

香港 Citywalk 漫游之旅---奖励旅游计划

Hong Kong Citywalk Roaming Tour – Incentive Travel Program

2023 年 12 月 10 日

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1. Event Name

Hong Kong Citywalk Roaming Tour - Incentive Travel Program

2. Event Positioning

More than just a travel reward for company employees, this program combines social interaction with team-building attributes. It is an immersive experience of Hong Kong life, a cultural journey to discover the traces of urban memories.

3. Event Objectives

3.1 Motivation and Reward:

The primary goal is to motivate and reward employees, teams, or business partners. The company can acknowledge and recognize their outstanding work, performance, and contributions by providing incentive travel, inspiring employee motivation and enthusiasm.

3.2 Team Building:

The incentive travel program aims to promote collaboration and cohesion among teams. Spending time together in different environments and participating in team-building activities contribute to a more robust team culture and spirit of cooperation.

3.3 Enhancing Employee Satisfaction:

The company can enhance employee satisfaction by offering fun and unique travel rewards. Employees feel valued by the company, resulting in increasing loyalty and overall job satisfaction.

3.4 Promoting Employee Well-being:

Incentive travel is a reward program that recognizes outstanding work performance with a strong focus on enhancing employee well-being. Providing employees with an opportunity to

rest and relax helps improve their physical and mental health.

3.5 Public Recognition of Outstanding Contributions:

The incentive travel program serves as a public recognition of outstanding contributions. By hosting events in scenic and unique destinations, the company conveys its appreciation for the assistance of its employees.

3.6 Reinforcing Corporate Culture:

Incentive travel can be seen as part of the corporate culture. By aligning with the company's core values and vision strengthens employees' identification with its culture.

3.7 Improving Work Atmosphere:

Providing a pleasant and positive work environment through incentive travel can improve the overall work atmosphere, alleviating employee work stress.

3.8 Experience the Charm of Hong Kong, Explore Hong Kong Cultural Life:

Delve into Hong Kong, experience its cultural atmosphere and enjoy the unique humanistic charm that Hong Kong offers, which is distinct from mainland China.

4. Concept and Theme

In recent years, a trend known as "Citywalk" has emerged in major cities such as Shanghai, Guangzhou, and Wuhan, referring to urban strolling. Citywalk has a long history in Europe. The concept of the flâneur, coined by the Frankfurt School scholar Walter Benjamin in the 19th century, describes a person who wanders without a specific direction, observing the urban environment with a detached attitude. Benjamin believed that the flâneur could watch everything with an unbiased perspective, not quickly getting involved in the world. The flâneur seeks leisure and autonomy, and poets, scavengers, and sex workers can all be representatives

of the flâneur. Benjamin suggested that urban strollers can find memory traces in the city through wandering.

Benjamin's interpretation is the essence of the Hong Kong Citywalk event. The activity lets people know more about the Great Bay Area through Citywalk, aiming to guide more people to explore the charm and history of Hong Kong. The event is designed to reward travel and encourage participants, including employees and business partners, to reflect more deeply on Hong Kong's culture during the journey. It aims to foster a deeper connection with the city, deepen the understanding of Hong Kong, and create a more intimate link with the city. Citywalk becomes a choice of exploration. Therefore, the event is planned with specific themes for walking tours, accompanied by tour guides who explain the neighborhood's history, culture, and customs in-depth. Each participant is expected to leave their unique mark in the Citywalk guidebook.

The activity is divided into four main sections:

4.1 Urban Camp:

Unleash oneself from outdoor activities and start the Hong Kong Citywalk journey.

4.2 Mountain and Sea Stroll:

North Point, where mountains and seas meet, observe the hills and the sea and witness the organic combination of a bustling city and vast nature.

4.3 Neon Stroll:

Along the route of Causeway Bay - Wan Chai - Central - Sheung Wan, touch the night colors of Hong Kong, traverse through billboards, and flow through the traffic, experiencing a journey reminiscent of a Hong Kong movie scene.

4.4 Artistic Stroll:

Traverse the streets of Mong Kok and Yau Ma Tei, take a step closer to the life of Hong Kong people. Arrive at the West Kowloon Cultural District, feel the sedimentation of history, and restart the memories of the era in vintage corridors.

