

主席報告

Chairman's Report



過去一年是一個不易過的年頭。接連發生內地旅客被強迫購物事件後，議會專責小組已建議十項解決措施，希望日後可令行業重踏健康發展之路；而港人在菲律賓馬尼拉不幸遇害的慘劇，議會亦配合政府盡力向團友及家屬提供協助。

行業過去一年發生不少大事，如澳門非凡航空停飛、菲律賓旅客在港被遺棄、政府對泰國曼谷發出外遊警示等等，但辦法總比困難多，接連的挑戰在業界共同努力下均能迎刃而解。

不過，法航及荷航削減旅行社售賣機票所得佣金的問題，議會過去雖已多次向兩家航空公司表示強烈反對，但事件仍未徹底解決。議會將來會繼續為會員發聲，堅決爭取行業應有的合理利益。

議會過去一年整體的工作，總幹事會在報告中匯報，我在此不作詳談，並希望與大家展望將來，探討行業未來發展路向。

The industry had a hard time in the year under review. After several incidents involving mainland visitors forced to shop, the task force set up by the TIC recommended 10 regulatory measures aimed at guiding the industry back to the road of healthy development; and during the tragedy in which Hong Kong people lost their lives in Manila, the TIC cooperated with the Government to provide assistance for the tour participants and their family members as far as it could.

The industry witnessed many major incidents in the year under review, such as the grounding of Viva Macau Airlines, the abandonment of a group of Philippine tourists in Hong Kong, the issuance of outbound travel alerts for Bangkok by the Government, and many more. That said, there are always more solutions than difficulties, and the many challenges which came one after another were successfully dealt with thanks to the concerted effort of the industry.

Nevertheless, the matter of Air France and KLM slashing agency commission for the sale of their tickets has yet to be thoroughly resolved despite the TIC's repeated strong protests. The TIC will continue to speak up for members and maintain its fight for reasonable profit for the industry.

As for the tasks by the TIC in the year under review, the Executive Director will give an account of them in his report and I will not go into detail here. Instead, I would like to look to the future and explore future possibilities for the industry.

旅遊業對香港經濟發展肩負着重要角色，行業未來需要繼續自強不息，迎接全球化及知識型經濟的劃時代變遷，尋找新世代經營法則。

隨着旅客越來越見多識廣，旅遊從業員必須走向專業化道路，向顧客提供知識型專業服務，為傳統旅遊服務增值。此外，除加強資訊提供外，亦必須從以客為本的精神出發，提供更貼身和追上潮流的高質素服務。

互聯網改變世界，科技改變生活，創意可令人進步！創新的意念可令行業走在社會前端，由傳統的「紅海」經營策略(即專注於在現有市場空間競爭)，轉變為闖出「藍海」的新世界(即創造還沒有競爭的市場空間)，藉以保持行業競爭力。

在時代變遷下，旅遊業未來可透過使用科技，令行業經營更具成本效益。隨着手提智能電子產品普及，業界可透過較電腦更方便、覆蓋面更大的智能手機及平板電腦，吸引港人及旅客光顧旅行社，還可開發各類應用程式，提供創新、更靈活的旅遊服務。

何謂創新經營？創意本質就是無限想像，英文有句諺語「think out of the box」，指跳出框框，不受局限；敢想敢做是一條邁向成功的大道。

取諸社會，用諸社會！旅遊界支持社會關愛，我希望推動業界關愛，透過業內活動加強溝通，減少分化，團結力量。我亦希望業界能仿效其他商界別，與所屬界別的立法會議員保持良好合作關係。議會未來會加強與旅遊界立法會議員的溝通，達至雙贏。

近年社會狀況不斷轉變，資訊流動快速，行業的負面新聞大多來自不良經營手法。議會希望透過教育、社會討論及不斷優化監管措施，挽回業界的良好聲譽。而快速回應事件及增加運作透明度，可減少批評及公眾對行業的誤解。

我擔任主席快將一年，未來會以四大核心價值——關愛、創新、改變、靈活，作為管治哲學及願景。在未來兩年的任期內，希望與業界共同建構令行業不斷進步及永續發展的核心價值。

The tourism industry plays a vital role in the development of Hong Kong's economy, and therefore needs to keep reinventing itself in the future in order to meet the epoch-making changes brought about by globalisation and knowledge-based economy, and to search for the rules of business in the new era.

As travellers become more and more knowledgeable, industry practitioners have to turn themselves into professionals and to provide customers with professional service based on knowledge and add value to conventional travel service. Apart from that, they should also offer tailor-made and trendy service, which has to be customer-oriented and of high quality, on top of providing more useful information.

The Internet changes the world, technology transforms our life and creativity makes us progress! Innovative ideas can push the industry to the forefront of society, and help it to turn away from the conventional "Red Ocean" business strategy (which means focusing on competition in the existing market space) and march into the new world of "Blue Oceans" (which means creating an uncontested market space), thus maintaining the competitiveness of the industry.

In this age of change, the industry can take advantage of technology to make its future business model more cost-effective. As handheld mobile devices gain popularity, members can attract travellers in Hong Kong and tourists from other places to buy from them by providing innovative and flexible travel service through the use of smartphones and tablet PCs, which are more convenient and have greater accessibility than ordinary computers, and the development of various applications.

What is innovative business? Innovation means unbounded imagination by nature, and the phrase "think out of the box" means to break down conventions and not to be restricted. Dare to imagine and dare to do is the road to success.

