

### 新任業界理事馮炳輝先生 New Trade Director Mr Michael Fung



馮炳輝先生是永恒旅遊有限公司的董事總經理，香港華商旅遊協會的副主席。他今年連任理事，現任議會規條委員會、出外旅遊委員會、電子印花工作小組的委員。

金融海嘯席捲全球，對各行各業構成負面影響，旅遊業也不能倖免。有鑒於此，他希望政府收緊對燃油附加費的管制，協助中小型旅行社貸款，以渡過當前難關。此外，政府還應減收旅行代理商牌照費，以減輕旅行社的經營成本，並且動用旅遊業賠償基金的儲備，以資助旅行社集體購買責任保險。愈來愈多航空公司削減旅行社佣金，他認為長遠來說零佣金無可避免，所以鼓勵旅行社積極尋求變革之道。

他認為議會應開拓更多溝通渠道，以便會員表達關注的事宜，共商對策，從而加深對議會工作的瞭解。

Mr Michael Fung is Managing Director of Wing Hang Travel Company Limited and Vice-Chairman of The Federation of Hong Kong Chinese Travel Agents. Re-elected to the Board this year, he now serves on the TIC's Compliance Committee, Outbound Committee and Working Group on e-Levy as members.

As there are hardly any industries which can escape the impact of the global financial tsunami and the travel industry is no exception, he urged the Government to exert tighter control over fuel surcharges and help small- and medium-sized travel agents secure loans in order to tide over the current crisis. In his view, the Government should also reduce the licence fee to lower the operating costs of travel agents and use the reserves of the Travel Industry Compensation Fund to fund a collective liability insurance scheme for travel agents. With airlines lining up to cut agency commission, he remarked that zero commission is inevitable in the long term, and thus members should actively identify ways to change their business models.

He believed that the TIC needs to create more channels for members to voice their concerns and brainstorm ideas to meet the challenges, thereby deepening their understanding of the work of the TIC.

### 新任業界理事許書漢先生 New Trade Director Mr Lester Hui



許書漢先生是大眾旅行社有限公司的總經理，香港外遊旅行團代理商協會的執行委員。他於今年的會員週年大會上當選為理事，曾任二零零二至零三年度議會公共關係委員會、二零零六至零八年度會籍委員會的委員。

許先生從事旅遊業超過二十年，對中國內地市場非常熟悉。加入理事會後，他希望能把旅行社不同的聲音帶進議會，增加議會的透明度，加強業界與議會的溝通。

在全球金融海嘯的衝擊下，歐美市場持續萎縮，許先生認為旅行社除了要提高本身的服務水平外，還要使產品多元化，好好把握內地的「個人遊」計劃，加強與內地各省市的合作，那樣才能在市場上分一杯羹。此外，一些新興的旅遊景點也值得業界去發掘和發展。

Mr Lester Hui is General Manager of United China Travel Limited and an Executive Committee Member of the Hong Kong Outbound Tour Operators' Association. He was elected to the Board at this year's Annual General Meeting (AGM) and was a member of the TIC's Public Relations Committee from 2002 to 2003 and Membership Committee from 2006 to 2008.

Having been in the industry for more than 20 years, Mr Hui knows the mainland market inside out. After becoming a director, he expressed a wish to relay various voices of travel agents to the TIC, raise its transparency and enhance its ties with the industry.

Now that markets in Europe and the United States have continued to contract in the wake of the global economic turmoil, Mr Hui found it necessary for travel agents to offer better service and a wider range of products, and to take full advantage of the mainland's Individual Visit Scheme by working closely with mainland provinces and cities for a decent share of the market. Moreover, new tourist destinations should be explored and developed.

