



導遊仍須努力 Guides still need to do more

旅遊業是服務行業，業者必須以提供優良服務為目標，否則不僅會損害本身的利益，更會危害整個行業的聲譽和發展。議會明白，導遊的工作並不輕鬆，而且有些旅客也可能要求甚高，但不管怎樣，導遊都必須以旅客為先，盡力使香港成為名副其實的旅遊勝地。因此，我希望再次提醒所有導遊，接待旅客時除了要遵守議會的規則外，還應事事忍讓，千萬別與旅客爭執。一旦旅客的行為超出可以接受的範圍，則應以合法的方式處理。

八月十三日，議會收到夢想國際旅遊有限公司(營業名稱：夢想假期)的書面結業通知，於是對外公佈了消息。怎料翌日夢想假期仍開門營業。由於公眾利益可能受損，議會只好公開表示，夢想假期除非得到批准，否則不能再經營。八月十五日，夢想假期終於確定結業。為求保障旅客權利，維護行業聲譽，旅行社絕不能說關就關，說開就開。在這次事件中，有多家會員旅行社伸出援手，協助受影響的旅客，我代表議會向它們致謝。

今年暑假期間，外遊印花費比去年同期減少了百分之八左右。值得慶幸的是，一至八月的印花費只是輕微下降了約百分之一而已。今年日本團、中東團都大受打擊，加上世界經濟近乎再現危機，在這種情況下，外遊市場的表現算是不錯的了。

今年會員週年大會將於十一月二十九日舉行，會員應盡量出席，選出真正有志為業界服務的理事。☞

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Tourism is a service industry. Anyone engaged in it must set the delivery of quality service as their topmost goal; or else their own interests will be hurt, and the reputation and development of the whole industry will also be in jeopardy. **The TIC understands that the duties of a guide are quite heavy and some visitors are also quite demanding. Nevertheless, guides still need to give top priority to visitors and strive to make Hong Kong a great destination worthy of its name. I therefore hope to remind all guides that when receiving visitors, they should be tolerant and try their utmost not to argue with the visitors.** If the visitors have done anything unacceptable, they should make use of legal means to handle them.

On 13 August, the TIC received a written cease-of-business notification from Ideal International Travel Company Limited (trade name: Ideal Holiday), and announced the news to the public. It came as a surprise, therefore, that the agent still opened its doors for business the next day. Since the public interest might be at risk, the TIC had to state publicly that the agent must not continue its business unless approval was obtained. On 15 August, Ideal Holiday finally confirmed its decision to close down. **Travel agents are definitely not allowed to start or cease business at will in order that the rights of travellers are protected and the good reputation of the industry is upheld. Several member agents have come forward to help the travellers affected in this incident. I would like to thank them on the TIC's behalf.**

The outbound levy collected for this year's summer holidays decreased by about 8% over last year's. It is gratifying that the levy between January and August slightly declined by about 1% only. This year, outbound tours to Japan and the Middle East have been heavily hit, and the world economy is on the verge of a crisis again. In these circumstances, no one could blame the performance of the outbound market.

The Annual General Meeting is scheduled for 29 November 2011. Members should try their best to attend it and send those traders who really want to serve the industry to the Board by their votes. ☞

Joseph Tung