



**這** 幾個月經濟好轉，市面活躍，外遊業也明顯受惠。

以今年聖誕和明年春節來看，報團的情況十分滿意，相信外遊業快將全面復甦了。外遊業那麼快就得以收復失地，主要原因當然是經濟大為改善，但會員不斷推陳出新，以新景點、新玩意吸引

市民外遊，也同樣功不可沒。希望會員在推廣新旅遊意念時，切記保持一貫的服務水準。

入境業方面，內地市場的成績早已超越疫前了，東南亞市場在年底前也應恢復過來，但日本、歐美等市場則可能還要多一些日子。在國慶黃金週之前，旅行社與酒店因房間供應、價錢等問題出現了一些誤會，但那其實僅是溝通不足所致，經雙方會商後，爭端早已消弭不存了。在黃金週後，酒店的入住率持續上升，足以證明旅行社與酒店緊密合作才是致勝的良方。

旅客來港觀光，最重要的是他們乘興而來，盡興而返。議會向來關注旅客對購物的投訴，因此投放了不少資源，像設立「百分百退款保證計劃」等，務求旅客滿意。退款計劃實施了差不多兩年，會員和店舖都非常合作，花了不少工夫，使旅客能買到稱心如意的東西，希望他們能繼續努力下去。

此外，為提高導遊素質的「導遊核證制度」訂於明年七月一日生效，屆時會員只可指派持有「導遊證」的導遊接待旅客。據資料顯示，議會至今發出的導遊證不足一千張，相信有不少合乎資格的導遊仍未申請。希望他們儘早申請，以免核證制度生效後失去工作。

為鼓勵會員多參與議會的事務，由去年起，理事會決定新設自薦委員席位，讓會員自薦加入委員會。為進一步提高透明度，新一屆理事會決定把自薦席位的百分比提高至百分之二十，即委員會最多可有五名自薦委員(詳見「議會簡報」)。相信這有助增進會員對議會的瞭解和認識。TC

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The economic revival in these few months benefits everyone, including of course the outbound industry. From the tour bookings scheduled for Christmas and Lunar New Year, I believe a full recovery is within reach. That the industry can bounce back so quickly is due mainly to a considerable improvement in the economy, but no less significantly to the innovative services and products constantly designed by members. Members are urged to keep their service standard when promoting new products.

As regards the inbound industry, the China market has already surpassed the pre-SARS levels and the Southeast Asian market should also be able to fully recover by the end of this year. However, such markets as Japan, Europe and the United States may need some more time. A few weeks before the National Day holidays, there was some misunderstanding between travel agents and hotels over room supply and rates, which has already been resolved through discussion. Since then, the occupancy rate of hotels is steadily increasing, showing that cooperation is the surest way to success for both parties.

As far as tourism is concerned, what is most important is that the satisfaction of tourists when they leave should match their expectation before they come. We have always paid much attention to complaints about shopping and invested plenty of resources in making tourists happy with their trip by, for example, setting up the 100% Refund Guarantee Scheme. Thanks to the cooperation and commitment of members and registered shops, the Scheme has been rather successful in the past two years. I hope they will continue with their good work.

The Tourist Guide Accreditation System, aimed at raising the quality of tourist guides, is to be implemented on 1 July 2004, under which members are required to assign tourist guides who have the Tourist Guide Pass to take care of inbound visitors. Our statistics show that up until now less than 1,000 Passes have been issued, which means a large number of qualified tourist guides have not yet applied for the Pass. They are strongly urged to apply for the Pass earlier rather than later to ensure that they will not lose their job when the Accreditation System is in force.

To encourage more member participation in Council affairs, the Board has decided to open up Committee membership for self-nominees since last year. To further increase transparency, the new Board has resolved to raise the percentage of self-nominees on a committee to 20% of the total number of its members, i.e. a committee will have at most five self-nominated members (see "Council Bulletin"). I am sure this will enhance members' understanding of the Council. TC

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