

# 總幹事報告

## Executive Director's report



今年頭三季外遊業的表現算是還過得去，但入境業則明顯放緩：外遊印花費的收入比去年同期微升百分之一點六，來港旅客則減少了百分之六點一。雖然外遊業與入境業的市況都不明朗，但業者也無須過份憂慮，因為只要自強不息，增強本身的實力，即使在逆市中仍可以找到新商機。以下我會概述過去一年的幾件重要事情，以及議會各項主要工作。

### 重要事情

近年網上旅遊市場發展蓬勃，成為業界不可忽略的新增長點。假如會員能在業務上善用資訊科技，想想可以如何大大提升它們的競爭力。因此，政府今年初撥款港幣一千萬元，成立「旅行社資訊科技發展配對基金先導計劃」，以配對形式資助中小型旅行社開發資訊科技項目，這對業界絕對是喜訊。

「先導計劃」首輪申請共收到二十份，結果將於十一月公佈。「先導計劃」今年十一至十二月、明年三至四月都會再接受申請，如果會員認為有用，議會將要求政府增加撥款並延長計劃。希望會員把握機會，利用資訊

While the performance of the outbound industry barely passed muster for the first three quarters of this year, the inbound industry clearly suffered a slowdown: the amount of the outbound levy collected slightly rose by 1.6% year on year, and the number of inbound visitors decreased by 6.1%. Although the outbound and inbound industries have been clouded by uncertainties, there is no need for traders to worry excessively because new business opportunities can always be found even in adverse market conditions provided they persevere in improving their competitiveness. In the following, I will briefly describe several important issues and the major tasks carried out by the TIC during the past year.

### Important issues

Online travel business having been flourishing in recent years, the industry has taken it as a new source of growth that cannot be ignored. Just imagine how their competitiveness can be greatly boosted if members can make good use of IT in their business. That is why the setting up of the HK\$10 million Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme) by the Government early this year with the aim of subsidising SME travel agents on a matching basis to implement their own IT projects, is such a good piece of news for the industry. Results of the first-round applications, which numbered 20 in total, for subsidy under the Pilot Scheme will be announced in November. Members may submit their applications again between November and December this year or between March and April next year, and the TIC may request the Government to provide more funding and let the Pilot Scheme continue if it is regarded by members as helpful. Members should grasp this chance and jump-start their business through IT.

With the objective of raising the professional standard of traders in the long run, the TIC decided last year to introduce a Qualifications Framework (QF) for the travel agent industry, which has already gained the support of various trade organisations. The QF Secretariat will conduct a consultation at the end of this year in order to explain the benefits of a QF to the industry. Once a consensus is reached among industry members, an Industry Training Advisory Committee will be formed and the specification of competency standards will be developed, which will then be promoted to employers. Although the QF for the industry may not come into being until several years from now, it will definitely be conducive to a much higher standard of industry members.

科技推動業務。

為求長遠提升從業員的專業水平，議會去年決定為旅行社行業推行資歷架構，並已得到各業界組織的支持。資歷架構秘書處今年底會舉行諮詢會，向業界解釋資歷架構的種種好處。只要業界達成共識，就會成立「行業培訓諮詢委員會」，制訂行業的能力標準，然後會向僱主加以宣傳。由現在到資歷架構真正設立，還有好幾年時間，但對從業員質素的提升必然大有裨益。

另一個影響業界的重要事情是標準工時。議會諮詢業界的意見後，就第二階段的諮詢向標準工時委員會提交了意見書。意見書表明，業界反對制定法定標準工時，但原則上支持立法規定僱傭雙方必須簽訂合約，同時容許僱主或僱員自行選擇不受工時規管。標準工時的討論應會繼續一段時間，最終是否推行仍未可知，但業者起碼要有心理準備，以應付可能出現的轉變。