## 新任業界理事高永良先生 New Trade Director Mr Joseph Kao



高永良先生一九六六年投身旅遊業，有四十年以上的豐富經驗，現在是FCm Travel Solutions的亞洲總監，以及國際航空協會審訂旅行社商會的副主席。他由二零零八年九月起以該商會代表的身份出任議會理事，曾擔任議會票務委員會委員多年。

高先生接受本刊訪問時表示，當前的全球金融危機對旅行社帶來巨大衝擊，使經營環境迅速轉變。他鼓勵旅行社逆境自強，尋找新的經營方向與策略，以迎接新的商務挑戰；此外，旅行社也要提供優質服務，維持市場競爭力，以抗衡金融海嘯的影響。

成為理事後，他希望與其他理事多些溝通和合作，務求為業界爭取利益。他認為議會應加強與會員的溝通，並為中小型旅行社提供更多技術上的支援。

Currently Regional Director/Asia of FCm Travel Solutions, Mr Joseph Kao has served the travel industry for more than 40 years since 1966. In September 2008, he joined the TIC Board as representative of the Society of IATA Passenger Agents, of which he is a Vice-Chairman. He had been a member of the TIC's Ticketing Committee for many years.

Mr Kao told *The Voice* that in view of the massive impact on travel agents and the rapid changing operating environment caused by the current global financial meltdown, travel agents are advised to take a can-do attitude and look for new business directions and strategies in order to meet new business challenges. Apart from that, travel agents should also try to offer quality service and stay competitive in order to stay afloat in these critical times.

After becoming a member of the Board, he hoped to have more communication and cooperation with other directors to fight for members' interests. He also believed that the TIC should strengthen ties with its members and provide more technical support for small- and medium-sized travel agents.

## 新任業界理事梁志群先生 New Trade Director Mr Andrew Leung



梁志群先生過去四年積極參與議會的工作，因而對業界的運作有了更深體會，並與其他理事及業者建立了良好的溝通渠道。有感於業界面對種種挑戰，不少工作尚待完成，他於是決定再次參選，希望繼續為業界出力，並且連任理事。

全球金融海嘯令旅遊業陷入低潮，梁先生認為在這個時候業者更要團結一致，與主要合作夥伴、航空公司及酒店加強溝通，以達致三贏局面。

長遠而言，梁先生認為旅行社應致力開拓多元化產品及新業務，如會議展覽及獎勵旅遊、休閒旅遊、郵輪旅遊等。他希望業界能配合政府近年對旅遊發展的投資，把握入境旅遊的機遇。議會獨立理事李金漢教授最近完成了一項研究(見「主題故事」)，當中提出旅行社要朝著創造價值的方向發展才能走出困境，梁先生表示贊成。

After four years' active involvement in the work of the TIC, Mr Andrew Leung said that he has become more acquainted with the operation of the trade and has struck up good relationships with other directors and traders. Seeing that the trade was confronted with many challenges and plenty of work had yet to be completed, he hoped to continue to devote himself to the trade by standing for election to the Board again, and was re-elected as a director.

At a time when the global financial turmoil has caused havoc to the travel industry, Mr Leung believed that traders should rally around and work closely with their major partners, airlines and hotels for a win-win-win situation.

He pointed out that in the long run, travel agents have to strive to develop diversified products and explore new business areas like MICE, leisure travel and cruise travel. He also hoped that the trade will be able to profit from tourism projects funded by the Government in recent years by orienting itself towards them. He agreed with the view put forth by TIC Independent Director Professor Lee Kam Hon in his recently completed study (see "Cover Story") that doing business with the concept of value creation in mind will help travel agents lift themselves out of the doldrums.

