

總幹事報告

Executive Director's report



今明兩年是議會與業界轉型的關鍵時期，一方面議會要為未來回復商會的轉變預作籌謀，另一方面業者也要為日後更加嚴格的監管機制做好準備。以下我會綜述議會過去一年的重要事務，並且簡介正在開展的工作。

未來由現在決定

議會四十年前成立，三十年前開始對業界實行自律監管的工作，而今年之內，估計《旅遊業條例草案》就可以通過，成為法例；其後旅遊業監管局即將按法例成立。旅監局成立後，預計兩年左右就會開始運作，屆時議會的一切監管職能，都會全部移交旅監局，而議會也會變回商會，不再涉足監管工作了。

上述轉變，對會員及業界固然影響深遠，但對議會而言更是巨大之極，因為議會不再負責自律監管後，將失去外遊印花徵費及內地入境團登記費的收入。為此，議會早於今年初就已重新展開未雨綢繆的工作，除了舉行集思會及午餐會，藉以聆聽理事及屬會代表的意見外，更委託了專業顧問公司，就議會未來的角色、架構及職能提出可行建議，使議會在旅監局成立後能維持行業代表組織的地位，與當局繼續合作，為行業發展盡力。

This and next year are so critical for the transformation of the TIC and the industry that whereas the TIC has to prepare itself for a reversion to a trade association, traders have to make preparation for a more stringent regulatory regime about to be put in place. In the following, I will summarise some of the important tasks carried out by the TIC in the past year and briefly mention some others still under way.

The future is decided by the present

Established 40 years ago and having taken up its self-regulatory duties 30 years ago, the TIC will see itself transformed back into a trade association in about two years when the Travel Industry Authority (TIA) is set up under the Travel Industry Ordinance, the bill of which is expected to be enacted within this year. When the TIA begins its operation, all the TIC's regulatory functions will be transferred to the TIA, after which the TIC will cease to be a self-regulatory body.

Whereas the above changes will have deep implications for members and the industry, their impact on the TIC are most stupendous because after ceasing to self-regulate the industry, the TIC will have no revenue from outbound levies and the registration fees of inbound tours from the mainland. Preparatory work for the changes has therefore been resumed since early this year. Apart from hosting a brainstorming session and luncheons to listen to the views of directors and representatives of the Association Members, the TIC has commissioned a professional consulting firm to work out a viable proposal for its future roles, structure and functions. It is hoped that by implementing the proposal, the TIC will be enabled to maintain its leading status as the representative organisation of the industry after the TIA is established, and to cooperate with the authorities to promote the development of the industry.

Training is vital to industry development

Talking about industry development, I believe members must be aware that the TIC has already sped up its pace in this aspect in the past two or three years. The most prominent achievement is of course the establishment the year before last of the Pilot Information Technology Development Matching Fund Scheme for Travel Agents with HK\$10 million government funding. After the funding has been used up, the Government has injected HK\$30 million so that more SME travel agents will be subsidised under the scheme for enhancing their competitiveness through a higher level of IT adoption. Apart from the scheme, the Development Fund for the Travel Industry, launched with HK\$10 million from

行業發展有賴培訓

談到行業發展，相信會員已經察覺到議會這兩三年來已加快步伐了。其中榮耀大者，當然是由議會管理的旅行社資訊科技發展配對基金先導計劃。先導計劃於前年獲政府撥款港幣一千萬元成立，撥款用罄後今年再獲撥款港幣三千萬元，使更多中小型旅行社可憑藉資助，以提高資訊科技水平，增強競爭力。此外，獲機場管理局撥款港幣一千萬元成立的旅遊行業發展基金，以及獲政府撥款港幣五百萬元成立的旅遊業培訓基金，也分別於去年底及今年初開始運作，相信已有不少業者受惠。

為了提升中小型外遊旅行社的服務創新及價值創造能力，從而應對營商的新挑戰，議會獲得中小型企業發展支援基金撥款港幣七十多萬元，有關項目現正進行，希望會員多多支持。為行業設立資歷架構，是提升行業的專業水平及整體形象的不二法門。有關工作在議會的推動下正順利開展，資歷架構可望於未來兩三年內設立。

旅遊業長遠發展所在

一帶一路及粵港澳大灣區的潛力無可估量，為了支援旅遊業界發掘當中的處處商機，政府撥款給議

the Airport Authority, and the Travel Industry Training Fund, set up by the Government with HK\$5 million, began to operate since late last year and early this year respectively, and quite a number of traders must have already benefited from them.

