

二零一九年度答謝晚宴 Appreciation Dinner 2019

議會二零一九年度答謝晚宴，已於五月二十一日假座香港九龍東皇冠假日酒店宴會廳舉行。出席的賓客和會員有五百多人，包括署理商務及經濟發展局長陳百里博士、中央政府駐香港聯絡辦公室經濟部副部長楊文明先生、旅遊事務專員黃智祖先生等。

陳百里博士向會員和嘉賓致辭時表示，旅遊業監管局成立後，將更有效保障旅客權益和提升行業素質；他期待議會在新規管制度下，繼續擔當推動旅遊業發展的領頭商會角色，在促進行業良好作業規範、人才培訓、為業界發掘商機，以及協調應對旅遊突發事件等方面發揮關鍵作用。政府將繼續向議會提供更多資助，支持議會的工作。

當晚節目豐富，香港迪士尼樂園和海洋公園的卡通人物載歌載舞，昂坪360表演精彩擊鼓，還有多輪幸運大抽獎，場面熱鬧。

The TIC held its Appreciation Dinner 2019 at the Grand Ballroom of the Crowne Plaza Hong Kong Kowloon East on 21 May, attracting over 500 guests and members. Among the guests were Dr Bernard Chan, Acting Secretary for Commerce and Economic Development (SCED); Mr Yang Wenming, deputy head of the economic affairs department of the Liaison Office of the Central

Government in Hong Kong; and Mr Joe Wong, Commissioner for Tourism.

In his speech to members and guests, Dr Bernard Chan remarked that when the Travel Industry Authority (TIA) is established, it will be more effective in protecting travellers' rights and enhancing the service quality of the industry. It is expected that under the new regulatory regime, the TIC will continue to act as a leading association of the industry for tourism development and play a key role in promoting good industry practices, offering training, exploring business opportunities for the trade and coordinating efforts to deal with unexpected travel incidents. More funding will continue to be provided for the TIC to support its work.

All participants enjoyed the dance shows performed by the cartoon figures of Hong Kong Disneyland and Ocean Park, and the stellar drumming act by Ngong Ping 360, as well as many rounds of lucky draws in a cheerful atmosphere.



◆署理商經局長陳百里博士表示，期待議會日後繼續擔當業界領頭商會的角色。
Acting SCED Dr Bernard Chan expresses his expectation that the TIC will continue to act as a leading association of the industry.



大部份會員已轉用電子印花系統 Most members already switched to e-levy system

由今年七月一日起，所有印花機將停止使用。議會自去年十月底得悉印花機的供應商不再提供服務後，已採取各種措施，務求會員能在期限前全部轉用電子印花系統。

除了增聘員工，解答關於電子印花系統的查詢外，議會還為會員舉辦培訓工作坊，至今已開辦了三十二個；而且應屬會的要求，為四個屬會安排了四個工作坊。由於有些會員在七月一日後可能仍未熟習新系統，因此議會將於七月繼續舉辦四個工作坊。此外，會員也可前往以下網頁，觀看電子印花系統的教學影片：www.ticf.org.hk/chi/elevytraining.htm。

議會一連串措施相當有效，需要繳付印花費的會員約有一千家，其中百分之八十以上的會員已開設電子印花系統帳戶，市場份額合共佔百分之九十九。會員如已使用電子印花系統，當然需要向議會退回印花機，但無須趕在七月一日之前退回，因為即使那天後退回，議會也會按既定程序處理。

會員如要發揮電子印花系統的最大功效，應透過應用程式介面把內部系統與電子印花系統連接起來。「旅行社資訊科技發展配對基金先導計劃」(先導計劃)正好提供這方面的資助，詳情可瀏覽議會網站(www.tichk.org → 「業界資助計劃」 → 「資訊科技配對基金」)，或致電2969-8157聯絡議會特別項目部。

All franking machines will have ceased to be in use since 1 July this year. After learning in late October last year that the supplier of franking machines would stop providing services, the TIC has adopted various measures in order to enable all members to switch to the e-levy system by the deadline.

