

入境旅行社的服務素質

Service quality of inbound travel agents

旅遊事務署 Tourism Commission

簡介

旅遊事務署最近委託顧問公司進行了一項「服務素質研究」，目的有三：一、瞭解訪港旅客對香港旅遊業各領域所提供的服務有甚麼期望和觀感，研究旅遊業是否達到旅客的期望；二、提出針對各領域的改善措施；三、從而提昇旅遊業的整體服務水平。研究範圍包括七個與旅遊業相關的主要領域：酒店、餐館、零售商店、入境旅行社、本地航空公司、公共運輸(鐵路公司、專營巴士、的士)、相關政府部門(入境事務處、海關、康樂及文化事務署、警務處)。

顧問公司首先進行廣泛的訪港旅客問卷調查，並對各相關領域進行訪問，然後分析服務素質的差距，以找出需要注意的地方和擬訂初步的改善建議。接着向各領域的代表介紹研究結果及初步建議，並諮詢他們的意見，以總結針對各領域的改善建議。

以下是旅遊業的整體表現，以及入境旅行社的表現和針對它們的具體建議。

旅遊業的整體表現

在這次問卷調查中，受訪旅客如果曾經接觸或使用有關領域的服務，就會請他們在五等分等級表上，對有關領域的多項服務特質的重要性(期望)及滿意度評分，其中1=非常不重要/非常不滿意；3=介乎重要與不重要之間/介乎滿意與不滿意之間；5=非常重要/非常滿意。

一般而言，旅客對鐵路、專營巴士、本地航空公司、政府部門、酒店、零售商店的整體服務都感到滿意(四分或

Introduction

The Tourism Commission has recently commissioned a Service Quality Study with the objectives of (1) identifying visitors' expectation and perception of the service quality of Hong Kong's tourism industry and its performance in meeting visitors' expectation, (2) coming up with sector-specific improvement measures, and thus (3) enhancing the overall quality of service in the tourism industry. The study covers seven key sectors of the tourism industry, including hotels, restaurants, retail shops, inbound travel agents, Hong Kong-based airlines, public transport (railways, franchised buses and taxis) and the relevant government departments (Immigration, Customs and Excise, Leisure and Cultural Services, and the Police).

Extensive visitor surveys and sector-specific interviews were first conducted, which were followed by a gap analysis in order to identify areas of attention and to come up with initial recommendations for improvement measures. A series of trade consultations was then conducted to share the findings and the initial recommendations with the various sectors and also to seek their views in order that sector-specific recommendations can be finalised.

The following are the overall performance of the tourism industry, and the performance of inbound travel agents and the specific recommendations for them.

Overall industry performance

In the questionnaire survey, the respondents who had had contact with or employed the services of the surveyed sectors were asked to rate the importance (expectation) and satisfaction levels of the service attributes of the corresponding sectors on a 5-point scale, where 1 = not important at all / very dissatisfied; 3 = neutral / neither dissatisfied nor satisfied; 5 = very important / very satisfied.

The visitors were generally satisfied with the overall service quality of railways and franchised buses, Hong

四分以上)，而對餐館、入境旅行社、的士所提供的服務則只是認為接近滿意水平而已(介乎三至四分之間)(見圖一)。

入境旅行社的表現

以總分五分計算，入境旅行社在旅客整體滿意度方面得三點九分，在物有所值方面得三點八分。值得一提的是，百分之六十八點五的受訪旅客認為，如果再訪香港的話，會光顧同一家旅行社。

在各個旅客來源市場之中(圖二)，中國內地市場的整體滿意度最低(三點六分)，而歐洲、非洲及中東市場的整體滿意度則最高(四點五分)。

根據調查結果(見表)，旅客認為下列服務特質最重要：

「乘旅遊車時感到安全」(四點七分)；「準時提供往返機場 / 車站 / 渡輪碼頭的接載服務」(四點六分)；「導遊的態度恰當(有禮貌、耐心、殷勤)」(四點六分)；「導遊的誠信」(四點六分)。除了「導遊的誠信」外，旅客普遍滿意以上各項服務特質。

