

優秀導遊獲得嘉許

Tourist guides commended for good service

本刊記者 Staff reporter

導遊是香港旅遊業不可或缺的一份子，今年有兩項活動特別為他們舉行，活動的目的都是嘉許表現出色的導遊，以及推廣優質的服務。議會一向非常支持這類活動，也希望旅行社鼓勵屬下導遊參加。

第一項活動名為「2009最喜愛香港導遊」，由香港中國旅遊協會、香港專業導遊總工會、香港旅遊業僱員總會、香港入境團

旅行社協會、香港旅行社協會等合辦。參加活動的導遊由旅行社、工會或個人推薦報名，訪港旅客可在二零零八年十二月至二零零九年二月的三個月投票期內，把投票表格放進設置於羅湖及落馬洲口岸、中國客運碼頭、港澳客輪碼頭、內地和香港約三千家商店的投票箱，或透過「搜狐」入門網站投票。所有選票都要經香港理工大學統計並核實，而旅客投票選出的最喜愛香港導遊是葉莉明女士，其餘九名得獎導遊是池敏女士、梁春梅女士、胥惠心女士、蔡少惠女士、曾鳳萍女士、楊麗芬女士、盛偉女士、董康林先生、聶拜一先生。頒獎典禮已於六月十二日的第二十三屆香港國際旅遊展上舉行。

此外，香港註冊導遊協會現正舉辦「2009香港最佳導遊比賽」，所有訪港旅客都可提名服務良好的導遊參賽，提名期為二零零九年五月一日至八月十五日。詳情請瀏覽比賽網站(www.hkguideaward.org)或與比賽秘書處聯絡，電話：2807-6512。☎

This year there are two events specially organised for an indispensable kind of member of Hong Kong's tourism industry – tourist guides. Both events are aimed at giving recognition to outstanding tourist guides and promoting quality service. The TIC fully supports such events and hopes that travel agents encourage their guides to take part in them.



「2009最喜愛香港導遊」頒獎禮。

The award presentation ceremony of the My Favourite Tourist Guide Poll 2009.

The first event, **My Favourite Tourist Guide Poll 2009**, was jointly organised by the Hong Kong Association of China Travel Organisers, the Hong Kong Professional Tourist Guides General Union, the Hong Kong Tourism Industry Employees'

General Union, the Hong Kong Inbound Tour Operators Association and the Hong Kong Association of Travel Agents. From December 2008 to February 2009, tourists to Hong Kong could cast their votes for participating tourist guides nominated by travel agents, unions or individuals at the control points in Lo Wu, Lok Ma Chau, the China Ferry Terminal and the Macau Ferry Terminal as well as some 3,000 shops in mainland China and Hong Kong, or via the "Sohu" portal website. All the votes were counted and verified by The Hong Kong Polytechnic University, and **the guide chosen by tourists to be their favourite was Ms Yip Lee Ming, followed by nine other guides Ms Chi Man, Ms Leung Chun Mui, Ms Xu Huixin, Ms Choi Siu Wai, Ms Tsang Fung Ping, Ms Yeung Lai Fan, Ms Shing Wai, Mr Tung Hong Lam and Mr Lip Pai Yat.** The award presentation ceremony was held on 12 June at the 23rd International Travel Expo Hong Kong.

In addition, the Hong Kong Association of Registered Tour Co-ordinators is organising the **Hong Kong Best Tourist Guide Award 2009**. Visitors can nominate tourist guides who have delivered impressive service to enter the competition from 1 May to 15 August. For details, please visit www.hkguideaward.org or contact the Competition Secretariat on 2807-6512. ☎