

為內地旅客推動優質旅遊

Quality tourism for mainland visitors

本刊記者 Staff reporter

去年十月發生的「青海團事件」由零團費引起，牽涉其中的導遊和接待旅行社已被議會嚴懲——該名導遊被暫停「導遊證」三個月，而有關旅行社則被判罰款港幣十萬元，並且在半年內不得再次違反議會關於入境旅遊的規例，否則暫停會籍一個月。過去幾個月再沒有類似的事件發生，看來這次重罰已收阻嚇之效。

重罰或可促使業者自律，但終究不是根治零團費的良方。長遠來說，向內地和香港兩地的業者推廣良好的經營手法，加強對旅客的消費者教育，那樣才能解決零團費這個根深柢固的問題。

國家旅遊局十分關注由零團費引起的種種弊病，於是提出與香港業界合力推動「誠信旅遊」，以改善內地來港團的服務水平，並加強對旅客的保障。去年六月和十一月，國家旅遊局與議會、旅遊事務署、香港旅遊發展局四方代表召開了兩次會議，商談合作的細節。兩地業界就以下幾個方面訂出了一些措施，當中部份已經實行：

制訂合同範本：國家旅遊局正為內地組團社草擬香港旅遊的合同範本。範本將詳列行程路線、交通安排、住宿、觀光、膳食、購物及自費活動等細節。為配合當局將頒佈的合同範本，議會已規定會員必須在內地旅行團抵港後，向團員派發在港的行程資料，內容除了包括住宿旅館名稱、購物行程和時段、自費活動及服務費外，也會註明旅客可享有「十四天百分百退款保證」，而導遊則必須讓旅客自由購物。這樣內地旅客無論是出發前還是來港後，都可清楚知道將得到甚麼服務。

加強匯報機制：議會將加強與國家旅遊局及各省市旅遊局的互通訊息機制，使雙方可互相配合，提高處理投訴的效率。議會現時每兩個月會向國家旅遊局匯報被投訴的

Both the tourist guide and the travel agent involved in the Qinghai tour incident, which happened last October, were severely punished by the TIC: the former's Tourist Guide Pass was suspended for three months, and the latter was fined HK\$100,000, with its membership subject to one-month suspension should it violate any of the TIC's inbound rules in six months. With no such incident after that, it appears that the punishment imposed has prodded many traders into thinking twice before doing anything similar.

The severe punishment may have its intended effect of deterring others, but there is no guarantee that the persistent problem of zero-fare tours would be eradicated once and for all. And for that to happen, promoting good business practice among mainland and Hong Kong traders and raising mainland visitors' consumer awareness may be a better alternative.

As a countermeasure against the various maladies incidental to zero-fare tours, the China National Tourism Administration (CNTA) has promoted an "Honest Travel" programme by working with the Hong Kong travel industry in order to raise the service standard of package tours to Hong Kong and provide better protection for mainland travellers. Its officials met representatives of the TIC, the Tourism Commission and the Hong Kong Tourism Board (HKTB) twice in June and November 2006 to work out the details of cooperation. The following are measures agreed on by the four parties, with some of them already implemented:

Standard contract: A standard contract for package tours to Hong Kong is drafted by the CNTA for use by mainland tour operators, which will set out details about the itinerary, transport, accommodation, sightseeing, meals, and shopping and self-pay activities. To support the initiative, the TIC has required its member agents to provide mainland visitors with itinerary information once they arrive in Hong Kong, which must include details of accommodation, shopping arrangements, self-pay activities and service charges, and a statement that visitors are protected by the 14-day, 100% Refund Guarantee Scheme and can make purchases as they like. With that requirement in place, it is hoped that mainland visitors know exactly what to expect both before and after reaching Hong Kong.

