



總幹事報告

Executive Director's Report

今年對業界來說是艱難的一年。內地雪災及地震、泰國政局不穩、航空公司削佣、油價飆升、美國金融危機等問題，全都對外遊業和入境業帶來不少衝擊。雖然今年一月至七月的入境旅客比去年同期增加了百分之九左右，但團體旅客卻明顯減少；以今年八月為例，內地團的人數就比去年八月下降了百分之二十二。印花收入方面，今年頭八個月和去年同期相比，只有百分之零點五的升幅，八月份則更減少了百分之二十。全球經濟不住下滑，相信來年市況也難以樂觀。

由於議會二零零七至零八年度的收入十分理想，理事會於是決定向會員退回該年度的會費，藉此與會員分享成果，同時減輕會員面對當前經濟不景的壓力。議會希望會員能繼續致力維持優良服務，開發新穎產品，使旅客出外旅遊和來港觀光的意欲不致受到影響。以下我會從幾方面回顧議會過去一年的工作。

This was a difficult year for the industry. Snowstorms and the earthquake on the mainland, political unrest in Thailand, commission cuts by the airlines, surges in oil prices, financial cyclones in America - all these have impacted severely on the outbound and inbound trades. Although visitor arrivals for the first seven months of this year recorded a 9% increase year on year, group visitors obviously dropped. For example, there were 22% fewer mainland group visitors in August this year than a year ago. As for the levy, whereas its amount from January to August this year edged up by 0.5% over the corresponding period of last year, the year-on-year figure for August this year alone dipped by 20%. Now that the global economy is shrinking rapidly, the outlook for next year could hardly be promising.

With very satisfying revenue for the 2007/2008 financial year, the Board of Directors decided to refund subscriptions to all members, partly to share our fruits with them and partly to lessen their burden brought about by the current economic downturn. It is hoped that members could keep up with their quality service and develop new products so that outbound travellers and inbound visitors would continue to look for a holiday break from their daily routine. In the following, I would like to summarise the undertakings of the TIC during the year under review in several aspects.

加強監管機制

議會理事會今年初增加了四名政府委任的獨立理事，令獨立理事的人數增至十二人，藉以提高議會的公信力。此外，五個與紀律或投訴事宜相關的委員會一律由獨立理事擔任召集人，而且業外成員必須超過一半。議會並且把上述委員會和上訴委員會處理個案的程序上載網站。這樣既能提高透明度，又能讓會員和公眾知道議會處理任何投訴或違規個案時，都必定依照既定程序辦理，絕不會偏袒任何一方。

為了加強對旅客的保障，議會今年發出了指引，規定會員如曾向議會表示會經營外遊或到港旅遊業務，都必須申領旅行代理商牌照。議會之所以訂下這條規例，一方面是要避免會員觸犯《旅行代理商條例》，另一方面則希望旅客注意到有些議會會員不可以經營外遊或到港旅遊業務，使他們在選擇旅行社時更加謹慎。

出外旅遊業

今年內地發生嚴重雪災和地震，加上泰國政局不穩，這些都使外遊旅客的投訴數字上升。今年一月至八月期間，外遊旅客投訴共有七百六十二宗，比去年同期增加了百分之十七。業務放緩時更要以優良服務挽留顧客，希望會員能維持良好的服務。

旅遊保險代理人登記制度於二零零六年實施，旅行代理商及其職員都必須先通過資格考試並向保險代理登記委員會登記，才可銷售旅遊保險。可是，由於不少從業員沒有中五學歷證明，以致即使通過考試，也未能登記為旅遊保險代理。議會體察到從業員的困難，於是向保險業監理處及保險界力爭豁免這項規定。最後，保監處終於同意有條件地給予僅只一次的豁免。

會員一向都需要自行付款購買用於支付印花費的墨盒和色帶，議會鑒於這項安排不盡如意，於是極力向旅遊業賠償基金管理委員會爭取為會員提供免費的墨盒和色帶。終於，管理委員會答應由二零零八年七月一

Strengthening monitoring

At the beginning of this year, the Board of Directors had four more government-appointed Independent Directors, thus raising their total number to 12, in order to enhance the credibility of the TIC. Apart from that, Independent Directors were appointed convenors of the five committees in charge of disciplinary or complaint-related issues, with non-trade members making up of at least half their composition. The case-handling procedures for these committees and the Appeal Board were also uploaded to the TIC website. This can not only enhance transparency, but also assure members and the public that the TIC has always handled any complaints or violation cases in strict accordance with established procedures and the principle of impartiality.

Members which once indicated to the TIC that they would be engaged in outbound or inbound business are required to obtain a Travel Agent's Licence. This is the requirement of the directive issued this year in an effort to ensure that members would not violate the Travel Agents Ordinance and to provide better protection for outbound travellers and inbound visitors by making them more cautious about choosing their travel agents since some of TIC members are not allowed to operate outbound or inbound business.

