

訪問亞洲旅遊交流中心主任

An interview with local chief of China's tourism bureau

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(編按：亞洲旅遊交流中心是國家旅遊局在香港設立的辦事機構。本刊今年五月初以書面訪問了交流中心的林山主任，一方面藉此加深會員對該中心的認識，另一方面也希望探討入境旅遊業的一些趨勢。以下是訪問的撮要。)

(Editor's note: The Asia Tourism Exchange Centre is a tourist office set up in Hong Kong by the China National Tourism Administration (CNTA). To help members learn more about the Centre and explore the future trends of Hong Kong's inbound tourism, The Voice conducted a written interview with its Director, Mr Lin Shan, in early May this year. Here is an excerpt of the interview.)

亞洲旅遊交流中心有甚麼職能？

亞洲旅遊交流中心的職能，是在港澳地區進行聯絡、協調、諮詢、宣傳等工作。在香港的經常性工作主要有三方面。一是保持並加強國家旅遊局與香港旅遊業界、相關政府部門及機構等的聯繫，開展對香港市場的調研，定期向國家旅遊局反映香港旅遊業的發展思路、政策制定、發展態勢等。

二是推廣內地的旅遊產品，通過舉辦展覽、組織考察團，協助內地各旅遊部門及企業在香港舉辦促銷活動，以加深港人對內地旅遊產品的認識，開發香港客源市場。三是協助內地業界及遊客在香港開展旅遊活動，並向香港業界反映內地業界及遊客的意見和要求，維護他們的合法權益。



What are the functions of the Asia Tourism Exchange Centre?

The Centre is responsible for liaison, coordination, consultation and promotion work in Hong Kong and Macau. Our day-to-day work in Hong Kong focuses on three areas. Firstly, we try to maintain and strengthen the ties between the CNTA and Hong Kong's tourism sector, the relevant government departments and related organisations. We also conduct market research and report the development directions, policies and trends of local tourism to the CNTA on a regular basis.

Secondly, we promote mainland China's travel products to Hong Kong people. Through exhibitions and familiarisation tours, we help tourism departments and enterprises on the mainland to stage promotional campaigns in Hong Kong and tap the Hong Kong market. Thirdly, we ensure that the activities of traders and visitors from the mainland are carried out smoothly in Hong Kong, that Hong Kong's industry members listen to their views and requests and that their legitimate rights and interests are protected.

與議會合作

議會和國家旅遊局及亞洲旅遊交流中心一向都有緊密的聯繫，你認為雙方可以怎樣再加強溝通？此外，內地與香港旅遊業的關係日益密切，今後要是再碰上甚麼突發事件，雙方可以怎樣更好地交流訊息？

內地與香港旅遊業的關係越來越緊密，而議會以積極而卓有成效的工作，對兩地旅遊業的交流合作起到了積極的作用，在這種形勢下，加強兩地業界特別是議會與國家旅遊局之間的聯繫溝通尤

Cooperation with the TIC

Liaison between the TIC and the CNTA as well as the Centre has always been very close. In your opinion, how can communication be further enhanced? Given the increasingly close link between the mainland and Hong Kong tourism industries, how can information be exchanged more efficiently in case of emergencies in the future?

Since the relations between the travel industries on the mainland and in Hong Kong are getting closer and closer and the TIC has played an active role in communication and cooperation between both industries through its proactive and remarkable work, it is very important for both industries, especially for the TIC and the CNTA, to enhance connection and communication. There are a couple of ways to achieve that.

為必要。要加強雙方的溝通，可以從以下方面入手。

一是不斷完善交流合作的制度，如曾經開展過的工作互訪、電話會議等交流形式，可以把它們的主要課題、方式、時間固定下來，這樣會便於雙方準備，也能起到督促作用。若有重要政策出台或發生突發事件，雙方可設立相應的通報制度，使訊息交流進一步制度化、常態化。

二是在溝通的內容方面，既要積極研究解決兩地交流合作中存在的具體問題，也要著眼於兩地旅遊業的長遠發展，就雙方都共同關注的重要問題，如旅遊環境建設、行業素質提升、區域合作等，作出戰略性的發展規劃，以期逐年深入，逐年提升。此外，還應不斷拓寬交流合作的內容，並借鑒對方的成功經驗。

為了打擊「零團費」，議會去年中推出了一連串措施，包括向內地團體旅客提供六個月全數退款的保障，規定香港接待社必須向內地團隊派發行程表，並且要向議會登記內地團隊確認書等等。這些措施實施後，內地旅客的投訴數字大幅減少八成以上。你認為議會在這方面可以怎樣配合國家旅遊局？

自國家旅遊局開展「旅遊誠信建設」，大力整頓旅遊市場以來，議會推出了多種措施配合，取得了可喜的成果。同時也要看到，「零、負團費」等不正當經營問題，涉及面廣，成因複雜，是行業的頑症。因此，議會的各項有效措施需要長期堅持下去。

此外，還應以「旅遊誠信建設」為主線，強化正面宣傳工作，表彰優秀業者，弘揚正氣，調動業者對行業自律的內在積極性，保護、支援合法正當的經營業者，使不良經營手法進一步受到遏制。

對業界的建議

內地今年取消了五一黃金週，並且把清明節、端午節、中秋節定為法定節假日；此外，又頒佈了帶薪年休假的規定。你估計這些措施對香

Firstly, we can improve the existing channels through which we communicate and cooperate. For example, exchange visits and teleconferences, which were held previously, can be arranged again, with discussion topics, formats and schedules decided in advance. This will not only allow both sides to be better prepared, but also encourage each other to continue with the arrangements. If any important policies are to be implemented or if there are any emergencies, a reporting system can be set up so that information exchange can be institutionalised.