香港接待社、登記店舖及內地組團社的資料，而國家旅遊局可透過其官方網站，公佈香港遊的投訴情況。議會如暫停或撤銷會員的會籍，也會即時通知國家旅遊局，以便當局通知內地組團社停止與有關會員交易。

宣傳精明消費：旅遊事務署會繼續向內地旅客宣傳精明消費，使他們清楚自己享有的權利和保障，以及求助和投訴的渠道。香港業界已向內地提供三十萬份關於香港購物須知的單張，國家旅遊局會把單張分發給各地組團社，並會透過內地出入境管理部門把單張放在主要城市的出入境口岸，以供出境旅客索取。

推廣優質誠信遊：為了使內地旅客享受優質的旅遊服務，旅發局已於北京、上海、南京、深圳、廣州推出「優質誠信香港遊」。「優質遊」行程的特色是沒有強制的自費項目，也沒有指定購物活動，並保證旅客有足夠時間遊覽景點和自由購物。首個「優質遊」旅行團已於去年十一月由北京抵港，反應十分理想。「優質遊」會陸續在內地其他城市推出，為更多旅客提供優良的旅遊服務。

「誠信旅遊」推出以來得到業界大力支持。議會來港旅遊委員會召集人謝淦廷先生接受本刊訪問時表示：「香港接待社都積極響應『誠信旅遊』，接待費調高了，服務素質也提升了，所以今年春節很少旅客投訴。相信『誠信旅遊』已開始生根發芽，零團費旅行團可望大幅減少。」據統計，議會在春節期間收到的入境旅客投訴只有十七宗，比去年同期減少了三成，可見業者已有所收斂。

這幾個月以來，兩地業界一方面加強整頓業者的不良手法，一方面着力推廣「誠信旅遊」，總算已有一定成果。不過，業界不會因而鬆懈，會繼續推出配合「誠信旅遊」的措施，以促使旅遊業健康而有序地發展。TIC

Notification system: For effective handling of complaints, the TIC will strengthen liaison with the CNTA and other mainland tourism bureaux. At present, the CNTA is notified every two months of complaints against receiving agents and registered shops in Hong Kong and tour operators on the mainland, and such information may be published on the CNTA's official website. If the TIC should suspend or revoke the membership of its member agents, it will immediately inform the CNTA so that mainland traders can be alerted not to do business with them.

Smart consumption: The Tourism Commission will continue to promote smart consumption among mainland visitors by ensuring that they know their rights and where to seek help and file complaints. Three hundred thousand leaflets on shopping tips in Hong Kong have been sent to the mainland for distribution to mainland tour operators and immigration control points in major cities so that mainland visitors can collect them.

Honest and Quality Hong Kong Tours: To provide mainland visitors with great holiday experiences, the HKTB has launched "Honest and Quality Hong Kong Tours" in Beijing, Shanghai, Nanjing, Shenzhen and Guangzhou. Such tours emphasise itineraries with no compulsory self-pay activity or shopping trip, and their participants will have sufficient time to tour around attractions and shop freely. The first such tour came from Beijing last November and was considered a big success. The next step is to offer those tours to more mainland cities so that more visitors will enjoy marvellous holidays here.

Traders have been in support of the "Honest Travel" campaign ever since it was rolled out. When asked about his view on it, Mr Ricky Tse, Convenor of the TIC Inbound Committee, said, "Receiving agents in Hong Kong are all in favour of it because it allows them to provide better service and charge a higher fee. That's why there were so few complaints during the Lunar New Year holidays. I believe 'Honest Travel' is beginning to take root and there will be much fewer zero-fare tours." According to statistics, there were only 17 complaints filed with the TIC during the Lunar New Year holidays, a drop of 30% over the same period a year ago, which shows signs of a decline in undesirable practices.

During the past few months, cooperation between Hong Kong and the mainland to fight malpractices and promote "Honest Travel" has produced rather satisfactory results. But for the tourism industry to develop healthily and steadily, greater efforts are needed to introduce more measures to facilitate "Honest Travel". TIC