

總幹事報告

Executive Director's report



過去十年左右，資訊科技發展之快叫人驚詫，更令世界各地大多數人的旅遊模式發生極大變化。比如說，智能手機大行其道，令旅客在指掌之間即可直接訂購機票等旅遊產品，而且隨時隨地都可掌握大量旅遊資訊，以至於認為旅行社的服務可有可無。因此，外遊業也罷，入境業也罷，會員要在未來有立足之地，就必須與時並進，加強資訊科技的應用，並且提高服務水平。以下我會在最後一份報告中，闡述一些關係旅遊業未來發展的重要事項，以及回顧過去一年議會的主要工作。

邁向未來

二零一一年，政府宣佈成立旅遊業監管局，藉以接掌議會的自律監管職能，並負責旅遊業的整體監管。議會十分支持這一安排。議會是業界組織，執行自律監管規則時欠缺法定權力，因此會員必須自律，自律監管才會成功；但假如會員不知自律，自律監管就難見預期成效。此外，自議會於一九八八年開始負責自律

The pace of development in information technology has been most stunning during the past 10 years or so, which has brought about dramatic changes in the travel pattern of most people the world over. For example, smartphones have now become so popular that travellers can directly book travel products such as air tickets with just a few taps and swipes, and can get hold of large amounts of travel information anytime and anywhere, to the extent that they no longer consider the services of travel agents necessary. In this regard, members, whether they are doing outbound or inbound business, have to grow with the times by adopting information technology and raising the standard of their services, if they wish to gain a foothold in the future. In this report, which is my last one, I will expound on some issues which have an important bearing on the future development of the industry, and review some major tasks undertaken by the TIC during the past year.

Moving towards the future

In 2011, the Government announced its plan to establish the Travel Industry Authority (TIA) in order to take over the TIC's self-regulatory functions and to oversee the overall regulation of the travel industry, an arrangement the TIC fully supports. The TIC being a trade organisation with no legal backing to enforce its self-regulatory rules, members must be self-disciplined in order for self-regulation to work; and if members pay scant attention to self-discipline, self-regulation could hardly function as it is supposed to. Apart from that, during the intervening years since the TIC took up self-regulatory functions in 1988, both the outbound and inbound industries have become so complicated that there now really is a need for an independent statutory body to be tasked with regulation of the travel industry, which is definitely beneficial to the long-term development of the industry.

After several years of preparation, the Travel Industry Bill was introduced to the Legislative Council in March this year for first and second readings; and the bills committee concerned has so far met five times since April to examine the Bill. The TIC has submitted a written submission to the bills committee, asking the Government, among other things, not to burden travel agents financially after the TIA is set up and to clarify the legal responsibilities between travel agents and other traders. Several matters relating to the levy also need to be properly sorted out. The TIC will continue to work with the Legislative Councillor representing the tourism sector and industry members in order to negotiate with the Government

監管工作以來，將近三十年間外遊業及入境業已越見複雜，因而確實需要有獨立的法定機構專責監管旅遊業，這絕對有利於行業的長遠發展。

經過多年籌備，《旅遊業條例草案》在今年三月提交立法會首讀及二讀；相關法案委員會自四月至今，已召開了五次會議審議《草案》。議會為此提交了書面意見，包括要求政府切莫在旅監局成立後加重旅行社的財務負擔，並且應當釐清旅行社與其他從業員的法律責任。此外，涉及印花徵費的一些事宜，也需要妥善解決。議會將繼續與立法會的旅遊界議員及業者攜手，就新法例的一些事宜與政府磋商。旅監局成立後，雖然業界將面對相當嚴格的監管機制，但我相信只要會員及其他從業員以恰當手法經營和提供服務，影響應該不大。

資訊科技急速發展，旅遊業大有可能是最受衝擊的行業之一。有見及此，議會去年已向政府爭取到港幣一千萬元撥款，成立了「旅行社資訊科技發展配對基金先導計劃」，藉以鼓勵中小型旅行社開發資訊科技項目，從而提升

some aspects of the Bill. Although the industry will be faced with a regulatory regime rather stringent when the TIA is established, I believe that members and other traders will not be greatly affected if they run their business and provide services in a proper manner.

