



旅遊界合力援助四川災民 Traders rally to help Sichuan earthquake victims

五月十二日，四川八級大地震，死傷無數，房屋倒塌無數，即使是倖存者也無不承受著巨大傷痛。為了援助四川災民，議會向會員發起募捐運動，並率先捐出港幣五十萬元。截至六月中為止，旅遊界共籌得約港幣一百五十萬元善款。要重建災區，這筆款項當然只是區區之數，但卻代表了香港旅遊界對災民的一點關懷。

兩岸達成了協議，由七月起將落實週末直航包機，以及放寬內地居民赴台旅遊的限制。兩岸能夠直接往來，不少人都擔心台灣的過境旅客會大幅減少，卻忽略了過境旅客減少會使機位變得充足，台灣的觀光旅客因此反而會大有增長空間。相信兩岸關係會不斷改善，香港的業者務須及早籌劃，做好準備。

對旅遊業來說，今年恐怕會是艱困的一年。內地雪災、暴亂、地震、水災，再加上油價飆升觸發價格上調，今年業績的整體表現恐怕難免會受到影響。話雖如此，全賴會員殷勤待客，與各地夥伴緊密合作，所以來港旅客的人數和外遊印花費的金額，迄今才能與去年不相上下。希望大家在下半年繼續努力，維持優良的服務水平。

旅客要求日高，會員若不能同時提升服務水平，就難以令旅客滿意。議會收到旅客投訴，要調停糾紛時，所依據的文件主要是旅行團的行程表和責任細則條款。有鑒於此，議會先前已提醒會員，在制訂旅行團的責任細則條款時，可參考《香港旅遊業風險解決手冊》中的相關部份，以免引致旅客不快(請參閱通告C1117)。✎

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On 12 May, the 8-magnitude earthquake in Sichuan province caused countless casualties, downed countless buildings and plunged those who fortunately survived into deep grief and sorrow. **To help those victims, the TIC launched a campaign to raise money from its members and took the lead in donating HK\$500,000. As of mid-June, the travel industry raised a total of about HK\$1.5 million.** Although this is hardly a big sum for reconstruction in quake-hit areas, it is a token of the care shown by Hong Kong's travel industry towards the victims.

From July onwards, there will be direct charter flights at weekends between mainland China and Taiwan and relaxation of rules governing mainland tourists to Taiwan. With direct cross-strait movements of travellers becoming possible, **many are worried that transit visitors from Taiwan will drastically reduce. But few realise that seats on Hong Kong-Taiwan flights will then be freed up, thus providing much room for enticing more sightseeing visitors from Taiwan.** As cross-strait ties are expected to continue to improve, Hong Kong traders should make preparations well in advance.

This year may turn out to be a harsh one for the industry. Snowstorms, riots, earthquakes and floods on the mainland, together with price rises triggered by escalating oil prices, may combine to hurt this year's business. Having said that, the sterling service of members and their close cooperation with partners everywhere have made inbound visitor arrivals and outbound levy amounts recorded so far on a par with last year's figures. It is hoped members can keep up with their high standards of service in the second half of the year.

When travellers become more demanding, members have to step up their service quality in order to satisfy them. If a complaint reaches the TIC and mediation between the traveller and the member is required, the itinerary and the booking terms and conditions for the outbound tour will be the two most important documents the TIC relies on during mediation. In view of that, **members have recently been reminded to refer to the Risk Solutions Manual for Travel Industry in Hong Kong when compiling their booking terms and conditions for outbound tours in order not to displease travellers** (see Circular C1117). ✎

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