5. Market Research and Analysis

5.1 Research and Analysis Methods:

Big data analytics, conducting interviews, and gathering online surveys.

5.2 External Market Research and Analysis:

On the popular Chinese social platform "Xiaohongshu" (Little Red Book), numerous users share popular Citywalk routes in various travel cities. According to the "2023 Xiaohongshu Citywalk Trend Report," in the first half of 2023, the search volume related to Citywalk on the Xiaohongshu platform increased more than 30 times compared to last year.

There has been a turning point in travel consumption trends since the pandemic. Tencent Marketing Insight and Tongcheng Research Institute jointly released the "China Travel Consumption Trend Insight White Paper 2023 Edition," which surveyed and analyzed the travel intentions of Chinese mainland consumers in 2023. It compared the results with those before the outbreak in 2019, indicating that Chinese mainland consumers are showing a different travel inclination, including four trends: pursuing uniqueness, relaxation, unknown surprises, and in-depth exploration of local areas. Among them, 63% of respondents prefer not to have too tight schedules during their trips, and 65% of respondents want to explore tourist destinations in-depth, living like "locals."

Indeed, during the three years of the COVID-19 pandemic, the Chinese government

implemented strict lockdown policies, leading to a long accumulation of depression among Chinese mainland consumers. After the pandemic, they seek a relaxed, accessible, stress-free lifestyle. The white paper shows that, compared to the once-popular "check-in" style of tourism among Chinese consumers for many years, 33% of consumers now prefer a more peaceful and relaxed state of mind during their travels, becoming the primary motive for current Chinese trips.

Hong Kong has always been a popular destination for mainland Chinese tourists. On Xiaohongshu, it is evident that many tourists are abandoning traditional "must-play" and "must-check-in" spots such as Victoria Peak, Avenue of Stars, and Wong Tai Sin Temple. Instead, they are exploring Citywalk routes in Hong Kong, with a passion for an average of 20,000 to 30,000 steps per day. The new definition of Xiaohongshu is a "light travel experience of shuttling between 'urban nature' and 'cultural landscapes.'"

5.3 Internal Employee and Partner Research Analysis:

Design an online questionnaire and create a concise yet comprehensive survey: preferences for playing, travel preferences, types of activities, etc. The questionnaire is designed to have multiple options for predefined travel destinations and themes and will eventually be sent to the WeChat activity group.

奖励旅游计划需求调查
Incentive Travel Program Demand Survey

*1. 你的年龄是
Your age is

18-25

26-35

36-45

46-55

56 above

*2. 你的性别是
Your gender is

男性 Male

女性 Female

其他 Other

*3. 请选择可以进行活动的日期:
Please select the date on which the event can take place:

*4. 请输入您的手机号码:
Please enter your phone number:

*10. 你更喜欢哪种类型的住宿
Which type of accommodation do you prefer * [Multiple Choice]
【多选题】

酒店 Pub

民俗 Folk custom

青年旅舍 Youth hostel

其他 Other

*11. 如有以下旅游目的地与主题，你会选择
If you have the following travel destinations and themes, you will choose * [Please select 1 to 2 items]
【请选择1-2项,已选择0项】

呼伦贝尔草原森林之旅 Hulunbuir grassland forest tour

香港Citywalk漫步之旅 Hong Kong Citywalk Tour

云南西双版纳丛林冒险 Yunnan Xishuangbanna Jungle Adventure

新疆阿勒泰冰雪旅游 Xinjiang Aletai Ice and Snow Tourism

重庆感受人间烟火 Chongqing feel the human fireworks

12. 你对公司此次奖励旅游活动有什么期望或建议
What is your expectation or suggestion for this incentive travel activity?

13. 你有什么其他想要分享关于活动的想法吗?
Do you have any other ideas you'd like to share about the event?

*5. 你更喜欢那种类型的出游经验?
Which type of travel experience do you prefer? [Multiple Choice]
【多选题】

城市旅行 City travel

自然风光 Natural scenery

文化探索 Cultural exploration

冒险旅行 Adventure travel

度假胜地 Holiday resort

6. 你最喜欢的旅行目的地是
Your favorite travel destination is

7. 你最愿意尝试哪些新的目的地?
Which new destinations are you most willing to try?