## 入境業

今年一月，有少數會員、導遊及登記店舖以不滿新修訂的入境旅行團購物退款保障計劃為藉口，發起所謂的不合作運動，嚴重干擾議會的巡查工作，令業界聲譽大受損

Another issue that is essential to the industry is standard working hours. After consulting the views of the industry, the TIC has sent a written submission to the Standard Working Hours Committee for its second-stage consultation. In the submission, it is stated that the industry is against setting up a statutory regime of standard working hours, but is in principle in support of requiring, through legislation, employers and employees to sign employment contracts, and allowing either party to opt out of regulation of working hours. Although discussion on the issue of standard working hours is expected to continue for some time, it is largely unknown whether it will finally be implemented. That said, traders should get prepared, at least psychologically, for any changes that may happen.

## Inbound industry

In January this year, a small number of members, tourist guides and registered shops instigated a so-called non-cooperation campaign on the pretext of dissatisfaction with the newly amended refund protection scheme for inbound group visitors. As a result of that campaign, spot checks carried out by the TIC were seriously disturbed and the reputation of the industry gravely harmed. Despite the TIC having revised in February the guidelines for handling registered shops suspected of violating their undertakings in order to allay the concerns of some traders, hence no more reason for the continuation of that campaign, mainland visitors, when lodging complaints with the TIC, often said that they did not have any information on the local travel agents and tourist guides that provided reception services for them. This means that some traders have continued to disregard rules of the TIC, which is most worrying.



△ 德國聯邦議院旅遊委員會五月二十日率團訪問議會，以認識香港旅遊業的現況和發展。

△ A delegation of the Committee on Tourism of the German Parliament visited the TIC on 20 May to learn about the current situation and development of Hong Kong's tourism industry.

害。雖然議會早已從善如流，二月就修訂了處理登記店舖涉嫌違反承諾個案的準則，因此有關運動理應沒有繼續下去的理由了，但內地旅客向議會投訴時，往往說不知道接待的旅行社及導遊的資料，可見有業者依然不理會議會的規例，情況令人非常憂慮。

除了所謂的不合作運動外，一家會員甚至就有關入境業的多項規例向議會興訟；案件將於明年一月在高等法院審理。議會明白，會員或會對部份監管措施有不同意見，但必須指出，那些措施的目標是遏止業者的不良經營手法，保障前線從業員和旅客的權益和利益，這對整個行業和香港的良好聲譽只會有利無害。

為了恢復內地旅客對香港旅遊業的信心，議會與廣州市旅遊局今年初攜手推出「優質誠信香港遊」紅名單制度：凡加入廣州和香港紅名單的旅行社，必須承諾不組辦低價香港遊、不強迫旅客購物等。現時港穗紅名單上有一百二十五家香港旅行社和三十九家廣州旅行社，紅名單每隔半年會更

Apart from the so-called non-cooperation campaign, a member has even taken legal action against the TIC, challenging several regulations governing the inbound industry. The case is scheduled for a hearing at the High Court in January next year. Whereas the TIC understands that members may have dissenting views about some of the regulatory measures, it must be pointed out that those measures are put in place to curb the malpractices of traders, and to protect the rights and interests of frontline workers and visitors, which can only be beneficial to the entire industry and the good reputation of Hong Kong.

To restore the confidence of mainland visitors in Hong Kong tourism, the TIC and the Guangzhou Tourism Bureau jointly launched the Red Lists scheme of “Quality and Honest Hong Kong Tours” early this year, under which travel agents in Hong Kong and Guangzhou are committed to organise no low-priced Hong Kong tours and force no visitors to shop, as well as giving other undertakings. There are now 125 Hong Kong’s and 39 Guangzhou’s travel agents on the two Red Lists, which will be updated every six months. The TIC is going to join hands with the mainland authorities to actively promote the Red Lists scheme so that travel agents are encouraged to organise quality tours and travellers are made aware of the need to pay reasonable prices for sterling services.

