

A professional portrait of Fanny Yeung, a woman with short dark hair, wearing a green top and a necklace, smiling against a grey background.

Executive Director's Report 總幹事報告

——Fanny Yeung 楊淑芬

With the full resumption of normal travel between Hong Kong and Mainland China, the society is returning to normal and the tourism industry is finally on the road to recovery. I have also been busy carrying out a series of work that strive to safeguard members' rights and interests, promote the development and enhance the professionalism of the industry, assist members to explore business opportunities and strengthen partnerships with travel-related organizations within and outside Hong Kong.

Under the leadership of the Chairman, the TIC together with the Legislative Councillor from Tourism Functional Constituency and the Chairmen of Association Members, had visited a number of

隨着今年初與內地全面通關，社會邁向復常，旅遊業終於踏上復甦之路。我亦馬不停蹄展開一連串工作，繼續致力維護會員權益、推動行業發展、提升行業專業水平、協助會員拓展商機，以及加強與大灣區及境外相關夥伴的協作。

議會在主席帶領下，聯同立法會旅遊界功能界別議員及各屬會主席/會長/理事長，四處拜訪多

government bureaux and organizations, including the Security Bureau, Education Bureau, Transport and Logistics Bureau, Insurance Authority, Travel Industry Authority, Labor Department, etc. and met with the Chief Executive and relevant government officials to reflect the industry's opinions in order to promote the implementation of policies and measures that are conducive to the sustainable development of the tourism industry.

In response to the new tourism mode, the TIC has actively promoted in-depth travel and explored new tourist attractions from a new perspective, as well as organized industry tour groups to inspect the hexagonal rock columns on the coast and islands of Sai Kung, and led industry representatives from Association Members and other Chambers to explore the mysterious Sha Tau Kok restricted area so as to keep in pace with the Phase Two Scheme on Opening Up Sha Tau Kok Frontier Closed Area. The TIC received funding from the "Cultural and Heritage Sites Local Tour Incentive Scheme" provided by Tourism Commission of the Culture, Sports and Tourism Bureau in the third quarter to organize the "Deeper into Hong Kong: Creative Itinerary Design Competition" with an aim to encourage the industry to design in-depth themed itineraries and tourism products with different creative elements and products that can attract visitors to explore the unique charm of Hong Kong and its cultural diversity where East meets West, thereby enhancing and promoting the competitiveness and sustainable development of Hong Kong's tourism industry.

While promoting the high-quality development of the tourism industry, the TIC is also committed to promoting multi-destination tourism, and took the lead in organizing tours for the industry to visit Macao and Guangzhou at the early stage of cross boundary travel resumption with Mainland China. In addition, the TIC was entrusted by the Tourism Commission of the Culture, Sports and Tourism Bureau to develop a web-based Tourism Resource Platform on Belt & Road Related Countries and Regions and Guangdong-Hong Kong-Macao Greater Bay Area Cities, [Greater Go] to assist the industry in connecting business partners in Belt & Road Related Countries and Regions and the Greater Bay Area, and further expanding the market through business matching to seize the development opportunities brought about by the tourism recovery.

The TIC recently received funding from the Tourism Commission to organize two delegations to Guangdong-Hong Kong-Macao Greater Bay Area 2023 and visited all "9+2" cities in October and November this year. The themes of first and second tours were "History, culture and heritage" and "Smart tourism, innovation and technology" respectively. Other than holding an Exchange

個特區政府部門及機構，包括保安局、教育局、運輸及物流局、保險業監管局、旅遊業監管局、勞工處等，向行政長官及相關政府官員會面反映業界意見，務求推進及落實有利旅遊業持續發展的政策措施。

為配合新的旅遊模式，議會積極推廣深度遊，以嶄新角度發掘新旅遊景點，並組織業界踩線團到西貢海岸與海島的六角形岩柱群海路進行考察，以及配合沙頭角禁區第二期開放計劃，率領屬會及商會等業界代表探索神秘的沙頭角禁區。議會在第三季得到特區政府文化體育及旅遊局旅遊事務署「文化古蹟本地遊鼓勵計劃」的資助，舉辦「深度遊·行程設計比賽」，鼓勵旅遊業界開發具有不同創意元素的深度遊旅遊路線和推出優質及獨特的旅遊產品，吸引旅客深入探索香港獨有的中西薈萃文化和多元面貌，藉此提高及推動香港旅遊業的競爭力及持續發展。

議會在促進旅遊業高質量發展的同時亦致力推廣「一程多站」旅遊，並於通關初期率先組織業界考察團到訪澳門和廣州。此外，議會獲特區政府文化體育及旅遊局旅遊事務署委託，開發「一帶一路」相關國家和地區及「粵港澳大灣區」城市網上旅遊資源平台——【旅淘】，以協助業界聯繫一帶一路及大灣區沿線地方的商業夥伴，並透過平台業務配對進一步拓展市場，迎接旅遊復甦帶來的發展良機。

議會最近更得到旅遊事務署資助，於今年 10 月至 11 月舉辦兩次【粵港澳大灣區考察團 2023】，走訪所有「9+2」城市。第一團及第二團分別以「歷史、文化、古蹟」及「智慧旅遊、創新科技」為主題，除了舉辦「旅遊同業交流會」讓兩地業界共謀合作機會，同時邀請到華為、騰訊、抖音等著名高新科技企業參與，得到業界朋友的踴躍支持，成果豐碩。

Meeting that created cooperation opportunities for the industry of two places, the TIC had invited the participation of well-known high-tech companies including Huawei, Tencent, Douyin etc, and therefore received overwhelming support from the industry and achieved a fruitful outcome.

Furthermore, the TIC has organized the Travel Fun Carnival 2023 with a media organization for the first time in September this year, in support of the government's promotion of tourism recovery and increased sales of travel agencies. The event had attracted a large number of visitors, which successfully aroused public attention and received widespread acclaim.

This year is an exciting year, long-awaited recovery has finally arrived Hong Kong after 3 years. Although manpower shortages and insufficient flight capacity pose great challenges, we remain optimistic about the prospect of tourism industry. The 2023 Policy Address announced by the Chief Executive has outlined a series of initiatives to revitalize the tourism industry and the Development Blueprint for Hong Kong's Tourism Industry 2.0 will be formulated to develop signature tourism products, enhance cruise tourism development, promote smart tourism and establish Sha Tau Kok Cultural Tourism Zone. I believe that with the vigorous promotion of the government, the Pearl of the Orient will once again shine on the international stage.

此外，議會於今年 9 月首次與傳媒機構合辦【旅遊玩樂嘉年華 2023】，以響應特區政府促進旅業復甦及提振旅行社業務，活動吸引大量市民到場消費，成功引起了業界的廣泛關注並廣獲好評。

今年是多姿多彩的一年，香港事隔三年終於迎來復常曙光，雖然旅遊業界人手短缺，加上航班運力不足，旅業復甦仍然面臨很大的挑戰，但我們對旅遊業前景仍然充滿希望。行政長官發表的《2023 施政報告》提及會振興旅遊業，並將制訂《香港旅遊業發展藍圖 2.0》，以開發特色旅遊產品、加強發展郵輪旅遊、推動智慧旅遊及建設沙頭角文化旅遊區，相信在特區政府的大力推動下，東方之珠將在國際舞台再展光彩。