新任業界理事湯麟華先生 New Trade Director Mr Warren Tong



湯麟華先生一九七九年加入旅遊業，現為萬捷旅遊有限公司董事總經理。他今年連任選舉產生理事，現任議會副主席，議會會籍委員會、議會選舉專責小組的召集人，並為規條委員會、修章委員會、內地來港旅行團事務委員會、人事及財務委員會的委員。

香港正面對全球金融海嘯的衝擊，營商環境日趨惡劣，湯先生認為在這種環境下業者尤須不屈不撓，把握機會提高競爭力。困境當前，議會必須加強與會員的溝通，團結業界的力量。

湯先生表示連任理事後，希望向理事會反映同業的心聲，與其他理事合力為業界爭取合理權益，並期望達到下列目標：一、提升業界的服務素質；二、協助中小型旅行社開拓多元化的旅遊業務；三、拓展外遊業和入境業的新市場；四、訂立合理的規則。

Mr Warren Tong began his career in the travel industry in 1979, and is now Managing Director of Mount Travel Limited. He was re-elected as a director this year, and is currently a Deputy Chairman of the TIC, the convenor of the TIC's Membership Committee and Working Group on TIC Elections, and a member of the Compliance Committee, the Constitution/By-law Committee, the Mainland China Inbound Tour Affairs Committee and the Staff and Finance Committee of the TIC.

With Hong Kong hard hit by the global economic fallout and the business environment worsening, Mr Tong remarked that it is precisely at such a moment that traders should never give up and should seek to improve their competitive edge. To tackle the current crisis, the TIC should enhance its communication with members and unite the trade.

After re-election, Mr Tong hoped to make traders' voices heard by the Board and to fight for reasonable benefits for the industry together with other directors. He also set out to achieve the following goals: (1) raising the service standard of the industry, (2) helping small- and medium-sized travel agents to diversify their business, (3) exploring new outbound and inbound markets and (4) setting down reasonable rules.

會員週年大會 Annual General Meeting

議會第二十一屆會員週年大會已於二零零八年十一月五日，假座香港洲際酒店舉行，共有五百二十六家會員(基本會員五百零五家，普通會員二十一家)出席。為了維護公正選舉，今年

The 21st AGM of the TIC was held on 5 November 2008 at the InterContinental Hong Kong, and was attended by 526 members (505 Ordinary Members and 21 Affiliate Members). To uphold integrity of the election, the Board decided to introduce a new regulation this year, which prohibited the



四名新當選理事與議會主席、副主席合照(左起)：主席何栢靈先生、許書漢先生、梁志群先生、湯麟華先生、馮炳輝先生、副主席徐王美倫女士。

The four newly elected directors with TIC Chairman and Deputy Chairman (from left to right): Chairman Mr Ronnie Ho, Mr Lester Hui, Mr Andrew Leung, Mr Warren Tong, Mr Michael Fung and Deputy Chairman Mrs Gianna Hsu.



眾多會員出席週年大會。  
Strong attendance at the AGM.



會員投票選出代表他們的理事。  
Members sent their representatives to the Board by their ballots.

理事選舉實施了新規定，禁止會員於投票時在投票區內使用手提電話及所有攝影、錄像、錄音器材。今年共有六名候選人競逐四個席位；六名候選人當中，五名由屬會提名，另外一名則由三十家會員提名。結果馮炳輝先生、許書漢先生、梁志群先生、湯麟華先生當選。

## 新任旅遊事務專員 New Tourism Commissioner

前香港駐美國總經濟貿易專員方舜文女士，已於二零零八年十一月二十七日接替區璟智女士出任旅遊事務專員。區女士將於二零零九年一月五日出任財經事務及庫務局常任秘書長(財經事務)一職。

use of mobile phones and all types of photo-taking and recording devices in the voting area when voting took place. There were six candidates contesting four seats on the Board, five of whom were nominated by Association Members and one by 30 member agents. Mr Michael Fung, Mr Lester Hui, Mr Andrew Leung and Mr Warren Tong were elected.

Ms Margaret Fong, formerly Commissioner for Economic and Trade Affairs, USA, succeeded Ms Au King Chi as Commissioner for Tourism on 27 November 2008. Ms Au will become Permanent Secretary for Financial Services and the Treasury (Financial Services) on 5 January 2009.

