



# The True Light Middle School of Hong Kong

F.3D

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## Project topic:

Is it worth to host East Asian Games 2009 in Hong Kong?

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## **Introduction**

The topic of this project is the view of worthiness of holding the East Asian Games (EAG) 2009 from the viewpoint of Hong Kong citizens.

### **Reasons of choosing this topic**

We choose this topic mainly because it is very controversial. People hold different opinions of whether it is worth of host EAG, and they have different values on how to evaluate whether a large-scale multi sports events is worth to hold.

Moreover, it is very constructive as it may affect the government's decision of holding some other large-scale multipurpose sports events in the future, such as the Asian Games.

### **Aim**

Through this project, we hope to get information about what the general Hong Kong citizens think about the EAG 2009 and whether some other large-scale multi-sport international events should be held in Hong Kong in the future.

Here are the three guiding questions of our project:

1. What has the government done in order to host the EAG?
2. How did the hosting of EAG 2009 affect the quality of life of Hong Kong people?
3. Is it worth to host the EAG or other large-scale multi-sport international events in the future? If yes, what improvement could be made by the government?

### **Expected result**

We expected the quality of life of Hong Kong citizens will be improved after the EAG because it can help enhance Hong Kong's tourism industry while encouraging the cultural interaction of different nationalities, which help foster our sports culture.

Besides, more athletes can gain experience in international competitions, and helps increase social togetherness and create national pride.

There is an important point that should not be ignored ----- EAG helps create job opportunities in Hong Kong. Thereby, Hong Kong can absolutely drive economic, cultural, political and social benefit from EAG.

## Overview



**Figure 1: The logo of EAG 2009**

Do you remember the slogan, "Be the Legend"? If no, take a look at figure 1. I'm sure you can remember it. Actually, this is what we want to investigate in this project.

Our topic is 'Is it worth to host East Asian Games 2009 in Hong Kong?' and we have done some research on this topic:

### **Explanation of EAG 2009**

EAG is a multi-sport event organized by the East Asian Games Association (EAGA) and is held every four years since 1993 among athletes from East Asian countries and territories. EAG 2009 takes place in Hong Kong, between 5 December and 13 December, 2009. There are 2,377 athletes from 9 East Asian nations competed in 262 events in 22 sports.

### **Resources provided by the Hong Kong government**

The estimated total revenue is HK\$240 million, including HK\$123 million government funding, HK\$43 million from ticket and merchandise sales and HK\$74 million from cash sponsorship. There are 20 venues, such as Kowloon Park Swimming Pool, Queen Elizabeth Stadium, Siu Sai Wan Sports Ground, etc.

Sports ground that is designed and built according to the standards for international track and field events are also provided by the government.

Professional training and exercises for frontline officers are also provided.

### **Promotion work done by the government**

The government had done a lot to promote the Games. For example, do you

know who are they in figure 2? They are the mascots of EAG 2009, which are called “Dony” (left) and “Ami” (right). The government had also published souvenir stamps for a commemoration of this special event.

Moreover, the government had held a lot of activities around Hong Kong to promote the game. These included 1 year, 300 days, 200 days countdown, cheerleading competition and torch relay, roving exhibition, cultural programmes etc.

Additionally, it had set up a decided website to introduce each competition sport, the content includes the games equipment, rules, record, etc so that the readers can know more about it. Also, short TV programs (5 minutes) are taken which feature the sport characteristics, rules, preparation works and athletes interviews. These programs are broadcasted on prime TVB during prime time. In addition, there are posters displayed and various community programs organized by 18 district councils to encourage community involvement on the sports playing and the games.

In short, we know that the government had really spent a lot of time and resources to prepare this special event, so it is important to know that whether EAG has improved the quality of life of Hong Kong citizens and to evaluate if it is worth to hold.



**Figure 2: The mascots of EAG 2009,**

## Data collection method

### A. Questionnaire survey (First-hand information)

Questionnaires were set for citizens in Central, Wan Chai, Causeway Bay and Mong Kok respectively. The questions in the questionnaires are related to the attitude of citizens towards EAG and what improvements should be done in their point of view. Their opinions can help us understand to what extent the EAG has affected the life of Hong Kong people.

A total number of 80 questionnaires were distributed, and 20 questionnaires are distributed in each MTR stations of Causeway Bay, Wanchai, Central and Mong Kok. By random sampling, we sent all the questionnaires to the passers-by in these four places respectively.

