

# 議會新任主席專訪

## Interview with new Chairman of the TIC

本刊記者 Staff reporter

新任主席黃進達先生，就任內的工作目標以及關乎出入境業界的多項事宜暢談已見。

**New Chairman Mr Jason Wong speaks his mind freely on the objectives he has set for himself within his term of office and various matters about the inbound and outbound industries.**

**黃**進達先生是康泰旅行社有限公司董事總經理，去年十二月當選為議會主席。黃先生自二零零九年起成為會員選舉理事，曾擔任副主席、名譽司庫、訓練委員會召集人、公共關係委員會副召集人，以及多個委員會的委員；本年度則擔任管治委員會召集人，以及修章委員會、人事及財務委員會的委員。本刊於三月十六日訪問了黃先生，以下是訪問的摘要：

### 任內目標

**議會主席的任期是三年，你在任內的工作目標是甚麼？**

一直以來，議會在出入境旅行社監管與發展業界兩方面的工作都不遺餘力。上任之後，我希望繼續秉承議會一貫宗旨，既要促進旅遊業界的持續和健康發展，又要肩負保障旅客權益的重任，做到公平公正。縱然議會近來面對不少挑戰，例如在監管入境遊方面，以及在提升業界專業水平方面，但我都有信心逐一做好。

作為新任主席，我已為自己訂立了一連串的工作目標，例如協助行業應付網上銷售等新挑戰及新轉變。適逢財政司司長曾俊華先生宣佈將撥款一千萬元予議會，以配對形式資助中小型旅行社透過資訊科技應用以拓展業務，特別是發展網上業務。議會即將成立獨立委員會草擬計劃，期望可協助更多中小型旅行社優化軟件或提升電腦系統。

又例如議會開始推動成立資歷架構，我希望在任內會有更大進展，加強議會的培訓工作，與不

**M**r Jason Wong, Director and General Manager of Hong Thai Travel Services Ltd, was elected Chairman of the TIC in December last year. A member-elected director since 2009, he was Deputy Chairman and Honorary Treasurer of the Board, Convenor of the Training Committee, Deputy Convenor of the Public Relations Committee and a member of various committees; and is currently Convenor of the Governance Committee, and a member of the Constitution/By-law Committee and the Staff and Finance Committee. Mr Wong gave an interview to *The Voice* on 16 March. The following is a summary of the interview:

### Objectives to be achieved

**What do you want to achieve within the three-year term of the TIC's Chairmanship?**

The TIC has always been unstinting in its efforts to regulate inbound and outbound travel agents and to facilitate trade development. After taking office, I'll continue to stick to the established principles of the TIC by promoting sustainable and healthy development of the travel and tourism industry and fulfilling the important duty of protecting the rights of travellers and tourists in a fair and impartial way. Although the TIC has recently had to confront quite a number of challenges concerning, for example, the regulation of the inbound industry and the raising of professional standards of the industry, I have confidence to tackle them one by one.

As new Chairman of the TIC, I've set several objectives for myself, such as helping the industry tackle new challenges and new changes brought about by online sale of travel products. By coincidence, Financial Secretary Mr John Tsang has announced that government funding to the tune of HK\$10 million will be allocated to the TIC in order to provide matching subsidies for SME travel agents to make use of information technology to expand their business, particularly online business. The TIC will set up an independent committee very soon to work out the details, aiming at helping more SME travel agents to optimise their software or upgrade their computer systems.