## 總幹事留任 Executive Director stays on

在議會理事會的大力挽留下，董耀中先生已決定繼續擔任議會總幹事一職，為業界服務。理事會相信憑著董先生出色的領導才能和不偏不倚的工作態度，定能帶領同業闖過當前的難關。

Mr Joseph Tung has been persuaded by the TIC Board to stay on as Executive Director of the TIC and continue to work for the industry. The Board believed that Mr Tung's outstanding leadership and impartial attitudes would surely help traders weather the current crisis.

## 迪士尼樂園萬聖節同樂夜 Disneyland Halloween Night

議會於二零零八年九月二十六日舉辦了「議會迪士尼樂園萬聖節同樂夜」聯誼活動，既可藉此促進會員之間的交流，又為會員與家人共享天倫之樂提供了機會，此外還可讓會員取得迪士尼萬聖節活動的第一手資料，以便向旅客推廣有關活動。這次活動大受會員歡迎，約有一千人參加，是議會歷來最多人參加的活動。



TIC Disneyland Halloween Night, the biggest fellowship event ever held by the TIC with about 1,000 participants, was staged on 26 September 2008 to help promote fellowship among members, and to allow them to have a great time with their family members and gain first-hand information on Disneyland's Halloween activities for promotion to visitors.

會員在迪士尼樂園歡度了熱鬧刺激的一晚。

Members enjoy an exciting evening at the Disneyland.

## 議會理事訪問澳門 Delegation to Macau

議會理事應澳門政府旅遊局的邀請，於二零零八年十二月十二日訪問澳門。訪問團與澳門政府旅遊局局長和官員及當地業界代表共晉午餐，並參觀了澳門十六浦索菲特大酒店、澳門新葡京酒店，以及多個澳門世界遺產景點。

TIC directors, at the invitation of the Macau Government Tourist Office (MGTO), set off for Macau on 12 December 2008. The delegation had lunch with the Director and officials of the MGTO and local trade representatives, and visited the Hotel Sofitel Macau at Ponte 16, the Hotel Grand Lisboa Macau and many of Macau World Heritage spots.

## 旅行社抗議航空公司削佣 Travel agents protest against commission cuts

鑒於法國航空及荷蘭航空削減旅行社佣金，議會代表於二零零八年九月二十六日，親身向兩家航空公司遞交抗議信。議會之後還發出通告，呼籲會員停止為兩家航空公司提供查詢及票務服務，直至另行通知為止。

德國漢莎航空及瑞士國際航空稍後宣佈由明年起削減佣金，議會代表於是在二零零八年十一月三日，親身向兩家航空公司遞交信件，表達旅行社的不滿。議會其後再次發出通告，呼籲會員停止為兩家航空公司提供查詢及票務服務，直至另行通知為止。

On 26 September 2008, TIC representatives delivered a letter of protest in person to Air France and KLM Royal Dutch Airlines against their agency commission cut. The TIC later issued a circular to urge its members to stop providing enquiry and ticketing services for the two airlines until further notice.

As Lufthansa German Airlines and Swiss International Air Lines later announced their plan to cut agency commission starting from next year, TIC representatives presented a letter to the two airlines in person on 3 November 2008 to express travel agents' dissatisfaction. The TIC also issued a circular to appeal to its members to stop providing enquiry and ticketing services for the two airlines until further notice.

## 向金融管理局、旅遊事務署求助 Help sought from monetary and tourism chiefs

鑒於部份銀行近日大幅延長旅行社的信用卡付款過數期，議會代表於二零零八年十月二十九日向香港金融管理局遞交信件，希望金管局要求銀行恢復信用卡付款兩天過數的安排，而不是在六十天甚至更長時間後才過數。

議會代表當天又與旅遊事務專員區璟智女士會面，要求政府仿做二零零三年沙士疫症時的做法，把所有與旅行代理商牌照有關的費用寬免一年。此外，雙方還討論了銀行大幅延長信用卡付款過數期的問題。

As a number of banks substantially postponed reimbursement of credit card sales payments to travel agents recently, representatives of the TIC delivered a letter to the Hong Kong Monetary Authority on 29 October 2008, urging it to request banks to resume their previous policy of releasing credit card payments to travel agents in two days, instead of 60 days or even longer.

