

總幹事報告

EXECUTIVE DIRECTOR'S REPORT



零一四年，入境業的表現相當不錯，全年錄得百分之十二的旅客整體增幅，但外遊業全年卻出現外遊印花額減少了百分之一點八的境況。可是，有誰想到二零一五年入境業和外遊業的表現竟會全然相反：在一月至九月期間，入境旅客整體減少了百分之零點五，而外遊印花額卻上升了百分之八點二。我剛才所說的，正好顯示了業界多麼容易受到外來因素的影響。以下我會簡單敘述過去一年業界的概況，以及議會的一些主要工作。

為轉變做好準備

今年外遊業雖然穩步增長，但入境業過去持續急速增長的步伐已漸見放慢跡象，例如內地入境團的數目今年頭三季就下跌了百分之二十點三。最近一名內地團旅客可能因為購物問題而被毆打，其後身亡。這樁非常不幸的事件令香港旅遊業的聲譽大受打擊，入境業恐怕難免進

In 2014, the inbound industry had fared rather encouragingly by registering a 12% increase in overall visitor arrivals throughout the year, whereas the outbound industry had seen a negative growth rate of 1.8% in the outbound levy collected during the year. However, hardly would anyone expect the performance of the inbound and outbound industries to go into reverse in 2015: from January to September, the number of overall visitor arrivals was down by 0.5% and the amount of the outbound levy was up by 8.2%. How susceptible the industries are to external factors is evident from what I have just mentioned. In the following, I will briefly present to you an overall picture of the travel and tourism industry and some of the major tasks undertaken by the TIC in the past year.

To prepare for changes

Whereas the outbound industry grew steadily this year, there were signs that the inbound industry's fast pace of continuing growth had slowed down, including for example a drop of 20.3% in the number of inbound tours from the mainland in the first three quarters of this year. Recently, a Chinese visitor, who had come to Hong Kong with a tour group, died after having been beaten up possibly because of matters related to shopping. This most unfortunate incident has dealt a severe blow to the reputation of Hong Kong's tourism industry, with the result that the inbound industry is expected to suffer a further contraction. After the incident, the Government has stressed that the drafting of the bill on the Travel Industry Authority will be expedited, and it is believed that travel agents will be subject to much more stringent regulation in the future. Members running inbound business especially need to review their current business model, improve their service and be well-prepared for the coming changes to the regulatory system.

In anticipation of the full implementation of the Competition Ordinance in mid-December this year, the TIC had decided, after careful study and considerable discussion, to rescind or revise those few regulations and practices which might not fully comply with the requirements of the new legislation. Two directives were issued in April this year, stipulating that from 1 June the TIC will no longer provide members with a list of recommended amounts of the package tour service charge and that members are allowed to set their own handling fees for cancelling outbound package tours for reasons beyond their control. Three directives about ticketing charges were revoked on 1 September. And a requirement under



愛爾蘭駐港總領事今年六月訪問議會，以瞭解議會各方面的工作。

The Consul-General of Ireland visited the TIC in June this year to learn about the TIC's various duties.



一步受挫。事件發生後，政府已表明會加快草擬有關旅遊業監管局條例草案，相信旅行社日後將受到更嚴格的監管。經營入境業務的會員尤須檢討目前的營運模式，致力改善服務，為未來監管制度的轉變做好準備。

《競爭條例》將於今年十二月中全面實施，議會由於估計少數規例及安排可能無法完全符合新法例的要求，所以經過審慎研究和反覆討論後，決定撤銷或修訂這些規例及安排。議會今年四月發出兩個指引，訂明由六月一日起，不會再向會員建議外遊旅行團服務費的金額，而且容許會員自行訂定因迫不得已理由而取消外遊團的手續費。此外，與票務收費有關的三個指引已在九月一日撤銷。外遊領隊核證制度也放寬了一項規定，有意申請領隊證的人士可自行選擇要修讀的培訓課程，但所選課程必須獲

the Outbound Tour Escort Accreditation System was also relaxed so that aspiring tour escorts may choose any training courses for themselves, but the courses must be recognised by the TIC and they still have to take the examination held by the TIC. Modification of the above regulations and practices should enable healthy competition in the industry, and it is hoped that members will continue to offer sterling service in an effort to attract customers after the Competition Ordinance takes full effect.

The quality of a trade's practitioners is essential to its long-term development. During the past four years, the TIC had twice tried to introduce to industry members the benefits of setting up a Qualifications Framework (QF), and finally persuaded seven of its Association Members to give their support this year. With a consensus reached within the industry, the Board of Directors agreed in July to have a QF set up for the industry. The TIC will work closely with the QF secretariat to lay the groundwork in the next few years. When the QF is set up, the professional status of the travel agent industry will be greatly raised, benefiting not only travel agents but also trade practitioners in the long run.