**Table of data collection method and survey targets**

| Target     | Type    | Number of samples | Sampling method | Time/location                        | Data collection method |
|------------|---------|-------------------|-----------------|--------------------------------------|------------------------|
| Passers-by | Any age | 20                | Random sampling | Morning( 9:00-10:00)<br>Causeway Bay | Questionnaire          |
| Passers-by | Any age | 20                | Random sampling | Morning( 10:00-11:00 )<br>Wanchai    | Questionnaire          |
| Passers-by | Any age | 20                | Random sampling | Morning( 11:00-12:00 )<br>Central    | Questionnaire          |
| Passers-by | Any age | 20                | Random sampling | Noon( 12:00-1:00)<br>Mong Kok        | Questionnaire          |

### B. Interview survey (First-hand information)

In order to know more about what kind of promotion the government has done for the EAG and the atmosphere of the locale, we have interviewed Mr. Yeung Wang On of our school which likes football very much and has watched the final of the football match (refer to Appendix 3), and Mr. Wong Kam Kau Karl from the East Asian Games Company Limited (refer to Appendix 4). The information of these two interviewees, the detailed objective of the interview and the content of the interview are going to be discussed.

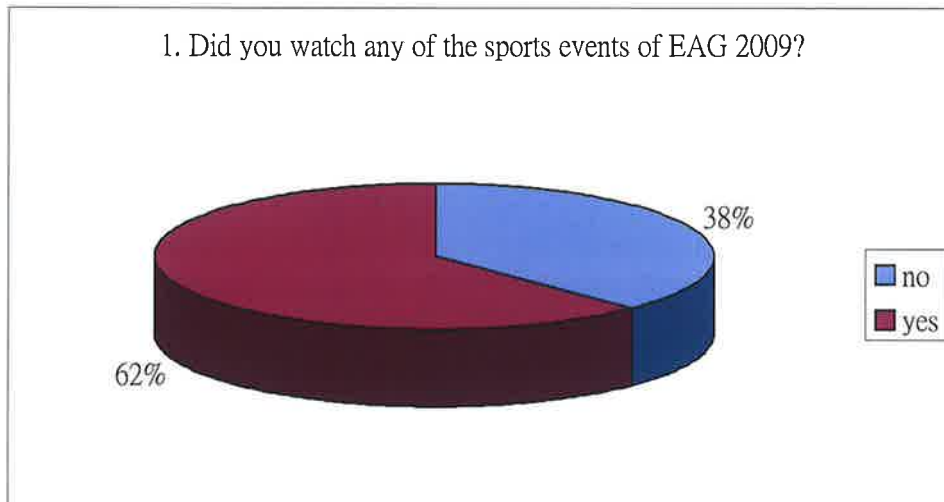
### **C. Searching on the Internet (Second-hand information)**

We've searched relevant information from the Internet in order to enrich our understanding on the promotion work done by the Hong Kong government and the opinions of general citizens on EAG 2009. Some of the data collected help us understand the background information of EAG and what'd the government done to host EAG, while some help us to analyze the opinions towards EAG of general citizens, also to evaluate the worthiness of hosting this Game.

## Analysis of findings

### 1. (Question 1 of the questionnaire)

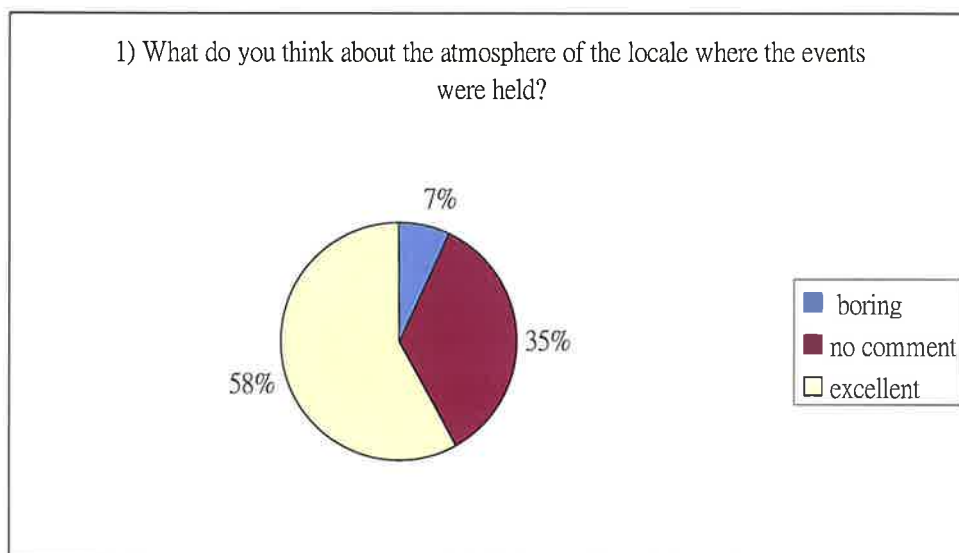
This question is set in order to investigate how many interviewees watched the sports events of EAG 2009 in sports grounds, television or on Internet. The result is as follow:



The survey result shows that about 2/3 of interviewees watched the sports events of EAG. On the other hand, about 1/3 of citizens didn't watch the sports events of EAG.