The travel industry may well be one of the industries most impacted by rapid advancement of information technology. In view of the situation, the TIC had successfully lobbied the Government last year to provide funding in the amount of HK\$10 million for the establishment of the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme), which is aimed at encouraging small- and medium-sized travel agents to raise their competitiveness through information technology projects. The aggregate amount of subsidies granted so far under the Pilot Scheme has already exceeded HK\$8 million, in about 90 successful applications submitted during four rounds of application periods. With such a splendid result, the TIC plans to request the Government to provide more funding for the Pilot Scheme, which has given travel agents a big push to go online.

Retention of customers relies on, apart from ease of transactions made possible by information technology, sterling services, and the basis of sterling services is none other than training. Over the years, the TIC has organised a wide variety of training courses in an effort to raise the professional standard of traders, which is testimony to its emphasis on training. The Government therefore has allocated HK\$5 million in its 2017-2018 budget to let the TIC set up a Travel Industry Training Fund



△ 議會今年三至十月期間舉辦了一系列旅遊知識講座，約有三百人參加。

△ A series of travel knowledge talks were organised by the TIC between March and October this year, attracting about 300 participants.

競爭力。「先導計劃」至今已接受四輪申請，合共批准了差不多九十份申請，總資助額超過港幣八百萬元。「先導計劃」十分成功，力促旅行社發展網上業務，議會將向政府爭取繼續撥款。

要留住顧客，除了利用資訊科技使交易更為便利外，優秀的服務也必不可少，而優秀服務的根本就是培訓。議會一向著重培訓，致力提升從業員的專業水平，多年來舉辦了各式各樣的培訓課程。政府因此在二零一七至一八年度財政預算案中撥款港幣五百萬元，讓議會成立「旅遊業培訓基金」，以供業界培訓之用。撥款主要用來資助合資格的培訓機構開辦切合業界所需的課程，使學費可以得到八成寬免；另有一小部份則會由議會自行開辦課程。希望明年各種課程推出時，會員可以把握機會，鼓勵員工多接受培訓。

除政府外，機場管理局也協助業界提高競爭力，出資港幣一千萬元成立了「旅遊行業發展基金」，藉著資助培訓與推廣活動而達成目

for the purpose of providing training for the industry. Whereas a small proportion of the funding will be set aside for courses to be organised by the TIC, most of it will be used for offering subsidies to qualified training institutions so that they will organise courses, with 80% of their fees subsidised, that suit the needs of the industry. It is hoped that when the various courses are rolled out next year, members will grasp the chance and encourage their employees to have more training.

Apart from the Government, the Airport Authority (AA) has also offered to help raise the competitiveness of the industry by establishing and financing a Development Fund for the Travel Industry. The HK\$10 million Fund is to achieve its goal through subsidised training and promotional activities. There are two kinds of beneficiaries: staff of travel agents, who will be subsidised with 70% of the fees of training activities they take part in, and tourism organisations, which will be encouraged, through subsidy on a matching basis, to organise more promotional activities for members. After many rounds of discussion, the TIC and the AA have finalised details of the Fund and applications will be accepted in January next year.

The outbound industry

An increase of 7.7% in the outbound levy collected was recorded in the first three quarters of this year. Despite this quite impressive figure, the travel pattern of travellers has changed



△ 議會連續六年舉辦「旅行社招聘日」，協助會員招聘合適員工。

△ The Recruitment Day for Travel Agents has been held for six consecutive years to help members hire suitable employees.



△ 議會於五月二十三日接待了江西省旅遊發展委員會的代表。

△ The TIC met representatives of the Jiangxi Provincial Tourism Development Committee on 23 May.

