

About the Hong Kong Tourism Board

香港旅遊發展局

About the Hong Kong Tourism Board

The Hong Kong Tourist Association (HKTA), which was established by Government Ordinance in 1957, was reconstituted as the Hong Kong Tourism Board (HKTB) with effect from 1 April 2001. Unlike the former HKTA, which was an association of members, the HKTB has no affiliation to any specific sector or organisation within the industry and is able to support the interests of Hong Kong's tourism in its entirety.

Mission

The primary responsibilities of the HKTB are to market and promote Hong Kong as a destination worldwide, as well as to take initiatives to enhance visitors' experience once they arrive. This includes making recommendations to the Hong Kong Special Administrative Region (SAR) Government and other relevant bodies on the range and quality of visitor facilities. The HKTB's mission is to maximise the social and economic contribution that tourism makes to the community of Hong Kong, and to consolidate Hong Kong's position as a unique, world class and most desired destination.

Objectives

The six objectives of the HKTB, as defined under the Hong Kong Tourism Board Ordinance 2001, are:

- to endeavour to increase the contribution of tourism to Hong Kong;
- to promote Hong Kong globally as a leading international city in Asia and a world class tourist destination;
- to promote the improvement of facilities for visitors;
- to support the Government in promoting to the community the importance of tourism;
- to support, as appropriate, the activities of persons providing services for visitors to Hong Kong;
- to make recommendations to and advise the Chief Executive *[of the Hong Kong SAR]* in relation to any measures which may be taken to further any of the foregoing matters.

In this respect the HKTB, which is a Government-subsidised body, and the Tourism Commission, which is a Government department, have distinct but complementary roles. The Tourism Commission is primarily responsible for formulating Government

policies, plans and strategies for tourism development, as well as co-ordinating the work of other Government bureaux and departments on developments that have an impact on tourism.

Structure & Management

The Board of the HKTB comprises 20 Members, who represent a broad cross-section of the tourism industry. Members of the Board are appointed by the Hong Kong SAR Government for terms of up to three years and include representatives of passenger carriers, hotel operators, licensed travel agents, tour operators, retailers and restaurant operators.

The HKTB is headquartered in Hong Kong and has a worldwide network of 13 offices and seven representatives (see pages 96/97). As at 31 March 2003, the total number of staff was 311, of whom 89 were stationed outside Hong Kong.

Working with Hong Kong's Tourism Industry

The HKTB works closely with the tourism industry and relevant Government departments through its participation in a number of strategy groups and forums. These include the Tourism Strategy Group, the Joint Council of the Travel Industry of Hong Kong, and two new groupings, the Hong Kong Convention, Exhibition and Corporate Event Marketing Forum, and the Hong Kong Cruise Forum, which were established in 2002.

The HKTB also supports the industry by conducting extensive research into visitor profiles, preferences, spending and length of stay. This research data, along with other information that can help trade partners plan their marketing and development activities more effectively, is shared with the industry through a dedicated HKTB web site, PartnerNet, and other relevant channels.

To enhance professionalism and service quality standards, and provide visitors with assurance of reliable services, the HKTB operates the Quality Tourism Services (QTS) scheme and further expanded its merchant base in the year 2002/03. The HKTB also takes initiatives to foster community support for tourism and promote good hospitality towards visitors.

香港旅遊協會(旅協)於1957年根據法例成立，並在2001年4月1日，正式改組為香港旅遊發展局(旅發局)。旅發局與前旅協不同，不再沿用會員制度，與業內任何界別或組織亦無從屬關係，能更有效地為本港整體旅遊業提供支援和服務。

使命

旅發局的主要職能，是在世界各地宣傳和推廣香港為旅遊勝地，以及提升旅客在香港的旅遊體驗。旅發局更會就本港旅遊設施的範疇及質素，向香港特別行政區(香港特區)政府和有關機構提供建議。

旅發局的使命，是要盡量提升旅遊業對香港社會及經濟的貢獻，並致力鞏固香港的地位，使香港成為別具特色、最令人嚮往的世界級旅遊勝地。

目標

2001年的《香港旅遊發展局條例》為旅發局訂定6項工作目標：

- 致力擴大旅遊業對香港的貢獻；
- 在全世界推廣香港為亞洲區內一個具領導地位的國際城市和位列世界級的旅遊目的地；
- 提倡對旅客設施加以改善；
- 在政府向公眾推廣旅遊業的重要性的過程中給予支持；
- 在適當的情況下支持為到訪香港旅客提供服務的人的活動；
- 就促進以上事宜所可採取的措施向(香港特區)行政長官作出建議及提供意見。

旅發局是政府資助機構，旅遊事務署則屬政府部門，兩者角色分明而相輔相成。旅遊事務署的主要職責是要就香港旅遊業的發展，為政府制定政策、計劃及策略，並就影響旅遊業發展的事項，統籌各有關政府部門的工作。

架構及管理

旅發局共有20位成員，能廣泛代表旅遊業內不同的界別。旅發局成員由香港特區政府委任，任期不超過

3年，包括有客運商、旅館營運人、持牌旅行代理商、旅遊經營商、零售商及食肆營運人。

旅發局總辦事處位於香港，另在世界各地設有13個辦事處及7個代辦(詳情請參閱第96及97頁)。截至2003年3月31日，旅發局僱有員工311人，其中，派駐香港以外的有89人。

與本港旅遊業界合作

旅發局透過參與多個策略工作小組及會議，與業界及有關政府部門保持緊密聯繫。這些小組及會議包括旅遊業策略小組、香港旅遊業聯會，以及新近在2002年成立的香港會議、展覽及企業活動市場推廣工作小組和郵輪旅遊工作小組。

此外，旅發局亦就旅客特徵、喜好、消費及留港時間等各方面進行廣泛研究，並將這些數據，聯同其他有助業界夥伴有效地策劃宣傳及推廣活動的資料，透過旅發局專為業界而設的網站「旅業網」及其他相關渠道，發放予業界參考。

為提升業內的專業及服務質素，以及確保旅客享用可靠的服務，旅發局繼續推行「優質旅遊服務」計劃，並在2002/03年度進一步擴大參與商戶的數目。旅發局亦積極鼓勵廣大市民支持旅遊業，提倡好客文化。







文化
Culture
& Heritage
古蹟