Outbound trade

Outbound complaint figures were up this year because of severe snowstorms and the earthquake in mainland China and political unrest in Thailand. There were a total of 762 complaints between January and August this year, representing an increase of 17% over the same period of last year. At a time when business slackens off, only excellent service can retain customers. It is hoped that members can do just that.

Under the travel insurance agents registration scheme implemented in 2006, travel agents and their staff are not allowed to sell travel insurance unless they have passed the qualifying examination and have registered with the Insurance Agents Registration Board. Some traders had passed the examination but could not register as travel insurance agents because they were unable to produce proof of Form 5 education. Deeply concerned about the dilemma faced by those traders, the TIC brought up the issue with the Office of the Commissioner of Insurance (OCI) and the insurance industry, and forcefully argued for waiving the Form 5 requirement. Finally, the OCI agreed to offer a conditional, one-off waiver to those traders.

As it may not be too good an arrangement for members to buy ink cartridges and ribbon cassettes out of their own pockets for levy payments, the TIC intensely lobbied the Travel Industry



黑龍江省大慶市旅遊局的代表於二零零八年三月十八日訪問議會，並向總幹事董耀中先生致送紀念品。

Representatives from the tourism bureau in Daqing City, Heilongjiang province presented a souvenir to Executive Director Mr Joseph Tung during their visit to the TIC on 18 March 2008.

Compensation Fund Management Board (TICFMB) for free ink cartridges and ribbon cassettes. The TICFMB finally agreed to bear their cost for a period of two years starting from 1 July 2008. It is hoped that members will make good use of them.

In view of an escalating maintenance fee for the franking machines, the TICFMB had begun to look into the feasibility of e-levy several years ago, but no satisfactory e-solutions had ever been found. Recently, the TICFMB decided to hand the feasibility study over to the TIC, which soon set up a working group to follow it up. With its understanding of the industry and active participation on members' part, the TIC hopes that an e-levy solution could be found at long last. Members are urged to

support the study as e-levy is a matter that concerns their business.

日起，為會員支付墨盒和色帶的費用，為期兩年。希望會員善用這些免費的墨盒和色帶。

有感印花機保養費用不菲，管理委員會幾年前已著手探討可否推行電子印花，但可惜一直都未有滿意的方案。最近，管理委員會決定把此事交由議會研究，議會並已成立工作小組跟進。議會希望藉著本身對業界的瞭解，以及會員的積極參與，最終能找出可行的電子印花方案。電子印花和會員有切身關係，希望會員大力支持。

油價居高不下，令航空公司的經營成本不住上漲，今年已有三家航空公司決定削減旅行社佣金，藉以減省開支。雖然議會已多番向航空公司表明反對削佣，無奈航空公司不為所動，堅持初衷。議會將繼續與航空公司磋商，務求保障會員的收入，但也希望會員能認真尋求變革之道。

As high oil prices have pushed up the operating costs of the airlines, small wonder this year saw agency commission reductions by three airlines so as to save their costs. Despite the TIC's continuing outcry over the commission cuts, the airlines still decided to go ahead with their plans. Whereas the TIC will continue to negotiate with the airlines in order to protect members' revenue, members are also advised to seriously ponder the possibility of change.

Inbound trade

Last year, the TIC had rolled out a series of measures to tackle malpractices in the inbound trade, with the heartening result that complaint figures have drastically dropped: the number of complaints plunged by 50% to 105 between January and August this year. Whereas there were fewer complaints, group visitors were also fewer as more visitors were travelling on their own. This fact itself should be enough to convince members that they need to rebuild the confidence of group visitors and attract more of them to come here through better service. The TIC will try to persuade the authorities to tap into the potential of source markets

入境旅遊業

自從議會去年推出一連串整頓入境業的措施之後，入境旅客的投訴已大幅減少。今年一月至八月期間只有一百零五宗投訴，比去年同期銳減五成，誠屬可喜。不過，個人遊日漸普遍，參加旅行團的人數難免會減少。正因如此，會員更要提供優質服務，重建團體旅客的信心，吸引更多團體旅客來港觀光。議會會向當局爭取開拓內地以外的客源市場，減少會員對單一市場的依賴。

旅遊業是服務行業，前線員工的培訓非常重要。考慮到市場需要不同語言的導遊，議會兩年前已推出豁免機制，使不懂中英文的導遊也可以考取導遊證。由於市場對英語導遊的需求同樣殷切，議會今年推出為期一年半的英語導遊豁免機制，讓他們通過自修和考試取得導遊證。議會並且計劃推出英語導遊培訓課程，以解決英語導遊短缺的問題。

other than mainland China in a bid to reduce members' reliance on a single market.

As tourism is all about service, training for front-line staff is vitally important. Two years ago, the TIC had launched an exemption programme for tourist guides with no knowledge of Chinese and English, given the demand for accredited tourist guides who spoke various foreign languages. Since there was also a keen demand for English-speaking tourist guides, the TIC launched another exemption programme this year, which would last a year and a half and which allowed them to obtain the Tourist Guide Pass by self-study and passing a designated examination. The TIC is also planning to organise a tourist guide training course conducted in English in order to solve the shortage of English-speaking tourist guides.