不過，旅客對於下列服務特質感到最不滿意：「清楚解釋十四天百分百購物退款保證計劃」(三點二分)；「處理投訴毫不拖拉兼且態度專業」(三點六分)；「觀光和購物的行程比重適當」(三點六分)；「導遊的誠信」(三點八分)。在上述服務特質中，旅客認為「導遊的誠信」相當重要(四點六分)，但滿意程度卻只有三點八分。

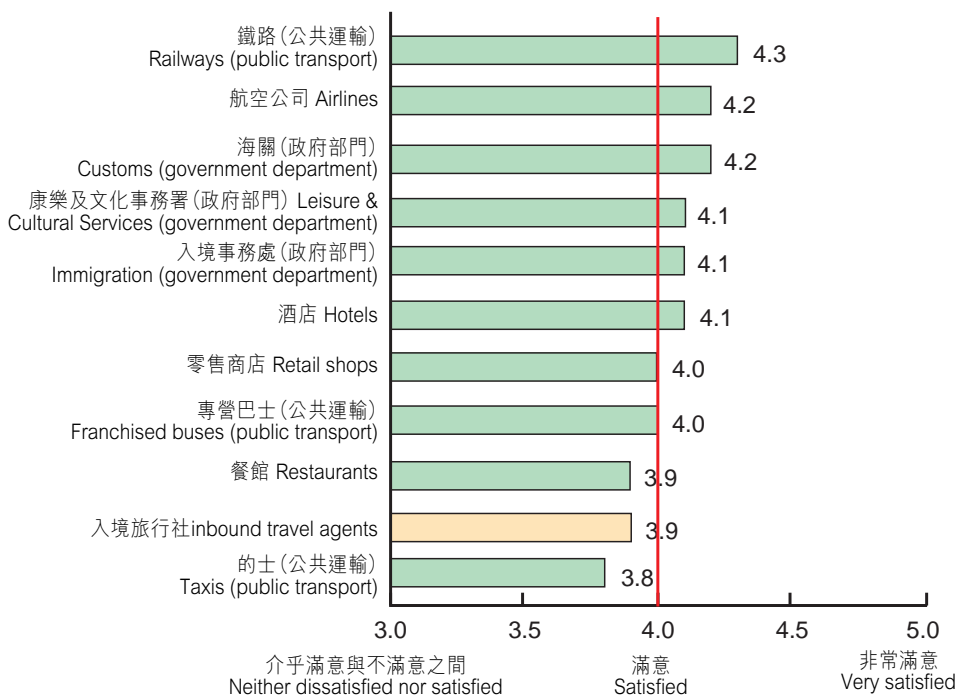
改善建議

參考了早前訪問業界時所得的意見之後，以下是專為

Kong-based airlines, government departments, hotels and retail shops (having a score of 4 or above), while the services provided by restaurants, inbound travel agents and taxis just came close to the satisfaction level (having a score between 3 and 4) (see Figure 1).

圖一：旅遊業的整體表現

Figure 1: Overall industry performance



Performance of inbound travel agents

Out of a total score of 5, inbound travel agents scored 3.9 in terms of visitors' overall satisfaction and 3.8 in terms of value for money. It is worth mentioning that 68.5% of the visitors indicated that they would use the same travel agents again should they visit Hong Kong in the future.

Of all the source markets surveyed (see Figure 2), the mainland market was the least satisfied (3.6), whereas the market of Europe / Africa / the Middle East was the most satisfied (4.5).

According to the survey findings (see Table), the visitors rated the following attributes most important: "feeling safe on coaches" (4.7); "punctual pick-up service at airport / stations / ferry terminals" (4.6); "proper attitude of tourist guides (polite, patient and attentive)" (4.6); and "honesty of tourist guides" (4.6). In general, the visitors were satisfied with these attributes except the attribute of "honesty of tourist guides".