### 2. (Question 5 of the questionnaire)

The question is 'what do you think about the atmosphere of the locale where the events were held?', and the results are recorded in the following:



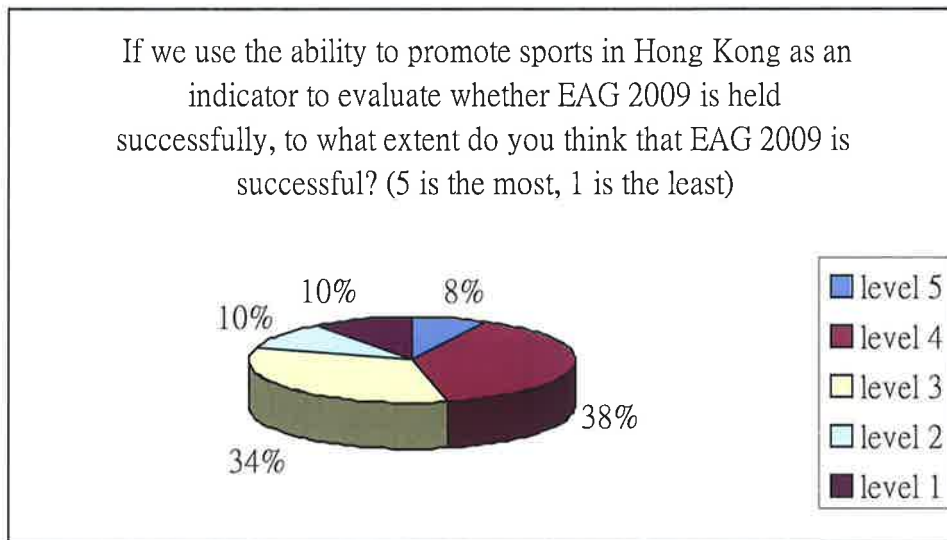
Over half of the citizens think that the EAG is excellent and about 1/3 of the



citizens have no comment or feeling normal on the atmosphere

### 3. (Question 7 of the questionnaire)

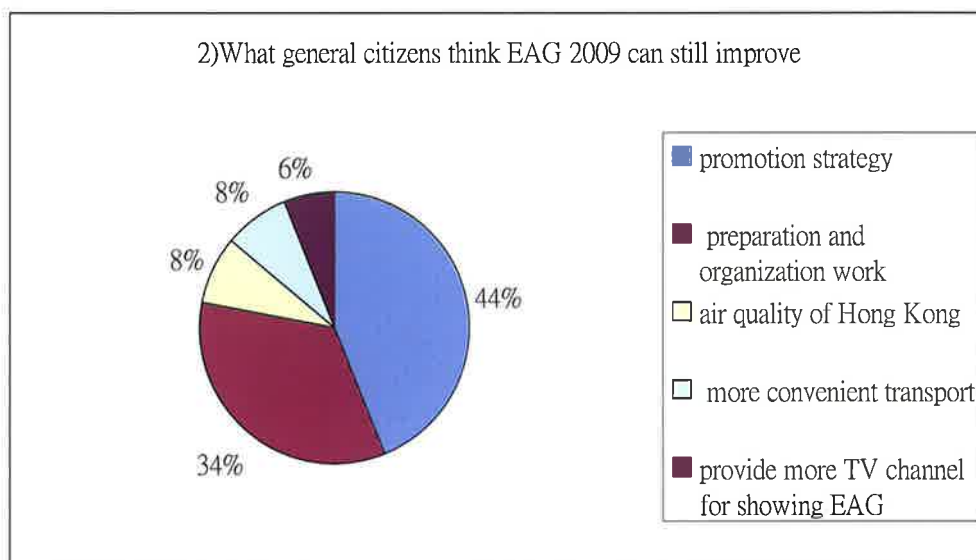
This question is to investigate how citizens agree that EAG 2009 can promote sports in Hong Kong successfully. We use the ability to promote sports in Hong Kong as an indicator to evaluate the success of EAG in this question. The result is as follow:



The survey result shows that only few citizens (8%) think the EAG is very successful. More than 1/3 of citizens think the EAG is quite successful (level 4), and 20% of citizens think the EAG is not very successful (below level 2).

