

總幹事報告

Executive Director's Report

儘管環球經濟持續疲弱，但出外和來港旅遊業務今年的表現都很不錯，實屬可喜。一至九月的外遊團印花收入比去年同期上升了百分之六，而入境業方面，一至九月的來港旅客更有百分之十六的增長。旅行社行業雖然穩步發展，但監管制度在兩三年後就會有重大變革，對議會和所有業者都會有深遠影響。由於〈主席報告〉已詳述有關變革的種種事宜，以下只會概述議會在今年內所做的主要工作。

出外旅遊

一直以來，印花機都是用來在收據上蓋印，藉以繳付外遊團印花徵費的。網上電子交易雖然日益普及，但推行電子印花卻並不簡單，因為既有不少技術困難需要克服，而且會員的要求以及應用資訊科技的程度又相差甚大。經過多年研究後，旅遊業賠償基金管理委員會終於決定開展電子印花系統項目，並且成立了「項目管理聯絡委員會」，成員包括會員代表，以提供業務上與運作及技術有關的資料。日後電子印花系統推行後，當可為旅客及會員帶來更多便利。

今年頭三季的外遊旅客投訴大幅減少了百分之二十六，可見會員的服務大有進步。話雖如此，旅客對旅遊服務的要求也越來越高，不時與會員發生爭執，需要議會居間調停，議會的工作量也因而大增。單是一至九月期間，消費者關係委員會就已召開了五次會議，處理的投訴已超過一百宗。雖然委員會的決定未必能令人人滿意，但所有個案都按既定程序處理，絕對公平公正。

近年旅遊供應商紛紛利用互聯網直接與顧客交易，對會員造成不少壓力。議會一直非常關注這個無法逆轉的趨勢，因此過去多年來致力幫助會員儘早為未來做好準備。譬如早幾年前，議會邀請了來自美國及新加坡的專家，分別在研討會和會員論壇上向會員介紹服務費制度。今年七月和十月，議會分別舉辦和合辦了票務研討會和電子旅遊論壇，使會員能訂定策略以應付不斷轉變的經營環境，以及瞭解行業的最新趨勢。希望這些活動能促使會員改變思維，摒棄倚賴佣金的傳統



It is heartening to learn that despite a faltering global economy that has continued for some time, outbound and inbound business was rather brisk this year. The outbound levy income for package tours recorded a year-on-year increase of 6% between January and September, and inbound arrivals for the first nine months this year even rose by 16%. Notwithstanding its steady growth, the travel agent industry will undergo sweeping reforms in its regulatory system in two to three years' time, which will have far-reaching consequences for the TIC and all traders. As matters related to the reforms are detailed in the Chairman's Report, the following will only summarise the major tasks carried out by the TIC in the year under review.

Outbound travel

Franking machines have been used to pay the outbound levy from the very beginning by franking the receipts for package tours. Although online electronic transactions have become increasingly popular, paying the levy electronically is no easy task because of quite a number of technical difficulties, and members' varying requests and diverse degrees of adoption of Information Technology. After many years of study, the Travel Industry Compensation Fund Management Board has finally decided to kick off an electronic levy system project, and has set up a Project Management Liaison Committee, with travel agent representatives as members to provide operational and technical information about their business. When the electronic levy system is implemented in the future, it should be able to bring more convenience to the travellers and members alike.

A significant drop of 26% in complaints filed by outbound



為提升導遊課程的教學質素，議會於今年二月舉辦了兩次導遊導師教學交流工作坊，讓導師討論評核技巧並交流教學心得。

To improve the teaching quality of tourist guide courses, the TIC held two workshops in February this year so that the instructors could discuss and share assessing and teaching skills.

經營模式，明白到只要能提供優良服務，就可以向顧客收取服務費。

經營環境經常轉變，議會會經常審視並修訂現行的規例，以推動行業發展。議會今年放寬了一些關於機票及旅行團廣告的管制規則，使會員在推廣產品時有更大彈性。此外，還修訂了旅行團服務費的指引，以保障旅客和會員的利益。

入境旅遊

去年二月，十個專門規管內地入境團的指引生效。二零一一年全年的入境旅客投訴比前年大減三成，而今年頭九個月的投訴數字再比去年同期下跌了百分之五，足證有關措施確有成效。此外，購物事宜委員會及理事會早前審視了六個月購物退款保障計劃，認為該計劃效果甚佳，使團體旅客在香港購物時更有信心，因此決定退款期維持不變。議會會密切留意所有規管措施的成效，務求所有規例都能切合時宜。

