

總幹事將延任兩年 Executive Director to stay on for two years

議會總幹事董耀中先生將於二零零九年十二月底屆六十歲退休年齡。議會理事會在九月的常務會議上，一致決定邀請董先生在退休年齡後延任兩年。董先生已同意留任，繼續為議會和業界服務。

TIC Executive Director Mr Joseph Tung will reach the retirement age of 60 at the end of December 2009. The TIC Board of Directors unanimously decided at its September meeting to invite him to stay on for two years after reaching retirement age. Mr Tung has agreed to continue to serve the TIC and the industry.

以客為本，創造商機 Go customer-centric to create business opportunities

香港資訊科技商會獲政府資訊科技總監辦公室贊助，以推行為期十八個月的「旅遊業中小型企業資訊科技培訓計劃」。首個活動「以客為本，轉守為攻」座談會，已於二零零九年七月十日在怡東酒店舉行，有六十五名議會會員參加。

With sponsorship from the Office of the Government Chief Information Office, the Hong Kong Information Technology Federation (HKITF) is carrying out an 18-month project, "Sector-specific IT Training Programme for SMEs for Travel Industry". The first event, a seminar titled "Surf the Tide – Go Customer-Centric", was held on 10 July 2009 for TIC members at The Excelsior, Hong Kong with 65 participants.

座談會的目的是推廣以客為本的經營模式，利用「顧客關係管理」系統等工具去主動發掘商機。會上兩家會員應邀分享經驗。

The objective of the seminar was to promote customer-centric business models through the use of such tools as Customer Relationship Management (CRM) systems in order to proactively explore business opportunities. Two traders were invited to share their experiences at the seminar.

恆利旅運有限公司的邱永康先生認為，設立網站對中小型旅行社十分重要，因為潛在顧客可藉著這個平台直接取得產品資訊。他建議旅行社善用互聯網以提高曝光率，例如在網上討論區、社交及影片分享網站推銷，以吸引目標顧客，特別是年輕的互聯網用戶。

Mr Issac Yau of H. C. Patterson and Company Limited stated that a company website was vital to small and medium travel agents since it allowed potential customers to have direct access to product information. He advised that travel agents should make use of the Internet to increase their exposure, such as launching promotions at discussion forums and social networking and video sharing websites to attract target customers, especially

惠迅旅遊有限公司的馮惠儀女士則談及應用「顧客關係管理」系統的好處和困難。她指出，「顧客關係管理」系統詳細記錄了顧客的個人資料和喜好，使旅行社能加強和顧客的溝通，因應顧客的需要而設計個人化產品。不過，當中也有一些困難需要旅行社解決，例如怎樣選擇合適的系統，怎樣推動員工使用系統，以及怎樣確保資料準確而及時等等。她認為僱主和員工都需要接受相關培訓，使「顧客關係管理」系統得以順利推行。

接著，多名服務供應商代表介紹了各種資訊科技方案，包括網站內容管理系統、自助式顧客關係管理系統、Web 2.0及社交媒體市場營銷、流動市場營銷方案等。會場同時舉辦相



旅行社代表邱永康先生、馮惠儀女士在座談會上分享他們的實際經驗。

Travel agent representatives Mr Issac Yau and Ms Joyce Fung share their practical experiences at the seminar.



服務供應商向會員介紹資訊科技方案。
Service providers introduce their IT solutions to members.

關產品的展覽會，讓業者參觀及查詢。

資訊科技商會已為是次計劃設立了網站，會員可到以下網址瀏覽座談會的內容和錄影片段：<http://ssp-ti.hkitf.org>。

週年大會及理事選舉 AGM and director election

議會訂於二零零九年十一月二十五日星期三下午二時半，假香港洲際酒店宴會廳召開第二十二屆會員週年大會。會上將選出四名新理事，以接替於大會結束後任期屆滿的吳光偉先生、譚光舜先生、葉慶寧先生、姚思榮先生。

理事選舉的提名期已於二零零九年九月二十八日結束。候選人名單將於十月二十三日公佈。關於理事選舉的詳情，請參閱隨通告C1208附上的《二零零九年理事選舉》單張。

會員如要登記週年大會的代表或更改代表，請於二零零九年十月二十四日前辦理手續；如要更改已向議會登記的負責人，則須於十一月十七日前，藉董事局議決書或委任書把有關更改通知議會辦事處。如有查詢，請與議會會員部聯絡。

議會建議會員選舉理事時，應以候選人的抱負、能力、品格、對業界的承擔等為投票的考慮因素。同樣，議會也鼓勵候選人以本身的才能來贏取選票，而不希望他們大花金錢來舉行競選活動。

young Internet users.

