

應用資訊科技宜早不宜遲

Better to have IT now

本刊記者 Staff reporter

有時一句未經深思熟慮的話反而更意味深長。這裡正有這麼一句關於資訊科技的話：「資訊科技使人上癮，一旦用上了就不易擺脫。」說這話的人，表面看來十分擔心需要不斷投資在資訊科技之上，但他心底其實很清楚資訊科技的妙用，而且明白不能沒有了資訊科技。

現在該揭曉這個人的身份吧：他是一位資深的旅遊從業員，從親身經歷中體會到在今天的經營環境下，旅行社假如不善用資訊科技，不要說增長了，恐怕連生存也成問題。

在今天，大概找不到沒有個人電腦的旅行社了；很多旅行社甚至設立了網站來推廣和宣傳。儘管旅行社應用資訊科技的情況挺普遍，但主要還是集中在搜尋資料、對內和對外通訊等方面。至於把資訊科技和經營模式結合，實行電子商貿，並由此而創造盈利，這些在旅行社中還不常見。

為了使會員廣泛應用資訊科技，同時鼓勵他們實行電子商貿，議會計劃與香港資訊科技商會攜手推行一項資訊科技應用活動。活動得到資訊科技署贊助，有兩大目標：一是改進議會的網站(詳情稍後公佈)，二是免費為會員提供顧問服務(詳見通告：C765/032004/O/JM)。

議會將提供兩類顧問服務：個別顧問及講習會，會員可以按需要自行選擇。假如選個別顧問，那麼顧問會前往會員的辦公室，評估他們的設施是不是足以實行電子商貿，以及找出在資訊科技方面的需要。假如會員選擇講習會，那麼每五個會員會分為一組，與顧問會面，以解決他們的問題。這次活動將以兩個講座作結，綜合顧問在提供服務時發現的問題和需要，並會介紹相應的解決辦法。TTC

Sometimes casual remarks can turn out to be rather revealing. Here is one such remark about IT: "IT is addictive; once you take it, you can hardly be off it." The person who made this remark apparently has great anxiety about having to invest in IT constantly, but deep down he is well aware of the wonders of IT and that he could hardly live without it.

Now is time to reveal his identity: he is a veteran member of the travel industry and has learnt from his only experience that travel agencies cannot survive, not to say grow, without the thrust of IT in today's business environment.

Nowadays, one can hardly find a travel agent that does not have PCs in its office; and a large number of agents have even set up their own website for marketing and promotion purposes. Although IT penetration is rather high in the travel agent sector, information search, and internal and external communication still seem to occupy a dominant position in IT usage by travel agents. Integrating IT into their operation to conduct business electronically and with that to generate revenue are yet a common practice at present.

With a view to promoting greater e-adoption and encouraging e-business among member agents, the TIC has planned to launch an IT adoption campaign by teaming up with the Hong Kong Information Technology Federation. Under the auspices of the Information Technology Services Department, the campaign has two major objectives: to revamp the TIC website (details to be announced) and to provide consultancy services for members for free (see Circular: C765/032004/O/JM).

There will be two types of consultancy services, namely individual consultancy sessions and workshops, and members may choose which one they prefer. If members choose to have individual consultancy sessions, a consultant will go to their office to gauge their e-readiness level and address their IT needs. If workshops are preferred, five members will be grouped together to meet a consultant at a workshop to have their IT problems solved. The campaign will be concluded with two seminars, at which problems and needs identified during the consultancy sessions and workshops, and solutions available will be summarised and presented to members. TTC