To raise the capability of SME outbound agents to innovate service and create value in response to new business challenges, the TIC has secured more than HK\$700,000 from the SME Development Fund to implement a project, which is now in full swing and very much needs the support of members. There is no better way to help the industry raise its professional standard and overall image than to set up its own Qualifications Framework (QF). The necessary work towards that goal is progressing smoothly thanks to the driving force of the TIC, and it is hoped that the QF for the industry will be ready in the coming few years.

Long-term development lies here

The Belt and Road (B&R) Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area offer such huge potential for the industry that the TIC has already been granted government funding for setting up a web-based tourism resource platform for the B&R and Greater Bay Area and organising three large-scale delegations to the Greater Bay Area. Apart from that, the Government, the Hong Kong Tourism Board (HKTB) and the TIC are to jointly organise the International Tourism Convention@Hong Kong on 12 December, for which hundreds of government officials and tourism partners from B&R countries



△ 議會於二零一八年七月十二日為會員舉辦簡介會，以協助會員瞭解向顧客收回印花徵費成本的規定，以及如何使用電子印花徵費系統。

△ The TIC held a briefing on 12 July 2018 to help members understand the rules for recovering the cost of levy payments from customers and how to use the e-levy system.

會，建立一帶一路及大灣區網上旅遊資源平台，以及舉辦三個大規模的大灣區考察團。此外，十二月十二日，政府、香港旅遊發展局和議會將合辦香港國際旅遊論壇，屆時來自一帶一路及大灣區的官員和旅遊同業數以百計，將濟濟一堂，共同探討一帶一路及大灣區的旅遊發展與商機。

今年九月、十月，香港有兩項重大基礎建設工程完成，對旅遊業的助益難以言喻。先是廣深港高速鐵路香港段於九月二十三日通車，令香港得以與內地的高鐵網絡連成一氣，外遊業與入境業的發展潛力頓然倍增；接著一個月後，港珠澳大橋於十月二十四日通車，不僅可推動大灣區內的一程多站旅遊，大橋本身更萬眾矚目。

必須主動追求轉變

經過多年開發的電子印花徵費系統，已於今年六月正式啟用。在網上訂購旅遊產品早已成為不可逆轉的趨勢，因此電子印花系統也就變成在網上銷售旅遊產品不可或缺的幫手。本來按照計劃，印花機將於後年中才停用；但因為供應商突然決定由明年七月一日起，將停止提供一切服務，因此議會不得不把印花機停用的期限提前一年。為協助會員順利轉用電子印花系統，議會將加開培訓工作坊，希望會

and Greater Bay Area cities will come to Hong Kong, exploring with local traders the opportunities of tourism development in these countries and cities.

Hong Kong saw two key infrastructure projects completed in September and October this year, both of which are expected to bring indescribable benefit to the industry. On 23 September, the Hong Kong Section of the Guangdong-Shenzhen-Hong Kong High Speed Rail was commissioned, thus connecting Hong Kong to the high speed rail network on the mainland, which will become a great impetus to the outbound and inbound industries. And then on 24 October, the Hong Kong-Zhuhai-Macao Bridge was inaugurated, which can boost multi-destination travel within the Greater Bay Area, and the bridge itself has even become the centre of public attention.

Actively seeking change

The e-levy system was officially launched in June this year after many years of development. Since booking travel products online has become an irreversible trend, the e-levy system has also become indispensable for those members who want to sell their travel products online. Franking machines, according to the original plan, will not be phased out until mid-2020, but now will be unable to perform its functions one year earlier after their supplier suddenly informed the TIC that it will not provide any service after 1 July next year. More training workshops will be organised in order to help members make the migration from franking machines to the e-levy system. I hope that members can grasp the opportunity brought about by electronic levying.



△ 為了使會員認識更多資訊科技公司，藉以獲取最新的資訊科技服務和產品資訊，議會與香港科技園公司合作，於今年七月三十一日在香港科技園公司為會員舉辦「旅行社和資訊科技公司商業配對」活動。

△ To enable members to meet more IT companies and obtain the latest information on IT services and products, the TIC and the Hong Kong Science and Technology Parks Corporation (HKSTP) jointly organised an event “Business matching for travel agents and IT companies” at the HKSTP on 31 July 2018.



△ 議會今年繼續與不同國家及地方的旅遊組織合辦旅遊知識講座，介紹的地點包括美國、德國、捷克、澳門、西澳洲、台灣、西班牙、澳洲和法國。

△ The TIC has continued to hold travel knowledge talks with tourism organisations of different countries and places this year, covering regions such as the United States, Germany, the Czech Republic, Macao, Western Australia, Taiwan, Spain, Australia and France.

