

# 主席報告

## Chairman's Report



本人擔任議會主席快將踏入第三個年頭，今年對業界而言可謂憂喜參半。喜的是今年頭三季的來港旅客人數超過三千萬，比去年同期上升了百分之十六，而內地入境團的數目更加大幅增加了百分之三十。至於憂，則是今年三月中日本大地震以及其他外遊市場的多宗事故，使今年頭三季的外遊印花和去年相比幾乎沒有增加；幸好同期機票銷售的交易額比去年上升了百分之十一左右。

今年頭九個月，理事會合共召開了十次常務及緊急會議，而上訴委員會及理事會轄下各個委員會合共召開了六十多次會議。在這期間，議會發出的指引有四個，通告有四十多個，另外還處理了八百多個外遊旅客的投訴(比去年上升了約百分之八)，以及大約二百個入境旅客的投訴(比去年下降了百分之三十以上)。至於其他統計數字，請參看〈總幹事報告〉；以下本人會集中談談今年幾件重大的事情。

About to enter my third year of Chairmanship, I would like to report here that this year was filled with delight and worry for the industry. Delight, because during the first three quarters of the year visitor arrivals surged past 30 million, a rise of 16% over last year, and tour groups from the mainland jumped up 30% in number; and worry, because the outbound levy for the first three quarters levelled off when compared with last year, following the earthquake in Japan in mid-March this year and several incidents in other outbound markets, though the billings in air ticket sales increased by about 11%.

From January to September this year, the Board met 10 times for regular and emergency meetings, and the Appeal Board and various committees under the Board held more than 60 meetings in total. During this period, four directives and over 40 circulars were issued, and more than 800 complaints filed by outbound travellers (an increase of about 8% over last year) and 200 or so complaints from inbound visitors (a drop of more than 30% over last year) were handled by the TIC. Please refer to the Executive Director's Report for more statistics, and in the following I will focus on several major issues which occurred this year.

In the area of inbound travel, there were several grave incidents this and last year, which had been settled in a timely and professional manner by the Board, relevant committees and the Executive Office. An average of about 80,000 mainland tours had been received by inbound agents annually between 2008 and 2010; and this figure was almost surpassed even in the first nine months of this year, a very promising rise indeed. The inbound industry as a whole, including receiving agents for tours from the mainland and overseas, has been able to provide excellent services for visitors almost all of the time and highly regarded by them. Unfortunately, the negative image of all inbound tours in the eyes of the public was mainly due to the extensive media coverage of a very small number of tour groups which were offered rather questionable reception services.

The TIC has been working closely with the tourism authorities on the mainland to root out irregular business practices during the past two years. After two serious crises



二零一一年七月十五日，議會主席胡兆英先生聯同業界代表，向旅遊事務專員容偉雄先生(中)提交議會的旅遊業改革建議方案。

*On 15 July 2011, TIC Chairman Mr Michael Wu and trade representatives submitted the TIC's reform proposal on the tourism sector to Tourism Commissioner Mr Philip Yung (middle).*

首先是入境旅遊方面，過去兩年發生了幾起重大事故，多虧理事會、相關委員會以及議會辦事處處理得當，才能及時平息事端。在二零零八至一零年間，入境旅行社每年平均接待大約八萬個內地團，但今年頭三季已經接近這個數字了，升幅非常可觀。以入境業的整體而言，無論是內地團還是海外團的接待社，絕大多數服務都非常優良，深獲旅客讚賞。可惜的是，有極少數團隊的接待安排出了比較大的問題，傳媒廣泛報導後，公眾就對所有入境團都印象不佳了。

