

二零零九至一零年度理事會 Board of Directors for 2009/10



前排左至右：梁家駒先生、譚光舜先生(名譽司庫)、姚思榮先生(副主席)、胡兆英先生(主席)、徐王美倫女士(副主席)、馬豪輝先生(名譽秘書)、高育賢女士(已卸任)。

中排左至右：許書漢先生、馬達國先生、梁富華先生、鄧桂能先生、甘博文博士、陳黃穗女士、李國英先生、薛迪生先生、馮炳輝先生。

後排左至右：黃進達先生、梁志群先生、姜作工先生、高永良先生、謝淦廷先生(已卸任)、梁耀霖先生、凌錦文先生、解存金先生、江伯昌先生、湯麟華先生。

(缺席：周雪鳳女士、侯叔祺先生、李金漢教授、廖長江先生、葉慶寧先生。)

Front row (left to right): Mr Johnny K K Leung, Mr Tommy Tam (Honorary Treasurer), Mr Yiu Si Wing (Deputy Chairman), Mr Michael Wu (Chairman), Mrs Gianna Hsu (Deputy Chairman), Mr Ma Ho Fai (Honorary Secretary) and Ms Teresa Ko (retired).

Middle row (left to right): Mr Lester Hui, Mr Ma Fung Kwok, Mr Leung Fu Wah, Mr Tang Kwai Nang, Dr Kam Pok Man, Mrs Pamela Chan, Mr Li Kwok Ying, Mr Raymond Sit and Mr Michael Fung.

Back row (left to right): Mr Jason Wong, Mr Andrew Leung, Mr Ginger Keung, Mr Joseph Kao, Mr Ricky Tse (retired), Mr Paul Leung, Mr Ling Kam Man, Mr C K Kai, Mr Peter Kong and Mr Warren Tong.

(Absent: Ms Dilys Chau, Mr Simon Hau, Prof. Lee Kam Hon, Mr Martin Liao and Mr Freddy Yip.)

新任獨立理事周雪鳳女士 New Independent Director Ms Dilys Chau



周雪鳳女士是安永會計師事務所的合夥人，由二零一零年四月十五日起出任議會獨立理事，為期兩年，現擔任議會人事及財務委員會、規條委員會的委員。

周女士畢業於香港城市大學，獲頒會計學榮譽文學士，其後獲香港中文大學頒授工商管理碩士。專業資格方面，她是香港會計師公會的執業會員，特許公認會計師公會的資深會員，也是澳門註冊核數師。

周女士熱心服務社會，曾任香港城市大學校董會成員，現為財務匯報局轄下財務匯報檢討委員團成員，資本充足事宜覆核審裁處成員，以及律師紀律審裁團成員等。

Ms Dilys Chau is a partner of Ernst & Young and became an Independent Director on the TIC Board on 15 April 2010 for a term of two years. She is currently a member of the TIC's Staff and Finance Committee and Compliance Committee.

Ms Chau received a BA (Honours) in Accountancy from the City University of Hong Kong (CityU) and an MBA from The Chinese University of Hong Kong. As to professional qualifications, she is a practising member of the Hong Kong Institute of Certified Public Accountants, a fellow of the Association of Chartered Certified Accountants (ACCA) and a registered auditor of Macau.

Active in community service, Ms Chau was a member of the Council of CityU, and is now a member of the Financial Reporting Review Panel of The Financial Reporting Council, the Capital Adequacy Review Tribunal, and the Solicitors Disciplinary Tribunal Panel.

新任業界理事侯叔祺先生 New Trade Director Mr Simon Hau BBS

侯叔祺先生是學而國際交流中心有限公司總經理，由今年五月二十七日起以香港華商旅遊協會代表的身份加入理事會。

侯先生曾於一九九七至二零零零年間出任議會主席，現為香港入境團旅行社協會主席。他表示，這些年來議會的職能擴大了，理事會也增加了多名獨立理事，他們對議會的工作十分投入，對旅遊業有相當貢獻。

談到入境業的問題，侯先生認為，入境業與外遊業是兩個截然不同的範疇。議會自從二零零二年開始監管入境業以來，政府從未給予額外的資源，加上議會辦事處人手嚴重不足，以致監管成效未如理想。長遠而言，議會要與內地各省市旅遊局更緊密合作，以處理零團費問題，也要加強對持證導遊的管理。他會於短期內向理事會提出具體的建議。

Mr Simon Hau, General Manager of International Scholars Exchange Centre Limited, joined the TIC Board as a representative of The Federation of Hong Kong Chinese Travel Agents on 27 May 2010.