入境旅行社而建議的改善方案：

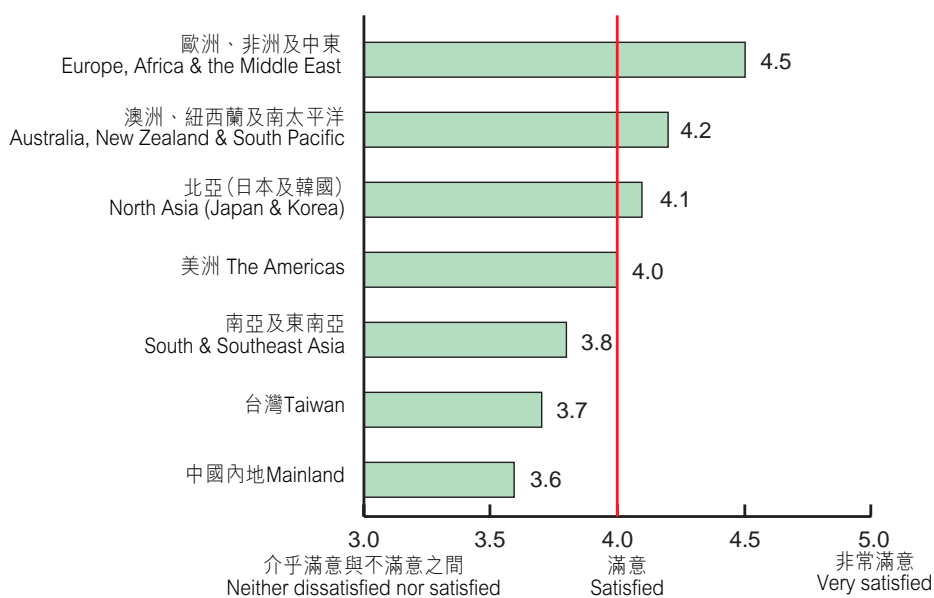
促使旅行社及導遊提昇服務素質

議會或業界商會可考慮籌辦獎勵活動，一方面藉此表揚入境旅行社和導遊的出色服務，另一方面可促使他們提昇服務素質，並設計更多創新的旅遊行程。

The visitors, however, were less satisfied with the following attributes: "clear explanation of the 14-day, 100% Refund Guarantee Scheme for shopping" (3.2); "promptness and professionalism in handling complaints" (3.6); "provision of balanced sightseeing and shopping programmes" (3.6); and "honesty of tourist guides" (3.8). Among these attributes, the attribute of "honesty of tourist guides" had a high importance score of 4.6, but only a satisfaction rating of 3.8.

圖二：整體滿意度

Figure 2: Overall satisfaction



表：服務的重要性和滿意度得分

Table: Service importance and satisfaction ratings

服務特質 Service attributes	重要性 Importance	滿意度 Satisfaction
乘旅遊車時感到安全 Feeling safe on coaches	4.7	4.2
準時提供往返機場/車站/渡輪碼頭的接載服務 Punctual pick-up service at airport / stations / ferry terminals	4.6	4.3
導遊的態度恰當(有禮貌、耐心、殷勤) Proper attitude of tourist guides (polite, patient and attentive)	4.6	4.1
導遊的誠信 Honesty of tourist guides	4.6	3.8
旅遊車性能良好而清潔 Well-maintained and clean coaches	4.5	4.1
職員具備良好的語言和溝通能力 Language and communication skills of staff	4.5	4.1
導遊的解說達專業水平 Professional tour commentary by tourist guides	4.5	4.0
按要求迅速提供服務 Prompt service upon request	4.5	4.0
處理投訴毫不拖拉兼且態度專業 Promptness and professionalism in handling complaints	4.4	3.6
觀光和購物的行程比重適當 Provision of balanced sightseeing and shopping programmes	4.4	3.6
清楚解釋十四天百分百購物退款保證計劃 Clear explanation of the 14-day, 100% Refund Guarantee Scheme for shopping	4.4	3.2
職員的外觀和整潔的儀容 Appearance and tidiness of staff	4.3	4.2

Recommendations

The following recommendations for improvement measures are made for inbound travel agents after taking account of their views expressed during previous interviews.

