

Quality Service

Kudos for Good Service

However much tourism bureaux across the world try to improve service standards, it depends on the effort of every provider of tourism services in every related industry – hotels, restaurants, retailers, local tour companies, transportation providers, among others – to make travellers feel well treated in a destination.

The HKTB, therefore, has taken the initiative in helping the tourism trade improve their services. Under the Quality Tourism Services Scheme, the HKTB maintains an extensive network of tourism service providers, including retail shops, restaurants and visitor accommodations, who pledge to offer

high-quality service. To give them an extra incentive to keep up their good work, the HKTB set up an award programme in 2011 to recognise and generate publicity for merchants accredited by the scheme, and in 2013, a new award for frontline staff was introduced.

Meanwhile, in November 2013, the HKTB extended its reach to visitors by setting up a concierge hotline to help hotel and shopping mall concierges answer visitors' questions. With minimum extra resources, this hotline effectively expanded the organisation's coverage of visitor touch points from its own visitor centres and hotline and email services, to hotels and major shopping malls across the city.



Highlights

In 2013/14:

- QTS Scheme: 8,377 retail and dining outlets, 775 rooms for visitor lodging
- Visitor centres: served 1.6 million visitors
- Visitor hotline: answered 16,000 enquiries

Since its launch in November 2013, the concierge hotline service has been used by over 70 hotels and shopping malls as at August 2014.



The HKTB introduced the concierge hotline to Langham Place staff

