

# 服務創新與價值創造

## Service innovation and value creation



**中** 小型外遊旅行社要在激烈的競爭中脫穎而出，在業務上創新服務及創造價值的能力至為重要。為磨礪會員那兩方面的能力，議會申請了中小企業發展支援基金的資助，並且委託了香港生產力促進局展開調查研究。研究現已完成，研究結果也已在三月底舉行的「創新服務·創商機」研討會上公佈；另一場研討會將於四月中舉行。研究報告稍後會發給全體會員參考。

由今年七月一日起，電子印花徵費系統將全面取代印花機(見通告C1768)。電子印花徵費系統去年六月正式推出，在需要繳付印花徵費的會員之中，迄今已有百分之四十四準備好使用新系統，而四百家會員的一千多名員工已參加了培訓工作坊。議會已增聘人手，協助會員轉用電子印花系統。

政府在今年的財政預算案中，建議向議會分階段額外撥款，藉以推動一帶一路及大灣區旅遊(見「議會簡報」)；議會對此非常鼓舞，將與政府商討運用撥款的細節。此外，由機場管理局出資成立的旅遊行業發展基金，快將放寬申請資格，容許八個屬會為合資格的宣傳推廣活動申請資助。

在全球範圍內，旅遊業近年可說是異軍突起，為不少國家及地區帶來龐大機遇。可是，旅遊業就如其他產業，利弊並存；如何使利大於弊，可謂非常重要卻極難回答的問題。要回答這個問題，不僅政府官員需要出力，而且每一個旅遊業者，甚至每一個市民，都需要一同思考，一同想出答案。但願香港也能早日想出答案。☞

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**T**he ability to deliver service innovation and value creation in business is vitally important for SME outbound agents to outshine their rivals among fierce competition. To help members hone such an ability, the TIC has applied for subsidy from the SME Development Fund and commissioned the Hong Kong Productivity Council to conduct a survey study, which has been completed now. The survey findings were announced at the seminar on “turning service innovation into business opportunities” held in late March, to be followed by another one in mid-April. The survey report will be sent to all members later for reference.

Starting from 1 July this year, the e-levy system will replace all franking machines (see Circular C1768). Since its official launch in June last year, 44% of those members who need to make levy payments have already been ready to use the e-levy system, and more than 1,000 people from 400 members have joined the training workshops. The TIC has recruited more manpower to help members switch to the new system.

In this year's government budget, it is proposed that additional funding should be allocated to the TIC in stages in order for it to promote “Belt and Road” and “Greater Bay Area” tourism (see “Council Bulletin”). The TIC is most encouraged and will work out with the Government details of how to make use of the funding. Besides, the Development Fund for the Travel Industry, financed and established by the Airport Authority, will soon allow the eight Association Members to apply for subsidy for their eligible promotional activities.

In the global context, the tourism industry has emerged as an unexpectedly successful industry in recent years, bringing enormous opportunities to many countries and places. Nevertheless, the tourism industry, just like any other industries, has its advantages and disadvantages, and how to make its advantages outweigh the disadvantages is the million-dollar question that needs to be answered, not by government officials alone, but by each member of the tourism industry and even each citizen of the community. All of them must mull it over together and think up an answer together. Let's hope Hong Kong can also come up with its own answer soon. ☞

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