



今年香港旅遊業的表現相當不錯：頭三季的外遊團印花比去年同期上升了百分之十六點五，一至八月的來港旅客人次則錄得約百分之十二點五的增幅。旅遊業前景向好固然令人欣喜，但業界需要應付的挑戰也著實不少。以下我會先概述業界的一些挑戰及機遇，然後回顧議會在過去一年的重點工作。

挑戰與機遇

今年香港和內地都推出了關乎會員營運的新法規，加上旅遊業監管架構變革在即，這些情況日後都會對業界有重大影響。關於監管架構改革的建議安排，政府今年七月已在立法會的會議上公佈，而〈主席報告〉也已概述，這裡就無須再費筆墨了。

今年七月十九日生效的《2012商品說明(不良營商手法)(修訂)條例》，把商品說明的適用範圍由貨品擴大至服務，並且禁止訂明的不良營商手法，例如誤導性遺漏、餌誘式廣告宣傳等。鑒於新修訂條例對會員的外遊和入境業務都有直接影響，議會透過多個委員會收集會員的意見，使香港海關得以知悉業界的實際情

Hong Kong's travel and tourism industry fared rather well this year: the levy for outbound tour groups was up 16.5% year on year for the first three quarters, and visitor arrivals grew about 12.5% from January to August over the same period last year. While we are pleased to learn about good prospects for growth in the industry, there are not a few challenges that need to be tackled. In the following, I will outline some challenges and opportunities for the industry, and then review some essential tasks performed by the TIC during the past year.

Challenges and opportunities

New laws concerning the operation of members were introduced this year in Hong Kong and on the mainland, which, coupled with the coming reform of the regulatory system, means that the industry will have to confront a huge impact down the road. Since proposed arrangements of the reform, announced in July this year by the Government at a Legislative Council meeting, are recapped in the Chairman's report, I am not going to discuss them again here.

The Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012, which took effect on 19 July this year, has extended the scope of trade descriptions from goods to services, and banned specified unfair trade practices such as misleading omission and bait advertising. Given the direct impact of the amended Ordinance on the outbound and inbound business of members, the TIC had tried to gather members' views through various committees so that the views about actual situations of the industry could be relayed to the Customs and Excise Department. With members well-prepared for the amended Ordinance, there have been no issues since it became effective. It is our strong belief that members need not be overly concerned about the new rules so long as quality service can be maintained.

Another important piece of new legislation was the Tourism Law, which just came into force in mainland China on 1 October this year and one of whose objectives is to put the outbound market on the mainland in order. Since inbound tour groups from the mainland have long been dominated by those whose itineraries are studded with visits to shops, the implementation of the Tourism Law will certainly impact on local receiving agents, tourist guides and registered shops. With a drop in the number of shopping tours from the mainland during this year's National Day holiday period, it may be said that the new law has showed its effect. Nevertheless, the mainland's outbound market may not be able to return to normality until travellers there adapt to considerably increased, yet reasonable tour prices, given that the outbound traders have long used overly low tour prices to lure consumers.

況。由於會員準備充足，新法例實施以來並沒有出現狀況。議會深信，會員只要保持優良服務，實在無須過份憂慮。

另一項重要的新法規，是內地今年十月一日剛實施的《旅遊法》，其目標之一，是整頓內地的出境遊市場。香港接待的內地團向來以購物團為主，《旅遊法》實施後，本地接待社、導遊、登記店舖勢必受到影響。今年國慶假期期間，內地來港的購物團有所減少，看來新法規已發揮作用了。不過，內地出境遊市場長期以過低的團費招徠，相信要待旅客適應增幅頗大的合理團費後，市場才可重回正軌。

啟德郵輪碼頭今年六月中正式啟用，至今已有一艘郵輪停泊，接待了約九千名遊客。近年亞太區郵輪業日益蓬勃，現在新郵輪碼頭已經啟用，香港定可趁勢推動本地郵輪業發展。為了向本地旅客推廣郵輪旅遊，議會於九月二十至二十二日在新郵輪碼頭舉辦「郵輪假期博覽」。博覽會十分成功，三天總共吸引了約三萬人到場參觀。參展商都認為博覽會有助吸引更多郵輪旅客，提升市民對郵輪旅遊的興趣。

《內地與香港關於建立更緊密經貿關係的安排》的補充協議九於今年生效，當中的旅遊開放措

■ 贊比亞代表團四月九日訪問議會，以瞭解香港旅遊業的情況。



■ A delegation from Zambia visited the TIC on 9 April to learn about the tourism industry in Hong Kong.

