

實話實說 可免投訴

Just tell the truth to avoid complaints

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今年頭十一個月，議會分別接到七百三十一宗和六百四十六宗關於出外旅遊和入境旅遊的投訴。

在那麼多關於出外旅遊的投訴之中，所涉及事項之多，真的令人驚訝。例如有的旅客投訴旅行社在行程表上註明「保證乘坐 X 航空公司」，結果卻改為乘坐 Y 航空公司；有的則投訴廣告的用語誤導，因為所謂的「準五星級酒店」原來並沒有正式的評級；又有的投訴旅行社只在行程表上列出各個景點的名稱，卻沒有指明究竟是參觀還是途經那些景點。

至於涉及入境旅遊的投訴，同樣是形形色色，令人眼花繚亂。例如有的旅客投訴，他們只有很少時間去參觀行程表上的景點；又或者投訴住的地方差勁，而吃的東西也不怎麼樣等等。

在林林總總的投訴之中，究竟有沒有甚麼共通點呢？本記者細心考索大量投訴個案之後，發現很多旅客之所以投訴，實際上都是因為心理預期落空了，於是一氣之下憤而投訴。原來不少旅行社為了吸引客人，往往會作出一些未必可以達成的承諾，又或者堅決不肯給一個明確的說法，結果就使客人產生了錯誤的心理預期。

明白了這類投訴的原因後，要加以規避的話，方法看來不出四個字：實話實說。比如說酒店正在申請星級評定，但還沒有正式的評級，那就照直說出來好了；又例如旅行團只會在某個景點門前經過，根本不會進去參觀，那就按照實際情況說明白好了；又或者不能保證某些行程安排，那就別亂打保票好了。一句話，客人預先知道了，事後就沒有投訴的理由了。📌

During the first 11 months of this year, the TIC received 731 and 646 complaints concerning outbound and inbound travel respectively.

One may be taken aback by the rich variety of those outbound complaints. For example, there are travellers who complained that they flew on Y Airways even though the itinerary guaranteed that they would travel on X Airways. There are complaints about misleading terms in the advertisement because the so-called "quasi-five-star hotel" turned out to have had no official star rating. There are also tour participants who were unhappy about their travel agents not specifying whether the attractions included in the itinerary were meant for a visit or a mere passing by.

As for inbound complaints, they are no less variegated. For instance, some visitors complained that they only had a little time to visit the scenic spots mentioned in the itinerary. Some others grumbled that the place they stayed at was dilapidated, and the meals they had were just passable.

Given so many different types of complaints, one may wonder if there is any common thread running through them. After wading through piles of complaint cases, this reporter has found out that many complaints were in fact triggered off by an unexpected discovery of expectations unfulfilled. The root cause of all this is that to lure customers, quite a lot of travel agents tended to make promises which might not be kept, or were unwilling to pin themselves down to anything certain, with the result that their customers were led to cultivate wrong expectations.

Now that the cause of this kind of complaints becomes clear, the cure may well lie in four words: just tell the truth. If a hotel is applying for a star rating and does not have an official one at the moment, just say it; if a tour group will merely pass by an attraction, just say it; if an item in the itinerary cannot be guaranteed, just say it. In a nutshell, let customers know in advance what to expect, and they will have no reason to complain afterwards. 📌