

總幹事報告

Executive Director's Report



旅遊業在二零零九年可以說是艱苦備嘗。去年九月，金融海嘯在美國爆發，對香港的影響在今年第一季全面浮現，到了今年四、五月，人類豬流感又在世界各地紛紛爆發，兩者都令外遊業和入境業大受衝擊。雖然這兩三個月的市況已經好轉，但今年頭九個月的外遊印花收入仍下降了百分之十五點六，約為港幣一千六百七十多萬元，而一至八月的入境旅客也減少了百分之三點四，約有一千九百萬人次。

今年五月，香港出現第一宗人類豬流感個案，市況因而突然急速轉差。議會為此與多個政府部門連番磋商，力促政府儘早推出紓困措施。政府最終在五月底宣佈多項幫助旅遊業的措施，包括寬免旅行社牌照費一年，並且提高了特別信貸保證計劃的擔保額和最高貸款額。雖然目前已經有復甦的跡象，但前景仍然並未明朗，希望會員能保持優良服務，挺過當前的難關。接下來我會從幾方面重點回顧議會過去一年的工作。

The year 2009 is full of hardships as far as the industry is concerned. Both the global financial crisis, which broke out in the United States in September last year with its impacts fully felt in Hong Kong in the first quarter of this year, and outbreaks of human swine flu, which began to be recorded in many parts of the world in April and May this year, have dealt a heavy blow to both the outbound and inbound trades. Although the markets during the past two to three months had already turned around, the amount of the outbound levy collected dropped by 15.6% to about HK\$16.7 million for the first nine months of this year and the number of visitor arrivals was down by 3.4% to about 19 million during January to August.

After Hong Kong saw its first human swine flu case in May this year, the markets plunged rapidly. The TIC therefore was engaged in repeated discussions with various government departments, fighting for relief measures to be rolled out as quickly as possible. The Government finally announced in late May several measures to help the industry, including waiving the travel agent's licence fee for one year and increasing the government-guaranteed amount and the maximum loan amount under the Special Loan Guarantee Scheme. Although there are already signs of a recovery, the future is not certain. It is hoped that members can maintain their good service in order to weather the current crisis. In the following, I will briefly review the work of the TIC during the past year under several categories.

出外旅遊

這一兩年來，多家航空公司相繼削減佣金，法航和荷航最近更加宣佈由二零一零年四月起實行零佣金。為了表達業界的強烈不滿，議會在今年十月十四日召開特別會員大會，會上並且通過了決議案，強烈反對零佣金政策，同時堅決要求兩家航空公司立即放棄零佣金計劃。此外，議會正在諮詢一名資深大律師的意見，研究削減或者撤銷旅行社佣金會不會違反航空公司與會員之間的協議。

以往當外地發生突發事件時，政府會按情況而發出旅遊忠告或旅遊警告，以便計劃外遊的市民參考。為了使公眾和業界有更加清晰的指引，保安局與議會及其他相關行業磋商後，制訂了外遊警示制度，以黃、紅、黑三種顏色去標示三個級別的風險程度。新制度將於十月二十日生效，不僅能提供更加清晰的訊息，也方便會員在出團安排上加以配合。議會正在和保險界商議，希望旅遊保險無須增加保費，就可以保障受外遊警示影響的旅行團，使旅客有更好的保障。

外遊印花費自今年七月三日起，由百分之零點三減至百分之零點一五。議會多年來一直爭取減低印花費，這是印花費自一九九七年後的首次下調。香港經濟目前還未完全走出低谷，印花費的減少，相信可以減輕外遊旅行社的負擔。

入境旅遊

為了確保導遊的服務及操守達到專業水平，議會於二零零七年推行導遊持續專業進修計劃。議會籌備該計劃期間，曾經諮詢過多個導遊組織，並且得到它們支持。可是，該計劃實施後，很多導遊投訴其中的香港知識測驗令他們壓力大增，那些導遊組織因此要求議會取消有關規定。議會經研究後，認為香港發展急速，轉變頻繁，導遊行業既已邁向

Outbound travel

During these two years, several airlines reduced agency commission one after another, and Air France and KLM even announced recently that zero commission would be implemented from 1 April 2010. To express intense dissatisfaction of the industry, the TIC held an Extraordinary General Meeting on 14 October this year, during which resolutions strongly opposing zero commission and demanding abandonment of the zero-commission plan were passed. Apart from that, the TIC is now seeking the view of a senior counsel in a bid to study whether reduction or revocation of agency commission would be in breach of the agreement between airlines and members.

In the past, the Government would issue travel advice or travel warnings after taking account of the conditions of unexpected happenings in foreign places in order that the travelling public could have some reference when planning their outbound trips. To allow the public and the industry to have clearer guidelines, the Security Bureau has decided, after consulting the TIC and other related industries, to launch a new Outbound Travel Alert (OTA) System, which will use three colours - amber, red and black - to designate three different levels of risk. The OTA System, to be effective from 20 October 2009, will send out clearer messages and facilitate rearrangements of package tours by members. The TIC is now discussing with the insurance industry to see whether it is possible to have better protection for travellers by covering package tours affected by OTAs in travel insurance policies without extra premiums.