Since the official opening of the Kai Tak Cruise Terminal in mid-June this year, three cruise vessels with some 9,000 tourists have berthed there so far. In recent years, the cruise industry has boomed in the Asia-Pacific region, and Hong Kong, now with a new cruise terminal, is best positioned to take advantage of the boom. To promote cruise travel to local travellers, the TIC staged the Cruise Holiday Expo at the new terminal from 20 to 22 September, which was a huge success and attracted about 30,000 visitors in three days. The exhibitors all thought highly of the Expo as it helped to boost the number of cruise holidaymakers and raise the locals' interest in this way of travel.

Supplement IX to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) came into force this year, under which wholly owned Hong Kong travel agents are allowed to operate outbound tours to Hong Kong and Macau for mainland residents, and one mainland-Hong Kong joint venture is given the green light to organise on a pilot basis outbound tours for mainland residents to destinations other than Hong Kong, Macau and Taiwan. These tourism liberalisation measures were a big breakthrough, and if the pilot scheme proved to be a success and the outbound market in mainland China further opened up, members would have a much bigger market to grow their business.

Outbound industry

The Board of Directors recently decided to raise the ceilings of the package tour service charge, the first time in nine years, with effect from November this year. The increases were moderate, capped at HK\$10 or HK\$20 each day for various destinations. With Hong Kong dollars continuing to devalue

and the income for trade practitioners remaining static for many years, the industry had difficulty recruiting new blood and retaining talent, hence the much-needed service charge rise. Service charges, as a way of motivating Hong Kong's tour escorts, local tourist guides, tour coach drivers, etc to provide quality service, have long been accepted by outbound tour participants. The increases will bring them more earnings, which should help to motivate them to provide better service.

The decision to revise the directive governing self-pay activities of outbound tours was made in response to a rising trend of complaints about them in recent years. After the revision, members are required to increase the transparency



施為允許香港獨資旅行社經營港澳遊，以及允許一家內地與香港合資旅行社試點經營港、澳、台以外地方的出境遊。這些開放措施是一大突破，若試點成功，而內地的出境遊市場進一步開放，會員的發展空間將大為擴展。

出外旅遊業

理事會早前通過由今年十一月起，提高外遊旅行團的服務費上限，這是九年來首次調高服務費，各地區的服務費上限每天增加港幣十元或二十元，加幅溫和。這次調高收費有其必要，原因在於港元不斷貶值，而且從業員的收入多年來都沒有增加，行業難以吸引新人入行或留住人才。服務費這種推動香港領隊、當地導遊、旅遊車司機等提供優良服務的收費模式，早已為外遊旅客所接受。這次服務費調升後，他們的收入都有所增加，相信有助改善服務水平。

由於近年有關外遊團自費活動的投訴有上升趨勢，議會修訂了有關自費活動的指引，藉以提高會員安排自費活動的透明度，使消費者可在報團前清楚知道自費活動的內容、收費詳情等。新指引已於七月生效，當可減少會員與消費者之間的糾紛。

為保障旅客安全，議會很多年前就已發出指引，規定營運外遊團的會員必須與外地持牌或合法的服務供應商交易。為加強原來指引所提供的保障，議會今年十月擴大了其適用範圍，規定會員為外遊及入境旅客安排的旅遊產品或服務，都必須由持牌或合法註冊的供應者提供。

入境旅遊業

來港旅客雖然連年增長，但今年一至九月入境旅客的投訴數字卻比去年激增四成，可見入境業的服務仍須大為改善。農曆新年期間，世通假期有限公司未能為多個內地入境團安排住宿，有旅行團員更要在旅遊車上度宿。鑒於事態嚴重，理事會即時暫停世通假期的會籍；規條委員會審議其違規個案後，決定撤銷世通假期的會籍，旅行代理商註冊處隨後吊銷其牌照。

of such activities by giving out details about their content, fees, etc to customers before they sign up for package tours. The new directive, which has been in force since July this year, should be able to reduce conflicts between members and their customers.