Apart from recruiting extra staff members to answer enquiries about the e-levy system, the TIC has organised training workshops for members – a total of 32 workshops so far, and has also arranged four workshops for four Association Members at their request. Since it is likely that some members may have yet to get themselves familiarised with the new system even after 1 July, four more workshops will be organised in July for them. Members may also visit www.ticf.org.hk/eng/elevytraining.htm for the training videos of the e-levy system.

As the measures of the TIC are rather effective, among those 1,000 or so members who need to make levy payments, over 80% of them, which have a combined market share of 99%, have already created their own e-levy accounts. Those members who are now using the e-levy system of course need to return their franking machines to the TIC; but there is no need to rush to do so before 1 July as the TIC will handle the returned machines according to established procedures even after that date.

To tap into the full potential of the e-levy system, members should connect their own internal systems to the e-levy system through an application program interface (API). In this respect, the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme) can provide subsidies for this very purpose. For details, please browse the TIC website (www.tichk.org “Industry Subsidy Schemes” “IT Matching Fund”), or call the TIC’s Special Projects Department on 2969-8157.



◆議會在七月一日印花機停用後，仍會為會員舉辦培訓工作坊。
The TIC will continue to organise training workshops for members even though franking machines cease to be in use after 1 July.

資訊科技先導計劃 IT Pilot Scheme

先導計劃於二零一六年推行，合共獲得政府港幣四千萬撥款，以等額配對形式去資助中小型旅行社使用資訊科技，從而拓展業務，提升生產力與競爭力。截至二零一九年六月十五日，受惠的中小型旅行社約有一百七十多家，而第九輪申請為期兩個月，由七月一日起

至八月三十一日止。

A total of HK\$40 million has been allocated to the Pilot Scheme since its launch in 2016 to subsidise SME travel agents on a one-for-one matching basis to use IT to expand business and raise productivity and competitiveness. As of 15 June 2019, more than 170 SME travel agents were benefited, and the ninth-round application period lasting two months will begin on 1 July until 31 August.

議會未來發展與業界息息相關 Future of TIC matters much to industry

旅監局大約會於兩年後全面運作，因此議會早在去年中，就已委託了顧問公司六韜管理諮詢有限公司，研究旅監局成立後，議會的角色、架構與職能。管治委員會特別成立了工作小組，監督整個項目。

去年十月，工作小組與六韜召開初次會議，就研究的方向與步驟提出看法。六韜其後在十一月至十二月間，逐一約見了八個屬會的代表，並且以屬會的意見為藍本，擬訂了一系列有關議會未來的初步方案。工作小組今年四月中召開會議，就那些初步方案與六韜商議。初步方案於四月底修訂後，議會在五至六月間舉辦了多場諮詢會，由六韜分別詢問八個屬會、七個委員會、全體會員旅行社及六個業界工會，對初步方案的意見。此外，六韜還逐一約見了旅遊事務署、亞洲旅遊交流中心、五個旅遊相關組織以及姚思榮議員，分別瞭解他們的看法。

今年六月中，六韜向管治委員會講解研究報告擬稿，雙方交換了意見。由於研究報告擬稿仍需改進，議會及六韜將繼續與八個屬會磋商，務求盡量吸納各方意見及提議，使議會將來能與各屬會及會員旅行社一起發展成長。

As the TIA will be fully operational in about two years, the TIC commissioned a consultancy, Hexon Consulting Limited, as early as mid-2018 to study its roles, structure and functions after the establishment of the TIA. A working group was specially formed by the Governance Committee to oversee the



◆五月十五日，議會為會員旅行社舉辦諮詢會，由顧問公司六韜介紹初步方案。
An engagement session was hosted by the TIC for member agents on 15 May, during which the consultancy Hexon introduced them to its preliminary options.

whole project.

In October last year, the working group first met Hexon, and expressed its views on the direction and procedures of the study. Hexon then met the eight Association Members one by one in November and December and drew on their views for the blueprint of a series of preliminary options for the future of the TIC. After that, the working group discussed the preliminary options with Hexon at a meeting in mid-April this year. With the preliminary options revised, the TIC hosted several engagement sessions in May and June in order for Hexon to consult with the eight Association Members, seven committees, all member agents and six trade unions on the preliminary options. Apart from that, Hexon also interviewed the Tourism Commission, the Asia Tourism Exchange Center, five travel-related organisations and Legislator Councillor Mr Yiu Si Wing respectively for their views.