The total number of mainland visitors decreased by 8.7% from January to September this year, but the number of mainland



△ 泰國政府旅遊局於八月二十六日到訪，就旅遊事務與議會代表交流。

△ A representative of the Tourism Authority of Thailand visited the TIC on 26 August to exchange views with the TIC on tourism matters.



- △ 議會於十月七日舉辦午餐聚會，邀請了教育局的代表向會員介紹「商校合作計劃」。
- △ The TIC held a Members' Lunch Gathering on 7 October, at which representatives of the Education Bureau briefed members on its Business-School Partnership Programme.

新一次。議會與內地當局將積極推動紅名單制度，鼓勵旅行社營辦優質誠信遊，使旅客明白必須付出合理的價錢，才能得到優良的服務。

今年頭三季內地旅客的總人數比去年同期下降了百分之八點七，但內地入境團旅客卻大幅減少了百分之五十一點七。內地旅客雖然減少，但內地團旅客的跌幅巨大，不成比例，原因之一相信是更多內地旅客以個人遊方式來港，其次是不少內地旅客的旅遊經驗日增，於是對於已遊覽過多次的香港變得沒有那麼感興趣，轉而受到其他地區吸引，要前去旅遊了。雖然內地旅客減少，但其他市場的旅客卻錄得增幅，可見旅客組合正在調整。香港是國際都會，需要不同類型的旅客，香港旅遊業不再過份依賴內地旅客，未始不是好事。

## 外遊業

外遊業極受外圍因素影響，今年多個熱門旅遊目的地都發生了突發事故，例如恐怖襲擊、寨卡病毒爆發等，可能因此減低了香港人外遊的興致。不過，可喜的是旅客對郵輪旅遊的興趣明顯增加了。啟德郵輪碼頭

group visitors plunged by 51.7% during the same period. The disproportionate drop in the number of group visitors from mainland China is attributable to many reasons, one of which is that more mainland travellers now visit Hong Kong on their own without joining any tours. Another reason is that mainland travellers, now having more travel experience than before, are drawn to other destinations as their interest in Hong Kong has flagged after many visits to the city before. Despite a decrease in visitor numbers from the mainland market, other markets have recorded increases, an indication that the combination of visitors is undergoing some adjustment. As an international city, Hong Kong needs to have different types of visitor, and an end to the over-reliance on mainland visitors may be a blessing in disguise.

## Outbound industry

Exceptionally susceptible to external factors, the outbound industry has seen unexpected incidents, such as terror attacks and outbreaks of Zika infections, happening in several popular destinations, thus affecting the interest of Hongkongers in taking overseas trips. Fortunately, the travelling public have clearly become much more interested in cruise travel than before. Since the opening of the Kai Tak Cruise Terminal in mid-2013, the throughput of cruise passengers has increased from 100,000 in 2014 to an estimated 320,000 this year, and the total number of ship calls has risen from 28 to 87 during the period. With cruise products more popularised and diversified, this is a market with a great deal of potential.

Starting from March this year, Orient Thai Airlines (OX) has kept cancelling or suspending flights between Hong Kong and

於二零一三年中啟用，接待過的郵輪乘客由二零一四年的十萬人上升至今年估計的約三十二萬人，總航次則由二十八次增加至八十七次。郵輪旅遊產品日趨大眾化、多元化，這是一個充滿潛力的市場。

自今年三月起，泰國東方航空公司一直在取消或暫停往來香港至曼谷的航班，而且一直沒有為旅客和會員安排退款。雖然議會已用盡方法，聯絡東航、民航處、旅遊事務署、消費者委員會、泰國旅遊局等，但都無法取得進展，實在令人非常失望。在這件事上旅客和會員都是受害者，希望東航承擔責任，儘快解決退款問題。