To motivate travel agents and tourist guides to upgrade service quality

The TIC or industry associations may consider organising award campaigns in order to recognise the outstanding service of inbound travel agents and tourist guides on the one hand, and to motivate them to upgrade their service quality and create more innovative tour itineraries on the other.

業界可考慮設立導遊等級制度給旅客或旅行社參考，從而使優秀的導遊有較大獲聘的機會，兼且可促使他們保持優良的服務。

提昇專業操守

議會或業界商會可與其他機構合作，定期舉辦研討會討論與業界相關的事宜，例如業界及導遊的作業守則、行業結構、導遊核證制度的成效、十四天百分百退款保證計劃等。可邀請廉政專員公署、消費者委員會等機構參加研討會，以協助推廣專業道德和誠信。

推廣觀光和購物比重適當的行程

業界不妨就設立行程分類制並加以推廣一事，研究是否可行，以便旅客參考。例如，甲類行程有百分之三十的時間用來觀光、百分之七十用來購物；乙類行程有百分之五十的時間用來觀光、百分之五十用來購物；丙類行程有百分之七十的時間用來觀光、百分之三十用來購物等等。

業界也可考慮向旅客派發詳細的行程表，使他們清楚瞭解服務會達到甚麼水平，從而減低他們在期望和實際服務之間的差距。

加強推廣和執行退款保證計劃

業界不妨考慮向所有旅客派發「購物心意咭」，上面印有十四天百分百退款保證計劃及查詢熱線的資料；也可考慮推行「神秘旅客調查」，以評估旅行社及導遊的表現。

為旅行社提供最新旅遊趨勢的資訊

業界商會可為會員提供行業最新動向及旅客期望的資訊，並鼓勵它們減少對低價旅行團的依賴，同時在不同客群中尋找商機，以增加盈利，例如為高消費的自助遊旅客提供更多具創意的旅遊行程。TTC

The industry may consider establishing a grading system of tourist guides for visitors' or travel agents' reference, whereby outstanding tourist guides will have a higher chance of being hired by travel agents and will also be motivated to maintain their service quality.

To promote professional ethics

The TIC or industry associations may conduct regular seminars in cooperation with other parties on trade-related issues such as the code of practice for the industry and tourist guides, the structure of the industry, the effectiveness of the Tourist Guide Accreditation System, and the 14-day, 100% Refund Guarantee Scheme. Organisations such as the Independent Commission Against Corruption and the Consumer Council may be invited to participate in the seminars and assist in promoting professional ethics and honesty.

To promote balanced sightseeing and shopping programmes

The industry may consider exploring the possibility of establishing and promoting a system of categorisation of tour programmes for visitors' easy reference. For example, category A means 30% of the time for sightseeing and 70% for shopping, category B means 50% of the time for sightseeing and 50% for shopping, category C means 70% of the time for sightseeing and 30% for shopping, etc.

The industry may also consider distributing detailed tour itineraries so that visitors can better understand the level of services they will receive, thus reducing their expectation gap.

To step up promotion and enforcement of the Refund Guarantee Scheme

The industry may consider introducing a "Shoppers Care Card" containing information of the 14-day, 100% Refund Guarantee Scheme and enquiry hotlines to be distributed to all inbound group visitors. It may also consider carrying out "mystery visitors surveys" to evaluate travel agents and tourist guides.

To update travel agents on tourism trends

Industry associations may update their members on the changing trends of the industry and visitor expectation, and encourage them to reduce reliance on low-fare tours and look for new opportunities in different segments so as to increase revenue, by, for example, introducing more innovative tour itineraries for high-end FIT visitors. TTC