centre was set up under the Tung Wah Group of Hospitals in Tin Shui Wai, which promoted the attention of social workers by bringing children and young people in the area to receive social services. It also promoted the cultural and historical values, the centre came up with a business idea of operating cycling eco-tours and training local young people to become cycling eco-tour guides. After two years of hard work, the idea bore fruit with the establishment of BiciLine in 2008.

資料來源：2006年中人口統計
Source: 2006 Population By-census

政府統計處
Census and Statistics Department

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Lands Department
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1. Reedbeds function as natural filters. These reeds, functioning as substantial feeding grounds for wildlife. The dense foliage provides hiding and breeding sites safe from threats.

2. A tree-lined avenue, both sides abounding with lemon eucalyptus trees, of which the leaves give off a pleasant scent of lemon and is said to be mosquito-repelling. During the leaves, the citrus juice absorbs, one can hear the motion of water, which is described as a tree's heartbeat. By leaning close to a tree trunk.

3. Land of Grass is a rare oasis in the city. The land of grass is not only an attraction well known as a photo spot and a filming location, but also a perfect site for flying kites and model aeroplanes. It stands out as a landmark of eco-tourism in Nam Sang Wai.

4. The intersection of Kam Tin River and Shan Pui River is a popular site of many guided eco-tours. For the eco-tourist, who finds a place to reflect and observe the nature, the beauty and harmony of rivers will be evident. The birthing-sounding scenery is celebrated by each of the four seasons in its own charm.

5. Kam Tin River, originating from Tai Mo Shan, is the second longest river in Hong Kong.
訓練路線（錦南線單車導賞遊）
Training Route (Kam Tin - Nam Sang Wai Cycling Eco-tour)

錦南線單車導賞遊（約5小時）Kam Tin - Nam Sang Wai Cycling Eco-tour (about 5 hours)

参加者/負責人對導賞員的評語
Feedback from the participants/organiser to the tour guides:

負責人及導賞員簡介
Get to know the organiser and tour guides:

Tim sir - 體現青少年節儉精神發掘潛能，規劃未來。Aspires to inspire young people to realise their potential and plan for their own future through the tour guide training programme.

Ivan - 善用生態導賞員的作業實踐談話，並且

Samm - 希望引導參加者認識生態，愛護環境。Hopes to help tour participants learn about the ecosystem and environmental protection.

山河觀光點
Viewing points for the nature trails:

1. 元朗新發展區
Yuen Long New Development Area
2. 梅市/錦南
Mai Tai/Yuen Long Long Town
3. 紅毛角
Hung Mo Kiu
4. 紳士橋
Ting Wai Bridge
5. 藍田
Lan Tau
6. 安康
Hung Keng
7. 香港歷史和自然公園
Hong Kong Heritage and Nature Park
8. 香港大學
University of Hong Kong
9. 香港科學園
HK Science Park
10. 香港理工大學
Hong Kong Polytechnic University
11. 香港護理學院
Hong Kong College of Nursing
12. 香港大學
University of Hong Kong
13. 香港浸會大學
Hong Kong Baptist University
14. 香港大學
University of Hong Kong

其他Cycling Eco-tours

- 參考路線一：瓶山文物及自然之旅（約5小時）
Suggested Route 1: Ping Shan Heritage and Natural Tour (about 5 hours)
- 參考路線二：南生圍親親大自然之旅（約5小時）
Suggested Route 2: Nam Sang Wai Nature Tour (about 5 hours)
- 參考路線三：黃竹坑田洋生態之旅（約5小時）
Suggested Route 3: Eco-tour to Lau Fau Shan Oyster Field (about 5 hours)
- 參考路線四：烏溪沙自然生態之旅（約7小時）
Suggested Route 4: Pak Nai Romantic Sunset Tour (about 7 hours)
- 參考路線五：尖鼻頭海生態之旅（約7小時）
Suggested Route 5: Eco-tour to Tsim Bei Tsai Wetland (about 7 hours)

距離 Distance：16 公里km

幸福 Level of difficulty：**

- 體會單車遊遊園生態和自然。
- 了解蘭田文化歷史。
- 參觀觀塘著名景點 - 敦厚。
- 適合親朋好友，認識綠林紅樹生態。
- 味賞本地風味家常菜。

5 元朗新發展區
Yuen Long New Development Area

6. 安康
Hung Keng

7. 香港歷史和自然公園
Hong Kong Heritage and Nature Park

8. 香港大學
University of Hong Kong

9. 香港科學園
HK Science Park

10. 香港理工大學
Hong Kong Polytechnic University

11. 香港護理學院
Hong Kong College of Nursing

12. 香港大學
University of Hong Kong

13. 香港浸會大學
Hong Kong Baptist University

14. 香港大學
University of Hong Kong

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A Guided Visit to the Old Times’ Ethnic Minorities

1. 九龍清真寺
Koulool Mosque

2. 西菲特軍營
Whitfield Barracks

3. 奧麗嘉大廈
Mirador Mansion

4. 重慶大廈
Chengking Mansions

5. 半島酒店
The Peninsula Hong Kong

6. 海關總署
Customs Headquarters

The Koulool Mosque was constructed in 1896 and rebuilt in 1964. Historically, Tsim Sha Tsui was once a military stronghold surrounded by military sites. Among the ethnic minorities recruited into the garrisons, quite a number of them were Pakistanis, and most of the Pakistanis were Muslims. The Government, therefore, built the Koulool Mosque next to the barracks to facilitate their religious gatherings.

The Whitfield Barracks were constructed around 1930. Starting in 1967, Whitfield Barracks was handed over to the government for redevelopment as a cultural and leisure venue, and the site was eventually opened to the public in 1970 as Koulool Park, with only the Koulool West II Battery and four barracks blocks – B6, B59, B61 and B62 – preserved. The blocks were restored by the Antiquities and Monuments Office in 2003 and subsequently developed into the Hong Kong Heritage Discovery Centre in 2005.

This is where ethnic minorities usually hang out and shop for clothes which are mostly sold by ethnic minorities as well.

Some ethnic minority soldiers were stationed there in the past.

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Discovery Tour to South Asian Community

Post-Visit Expectations

The participants are encouraged to greet ethnic minorities with a warm smile. The participants are expected to take the first step to socialise with the ethnic minorities in Hong Kong. Social inclusion among different ethnicities may be strengthened through more interaction, better understanding and closer rapport.

What's more...

Yuen Long

Duration: 2.5-3 hours

Activities: Assembly Point, Briefing, Activities, Sharing and Conclusion

Sham Shui Po

Duration: 2.5-3 hours

Activities: Assembly Point, Briefing, Activities, Sharing and Conclusion
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Social enterprises run business in various areas which include art and culture, care services, environmental protection, education and training, dining, domestic support, as well as tourism and travel. For more details, please visit the following websites:


**Production Notes**

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