*8. 在旅行中你更喜欢那种活动?
What kind of activity do you prefer on a trip? [Multiple Choice]
【多选题】

文化参观 Cultural visits

运动和户外活动 Sports and Outdoor Activities

购物 Shopping

餐饮体验 Dining experience

娱乐演出 Entertainment show

9. 是否有其他你喜欢的特定活动
Are there other specific activities that you enjoy

Figure 1: Questionnaire on Incentive Travel Program Demand

Based on the survey and interview results, it was found that employees and partners tend to prefer a combination of urban and outdoor activities. They are interested in a travel model that combines "must-visit" landmarks with visits to niche and unique destinations. Additionally, they hope that the journey not only provides relaxation and leisure entertainment but also offers a deeper understanding of the city's cultural landscapes and historical memories.

6. Event schedule

Day 1: December 25, 2023	
14:00- 21:00	<ul style="list-style-type: none"> ● Check-in at the hotel lobby ● Receive custom-logo apparel, hats, and other materials ● Dinner on your own <p>Explore Tsim Sha Tsui at your leisure – Recommended sights: Avenue of Stars, Night view of Victoria Harbour</p>
Day 2: December 26, 2023	
7:30- 8:30	Breakfast at the second-floor buffet
8:30- 9:00	<ul style="list-style-type: none"> ● Arrive at the City Camp, check-in, receive wristbands in different colors (matching colors from a group) ● Warm-up exercises, prepare for activities <p>Dress code: Custom-logo apparel, hats, etc.</p>
9:00- 10:30	<ul style="list-style-type: none"> ● Outdoor Game: Roll and Rock with the Gyro Ball! Gyro Ball includes single and double balls. Participants, organized into groups, navigate through a designated area inside giant balloon-like props. They roll through obstacles, reach the other side, and relay to the next participant. The group with the shortest time wins. Note: Wear protective gear, helmets, etc.
10:30- 11:30	<ul style="list-style-type: none"> ● Outdoor Game: Sing and Candle Blowing Each group faces 25 candles. Blow candles by singing, and the group that takes the least time wins. Note: Each person has several candles; Distribution within the group; candles cannot be blown out without singing
11:30- 13:30	Lunch at the camp’s area
13:30- 14:45	<ul style="list-style-type: none"> ● Outdoor Game: Dodgeball Competition No group is required. Two participants on each side throw balls alternately. The remaining participants stay in the central area. If a central participant is hit, they are eliminated from the game; catching a ball revives one eliminated participant. Participants must be agile to dodge opponents' throws and preserve their survival skills.
14:45- 15:00	<ul style="list-style-type: none"> ● Customized tea break at the tea break setup area
15:00- 17:00	<ul style="list-style-type: none"> ● Outdoor Game: Fun Obstacle Relay Each team member is assigned a section of the relay. The obstacle relay consists of four parts: marble release on pressure plates, trampoline ball catching, Angry Birds tossing, and trampoline racing. The team with the least amount of time wins.
17:00- 19:30	Leisure BBQ at the camp’s rest area

19:30- 21:00	<ul style="list-style-type: none"> ● Tea-making around the fire at the camp's rest area ● Watch the company's 2023 Growth and Achievements video on the stage screen ● Awards for outstanding employees and partners ● Speech by a special guest to officially start the journey ● Photographer takes a team photo
Day 3: December 27, 2023	
7:30- 8:30	Breakfast at the second-floor buffet
8:30- 9:00	<ul style="list-style-type: none"> ● Depart for North Point
9:00- 10:30	<ul style="list-style-type: none"> ● Visit the Hong Kong Film Archive – Learn about local history, culture, and the development of the Hong Kong film industry Guided commentary throughout
10:30- 11:30	<ul style="list-style-type: none"> ● Visit the Monster Building – Transformers 4 filming location, a unique Hong Kong-style building
11:30- 14:00	<ul style="list-style-type: none"> ● Explore North Point's Healthy Street ● Lunch at North Point Lee Keung Kee Egg Waffles
14:00- 16:00	<ul style="list-style-type: none"> ● Explore Chun Yeung Street – Experience the street's vibrant atmosphere As Ding Ding trams pass through open-air markets, feel the slow-paced charm of Hong Kong
16:00- 18:00	<ul style="list-style-type: none"> ● Sunset at Quarry Bay Park – Experience the convergence of nature and the city, mountains, and sea ● Photographer takes a team photo
18:00- 19:30	Return to the hotel for dinner at the second-floor restaurant
Day 4: December 28, 2023	
7:30- 8:30	Breakfast at the second-floor buffet
8:30- 9:30	<ul style="list-style-type: none"> ● Depart for Causeway Bay – Tour Times Square Guided commentary throughout
9:30- 11:00	<ul style="list-style-type: none"> ● Take the Ding Ding tram to Wan Chai – Explore Golden Bauhinia Square, the Monument of Return, and Jardine's Crescent Guided commentary throughout
11:00- 13:00	Lunch at Tim Ho Wan – Traditional authentic Cantonese cuisine
13:00- 16:00	<ul style="list-style-type: none"> ● Explore Central – Central Ferris Wheel, Central Market, Mid-levels Escalator, and Gough Street Guided commentary throughout
16:00- 19:00	<ul style="list-style-type: none"> ● Explore Kennedy Town – Romantic encounter with the sea and sunset ● Dinner at Gan Long Old-Style Chicken Pot