Mr Hau was TIC Chairman from 1997 to 2000 and is currently Chairman of the Hong Kong Inbound Tour Operators Association. He remarked that over these years the TIC had taken up more tasks with more Independent Directors serving on the Board. All of them were very dedicated to the work of the TIC and had made important contributions to the industry.

Talking about problems in the inbound market, Mr Hau commented that the inbound and outbound markets were entirely different. Since it was tasked with policing inbound agents in 2002, the TIC had not been given any extra resources by the Government and was seriously understaffed, which was why regulation of the inbound industry fell short of expectations. In the long run, the TIC had to work more closely with provincial and municipal tourism bureaux on the mainland to tackle zero-fare tours. Tourist Guide Pass holders should also be more strictly supervised. He would put forward detailed proposals to the Board in the near future.

獨立理事高育賢女士卸任 Independent Director Ms Teresa Ko retired

獨立理事高育賢女士於今年四月十五日卸任。高女士服務了議會八年，曾擔任修章委員會召集人及多個委員會的委員，貢獻良多，議會深表感謝。

Independent Director Ms Teresa Ko retired from the TIC Board on 15 April 2010. During her eight years of service, Ms Ko had been the Convenor of the Constitution/By-law Committee and also served on a number of committees. The TIC is deeply indebted to her contribution over the years.

外遊團突發事件的處理機制 Handling of emergencies by outbound agents

外遊目的地如發生突發事故，很可能會影響相關外遊團的出團安排。為此，議會近年已和會員確立了一套處理突發事件的機制。

在此機制下，會員所舉辦的旅行團，如因目的地出現特殊情況而受影響，議會會邀請相關的會員商討統一處理的方法，例如更改行程或者取消旅行團等。會員達成共識後，議會會透過傳媒向公眾宣佈，並通知全體會員。由於有關決定只是由相關的會員達成，因此對全體會員並沒有約束力。出外旅遊委員會和理事會最近都審議過上述機制，認為行之有效，應繼續採用。

When an emergency arises in a travel destination, the arrangements for outbound tours bound for the place will probably be affected. As such, the TIC and its members have worked out a mechanism in recent years to handle that kind of situation.

Under the mechanism, members with package tours affected by emergency situations in the travel destinations will be invited by the TIC to meet and agree on a uniform way to handle the tours affected, such as changing the itineraries or cancelling the tours altogether. When the members have reached a consensus, the arrangements will be announced by the TIC to the public through the media and to all members by circulars. Since the decision is only made by the members concerned, it is not binding on all members. Both the Outbound Committee and the Board have reviewed the mechanism recently, and considered it effective and worthy of keeping.

會員午餐聚會 Members' lunch gatherings

二零一零年五月二十六日，議會假尖沙咀聚德軒粵菜酒家舉辦了會員午餐聚會，讓會員與理事會及公共關係委員會的成員在輕鬆的氣氛下交換意見，增進彼此的瞭解。是次活動有四十多名會員出席，議會主席胡兆英先生、副主席徐王美倫女士、公共關係委員會召集人許書漢先生及五名委員與分成小組的參加者傾談，聆聽了他們對議會的意見及期望。第二次午餐聚會剛於六月二十九日在中環舉行；第三次聚會訂於七月二十七日在荃灣舉行，有興趣參加的會員可與議會公關部聯絡。



五月二十六日的首次會員午餐聚會反應良好。

The first lunch gathering held on 26 May was well received by members.

27 July in Tsuen Wan. Interested members may contact the Public Relations Department.

答謝晚宴 Appreciation Dinner

議會於二零一零年四月二十一日假香港朗廷酒店舉行晚宴，以答謝理事、委員會及工作小組成員、旅遊界同業一年來對議會的支持，約有三百六十名業者和嘉賓出席。晚宴開始時，賓客先為青海地震的遇難同胞默哀一分鐘，接著商務及經濟發展局長劉吳惠蘭女士、議會主席胡兆英先生先後致辭。除了幸運大抽獎外，大會還安排了香港迪士尼樂園的歌手表演助慶，氣氛熱鬧。



The TIC held a dinner party on 21 April 2010 at The Langham Hong Kong to express its gratitude for the support of members of the Board, committees and working groups, and traders of different sectors in the industry in the past year. When the dinner started, the 360-odd traders and guests observed a one-minute silence for the victims of the Qinghai earthquake, followed by opening speeches delivered by Secretary for Commerce and Economic Development Mrs Rita Lau and TIC Chairman Mr Michael Wu. Guests were thrilled by the grand lucky draw and enjoyed the live performance of Disneyland singers.