香港資訊科技商會於二零零九年七月十日為會員舉辦座談會，介紹如何活用資訊科技推廣業務。會上各講者討論實行「顧客關係管理」系統的困難和解決的辦法。
The Hong Kong Information Technology Federation held a seminar for members on 10 July 2009 to introduce ways to promote business through innovative use of information technology. Guest speakers discussed the difficulties of and solutions for implementing CRM systems at the seminar.

專業化，導遊就需要定期更新知識，因此測驗應該保留。不過，為了減輕他們的壓力，議會決定開辦約六小時的香港知識工作坊，讓導遊從測驗和工作坊中二擇其一。

由於有不少會員表示市場缺乏英語導遊，議會於是在二零零八年為英語導遊設立豁免機制，只要通過考試就可以申請導遊證。有關機制將於明年二月底結束，實施以來約有二十人使用。議會正在積極籌辦職前英語導遊培訓課程，務求徹底解決英語導遊不足的問題。

在《內地與香港關於建立更緊密經貿關係的安排》下，香港永久居民中的中國公民可以申領內地的導遊證和出境遊領隊證。議會正在和職業訓練局研究開辦課程，以協助有意報考的導遊準備有關資格考試。此外，會員在廣東省設立旅行社的申請現已由廣東省審批，議會已發出通告告知會員詳情。

為確保入境旅行社、導遊、登記店舖的服務符合規定的要求，議會兩年前委任了生產力促進局執行巡查旅遊景點及視察登記店舖的工作。議會早前透過公開招標，選出威格斯警衛有限公司繼續執行上述工作，由今年十月一日起生效。巡查雖然或多或少會造成一些不便，但這樣做對維護旅客權益和防止無證導遊帶團都大有幫助，希望會員和導遊大力支持。

培訓增值

面對瞬息萬變的經營環境，業者必須不斷裝備自己才能夠生存下去。因此，議會一向都致力於為業界提供培訓資源和機會。去年底品質保障基金向每家會員提供了港幣三千元培訓資助，而每個屬會則獲得港幣二十萬元，用以舉辦各類教育、文化活動給屬下會員參加。希望會員和屬會都能善用資源，增進知識，在逆境中開創新商機。

其他培訓活動方面，議會今年二月十八日舉辦了「創造價值：成敗的關鍵」研討會，藉以推廣「創造價值」

The outbound levy was reduced to 0.15% from 0.3% with effect from 3 July 2009. Despite persistent lobbying by the TIC to have it reduced, this was the first time since 1997 that the levy rate had been reduced. As the Hong Kong economy has not completely rebounded from the troughs, the levy reduction should be able to lessen the burden of outbound agents.

Inbound travel

In 2007, the TIC had introduced the Continuing Professional Development (CPD) Scheme for Tourist Guides in an effort to ensure that the service and conduct of tourist guides would reach professional standards. In the preparatory stage of the scheme, the TIC had consulted many tourist guide associations and obtained their backing. When the scheme was later put in place, however, they asked the TIC to abolish the "Knowledge on Hong Kong" Quiz under the scheme on the grounds that many tourist guides complained about the pressure brought about by it. After studying the matter, the TIC came to the conclusion that the quiz should be kept because professional tourist guides ought to update their knowledge regularly so as to grasp the rapid and frequent changes in Hong Kong. Nevertheless, the TIC has decided to introduce a "Knowledge on Hong Kong" Workshop, which lasts for about six hours, so that tourist guides will be relieved of the pressure of the quiz if they choose to attend the workshop rather than take the quiz.

As quite a number of members had expressed concern about a lack of English-speaking tourist guides, the TIC had set up an exemption regime for those guides in 2008. Under the regime, which will end in late February next year, they are eligible for applying for a Tourist Guide Pass after passing a qualifying examination. About 20 people have made use of the regime so far. The TIC is now actively preparing a training course for would-be tourist guides who speak English so that the problem of insufficient English-speaking tourist guides can be solved once and for all.

Under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), Hong Kong permanent residents with Chinese citizenship may obtain mainland tourist guide and outbound tour escort permits. The TIC is now discussing with the Vocational Training Council to see whether courses helping local tourist guides to prepare for the qualifying examinations could be organised. Also, the Guangdong provincial authorities are now authorised to process and approve applications from members to set up travel agents in the province, and a circular was sent to members to inform them of the details.

To ensure that inbound agents, tourist guides and registered shops meet the rules applied to them, the TIC had appointed the Productivity Council two years ago to carry out spot checks at tourist attractions and inspect registered shops. A little while ago, Vigers Security Limited was selected through an open tender exercise to take over the



議會於七月二十二日舉辦簡介會，邀請工業貿易署和香港旅遊發展局的代表介紹協助旅遊業的措施，以扶助業者在金融海嘯和豬流感疫潮中渡過難關。

In a bid to help members to tide over the financial tsunami and the human swine flu pandemic, the TIC invited the Trade and Industry Department and the Hong Kong Tourism Board to brief members on assistance measures at a briefing held on 22 July.

