



總幹事報告

Executive Director's Report

The past year was still full of difficulties and challenges. As the pandemic continued, the outbound and inbound travel industries remained at a standstill. Not only were members and practitioners in predicament, the TIC's resources has also become all the more stringent.

過去一年，仍然是充滿困難和挑戰。疫情持續，外遊業和入境業繼續停頓，不但使到會員和從業員陷於困境，也令議會的資源更形緊絀。

儘管裁員和有經驗員工陸續離職導致人才斷層，議會仍勉力繼續其協助政府推行各項支援業界計劃的工作，包括有條件豁免讓持牌旅遊社舉辦本地旅行團、綠色生活本地遊鼓勵計劃、旅行社鼓勵計劃、旅遊業培訓基金(導遊適用)等，並積極為過渡至新監管制度和轉型成為旅行社的總商會作準備。

議會1978年成立至今40餘年，一直擔當旅行社與商業夥伴和政府之間的橋樑，為業界發聲和爭取權益，並與內地和海外的旅遊部門和組織、本地的相關機構和企業保持密切聯繫，務求為會員、領隊、導遊爭取業務推廣、工作發展和專業進修的機會。

議會於今年6月推出全新網站，以建構多功能的業界平台，致力與會員及業界夥伴保持緊密聯繫，以及為公眾人士提供旅

Although layoffs and continuous departures of experienced staff have resulted in succession gaps, the TIC has strived to assist the Government in implementing the various industry support schemes, which include Conditional Exemption for Licensed Travel Agents to Organise Local Group Tours, the Green Lifestyle Local Tour Incentive Scheme, the Travel Agents Incentive Scheme and the Travel Industry Training Fund (for Tourist Guides). It has also been proactively preparing for the transition to the new regulatory regime and the transformation into a federation of travel trade associations.

For more than 40 years since its establishment in 1978, the TIC has been acting as a bridge between travel agents and their business partners and the Government, speaking up and fighting for their rights and interests; and maintaining close contact with mainland and overseas tourism departments and associations, related local organisations and enterprises in order to seek for members, tour escorts and tourist guides business promotion, career development and professional enhancement opportunities.

The new TIC website was launched in June this year. It is a multi-functional industry platform built with a view to maintaining close contact with members and trade partners, as well as providing travel-related information to the public. The "Latest News" section has been put

遊相關資訊，更把「最新消息」放在網站的首頁，使到會員和從業員可更便捷地取得最新和有用的資料，包括關於招聘、本地遊景點、「賞你遊香港」項目、各地文化旅遊推介活動、業界優惠，以及疫後旅遊網上問卷調查結果。新網站的第二期開發將於年底前完成，從業員屆時將可以透過網站報名參加議會舉辦的各類課程和活動。

議會在過去一年亦舉辦了多個網上和實體講座，包括「重啟有條件豁免舉辦本地遊旅行團」簡介會、申請「綠色生活本地遊鼓勵計劃」簡介會、「電子消費券計劃」儲值支付工具營辦商講座、郵輪公司復辦「公海遊」講座、旅遊業《能力標準說明》諮詢會、「在新的保險中介人制度下申請保險代理機構牌照」講座等，以加深會員對其關注事項的認識，解答它們的疑問，並了解它們的需要，網上和實體講座都受到很多會員的歡迎。因去年疫情嚴峻而停辦的課程、考試及持續專業進修講座，亦已於今年初逐部恢復舉辦。

議會即將完成其行業自律監管的任務，轉型成為旅行社的總商會，日後將更專注於推動行業發展和人才培訓等方面的工作，並會在政府資助下，建立「網上培訓平台」和為「一帶一路及大灣區網上旅遊資源平台」進行升級，以持續提升從業員的服務水平，和協助會員在旅遊業復甦後把握「一帶一路」及大灣區旅遊發展帶來的

on the homepage of the website, giving members and practitioners a faster and more convenient access to updated and useful information, such as news about recruitment, local tour attractions, the “Spend-to-Redeem Free Tour” programme, promotion activities of culture and tourism departments of various places and concessions for traders, as well as results of the Online Survey on Post-Pandemic Travel. Phase 2 development of the new website will complete before the end this year. Practitioners will then be able to enrol for courses and events organised by the TIC through the website.

The TIC has also held a number of webinars and seminars in the past year, namely, “Conditional Exemption for Licensed Travel Agents to Organise Local Group Tours”, “Briefing session on application for the Green Lifestyle Local Tour Incentive Scheme”, “Stored Value Facility (SVF) operators of the Consumption Voucher Scheme”, “Resumption of ‘cruise-to-nowhere’ voyages”, Consultation Session for the Specification of Competency Standards for Travel Industry”, and “Application for Insurance Agency Licence under The New Regulatory Regime”, in order to deepen members’ understanding of matters of their concern, answer their queries and understand their needs. The webinars and seminars were all very well received by members. Courses, examinations and Continuing Professional Development seminars suspended last year when the epidemic was serious have gradually been resumed since early this year.

The TIC will soon complete its task of industry self-regulation and transform into a federation of travel trade association. Its work will by then be more focused on promoting development of the trade and training of industry personnel. An online training platform will be established and the “Web-Based Tourism Resources Platform about Belt and Road and the Guangdong-Hong Kong-Macau Greater Bay Area” will be enhanced with funding support from the Government so as to continuously improve the quality of service of practitioners and help members seize opportunities

機遇；議會將繼續積極與內地及海外的旅遊部門和組織交流，促進相互合作，為業界謀求更多發展機遇。

本人將於今年底退休，在議會工作28年，與業界共同經歷高低起伏，儘管未來仍充滿挑戰，但見到絕大部分的會員過去兩年憑著本身的實力和堅毅不拔的精神，加上政府的支援，都能夠堅持下來，我有絕對的信心，會員都能夠在各地通關後國際旅遊重啟之時重新出發，議會亦定必全力支援會員踏上復甦之路。本人謹向所有多年來曾經在工作上給予我的支持的會員、業內業外的朋友、歷屆的議會主席和理事，以及共事多年的同事們表示衷心感謝！祝願議會在新一屆主席和理事會、下任總幹事的帶領下，能夠成功衝破重重障礙，邁向議會另一個重要的里程碑。



總幹事
陳張樂怡
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brought by tourism development in the Belt and Road countries and regions and the Greater Bay Area cities as the travel industry revives. The TIC will continue to engage in active communication with the mainland and overseas tourism departments and organisations to promote mutual cooperation and to seek development opportunities for the trade.

I am going to retire at the end of this year, after working in the TIC and going through ups and downs with the industry for 28 years. Despite the challenges ahead, that the majority of our members have survived the past two years relying on their own strength, spirit of perseverance and Government support, I have absolute confidence in their ability to start off again as borders reopen and international travel resumes, and the TIC will certainly provide members with its utmost support on their road to recovery. I would like to express my most heartfelt gratitude to all members, friends from inside and outside the trade, past and current chairmen and directors, and my colleagues of many years for rendering me their tremendous support in my work over the years! I sincerely wish the TIC every success in overcoming the obstacles ahead and moving on to another important milestone under the leadership of the new Chairman and Board of Directors, and the next Executive Director.

Alice Chan
Executive Director
24th November 2021