In mid-June this year, Hexon explained its draft report to the Governance Committee and both sides exchanged views. Since revisions to the draft report are needed, the TIC and Hexon will continue to engage the eight Association Members to absorb the views and suggestions of all stakeholders so that the TIC can develop and grow with its Association Members and member agents in the future.

旅遊顧問實戰工作坊 Practical Workshop for Travel Consultants

為了使初入職或有志成為旅遊顧問的人士，能夠掌握實務操作技巧，入職後盡快投入工作，獨立處理日常工作，議會去年推出了「旅遊顧問實戰工作坊」。由於反應非常熱烈，因此今年再辦三班工作坊，使更多人士受惠。

工作坊已納入「旅遊行業發展基金」可獲資助課程名單，會員旅行社只要提名員工(包括僱員及自僱人士)報讀，並且同時向基金申請資助，一經批准，最高可獲七成學費資助(詳情見通告C1805)。

With a view to enabling novice or would-be travel consultants to master practical operational skills required at work, get on with their work as soon as possible and handle routine tasks independently, the TIC rolled out the Practical Workshop for Travel Consultants last year, which was overwhelmingly received. Three more workshops are therefore organised this year to let more people benefit from them.

As the workshop is eligible for subsidy from the Development Fund for the Travel Industry, member agents only need to nominate their staff (including employees and self-employed persons) to take it and then apply for subsidy from the Fund, and a maximum of 70% of the course fee will be subsidised if their application is successful (see Circular C1805 for details).

旅遊知識講座 Travel knowledge talks

議會這三年來，與不同國家及地區的旅游機構合作，為會員舉辦多個旅遊知識講座，務求會員瞭解各地熱門旅遊景點及玩樂特色的最新資訊，從而加深對旅遊產品的認識，提升服務水平。

今年四月至六月，議會與駐港旅遊局代表協會合辦了三場旅遊知識講座：四月三十日，「3日2夜遊關島行程策劃」講座；五月三十日，「台灣小鎮旅遊推廣」講座；六月二十日，「Signature Experiences of Australia」講座。三場講座共有九十多人參加，參加者都認為有助他們掌握當地的最新旅業動態。

During the past three years, the TIC has cooperated with the tourism organisations of different countries and places to jointly organise many travel knowledge talks for members so that they can get the latest information on popular tourist attractions and fun places in various destinations, know more about their travel products and raise their service standards.

From April to June, the TIC jointly organised three travel knowledge talks with the Association of National Tourist Office Representatives in Hong Kong (ANTOR (HK)): a "3-day-2-night tours in Guam" talk on 30 April, a talk on "Taiwan Small Town Ramble" on 30 May and another one on "Signature Experiences of Australia" on 20 June. More than 90 people attended the three talks, which they believed helped them to grasp the latest travel trends in the destinations.

創新服務、創商機 Turning service innovation into business opportunities

議會為了協助中小型外遊旅行社應付營商的新挑戰，特別申請了「中小企業發展支援基金」的撥款，於二零一八至一九年推行項目（見「特稿」）。項目的成果包括調查研究及四個工作坊，以及今年三月二十七日、四月十一日舉辦的兩場「創新服務·創商機」研討會。

研討會上首先公佈調查研究的結果，然後由不同行業的嘉賓：香港優質顧客服務協會名譽顧問及務實思博顧問有限公司執行董事朱溢潮博士、掌舖聯合創辦人兼行政總裁吳家嘉先生、女鞋國創辦人「鞋佬」、SHOPLINE香港區總經理韋百濤先生，以及活現香港(文化)有限公司共同創辦人兼行政總裁陳智遠先生，講述他們在商業轉型、銷售模式、市場推廣、產品與服務增值創新等方面的心得，從而啟發會員的創意思維，協助中小型外遊旅行社提升服務創



新及價值創造的能力。

兩場研討會共有八十多人出席，參加者大都認為內容啟發思維兼且有助業務。

To help SME outbound agents to respond to new business challenges, the TIC has applied for subsidy from the SME Development Fund to carry out a project from 2018 to 2019 (see "Feature"). Deliverables of the project, apart from a survey study and four workshops, are two seminars held on 27 March and 11 April this year on how to turn service innovation into business opportunities.