關鍵旅行社有限公司於三月突然倒閉，一千五百多名團體旅客的行程受影響。他們雖然可以向旅遊業賠償基金申請特惠賠償，但業界的聲譽難免受累。此外，今年八月，卓越國際旅遊有限公司、萬邦旅運有限公司結業，有些代其發出機票的聯銷機票代理商取消了那些機票，令一些旅客受到影響，此事更引起當局的關注。容我提醒會員一句，議會早於二零零七年已發出指引，要禁止的正是這類所為，希望聯銷機票代理商以業界整體利益為重，不要在分銷商結業時取消機票，以免破壞旅客對所有旅行社的信心。

二零一三年埃及熱氣球意外造成多名香港團體旅客喪生，香港的死因裁判官除了嚴詞批評涉事的旅行社外，還對議會提出了一些建議。議會已於九月回覆了裁判官，澄清一些誤解，並且強調香港的組團社有責任去評估旅行團的風險，以及監督外地服務供應商的服務。其實，除了組團社外，旅客也必須清楚自己所參加活動的風險。議會將舉辦風險管理講座，以增

Bangkok, without making any refund arrangements for travellers and members. It is hugely disappointing that no progress has been made even though the TIC has exhausted all possible means by contacting OX, the Civil Aviation Department, the Tourism Commission, the Consumer Council, the Tourism Authority of Thailand and others. The travellers and members are both victims in this matter. It is hoped that OX will perform its duties and arrange refunds as soon as possible.

The travel plans of more than 1,500 package-tour travellers were disrupted by the sudden closure of Kwan Kin Travel Services Limited in March this year. Even though the affected travellers may apply for ex-gratia compensation from the Travel Industry Compensation Fund, the reputation of the industry could hardly remain unscathed. Additionally, A Travel Limited and Great State Travels Limited closed down this August, prompting some ticket consolidators to cancel those air tickets issued for the two travel agents, with the result that some travellers have been affected and the authorities alerted. Let me remind members that the TIC issued a directive a long time ago in 2007 to ban exactly this kind of practice. I hope that the consolidators will set store by the overall interests of the industry and refrain from cancelling the air tickets when their retail agents cease operation in order not to crush the confidence of travellers in all travel agents.

Several group travellers were killed in a hot-air balloon accident in Egypt three years ago. The Coroner in Hong Kong, apart from censuring the travel agent operating the package



- △ 為鼓勵會員在業務上善用資訊科技，議會於十月二十日在香港科學園舉行商業配對活動，約有二十家會員與十家資訊科技公司探索合作的可能。
- △ To encourage members to use IT in their business, the TIC organised a business matching event on 20 October in Hong Kong Science Park, where around 20 members and 10 IT companies explored the possibility of cooperation.

加會員風險管理的知識。

機場管理局為了融資興建第三條跑道，向八月一日以後發出的機票徵收機場建設費。議會完全明白，會員會因為代收建設費而令工作量和財政負擔大增，因此幾個月來一直與機管局商討，表明既然徵收建設費的是機管局，機管局就應該補償代收建設費的會員。議會會繼續與機管局對話，為會員爭取權益。

## 議會活動

旅遊市場競爭激烈，會員要脫穎而出，必須透徹瞭解市場的趨勢，不斷豐富知識，招攬並培訓人才。議會舉辦的各種活動，都以協助會員達成以上目的為依歸。今年四至六月，議會舉辦了三次網上旅遊講座，邀請了三家環球分銷系統供應商的代表，介紹網上旅遊預訂的最新趨勢及它們各自的解決方案，共有約一百八十人參加。

此外，議會在今年五月至十月期間，與駐港旅遊局代表協會合辦了十一次旅遊知識講座，介紹多個歐美與亞洲等國家及地區的最新旅遊資訊，藉以加強從業員的產品知識。活動非常成功，參加的會員合計約有三百三十人。講座提供的旅遊資訊，必定可以幫助會員設計更多新產品，令旅客受惠。

