



主席報告

Chairman's Report

十年前議會成立時，當時的主要目的之一，是為了給會員旅行社爭取利益。後來政府於二十年前將監管外遊旅行社的重任交給了議會，於是議會就由一個為會員謀福利的商會，而變成了一個需要執行外遊業自律監管工作的機構。再後來到了六年前，政府鑒於議會對外遊業的自律監管工作非常出色，於是再將監管入境業的工作交由議會負責。

由商會轉變為自律監管機構，那表示議會需要承擔一定的社會責任，需要同時維護出入境旅客和會員的利益。完善的自律監管機制設立後，出入境旅客知道自己的權益受到保障，於是對整個行業產生信心，那樣就會放心購買會員的旅遊產品，放心來香港觀光購物。

任何監管制度要成功的話，本身不僅要透明度高，而且還要有公信力；此外，監管者和受監者更要衷誠合作才成。今年初，議會為了提高公信力，於是將獨立理事的人數由八人增至十二人。而五個與違規和投訴

Thirty years ago when the TIC was established, one of its major objectives was to protect the interests of its member agents. Then 20 years ago, the Government decided to entrust the TIC with the task of regulating outbound agents, thus transforming it from a trade association fighting for the benefits of its members into a self-regulatory body of the outbound industry. And then six years ago, the Government put the inbound industry under the self-regulatory regime of the TIC in view of its outstanding performance in self-regulating the outbound industry.

From a trade association to a self-regulatory body, the TIC has had to shoulder certain social responsibilities and protect the interests of outbound travellers and inbound visitors as well as those of its members. With a comprehensive self-regulatory regime in place, outbound travellers and inbound visitors know that their rights will be safeguarded and will thus have confidence in the whole industry, with the encouraging result that they will have little worry about buying travel products from members and paying visits to and shopping in Hong Kong.

Any regulatory regimes aimed at success must have a high degree of transparency and public credibility; and apart from that, the regulator and the regulated must also cooperate closely and sincerely. With a view to higher credibility, the TIC increased the number of Independent Directors from eight to 12 at the

相關的委員會，都規定全部要由獨立理事出任召集人，而且業外人士都必須最少在一半以上。此外，這五個委員會和上訴委員會的個案處理程序都已放在議會網站，以便所有相關人士都可以隨時參考。議會希望通過這些措施，可以提高公信力和透明度，從而確立行業的聲譽。

旅行社這個行業經過幾十年的發展，已成為十分專門的行業。專業化的道路雖然有時並不好走，但這也是行業成熟的標誌和無可迴避的趨勢。以旅遊保險為例，相信大家都知道保險業監理處前年新設了旅遊保險代理人的登記類別，規定只有考取了相關資格的同業才可以售賣旅遊保險。同業考取了這個專業資格後，推銷旅遊保險時就會更有把握，而旅客也會更放

beginning of this year. And the five committees responsible for handling violation and complaint cases were all required to have an Independent Director as their convenor and at least half of their members from outside the industry. The procedures for handling cases by these five committees and the Appeal Board were also posted on the TIC website so that the related parties could have access to them at any time. It is hoped that through these measures, the credibility and transparency of the TIC can be enhanced, thereby establishing the reputation of the industry.

After decades of development, the travel agent industry has already become a highly professional one. Whereas the road to professionalism may be bumpy, professionalisation itself is a sign of maturity on the part of an industry and a trend that is hardly avoidable. Take the sale of travel insurance. Most members are aware that the Office of the Commissioner of Insurance introduced a new registration category of Travel Insurance Agent two years ago, and required that only those traders who have obtained the



議會於今年二月二十日舉行春節聯歡晚宴，當晚有四百多名會員和賓客出席。圖為旅遊事務專員區環智女士和議會主席何栢霆先生主持醒獅點睛儀式。

The Commissioner for Tourism Ms Au King Chi and TIC Chairman Mr Ronnie Ho performed the eye-dotting ceremony of the lion dance at the TIC Spring Dinner held on 20 February this year, which was attended by more than 400 members and guests.