員能把握電子印花帶來的機會。

從事票務的會員，這一兩年來相信遇到不少新挑戰，例如需要符合支付卡行業資訊安全標準，國際航空運輸協會的新一代結算系統明年第一季就要實施，還有航空公司正逐步推行新分銷功能的數據傳輸標準，這些都難免令會員窮於應付。議會已就上述挑戰多次舉辦講座，務求會員能妥為準備；不過，這些外來轉變既然阻止不了，唯有力求適應，在轉變中保持優勢。

各種各樣的講座、工作坊、實地視察等活動，既可開闊業者的視野，也能增進他們的實務知識，因而向來都是議會著力之處。今年這類活動的數目遠超過往，不下三四十個，除了繼續舉辦一系列旅遊知識講座外，還有關於網絡安全、個人資料保障、電子印花、手機支付平台、高鐵香港段售票安排、港珠澳大橋交通安排等講座或簡介會等等。此外，議會更為屬會組辦了多個高鐵體驗團，讓會員由香港西九龍站乘坐「動感號」往返深圳北站。這些有利會員的活動，日後必定會更經常舉辦。

無論是外遊業還是入境業，都需要不同地方、不同

As far as ticketing members are concerned, these two years must have been quite challenging: they, for example, are required to comply with the Payment Card Industry Data Security Standard (PCI DSS), prepare for the New Generation of IATA Settlement Systems (NewGen ISS) to be implemented in the first quarter next year, and adapt to the new data transmission standard, New Distribution Capability (NDC), gradually implemented by the airlines. Members must have struggled to cope with all these changes despite the several seminars organised by the TIC on each of them to help members get prepared. As it is most unlikely that these external changes can be halted, the only viable solution for members is to adapt themselves and try to maintain their competitive edge among the changes.

Since different kinds of seminar, workshop, on-site inspection, etc can help traders broaden their horizon and acquire practical knowledge, the TIC has always dedicated much effort to organising them. This year, about 30 to 40 such activities have been organised for members, a figure far greater than in previous years, including the seminars or workshops about online security, personal data protection, electronic levying, mobile payment platforms, ticket arrangements for the Hong Kong Section of High Speed Rail, transport arrangements for the Hong Kong-Zhuhai-Macao Bridge, etc. The TIC also organised several familiarisation tours for the Association Members so that members can travel on the *Vibrant Express* between Hong Kong West Kowloon Station and Shenzhen North Station. Members are assured that more beneficial activities of this kind will be organised by the TIC.

業者的衷誠合作，才能為要求日高的旅客提供優良服務。涉及的方面既多，未盡如意的時候就難以避免。議會的資源、人手及權力都有限，除了有賴會員及相關各方的協助與支援外，更加需要大家的諒解與包容，否則就寸步難行了。

上任未及一年，深深感到議會的工作日益繁重：對行業的監管既不可稍懈，又必須籌劃並推行多個關乎行業未來發展的重大項目。在人手不增而工作倍增的情況下，我衷心感謝所有與我並肩作戰的同事，沒有他們的支持與配合，不但我無法履行各種職務，甚至連議會也恐怕難以有效運作。此外，議會的理事會及各委員會，旅遊事務署及旅行代理商註冊處等政府部門，香港旅遊發展局及港鐵公司等組織，香港航空公司代表協會及各航空公司，以及內地及海外的旅遊部門與組織，一直對議會及我支持有加，這裡再三致謝。



總幹事

陳張樂怡

二零一八年十一月十五日

Whether it is the outbound or inbound industry, many different places and different traders have to cooperate closely and sincerely in order to provide superb service for increasingly demanding outbound travellers and inbound visitors. With a large number of parties involved, situations where expectations are not totally fulfilled would be hardly avoidable. As the TIC has limited resources, manpower and authority, it could hardly achieve anything if assistance and support, not to say understanding and tolerance, are not offered by members and all the other stakeholders.

Having taken office for less than a year, I have already deeply felt the increasing workload of the TIC: whereas the regulatory duties must never be allowed to slacken off, many major projects which have an important bearing on the future of the industry have to be planned and executed. With no increase in headcount but a surge in workload, I sincerely thank all my colleagues who have worked with me closely, without whose support and cooperation, not only would I have been unable to perform my duties, the TIC would also have had difficulty functioning effectively. My repeated thanks must also go to the TIC's Board of Directors and committees, many government departments such as the Tourism Commission and the Travel Agents Registry, the HKTB and the MTR Corporation, the Board of Airline Representatives Hong Kong and airlines, and the tourism bureaux and organisations in mainland China and overseas, whose unstinting support for the TIC and myself is most valuable.

Alice Chan
Executive Director

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