

# Promoting Chinese Medicine to world travellers

## 向國際旅客推廣中醫藥




Guided tour in English for overseas visitors at the Dr. & Mrs. Hung Hin Shiu Museum of Chinese Medicine

孔憲紹博士伉儷中醫藥博物館為海外旅客提供英語導賞服務

The School of Chinese Medicine has opened the eyes of local and worldwide travellers to traditional Chinese medicine through various means, contributing greatly to promoting the internationalisation and modernisation of Chinese medicine as well as to strengthening the School's leading role in the development of Chinese medicine.

From March till September this year, an exhibition entitled "Glimpses of Chinese Medicine" is being held in the restricted area of Terminal 1 of Hong Kong International Airport. Co-organised by the School of Chinese Medicine and the Airport Authority Hong Kong, the exhibition showcases brief information on Chinese medicine in both Chinese and English, including the four examination methods, common ingredients used in Chinese health recipes, diets for the four seasons, acupuncture and Chinese medicine healthcare tips for travel.


On the other hand, the School has collaborated with the Hong Kong Tourism Board to arrange visits to the School's Dr. & Mrs. Hung Hin Shiu Museum of Chinese Medicine by tourists interested in the subject. Guided tours in English to the Museum are arranged for overseas visitors every Tuesday afternoon from April to September.

The response from tourists has been enthusiastic. One visitor, Mr. Joseph Garrett from the United States, said he was impressed by the holistic approach of Chinese medicine in treating ailments, while another, Ms. Lois Garrett, commended the tour as excellent and very interesting. 

浸大中醫藥學院透過不同方式，向本地和環球旅客推廣傳統中醫藥，有助推動中醫藥國際化及現代化，並鞏固學院在推動中醫藥發展的領先地位。

中醫藥學院與香港機場管理局合作，由本年三月至九月，在香港國際機場一號客運大樓禁區內舉辦「細說中醫」展覽，以中、英雙語扼要地向國際旅客介紹中醫四診、藥膳常用中藥、四時養生食療、針灸，以及外遊的中醫保健貼士。

另一方面，中醫藥學院與香港旅遊發展局合作，安排有興趣的海外旅客於四月至九月期間的星期二下午，參觀位於學院大樓內的孔憲紹博士伉儷中醫藥博物館，學院並為旅客提供英語導賞服務。

服務提供至今，獲得旅客好評。來自美國的 Joseph Garrett 先生表示，對中醫以全面兼顧的方式治療疾病印象深刻，而另一位旅客 Lois Garrett 女士則表示，行程安排十分好，展品也很有趣。 



An exhibition entitled "Glimpses of Chinese Medicine" at Terminal 1 of Hong Kong International Airport

「細說中醫」展覽正在香港國際機場一號客運大樓舉行