得議會認可，而且他們仍須通過議會舉辦的考試。上述規定和安排經改良後，應能促進行業的良性競爭，希望會員在《競爭條例》全面實施後，繼續以優良服務吸引顧客。

要推動行業的長遠發展，從業員的質素至為重要。議會四年來先後兩次向業界介紹建立資歷架構的好處，今年終於說服了七個屬會表示支持。由於業界已取得共識，理事會在七月的會議上同意為旅行社行業設立資歷架構。今後幾年議會將與資歷架構秘書處緊密合作，做好相關的準備工作。資歷架構推行後，旅行社行業的專業地位會大為提高，長遠而言對旅行社和旅遊從業員都有好處。

入境業

議會自二零零二年正式開始監管入境業以來，制訂了不少措施，以期杜絕內地入境團種種不良的經營手法。可是，多年來超低團費、零負接待費、強迫購物等問題，雖然屢經議會、香港與內地旅遊當局大力整頓，但始終仍在困擾業界。今年十月十九日，一名內地旅客可能因購物問題而被毆打至昏迷，翌日不治；警方已控告兩人誤殺。由於香港接待社涉嫌與內地無牌組團社交易，兼且向議會遞交偽造文件，議會已向警方報案。中國國家旅遊局也呼籲遊客抵制不合理的低價遊。議會將繼續與內地旅遊當局密切聯繫和磋商，研究加強打擊不良經營手法的方案。

為保障入境團旅客的購物權益，議會早在二零零二年已推出全數退款保障計劃，其後更多次收緊保障計劃的規定，包括在二零零七年把內地團體旅客的退款時限由十四天延長至六個月。儘管如此，團體旅客仍不時因購物問題而與登記店舖發生衝突，因此購物事宜委員會早

The inbound industry

Ever since the TIC officially took up the task of regulating the inbound industry in 2002, many measures have been put in place for the purpose of rooting out various kinds of malpractice related to inbound tours from the mainland. Nevertheless, such problems as exceptionally low-priced tours, zero- or negative-reception-fee tours and forced shopping have persistently plagued the industry over the years despite dedicated efforts by the TIC and the Hong Kong and mainland authorities. On 19 October, a Chinese visitor was beaten unconscious, possibly for matters related to shopping, and died the next day; two men were charged for manslaughter by the police. Since the local receiving agent was suspected of dealing with an unlicensed tour operator on the mainland and submitting forged documents to the TIC, the case was reported to the police. The China National Tourism Administration also urged mainland travellers to boycott package tours with unreasonably low prices. The TIC will continue to have close liaison and discussion with the mainland authorities in a bid to hammer out solutions to crack down on malpractices.

As far back as 2002, a full refund protection scheme was launched by the TIC to protect the interests of inbound tour group shoppers. Requirements of the scheme were tightened many times since then, including an extension of the refund period from 14 days to six months for mainland group visitors in 2007. Despite all this, conflicts arising from shopping had continued to happen between registered shops and group visitors, thus leading the Committee on Shopping-related Practices to decide as early as last year to tighten the requirements again so that group visitors will have better protection. Proposed revisions to be made to the refund protection scheme were already deliberated by the Committee in late October, and they will be submitted to the Board of Directors for approval in November.

It seems that visitors from the mainland have lost their interest in Hong Kong recently, individual and group visitors alike, especially the latter. It has been generally believed that more than one reason has contributed to that: (1) the Hong Kong dollar has remained rather strong when compared with quite a number of currencies, thus making a visit to Hong Kong less worthwhile than a trip to Japan, South Korea, Taiwan and European countries; (2) a lack of newly built large-scale tourist attractions has made Hong Kong less attractive; (3) mainland China's tumbling stock markets and ailing economy have combined to dampen the desire



在去年已決定再次收緊有關規定，使團體旅客得到更大的保障。委員會已於十月底審議了對有關規定的修訂建議，理事會將於十一月審批。

內地的個人遊旅客和團體旅客，近來似乎都失去了來港旅遊的興致，尤以團體旅客為甚。一般認為出現這情況的原因不止一個：(一)港元與不少國家的貨幣相比頗為強勁，因此往香港旅遊不及去日本、南韓、台灣、歐洲等地划算；(二)香港欠缺新建的大型景點，吸引力顯得不足；(三)內地股市不振，經濟放緩，影響了內地居民旅遊和消費的意欲；(四)針對內地旅客的反水貨示威使他們不願來港旅遊。無論如何，上述原因有也好，沒有也好，內地旅客都不可能永遠維持驚人的高增長率，而過份倚靠單一客源市場也不能說沒有風險。香港的入境業一向都過於倚賴購物佣金，這已成了團體旅客與旅行社及登記店舖種種衝突的底因。假如容許這種經營模式繼續下去，對旅客、對業界、對香港都只會有害無益，最終令旅客對香港卻步。

