

為資訊時代做好準備

Get ready for e-transformation

本刊記者 Staff reporter

議 會於今年初推行的資訊科技活動已接近尾聲，活動的目的是向業界推廣資訊科技的應用，以及重建議會的網站。在這次活動中，大約有四十家會員旅行社獲得免費的個別顧問服務，而議會的新網站也已在試行階段。為了讓會員分享這次活動的成果，議會於二零零四年十二月十三日假怡東酒店舉辦講座，並邀請合作推行活動的香港資訊科技商會代表黃岳永先生主講。

顧問服務結果

在辦公室自動化方面，電腦保安、文件交換的格式和中文字體是旅行社最經常遇到的問題。在電腦保安方面，安裝防毒軟件和防火牆能解決大部份問題，而使用相同版本的軟件或跨平台的格式，像 PDF 或 XML 之類，則可應付不同環境下的兼容問題。至於解決香港獨有的中文字的方法，最簡單的莫如下載政府編製的「香港增補字符集」。

從參加顧問服務的會員中得知，新科技的使用日趨普遍：有百分之二十四和百分之四十二的會員，分別表示已使用個人數碼助理和數碼照相機於業務之上。而超過一半的旅行社利用互聯網為顧客研究產品方案；此外，百分之八十三的旅行社希望使用互聯網電話，以減省長途電話費的開支。

顧問服務的結果也顯示越來越多旅遊產品直接售賣給顧客，令旅行社這個中介人變得可有可無。黃岳永先生認為，旅客知識水平日高，又能掌握資訊科技，旅行社要立

E -Transformation for the Travel Industry, a campaign launched early this year to promote IT adoption within the industry and rebuild the TIC website, is approaching an end. Individual consultancy service has been provided for some 40 members free of charge and the new website is now under test run. To share with members findings of the campaign, the TIC held a seminar on 13 December 2004 at The Excelsior Hong Kong, at which Mr Erwin Huang from the Hong Kong Information Technology Federation (HKITF), the co-organiser of the campaign, was invited to speak.



四十多家會員出席了資訊科技講座。
Over 40 members attend the IT seminar.

Findings of IT consultancy

With regard to office automation, security, file exchange formats and Chinese fonts are the most commonly encountered problems. Whereas anti-virus programs and firewalls can solve most security problems, making use of the same version of software or some cross-platform formats such as PDF or XML may ensure compatibility in different environments. As to the problem concerning Chinese characters specific to Hong Kong, the best solution is to download the Hong Kong Supplementary Character Set developed by the Government.

A growing trend in using new technologies was discovered during the individual consultancy sessions: 24% and 42% of the participants are using PDAs and digital cameras respectively for business-related work. Over half of the agents research solutions on the Internet for their customers and 83% of them expressed an interest in using Internet phones to save IDD cost.

It was also found that travel agents are facing a growing pressure of disintermediation, a process in which products are sold directly to customers, thus making the middleman redundant. To survive in this information age, Mr Huang asserted, travel agents must adopt a customer-oriented approach, i.e. Customer Relationship Management (CRM), in order to understand, retain, or even expand their client base composed of more knowledgeable and IT-savvy travellers.

足於目前這個資訊時代，必須採用以顧客為本的策略，即「顧客關係管理」，才能夠瞭解顧客、留住顧客，並爭取新顧客。

黃先生指出，顧客關係管理不一定是電腦系統，也是一種思維模式。服務供應商應事事從顧客的角度考慮，明瞭他們的需要和興趣，預計他們需要甚麼，並於適當的時候以吸引的價錢推銷產品。旅行社可以利用電郵廣播和名單管理系統，使顧客知道公司最新的產品資訊。顧客的資料並且要不斷更新，以便為他們度身訂造最適切的产品。簡單來說，就是旅行社要把顧客看作獨一無二的個體，從而維持長遠的關係並增加收入。

清楚知道會員在資訊科技方面的基本需要後，香港資訊科技商會的下一步是撰寫活動報告，並在其中詳細探討有關問題。報告準備妥當後會分發給議會會員參考。會員如要享用免費的資訊科技支援服務，可使用政府的「商用IT話咁易」(www.iteasylink.org.hk/business)服務。

議會新網站

議會新網站將於二零零五年一月問世。以下是網站的一些新功能：

- ◆ 改良主頁設計：主頁刊登重要的新消息，並會連結到相關的部份。
- ◆ 資料更新通知：以電郵通知訂戶網站的更新，並可在網上取消訂閱。
- ◆ 簡體中文版及純文字版：切合不同網絡使用者的需要。
- ◆ 網上表格：旅客可在網上填寫並遞交投訴表格。
- ◆ 常見問題：關於會員和旅客的問題和答案會經常更新，並分門別類，以方便瀏覽。
- ◆ 網站搜尋：快速搜尋網站內容。

是次活動蒙政府資訊科技總監辦公室贊助，並得到香港資訊科技商會全力支持，議會特此致謝。TIC

Mr Huang pointed out that CRM is not necessarily a computer system. Rather, it is a way of thinking. Service providers should consider everything from the angle of customers, understand their needs and interests, predict what they need, and offer products at the right time and at the right price. Email broadcast tools and mailing list managers are of great help to keep existing customers informed of the company's latest products. Travel agents must also keep updating the customer list, find what is best for their clients and sell products that match their preferences. In a word, travel agents should treat each customer as a unique individual in order to build a continued relationship and increase revenue.

Now that members' basic IT needs are identified, the HKITF will try to address them in greater detail in a report to be compiled by it and distributed to TIC members. For free IT support service, members may use the "IT Easy Link for Businesses" (www.iteasylink.org.hk/business) service.

New TIC website

The new website is to be launched in January 2005 with the following new functions:

- ◆ Improved home page design: important updates are displayed here with hyperlinks to the relevant sections.
- ◆ Updates Reminder: subscribers will receive emails on website updates. Unsubscription can be done online.
- ◆ Simplified Chinese and Text versions are added to cater for the needs of different web surfers.



- ◆ Online forms: complaint forms for travellers can be filled in and submitted on the web.
- ◆ FAQs: updated questions and answers concerning members and travellers are categorised for easy reference.
- ◆ Website Search: quick search for website contents.

Finally, the TIC should like to thank the Office of the Government Chief Information Officer for its sponsorship and the HKITF for its support in this project. TIC