Ms Joyce Fung of Happy Star Travel Service Limited spoke of the benefits and difficulties of implementing CRM systems. She pointed out that CRM systems, which contained detailed profiles of customers and their preferences, made it possible for agents to have more interaction with customers and to offer personalised products tailored to customer needs. There were, however, some difficulties which agents had to cope with, such as how to choose a suitable CRM system, how to encourage staff members to use it and how to ensure that its information was accurate and up-to-date. She commented that both employers and employees should receive relevant training for smooth implementation of CRM systems.

Several service providers then talked about various information technology solutions, including website content management system, self-service CRM products, Web 2.0 and social network marketing and mobile marketing tools. A solution fair was held at the venue for the participants to evaluate the IT products.

Members may go to <http://ssp-ti.hkitf.org>, a project website created by the HKITF, to view the content and video clips of the seminar.

The TIC is to hold its 22nd Annual General Meeting (AGM) on Wednesday, 25 November 2009 at 2.30 pm at the Hotel InterContinental Hong Kong. Four new directors will be elected at the AGM to fill the vacancies left by Mr Charles Ng, Mr Tommy Tam, Mr Freddy Yip and Mr Yiu Si Wing, whose offices will expire after the meeting.

The nomination period for the election already ended on 28 September 2009, and the list of candidates will be announced on 23 October. For details about the election, please refer to the "Directors' Election 2009" leaflet enclosed with Circular C1208.

Members that wish to register or change their representatives at the AGM should do so before 24 October 2009. And to change their authorised person already registered with the TIC, members should send a board resolution or an authorisation to the Executive Office by 17 November. Please contact the TIC Membership Department for enquiries.

When choosing their directors, members are advised to base their voting decisions on the candidates' aspiration, ability, integrity and commitment to the industry. Similarly, the TIC encourages the candidates to win votes by demonstrating their qualities instead of spending excessively on their election campaigns.

香港知識工作坊 “Knowledge on Hong Kong” Workshop

根據「導遊持續專業進修計劃」的規定，導遊必須在第二次或以後續辦導遊證之前，通過「香港知識測驗」。

為了減輕導遊的應試壓力，議會已經決定，導遊除了可參加上述測驗外，也可參加「香港知識工作坊」，以達到進修計劃的要求。工作坊不得少於六小時，將由議會認可的機構舉辦，預計今年十月底前推出，詳情會稍後公佈。

As required by the Continuing Professional Development Scheme for Tourist Guides, Tourist Guide Pass holders who renew their passes for the second and subsequent times must pass the “Knowledge on Hong Kong” Quiz.

To reduce pressure on Pass holders, the TIC has decided that they may choose either to pass the quiz or attend a “Knowledge on Hong Kong” Workshop in order to meet the Scheme’s requirement. The workshop, which lasts at least six hours, will be held by organisations recognised by the TIC and available by the end of October this year. Details will be announced later.

迪士尼黑色世界 Halloween thrills at Disneyland

為了協助會員向旅客推介香港迪士尼樂園在九月十八日至十月三十一日期間推出的「迪士尼黑色世界」，議會特別向迪士尼樂園取得九月二十五日的套票優惠。

會員只需付出港幣一百元，就可得到一張價值港幣三百五十元的一日門票，以及一張價值港幣八十元的餐券。由於預期會員的反應會十分熱烈，因此每家會員最多只可購買兩套套票。

To help members promote Hong Kong Disneyland’s Haunted Halloween 2009 held between 18 September and 31 October, the TIC specially obtained from the theme park concessionary ticket package offers for 25 September for members.

For HK\$100, members could get a one-day ticket worth HK\$350 plus a meal voucher worth HK\$80. As members’ response was expected to be overwhelming, each member could only buy two sets of ticket packages.

導遊只可由香港旅行社委派 Tourist guides must be appointed by Hong Kong agents

議會最近得悉，有內地組團社直接聘用香港居民在香港向入境旅客提供導遊服務。

請會員和導遊注意，如內地組團社委派香港居民在香港接待入境旅客，該名香港居民可能違反香港的《旅行代理商條例》，即無牌經營旅行社。只有持有旅行代理商牌照的議會會員旅行社，才可委派導遊證持有人在香港擔任導遊工作。

此外，如內地組團社委派內地領隊在香港接待入境旅客，則該名內地領隊可能違反香港的《入境條例》。

議會如發現上述情況，會把個案轉交相關執法部門跟進。

The TIC has recently found out that some mainland tour operators have directly employed Hong Kong residents to work in Hong Kong as tourist guides for inbound visitors.