19:00- 21:00	<ul style="list-style-type: none"> ● Take a cable car to The Peak – Overlook the night view of the city, a breathtaking vantage point ● Photographer takes a team photo
Day 5: December 29, 2023	
7:30- 8:30	Breakfast at the second-floor buffet
8:30- 12:00	<ul style="list-style-type: none"> ● Explore Mong Kok – Ladies' Market, Goldfish Street, Garden Street, and Sai Yeung Choi Street ● Explore Yau Ma Tei – Yau Ma Tei Police Station, Broadway Cinematheque, Temple Street <p style="text-align: center;">Guided commentary throughout</p>
12:00- 13:00	Lunch at Hing Kee Restaurant
13:00- 15:30	<ul style="list-style-type: none"> ● Visit West Kowloon Cultural District – Explore the Hong Kong Palace Museum and M+ Museum <p style="text-align: center;">Guided commentary throughout</p>
15:30- 18:00	<ul style="list-style-type: none"> ● Paint your signature Hong Kong Minibus Sign Work Create hand-painted acrylic boards featuring the Red Minibus or keychains with the company logo as souvenirs of the Hong Kong Citywalk journey
18:00- 19:00	<ul style="list-style-type: none"> ● Return to the hotel for rest ● Dress code: Evening wear or formal attire ● Head to Hung Hom
19:00- 20:30	<ul style="list-style-type: none"> ● Cruise dinner ● Company history & organizational structure quiz with gifts ● Watch magic performances and band shows ● Photographer takes a team photo
Day 6: December 30, 2023	
7:30- 8:30	Breakfast at the second-floor buffet
8:30- 11:00	<ul style="list-style-type: none"> ● Purchase local specialties, souvenirs, etc. ● Pack your luggage
11:00- 12:30	<ul style="list-style-type: none"> ● Lunch at the second-floor restaurant ● Check-out
All day	All participants return

7. Stakeholders

Incentive travel involves various stakeholders, each with different concerns and expectations during the planning and execution of incentive travel activities.

7.1 Company Leadership and Management:

Company leaders and management are the decision-makers for incentive travel programs. They are concerned about the impact of the activity on employee motivation and team building, as well as the alignment with company goals.

7.2 Employees & Partners:

Employees and partners are among the primary beneficiaries of incentive travel. Employees expect recognition and rewards, aiming to enhance job satisfaction and foster stronger team relationships. Partners anticipate strengthened business connections and relationships with the company.

7.3 Event Planning Companies:

These companies are responsible for planning, organizing, and executing incentive travel programs and providing hotels, dining, transportation, and other services. They are interested in business growth and customer satisfaction, making collaboration with the company a business opportunity.

7.4 Government:

The activity requires approval from the government. Positive outcomes from the event can enhance government credibility and influence.

7.5 Shareholders and Investors:

Shareholders and investors are concerned with the overall performance and profitability of the company. They may express support if the incentive travel program is seen as an effective means to boost employee morale and company image.

7.6 Suppliers:

Suppliers play a crucial role in the smooth execution of the event by providing services

such as catering, tea breaks, networking equipment, audio-visual services, photographers, and so forth.