議會過去兩年一直致力於與內地旅遊當局加強聯繫，務求根除不良的經營手法。去年中發生了兩宗涉及內地團的嚴重事故後，本人和總幹事於七月底與政府官員一起前赴北京，與中國國家旅遊局的官員會面，商討合力提高內地來港團的服務水平等事宜。今年國家旅遊局邀請理事會於十月底赴京訪問，理事會同仁拜會了國家旅遊局邵琪偉局長等官員，總幹事向邵局長介紹了議會新近推行的措施，並且表示在十一黃金週期間錄得零投訴，證明各項措施已有成效。邵局長對於議會所做的大量卓有成效的工作，表示高度讚賞和支持。

involving mainland tour groups erupted in the middle of last year, I, together with the Executive Director and government officials, went to Beijing in late July to have discussion with officials of the China National Tourism Administration (CNTA) about cooperation to raise the service quality of inbound tours from the mainland. This year, the CNTA invited the Board to send a delegation to Beijing in late October. Members of the Board met with CNTA Chairman Mr Shao Qiwei and other officials, and the Executive Director briefed Mr Shao on the latest measures adopted by the TIC, which proved to be a success as zero complaints were recorded during the National Day holiday period. Mr Shao highly praised and supported the large amount of effective work carried out by the TIC.

In regard to ticketing issues, both airlines and travel agents have had divergent views on several important issues in recent years despite the fact that their relationship should be one of partnership. If both sides are willing to sit down and talk, it is always possible to have a good outcome. Take, for example, the reporting and remittance frequency under the Billing and Settlement Plan, which has been once bi-weekly all along. A proposal was made by the Hong Kong office of the International Air Transport Association to change the frequency to once weekly starting from January 2013. Given the new policy's great impact on travel agents, the TIC agent representatives to the Agency Programme Joint Council, after repeated discussions with the airlines, have successfully fought

至於票務方面，航空公司與旅行社的關係本來應是合作夥伴，但是最近幾年，雙方對一些重要事務都有不同意見；其實凡事只要雙方願意磋商，就會有良好的結果。例如「開賬與結算計劃」的匯報及付款次數，向來都是每兩週一次的，但國際航空運輸協會香港辦事處建議由二零一三年一月起，改為每週一次。由於新政策對旅行社影響重大，代理人計劃聯會的議會旅行社代表與航空公司經過多番磋商後，爭取到分兩階段實施：由二零一三年七月起，每週匯報及付款一次，而除賬期最長為二十一天；由二零一五年一月起，匯報及付款仍是每週一次，除賬期則最長為十五天。

在外遊團方面，今年多個外遊目的地都有突發事故，影響了不少外遊團，全賴業界竭盡全力，總是以旅客的利益和安全為大前提，才能克服種種困難，圓滿解決，並且贏得社會人士的認同。無論在任何情況下，會員旅行社都處處以旅客為先，致力提供優良服務，本人在此特別向一眾會員旅行社致謝。

政府全面檢討旅遊業的監管制度，這是關乎議會及所有會員的首要大事，檢討結果極有可能對整個行業今後的發展有關鍵影響；總幹事在他的報告裏已有所介紹，所以這裏就不再闡述了。不過，本人想強調一點，任何行業如果要健康發展，都要有與之配合的體制和規則，那樣業者才能在公平的環境下盡情發揮本領。政府這次檢討是要使運作了多年的監管體制精益求精，使之適應急速發展的旅遊業，從積極的角度看，這樣做正好奠定了行業進一步發展的基礎。不管怎麼，議會都會和政府不斷磋商，務求最終的改革方案能真正對業界和旅客雙方都有利。

最後，本人希望借這個機會，向議會差不多三十名理事、大約二百名委員、五十餘名職員，以及多個

for it to be implemented in two stages: from July 2013, weekly reporting and remittance with a maximum credit period of 21 days will first be put in place; and then from January 2015, the reporting and remittance frequency will remain once weekly with a maximum credit period of 15 days.

