

加入「優質誠信香港遊」地接社行列

Be a "Quality & Honest HK Tour" ground operator

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近年來，內地訪港旅客人數大幅上升，為旅遊業帶來一片新氣象。為了使內地旅客對旅程稱心滿意，對香港留下良好印象，「優質誠信香港遊」於二零零六年九月正式推出，倡導業界提供專業、優質和誠信的香港遊服務。「優質誠信香港遊」重點推廣明碼實價，協助內地旅客選擇優良的香港遊產品，使他們在香港觀光期間，無論是酒店、餐飲、交通、購物等各方面，都能夠享受物有所值的服務，為旅程增添樂趣。

計劃遍及各大省市

國家旅遊局於二零零五年開展「誠信旅遊」計劃後，香港旅遊發展局(旅發局)積極響應，並獲得國家旅遊局和內地各省市旅遊局的支持，挑選當地信譽良好的組團社合作，推出「優質誠信香港遊」。旅發局首個「優質誠信香港遊」專櫃於二零零六年九月在北京啟用，其後設於上海和深圳的專櫃也於同年啟用，為有興趣前往香港的當地人提供詳盡的諮詢服務。「優質誠信香港遊」現已推展至廣州、杭州、南京、瀋陽、大連、哈爾濱等大城市。截至二零零八年一月為止，「優質誠信香港遊」專櫃共設於十個城市，今年並且會再增設八個專櫃。

截至二零零七年底，全國各地推出「優質誠信香港遊」的組團社已達四十九家。旅發局一直與國家旅遊局和各地旅遊局緊密合作，要求參與「優質誠信香港遊」的內地組團社必須在以下三大範疇履行承諾和保證：

1. 不進入指定購物點，不強迫購物；
2. 沒有強制自費項目；
3. 明碼實價，對來自不同地區、不同職業或不

In recent years, the remarkable growth of mainland visitors to Hong Kong has reinvigorated the tourism industry with a new vibrancy. **To ensure a thoroughly enjoyable experience and favourable impression for mainlanders visiting Hong Kong, the Quality and Honest Hong Kong Tour itineraries were launched in September 2006 to encourage the provision of quality products and professional honest services by industry operators.** While promoting actual pricing as its key message, the scheme strives to help mainlanders pick and choose quality tours to Hong Kong, and makes for assurance of superb and value-for-money experience in accommodation, dining, commuting and shopping during their trips to Hong Kong.

Mainland-wide expansion

After the launch of the Honest Travel programme by the China National Tourism Administration (CNTA) in 2005, the Hong Kong Tourism Board (HKTB) actively responded by launching the Quality and Honest Hong Kong Tour, with the support of the CNTA and provincial and municipal tourism bureaux, and the participation of selected reputable mainland travel agents. **In September 2006, the first Quality and Honest Hong Kong Tour counter was opened in Beijing, followed by Shanghai and Shenzhen within the same year, to provide detailed information for local people planning to visit Hong Kong.** With continual expansion to major cities like Guangzhou, Hangzhou, Nanjing, Shenyang, Dalian and Harbin, **the Quality and Honest Hong Kong Tour scheme has seen designated counters established in 10 mainland cities by January 2008, while eight more counters will be set up this year.**

By the end of 2007, there were altogether 49 participating travel agents under the scheme around various mainland cities. The HKTB has been working closely with the CNTA and tourism bureaux in various provinces and municipalities to ensure that **participating travel agents abide by the scheme's requirements and committed to assuring the following:**

1. **No visit to designated shopping stops and no forced shopping;**
2. **No forced self-paid activities; and**
3. **Actual pricing, with no discriminatory pricing based on the origin, profession or age of the tour participant.**

同年齡的旅客，不會有價格歧視。

香港內地合作無間

「優質誠信香港遊」初步成功後，旅發局與香港旅遊業議會(議會)合作，進一步在香港推動這項優質旅遊計劃。旅發局與議會在二零零七年舉行了多次簡介會，向本地旅遊業界介紹「優質誠信香港遊」，並邀請有意提供高素質服務的接待社參與計劃。

要成為「優質誠信香港遊」地接社，必須符合三大要求：

1. 持有香港旅行代理商牌照，並且是議會的會員；
2. 獲國家旅遊局確認為可以接待「中國公民旅遊」的接待社；
3. 過去十二個月沒有違反議會關於入境旅遊的規例。

此外，有關地接社必須承諾接待「優質誠信香港遊」的團隊時，不會進入指定購物點或要求旅客必須購物，行程也不會有強制自費旅遊項目。此外，有關地接社也不得向旅客收取任何附加費用。

「優質誠信香港遊」計劃每年六月及十二月會接受香港接待社的申請。旅發局接獲申請後，會交由議會查核相關接待社的紀錄。首輪申請的審批工作已於二零零七年底完成，現時參與計劃的地接社共有三十九家。旅發局已於其旅遊業網(<http://PartnerNet.hktb.com>)內，刊載「優質誠信香港遊」地接社名單及相關資料，供業界參閱。該名單並且已報國家旅遊局和有關省市旅遊局備案，內地的「優質誠信香港遊」組團社也都得悉該名單。

香港旅遊業面對世界各地的激烈競爭，在產品和服務兩方面尤須超越對手。豐富的行程加上誠懇友善的服務態度，可令旅客感到賓至如歸。旅發局期望更多符合資格的內地旅行社和本港接待社積極參與「優質誠信香港遊」計劃，使香港的旅遊業能繼續以優質產品和服務，接待更多內地旅客。✎

HK-mainland collaboration

With initial success achieved for the Quality and Honest Hong Kong Tour, the HKTb collaborated with the Travel Industry Council of Hong Kong (TIC) to take the scheme further in Hong Kong. Through a series of presentations jointly held by the two organisations to introduce the scheme to local industry partners in 2007, receiving agents in Hong Kong seeking to provide high quality services were invited to join the scheme as ground operators.

To qualify as ground operators under the Quality and Honest Hong Kong Tour scheme, applicants must fulfil the following three major prerequisites:

1. **They have to hold a Travel Agent's Licence and be a member of the TIC;**
2. **They have to be an approved agent for providing reception services for mainland residents;**
3. **They have to be clear of any violation against TIC regulations relating to inbound travel services during the preceding 12 months.**

In addition, those ground operators are required to assure that visitors joining Quality and Honest Hong Kong Tours would be free from designated shopping stops, forced shopping, forced self-paid activities or additional charges.

The scheme accepts applications every June and December. After receiving the applications, the HKTb will pass them to the TIC for record checking of the local receiving agents concerned. **Scrutiny and approval of the first round of applications were completed by the end of 2007, with 39 applicants having successfully joined the scheme as ground operators. Their names as well as other relevant information were listed on the HKTb's designated website (<http://PartnerNet.hktb.com>) for trade partners.** The list of ground operators was also filed with the CNTA and provincial and municipal tourism bureaux for documentation, and was shared with all Quality and Honest Hong Kong Tour travel agents on the mainland.

Hong Kong as a destination has been facing intensifying competition from rivals worldwide. It is therefore crucial to excel particularly in the quality of products and services by offering exciting itineraries with a sincere and friendly attitude. It is the hope of the HKTb that an increasing number of mainland travel agents and Hong Kong receiving agents will be keen on joining the Quality and Honest Hong Kong Tour scheme so that visitors coming from the mainland will continue to be provided with the very best products and services by Hong Kong's tourism industry. ✎