

Countryside Conservation Funding Scheme
Cultural Rehabilitation/Revitalisation Project

Project Number	EEB(EB) 27/24/10-25
Project Proponent	School of Hotel and Tourism Management, The Chinese University of Hong Kong
Project Title	Innovative and Sustainable Rural Tourism in the Sha Tau Kok Cluster II: Creating the MeGoOut Rural IP and Immersive Cultural Tourism Experience
Target Site	Mui Tsz Lam, Kuk Po, Kat O
Project Brief *	This project aims to continue and deepen the “MeGoOut” rural tourism IP, implementing a comprehensive rural conservation and tourism development project in the Mui Tsz Lam, Kuk Po, and Kat O in the Sha Tau Kok area. The core of the project is to create an original “MeGoOut Cha Kwo genius” IP, combining it with an “immersive experience of Hakka and fishermen's culture”, and leveraging the annual Tin Hau Festival to incubate sustainable “rural-themed events”. This will organically integrate cultural restoration, ecological conservation, and community economics, establishing a sustainable rural tourism brand and creating a new ecological and cultural tourism landmark for Yan Chau Tong.
Project Period	1 January 2027 to 30 April 2029
Grant Approved	\$3,000,000

*The project brief is provided by the project proponent