標。資助對象有兩類，一是旅行社人員，使他們可以參加培訓活動並得到七成費用的資助；二是旅遊局，透過配對資助，鼓勵它們為會員多舉辦宣傳推廣活動。議會與機管局經過多番磋商後，基金的細節已經商定，明年一月就會接受報名。

外遊業

今年頭三季的印花收入有百分之七點七的增長，算是不錯。不過，近年旅客的旅遊模式已然大變，事事由旅行社安排的傳統旅行團雖然仍有不少旅客參加，但由旅行社決定機票連酒店組合的旅遊套票也越來越受歡迎；有些旅客更會自行搭配機票和酒店，而不會只由旅行社預先安排的幾種旅遊套票之中揀選一種。旅行社往昔倚仗大量資訊，藉此成為旅遊供應商與旅客之間的橋樑，從而賺取利潤。可是，時移勢易，一方面旅行社往昔倚仗的優勢已經不再，另一方面外遊旅客現在卻越來越多，而且每年都出遊好幾次的旅客也越來越多。旅行社若不儘速轉型，提供更貼心愜意的服務，勢必錯過近在眼前的重大商機。

鑒於網上交易日益頻繁，政府有意儘早推

drastically in recent years. While it is true that conventional package tours, whose components are all arranged by travel agents, continue to be joined by not a few travellers, travel packages, whose combinations of air tickets and hotels are decided by travel agents, are increasingly favoured by travellers; and some travellers may even separately select air tickets and accommodation on their own, rather than just choose one from several travel packages pre-arranged by travel agents. Travel agents used to turn a profit by becoming the bridge between travel suppliers and travellers, thanks to their control of large amounts of information. Times, however, have changed. On the one hand, travel agents can no longer rely on what advantages they used to have, but on the other hand, there are now more travellers and more frequent travellers who travel several times every year. If travel agents should fail to transform themselves quickly and provide tailor-made services, they might let the big business opportunity right in front of their eyes just slip away.

Given that the number of online transactions is steadily on the rise, the Government intends to implement the e-levy system as early as possible so as to facilitate members and provide better protection for travellers. After development of the e-levy system was completed this year, the TIC organised two seminars in May and August at the request of the Travel Industry Compensation Fund Management Board in order for the development team to tell members how the web-based e-levy system will be actually operated. The Management Board will soon arrange for travel agents of different sizes to participate in pilot runs, and if everything progresses smoothly, the new system will be launched in the middle of next year.

行電子印花系統，以期便利會員之餘，也可加強對旅客的保障。電子印花系統的開發於今年完成之後，議會按旅遊業賠償基金管理委員會的要求，於五月和八月舉辦了兩次講座，讓開發團隊向會員介紹網上電子印花系統的實際操作。管理委員會即將安排不同規模的旅行社參加試行計劃，如進展順利，新系統可於明年中正式推行。

市場不斷變化，旅行社的競爭對手不斷出現，除了航空公司、酒店等供應商外，還有外地的網上旅行社等等。早在《競爭條例》於二零一五年十二月全面實施之前，議會就已著手審視所有規例，並逐步修訂甚或撤銷一些指引或規定，務求促進競爭。由今年三月起，為配合《競爭條例》而推行的措施已全面生效，會員可在更加自由的環境中經營，可望與各種對手競爭時增加勝算。議會的規例容或減少，但《商品說明條例》的公平營商條文早已於二零一三年七月生效，而且海關執法十分嚴格，會員務須留意經營手法。

入境業

今年一至九月，整體來港旅客增加了百分之二點二，而內地入境團旅客的數目更大增百分之十八點八，看來市況沉寂了兩年之後已有起色。內地入境團增幅不少，原因之一，可能是所謂的「不合作運動」已告一段落。話雖如此，在議會收到的內地旅客投訴之中，仍然有些旅客未能提供本地接待單位的資料，以致議會對於要為投訴負上責任的人沒有頭緒。究竟那些本地接待單位是由內地組團社直接委託的無牌經營者，還是沒有遵守議會規定的會員，議會巡查時實在不可能辨別。會員假如不想自身利益被無牌經營者侵蝕，就必須與它們區別開來，恪遵議會對內地入境團的各項規例，例

With a constantly evolving market, the competitors of travel agents are constantly emerging, which include, apart from such suppliers as airlines and hotels, online travel agents operating outside Hong Kong. Well before the Competition Ordinance became fully effective in December 2015, the TIC had already begun to review all its regulations, and took steps to amend or even revoke some directives or requirements in order to promote competition. From March this year onwards, all the measures aimed at facilitating the Competition Ordinance have taken effect, thus allowing members to do business in a freer environment and compete with their various rivals with a higher chance of winning. While the TIC may have loosened its regulation, the fair trading sections of the Trade Descriptions Ordinance have been effective since July 2013 and strictly enforced by the Customs and Excise Department, and members need to be careful with their business practice.

