

總幹事報告

Executive Director's Report



環球金融危機爆發至今兩年，外遊業和入境業的復甦勢頭甚佳。今年一至九月的外遊團印花收入比去年同期大增百分之三十六，來港旅客人數也錄得百分之二十四的增長。市況好轉固然值得欣喜，但今年發生了一些事情，令行業的形象大受打擊，迫使議會特別着力於提升業者的服務素質。以下我會回顧這方面及其他方面重要的工作。

出外旅遊業

今年初泰國政局不穩，保安局於三月及四月先後對曼谷發出紅色及黑色外遊警示，前往曼谷的旅行團因而取消。議會啟動了外遊團突發事件的處理機制，協調相關的會員商討團員的安排，並在會員達成共識後公佈詳情。雖然部份旅客仍有不滿，但整體安排總算令人滿意。議會感謝會員的合作，以及旅客的體諒。

八月二十三日，一個香港旅行團在菲律賓馬尼拉被挾持，最終八名港人遇害，包括領隊謝廷駿先生。慘劇令全港市民和旅遊界十分傷心難過，為了表達對謝先生家人的關心，議會呼籲業界和公眾捐款，短短三星期已籌得港幣約一百三十萬元。議會謹此感謝同業及公眾熱心支持，向謝家送上關懷。

Two years after the eruption of the global financial crisis, a remarkable recovery for both the outbound and inbound industries has arrived. From January to September this year, the levy for outbound tours recorded a year-on-year rise of 36%, and inbound visitor arrivals an increase of 24%. Whereas it is good news to see a turnaround of this magnitude, there were also a couple of incidents during the year, which dealt a severe blow to the image of the industry, with the result that the TIC was forced to devote itself to upgrading the service quality of traders. In the following, I will give an account of the important tasks in this and other respects.

Outbound travel

During the political unrest in Thailand early this year, the Security Bureau issued a red and then a black outbound travel alert for Bangkok in March and April, and package tours bound for the city were cancelled as a result. The emergency mechanism for unexpected incidents of this kind was activated, under which the members concerned first worked out arrangements for the tour participants and then the TIC announced their consensus. Although some travellers were still unhappy with the arrangements, the handling of the situation was satisfactory on the whole. The TIC would like to thank the members for their cooperation and the travellers for their understanding.

On 23 August, a tour group from Hong Kong was taken hostage in Manila, which ended tragically with eight Hong Kong people killed including tour escort Mr Masa Tse. The whole of Hong Kong and the industry were overcome with grief because of the tragedy. To show

挾持事件發生後，有業者關注到日後若遇上同類事情時應如何處理。議會於是邀請警方的談判專家，在九月的兩次講座上向業者講解旅行團一旦被挾持時的應變方法。講座反應熱烈，有一百三十多人參加。我在這裡要強調一點，萬一遇到類似事件時，會員須視乎實際情況，隨機應變，最重要的當然是以安全為先。

近年航空公司紛紛削佣，法航及荷航由去年十月起已率先把佣金削減至百分之三，今年四月起更撤銷佣金。為了此事，會員既於去年遊行抗議，議會也連番反對，還於去年召開特別會員大會，以商討對策。由於兩家航空公司一意孤行，為表達業界的不滿，議會今年二月二十五日在多份本地報章刊登聲明，強烈譴責這種剝削旅行社的不公平營商手法。

此外，議會還多次諮詢資深大律師的意見。法律意見認為，縱使零佣金真的違反了《客運銷售代理人協議》，但法航及荷航只要把佣金增加至純粹象徵式的水平，就已不算違反。相信大家明白，一旦採取法律行動，不僅耗費龐大資源，而且結果難以預料。不管怎樣，我們不會讓此事劃上句號，仍會循其他途徑表達不滿，使法航及荷航明白：零佣金政策已破壞了雙方的夥伴關係，最終只會得不償失。

自從電子機票兩年前全面實施以來，航空公司把部份工作轉移給旅行社，令旅行社的工作量大增。此外，旅行社的佣金收入又日漸減少，營運成本卻不住上升。因此，理事會最近接納了票務委員會的建

care for the family of Mr Tse, the TIC urged the industry and the public to make donations, and collected about HK\$1.3 million in merely three weeks. The TIC would like to express its gratitude to traders and the public for what they have done for Mr Tse's family.

