

# 內地旅遊法令人翹首以待

## High hopes for China's tourism law



九月二十至二十二日，議會在新落成的啟德郵輪碼頭舉行香港首個「郵輪假期博覽」，吸引了差不多三萬人入場參觀（見「特稿」）。這次博覽會非常成功，議會十分感謝協辦單位旅遊事務署與香港旅遊發展局，參展的多家郵輪公司與會員旅行社，到場參觀的同業與公眾人士，以及所有工作人員。博覽會大為成功，香港人對於乘坐郵輪度假的興趣定必大增，郵輪旅遊的潛力也顯而易見。

今年十月一日，內地將實施《旅遊法》，目標之一是加強對內地出境旅遊活動的監管，藉以保障旅客的權益。內地的出境市場現在雖然相當蓬勃，但仍有不少問題需要解決，例如「零、負團費」旅行團等。議會多年來一直為這些問題大費周章，但至今仍須不斷努力。希望《旅遊法》實施後，會員都能拋卻往日以購物為中心的經營手法，改以新思維拓展業務，令內地旅客得以真正享受來港旅遊之樂。

今年一至八月，外遊印花金額比去年同期增加了約百分之十八，而內地入境團的數目也上升了約百分之十五。在投訴方面，同期外遊旅客的投訴數字減少了百分之八，而內地旅客的投訴卻大幅急升了約百分之三十三。希望會員明白，單單是銷售額增加，並不表示市場健康發展，只有生意增加而投訴減少，這才真正可喜可賀。

今年會員週年大會定於十一月十九日舉行，屆時將有五名候選人競逐四個理事空缺。大約兩年之後，議會將不再負責自律監管的工作（見「主題故事」）。際此過渡時期，理事的重要不言而喻；會員切記出席大會，選出真正代表自己的理事。✚

董耀中

The Cruise Holiday Expo, the first of its kind in Hong Kong, was staged by the TIC at the new Kai Tak Cruise Terminal during 20-22 September, attracting about 30,000 visitors (see "Feature"). The Expo being a huge success, the TIC is greatly grateful for the co-organisers (the Tourism Commission and the Hong Kong Tourism Board), the exhibitors (the participating cruise lines and member agents), the visitors (members of the trade and of the public), and all those who have involved in the event. **With the successful staging of the Expo, Hong Kong people's interest in holidaying on cruise ships has certainly been aroused, and the potential of cruise tourism has become evident.**

The Tourism Law is to take effect on 1 October this year in mainland China, with one of its objectives being enhancing regulation over outbound tourism activities from the mainland, thus protecting the interests of travellers. Although the outbound market on the mainland is booming now, quite a number of problems need to be tackled such as "zero- or negative-fee" tours. For many years, the TIC has wrestled with these problems, which still need to be constantly working on even now. **When the Tourism Law comes into effect, it is hoped that members will all throw away their shopping-centric operations, and embrace new ideas in business so that mainland visitors can really enjoy their trips to Hong Kong.**

The outbound levy rose by about 18% and the number of inbound tours from the mainland was up by about 15% on a year-on-year basis for the period between January and August this year. As far as complaints were concerned, outbound travellers filed 8% fewer complaints in the same period, whereas complaints from mainland visitors surged by about 33%. **Members should understand that a mere increase in sales does not mean healthy development for the market. Rather, a rise in turnover, coupled with a drop in complaint figures, is what really deserves praise and congratulation.**

Five candidates are going to compete for four vacancies on the Board at this year's Annual General Meeting (AGM) scheduled for 19 November. In about two years' time, the TIC will no longer perform its self-regulatory duties (see "Cover Story"). During this transition period, the importance of directors needs no further elaboration. Members are therefore urged to attend the AGM and vote for those who are their genuine representatives. ✚

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