今年入境業有兩個較為棘手的問題，一是內地入境團的住宿安排問題，二是內地組團社以「旅遊券」招徠的問題。今年有不少內地團體旅客因為不滿住宿安排而報警求助，但香港接待社卻聲稱住宿由內地組團社預訂。議會雖然已把這一問題通知中國國家旅遊局，但香港的酒店房間供應多年來都未能追上旅客增幅，這個問題恐怕不是短期內可以輕易解決。在這種情形下，會員接待旅行團前，應先確定旅客的住宿安排，以免引起類似糾紛。至於有內地旅行社以廉價「旅遊券」招徠旅客的問題，這種手法和經營零團費旅行團無

travellers was recorded for the first three quarters of the year, which was a testament to much better service delivered by members. Having said that, the ever-rising expectations of travel services on the part of travellers meant that they often had disputes with members, thus requiring mediation by the TIC. The workload of the TIC increased substantially as a result: the Consumer Relations Committee had met five times to handle more than 100 complaint cases in just the first nine months of the year. Even though its decisions might not please all the parties involved, they were all made in accordance with established procedures and in an absolutely fair and impartial manner.

Members must have felt the squeeze in recent years as principal after principal in the industry has sought to deal directly with customers through the Internet. Very concerned about this irreversible

trend all along, the TIC has spent much effort in the past years helping members to prepare themselves for the future. For example, experts from the United States and Singapore had been flown to Hong Kong several years ago to introduce the concept of fee-based pricing to members in a seminar and a members' forum respectively. In July and October this year, a seminar on ticketing and a forum on e-tourism were organised and jointly organised by the TIC respectively in an effort to help members to devise strategies in the changing business environment and understand the latest trends of the industry. It is to be hoped that activities of this kind would prod members into changing their mindset and breaking free from the traditional commission-based business model. Members should realise that they can collect service fees from their customers so long as their services are excellent.

With a constantly changing business environment, the TIC has also constantly reviewed and revised the rules in place in order to facilitate the growth of the industry. This year, the TIC relaxed some regulations over the advertisements of air tickets and package tours to allow greater flexibility for members when they advertised their products. Also, the directive about the service charge for package tours was revised to protect the interests of travellers and members.

Inbound travel

The 10 directives targeting inbound tours from the mainland took effect from February last year. Their effectiveness was best demonstrated by the 30% drop in complaints lodged by inbound visitors in 2011 over a year before, and by a further decrease of 5% in complaints for the first nine months this year over the same period last year. Recently, the Committee on Shopping-related Practices and the Board reviewed the six-month, refund protection scheme, and decided that the refund period should not be changed because the scheme had been very successful in making group visitors have greater



議會不時接待各地旅遊組織的訪問團。今年三月，四川省旅遊局代表訪問議會，並向議會總幹事董耀中先生致送紀念品。
The TIC receives delegations of tourism organisations of various places from time to time. Representatives of the Tourism Administration of Sichuan Province visited the TIC in March this year and presented a souvenir to TIC Executive Director Mr Joseph Tung.

異，情況令人擔憂。議會察覺問題後，已立即通知國家旅遊局及深圳市文體旅遊局。經當局加緊取締後，這種手法已有所收斂。

為了使來港團體旅客的晚間活動更多姿多采，議會最近與香港八和會館合作推廣「粵劇體驗場」導賞節目，使旅客認識粵劇這門傳統藝術。會員只要把「粵劇體驗場」加入來港旅客的行程中，再向議會登記，就可獲八和會館提供優惠票。這類活動對旅客、對會員都有好處，又可為香港的文化旅遊帶來新動力，可謂一舉三得。若日後有其他機構舉辦適合旅客的文娛活動，議會也會合力推廣。

內部事務

羅兵咸永道諮詢服務有限公司由二零一零年十二月起，為議會展開內部審計，審計工作已於今年五月完成。這次審計的範圍涵蓋管治及行政、會籍服務、公共關係、監管及調查、處理查詢、登記等方面。羅兵咸永道在四份審計報告中提出了多項建議，議會已按建議推行措施，藉以改善內部程序和運作。

雖然議會與國家旅遊局向來都有緊密聯繫，但為求更緊密合作，今年雙方開展正式的交流計劃。國家旅遊局旅遊質量監督管理所一名官員，由九月底開始在議會辦事處訪問學習，為期六週，以認識議會各方面的工作。此外，議會將為內地旅行社的職員，於十一月初在香港舉辦郵輪假期銷售訓練課程。這次交流計劃有助促進兩地旅遊業的溝通，對雙方都有莫大益處。

confidence in shopping in Hong Kong. The TIC will closely monitor the effect of all the rules in place to make sure that they can meet the current needs.