After the hostage crisis, some traders were concerned about how similar incidents should be handled if they ran into one in the future. The TIC therefore invited a police negotiator to give a talk to traders on the matter during two seminars held in September, which were well received with over 130 participants. I would like to emphasise one point here: if similar incidents occurred, safety had to come first and members had to make flexible arrangements according to the actual situation.

In recent years, agency commission has been cut by one airline after another. Among these airlines, Air France and KLM were the first ones to cut commission to 3% in October last year, and even revoked commission altogether in April this year. To tackle the matter, members staged a march last year and the TIC also made repeated protests and even held an Emergency General Meeting last year in order for members to work out tactics. Since the two airlines adamantly stuck to their policy, the TIC placed an advertisement on 25 February this year in several local newspapers to show the discontent of the industry and to strongly condemn such an unfair business practice, which exploited travel agents.

Apart from that, the TIC also sought advice from a senior counsel several times. According to the legal advice, even if zero commission were really in breach of the Passenger Sales Agency Agreement, a commission increased by Air France and KLM to a purely nominal level would not be in breach. We all understand that once the course of legal action were taken, a huge amount of resources would have to be spent and the outcome could hardly be anticipated. Nevertheless, we will not put a full stop to the matter and will continue to express our

dissatisfaction through other channels in order to make the two airlines realise that their zero commission policy has destroyed the partnership between both sides and they will end up losing more than what they could gain from the policy.

Since electronic tickets were fully implemented two years ago, the workload of travel agents was greatly increased because the airlines offloaded part of their work onto agents. And travel agents were suffering from repeated commission cuts just when their operating cost was rising. In view of all this, the Board of Directors recently adopted a proposal from the Ticketing Committee and issued a directive about various recommended service fees. Whereas the TIC hopes that the consumers will understand that it is reasonable for travel agents to charge a fee for their service, it



議會於二零一零年四月十日舉辦香港地質公園萬宜地質步道考察團，反應熱烈，逾一百五十人參加。是次活動不僅讓會員認識香港新增的綠色旅遊線路，更加强了會員之間的交流。
The TIC organised a familiarisation tour to the High Island Geo Trail of Hong Kong Geopark on 10 April 2010, which attracted more than 150 participants, in order for members to experience new green routes in Hong Kong and promote communication among themselves.

議，發出有關建議服務收費的指引。議會一方面希望消費者明白，旅行社為旅客提供服務，收取費用是合情合理的，另一方面也期望旅行社做好準備，改變依賴佣金為主要收入來源的經營模式，迎接零佣金時代，以優質及增值服務吸引並留住顧客。



二零一零年六月十八至十九日，議會組織一百八十人到肇慶考察，藉此促進兩地業者的交流和合作，並使會員認識當地旅遊業的最新發展。

The TIC sent a delegation of 180 members to Zhaoqing, Guangdong province during 18-19 June 2010 with a view to fostering better relations between traders in the two cities and updating members on the latest development of tourism there.

入境旅遊業

今年入境業接連爆發危機，使議會不得不大力整頓。五月二十二日，一名內地旅客在登記店舖內與導遊爭執後去世。議會調查後，發現接待社聘用了無證導遊帶團，該導遊其後更不知所終。鑒於事態嚴重，規條委員會決定終止該接待社的議會會籍；有關個案目前正在上訴。

今年七月中，一名香港導遊在旅遊車上責罵內地旅客購物不足的片段在網上流傳，再一次令香港旅遊界蒙羞。涉案的導遊最終被暫停導遊證半年，有關接待社也被罰款。

除了懲處害群之馬外，議會還在上述事件後即時增加在景點和登記店舖巡查的次數，並且推出了多個指引，務求在短期內加強現行的監管措施，包括：禁止會員代內地組團社向內地旅客收取額外費用；規定內地旅行團的團隊確認書須註明導遊的資料；派發給內地旅客的行程表要包含購物活動的詳情；登記店舖須遵守更嚴格的承諾，並要核實帶團前往購物的導遊的身份；以及會員不得把接待服務分判給無牌旅行社或導遊等等。

also hopes that members will get prepared for a zero-commission era by relying less on commission as their major source of income and trying to attract and retain customers through quality and value-added service.

Inbound travel

The saying "it never rains but it pours" may be an apt description of what happened in the inbound industry, which prompted the TIC to introduce strict measures. On 22 May, a mainland tourist passed away after a quarrel with a tourist guide at a registered shop. Investigations by the TIC revealed that the receiving agent employed an unaccredited tourist guide to provide reception services, who went into hiding after the incident. Given its gravity, the Compliance Committee decided to terminate the TIC membership of the receiving agent, whose appeal has not yet concluded.