From the community, to the community! The industry supports care for the community and I hope that by promoting the idea among traders through industry activities, communication can be enhanced and our forces can be united with less division. I also hope that the industry can emulate other business sectors to maintain a good cooperative relationship with the legislative councillor who represents it. The TIC will enhance communication with the legislative councillor representing tourism in order to achieve a win-win situation in the future.

In recent years, society has changed constantly and information has moved around rapidly. Negative news about the industry has mainly stemmed from undesirable business practices. The TIC hopes to restore the good reputation of the industry by means of education, public discussion and continuous optimisation of its regulatory measures.



議會於二零一零年四月二十一日舉行答謝晚宴，有三百六十多名業者和嘉賓出席。圖為議會主席胡兆英先生、議會各理事與嘉賓在宴會上舉杯祝酒。

The TIC's Appreciation Dinner on 21 April 2010 was attended by upwards of 360 traders and guests. TIC Chairman Mr Michael Wu, directors of the TIC and guests proposed a toast at the dinner.



議會應澳門政府旅遊局的邀請，於二零一零年一月二十二日率團訪門澳門，與當地同業會面交流，並參觀了多個旅遊景點。

At the invitation of the Macau Government Tourist Office, the TIC sent a delegation to Macau on 22 January 2010 to exchange ideas with local traders and visited several tourist attractions.

二十一世紀第二個十年即將來臨，議會希望能為行業寫下未來發展的大藍圖，向業界提供緊貼時代變化、能永續發展的建議，並計劃召開研討會聽取會員意見。議會亦會建立追上世界潮流的企業管治法則，優化運作。

我認為研討會的內容，可包括「如何透過科技為行業尋找新增長點」，「面對全球貨幣戰爭，如何降低經營成本」，「如何面對未來挑戰，包括或會來臨的機票零佣金時代」，「如何把握新機遇，例如開發郵輪旅遊，以配合郵輪碼頭落成」，以及「如何開發入境旅遊的新市場」。歡迎大家提出不同的研討內容。

在自由經濟體系下，議會希望市場的「無形之手」自我監管機制可有效地持續運作。但假若機制失靈，議會將責無旁貸，伸出「有形之手」監管，令行業重回正軌。

議會身為監管者，最重要是平衡業界與公眾的利益。議會日後會深化公證人的角色，打擊不良經營

Criticism at and misunderstanding of the industry by the public should be able to be reduced through prompt response to incidents and increased transparency at the TIC.

Almost one year into my Chairmanship, I will make the following four core values my governance philosophy and vision: care, innovation, change and flexibility. In the next two years, I hope to work with the industry to build up our core values in order that the industry can keep growing and continue to develop.

The second decade of the 21st century is soon approaching. The TIC hopes to draw up a large blueprint of future development for the industry, provides recommendations which track changes of the times and which allow continuous development for the industry, and plans to hold seminars to listen to the views of members. The TIC will also establish governance principles which follow global trends and optimise its operation.

I believe the seminars may include such topics as “how to seek new growth areas through technology”, “how to lower operation cost in the face of a global currency war”, “how to tackle future challenges, including the possible arrival of a zero-commission environment”, “how to grasp new opportunities such as developing cruise travel to take advantage of the new cruise terminal”, and “how to explore new markets for the outbound and inbound industries”. Members are



議會今年已舉辦了三次會員午餐聚會，以加深會員對議會的瞭解及加強會員與議會之間的溝通。圖為議會主席胡兆英先生出席五月二十六日的聚會時，正在聽取會員的意見。

The TIC has hosted three members' lunch gatherings this year in order to help members better understand the TIC and foster communication between members and the TIC. Chairman of the TIC Mr Michael Wu was listening to the views of members at the gathering held on 26 May.

手法絕不手軟之餘，若業界遇到不公平對待，同樣會傾盡全力為其討回公道。

我與議會日後會竭盡所能為業界服務，並擔當旅遊業與政府及社會各界溝通的橋樑，令事情達至多贏局面，致力令香港成為亞洲之都，繼續散發東方之珠的璀璨魅力。

最後，我希望感謝各位理事、委員會委員、議會辦事處的職員，全賴他們的努力，議會在過去一年才能展開各項工作。此外，政府的多個部門、各地旅遊局，以及其他相關機構大力支持議會，我在此亦一併致謝。



主席

胡兆英 *MH*

二零一零年十一月四日

welcome to put forward their views on what needs to be discussed at the seminars.

In our free economic system, the TIC hopes that the “invisible hand” of market self-regulation can continue to function effectively. However, if such a mechanism fails, the TIC is duty-bound to enforce regulation through the “visible hand” in order to direct the industry back to its proper course.

It is important for the TIC, as a regulator, to strike a balance between the interests of the industry and those of the public. In the future, the TIC will strengthen its

role of adjudicator, which means cracking down hard on malpractices on the one hand and throwing its full weight behind traders if they are treated unfairly on the other.

I and the TIC will make every effort to serve the industry and act as a communication channel between the industry and the Government and various sectors of the community in order to create multi-win situations, establish Hong Kong as the City of Asia and maintain the lustre of this Pearl of the Orient.

Finally, I would like to express my gratitude to all directors, committee members and staff of the Executive Office, whose efforts during the past year have allowed the TIC to tackle its many tasks. I would also like to thank various government departments, tourism organisations and related institutions for their full support for the TIC.

Michael Wu *MH*
Chairman

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