Members and tourist guides should note that if a mainland tour operator employs a Hong Kong resident to receive inbound visitors, then the Hong Kong resident may have violated Hong Kong’s Travel Agents Ordinance for conducting business as a travel agent without a licence. Only TIC member agents with a Travel Agent’s Licence can appoint Tourist Guide Pass holders to work as tourist guides in Hong Kong.

Additionally, if a mainland tour operator assigns a mainland tour escort to receive inbound visitors in Hong Kong, then the mainland tour escort may have violated Hong Kong’s Immigration Ordinance.

The TIC will report cases involving the above practices to the relevant law enforcement departments for action.

外遊團印花費減半 Levy rate reduced by half

由於旅遊業賠償基金儲備豐厚，議會多年來一直爭取調低外遊團印花費。政府今年三月就此

In view of the Travel Industry Compensation Fund’s huge reserves, the TIC had fought for reduction of the outbound levy rate for many years. Follow-

事展開公眾諮詢後，決定由二零零九年七月三日起，把印花費由百分之零點三減至百分之零點一五，相信可減輕外遊旅行社的財政負擔。

ing the public consultation on the matter in March this year, the Government has decided to reduce the levy rate from 0.3% to 0.15% starting from 3 July 2009. It is believed that the reduction will ease outbound agents' financial burden.

在內地設立外資旅行社 Setting up foreign-invested travel agents in China

國家旅遊局由二零零九年九月十五日起，放寬對外資投資旅行社的限制，並正式接受外資投資旅行社申請在內地設立旅行社。詳情請參閱通告C1211，或與國家旅遊局監督管理司旅行社管理處聯絡，電話：010-65201303。

As from 15 September 2009, the China National Tourism Administration (CNTA) has relaxed requirements for foreign-invested travel agents and started processing applications from foreign enterprises for setting up travel agents in mainland China. For details, please refer to Circular C1211 or contact the Division of Travel Agency Administration under the Department of Quality Standardisation and Administration of the CNTA on 010-65201303.

更改營業地址須預先申請(第175號指引) Prior application needed for address changes (Directive No. 175)

為確保會員的營業地址符合議會的要求，理事會在二零零九年九月八日的會議上通過了決議，規定會員必須在總行及分行的新營業地點生效前最少一個星期，以書面向議會提交申請。

To ensure that the office premises of members comply with the TIC's requirements, the Board resolved at its 8 September 2009 meeting that members shall make a written application to the TIC at least one week before the new business address of their head office and branch office(s) takes effect.

This Directive takes effect from 1 October 2009.

此指引由二零零九年十月一日起生效。

更改名稱須事先申請(第176號指引) Prior application needed for name changes (Directive No. 176)

為免會員因名稱相似而引起混淆，議會由二零零七年四月起對會員的名稱實施規管。由於不少會員在更改名稱並辦妥相關文件後，才向議會遞交申請，以致當申請被拒絕時，就要重複辦理所有相關手續。理事會因此決定：

To avoid public confusion arising from similar names of members, the TIC began to regulate names used by members in April 2007. Since many members applied to the TIC for change of name only after such change was made and the relevant documentation was amended, they had to go through the procedures again if their application was rejected. The Board therefore decided that:

1. 會員如要更改公司 / 營業名稱或增加營業名稱，必須在使用新名稱前以書面向議會提交申請並得到批准。
2. 會員申請更改的公司 / 營業名稱或申請增加的營業名稱，如與其他會員的公司 / 營業名稱相同或相近，或該名稱內包含一些與旅遊或旅遊業無關的字眼，議會可拒絕有關申請。

1. If members intend to change their company/trade names or add trade names, they shall make a written application to the TIC and obtain its approval before using the new names.
2. If the new company/trade names which members apply to use or the trade names which members apply to add are identical or similar to the company/trade names of other members, or if such names contain components not related to travel or tourism, then the TIC may reject such applications.

詳情見第一百七十六號指引。此指引取代第一百六十號指引，由二零零九年十月一日起生效。

Please see Directive No. 176 for details. This Directive supersedes Directive No. 160 and takes effect from 1 October 2009.