

Executive Director's Report

總幹事報告

——Fanny Yeung 楊淑芬

*"I remember that when I just joined the TIC, my old friends asked why I decided to get involved in this "hot kitchen", because **I love tourism industry.**"*

「記得初入議會工作的時候，老朋友都問我為什麼再要投身這個「熱廚房」，因為**我非常熱愛旅遊業**。」



In the blink of an eye, it has been a year since I took up the position of Executive Director of the TIC. Affected by the epidemic, the tourism industry has been frozen in the past three years. During these challenging and difficult times, I also undertook a variety of different work tasks.

轉眼間我已擔任香港旅遊業議會總幹事這崗位一年了。受疫情影響，旅遊業在過去的三年一直處於冰封狀態。在這個艱辛困難的時期，我也擔起不一樣的工作。

Secure anti-epidemic job opportunities of for tourism practitioners

為旅遊從業員爭取抗疫工作的機會

The outbreak of fifth wave of Covid 19 in January this year had plunged Hong Kong into a severe situation. At that time, in order to curb the spread of virus and avoid the collapse of public healthcare system, the Government had launched a series of "StayHomeSafe" Schemes.

The Chairman and I took the initiative to contact different government bureau and departments, and strived for the government's support regarding priority hiring of unemployed tourism practitioners. And we succeeded in being entrusted by the government to administer the "StayHomeSafe" Delivery Project and the "StayHomeSafe" Hotline Service Project. From drafting proposals, forming working groups, arranging temporary offices, recruiting employees for the "StayHomeSafe" Projects, procuring necessary materials, renting a warehouse, to finally be put into services, the entire preparatory work of these two projects took only one week. Besides the Chairman and Vice Chairmen, the other board directors also worked day and night, and even in holidays with us to get the job done.

It is gratifying that our work could serve the public and provided short-term job opportunities to tourism practitioners.

今年 1 月香港爆發第五波新冠疫情，情況非常嚴峻。當時為遏止病毒擴散，避免拖垮醫療系統，特區政府推行一系列「居安抗疫」計劃。

我和主席主動聯絡政府不同的部門，爭取政府可優先聘用待業的旅遊從業員，能夠令他們獲得工作機會。我們成功獲委托專責處理居安抗疫派送計劃和居安抗疫熱線服務計劃。兩個項目由撰寫計劃建議書，籌組工作小組，安排臨時寫字樓，招聘居安抗疫計劃員工，購買所需物資，租賃倉庫，到投入服務，整個籌組工作只有一個星期的時間。除了主席和副主席們，議會理事不分晝夜，亦不計假期，與我們一起把工作做好。

服務市民之餘又可提供這些短期工作機會給予旅遊從業員，我實在深感欣慰。

Assist in developing new attractions

- Sha Tau Kok Frontier Closed Area Local Tour

協助開拓新景點 - 沙頭角禁區本地遊

We had been actively planning Sha Tau Kok Frontier Closed Area Local Tour with the Security Bureau since the end of last year, and were entrusted to process applications and allocate quotas to qualified licensed travel agents. Due to the impact of epidemic at the beginning of the year, the project was delayed until the end of April this year.

The TIC once again promoted the spirit of cooperation, organized the industry FAM (familiarization) tour to visit local attractions and sightseeing routes for itinerary planning and meanwhile actively planned as well as executed the application quota mechanism in just one month. The new local tour uncovers the mystery of Sha Tau Kok and reveals its unique scenery and history to tourists.

我們自去年底一直積極與保安局籌劃沙頭角禁區本地遊項目，並獲委托專責處理申請並且分配名額給予合資格的持牌旅行代理商。由於年初疫情影響，項目延至今年四月底才再次啟動。

議會又再次發揮團隊精神，在短短一個月內，組織業界踩線團率先體驗當地景點及路線以便規劃行程，同時積極計劃並執行申請配額機制。揭開沙頭角神秘的面紗，讓其獨特的景色和歷史展現給旅客。

The stunning turnaround of the TIC 議會的華麗轉身

The new regulatory regime of the travel industry has come into full operation on 1 September 2022. After completing its historic mission of self-regulating the industry for over 3 decades, the TIC has made a stunning turnaround and transformed into a leading trade association.

With the extensive network of the TIC, we actively maintain close communication and cooperation with various government departments and relevant organizations, strive for projects that are conducive to the development of the industry, speak for the industry, and promote the sustainable development of the industry.

Following the Green Lifestyle Local Tour Incentive Scheme, the TIC was entrusted by the government to process and approve the applications of Cultural and Heritage Sites Local Tour Incentive Scheme, other than these, it will also jointly organize the Cultural and Heritage Tourist Guide/Tourist Escort Training Program with the Hong Kong Tourism Board. The above incentive schemes and program enhance the quality of Hong Kong's tourism itineraries and prepare the travel trade to welcome our visitors with in-depth and authentic tour products.

We will continue to explore new business opportunities which benefits our members and bring new source of income to the Council so that we can continue to serve our members.

I remember that when I just joined the TIC, my old friends asked why I decided to get involved in this “hot kitchen”, it was because I love tourism industry. The last year had been fulfilling and meaningful. I am grateful for the decision that I made, and I look forward to making a contribution through the TIC.

旅遊業新規管制度 9 月 1 日全面實施，議會卸下逾 30 年的行業自律監管歷史任務，華麗轉身擔起行業總商會的角色。

我們憑着議會的網絡，積極與政府各部門和相關機構保持緊密溝通合作，爭取有助業界發展的項目，為業界發聲，推動行業持續發展。

繼綠色生活本地遊鼓勵計劃，議會再獲委任協助政府處理和審批文化古蹟本地遊鼓勵計劃；與香港旅發局合辦文化導遊及領隊培訓課程，藉此提高香港旅遊產品和行程的質素。

同時我們要尋找商機，開拓更多收入來源，令議會可以繼續為會員服務。

記得初入議會工作的時候，老朋友都問我為什麼再要投身這個「熱廚房」，因為我非常熱愛旅遊業。過去的一年，工作相當充實，又有意義。我慶幸當初的決定，期望藉着議會可作出貢獻。