議會於四月舉辦關於企業創造價值的研討會，邀請了香港中文大學市場學榮休講座教授李金漢教授向會員講解如何藉創造價值提升業務表現。



The TIC held a seminar on value creation in April, at which Prof. Lee Kam Hon, Emeritus Professor of Marketing at The Chinese University of Hong Kong, explained how to improve business performance by value creation.

To protect the safety of travellers, the TIC issued a directive many years ago, requiring members which operated outbound package tours to deal only with licensed or legal overseas service providers. To enhance the protection provided by the directive, the TIC extended its scope in October this year so that travel products or services arranged by members for outbound travellers and inbound visitors must be provided by licensed or legal suppliers.

Inbound industry

Despite growth in visitor numbers year after year, there was a 40% surge year on year in complaints from inbound visitors for the first nine months of this year, which showed that the service standard of the inbound industry is still in need of huge improvements. During the Lunar New Year holidays, 3A Holidays Co. Limited failed to arrange accommodation for several of its tour groups from the mainland, with the result that some tourists even had to spend a night on a tour bus. Given the seriousness of the incident, the Board of Directors immediately suspended the travel agent's TIC membership, and then the Compliance Committee, after deliberating its violation cases, decided to terminate its membership. The Travel Agents Registry later revoked its travel agent's licence.

It was to prevent such incidents from happening again that Directive No. 212 was issued in April this year, which stipulated that the tour confirmation agreements of tour groups from the mainland whose itineraries contained

為防止類似事件再次發生，議會今年四月發出了第二百一十二號指引，規定內地入境團如包含登記店舖行程，必須於團隊抵港前最少兩天向議會登記團隊確認書，不含登記店舖行程者則須於抵港前登記；兩種旅行團都必須於登記時提交住宿證明。新規定實施至今已有半年，成效良好。

在監管入境旅遊業方面，議會一直與內地當局緊密溝通和合作。深圳市文體旅遊局由今年起推出多項措施，藉以加強對港澳遊的監管，其中包括規定深圳組團社必須於赴港澳旅遊團隊出發前四十八小時向文體局登記團隊名單。名單必須由文體局審核並加蓋出境遊專用印章。若有內地來港團涉及投訴或事故，該名單將有助港深雙方調查跟進。

業界服務

除了監管旅遊業，議會也致力於提高行業水平，以及為會員開拓商機。議會於四月舉辦「企業創值的可能方向」研討會，向會員介紹創造價值的幾種方式，希望幫助會員擺脫以價格競爭的思維，以創造價值來提升競爭力。此外，新郵輪碼頭今年中投入服務，議會把握時機於九月舉辦「郵輪假期博覽」，藉以推廣郵輪旅遊。由於去年「粵劇體驗場」反應良好，

議會定期舉辦午餐聚會向會員介紹最新旅遊資訊。今年六月舉行的午餐聚會以香港地質公園為主題。



Lunch gatherings are held regularly by the TIC to give members updated information of the travel industry. The theme of the lunch gathering held in June this year was Hong Kong Geopark.

visits to registered shops have to be registered with the TIC two days before the groups arrive in Hong Kong, and that the agreements of mainland tour groups which will not go to registered shops have to be registered before the arrival of the groups. Proof of accommodation must be provided when members register both kinds of inbound tour. The new rules have been in place for more than six months so far, and to good effect.

As far as regulation of the inbound trade is concerned, the TIC has always stayed in contact and cooperated closely with the mainland authorities. A number of measures were introduced by the Shenzhen Municipal Bureau of Culture, Sport and Tourism this year to tighten control over tour groups heading for Hong Kong and Macau. One such measure was to require Shenzhen's tour operators to register with the Bureau the lists of their tour group members about to travel to Hong Kong and Macau. Registration must be made 48 hours in advance, and the lists will be stamped with a dedicated outbound travel stamp after verification and approval by the Bureau. In case of any complaints or incidents involving inbound tour groups from the mainland, such lists will be of great help to investigations or follow-up actions by the Hong Kong and Shenzhen authorities.

