

## About the HKTB

The Hong Kong Tourist Association (HKTA), a Government-subsided statutory body established in 1957, was reconstituted as the Hong Kong Tourism Board (HKTB) on 1 April 2001. Unlike the former HKTA, which was an association of members, the HKTB is a statutory body established under the Hong Kong Tourism Board Ordinance (Cap 302) and 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.

## 香港旅遊發展局

香港旅遊協會(旅協)於1957年成立，是政府資助的法定機構，並於2001年4月1日改組為香港旅遊發展局(旅發局)。旅發局是根據香港法例第302章《香港旅遊發展局條例》成立的法定機構，其與前旅協不同，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。

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' experiences upon their arrival. These include making recommendations to the Government and other relevant bodies on the range and quality of visitor facilities.

The HKTB's missions are to maximise the social and economic contribution made by tourism to the community of Hong Kong, and to consolidate Hong Kong's position as a unique, world-class and most desired destination.

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，更就本港旅遊設施的範疇和質素，向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，並致力鞏固香港作為別具特色和令人嚮往的世界級旅遊點的地位。

The six objectives of the HKTB, as defined under the Hong Kong Tourism Board Ordinance, 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 in relation to any measures which may be taken to further any of the foregoing matters.

## Human Resources

At 31 March 2011, the total HKTB headcount numbered 325, of whom 99 were stationed outside Hong Kong. The HKTB expects a high level of integrity from its employees, and acquaints its staff with code of conduct guidelines and procedures through training sessions and briefings. The Employees' Handbook also provides full and specific guidance on employee behaviour.

## Advisory Role and Industry Functions

The HKTB works closely with the tourism-related sectors and relevant Government departments through its representation in the following strategy groups and forums:

- Advisory Committee on Cruise Industry
- Advisory Committee on Hotel and Tourism Management, The Chinese University of Hong Kong
- Advisory Committee on School of Hotel & Tourism Management, The Hong Kong Polytechnic University
- Advisory Committee on Travel Agents
- Asian Association of Convention and Visitor Bureaus
- Aviation Development Advisory Committee
- Chinese Cuisine Training Institute Training Board, Vocational Training Council

《香港旅遊發展局條例》為旅發局訂定六項工作目標：

- 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士的活動；
- 就促進以上事宜所採取的措施向行政長官作出建議及提供意見。

## 人力資源

於2011年3月31日，旅發局員工編制共325人，其中派駐香港以外共99人。旅發局期望僱員擁有高度誠信，因此透過舉辦培訓課程及簡報會，讓僱員熟悉行為守則的指引和程序。僱員手冊亦就員工操守訂定詳盡和特定的指引。

## 諮詢角色及業界功能

旅發局透過參與以下策略工作小組及會議，與旅遊業相關界別及政府有關部門緊密聯繫：

- 郵輪業諮詢委員會
- 香港中文大學酒店及旅遊管理學諮詢委員會
- 香港理工大學酒店及旅遊業管理學院顧問委員會
- 旅行代理商諮詢委員會
- 亞洲會議暨旅遊局協會
- 航空發展諮詢委員會
- 職業訓練局中華廚藝學院訓練委員會

- Committee, Hong Kong General Chamber of Commerce
- Committee, Hong Kong Inbound Tour Operators Association
- Committee on Shopping-Related Practices, Travel Industry Council of Hong Kong
- Executive Committee, Hong Kong Association of Travel Agents
- Executive Committee, Hong Kong Coalition of Service Industries
- Executive Committee, Hong Kong Exhibition & Convention Industry Association
- Executive Committee, The Joint Council of the Travel Industry of Hong Kong
- The Greater Pearl River Delta Business Council
- Hong Kong Arts Festival Society
- The Hong Kong Association of Registered Tour Co-ordinators
- Hong Kong Japanese Tour Operators Association
- Hong Kong – Taiwan Economic and Cultural Cooperation and Promotion Council
- Hong Kong Trade Development Council
- Hotel, Catering and Tourism Training Board, Vocational Training Council
- Inbound Committee, Travel Industry Council of Hong Kong
- Mainland China Inbound Tour Affairs Committee, Travel Industry Council of Hong Kong
- Planning and Development Committee, Travel Industry Council of Hong Kong
- The Steering Committee on MICE
- Tourism Strategy Group

In addition, the HKTB also contributes to the tourism and related industries by partnering with the following organisations:

- Guangdong, Hong Kong & Macau Tourism Marketing Organisation
- Pacific Asia Travel Association (PATA)
- World Tourism Organisation (UNWTO)

- 香港總商會專責委員會
- 香港入境團旅行社協會委員會
- 香港旅遊業議會購物事宜委員會
- 香港旅行社協會執行委員會
- 香港服務業聯盟執行委員會
- 香港展覽會議業協會執委會
- 香港旅遊業聯會理事會
- 大珠三角商務委員會
- 香港藝術節協會
- 香港註冊導遊協會
- 香港日本人旅客手配業社協會
- 港台經濟文化合作協進會
- 香港貿易發展局
- 職業訓練局酒店業、飲食業及旅遊業訓練委員會
- 香港旅遊業議會來港旅遊委員會
- 香港旅遊業議會內地來港旅行團事務委員會
- 香港旅遊業議會策劃與發展委員會
- 會議展覽及獎勵旅遊業跨界別督導委員會
- 旅遊業策略小組

此外，旅發局又與以下機構合作，為旅遊業和相關行業作出貢獻：

- 粵港澳旅遊推廣機構
- 亞太旅遊協會
- 世界旅遊組織