### 4. (Question 8 of the questionnaire)

According to the survey done, we have asked the general citizens on what they think EAG 2009 can still improved. The results are as follow:



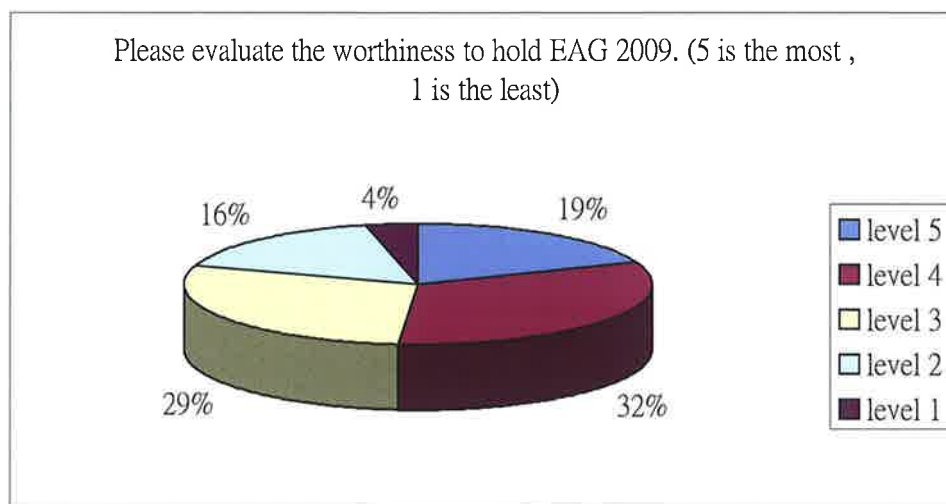
As we can see, about 42% of general citizens said that promotion strategy

such as the way to introduce EAG 2009 can be improved, for example, introducing EAG to citizens through more television programmes so that more people can know about it.

Also, about 1/3 of citizens think that the government should make improvement on preparation and organization work. For example, the government should provide more resources and capital for building and decorating the sports ground.

Meanwhile, there are both 8% of them think that the government should improve the air quality in order to attract more tourists come to HK to watch the EAG and provide more convenient transport that can arrive to those sports ground .

#### 5. (Question 9 of the questionnaire)

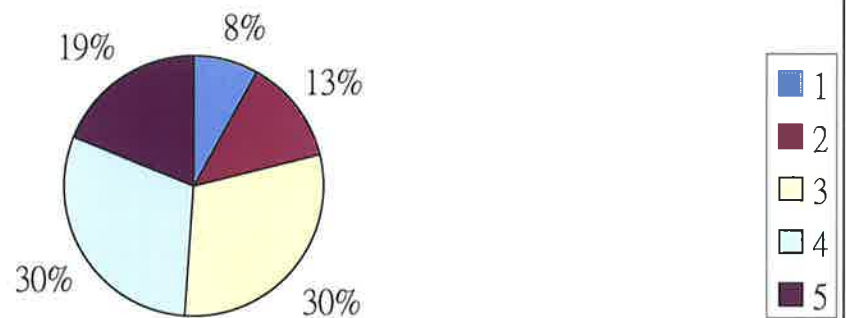


The survey result shows that about 1/5 of the interviewees think it is very worth to hold the EAG (level 5). About 1/3 of citizens think it is quite worth to hold the EAG whereas about 20% of citizens think it is unworthy to hold the EAG.

#### 6. (Question 10 of the questionnaire)

In order to know that whether the citizens want to watch other large-scale multi-sport international events in the future if the Hong Kong government hosts them again, we have done a survey on general citizens to find out how many of them will enjoy watching other large-scale multi-sport international events. The result is shown below:

3) Do you support the Hong Kong government to host other large-scale multi-sport international event in Hong Kong? (5 is the most, 1 is the least)



The survey results show that more than half of them will enjoy watching another large-scale multi-sport international event and only a very few citizens will not enjoy watching it, maybe they are not interested in sports or they are busy.

## **Discussion**

Our aim of doing this project is to get information about how general Hong Kong citizens think of EAG 2009, hence evaluate the worthiness of hosting EAG 2009 and whether other large-scale multi-sport international events should be held in Hong Kong in the future. After collecting and analyzing data, we've discovered some significant findings and made some relevant discussion.

### **How EAG affects Hong Kong in terms of...**

#### *1) General citizens' change of attitude towards sports*

Based on our findings, the EAG has brought quite comprehensive and positive effects to Hong Kong.

Many citizens have changed their attitude towards sports positively after EAG, and many of them have raised their interests towards sports after EAG. Furthermore, it is glad to know that many of the citizens are satisfied with the atmosphere of the locale. The atmosphere of the locale is usually harmonious and excited (refer to Mr. Yeung and Mr. Wong's interview in Appendix 3 and 4 point A), showing that the popularity of some sports e.g. football, basketball and volleyball in Hong Kong is quite good. This can be explained by the effort government put in promoting sports through EAG and preparing the competition of EAG, and the outstanding results achieved by Hong Kong athletes (refer to the news attached in Appendix 5). However, this doesn't mean that the government had done the best already. We'll further discuss the room for improvement of promotion work done by the government. As a matter of fact, the attitude of Hong Kong citizens towards a specific type of sports also depends on the culture and popularity of that kind of sport in Hong Kong.