文化，協助會員提升業務表現。鑒於郵輪旅遊前景看俏，議會今年共推出三個與郵輪旅遊有關的課程，相信對會員發展郵輪旅遊業務會有一定幫助。此外，香港資訊科技商會今年再次獲得政府贊助，向中小型旅行社推廣資訊科技的應用。資訊科技商會已舉辦了一次座談會（約有六十五人參加），以及四個免費培訓課程（約有一百八十人參加）。會員參加這些活動後，應該學會怎樣利用資訊科技減省成本，提升競爭力。

其他工作

有感於旅遊業面對種種困難，議會在去年十一月、今年三月和六月舉辦了三次會員論壇，分別探討票務、外遊和入境業的前景，使會員得以交流經驗，共同探討未來的路向。三次論壇反應良好，約有三百名會員代表參加。

旅遊業對香港經濟的貢獻甚大，而議會負責對這個行業施行自律監管，會員和公眾對議會的期望自然越來越高。今年初，議會網站的「最新消息」欄增設「會員專訊」部份，會員登入後就可以閱覽理事會會議紀錄的摘要。為了進一步提升透明度，由明年起，理事會及大多數委員會的議程和會議紀錄都會上載議會網站，讓會員閱覽。此外，議會也會不時透過手機短訊

work from 1 October this year. Although spot checks may somewhat cause a little inconvenience, they are an effective means to protect the interests of visitors and deter non-Tourist Guide Pass holders from receiving inbound tours. It is hoped that members and tourist guides will fully support them.

Training

Faced with a constantly changing business environment, traders also need to be constantly upgrading themselves in order to stay in the game. As such, providing training resources and opportunities for industry members has always been a dedicated aim of the TIC. Late last year, the Bonding Fund offered a HK\$3,000 training subsidy to each

member, and HK\$200,000 to each Association Member for organising various kinds of educational and cultural activities for its members. It is hoped that all members and Association Members will make good use of the money to enrich their knowledge and explore new opportunities despite the adversities.

As for other training activities, a seminar called "Value Creation: A Key to Success" was organised by the TIC on 18 February 2009, which was aimed at promoting a culture of value creation, thereby improving members' business performance. Given the potential of cruise tourism, the TIC launched three cruise courses this year, which should help members to tap into this market. The Hong Kong Information Technology Federation (HKITF), subsidised by the Government again this year, was promoting the use of information technology to SME travel agents. A seminar was already organised by the HKITF, attended by about 65 people, and four training classes were also arranged for about 180 people free of charge. After taking part in these training activities, members should now be able to reduce costs and raise their competitive edge through IT solutions.

Others

Three members' forums on ticketing, outbound and inbound issues were respectively organised in November last year and March and June this year so that members could get together, exchange views and explore future ways to tackle various kinds of difficulties facing them. Responses to the forums were very good, with about 300 member representatives present.

As the industry contributes much to Hong Kong's economy and the TIC is responsible for self-regulating it, it is little wonder that members and the public are expecting more and more of the TIC. A new sub-



九月二十四日，廣東省旅遊服務中心、深圳市旅遊協會的代表應邀舉行講座，詳述香港居民申領內地的導遊證和出境遊領隊證的辦法；有三百四十名導遊及領隊出席。

On 24 September, 340 tourist guides and tour escorts attended a seminar on how Hong Kong residents can obtain mainland tourist guide and outbound tour escort permits, with representatives of the Guangdong Provincial Tourism Services Centre and the Shenzhen Tourism Association as guest speakers.

發放重要消息，加強與會員的溝通。

除了以上所述外，議會日常還要處理大量工作，提供服務給一千四百零五家基本會員及八十九家普通會員（截至二零零九年九月三十日止）。各位理事和委員熱心投入，辦事處同仁盡忠職守，我謹藉此機會感謝他們。此外，政府各部門及相關機構一直對議會支持有加，我也在此致以衷心謝意。現今市道漸見好轉，希望會員不要鬆懈，繼續維持優良服務，迎接全面的經濟復甦。

董耀中

總幹事

董耀中 JP

二零零九年十月十六日

section, News for Members, was created in the Latest News section of the TIC website in the beginning of this year, which allows members, after logging in, to browse the summaries of the minutes of the Board of Directors. To further increase transparency, the TIC will begin to upload, starting from next year, the agendas and minutes of the Board and most committees to its website for members to read. Text messages about important news will continue to be sent to members as a means to boost communication.

Apart from the above, the TIC has to deal with a whole range of daily work and provide services for 1,405 Ordinary Members and 89 Affiliate Members (as at 30 September 2009). I would like to take this opportunity to thank all the directors and committee members for their dedicated involvement with tasks of the TIC, and all my colleagues at the Executive Office for their sense of responsibility. I would also like to thank the many government departments and related organisations for their constant support. Now that the markets are beginning to pick up, members should keep up their quality service and get prepared for a full economic recovery.

Joseph Tung

Joseph Tung JP
Executive Director

16 October 2009