Liability insurance and other matters

After two years' efforts, the Research Project on Risk Management for the Travel Industry was completed this year, and members can download the *Risk Solutions Manual* from the TIC website. In the *Manual* are comprehensive risk management measures, through which members can better manage their risks. The measures



議會於二零零八年四月三十日舉辦「中小企業資助計劃」簡介會，邀請了工業貿易署的代表向會員講解該計劃的目標和申請辦法。

At a briefing on SME Funding Schemes held by the TIC on 30 April 2008, representatives from the Trade and Industry Department explained to members the purposes and application procedures of the schemes.



議會剛於二零零八年九月二十六日在香港迪士尼樂園舉辦聯誼活動，約有一千名會員及其家人參加。當晚會員既可取得迪士尼樂園萬聖節活動的第一手資料，又可享受天倫之樂，收穫豐富。

About 1,000 members and their family members joined the recent fellowship event organised by the TIC on 26 September 2008 at Hong Kong Disneyland in order to gain first-hand information on its Halloween activities and have a great time at the famous theme park.

責任保險及其他

二零零六年展開的「旅遊業風險管理研究項目」已經完成，會員可在議會網站下載《風險解決手冊》。該《手冊》提出了全面的風險管理措施，會員如加以實行，即可妥善管理風險。另一方面，議會正以《手冊》的措施為基礎，與保險公司商議購買集體責任保險。一些保險公司已表示有意承保，但資金問題仍有待解決。議會將向政府和立法會爭取修改《旅行代理商條例》，容許由旅遊業賠償基金支付保費。投保成功的話，對旅客和旅行社都會有莫大的好處。

今年五月，四川發生大地震，造成幾萬人死亡。為濟助地震災民，議會發起了募捐行動，並且率先由 TICBF Limited 捐出了港幣五十萬元。這次行動得到

detailed in it are the basis of discussion between the TIC and several insurers for collective liability insurance. Some of them have shown an interest, but where to get the money has remained a matter to be solved. The TIC will try to lobby the Government and the Legislative Council for amendments to the Travel Agents Ordinance in such a way that the Travel Industry Compensation Fund can pay the premium. Both travellers and travel agents will benefit much from such a collective liability insurance scheme.

In May this year, the Sichuan earthquake killed tens of thousands of people. To help the victims, the TIC launched a fund-raising campaign, and donated HK\$500,000 from TICBF Limited to set an example. Donations from traders were overwhelming, which ballooned to more than HK\$1.5 million in less than two months. All the money received was passed on to the Liaison Office of the Central People's Government in the Hong Kong SAR. The TIC would like to thank all donors for their warm hearts.

Although the TIC has always been dedicated to enhancing

業者熱烈響應，短短一個多月就已籌得港幣一百五十多萬元，善款並已全數轉交中央人民政府駐香港特別行政區聯絡辦公室。議會十分感謝業者的善心。

雖然議會多年來都致力於加強與會員的溝通，但或許仍有會員未感滿意。截至二零零八年八月三十一日為止，議會共有一千四百九十八家會員(其中一千三百三十六家為基本會員，一百六十二家為普通會員)，議會十分歡迎會員多提意見，理事會定會詳加考慮。總之，會員的聲音，就是議會的方向。

今年是議會成立三十週年，也是我們獲授權監管旅遊業二十週年。這些年來，議會與會員經歷了不少風雨，我深信只要大家堅持提供優良服務，無懼困難，就必定能開創更美好的將來。

過去一年來，議會各項工作得以順利開展，全賴多個政府部門及相關機構支持不輟，我謹在此致以衷心的感謝。此外，議會理事會和各委員會成員、議會辦事處全體員工為議會的事務盡心盡力，我也在此一併致謝。



總幹事

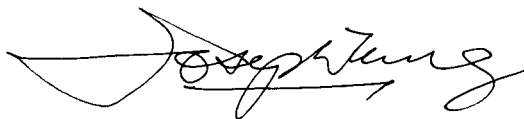
董耀中 JP

二零零八年九月二十六日

communication with members over the years, some members may still feel that more can be done. As at 31 August 2008, the TIC had a membership of 1,498 members (1,336 being Ordinary Members and 162 being Affiliate Members), whose views are most welcome and will certainly be carefully considered by the Board of Directors. In a nutshell, the views of members are the directions of the TIC.

This year marks the 30th anniversary of the establishment of the TIC, and the 20th anniversary of its transformation into a self-regulatory body of the industry. Over the years, the TIC and members have come through many difficulties together. I strongly believe that a much brighter future is awaiting us if we can adhere to quality service and be fearless in tackling difficulties.

In the year under review, the TIC could hardly have achieved anything if the relevant government departments and other organisations had been a little miserly with their support. I would like to sincerely thank them all for that. All Directors, committee members and staff at the Executive Office devoted much of their time and effort to the business of the TIC. My big thank-you also goes to them.



Joseph Tung JP

Executive Director

26 September 2008