One noticeable point is that, most of the interviewees have watched the EAG in television or in sports ground. This shows that the EAG is quite popular in Hong Kong, and that many people are willing to spend time on watching these events. This can be explained by their interest to sports, or more important, the effective promotion work done by the government.

Moreover, most of the interviewees are willing to watch other large-scale multi-sport international event, which shows that general citizens are quite satisfied with government holding large sports events. As a matter of fact, this is the first time for the Hong Kong government to host such event, and its

effectiveness and efficiency is recognized.

*2) The level of improvement of quality of life in Hong Kong*

From the second-hand information we collected from the Internet (see Appendix 4 point A & B), the EAG can absolutely improve the quality of life in Hong Kong.

Economic speaking, first of all, EAG can draw 10,000 visitors and attract 200,000 spectators to Hong Kong. Secondly, ticket sales can bring in HK\$20 million. Thirdly, it can provide job opportunities for our citizens.

Politically speaking, EAG can help improve Hong Kong's image overseas.

Social speaking, EAG can create national pride and increase social cohesion through.

Culturally speaking, EAG enhances cultural exchange between Hong Kong and other countries, while attract better athletes from different places to the city as there will be fewer competitors. On the other hand, EAG can increase the self confidence of the residents of Hong Kong and make more people aware of the host city.

## **Conclusion and recommendations**

### **1) Conclusion**

During our project, we've tried our best to set questions and find information that's relevant to our three guiding questions. And now, to conclude, we'll respond to our three guiding questions.

#### **What has the government done in order to host the EAG?**

The government had used lots of money and resources to perpetrate EAG 2009. It held lots of activities such as 1 year, 300 days and 200 days countdown, cheerleading competition and torch relay, as well as deciding website and taking short programs for promotion. The total expenditure for the Games is estimated to be HK\$240 million.

#### **To what extent the quality of life of Hong Kong citizens has been improved after the EAG?**

According to the questionnaires and interviews, the overall opinion of the citizens is quite positive.

First of all, most citizens think that this game can help promote sports in Hong Kong. Citizens know more about and are more interested in sports in Hong Kong, which can then maintain sports development in Hong Kong. This can improve the quality of life of Hong Kong citizens from social aspect because they have more ways to rest and relax in leisure time. They can have more entertainment i.e. doing exercises and playing sports instead of just shopping, watching movies.

Also, as they know more about sports, they can maintain a good health in the duration of doing sports. Their quality of life can hence increase.

Additionally, their sense of belongings would be stronger after EAG because the good results of Hong Kong athletes can boost the self confidence of Hong Kong residents. The level of happiness of general citizens increases, too.

Economically speaking, EAG also provides job opportunities for them. Thus the unemployment rate in Hong Kong can be relieved. This can help improve the quality of life of Hong Kong citizens.

### **Is it worth to host the EAG or other large-scale multi-sport international events in the future?**

About 80% of our survey candidates think that it's worth to host the EAG 2009. Many of them think that the atmosphere of it was excellent. More than 2/3 of our survey candidates said that they will enjoy watching other large-scale multi-sport international event. In Mr. Yeung Wang On (teacher) and Mr. Karl Wong Kam Kau (one of the organizers of EAG 2009) s' view, they also think that the atmosphere of the Games is really good (refer to Appendix 2 and 3 point 1). From the above data, we think that it is worth to host EAG or other large-scale multi-sport international events in the future.

From the questionnaires and the interviews, we found out that it's quite worth to host the EAG or other large-scale multi-sport international events in the future as it brings a lot of benefits to Hong Kong from economic, cultural, social and political aspects respectively.

Based on the analysis, we also suggested some improvements for the government.

#### **More promotion is needed**

According to question 1 of the questionnaires, most of the interviewees watched EAG competitions on TV, the Internet or just invited by friends, but didn't know the details about EAG 2009, such as the locale, hosting period and types of sports events. This shows that the promotion of government is not enough.

Mr. Karl Wong Kam Kau also thinks that the government should hold more activities e.g. large-scale funfair that can let citizens understand the aim of hosting EAG 2009 through games or large function, rather than just promoting EAG through five minutes programmes (refer to Appendix 2 point C). The promotion work can be more efficient and effective if there is more citizens' participation and community involvements.