Secondly, as far as the content of discussion is concerned, we should not only actively seek to resolve specific problems that may hinder communication and cooperation between both places, but also pay attention to long-term tourism development in both places and draw up strategic plans of common concern, such as construction of tourism facilities, improvement of service quality and cooperation within the region, in the hope that progress can be made year after year. Moreover, we should constantly bring up new issues for discussion and cooperation and learn from each other's experiences of success.

To clamp down on "zero-fare tours", the TIC introduced a series of measures in mid-2007, which included a six-month full refund protection scheme for mainland group visitors, mandatory distribution of itineraries to mainland tour groups and registration of tour confirmation agreements with the TIC by local receiving agents. Since their implementation, complaints from mainland visitors have plunged over 80%. What do you think the TIC can do to support the CNTA in this regard?

Ever since the CNTA launched the "Honest Travel" campaign in order to eradicate malpractices, the TIC has taken various measures to support the initiative and has achieved encouraging results. As "zero- or negative-fare tours" are caused by many factors and involve many parties, the TIC needs to press on with its effective measures for a long period of time in order to tackle this persistent problem.

Apart from that, with "Honest Travel" as the theme, the TIC should also try to generate positive publicity, commend exemplary traders, encourage veracity, promote the spirit of self-discipline among traders and protect and support upright traders in order that unscrupulous practices can be further contained.

Advice for the industry

This year the Labour Day "Golden Week" holidays were abolished, while the festivals of Ching Ming (for paying homage to ancestors at their graves), Dragon Boat and Mid-Autumn were revived as statutory holidays. New regulations on paid annual leave were also introduced. Do you think that these new arrangements will affect Hong Kong's tourism market and the travel pattern of main-

港的旅遊業以及內地旅客來港旅遊的模式會有甚麼影響？

內地國民休假制度的不斷完善及休假形式的調整，將有助提升香港旅遊消費市場的規模和素質。當然，調整初期會帶來一些變化或不利影響，例如遊客量及消費額下降、旅遊企業的運作模式需要改變等。但另一方面，新的休假制度使內地居民的假期增加，出現了所謂的「小黃金週」，同時減少了過度集中出遊的弊病，這對香港業界也是新的發展契機。

基於香港的地理位置和旅遊產品特色，內地現行的休假制度對居民來港旅遊觀光、購物休閒的有利方面或許更多一些。目前，五成以上的內地旅客以個人遊方式來港，預計這種方式將有更大的增長。當然，這種自助式、家庭式、中短程的旅遊方式，會引起香港旅遊業新的思考，在宣傳促銷、接待方式、住宿交通服務、消費價位等方面引發新的變化。

澳門旅遊業近年的發展十分迅速，去年旅客的人數跟香港非常接近。兩地的旅客組成中，一半以上都是內地旅客。你認為港澳兩地要加強合作的話，可以從哪些方面入手？

香港、澳門同為內地的主要旅遊目的地，加強港澳合作，共同打造優秀的旅遊目的地，是港澳業界的共同目標，也是合作雙贏的重要基礎。加強兩地合作，可以考慮抓住三個重點。

一是大力宣傳、倡導區域合作的概念，並使之在兩地旅遊業者中成為一種指導力量。二是在產品建設上，應突出兩地各自的特點和優勢，形成優勢互補的區域旅遊產品。三是開展聯合宣傳促銷，以港澳為共同的旅遊目的地品牌，在景點選擇、線路設計、市場價格等方面共同設計，使港澳遊在內地成為一個有特色而完整的旅遊目的地品牌。✎

land residents?

The new regulations on paid holiday and the reform of the official holiday system in mainland China will help boost the scale and quality of Hong Kong's tourism market. There will be some negative effects in the beginning, such as reduced tourist arrivals and spending and the need for travel agents' operation to be adapted. However, with the new holiday system in place, new business opportunities also crop up for Hong Kong traders since mainland residents can now enjoy more days off and the emergence of the so-called "mini-golden week holidays", holiday periods each lasting for less than a week, can help solve the problem of travellers swamping destinations during the "golden week" holidays.

Given Hong Kong's geographical location and the characteristics of its travel products, the new holiday system may turn out to be more favourable for mainlanders to travel to Hong Kong for sightseeing, shopping and entertainment. Currently, over 50% of mainland residents travel to Hong Kong without joining any package tours, and more of them are expected to do so in the future. Travellers of this kind, who design their own itineraries and travel with their family members on short- and medium-haul trips, will bring about new changes to the Hong Kong industry with respect to promotion, reception, accommodation, transport and pricing, etc.

Macau tourism has seen rapid growth in recent years and last year Macau came close to overtaking Hong Kong in visitor arrivals. With mainland visitors accounting for over 50% of all visitors in both places, how can cooperation be strengthened between Hong Kong and Macau?

Since both Hong Kong and Macau are very popular among mainland outbound travellers, the common goal shared by them and the basis for mutual benefits should be to turn both places into a single premier tourist destination through closer cooperation, which can be achieved by paying more attention to three areas.

Firstly, the concept of regional cooperation should be vigorously promoted and made a guiding force for industry members of both places. Secondly, with regard to product design, Hong Kong and Macau should devise travel products which complement each other and which showcase the features and attractions of each place. Thirdly, Hong Kong and Macau should be packaged and marketed as a single destination brand, with choice of sights, travel routes and tour fares to be worked out together by both parties. With concerted efforts, the Hong Kong and Macau Tour will become a destination brand with distinctive and diverse features for mainland outbound travellers. ✎