

# 博鰲大會推動亞洲旅業

## Boao's conference to boost Asian tourism

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為期兩天的「新形勢下國際旅遊合作大會」於七月十四至十五日在香港舉行，吸引了來自四十八個國家和地區的旅遊部長、國家旅遊組織、旅業商會、與旅遊業相關的多個行業等合共一千三百多人參加。大會的主題為「重振亞洲旅遊」，由博鰲亞洲論壇和世界旅遊組織合辦，主辦城市則為香港。自世界衛生組織把香港從受非典型肺炎影響地區的名單上剔除以來，這次大會是最大規模的國際會議，有助各地旅客重拾對亞洲旅遊業的信心，同時可加強亞洲各國乃至全球的合作。

### 重振亞洲旅業

在大會的其中一個專題討論會上，圍繞著旅遊界本身可以怎樣重振亞洲旅遊業的主題，中國社會科學院旅遊研究主任張廣瑞先生建議開展「潔淨旅遊」活動，並把二零零四年定為「亞洲潔淨旅遊年」。所謂潔淨旅遊，指的是所有區內的旅遊地點都應當提供清潔、衛生的旅遊環境，所有旅遊經營者都應當以公平、正當的手法經營，以及推動環保旅遊，俾使旅遊地點和旅客都能同樣受益。而為了達成潔淨旅遊的目標，區內各國政府和行業商會應該竭誠合作，給旅遊業制訂監管運作的規則和規例。

日本觀光協會會長中村徹先生以雲南和四川為例，指出兩省在改善交通、使旅客易於抵達後，成為日本旅客喜歡遊覽的地方，因此推斷假如東亞的旅遊地點能改進交通和設施，日本旅遊業界將可安排大批日本旅客前往有關景點觀光。他並且認為，東亞各國擁有共同的文化背景，兼且經濟上互相依賴、互補不足，因此除了在旅遊方面合作外，也應該建立更緊密的經濟聯繫。

國泰航空董事兼常務總裁陳南祿先生在闡述「同心為

Drawing tourism ministers, representatives of national tourism organisations and trade associations, and delegates of various sectors of the travel and tourism industry from 48 countries and territories, the two-day Conference on International Cooperation for Tourism Development Under a New Paradigm, held on 14-15 July in Hong Kong, was attended by over 1,300 participants. "Revitalising Asian tourism" being its theme, the Conference, organised jointly by the Boao Forum for Asia and the World Tourism Organisation and hosted by the Hong Kong Government, was the largest international conference in Hong Kong following the removal of the city from the list of SARS-affected areas by the World Health Organisation. It also helped restore confidence in Asian tourism industry and promote greater cooperation among Asian countries and the world.

### Revitalising Asian tourism

Speaking at a panel discussion session on the industry's role in revitalising tourism in Asia, Mr Zhang Guangrui, Director and Research Fellow of the Tourism Research Centre of the Chinese Academy of Social Sciences, proposed that a Clean Tourism campaign be launched and 2004 named the Year of Clean Tourism in Asia. What he meant by clean tourism were that all destinations in the region should offer a clean and hygienic environment, that all business operators should conduct business in a fair and decent manner and that green tourism should be promoted so as to benefit both the destination and the tourist. To realise the goal of clean tourism, governments and trade associations in the region should work together in laying down rules and regulations governing practices of the industry.

Mr Toru Nakamura, Chairman of the Japan Tourism Association, by citing the examples of Yunnan and Sichuan Provinces where improved accessibility has helped make the destinations popular with Japanese travellers, predicted that once accessibility and facilities have improved in East Asian destinations, the Japanese travel industry will be ready to respond by providing vast numbers of Japanese travellers to the region. He also suggested that given their common cultural backgrounds, and economic interdependence and complementarity, the nations of East Asia should establish closer economic ties beyond cooperation in tourism.