7.7 Employee Families:

Since incentive travel may involve employees' families, they are also stakeholders. They may be concerned about the arrangements, safety, and positive impact on employees' family life.

7.8 Society and the Public:

Company image and social responsibility are factors considered by some companies. If the incentive travel program enhances the company's reputation and positively impacts society, the public becomes a stakeholder.

7.9 Competitors:

Other companies may be interested in whether competitors are implementing incentive travel programs, as this could have a competitive impact on talent attraction and retention.

8. Venue Selection and Planning

8.1 Campsite Setup:

8.1.1 3D Stereogram

Overhead View



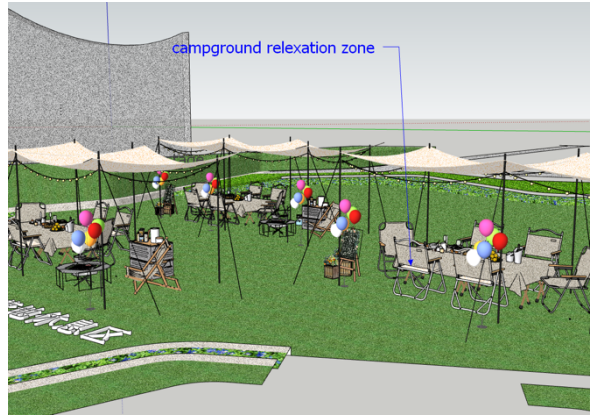
Front View



Gaming Area

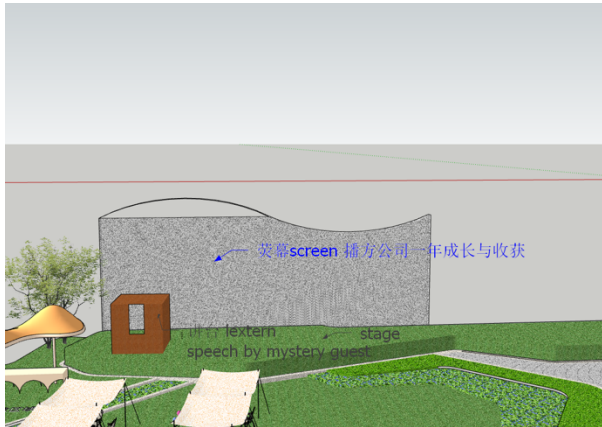


Resting Area



*Gaming area has cameras

Main Stage



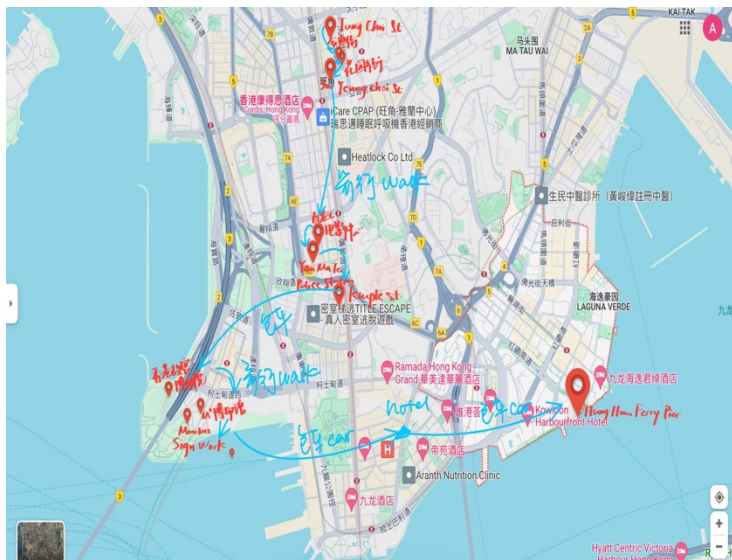
Tea Break Zone



D4 Neon Stroll



D5 Artistic Stroll



9. On-Site Management

On-site event management is critical to ensure smooth execution, involving the organization, coordination, and supervision of various event elements.

9.1 Arrangement and Setup:

Ensure that the event venue is arranged according to the design plan, including the entrance, campsite resting area, gaming activity zones, tea break setup area, central stage area, and so forth, to create an atmosphere suitable for the event theme.