Findings of the survey study were first announced at the seminars, after which guest speakers from various industries, namely Dr Buston Chu, Executive Director of Service Cybernetics Consulting Limited and Honorary Advisor of the Hong Kong Association for Customer Service Excellence; Mr Eric Ng, Co-founder and CEO of Boutir; Mr Jaguar Chan, Founder of Love Vintage; Mr Plato Wai, General Manager (HK) of SHOPLINE; and Mr Paul Chan, Co-founder & CEO of Walk In Hong Kong Limited, shared their experience of innovation in business transformation, sales models, marketing, value-adding to products and services, etc, in the hope of assisting SME outbound agents in enhancing their capability of service innovation and value creation.

Over 80 participants were present at the two seminars, most of whom found them inspiring and conducive to their business.

服務設計與開發 Service design and development

除了上述兩場「創新服務·創商機」研討會，四個工作坊也是議會向「中小企業發展支援基金」申請撥款推行項目的成果。議會邀請了思基匯副總裁及首席培訓師梁銳光先生，在工作坊上介紹「服務設計與服務開發」的概念及工具。

梁先生於五月二十七日及三十日的兩個「服務設計思維」工作坊上，向旅行社講解「設計思維」是以顧客為本的思考過程，要切實找出顧客的基本需求，便要「問清楚 → 想清楚 → 試清楚」，那樣才能有效開發產品，甚至以低成本來提升顧客服務。

此外，他於六月四日及五日的另外兩場「服務設計流程」工作坊上，向旅行社講解如何運用思考工具，啟發



創新思維，將挑戰化為商機。四個工作坊共有六十家會員派出的九十六人出席。

On top of the two seminars on turning service innovation into business opportunities mentioned above are four workshops, also deliverables of the project funded by the SME Development Fund. Mr Mac Leung, Vice President & Chief Learning Officer, Cornerstone Knowledge Hub, was invited to introduce members to the concepts and tools of service design and service development.

At the two “Service Design Thinking” workshops held on 27 and 30 May, Mr Leung explained the concepts and values of “Design Thinking”, a customer-oriented thinking process which seeks to identify the basic needs of customers by defining the problems, generating ideas and testing the solutions to ensure effective product development and improve customer service even at a low cost.

Moreover, Mr Leung elaborated at another two “Service Design Process” workshops held on 4 and 5 June on methods to turn challenges into business opportunities by learning to use thinking tools to inspire innovative thinking. The four workshops attracted a total of 96 people from 60 members.

More information on the workshops can be found in the Council Bulletin.

《商品說明條例》簡介會 Briefing on Trade Descriptions Ordinance

《商品說明條例》中的「不良營商手法」條文，雖然已實施了將近六年，但一來這幾年間新入行的會員不在少數，二來現有會員也需要溫故知新，所以議會每隔一段時間，就會舉辦簡介會，邀請海關代表再次向會員講解《商品說明條例》。

最近的一次《商品說明條例》簡介會於四月十七日舉行，共有七十多人參加。海關代表除了簡介虛假商品說明、誤導性遺漏、餌誘式廣告宣傳、先誘後轉銷售行為、不當接受付款等不良營商手法外，還在答問環節回答會員的提問。

Although the sections on “Unfair Trade Practices” of the Trade Descriptions Ordinance (TDO) have come into effect for nearly six years, the TIC has kept organising briefings every once in a while, with representatives from the Customs and Excise Department invited to talk to

members on the TDO because there were new members joining the TIC during these few years and existing members also need to have a chance to refresh their memories.

The latest briefing on the TDO was held on 17 April and attended by more than 70 participants. Apart from explaining common unfair trade practices such as false trade descriptions, misleading omissions, bait advertising, bait-and-switch and wrongly accepting payment, Customs officers also answered questions raised by the participants during the Q&A session.