Illustrating the lesson learnt from the successful "We Love

香港」運動時指出，是次運動由航空公司、旅行社、酒店、零售商、食肆、娛樂場所等不同界別攜手合作，旨在為香港和香港旅遊業重新注入活力。運動的成功令人明白到「合作的可貴，不僅是同一行業的業者要合作，而是要跨行業、甚至是與競爭對手合作。旅遊業的所有業者都應該謀求更密切的夥伴關係。」

## 推動區內旅遊

在另一個專題討論會上，以亞太區內的旅遊推廣為主題，亞太旅遊組織會長兼總裁彼得·狄·揚先生(Peter de Jong)斷言，亞太區的未來要倚賴區內旅遊。他表示，倘若美國和恐怖份子的衝突日趨嚴重，那末北美洲和歐洲的旅客都會不願出門旅遊，即使旅遊也只會挑選短途的行程。那樣一來，亞太區的旅遊業就只好寄望於區內的旅遊了。

香港旅遊發展局主席周梁淑怡女士介紹香港和區內其他旅遊勝地組成策略聯盟的經驗說：「我們選擇旅遊地點結成同盟的首要條件，是對方必須能補香港的不足，或者能提供香港所欠缺的吸引力。」因此，泰國、中國大陸、新加坡和馬來西亞都是可以和香港互相補足的旅遊勝地。

就非典型肺炎過後、推廣旅遊應採用甚麼策略的問題，前歐洲旅遊委員會總幹事沃爾特·萊伊先生(Walter Leu)指出，「單是吹噓自己的景致有多美麗、文化有多特別、食物有多誘人，這樣的做法已經不再奏效了。推廣的模式要由以往的單向式轉為不斷和市場對話的方式，在必要時甚至要有勇氣公開承認一些令人生厭的事情，而不作矯飾。」這樣做的回報是，當旅遊地點陷入嚴峻的境況時，旅客會更體諒它的難處。

## 香港宣言

大會於七月十五日結束，與會代表通過了一項共有七點的《振興亞洲旅遊業香港宣言》，承諾確保旅客在亞洲及太平洋地區的安全，促進區內旅遊，並加強政府、私營部門、國際機構、社區與媒體之間的合作。TC

Hong Kong” campaign, in which airlines, travel agents, hotels, retailers, restaurants, entertainment establishments joined hands to reinvigorate Hong Kong and its tourism, Mr Philip Chen, Director and Chief Operating Officer of Cathay Pacific Airways, stressed that “cooperation is important, not just among people in the same industry, but across industries and even between competitors. There should be a strong partnership among all the relevant players in the travel and tourism industry.”

## Promoting intra-regional tourism

In another discussion session on the promotion of intra-regional tourism, Mr Peter de Jong, President and Chief Executive Officer of the Pacific Asia Travel Association, pronounced that intra-regional travel is the future of Pacific Asia. If there are more conflicts between the United States and terrorists, North Americans and Europeans will stay at home or travel short distances, with the result that Pacific Asia will have to look internally to sustain its travel and tourism industry.

Mrs Selina Chow, Chairman of the Hong Kong Tourism Board, shared with the audience Hong Kong’s experience of forming strategic alliances with other tourist destinations in the region: “Our principal criteria when choosing an alliance destination is that it can complement what Hong Kong has to offer or otherwise add a dimension not available in Hong Kong.” And as such, Thailand, mainland China, Singapore and Malaysia were considered popular complementary destinations for Hong Kong.

Summing up the desirable policy for tourism promotion in a post-SARS environment, Mr Walter Leu, former Executive Director of the European Travel Commission, remarked that “it is no longer good enough just to praise one’s own beautiful landscapes, cultural wonders and gastronomic temptations. Promotion must change its character from a monologue to an ongoing dialogue with the market, having the courage to openly and objectively say unpleasant things if necessary.” And in return, the clients will be more readily showing understanding towards problems faced by their hosts in critical situations.

## Hong Kong Declaration

At the close of the Conference on 15 July, a seven-point Hong Kong Declaration on the Revitalisation of the Asian Tourism Industry was adopted by the participants at the Conference, committing to reassuring travellers of their safety in Asia and the Pacific, promoting intra-regional tourism and fostering greater cooperation between governments, the private sector, international agencies, local communities and the media. TC