In mid-July, a video recording of a Hong Kong tourist guide, who was scolding a group of mainland tourists for spending too little on shopping on the tour coach, circulated on the Internet, which brought shame on the whole industry once again. The tourist guide in question finally had her Pass suspended for six months and the receiving agent was also fined.

Apart from meting out penalties to the black sheep of the industry, the TIC immediately increased the number of spot checks at attractions and registered shops after the incidents, and also issued several directives in order to put in place tightened regulatory measures for short-term purposes, which included forbidding members to collect additional charges from mainland tourists on behalf of mainland tour operators; requiring the mainland tour confirmation agreements to include information of the tourist guides and the itineraries distributed to mainland visitors to include details of the shopping activities; asking registered shops to observe more stringent pledges and verify the identity of the tourist guides who entered their shops; and banning members from sub-contracting reception services to unlicensed travel agents or tourist guides.

As short-term measures would hardly be sufficient to eradicate various malpractices arising from zero/negative reception fees, the TIC also set up the Task Force on Business Models of and Regulatory Measures for Mainland China's Inbound Tours in order to work out medium- and long-term measures to tackle the root cause of the malaise. After more than two months of discussion and study, with several consultation sessions with members, tourist guide associations and registered shops held in between, the Task Force finally hammered out a series of



揚州市人民政府、揚州市旅遊局的代表於二零一零年七月六日訪問議會，藉以促進兩地旅遊業的發展。

Representatives from the government and the tourism bureau of Yangzhou, Jiangsu province paid a visit to the TIC on 6 July 2010 to promote two-way tourism between the two cities.

要杜絕由零 / 負接待費引起的種種不良手法，短期措施並不足夠，因此議會還成立了「檢討內地來港團經營模式與規管措施專責小組」，務求訂出中长期措施，以根治這個問題。專責小組經過兩個多月的討論及研究，其間還多次諮詢會員、導遊組織、登記店舖，終於擬訂了一系列改善內地入境團運作的建議，並於十月十一日向商務及經濟發展局長提交了報告。

專責小組所擬訂的重點措施，除了為接待內地團的會員和導遊設立記分制外，還規定接待社必須與導遊簽訂議會指定的服務協議，藉以確保導遊可得到報酬。而為了確保導遊能專心為同一個內地團提供優良服務，內地團以後必須全程由同一名導遊負責接待。為了提高透明度，會員也須申報與登記店舖的關連。此外，議會還會增加日常巡查和暗訪行動的次數。

理事會快將審議上述建議，新一輪的整頓措施在短期內可望實施。議會絕不容許一小撮害群之馬敗壞旅遊業的聲譽，對於嚴重違規違諾的會員、導遊、登記店舖，定必嚴懲不貸。

培訓項目

議會向來致力為業界提供培訓機會，以提升其競爭力。香港資訊科技商會再獲政府資訊科技總監辦公室的贊助，與議會第三度合作，向中小型旅行社推廣資訊科技的應用。二零零九至一零年期間，商會舉辦了四個培訓工作坊(共八班)及兩個座談會，共有三百五十多人參加。這次推廣項目介紹了流動應用服務、社交媒體行銷等新式營銷方法，相信會員都獲益良多。

recommendations aimed at improving the operation of mainland inbound tours and submitted its report to the Secretary for Commerce and Economic Development on 11 October.

Among the recommendations made by the Task Force, the highlights included setting up a demerit mechanism for members and tourist guides that provide reception services for mainland tours; and requiring receiving agents to sign a designated service agreement with their tourist guides so as to ensure the latter will be paid for their work. It was also suggested that to ensure tourist guides focus their attention on the same mainland tour and provide

superb reception services, mainland tours will have to be received by the same tourist guide throughout the journey. And to increase transparency, members will be required to declare whether they have any association with registered shops. The TIC will also conduct more regular spot checks and undercover operations.

The Board of Directors will soon deliberate the above recommendations. It is expected that a new series of regulatory measures will be introduced in the near future. The TIC will never allow a small group of unscrupulous traders to destroy the reputation of the entire industry, and will definitely impose heavy penalties with little leniency on those members, tourist guides and registered shops that seriously violated rules of the TIC and pledges of their own.