9.2 Equipment and Technical Support:

Coordinate the installation and operation of technical equipment such as sound systems, lighting, projection devices, etc., ensuring proper functioning to support speeches, outdoor games, or other event elements.

9.3 Vendor Coordination:

Manage relationships with vendors, including catering services, audiovisual companies, and photographers, ensuring their timely presence and fulfilling contractual obligations.

9.4 Safety and Emergency Management:

Develop and execute a safety plan to ensure the safety of all participants and staff. Handle emergencies, assist in evacuations, and provide first aid services.

9.5 Personnel Coordination:

Manage staff and other participants, allocate tasks, and ensure that all work proceeds in an orderly and timely manner.

9.6 Registration and Check-In:

Manage the registration and check-in process for participants, ensuring the accuracy of participant information.

9.7 Time Management:

Ensure that various aspects of the event proceed according to the schedule and coordinate different activities and agendas to prevent time conflicts.

9.8 Customer Service:

Provide high-level customer service, meet participant needs, address issues, and ensure participants have a positive experience during the event.

9.9 Cleanup and Tidying:

After the event concludes, clean the site, including disassembling equipment, clearing garbage, and ensuring the venue returns to its original state.

10. Personnel Management

10.1 Planning Department:

Responsible for brainstorming within the department, planning, and organizing based on company needs. They determine the working methods for the Hong Kong Citywalk walking tour and allocate responsibilities, work processes, and expenditures.

10.2 Publicity and Promotion Department:

Primarily responsible for documenting the entire event, with post-event production of summaries and promotions.

10.3 Operations Department:

10.3.1 Management of Event Preparation:

- Establish a dedicated WeChat group for questionnaire surveys and related information dissemination.
- Prepare relevant materials, such as banners, balloons, signage, and customized unique gifts (stamps and "passports" for checkpoints, bears with event and company logos, and so forth).
- Manage communication and execution related to transportation and accommodation.

10.3.2 On-Site Event Management:

Refer to section 9 for details.

10.3.3 Post-Event Work Management:

Disassemble and clean up the event venue.

10.3.4 Overall Event Evaluation Work Management:

Post-event satisfaction surveys and suggestions can be posted to the WeChat group.

10.4 Engineering Department:

Responsible for various infrastructure work related to the event, such as stage construction, testing of lighting and sound, temporary toilet setup, and the assembly of large inflatable models in the gaming activity area.

10.5 Information Department:

Primarily responsible for the enterprise's internal communication system and the network's construction and maintenance, such as renting a telecom or mobile vehicle.

10.6 Finance Department:

Responsible for financial accounting based on enterprise needs and cost control for the event.

10.7 Security Department:

Maintain good order at the event site, such as setting up cameras in the camp gaming area to ensure the event environment's safety.

11. Service Providers

11.1 Transportation and Dining:

11.1.1 Transportation:

Involves the transport and traffic arrangements for participants, guests, or staff during the event. Transportation services such as renting buses, subways, and other transportation will be provided to ensure participants can conveniently and quickly reach and leave the event venue.

11.1.2 Dining:

Involves three meals a day and beverage services during the event. Dining includes restaurant services, buffets, tea breaks, dinners, and on-site dining near the event location.

11.2 Other Services:

11.2.1 Visual Design and Material Production:

Event logo creation and customization of awards: customized stationery, bears, canvas bags, keychains, stamps, and "passports," etc; customized clothing and the production of photo puzzles as memorabilia; customized tea breaks and snacks.



The designed activity logo features an energetic figure actively engaging in Citywalk.

11.2.2 Photography Team:

Provides album customization, travel photography, and editing. The photography team will be responsible for creating customized albums, capturing travel moments, and editing footage to compile memorable visual content for the event. Photography Team provides:

- **Album Customization:** Design and create customized photo albums that encapsulate the highlights and memories of the Hong Kong Citywalk event.
- **Travel Photography:** Capture candid and staged moments throughout the event, covering various locations and activities. The goal is to document the experience and create a visual narrative.
- **Editing:** Edit photos and footage to produce high-quality visual content, which may involve

color correction, cropping, adding effects, and creating a cohesive storyline for any video content.

12. Reference

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