1. Additionally, if more different government departments e.g. the Leisure and Cultural Services Department, can provide resources or facilities for EAG, promotion work can be done more comprehensively and thoroughly. (refer to Appendix 2 point B)

## **Management of venues**

According to the news we collected from the Internet, as well as Mr. Yeung's interview, we know that there are still some venues that hadn't finished building or fixing up even the Game had already started (refer to Appendix 3 point B).

Besides, some of the citizens think that preparation and organization work still had room for improvement, because the locale was a bit messy crowded with people sometimes.

Mr. Wong suggests that the auditorium in the locale should be increased in order to hold more audience, too. (refer to Appendix 2 Point B)

We suggest the government to make good use of its resources and capital, and communicate more with different departments. With good co-operation, the preparation work can be more efficient. It can find some good ways to manage problems by referring to the examples of other countries as well, such as Osaka and Macau.

## **A respond to our project topic: Is it worth to host East Asian Games 2009 in Hong Kong?**

Usually we evaluate the worthiness to host a large-scale event by finding out how it can benefit us economically. However, the event's value is more than sports. There were 23 sports competitions in EAG 2009, which is the highest number among past sporting events held in the city. The government can definitely gain experience of hosting such a large scale multi-sport event.

Also, the importance of EAG 2009 is not just only how it improves the quality of life of Hong Kong citizens and changes our attitude towards sports, but also a good chance for the government to learn ways of managing large-scale event and dealing with the praises and critiques of general citizens. If the government makes a detail reflection after hosting EAG, it can indeed understand where it did well and where it can still improve in EAG.

Although there are some criticisms, we still think that it's worth to host EAG 2009 because the main reason of those problems is due to the lack of hosting experience of the government. Those criticisms from citizens or newspaper and TV programmes are very useful for the government for hosting other large-scale multi-sport international event in the future.

To sum up, we think that the government's hard work had paid off since



the EAG 2009 is a successful event in general citizens' opinions. They start to know more about sports. Although there are some problems in the management of such a large event, the government can gain a good experience for hosting such a large sport event, and it had done quite a good job this time already.

## **2) Limitations**

### *Limitation of time and resources*

In this investigation, we've got a lot of ideas for data collection, for example, having a field observation of the venues and interview some athletes which took part in EAG. However, because of the limitation of time and resources, we're just able to set questionnaires.

### *Time management*

We were told to have this project a few months ago, but we started our data collection a few weeks before the deadline. Thus we don't have time for further data collection as mentioned above. Our data is limited then, which also limited our area of thinking. We suggest that we should make a time table to remind ourselves and manage our time well. We should start to do the data collection earlier so that we can collect more useful data, or have time for correction if we find the wrong data. As a result, we can have more time for analysis data and finish our report

## Reflection

We have learnt much after doing this project and we all think that it is a meaningful project.

### 1. Knowing more about EAG and the government's decisions

After doing this project, we have learnt more about EAG, such as its preparation work, the impacts brought by it and how it affected the quality of life of Hong Kong citizens. Also, we have learnt why the decision of the government is made so difficultly. The government needs to consider many things before making a decision, for example the benefit on economic, social and environmental aspects, and also the different opinions of general citizens. We all appreciate the way of managing EAG of Hong Kong government even though there are mistakes or room for improvement because this is just the first time for Hong Kong to host such a large-scale multi-sport event.

### 2. Learning more skills of doing a project

This project let us learn more basic skills of doing a project, including the skills of setting a good topic, organizing our collected information, finding useful data, filtering out irrelevant data, analyzing data and discussing of our findings. These skills not just help us to do a project better in secondary schools, but also in university and in the future.

### 3. Learning to have better time management

We realize that a good time management is very important as our time for doing the project is limited. Planning our schedule wisely is one of the important factor of whether we can hand in a clear, concise, detail and satisfying project.

### 4. Understanding the importance of teamwork

Doing a project individually is always different from doing in groups. Doing individually can ensure all the ideas suit our mind, but we've to spend longer time to collect, filter, organize, analyze and discuss data. Therefore, cooperating with our groupmates is another important factor of whether we can succeed in doing the project. A person's strength is always limited, but a group of four people's strength would be much stronger. After this project, we've known each other more, especially each groupmate's strength and weakness. This is advantageous for our division of labour.

#### 5. Enriching our high order thinking skills

This project trains our high-order thinking skills because we should discuss our topic based on the data collected. We've learnt not to over-depend on some information we found on the Internet (second-hand information), but investigate them by ourselves (first-hand information). We've learnt thinking individually and from different angles, too.

If we have another chance to do a similar project next time, we hope to make more improvements, such as making questionnaire that fits the guiding questions better. We hope to do a similar project again as we've really learnt many things after doing this project.