The inbound industry

Judging from a 2.2% increase in the overall visitor arrivals and a significant rise of 18.8% in the number of inbound tours from the mainland during the period between January and September 2017, it appears that the inbound market has turned around after two years of adjustment. One of the reasons for the big increase in the number of inbound tour groups from mainland China may be the conclusion of the so-called “non-cooperation campaign”. Having said that, among the complaints lodged by mainland visitors with the TIC, some of the visitors were still unable to identify the local receiving agents, thus leaving the TIC with no clues to those responsible for their complaints. It is simply impossible to tell during spot checks by the TIC whether those local receiving agents are illegal operators appointed directly by the mainland’s tour operators or members unwilling to observe the TIC’s rules. If members do not want their own interests to be encroached upon by illegal operators, they ought to distinguish themselves from those operators by obeying all the TIC’s rules governing inbound tours from the mainland such as displaying the tour codes on their tour coaches.

A member filed a lawsuit against the TIC in February 2016, seeking to challenge several directives in relation to the inbound industry. The Court of First Instance heard the case in January this year, and ruled against the member and ordered it to pay the costs in April. That member filed an appeal with the Court of Appeal in late May, and then withdrew the appeal in mid-October. Its licence lapsed on 7 October, and its TIC membership was terminated on 19 October. It is hoped members understand that all the self-

如在旅遊車貼上旅行團資料等等。

二零一六年二月，有一家會員就多項有關入境業的指引向議會興訟。原訟法庭今年一月審理案件，四月底裁定該會員敗訴，並須支付訟費。該會員於五月底向上訴法庭提出上訴，後來卻於十月中撤回上訴。該會員的牌照已於十月七日失效，其議會會籍則於十月十九日被終止。希望會員明白，議會制訂的所有自律監管規則，目的都只是為了維護業界的利益和聲譽，對行業整體有百利而無一害。將來旅監局成立後，實行了約三十年的自律監管制度將告終止。會員務必以客為本，提供優良服務。

這幾年來，有多個區議會向議會投訴，指內地入境團到有關地區遊覽時，旅遊車往往違例停車，阻塞交通，影響道路安全，而大量旅行團同一時間聚集區內購物、用膳等，也對當地居民造成滋擾。這一問題甚至在法案委員會上提出來討論，有立法會議員甚至要求修訂《草案》，賦予將來的旅監局處理問題的權力。謹此再次提醒會員妥善安排內地團的活動，指示導遊勸導旅客多為他人設想。只要安排得當，旅客和居民都應感到愜意。

議會活動

議會所舉辦的不少活動，都旨在協助會員增進知識，認識行業的最新趨勢。鑒於網上交易盛行，議會今年特別舉辦了專業責任訴訟及網絡攻擊講座，以及以網絡安全為主題的午餐聚會，幫助會員瞭解網上交易的風險。此外還舉辦了十二次旅遊知識講座，由駐港旅遊局人員介紹亞洲、歐洲、美國多個目的地的最新旅遊資訊。和往年一樣，議會今年也參加了香港理工大學和香港專業教育學院的就業活動，並且自行舉辦了旅行社招聘日，協助會員招聘合適的員工。



- △ 「旅行社資訊科技發展配對基金先導計劃」推出以來反應良好，議會於七月五日舉辦第四次簡介會，並邀請了三家申請成功的旅行社講述經驗。
- △ The Pilot Information Technology Development Matching Fund Scheme for Travel Agents has been well-received since its launch. On 5 July, the TIC held the fourth briefing on the Scheme and invited three successful applicants to share their experience.

regulatory rules put in place by the TIC have but one purpose, namely to safeguard the interests and reputation of the industry, which has brought no harm but benefit to the industry as a whole. When the TIA is established, the self-regulatory regime implemented for three decades or so will come to an end. Members are strongly advised to take good care of their customers and provide excellent services.

