

2011香港 优质旅游服务品牌 中国巡回展





Providing
Visitors with
**the Best
Possible**
Services

優質服務 信心保證



During the year, the Board intensified promotion of the Quality Tourism Services (QTS) Scheme by launching a series of road shows with the Quality Tourism Services Association (QTSA) in Shanghai, Chongqing, Changsha and Guangzhou. To raise awareness of the Scheme, the two organisations also partnered together in a four-day road show in Hong Kong for the first time, which featured products by QTS-accredited merchants, as well as programmes and stage events.

Separately, the Board organised the first QTS Merchant Awards to give recognition to those merchants who had received accreditation by the Scheme for 10 consecutive years and those who had shown outstanding performance.





年內，旅發局聯同優質旅遊服務協會，加強推廣「優質旅遊服務」計劃。除了分別於上海、重慶、長沙及廣州舉行大型巡迴展外，亦首次於香港舉辦一連四日的巡禮活動，透過展出「優質旅遊服務」計劃認證商戶的產品，加上每日不同主題的項目及舞台節目，成功加深旅客及市民對「優質旅遊服務」計劃的認識。

另外，旅發局舉辦了首屆「優質商戶獎項」，嘉許連續10年獲「優質旅遊服務」計劃認證的資深商戶，以及持續提供高質素服務的傑出商戶，表揚他們長期以來對優質服務作出的貢獻。