議會在四川地震後發起「一人一百關心四川大行動」募捐活動，會員熱烈回應，踴躍捐款賑災。圖為議會主席何栢霆先生及業界代表於今年五月二十三日把善款轉交中聯辦。

Donations from members poured in after the TIC launched the fund-raising campaign "Every Hundred Counts. Act Now!" to help victims of the Sichuan earthquake. TIC Chairman Mr Ronnie Ho and representatives of the trade passed the donations on to the local office of the central government on 23 May this year.

心向會員購買旅客保險，於是售賣旅遊保險的收入就可望增加。由此可見，專業化也可以是增加利潤的方法之一。

對業界來說，今年恐怕並不是好景的一年：環球經濟正經歷罕有的大動盪，相信香港和內地未必能獨善其身，再加上海油價居高不下，航空公司的經營方針也就變得越來越不利於會員。要挺過這種困難，會員必須認真思索轉變之道，因應市場和旅客的需求改變而尋找新的經營方向和策略。

今年不僅是議會成立三十週年，也是中國改革開放三十週年。中國改革開放三十年的成績雖然驕人，但是

qualification are allowed to sell travel insurance. With this professional qualification in hand, traders will have a greater chance of success when selling travel insurance, and the travellers will also have greater confidence in buying travel insurance from members, which means bigger income from the sale of travel insurance. Indeed, professionalisation can also be a way to boost profits.

This year, I am afraid, may not be a promising year for the industry: the global economy being engulfed by a rare and severe maelstrom, Hong Kong and mainland China could hardly escape from it unscathed; and because of oil prices plateauing out at high levels, the airlines are adopting policies less and less favourable to members. To weather these difficulties, members have to take a hard and long look at how their business directions and strategies can be adapted to the changing needs of the market and their customers.

近年來內地的領導人和企業主已開始認識到，以往的發展模式並不能在生產鏈上增加多少價值，而且極其微薄的利潤只能靠巨大的銷售額來維持，可是現在國內和國外的經營環境都改變了，競爭越來越激烈，消費者的要求又越來越高，企業要生存，要壯大，就必須以素質和創意為根本，以提高競爭力為經營目標之一。正如內地的企業必須求變一樣，本地的旅行社也應當尋求新法，給久經考驗的經營模式注入新活力。在這方面，議會必定會和會員一起探索變革求存的良方。

最後，我希望趁議會三十而立的機會，感謝過去和現在所有曾為議會出過力的眾多理事和委員，議會的所有會員，以及政府的相關部門和其他機構。此外，我也感謝議會辦事處的全體職員，多年來一直盡責而中立地執行理事會的各項政策。



主席

何栢霆 JP

二零零八年九月二十六日

Not only does this year mark the 30th anniversary of the establishment of the TIC, it is also the 30th anniversary of economic reform in China. Although the results of 30 years of economic reform are most prominent, government leaders and owners of enterprises on the mainland have begun to realise in recent years that the previous development models were unable to add much value to the chain of production and that razor-thin profit margins were viable only with enormous sales volumes. Now that there has been a sea change in the business environment, both globally and domestically, competition has been escalating and consumers have become more and more demanding, mainland enterprises which wish to survive and grow big have to build their business around the concepts of quality and creativity, with competitiveness as one of their business goals. Just as mainland enterprises need to change, local travel agents could no longer stick to their time-tested business models, but should seek to reinvigorate their business through new approaches. In this regard, the TIC will work with members to explore new ways of transformation.

Finally, I would like to take this opportunity, the 30th anniversary of the TIC, to express my gratitude to all of former and incumbent Directors and committee members of the TIC, all of our members and the relevant government departments and other organisations. Apart from that, I would also like to thank the staff at the Executive Office, who have been dutifully and impartially carrying out various policies formulated by the Board throughout all these years.

Ronnie Ho JP
Chairman

26 September 2008