一如往年，議會今年也參加了香港理工大學及香港專業教育學院的就業活動，並且連續五年舉辦旅行社招聘日，方便會員招聘人手。為配合「旅行社資訊科技發展配對基金先導計劃」，議會舉辦了多個宣傳活動，包括兩次簡佈會、旅行社與資訊科技公司極速約會、香港科學園商業配對活動等。希望會員透過這些活動瞭解到資訊科技對業務的好處，積極考慮向「先導計劃」申請資助。

截至二零一六年十月三十一日為止，議

tour, also put forward several recommendations for the TIC. In its reply to the Coroner in September, the TIC clarified certain misunderstandings and emphasised the duty of Hong Kong's tour operators to assess the risk of their package tours and monitor the services delivered by service providers outside Hong Kong. As a matter of fact, apart from tour operators, travellers also need to be aware of the risk of activities they take part in. Risk management seminars will be organised by the TIC to increase members' knowledge about risk management.

To finance the building of a third runway, the Airport Authority has begun to impose the Airport Construction Fee (ACF) on air tickets issued since 1 August. The TIC is fully aware of the fact that members have to do more work and bear more financial burdens as a result of collecting the ACF, and therefore has been engaged in talks with the Airport Authority for several months, stressing the need for it to compensate members for collecting the ACF on its behalf. The TIC will continue to communicate with the Airport Authority in a bid to protect the interests of members.

## Council activities

To stand out in a crowded market such as ours, members need to have a good grasp of market trends, keep enriching their knowledge, and recruit and train talented people. All the TIC's activities are organised with a view to helping members achieve these goals. Three talks on online travel business were held from April to June, with speakers from three Global Distribution System providers invited to brief a total of about 180 members on the latest trend of online bookings and their respective solutions.

From May to October, the TIC co-organised 11 travel knowledge talks with the Association of National Tourist Office Representatives in Hong Kong, through which traders were equipped with the most updated travel knowledge of many countries and regions in Europe, America, Asia, etc, thus enhancing their product knowledge. About 330 members attended these talks, which were a big success and could definitely help members design more new travel products for travellers.

This year, the TIC took part, as in previous years, in the career activities organised by The Hong Kong Polytechnic University and the Hong Kong Institute of Vocational Education, and held the Recruitment Day for Travel Agents for the fifth consecutive year, thus allowing members to recruit staff in a

會共有一千六百八十二家基本會員、八十三家普通會員。會員數目連年增加，可見行業前景相當不錯，但會員增加了，競爭卻難免會更加激烈。要在這種環境下成長，會員必須致力提升服務質素，加強培訓員工，因為只有優良服務才是致勝之道。

議會今年雖然經歷了一些風波，但總算能一一完成各種工作，實在要感謝理事會、各委員會、議會辦事處同仁過去一年的努力和支助。旅遊事務署、香港旅遊發展局、保安局等政府部門以及各旅遊界組織等，一直與議會緊密溝通，合作無間，我謹藉此機會致以由衷的謝意。

總幹事

董耀中 JP

二零一六年十月三十一日

convenient way. Many promotional activities for the Pilot Scheme were organised, including two briefings, a speed dating event for members and IT companies and a business matching event in Hong Kong Science Park, so as to help members understand what benefits IT could bring to their business and encourage them to apply for funding.

The TIC had a membership of 1,682 Ordinary Members and 83 Affiliate Members as at 31 October 2016. Judging from an ever-increasing number of members, it appears that the outlook for the industry is rather promising, though more members mean greater competition. To grow in such an environment, members must commit themselves to better service through well-trained staff because the surest way to achieve success is to offer quality service.

Despite some troubles this year, the TIC has managed to complete all of its tasks thanks to the efforts and support rendered by the Board of Directors, all the committees and staff at the Executive Office. The Tourism Commission, the Hong Kong Tourism Board, the Security Bureau and other government departments as well as many tourism organisations have had close ties and cooperation with the TIC. I would like to take this opportunity to give them my sincere thanks.

**Joseph Tung** JP

*Executive Director*

31 October 2016