

內地《旅遊法》譽多於毀

China's tourism law gets more praise than blame

本刊記者 Staff reporter

三分之二回答問卷的會員支持《旅遊法》。

Two-thirds of those member agents surveyed supported the Tourism Law.

內地《旅遊法》已於今年十月一日實施，為瞭解香港旅遊市場受到的影響，議會於十一月初做了一次問卷調查，發出一百九十七份問卷給所有接待內地入境團的會員，以及出外旅遊委員會的委員，最後收回三十三份。

回答問卷的入境旅行社有三十家，當中十三家支持《旅遊法》，認為可整頓業內的不良經營手法，令團費回升至合理水平；它們還表示業務沒有受到甚麼影響。另外有六家整體上支持《旅遊法》，但指出內地消費者對團費上升還未適應，加上各省市旅遊局對新法例有不同解釋，有的甚至禁止購物團，令港澳團的數量劇減。

有九家旅行社反對《旅遊法》，認為它未能兼顧業者與消費者的利益，禁絕購物團不只打擊行業生計，也剝奪了消費者的選擇權。十七家入境旅行社表示，《旅遊法》實施後業務大幅萎縮，導遊和旅遊車司機都開工不足。

長遠利益多於弊端

在外遊旅行社方面，有三名出外旅遊委員會的委員回答了問卷，全都支持《旅遊法》。不過，他們的關注是，內地省市旅遊局對新法例的理解未盡一致，有內地接待社甚至拒絕為香港的團隊安排購物活動。

今年十月的內地入境團數目比去年同期大幅減少了百分之五十，十一月則減少了百分之四十四。內地入境團雖然有所減少，但這其實是會員的大好時機，正好一改依賴購物的營運模式。為求旅遊業持續健康發展，內地當局已決意嚴格執行《旅遊法》，會員務必留意。☞

The mainland's Tourism Law came into effect on 1 October this year. To understand its impact on Hong Kong's tourism market, the TIC conducted a survey in early November by issuing 197 questionnaires to all of its member agents that received tour groups from the mainland as well as members of its Outbound Committee. A total of 33 questionnaires were received.

Of the 30 inbound agent respondents, 13 were in favour of the Tourism Law, believing that it could root out unscrupulous practices and bring the tour fares back to a reasonable level; they also commented that their business was hardly affected. Six respondents were generally for the law, but pointed out that mainland consumers had yet to adapt to higher tour fares, and that different interpretations of the new law by tourism bureaux in different provinces and cities, with some of them even forbidding shopping tours, had caused a drastic drop in tours coming to Hong Kong and Macau.

Nine inbound agents objected to the law, stating that it failed to balance the interests of traders and consumers because banning shopping tours altogether not only threatened the survival of the trade, but also deprived customers of the freedom of choice. Seventeen inbound agents indicated that their business slumped after the implementation of the law, leaving tourist guides and tour coach drivers underemployed.

Long-term benefit will prevail

As for the outbound agents, three Outbound Committee members responded, and they all supported the new law. Nevertheless, they expressed concerns about a lack of uniform interpretations of the new law among tourism bureaux on the mainland, with the result that some mainland receiving agents even refused to arrange shopping activities for tours from Hong Kong.

There was a 50% year-on-year plunge in mainland inbound tour groups in October 2013, followed by a 44% drop in November. **Despite the decrease, this is actually a golden opportunity for inbound members to change their shopping-centric business model. The mainland authorities are determined to strictly enforce the Tourism Law in order to have a healthy and sustainable tourism industry. Members must take note of that.** ☞