同大專院校及培訓機構合作，使業界更加專業化。除此之外，議會作為業內的代表機構，將更積極加強與海外和內地旅遊單位的交流，協調各地的旅遊監管機構訊息互通，更有效保障旅客，亦可透過促進各國商會之間的交流，增加業界合作機會及帶來商機。

## 入境旅遊

大約由去年中開始，入境旅遊市場似乎出現了放緩的跡象，尤其是內地入境市場，放緩的跡象更是相當明顯。你有沒有甚麼扭轉局勢的建議？

隨著內地的出境遊市場越來越蓬勃，給予內地護照免簽證待遇的國家與日俱增，內地旅客的選擇也越來越多，加上周邊地區的競爭相當大，所以入境旅客的流失似乎

難以避免。我們當然要想辦法應付，例如開拓新的客源市場，設法延長過夜旅客的留港時間，使旅遊產品更加多元化等等；更重要的是確保來港旅客得到應有的保障，使香港好客之都的形象得以鞏固。

此外，議會將會全方位配合政府及旅遊發展局所制定的措施，希望可以應付入境旅遊市場的轉變，並且促進香港旅遊業的轉型。隨著多個大型基建項目如港珠澳大橋、高鐵香港段的落成，以及多個主題公園的擴建計劃相繼完成，入境旅遊仍然有好多發展的空間。

近年入境業非常倚重內地市場，現在這個市場放緩，因而對整體市況的影響相當大。有人認為應該積極開拓其他客源市場，也有人認為其他客源市場無法彌補內地市場的損失，因此應該繼續設法吸引更多內地旅客。你認為兩種看法中哪種比較可取？



▲ 新任主席黃進達先生。  
New Chairman Mr Jason Wong.

As another example, the TIC has begun the work of setting up a Qualifications Framework, which I hope will see greater progress within my term of office. I also hope that the TIC will enhance its training initiatives by cooperating with different tertiary institutions and training institutes in order to raise the professional level of the industry. Apart from that, as the leading organisation of the industry, the TIC will actively seek to have more communication with tourism bodies both in mainland China and overseas in order to facilitate the exchange of information between regulatory bodies of tourism in different places and protect tourists more effectively. The TIC may also increase the chances of cooperation between traders and bring in business opportunities for them through greater communication between itself and trade associations in different countries.

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## Inbound travel

Starting from about the middle of last year, the inbound industry seems to have shown some signs of a slowdown, which is especially obvious for the mainland market. Do you have any suggestions to turn the tide?

As the outbound market in mainland China has become more vibrant, the number of countries granting visa-free entry to mainland passport holders has been on the rise, mainland travellers have had more and more choices, and competition from nearby regions is getting more intense, it's more or less inevitable that visitor arrivals are

on the decline. We of course have to come up with methods to deal with it. For example, we may look for new source markets, try to make overnight visitors stay longer in Hong Kong, and offer a greater variety of travel products. More importantly, it's necessary to ensure that tourists who come to Hong Kong will have the protection they're entitled to, thus enhancing the image of Hong Kong as a city of hospitality.

Apart from that, the TIC will in every way facilitate the measures of the Government and the Hong Kong Tourism Board so as to cope with the changes in the inbound market and help upgrade the travel and tourism industry of Hong Kong. With the completion of several major infrastructure projects such as the Hong Kong-Zhuhai-Macao Bridge and the Hong Kong section of the express rail link, as well as the expansion of several theme parks, inbound tourism still has plenty of room for development.

The inbound industry has relied heavily on the mainland market in recent years. Now that this market has begun to slacken off, the impact on business as a whole is quite big. While some people believe that we should actively look for new source markets, others think that no other source markets could make up for the losses of the mainland market, and therefore we should continue to try to

事實上，沒有任何客源市場在旅客人數和旅遊收益上可以和內地市場比較，這是客觀事實，因此我們仍然要拓展內地市場，特別是積極吸引過夜旅客來港旅遊。而作為內地最大客源地的廣東省，議會也在努力連繫，例如與廣州市旅遊局合作，在廣州和香港同時推行「優質誠信香港遊」紅名單，希望可以將「優質誠信遊」的旅遊產品向內地旅客推廣，提供更多旅遊產品選擇予內地旅客。

至於應該吸引海外旅客還是內地旅客，這不是一個市場就不要其他市場的問題，而是應該兼顧不同的市場，所以，議會希望可以吸引更多海外及新興市場的旅客，使香港旅遊業得以健康穩定地發展。