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## Appendix 1 (Questionnaire)

Study on Hong Kong citizens' view of the worthiness of holding East Asian Games

2009

Objective of the interview:

We are F.3 students from the True Light Middle School of Hong Kong. We try to understand whether general Hong Kong citizens think it's worth to host EAG 2009 and other large-scale multi-sport international event in Hong Kong.

Personal data:

Sex: ☐ Male ☐ Female

Age: ☐ 0-10 ☐ 11-20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60  
☐ over 60

Questions:

1. Did you watch any of the sports events of EAG 2009?

☐ Yes (go to Q.2-3, 5-9) ☐ No (go to Q.4, 6-9)

2. Where did you watch the sports events?

☐ Sports grounds ☐ Television ☐ Internet ☐ Others:

3. Why did you watch the sports events?

☐ Interested in sports ☐ To support Hong Kong athletes ☐ Accidentally  
☐ Watch with family/friends ☐ Others: \_\_\_\_\_

4. Why didn't you watch the sports events?

☐ Not interested in sports ☐ Busy with other work ☐ No friends to watch with

5. What do you think about the atmosphere of the locale where the events were held?

6. If we use the ability to promote sports in Hong Kong as an indicator to evaluate whether EAG 2009 is held successfully, to what extent do you think that EAG 2009 is successful? (5 is the most, 1 is the least)

5 4 3 2 1

7. What do you think EAG 2009 can still improve? Why?

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8. Please evaluate the worthiness to hold EAG 2009. (5 is the most , 1 is the least)

5   4   3   2   1

9. To what extent do you support the Hong Kong government to host other large-scale multi sports international event in the future? (5 is the most, 1 is the least)

5   4   3   2   1

Thank you for your help! :D

## **Appendix 2 (Interview with Mr. Wong Kam Kau Karl)**

### *1. Background information on the interviewee ----- Mr. Wong Kam Kau Karl*

He (born 1978) is a fencer from Hong Kong who won a bronze medal at the 2006 Asian Games in the men's foil team competition. He is now an ex-athlete and is working for the EAG (HK) Co. Ltd. now. His major duty in EAG 2009 is to arrange the competition and victory ceremony and he knows a lot about the promotion of EAG.

### *2. Objective of the interview*

We would like to know more about what has been done to promote sports in Hong Kong in terms of EAG. Also, we would understand that what the atmosphere of the competitions or victory ceremony is. We asked him about some improvements that the HKSAR government can make, too.

### *3. Content of the interview(extracts)*

Q= Question by Christy and Angela

A= Answer by Mr. Wong Kam Kau

Q: From your experience of arranging the competitions and victory ceremony, can you briefly describe the atmosphere of the competitions or victory ceremony?

A: In overall, the sports I was responsible for (e.g. basketball and tennis ball) are quite popular in Hong Kong. **(Point A)** Many people support the competitions and the atmosphere is quite noisy and with lots of fun but some sports competition that's not as popular as tennis ball or basketball, such as fencing, has fewer supporters.

Q: Do you think that the management of EAG can be improved?

A: Yes, for example, **(Point B)** more different government departments should provide resources or facilities for EAG. Moreover, the auditorium in the locale should be increased in order to hold more audience. Otherwise, this will limit the number of audience to watch the competitions. Besides, the government should promote more about the EAG. The promotion strategy should be improved.

Q: Rather than using advertisement or TV programmes, what do you think the government can do to promote EAG in Hong Kong?

A: In my opinion, **(Point C)** the government should hold more activities e.g. large-scale funfair that can let citizens understand the aim of holding EAG through games or large function, rather than just promoting EAG through television. If citizens are invited to participate in the activities, the promotion

work can be more efficient.

Q: What has been done to promote sports in Hong Kong in terms of EAG?

A: To promote the 22 featured sports, the EAG Company has conducted a series of collaborations with media and various organizations so as to educate the public the 22 competition sports such as short TV programs and designated EAG page. (He prepared a note that lists out the promotion work done by the EAG Company for us.)



### Appendix 3 (Interview with Mr. Yeung Wang On Bosco)

#### 1. Background information on the interviewee ----- Mr. Yeung Wang On Bosco

He is a Liberal Studies and Geography teacher of our school. As he is interested in football, he watched the final of the football match(Hong Kong : Japan). As he had watched the match, we'd like to know his feeling about the atmosphere there.

#### 2. Objective of the interview

We would like to know more about what the atmosphere of the football match is like.

#### 3. Content of the interview (extracts)

Q= Question by Christy, Kitty, Angela and Sophie

A= Answer by Mr. Yeung Wan On

Q: We know that you've watched the final of football match in EAG 2009. What's your feelings towards the atmosphere over there?

A: **(Point A)** It's wonderful and cool. All the spectators shouted for Hong Kong Football Team.

Q: Was the venue fulfilled with people?

A: Of course! There were about forty thousand people over there.