There were two rather thorny issues regarding the inbound industry in the year under review. One was about accommodation for inbound tours from the mainland, and the other was about the use of “travel coupons” by tour operators on the mainland to lure customers. This year, quite a number of mainland group visitors called the police for help when they found the accommodation arranged for them unsatisfactory, which according to the receiving agents in Hong Kong was booked by the mainland tour operators. Although the matter was raised with the China National Tourism Administration (CNTA), it could not be easily resolved in the near future as the supply of hotel rooms in Hong Kong had lagged behind the surge in visitor arrivals for

quite a number of years. Given the situation, members should confirm the accommodation for visitors before taking them so as to avoid such disputes. As for the problem of tour operators in mainland China using low-priced “travel coupons” to lure travellers, it was a worrying practice since it was no different from operating zero-fee tours. As soon as the problem was spotted, the TIC immediately notified the CNTA and the Shenzhen Municipal Bureau of Culture, Sport and Tourism. After actions taken by the authorities, such a practice was contained.

To liven up evening activities for inbound group visitors, the TIC has recently worked with The Chinese Artists Association of Hong Kong (CAAHK) to promote to visitors the “Experience Cantopera: A Taste of Hong Kong’s Intangible Cultural Heritage” programme. Members wishing to obtain concessionary tickets from the CAAHK need only to include the programme in their itineraries for inbound visitors and then register with the TIC. Not only will visitors and members benefit from this kind of events, Hong Kong’s cultural tourism scene will also be given new momentum, thereby killing three birds with one stone. The TIC will join hands with other organisations in the future if there are cultural and entertainment events suited for visitors.

Internal matters

PricewaterhouseCoopers Advisory Services Limited was commissioned in December 2010 to carry out an internal audit for the TIC. The audit, which ended in May this year, covered areas such as governance and administration, membership services, public relations, regulation and investigation, enquiries handling and registration. Included in the four audit reports were various recommendations, which were adopted by the TIC in formulating measures to improve its internal procedures and operation.



議會於七月十一日舉辦「如何面對轉變中的票務經營環境」研討會，以幫助會員瞭解如何推行以服務費為主的經營模式。

A seminar on strategies in the changing ticketing environment was held on 11 July to help members understand how to implement a fee-based business model.

不少會員向議會表示難以聘請員工，議會為此於七月底的會員午餐聚會上，邀請了僱員再培訓局介紹其免費僱主服務，並於十月中在該局的協助下舉辦了「旅行社招聘日」，幫助會員聘請合適的員工。有意使用該局招聘服務的會員，可在議會網站「張貼職位空缺」欄下載登記表格。

截至二零一二年十月十五日為止，議會共有一千六百七十八家會員，其中一千五百八十七家為基本會員，九十一家為普通會員。為求提升行業的服務水準，議會制訂了各種規例及作業守則。會員應該明白，整個行業的形象是好是壞，由每家會員的行為合起來的影響而決定。如會員能恪守守則，與顧客建立良好的關係，最大的受益人就是會員自己和整個行業。

最後，我謹代表議會感謝以下機構一年來的支持和協助：旅遊事務署、旅行代理商註冊處、保安局、各地旅遊組織、僱員再培訓局等。各位理事、委員、議會辦事處同仁為議會事務盡心盡力，我也衷心致謝。旅遊業監管制度改革在即，議會將來的成功，全賴會員不斷的支持。

董耀中

總幹事

董耀中 JP

二零一二年十月三十一日

Although there have already been close ties between the TIC and the CNTA, they decided to have even closer cooperation by launching an official exchange programme this year. Starting from late September, an official from the CNTA's Tourism Quality Supervision and Management Office has spent six weeks at the TIC's Executive Office learning various aspects of its work. Apart from that, the TIC will organise a cruise selling training course in Hong Kong in early November for staff of travel agents on the mainland. The exchange programme is invaluable to industry members on both sides of the boundary by allowing them to have a chance to know one another better.

Not a few members have expressed concern about having difficulty filling the openings in their companies. The Employees Retraining Board (ERB)

was thus invited to give a talk at a Members' Lunch Gathering in late July about its free services for employers. A Recruitment Day for Travel Agents was organised in mid-October by the TIC with assistance from the ERB to help members look for suitable staff. For members wishing to use the ERB's services, they may go to the "Posting Job Vacancies" section of the TIC website and download the registration form posted there.

As at 15 October 2012, the TIC had a total of 1,678 members, of which 1,587 were Ordinary Members and 91 were Affiliate Members. With a view to higher service standards, the TIC has laid down different kinds of rules and codes of conduct. Members should recognise that the combined effect of their individual practices is the determinant of the image of the industry as a whole. If members duly observe the rules and cultivate a good relationship with their customers, the greatest beneficiary will be themselves and the entire industry.

Finally, I would like to express my gratitude on behalf of the TIC to the Tourism Commission, the Travel Agents Registry, the Security Bureau, tourism organisations in different places and the ERB for their support and assistance during the year. I would also like to offer a wholehearted thank-you to all members of the Board and committees and staff of the Executive Office, who have devoted themselves to the business of the TIC. Reformation of the industry's regulatory system is imminent. The future success of the TIC is reliant on members' continuing support.

Joseph Tung

Joseph Tung JP
Executive Director

31 October 2012