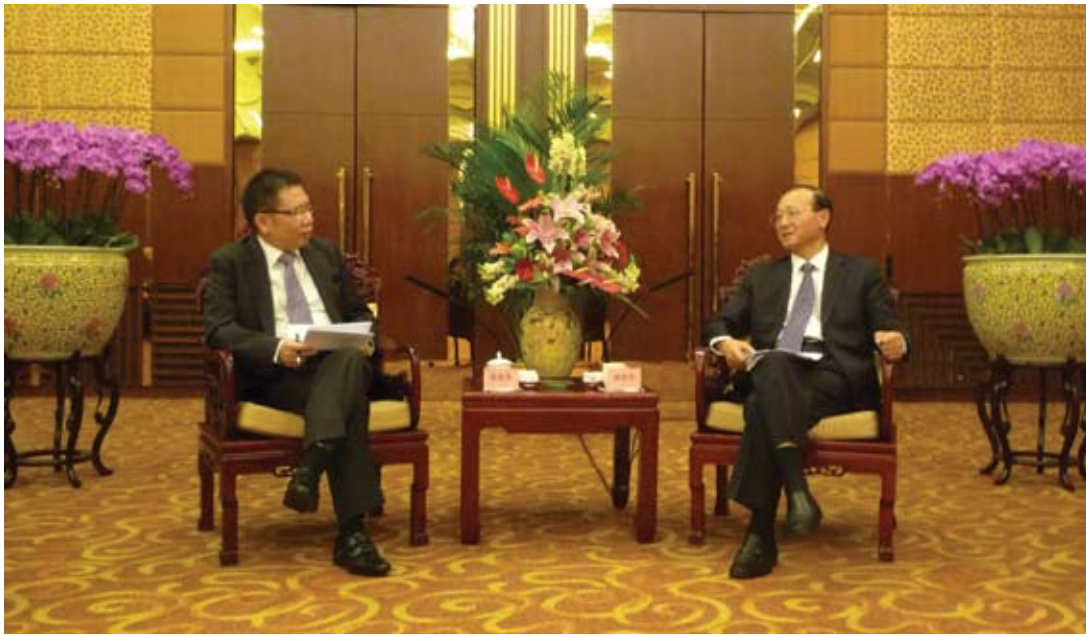
As for outbound package tours, a significant number of these tours were affected this year because of unexpected incidents in several destinations. The dedicated efforts of the industry, which always put a high premium on the interests and safety of the travellers, were a big help in overcoming many difficulties involved and winning the recognition of society. I would like to express my special thanks to member agents, which always gave top priority to travellers and were committed to quality service in all circumstances.

The comprehensive review of the regulatory regime of the industry by the Government was the single most important issue for the TIC and all of its members. The outcome of the review will most likely have a critical impact on the future development of the whole industry. As a summary of this issue is given in the Executive Director's Report, I will not elaborate here. However, I would like to emphasise one point: for any industry to have healthy development, fitting institutions and regulations are necessary to level the playing field in order for all practitioners to tap their potential to the fullest. The current government review, aimed at perfecting the regulatory framework in place for years in order to match rapid tourism expansion, could lay the groundwork, if seen in a positive light, for the industry to grow further. In any event, the TIC will continue its talks with the Government in order



議會今年共舉辦了三次會員午餐聚會，反應熱烈。其中兩次午餐聚會的主題為旅遊保險，由香港保險業聯會的代表主講。

*Three Members' Lunch Gatherings were held this year with overwhelming response. Guest speakers from the Hong Kong Federation of Insurers talked about travel insurance at two of the gatherings.*



議會理事會應中國國家旅遊局邀請於今年十月底訪問北京。胡兆英主席與國家旅遊局邵琪偉局長(右)談論旅遊業的多項事宜。

*Invited by the China National Tourism Administration (CNTA), the TIC Board paid a visit to Beijing in late October 2011. TIC Chairman Mr Michael Wu brought up various matters of the industry with CNTA Chairman Mr Shao Qiwei (right).*

政府部門、各地旅遊局、酒店、航空公司、相關機構等等，致以由衷感謝。沒有大家的支持，議會在過去一年絕不可能完成各項工作；今後也有賴大家同心同德，使旅遊業繼續蓬勃興旺。



主席

胡兆英 *MH*

二零一一年十月三十一日

that the final reform proposal will be really beneficial to both the industry and the travellers.

Lastly, I would like to take this opportunity to offer my heartfelt gratitude to close to 30 directors, about 200 committee members and over 50 staff of the TIC, and to many government departments, tourism bureaux of different places, hotels, airlines and relevant organisations. Without their support, the TIC would not have accomplished its many undertakings during the past year; and the industry's continued prosperity hinges on the total devotion to this common cause on the part of everyone involved.

*Wu Siu Long*  
**Michael Wu** *MH*  
Chairman

31 October 2011