**這十多年來，議會為了監管入境旅遊市場而推出了不少措施。這些措施有業者認為過於嚴格，但也有旅客及公眾人士認為過於寬鬆。你有甚麼看法？**

任何政策都有正反兩面，有支持，亦有反對，議會一向都持開放態度聽取意見。事實上，議會監管入境市場只不過是這十多年間的事，說長不長，說短不短。反觀議會對外遊市場的監管制度，已運作將近三十年，各旅行社持份者都非常自律，因此無論政府還是公眾，都十分認同議會的工作。近年入境市場的轉變非常快，旅客人數的增長也非常大，議會以自律方式來監管入境遊市場很不容易，既要得到同業支持，也要顧及旅客的保障，但我相信議會一定會越做越好。

## 出外旅遊

**近年不少旅客都喜歡自己安排外遊行程，航空公司又不住削減機票的佣金，甚至不付佣金給旅行社，因而令旅行社的生意日益困難。你有甚麼建議給外遊旅行社？**

外遊旅行社也好，票務旅行社也好，都要應付各自的問題。科技日益進步，尤其是互聯網的出現，雖然帶來很多幫助，但也有不少挑戰。財政司司長在預算案中，提出以配對形式去資助中小型旅行社運用資訊科技，整個計劃會由議會負責推行，希望可以發揮牽頭的作用，幫助它們找到出路。

除了運用科技，我相信在行業發展及專業化

**attract more mainland visitors. Which of these two kinds of views do you think more viable?**

In fact no other markets can match with mainland China in terms of visitor arrivals and tourism receipts, so we need to keep exploring the mainland market, especially attracting more overnight visitors to Hong Kong. The TIC is also playing a part in drawing mainland visitors particularly those from Guangdong province, which is the biggest source market among all provinces in China. For example, we've joined hands with the Guangzhou Tourism Bureau to introduce the Red Lists of "Quality and Honest Hong Kong Tours" both in Guangzhou and in Hong Kong in the hope of promoting this kind of "Quality and Honest Tours" to mainland visitors and providing more product variety for the mainland market.

As for whether we should attract overseas visitors or mainland visitors, I think it's not an either-or situation; we should focus on different markets at the same time. The TIC wishes to attract more tourists from overseas and emerging markets so that Hong Kong tourism can grow healthily and steadily.

**Over the past dozen years or so, the TIC has introduced quite a number of measures to regulate the inbound market. Some traders think they are too stringent, but some visitors and the public think they are too lax. What do you think?**

Every policy has its positive and negative sides, as well as supporters and opponents. The TIC has always been open-minded about all kinds of views. As a matter of fact, the TIC has regulated the inbound market for only a dozen or so years, and this period is neither long nor short. On the contrary, the regulatory regime for the outbound market put in place by the TIC has been in operation for close to 30 years, and thanks to the strong self-discipline of all travel agent stakeholders, both the Government and the public have highly recognised the work of the TIC. The inbound market has been changing very rapidly in recent years, and the number of visitors has also surged hugely. Self-regulation, as the TIC has been doing, is no easy task: you have to gain the support of the trade and at the same time protect the visitors. But I believe the TIC will do a better and better job.

## Outbound travel

**In recent years, many travellers have tended to make arrangements themselves when they travel, and the airlines have kept slashing the commissions for air tickets, some even paying no commission to travel agents, which as a result have faced growing difficulties in their business. Do you have any advice for outbound agents?**

It doesn't matter whether you're an outbound agent or ticketing agent, you'll have to tackle your own problems. Technology is advancing fast, especially the Internet, which has brought about a lot of benefits as well as challenges. The Financial Secretary has announced in his budget that matching subsidies will be provided for SME travel agents to help them use information technology, and the TIC will take charge of the whole project. I


方面，都需要大力推動，使社會認同旅行社的價值，不是簡單幫客人訂機票、訂酒店而已。旅行社是服務行業，因此不能單靠比拚價錢，必須向客人提供優良服務，才能顯示出旅行社的價值所在，這才是旅行社長久的生存和發展方向。未來亦希望協助業內發展更多不同產品及增值服務，以配合市場需求及行業發展需要。