TIC representatives also met Tourism Commissioner Ms Au King Chi on the same day to request the Government to waive all the fees relating to the

Travel Agent's Licence for one year as it did during the SARS crisis in 2003. On top of that, the issue in relation to banks greatly prolonging the time to release credit card payments was also brought up.



議會代表向旅遊事務專員區璟智女士遞交信件。

TIC representatives deliver a letter to Tourism Commissioner Ms Au King Chi.

## 給議會會員的培訓資助 Training subsidy for TIC members

凡在二零零八年十一月三日或該日之前，已加入了議會並且繼續是會員的旅行社，都可獲TICBF Limited提供港幣三千元培訓資助，目的是增進旅行社職員的知識和技能，從而幫助旅行社應付新的商務挑戰，以及在市場上維持競爭力。此外，議會每個屬會都獲得港幣二十萬元，以舉辦社交、文化或教育活動給其會員參加。

Travel agents which had been admitted to the TIC and which remained TIC members on or before 3 November 2008 have each been offered HK\$3,000 as training subsidy by TICBF Limited. It is hoped that the subsidy will help travel agents to rise to new business challenges and stay competitive in the marketplace by improving the knowledge and skills of their staff. And each Association Member of the TIC has been granted a subsidy of HK\$200,000 for organising social, cultural or educational activities for its members.

## 七家普通會員獲寬限 7 Affiliate Members granted grace period

理事會鑒於有少數有限公司普通會員表示難以在二零零八年十月三十一日的期限前，增加實收資本至港幣五十萬元並轉為基本會員，於是決定凡在期限前以書面申請寬限並提出理由的有限公司普通會員，都可獲寬限六個月。結果只有七家會員由於財政困難，申請寬限；所有申請都已批准。

Since a small number of incorporated Affiliate Members had expressed difficulty in raising their paid-up capital to HK\$500,000 and changing themselves to Ordinary Members by 31 October 2008, the Board decided that a six-month grace period would be granted to those incorporated Affiliate Members which applied to the TIC in writing, with grounds provided, for a grace period by that date. Only seven members have written to request a grace period due to financial difficulties and their requests have all been granted.

## 旅行社服務保單 Travel Agent Services Policy

為了使會員瞭解香港出口信用保險局特別為入境旅行社而設的「旅行社服務保單」，議會邀請了信保局為會員舉辦簡介會講解詳情。簡介會於二零零八年十一月二十一日舉行，吸引了大約五十人參加。



In order to let members understand the Travel Agent Services Policy tailored by the Hong Kong Export Credit Insurance Corporation (ECIC) for inbound agents, the TIC invited the ECIC to provide a briefing for members on 21 November 2008, which attracted about 50 participants.

大約有五十名會員出席「旅行社服務保單」簡介會。

About 50 members attend the briefing on Travel Agent Services Policy.

## 加強中小企業資助的措施 Enhanced funding measures for SMEs

二零零八年十二月四日，議會舉辦了加強中小企業資助措施簡介會，大約有四十名會員出席。會上，工業貿易署的代表向會員講解「中小企業信貸保證計劃」、「中小企業市場推廣基金」的最新情況，以及政府為協助中小企業應付金融危機而推出的「中小企業特別信貸保證計劃」。會員可借助政府對中小企業加強了的支援，渡過當前難關。

About 40 members attended the briefing on enhanced funding measures for SMEs held by the TIC on 4 December 2008. They were briefed by representatives from the Trade and Industry Department on latest changes made to the SME Loan Guarantee Scheme and the SME Export Marketing Fund, and the newly introduced Special Loan Guarantee Scheme for SMEs aimed at assisting SMEs in surviving these bad economic times. It is hoped that members can overcome the current crisis by availing themselves of those government

measures which provide greater support for SMEs.



會員很想知道政府如何加強對中小企業的支援。

Members are eager to know how the Government strengthens support for SMEs.