Industry services

Apart from regulating the industry, the TIC is also committed to raising the standard of the industry and exploring business opportunities for members. The seminar on "Possible orientations for value creation", held in April by the TIC to introduce to members various modes of value creation, was aimed at helping them to shake off the concept of competition on price and raise their competitiveness through value creation. With the new cruise terminal up and running in June this year, the TIC grabbed the chance and staged the Cruise Holiday Expo in September in an effort to promote cruise travel. Well-received last year, the "Experience Cantopera" programme was jointly organised this year again by The Chinese Artists Association of Hong Kong, the Hong Kong Tourism Board and the TIC. A total of 4,000 free tickets for 38 performances staged from October to December were offered to members for the promotion of Cantonese opera to inbound tourists.

A sufficient supply of talent is what makes or breaks the industry. In April and May this year, the TIC took part in three job fairs organised for students majored in tourism, during which information on members' vacancies was distributed to the students, so as to help members to recruit staff. Apart from that, the TIC held the Recruitment Day for Travel Agents



香港八和會館、香港旅遊發展局、議會今年再接再厲，於十月至十二月期間推出三十八場「粵劇體驗場」，並向會員提供四千張免費門票，藉此向入境旅客推廣粵劇文化。

人才是否充裕，對旅遊業極為重要。因此，議會於今年四、五月間參加了三次為旅遊學系學生而舉辦的招聘會，向他們派發會員的職位空缺資料，以協助會員招聘人手。此外，議會又於七月舉辦「旅行社招聘日」，方便會員尋找合適的求職者。今年一些重要的新法規相繼實施，會員都非常關注。議會因此舉辦了三次新修訂《商品說明條例》簡介會、兩次內地《旅遊法》簡介會，務求加深從業員對新法規的認識。

截至二零一三年十月十五日為止，議會共有一千六百一十二家基本會員，八十八家普通會員。議會由一九八八年起開始監管旅遊業，理事會、各委員會及議會辦事處一直全心全意提升業界的專業水平。經過議會的多年努力，行業的形象大為提升，而市民對業者的信心也日見增加。不過，由於業者良莠不齊，服務難以盡如人意，致使旅客的投訴時有發生。我在此再次強調，對於所有投訴個案，議會一向都以公正方式處理，絕不會偏袒任何一方。

最後，我非常感謝全體理事、委員會委員、議會辦事處同事在過去一年盡心盡力為業界服務，使議會的各項工作得以完成。以下機構對議會全力支持，我也致以由衷謝意：旅遊事務署、旅行代理商註冊處、香港海關、香港旅遊發展局、酒店業組織、航空公司、各地旅遊組織等。兩三年後議會將卸下監管重責，希望無論是現在還是將來，會員都會繼續支持議會。

總幹事

董耀中 JP

二零一三年十月十八日

in July in order for members to look for suitable job seekers. This year, some important laws became effective, and members have been very concerned about them. As such, three seminars on the amended Trade Descriptions Ordinance and two seminars on the mainland's Tourism Law were held to equip trade members with knowledge about the new laws.

As at 15 October 2013, the TIC had 1,612 Ordinary Members and 88 Affiliate Members. Ever since the TIC began to regulate the industry in 1988, the Board of Directors, various committees and the Executive Office have fully committed themselves to raising the professional standard of the industry. After many years of efforts by the TIC, the industry's image has been greatly enhanced, and the public's confidence in industry members has also increased. Having said that, given the varying quality of traders, not all of their services can live up to expectations, thus giving rise to complaints filed by travellers from time to time. It is worth repeating here once again that all complaints are handled by the TIC in an impartial fashion, without favour to any parties involved.

The total dedication of all directors, committee members and my colleagues at the Executive Office to the industry enabled the TIC to bring its various tasks to fruition during the past year, for which I owe all of them my utmost gratitude. I am also wholeheartedly grateful for the following institutions whose support for the TIC has been unwavering: the Tourism Commission, the Travel Agents Registry, the Customs and Excise Department, the Hong Kong Tourism Board, associations of the hotel industry, airlines, tourism organisations of different places, and many others. The TIC will be relieved of the heavy duty of regulating the industry in two or three years. It is hoped that members will continue to support the TIC, whether it is now or in the future.

Joseph Tung JP

Executive Director

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