

智者曰：「汝當熟知讀者」

“Know thy readers,” said the sage

本刊記者 Staff reporter

對於出版物來說，讀者的反饋意見儘管重要，卻往往難以知曉。有些刊物會對讀者誘之以利，許諾填妥問卷就會獲贈一些小禮品，有些則聘用專業的市場調查員，以探詢讀者的意見。不過，這些方法的成效卻不能一概而論。明白這點，就不得不說《議會季刊》編委會想出來的徵集讀者意見的方法可真是有點巧妙。

雖然《季刊》的讀者包羅甚廣，像多個國家和地區的旅游夥伴、本地旅遊業學者和立法會議員等等，但當中的一個重要組成部份是議會的會員。《季刊》的宗旨之一，是使議會及其會員加強溝通，因此，明瞭會員對《季刊》有甚麼看法，對達成這宗旨十分重要。既然要知曉那麼一群明確的讀者的意見，《季刊》編委會決定趁着議會在二零零四年十一月十六日舉行會員週年大會的時機，進行讀者意見調查。於是，在會員大會當天，出席的會員都收到一份關於《季刊》的讀者意見調查問卷。

收回的有效問卷共有一百一十二份。在一百一十二名受訪者中，一百人(百分之八十九點三)說他們曾經閱讀《季刊》，當中百分之七十七是公司東主或董事，百分之二十二是部門主管或經理，百分之二是主任或督導。受訪者大多數是公司的高層管理人員，這一點也不奇怪，因為會員大會理應由他們出席。可是，在讀過《季刊》的受訪者中，有百分之八十四說他們把《季刊》交給員工傳閱，這倒令人有點喜出望外，因為這起碼間接反映了《季刊》在他們心中的份量。

讀者最愛讀的是哪些欄目？答案再次有點出人意料。「旅業新動態」和「主題故事」在受歡迎排名表上名列首位和次位，兩者得分難分軒輊，而「總幹事語」則名列第三，得分與位列冠亞的欄目相差頗大。表一是各欄目的排名。

Important though it is to a publication, reader feedback is often hard to get. Some publications choose to lure their readers into filling in a questionnaire by promising some little gifts, and some employ professional pollsters to do the job. The results of these efforts are varying, however. So, it was quite a stroke of genius for the Editorial Board of *The Voice* to come up with a clever way to solicit readers' opinions.

Although *The Voice* has a wide readership, which includes tourism partners of various countries and places, local tourism educators and legislators, etc, the members of the TIC make up a major component of its readership. And as such, getting to know what they think of *The Voice* is essential to producing a magazine aimed at creating a bridge between the TIC and its members. With such a clear group of targeted readers in mind, the Editorial Board decided to conduct a readers' survey at the TIC Annual General Meeting (AGM) on 16 November 2004. Questionnaires were thus distributed to TIC members who attended the AGM that day.

A total of 112 valid questionnaires were received. Among the 112 respondents, 100 people (89.3%) said that they had read *The Voice*, of whom 77% were company owners or directors, 22% were department heads or managers, and 2% were officers or supervisors. That most respondents are senior management of their companies is no surprise since AGMs are supposed to be attended by them. That 84% of those who had read the magazine said they circulated it to their staff is somewhat of a pleasant surprise, which may reflect, though indirectly, its value in their mind.

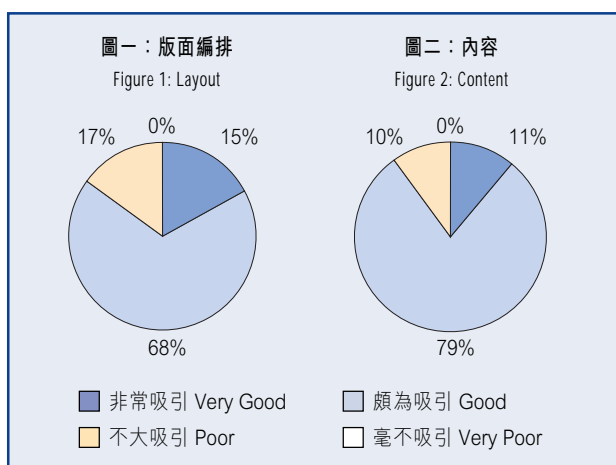
Which columns draw the most readers? The answers are, again, a little unexpected. Whereas "Travel Newsflash" and "Cover Story" topped the popularity listing with almost equal ratings, "Executive Director's Message" came in third lagging considerably behind the top two. Table 1 shows the rankings.

Answers to those questions directly related to the quality of *The Voice* as a trade magazine are indeed very encouraging: 83% and 90% of the respondents thought highly of its layout and content respectively. It is remarkable that none of them

《季刊》是一本業界雜誌，問卷中關於素質的問題，所得的答案委實令人振奮：有百分之八十三和百分之九十的受訪者分別認為《季刊》的版面編排和內容都很出色。此外，批評《季刊》的版面編排和內容「毫不吸引」的受訪者一個也沒有(見圖一和圖二)。

表一：最受讀者歡迎的欄目 Table 1: Popularity of various columns

排名 Ranking	欄目 Column	受歡迎指數 Popularity rating
1	旅業新動態 Travel Newsflash	85.0
2	主題故事 Cover Story	82.5
3	總幹事語 Executive Director's Message	69.5
4	特稿 / 專題 Feature / Special Topic	66.9
5	議會簡報 Council Bulletin	66.0
6	會員情況 Membership Update	61.8
7	委員會匯報 Committee Reports	58.5
8	研究新知 Academic Findings	58.3
9	讀者信箱 Readers' Feedback	58.0
10	屬會簡報 Association Members' Activities	51.3



從一開始，《季刊》的讀者對象就是議會會員和旅遊組織的管理階層。因此，《季刊》所刊登的文章，有不少是從宏觀的視野分析香港的旅遊業，也有不少和議會所推行的政策和措施有關，目的是希望經理級的讀者可從中得益。這次的問卷調查，證實了《季刊》一貫認定的讀者對象和方向都得到贊同：百分之八十七的受訪者非常同意或頗為同意《季刊》的讀者對象應該是管理階層，而百分之八十五的受訪者非常同意或頗為同意《季刊》應維持現時的風格。圖三和圖四是有關結果。

最後要說的是我們要努力的目標：儘管超過百分之八十的受訪者對《季刊》揶揚有加，但仍有百分之十五左右的受訪者指出應要改善的地方，我們當致力把他們也爭取過來。

found these two aspects “very poor” (see Figures 1 and 2).

From day one, the target readership of *The Voice* has been managers of TIC members and tourism organisations. That is why it often publishes articles taking a wide perspective on Hong Kong's travel and tourism industry as well as on the policies and measures taken by the TIC, in order that its managerial readers can benefit from the insights of the articles. It was confirmed in the survey that *The Voice* has got it right with this target readership and approach: 87% of the respondents totally or partly agreed that *The Voice* should be targeted at managers, and 85% of them totally or partly agreed that it should keep its existing style. Figures 3 and 4 show the results.

Finally, we will try to win the hearts of those 15% or so of respondents who indicated areas for improvement in the survey, even though over 80% of them gave very good marks to *The Voice*.