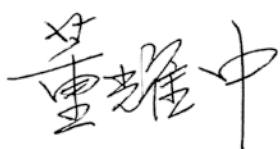
In the past few years, quite a number of District Councils have complained to the TIC that when mainland tour groups go to their districts, the tour coaches are often illegally parked, obstructing the traffic and compromising road safety, and the local residents are disturbed by a large number of tour groups gathering there at the same time for shopping, dining and other activities. The matter has even been raised at meetings of the bills committee, and the Government has been asked to amend the Bill so that the future TIA will be empowered to tackle it. Members are reminded once again to arrange the activities of mainland tour groups properly and to ask their tourist guides to encourage the visitors to be more considerate. So long as proper arrangements are made, both the visitors and residents should be satisfied.

Various activities of the TIC

To help members broaden their knowledge and understand the latest trend of the industry is the objective of many activities organised by the TIC. In view of the popularity of conducting transactions online and the need to understand the risks involved,

截至二零一七年十月三十一日為止，議會共有一千七百四十九家會員，其中一千六百七十家是基本會員，七十九家是普通會員。會員數目與去年相比所差無幾，顯示出旅行社行業的經營環境雖然越見艱難，但會員仍能奮力維持競爭優勢，即使在危機中也能抓到機會。

這是我退休前最後一份年度報告。擔任議會總幹事二十年，我非常感激議會理事會、委員會、辦事處同仁一直以來的支持。好些政府部門及法定組織，特別是旅遊事務署、旅行代理商註冊處、香港旅遊發展局、香港機場管理局、衛生署、保安局、海關等，多年來與議會緊密合作，對議會的工作深表稱道，我謹致以由衷謝意。副總幹事陳張樂怡女士將於年底接任總幹事，她對議會各方面的事務非常熟悉，我深信議會辦事處在她帶領下，將繼續秉持一貫宗旨，協助議會及業界的未來發展邁進新階段。



總幹事

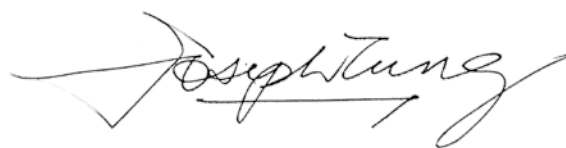
董耀中 JP

二零一七年十月三十一日

the TIC organised a talk and a lunch gathering for members this year, with themes on professional liability lawsuits and cyber attacks, and Internet security. The TIC also held 12 travel knowledge talks in order for representatives of tourist offices stationed in Hong Kong to introduce to members the latest information on many destinations in Asia, Europe and the United States. This year, just like previous years, the TIC took part in the career days held by the Hong Kong Polytechnic University and the Hong Kong Institute of Vocational Education, and organised its own Recruitment Day for Travel Agents in a bid to help members hire suitable candidates for their openings.

As at 31 October 2017, the TIC had a membership of 1,749 members, of which 1,670 were Ordinary Members and 79 were Affiliate Members, more or less the same with last year's figures, which shows that despite an increasingly difficult business environment for the travel agent industry, members were capable of maintaining their competitive edge and snatching opportunities even among crises.

This is my last yearly report before retirement. During the past 20 years as Executive Director of the TIC, I am very grateful for the support always given to me by the TIC's Board of Directors, committees and Executive Office. Many government departments and statutory bodies, especially the Tourism Commission, the Travel Agents Registry, the Hong Kong Tourism Board, the Hong Kong Airport Authority, the Department of Health, the Security Bureau and the Customs and Excise Department, have worked closely with the TIC over the years and have thought highly of its work, to which I wish to express my sincere gratitude. Deputy Executive Director Mrs Alice Chan, who knows every aspect of the TIC, will take up the office of Executive Director towards the end of this year. I strongly believe that under her leadership, the Executive Office will continue to achieve its established objectives and assist the TIC and the industry in progressing to a new stage in their future development.



Joseph Tung JP

Executive Director

31 October 2017