Q: Can you comment on the changes of Hong Kong citizens' attitude towards sports after EAG 2009?

A: What I found is that the citizens had keen on doing some sports a little bit more

before. However, it's just a short-term result. After about 2-3 months, citizens seem to be forget this game.

Q: Do you think there should be improvement in EAG 2009?

A: Yes. Firstly, there are too many 'VIP tickets' reserved. Some citizens failed to

buy tickets but the venue was actually not full yet because of those 'VIP seats'. Secondly, **(Point B)** I think that the government should manage the building of sports centre better.

Q: Do you have any other suggestions to promote EAG 2009?

A: I think **(Point C)** the government had done quite enough and outstanding work to promote this game.

## Appendix 4 (Information from online news)

### East Asian Games forecast to lure 10,000 visitors

Winnie Chong

*Tuesday, January 23, 2007*

The 2009 East Asian Games to be held in Hong Kong will likely draw 10,000 visitors and attract 200,000 spectators, according to the East Asian Games Planning Committee.

Johnny Woo Wai-man, chief executive for the Games, said about 200,000 tickets will be available for 23 events.

Since the tickets will cost an average of HK\$100 each, the committee expects ticket sales to bring in HK\$20 million.

While the total cost of staging the Games is estimated at HK\$240 million, and the Legislative Council has already approved HK\$123 million, the committee is seeking funds through channels such as sponsorships and television broadcasting rights.

Woo said private and commercial sponsorships worth about HK\$10 million have been secured.

Asked whether the committee is worried about low attendance at events, Woo admitted this will be challenge.

"We're thinking of how to raise sports culture in the territory," Woo said.

He added there were plans to invite consular officials in Hong Kong to help promote the Games among the nationals they represent.

Since there are many Japanese and South Korean expatriates in the city, consulates will be asked to see whether they can organize groups to watch the sporting events.

Committee chairman Timothy Fok Tsun-ting rejected suggestions that the lower status of the East Asian Games, when compared with the Olympics or the Asian Games, may not lure enough visitors to Hong Kong.

Instead, he said the Games may attract better athletes to the city as there will be fewer competitors.

He also believes the Games will help improve Hong Kong's image overseas.

"We want to create national pride through this sports event," Fok added. He cited the 15th Doha East Asian Games last year which, he said, had increased the self confidence of the residents of Doha and made more people aware of the host city.

"The event's value is more than sports," Fok said, adding there will be 23 sports competitions - the highest number among past sporting events held in the city.

He added Hong Kong will derive economic benefits from 10,000 visitors including those from the nine countries and territories taking part.

But the committee said it was too early to project how much revenue the Games will generate.

To promote the event, the committee has launched a design competition to create a mascot and nominated 15 local artists.

Woo said merchandise based on the mascot including toys, souvenirs, computer games and animation will be produced. Such merchandise is estimated to bring in about HK\$1 million.

"It's the first mascot for a big-scale integrated sports competition in the territory," he said.

According to the Hong Kong Tourism Board, each tourist spent an average of HK\$4,663 in Hong Kong in 2005 regardless of the country the visitor arrives from. For mainland visitors, the average spending per person was HK\$4,554; while for Taiwan, Japan and South Korea, it was HK\$4,916, HK\$4,471 and HK\$3,934, respectively.

## **Appendix 5 (Information from online news)**

SHA congratulates HK athletes on winning five medals in EAG

*Wednesday, December 9, 2009*

The Secretary for Home Affairs, Mr Tsang Tak-sing, conveyed his congratulations to Hong Kong athletes who won two gold, one silver and two bronze medals in the East Asian Games today (December 9).

"Hong Kong athletes have achieved remarkable results in squash and swimming events. We are all very proud of them," Mr Tsang said.

The Hong Kong delegation has so far won ten gold, 15 silver and 23 bronze medals in the 2009 EAG.

The list of Hong Kong athletes who won medals today is as follows.

### **Gold**

(1) Squash Team Women: Au Wing-chi, Chan Ho-ling, Chiu Wing-yin, Mak Pui-hin

(2) Squash Team Men: Au Chun-ming, Kwong Yu-shun, Lau Siu-wai, Lee Ho-yin

### **Silver**

(1) Swimming 4x100m Freestyle Relay Women: Au Hoi-shun, Sze Hang-yu, Tsai Hiu-wai, Hannah Wilson

### **Bronze**

(1) Swimming 400m Freestyle Women: Au Hoi-shun

(2) Badminton Team Women: Chan Hung-yung, Chan Tsz-ka, Chau Hoi-wah, Koon Wai-chee, Mong Kwan-yi, Poon Lok-yan, Tse Ying-suet, Wang Chen, Yip Pui-yin, Zhou Mi