

# 請不要再傷害旅遊業

## Please don't hurt tourism any more

一名內地團體旅客，去年十月在一家珠寶店外被人毆打，其後因心臟病不治。此事對香港旅遊業的打擊甚大，議會與內地有關部門連番商議後，於去年十二月底與廣州市旅遊局簽訂了合作協議，藉以推行「優質誠信香港遊」紅名單制度（見「議會簡報」）。雖然業界的不良經營模式難以一下子改變，但假如大家能夠不懈努力，希望可以為香港的內地入境市場吹進一點清新空氣。

為了提升內地團體旅客對來港購物的信心，議會去年十一月修訂了購物全數退款保障計劃，由今年一月起生效。有些登記店舖因為誤解了要簽署的承諾書的內容，於是退出了計劃。雖然那些退出了的店舖於一月底重新加入，但在一月和二月期間，卻又有旅行社與導遊發起不合作運動，使議會派出的巡查員無法正常巡查。這一連串事件已對香港旅遊業的形象造成巨大損害，使旅客誤以為香港的接待服務不受監管。希望此事可早日告一段落，以免入境業再三受到傷害。

政府最近公佈了多項支援旅遊業的措施，除了豁免旅行社的牌照費外，還會透過議會推行配對基金計劃，以資助中小型旅行社使用資訊科技，從而提升競爭力。議會對此十分歡迎，已調撥資源，增聘人手，務求妥善推行有關計劃之餘，並且同時促進行業的發展，使業界與會員一併受惠。

幾年前議會通過了一項規定：所有委員會的成員，在連續六年擔任同一個委員會的委員後，必須卸任一年。因為這項規定，今年各委員會都有了好些新面孔，相信他們的新思維必定可為議會帶來一番新氣象。☞

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A group visitor from the mainland died of a heart attack after having been beaten up outside a jewellery shop in October last year, which has dealt a severe blow to Hong Kong tourism. **After negotiations with the authorities on the mainland, the TIC signed an agreement with the Guangzhou Tourism Bureau in an effort to introduce the Red Lists of "Quality and Honest Hong Kong Tours" (see "Council Bulletin"). Whereas the undesirable business model of the industry could not be easily changed for the better at one stroke, it is hoped that a whiff of fresh air could be blown into Hong Kong's mainland inbound market if all of us could press on.**

To enhance the confidence of mainland China's group visitors in shopping in Hong Kong, the TIC revised in November last year the full refund protection scheme, which took effect from January this year. Some registered shops withdrew from the scheme because of their misunderstanding of the content of the undertaking to be signed by them. While those shops chose to rejoin the scheme in late January, some travel agents and tourist guides started a non-cooperation campaign in January and February, making inspectors sent by the TIC to carry out spot checks unable to do their job. This chain of events has already gravely hurt the image of Hong Kong tourism, and some tourists have mistaken reception services in Hong Kong as not subject to regulation. It is hoped that all this could end quickly so that the inbound industry would not be hurt again and again.

**The Government has recently announced several measures to support tourism: not only will the licence fees for travel agents be waived, the TIC will also be tasked with implementing a matching fund scheme, through which SME travel agents will be subsidised to make use of information technology to boost competitiveness. The TIC heartily welcomes the scheme, and has already set aside resources and recruited new people to implement the scheme and at the same time promote trade development so that both the industry and members will be benefited.**

Thanks to the rule adopted by the TIC several years ago under which all committee members are required to step down for one year after serving six years consecutively on the same committees, all committees have quite a number of new faces this year. It is believed that their new ideas will certainly bring about new changes for the TIC. ☞

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