外遊業

香港人一向熱愛旅遊，因此今年雖然發生了一些突發事件，但外遊業在一月至九月仍有不錯的成績，值得慶幸。南韓於今年五月底爆發中東呼吸綜合症，疫症至七月才見消退。保安局於六月九日發出紅色外遊警示，旅行社隨即取消南韓團。過往外遊警示制度旨在協

of mainlanders to travel and spend money; and (4) anti-parallel trading protests targeting mainland visitors have turned them away from Hong Kong. In any event, it is most unlikely that visitor arrivals from mainland China can keep growing at a staggering pace forever, with or without these reasons, and an over-reliance on a single market is not without risk in itself. For a long time the inbound industry has put undue emphasis on shopping commissions, which has been the root cause of various disputes between group visitors on the one hand and travel agents and registered shops on the other. Such a business model, if allowed to continue indefinitely, will only be detrimental to visitors, to the industry and to Hong Kong, making visitors stay away from Hong Kong ultimately.

The outbound industry

Despite several unexpected incidents this year, it is a great relief that the outbound industry managed to achieve rather good performance from January to September thanks to Hongkongers' strong love of travel. Outbound tours to South Korea were cancelled immediately after the Security Bureau issued a red Outbound Travel Alert (OTA) on 9 June in response to an outbreak of Middle East Respiratory Syndrome (MERS) in South Korea in late May, which lasted until July. The OTA system had in the past aimed at helping Hong Kong people to better understand threats to personal safety when travelling. Given the quick spread of MERS in South Korea and the views of the industry, the Security Bureau decided to extend the scope of the OTA system to cover public health risks in foreign countries.



議會於今年五月二十八日接待了台灣屏東縣的政府官員和業界代表。

The TIC received Government officials and trade representatives from Pingtung County, Taiwan on 28 May 2015.

助香港人更加瞭解外遊時對人身安全的威脅，但由於這次疫症在南韓迅速擴散，保安局聽取業界的意見後，決定外遊警示制度也會涵蓋外國的公共衛生風險。

另一個香港人熱門的旅遊目的地——曼谷，今年也發生嚴重事故。八月十七日，曼谷四面佛廣場發生炸彈爆炸，香港旅客有六人受傷，兩人不幸罹難。保安局於八月十八日發出紅色外遊警示，旅行社隨即取消前往曼谷的旅行團。其後曼谷局勢漸穩，兼且泰國警方拘捕了爆炸案疑犯，紅色外遊警示於是在九月二十二日降為黃色，而曼谷團也很快回復正常數目。

郵輪旅遊近年頗受歡迎，但今年卻有多宗與郵輪旅行團相關的糾紛，其中兩宗尤其嚴重。在七月和八月，有兩個郵輪團因為天氣惡劣，更改了行程，使旅客非常不滿，部份人更企圖在船上抗議。在議會和旅遊事務署的斡旋下，事情雖然最終得以解決，但揭示了很多旅客並不知曉，船長有權在天氣惡劣等不可控制的情況下更改郵輪航線。由於不少旅客透過旅行社購買郵輪假期，會員應當向旅客清楚解釋郵輪產品的條款，以免再引起類似的紛爭。

議會事務

香港去年發生了為期約三個月的「佔領運動」，對出外和入境旅遊業都有一定影響。議會深明會員的苦況，於是把二零一四至一五年度的會費退回給會員。

人才是所有企業的重要資產，對服務業尤其重要；旅遊業屬於服務業，當然沒有分別。自二零一二年以來，議會每年都舉辦「旅行社招聘日」，藉以協助會員找尋合適的員工，同時為旅遊從業員提供工作機會。今年七月和九月，

Another popular destination for Hong Kong travellers, Bangkok, also saw a grave incident this year. On 17 August, a bomb exploded in the Erawan Shrine in Bangkok, injuring six tourists from Hong Kong and killing two. After the issuance of a red OTA by the Security Bureau on 18 August, outbound tours heading for Bangkok were immediately cancelled. Later on when the situation in Bangkok stabilised and suspects related to the bomb explosion were arrested by the Thai police, the red OTA was lowered to an amber one on 22 September, and the number of Bangkok tours has quickly bounced back to its normal level.