**有不少同業都覺得難以招聘人手，有時在一些大專院校的就業展覽上，好些學生都似乎不大願意加入旅行社。是不是旅行社難以吸引年輕人入行？**

旅行社的工作是很靈活的，對年輕人應該很有吸引力。譬如外遊旅行社，很多員工都有機會到海外去增廣見聞。我倒覺得吸引年輕人入行不是很大問題，反而是如何把他們留在行業的問題比較大。其實不少持證領隊及導遊都是退休人士，他們具備較多社會經驗處理突發情況，在適當的培訓及鼓勵下也可重新投入人力市場；業界在這方面也可多研究。

行業不能專業化，產品不夠多元化，因而阻礙發展空間，在缺乏向上流的機會下，就會難以留住新人。但這種情況不單是旅遊業如此，其他行業例如飲食業、零售業等，就都有類似的問題。不過，旅遊業始終是人的行業，科技不可能完全取代人，所以行業是可以吸納新血的，但在產品與培訓方面都要有改變。

**年輕人外遊時都喜歡自己安排行程，但中年以上的旅客卻多數會參加旅行團。這樣的趨勢發展下去，現在的年輕人將來也可能會自己安排行程了。你擔心這個趨勢嗎？**

不同的人生階段會有不同需要。年輕人可能喜歡背上背包，自己出門旅遊，但到一些有語言障礙或較冷門的地方旅遊的話，的確需要有旅行社給予專業的意見並提供服務，這些旅行社的功能未必是互聯網可以輕易取代的。如果是一家大小出外旅遊，參加旅行團除了有人照顧外，在語言上也不用擔心，而且價錢也比較優惠，這些都是旅行團的優勢；旅行社不會沒有生存空間的。 

hope it'll become a helpful push for them to look for a way out.

Apart from the use of IT, I believe we also need a big push when it comes to developing the trade and making it more professional. We need to make society recognise the value of travel agents, which are not simply booking air tickets and hotels for customers. Travel agents belong to the service sector, and must provide excellent service for their customers, rather than rely solely on price competition, in order to show their true value. This is the direction for travel agents to survive and grow in the long run. The TIC should facilitate the trade to develop more products and value-added services to cope with the market demand and industry development.

**Many traders have grumbled about the difficulty in recruiting people. Sometimes it can be seen at career days of tertiary institutions that the students seem to be unwilling to join travel agents. Is it true that travel agents have difficulty attracting young people to join?**

The work at travel agents is very dynamic, and should be attractive to young people. For example, many employees of outbound travel agents may travel overseas on business, which can broaden their knowledge. I think drawing young people to join travel agents is not a big problem, but retaining them in the industry is. Actually, not a few holders of Tour Escort and Tourist Guide Passes are retired people, who are more experienced to handle unexpected situations and who, with proper training and encouragement, could rejoin the human resources market; the trade may study more in this area.

If an industry fails to make itself professional and its products lack variety, then it'll have difficulty retaining new people because there are obstacles to development and a lack of opportunities for upward mobility. But this situation doesn't happen in the travel and tourism industry only; other industries, such as catering and retail, also have similar problems. Anyway, travel and tourism are a people industry; technology can never totally replace people. Our industry can draw new blood, but change is needed as far as products and training are concerned.

**Young people like to make arrangements themselves when they travel, but middle-aged and older travellers often choose to join package tours. If this trend continues, the young people of today may make arrangements for their trips in the future. Are you worried about this trend?**

People have different needs in different stages of their lives. Young people may love to carry their backpacks and go to travel on their own. But if the destinations are not very common or with language barriers, there's a need to ask for professional advice and service from travel agents, and these functions of travel agents may not be easily replaced by the Internet. If you travel with all the family members, joining a package tour will have certain advantages: you'll be taken care of, you don't need to worry about the foreign language, and you'll get a good bargain. Travel agents will always have a place in the market. 