香港地質公園考察團 Geopark familiarisation tour

為加深會員對香港新增綠色旅遊路線的認識，議會於二零一零年四月十日舉辦香港地質公園萬宜地質步道考察團，共有一百五十二人參加。考察團以萬宜地質步道為起點，沿途欣賞

To familiarise members with new green routes in Hong Kong, the TIC organised a tour to the High Island Geo Trail of Hong Kong Geopark on 10 April 2010, with a total of 152 participants. The tour started with a guided walk along the High Island Geo Trail, which featured the unique hexagonal volcanic rock columns. The tour group then visited the Geopark Visitor Centre, the Rock

了獨特的六角形火山岩柱景觀，然後參觀獅子會自然教育中心的地質公園遊客中心、岩石學園及貝殼館。團員都認為是次活動令他們獲益良多，對日後組辦生態團也有幫助。



Academy and the Shell House at the Lions Nature Education Centre. Tour members considered the trip fruitful and beneficial to their operation of eco-tours in the future.

會員在萬宜水庫東壩觀賞六角形節理岩柱。
Members admire the hexagonal rock columns at the East Dam of the High Island Reservoir.

英語職前導遊課程 Pre-service tourist guide course for English speakers

為了長遠解決英語導遊不足的問題，議會與香港專業教育學院酒店、服務及旅遊學系合辦了以英語授課的「職前導遊培訓課程」。課程共一百五十小時，學員完成課程後需要通過筆試及路試，才可以向議會申請「導遊證」。詳情請瀏覽議會網站(www.tichk.org)的「課程概覽」，或向議會訓練部查詢。

With a view to tackling the shortage of English-speaking tourist guides in the long run, the TIC and the Department of Hotel, Service and Tourism Studies of the Hong Kong Institute of Vocational Education have jointly organised the Pre-service Tourist Guide Training Course conducted in English. Students who have completed the 150-hour course and passed the written examination and road test are eligible to apply to the TIC for the Tourist Guide Pass. For course details, please see the "Course Information" section on the TIC website (www.tichk.org) or contact the TIC Training Department.

機場服務櫃檯 Airport service counter

議會已繼續租用位於機場地面運輸中心的櫃檯，以方便會員接待已預約接送服務的入境旅客。櫃檯以「用者自付」形式營運，租戶必須承諾租用櫃檯兩年，即使中途終止使用櫃檯，也須繳付餘下租約期內的租金。租金按每季繳付，並以當時租戶的數目計算。有興趣租用櫃檯的會員，請向議會入境旅遊部查詢詳情。

The TIC has continued to rent the service counter at the Ground Transportation Centre at the airport for members to greet inbound visitors who have booked transfer service. Users of the counter, which is operated on the "user pays" principle, are required to undertake to use the counter for two years. Even if they stop using it during the rental period, they must pay the rental charges for the rest of the period. Payment of rental is made every three months and will be adjusted according to the number of users. Members that are interested in renting the counter may contact the TIC Inbound Department for details.

派給內地旅客的行程表有更嚴格規定(第180號指引) Stricter rules about itineraries for mainland visitors (Directive No. 180)

為提升入境旅行社的服務水平，理事會已通過修訂有關派發行程表的指引。新增規定如下：

1. 會員須於團隊抵港後，立即經導遊向每一名團員派發行程表。
2. 行程表上須註明，導遊不得強迫旅客購物，也不得強留旅客在登記店舖之內。
3. 「行程表」標題下須印上「旅客請保留此行程表以保障權益」的字句。

詳情請參閱第一百八十號指引。此指引取代第一百六十七號指引，由二零一零年六月十八日起生效。

To enhance the service quality of inbound travel agents, the Board resolved to revise the directive regarding distribution of itineraries, with the following rules added:

1. Members must immediately distribute itineraries through tourist guides to every one of the tour members on their arrival in Hong Kong.
2. It must be stated in the itineraries that tourist guides must not compel visitors to make purchases or remain inside the registered shops.
3. The sentence "Visitors are advised to keep this itinerary to protect their interests" must be printed under the title of "Itinerary".

Please see Directive No. 180 for details. This Directive has superseded Directive No. 167 and taken effect from 18 June 2010.