Although cruise holidaying has been rather popular in recent years, there were several disputes about cruise tours, two especially serious, this year. In July and August, the itineraries of two cruise tours were changed because of bad weather, which made the passengers very unhappy, some of them even planning to stage protests on the vessels. Although the matters were finally settled after intervention by the TIC and the Tourism Commission, they have revealed that many travellers are unaware that the captain of the cruise ship has the authority to change its course under uncontrollable circumstances such as inclement weather. Since many travellers buy their cruise holidays through travel agents, members should clearly explain to them the rules and regulations of the cruise products in order to avoid similar disputes.

Council activities

Last year, the Occupy Movement, lasting for about three months, had a considerable impact on Hong Kong's outbound and inbound industries. Realising the difficulties members had to face, the TIC refunded the subscriptions for 2014-2015 to members.

Talent is an important asset to all enterprises, and this is particularly true for service industries, which of course include the travel and tourism industry. The TIC has organised the Recruitment Day for Travel Agents every year since 2012, with the objectives of helping members to look for suitable staff and offering job opportunities to trade practitioners. Two Recruitment Days were held in July and September this year, in which about 20 travel agents participated. The TIC also took part in the job fairs organised by The Hong Kong Polytechnic University and the Hong Kong Institute of Vocational Education, at which information sheets of job vacancies at travel agents were distributed to tourism students. It is believed that this kind of recruitment activity on a regular basis is helpful to members.



議會舉行了兩次招聘日，參加的旅行社約有二十家。議會還參加了香港理工大學、香港專業教育學院舉辦的就業展覽活動，向旅遊學系學生派發旅行社的招聘資料。相信這些定期的招聘活動對會員有一定幫助。

除招聘活動外，議會今年應廣東省旅遊局邀請，於九月中和十月底至十一月初舉辦了兩次廣東省考察團，先後到中山、珠海、佛山考察多個旅遊景點，還與當地業者和官員交流。兩個考察團共有約一百五十人參加，反應良好，促進了粵港兩地旅遊業的合作，而且使會員認識當地旅遊業的最新發展。

截至二零一五年十月三十一日為止，議會共有一千六百七十五家基本會員、八十六家普通會員。議會成立了三十多年，會員數目不住增加，責任也日漸加重，監管範圍由外遊旅行社

Apart from recruitment activities, the TIC also organised two delegations, at the invitation of the Tourism Administration of Guangdong Province, in order for about 150 traders to visit various attractions in Zhongshan, Zhuhai and Foshan in Guangdong province and to have an exchange of ideas with local traders and officials. The two delegations were well-received, which promoted cooperation between the traders in Guangdong and Hong Kong and enabled members to know more about the latest development there.

The TIC had 1,675 Ordinary Members and 86 Affiliate Members as at 31 October 2015. In its more than 30 years of history, the TIC has seen a growing number of members and an increasing amount of responsibility, with its ambit of regulation expanding from outbound travel agents to outbound tour escorts, and then further to inbound travel agents, tourist guides and registered shops. Over the years, it has always been the objective of the TIC to maintain a high professional standard within the industry, which will not be altered even after it has ceased to perform regulatory functions in the future. It is hoped that members will share this same goal with the TIC and work hard for the healthy development of the industry.



「旅行社招聘日」已成為議會的定期活動；今年於七月和九月舉行了兩次招聘日。

The Recruitment Day for Travel Agents has become a regular activity of the TIC. This year, two Recruitment Days were held in July and September respectively.

擴展至外遊領隊，其後再擴展至入境旅行社、導遊及登記店舖。議會多年來一直堅守維持旅遊業高專業水平的宗旨，即使將來卸下監管職能，這個宗旨也不會改變。希望會員與議會目標一致，為旅遊業的健康發展而努力。

最後，我謹藉此機會感謝各位理事、委員會委員、議會辦事處職員在過去一年的努力，使議會的各種工作能夠完成。旅遊事務署、旅行代理商註冊處、旅遊發展局、保安局、入境事務處、海關、警務處，以及各旅遊界組織和公司等，一直向議會提供不少協助，我也在此致以衷心的謝意。



總幹事

董耀中 JP

二零一五年十月三十一日

Finally, I would like to extend my gratitude to all directors, committee members and staff of the Executive Office, whose dedication during the past year has guaranteed completion of various tasks undertaken by the TIC. The Tourism Commission, the Travel Agents Registry, the Hong Kong Tourism Board, the Security Bureau, the Immigration Department, the Customs and Excise Department, the Police Force and many organisations and companies of the travel and tourism industry have always been ready to offer assistance to the TIC, to which I owe my heartfelt thanks.



Joseph Tung JP

Executive Director

31 October 2015