



## 以良好服務推動復甦 Aid recovery with good service

今年十二月三日，胡兆英先生當選為議會新一屆主席，任期直至二零一二年(「主題故事」有主席的專訪)。上屆主席何栢靈先生擔任了議會主席六年，對業界貢獻良多，我謹代表議會向他致謝。

外遊業今年雖然受到全球金融危機和人類豬流感的影響，上半年的表現並不理想，但最近幾個月已經顯著轉好。今年頭十一個月的外遊印花額和去年同期相比，只是下降了百分之十二，復甦的速度算是挺不錯的了。使人更加欣慰的，是在這十一個月間，關於外遊的投訴減少了百分之二十。業務即使欠佳，但仍不會犧牲服務素質，這證明從事外遊業務的會員已深明優良服務的重要。

至於來港旅遊方面，今年一月至十月的旅客總人數稍微下跌了百分之二，但內地入境團的登記數目在一月至十一月間卻上升了百分之九，顯示整體狀況比外遊業好。可是，叫人感到意外的，是今年頭十一個月的投訴大幅增加了百分之八十。這些投訴有不少和購物有關，所購買的貨品有不少是手錶。根據議會的全數退款保障計劃，旅客要退款的話，貨品必須符合退款條件，而貨品符合退款條件的話，登記店舖就必須退款(見「讀者信箱」)。

為了協助香港永久居民中的中國公民考取內地的導遊證，廣東省旅遊局、職業訓練局、議會將合作在香港舉辦內地導遊證資格考試備試課程。廣東省當局會為課程提供導師及教材，職訓局會負責課程管理，而議會則會向旅遊從業員宣傳。這是難得的機會，希望大家不要錯過。☎

董耀中

On 3 December this year, Mr Michael Wu was elected new Chairman of the TIC, with a term of office until 2012 (see "Cover Story" for an exclusive interview with him). Mr Ronnie Ho, who has left office as Chairman of the TIC after six years of service, has made significant contributions to the industry. I would like to offer our gratitude to him on behalf of the TIC.

Affected by the global financial crisis and human swine flu, the outbound market had fared badly in the first half of this year and bounced back forcefully only in recent months. **For the first 11 months of this year, the outbound levy decreased by 12% year on year, a rate of recovery which can hardly be said to be bad. What is really good, however, is a drop in complaints about outbound travel by 20% during this 11-month period.** The quality of service was not sacrificed even though business was not good, which shows that outbound members have already had a firm grasp of the importance of quality service.

**As for the inbound industry, the total number of visitor arrivals from January to October this year was slightly down by 2%, yet the number of inbound tour registrations between January and November this year increased by 9%. Although its overall situation was better off than the outbound industry's, the inbound industry recorded an 80% surge in complaints in the first 11 months of this year, which is unexpected.** Many of these complaints were about shopping, and many of the purchases were watches. According to the TIC's full refund protection scheme, visitors are entitled to a refund if their purchases meet the refund conditions, and registered shops are obliged to refund the money if the refund conditions are met (see "Readers' Feedback").

**To help Hong Kong permanent residents with Chinese citizenship to obtain mainland China's tourist guide permits, the Guangdong Provincial Tourism Administration, the Vocational Training Council (VTC) and the TIC will cooperate in the launching of preparatory courses for the mainland tourist guide permit qualifying examination in Hong Kong.** Instructors and teaching materials for the course will be provided by the Guangdong authorities; course administration will be undertaken by the VTC; and promotion of the course to trade personnel will be handled by the TIC. This is not the kind of opportunity always available; don't miss it. ☎

Joseph Tung