Training

The TIC has always committed to providing training for the industry in order to boost its competitive edge. With sponsorship from the Office of the Government Chief Information Officer, the Hong Kong Information Technology Federation worked with the TIC for the third time to promote information technology to SME travel agents. During 2009 to 2010, four training workshops (eight classes) and two seminars were organised, with over 350 people participated. The project covered such new marketing methods as mobile application and social media marketing, and members should have learned much from it.

Last year, the TIC launched the Cruise Selling Training Course in order to help the Government's effort to develop cruise tourism to take off, and recently relaxed the admission requirements of the course in order for more industry personnel to be trained to sell cruise products. To tackle the shortage of English-speaking tourist guides once and for all, the TIC and the Department of Hotel, Service and Tourism Studies of the Hong Kong Institute of Vocational Education rolled out the Pre-service Tourist Guide Training Course conducted in English in the middle of this year. And to help Hong Kong tourist guides to obtain the mainland's tour guide permit, the TIC, the Vocational Training Council and the Guangdong Provincial Tourism Administration jointly organised a training course tailored for the qualifying examination for the permit.

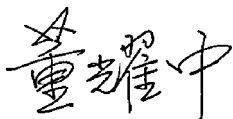
為配合政府發展郵輪旅遊業，議會去年推出了「郵輪假期銷售訓練課程」，最近更放寬了課程的報讀條件，希望可為業界培訓更多郵輪銷售人員。為徹底解決英語導遊不足的問題，議會今年年中與香港專業教育學院酒店、服務及旅遊學系推出以英語授課的「職前導遊培訓課程」。此外，議會與廣東省旅遊局、職業訓練局合作推出「旅遊業國家資格考試培訓課程」，讓有意考取內地導遊資格的人士報讀。

其他工作

議會十分重視與會員的溝通，因此會透過舉辦不同活動聆聽會員的意見。我們今年已舉辦了三次會員午餐聚會(還有一次將在十一月底舉行)，以及香港地質公園、澳門、肇慶三個考察團。此外，議會會議的議程、會議紀錄、《年報》、《會章》已於今年初上網，相信已大大提高議會的透明度，增進會員對議會的瞭解。

基於公眾和會員對議會的期望日高，議會一直都竭力改善本身的制度，例如於今年七月發出了《理事選舉規則》，以確保選舉公平而廉潔。此外，議會已透過公開招標，揀選了四大會計師行之一為議會分階段進行內部審計，希望可找出議會需要改善之處，預計年底可展開工作。

今年發生了不少突發事件及危機，議會能夠一一處理，實有賴理事會及各委員會、政府多個部門、相關業界組織的支持和協助，還有議會辦事處職員克盡己任，我謹致以衷心謝意。最後，容許我不厭其煩再說一次：優良服務是留住顧客的關鍵。



總幹事

董耀中 JP

二零一零年十一月四日



議會於二零一零年九月二十日和二十七日舉行「旅行團被挾持的應變方法」講座，邀請了香港警務處的談判專家向會員講解旅行團被挾持的應變方法。

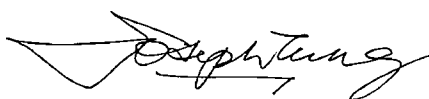
A police negotiator from the Hong Kong police force was invited to explain to members at the seminars held on 20 and 27 September 2010 on what to do if tour groups were taken hostage.

Others

For the TIC, communication with members is always high on the agenda, and therefore various kinds of activities are organised to listen to their views. This year, three members' lunch gatherings (with one more scheduled for late November), and three familiarisation tours to Hong Kong Geopark, Macau and Zhaoqing, Guangdong province were held. And to enhance its transparency and boost members' understanding of it, the TIC posted its agendas, minutes, annual reports and M&A on its website starting from the beginning of this year.

In order not to fall short of the public's and members' rising expectations, the TIC has devoted every effort to improving itself. An example of such devotion was the issuance of the Rules for Election of Elected Directors in July this year in a bid to ensure fair and clean elections. The TIC also selected one of the "Big Four" accountancy firms through an open tender in order to conduct an internal audit in stages. It is hoped that the audit, expected to begin towards the end of this year, can find out what needs to be improved.

This year was full of unexpected events and crises. The TIC managed to cope with them mainly because of the support and assistance of the Board of Directors, all committees, various government departments and related industry associations, as well as the dedication of the Executive Office. To them, I owe a big thank-you. Finally, let me repeat one more time: quality service is the key to retention of customers.



Joseph Tung JP
Executive Director

4 November 2010