

## Executive Director's Report 總幹事報告

疫情後全面通關已快兩年了，出入境業務亦陸續恢復，但復甦的道路漫長而且充滿挑戰，故此，議會在推動行業發展和協助會員拓展商機的工作尤其重要。

疫後旅遊模式改變，單純「食、玩、買」已沒有競爭力。議會受文化體育及旅遊局旅遊事務署委托舉辦的「創意·深度遊」行程設計比賽，六個優勝行程在今年第一季揭曉。我很高興有機會深入探討香港的特色及鮮為人知又有趣的一面，並從得獎行程中知道傳統香港非遺小食蛋撻如何展示中西文化滙聚特色，以及為什麼鵝頸橋下是最佳「打小人」的地方；更令我欣喜的是認識了一群年青活力，對旅遊業充滿熱誠的從業員，與我們一起推動深度遊發展。議會更會在今年內與康文署弘揚中華文化辦公室合作舉辦「九龍寨城公園」導賞課程。

感謝中央政府對香港的重視，今年以來兩度優化「個人遊」計劃，增加 10 個內地自由行城市。議會得到政府支持及資助帶領業界「走出去」，在 7 月份衝出大灣區，舉辦貴州考察團；在 10 月更組織考察團到「一帶一路」國家哈薩克斯坦，開拓新市場新景點。

議會協助展覽集團有限公司，分別在本年二月及九月在香港會議展覽中心舉辦「香港旅遊博覽會」。二月份一連四天的博覽會吸引超過 20 萬人次到訪，九月份的日均到訪人次更有 25% 的升幅。旺丁又旺財，會員旅行社亦非常滿意。

人手短缺及缺乏年青人入行，依然是復甦過程中的主要挑戰。議會首次與慈善機構「義遊」合作，舉辦「Impact Fellow 旅遊業服務體驗計劃」，針對年青人提供領隊或導遊培訓課程及安排領牌考試，更取得會員支持安排到不同旅行社進行服務體驗計劃，務求今年青人盡早了解旅遊業，吸引他們投身行業。

主席卸任在即，雖然心有不捨，但我衷心感謝主席的教導，對我的信任和支持，大家一齊打拼，絕對是難得的經歷。另外也感恩有政府、業界和同事的幫忙，使議會在各方面都取得不錯的成果，特別多謝會員旅行社的支持，令議會順利完成修章工作。過去三年的工作，讓我不斷學習和成長，繼續推進旅遊業向高質量發展。



Fanny Yeung  
楊淑芬

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Normal travel has fully resumed for nearly 2 years, outbound and inbound travel businesses are steadily on the rise, however the road to recovery is a long journey and full of challenges. Therefore the primary task of the TIC is to promote industry development and to assist members in expanding business opportunities.

The tourism model has changed after the epidemic, and simply “to eat, shop and play” in Hong Kong is no longer attractive to tourists. The TIC was engaged by the Tourism Commission of the Culture, Sports and Tourism Bureau to organize the 'Deeper into Hong Kong' itinerary design competition. Six winning itineraries were announced in the first quarter this year. I was very happy to have the opportunity to delve into the distinctive and little-known but interesting aspects of Hong Kong. I also learned from the award-winning itineraries that how the traditional Hong Kong intangible cultural heritage, snack egg tarts demonstrate the integration of Chinese and Western cultures, and why the Bowrington Bridge intersection is the best spot for villain hitting in Hong Kong. What made me even more happy was that I had met a group of young and energetic practitioners who were full of enthusiasm for the tourism industry and had worked with us to promote the development of in-depth tourism. The TIC will also organize a "Kowloon Walled City Park" guided tour course of Walled City with the Chinese Culture Promotion Office this year.

Thanks to the great importance attached by the central government to Hong Kong, the Individual Visa Scheme had been optimized twice this year, adding 10 more cities in the mainland China to the Scheme. With the support and funding from the government, the TIC could lead the industry to "go global". In July, the TIC organized a delegation outside the Greater Bay Area to Guizhou. In October, the TIC even organized a delegation to the "Belt and Road" country Kazakhstan to explore new markets and new attractions.

The TIC assisted Exhibition Group Limited in organizing the "Hong Kong Tourism Expo" at the Hong Kong Convention and Exhibition Center in February and September this year. The four-day expo in February attracted more than 200,000 visitors, and the average number of daily visitors increased by 25% in September. The exhibitors had benefited from the high patronage and business turnover, and our members were pleased with the results.

Labor shortage and lack of young people entering the industry remain major challenges in the recovery process. The TIC made the first attempt to work with the charity organization "Voltra Hong Kong" to organize the "Impact Fellow Travel Industry Service Experience Program", which aimed at providing tour leader or tour guide training courses and arranging licensing examinations to youngsters. The program also received support from members who arranged service experience programs in different travel agencies, which helped youngsters understand the tourism industry as early as possible and attract them to join the industry.

The chairman is about to step down, although bidding adieu can be a difficult task, I would like to extend my heartfelt thanks for the chairman's guidance, trust and support. It is definitely a valuable experience for us to work together. I am also grateful for the government, the industry and colleagues for their assistance, which enabled the TIC to achieve good results in all aspects. I am especially thankful to members for their support and approval of proposed amendments to Articles of Association. My work in the past three years has allowed me to learn and grow, and the TIC will continue to promote the high-quality development of the tourism industry.