

# 外遊旅行社的良好經營手法

## Good business practice for outbound agents

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香港旅行團的行程大多極為豐富，以致有些人拿這來開玩笑，說參加旅行團比上班還要累得多。本來，行程緊湊是好事，但牽涉的服務繁多，以致旅行社有時難以向旅客一一說明行程的所有項目，結果就引致雙方發生爭執了。

舉例來說，很多旅行團的章程都以「早機去、晚機返」作招徠。這樣做固然可以標榜行程有很多景點，但早機、晚機等字眼卻沒有公認的定義，有時反而導致旅行社和旅客為了這些字眼的定義而引起爭端。旅行團包含的項目越來越多，而目的地的安排又往往難以控制，旅客對行程不滿也就好像有點無可避免了。

議會是旅行社行業的自律監管機構，既要制訂規例以保障旅客利益，同時又要避免過度監管，扼殺行業的生機，這就必須小心拿捏分寸。像上述的問題，假如發出指引要旅行社必須遵守的話，恐怕會令旅行社不能靈活調度；但假如不加理會的話，又恐怕會有損旅行社和旅客的關係。議會因此發出了一份建議性質的文件，目的是在不過份約束旅行社的情況下，使旅行社有一些可資參考的準則。

文件名為「良好經營手法」(見通告 C917)，包括十來個項目，像上文提及早機等字眼的定義，即以航班的起飛時間作準，把凌晨機定義為 00.01-05.00 的航班；早機是 05.01-12.00 的航班；午機是 12.01-17.00 的航班；而晚機則是 17.01-00.00 的航班。像這樣的建議，旨在改善旅行社和旅客的關係，使出外度假的一方可以盡興而回，而安排行程的一方也可以專注於把行程辦得妥帖稱心。TTC

A typical itinerary of Hong Kong's package tours is crammed with so many items that it has even become the butt of jokes: spending a holiday on a package tour is more exhausting than going to work. Although an itinerary full of activities is a good thing, when it has become so tightly packed that travel agents may sometimes find it too demanding to explain to their customers each item on it, conflicts may ensue.

Take, for instance, the slogan "fly on morning flights and return on evening flights" for package tours. While its purpose is to boast about the large number of sights on the itinerary, the lack of any universally accepted definition for such terms as morning and evening flights may sometimes become the source of disputes between agents and travellers. As itineraries contain more and more items and arrangements in destinations may often be hard to monitor, dissatisfaction on the part of travellers may appear somewhat unavoidable.

As a self-regulatory body of the travel agent industry, the TIC has to cautiously strike a delicate balance between setting down rules with a view to traveller protection and avoiding over-regulation for fear of strangling the vigour of the industry. If, for example, a directive were issued to tackle the matter mentioned above, travel agents might be deprived of the flexibility needed in their operation; if, however, little attention were paid, the relationship between agents and travellers might be hurt. The TIC therefore issued a document of a recommendatory nature, with an aim of providing travel agents with some guidelines without subjecting them to undue regulation.

The document, named Good Business Practice (see Circular C917), has a dozen or so points, dealing with such matters as the definitions for flights departing in various hours of the day: early morning flights refer to those departing during 00.01-05.00, morning flights 05.01-12.00, afternoon flights 12.01-17.00, and evening flights 17.01-00.00. Recommendations of this kind are aimed at enhancing the agent-traveller relationship so that while the holidaymakers can enjoy their trips, the agents can focus their efforts on making the trips enjoyable. TTC