

# 在資訊科技路上大步向前

## A big stride in Information Technology

香港資訊科技商會 Hong Kong Information Technology Federation

**資**訊科技現已成為在世界各地營商的重要一環。為協助本地中小型旅行社提升競爭力，香港資訊科技商會在過去一年來，舉辦了四個培訓工作坊(共八班)及兩個座談會，共有來自一百五十多家旅行社的三百五十多人參加，參加者的評語都讚譽有加。

展望未來，以下領域雖然全都在為期一年的項目內探討過(錄像片段可在此網站觀看：<http://ssp-ti.hkitf.org>)，但很值得業界繼續留意：

**流動應用服務**：截至今年四月為止，iPhone 已有五千萬名用戶，而 iPad 更打破 iPhone 的銷售紀錄，在六十天內售出二百萬台。流動應用服務可輕易和消費者聯繫，對旅遊業的影響在「拓展領域，馳騁網際」座談會上已探討過了。

**「顧客關係管理」系統**：抓緊現有客戶比找尋新客戶的利潤要高得多，而要那樣做的話，「顧客關係管理」系統正可派上用場，月費甚至比機場稅還要低。在「以客為本，轉守為攻」座談會上已介紹過這課題了。

**社交媒體行銷**：根據一項全球消費者研究，百分之九十三的香港互聯網用戶重視「消費者的意見」。對中小型旅行社來說，社交媒體行銷不僅負擔得來，而且是有力的工具。「善用人氣推廣渠道」工作坊已探討過各種行銷方法。

這個項目得以成功，全賴議會提供意見和支援，政府資訊科技總監辦公室撥款贊助，焦點小組及各講者分享經驗及專業知識，以及各業者踴躍參與，香港資訊科技商會希望藉此機會感謝他們。商會今後會繼續和議會合作，使會員能得益於科技的成果。ITC

「拓展領域，馳騁網際」——今年五月十三日舉行的座談會。  
*"Harness the Web, Expand your Territory" – the seminar held on 13 May this year.*

IT is now an integral part of business everywhere. To help improve the competitiveness of SMEs in the local travel industry, the Hong Kong Information Technology Federation (HKITF) had organised four training workshops (eight classes) and two seminars in the past year. Over 350 people from more than 150 travel agents participated and their feedback was very positive.

Looking forward, the following areas, all covered in the year-long project with videos available at: <http://ssp-ti.hkitf.org>, deserve the travel industry's special and continuing attention:

**Mobile application:** There were 50 million iPhone users as of April 2010, and two million iPads were sold in just 60 days, breaking the iPhone's sales record. Mobile application can connect easily with customers, whose impact on the travel industry was discussed in the "Harness the Web, Expand your Territory" seminar.

**Customer Relationship Management (CRM) system:** Retaining existing customers, much more profitable than finding new ones, can be achieved through a CRM system with a monthly fee even less than the airport tax, as illustrated in the seminar called "Surf the Tide – Go Customer Centric".

**Social media marketing:** According to a global consumer study, 93% of Hong Kong's internet users valued "recommendations from consumers", making social media marketing a powerful, yet affordable, tool for SMEs, which was covered in the "Marketing through the Internet" workshop.

The HKITF would like to take this opportunity to thank the TIC for its advice and support, the Office of the Government Chief Information Officer for its sponsorship, the focus group and the speakers for their sharing of experience and expertise, and industry members for their keen participation. All of them have made this project a success. The HKITF will continue to cooperate with the TIC to help make IT work for TIC members. ITC

