

# CHAIRMAN'S MESSAGE

## 主席獻辭

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Chairman, Mr James Tien Pei-chun GBS JP  
主席 田北俊先生



It always pays to listen to what sensible people say – and since taking over as chairman of the Hong Kong Tourism Board last year, I've found that almost everything those people told me about this job has turned out to be correct.

They told me it would be challenging from the very beginning, and they were right. On my first day in the job, rather than having a chance to settle gently into my new role, I found myself at the centre of a maelstrom as CCTV broke the news that mainland tourists were being ripped off on so-called zero-fare tours to Hong Kong.

We had to act quickly and decisively. I travelled to Beijing to address the issue, held talks with all parties concerned and helped to step up publicity for the Quality & Honest Hong Kong Tour scheme to avoid similar situations in future. Gradually, with the support of our industry colleagues, we were able to transform a potential crisis into an opportunity and harness some highly positive publicity from the situation.

They told me there would never be any easy options, and they were right. It was clear from the outset that we had to improve the Board's transparency and accountability and, in response to observations from the Director of Audit report and the Legislative Council's Public Accounts Committee, we have already put in place mechanisms to make us leaner, more effective, more budget-conscious, and better able to live up to the public's high expectations of us. We will continue to work towards those goals.

We have taken enormous strides forward in the past 12 months. I firmly believe that we now have an organisation that we are entitled to feel proud of. However, we are still only part of the way towards our objective of full accountability. We must continue to work tirelessly to forge a greater bond of trust with the Hong Kong public we are here to serve.

They told me I would derive great job satisfaction from my work, and they were right. I have a tremendous team to work with, brimming with

記得去年(2007年)我接任香港旅遊發展局(旅發局)主席時，身邊很多關心旅遊業的朋友，紛紛踴躍進言。如今一年過去，真的感謝他們的寶貴意見和提點，令我獲益良多。

朋友說，旅遊業時刻充滿挑戰，此話果然非虛！我記得上任第一天，還未來得及好好適應，便出現內地旅客在港購物受騙的報道。由於事態緊急，我第一時間趕赴北京了解，與相關界別跟進，並立即加強推廣「優質誠信香港遊」，防範同類事件。幸好有賴業界群策群力，取得不少正面的宣傳效益，逐步轉危為機。

也有朋友說，從事旅遊不進則退，這一點我絕對認同。自接任主席以來，我與理事會合力提升旅發局的透明度和加強問責。因應審計署報告和立法會政府帳目委員會的建議，我們更引進了不少改善工作流程和效率的機制，而且比以往更精打細算；今後，旅發局會繼續竭盡所能，力求不負公眾的厚望。

過去一年，局內上下全力推行上述工作。今日的旅發局，與往日相比已截然不同，我實在感到欣慰。然而，加強問責是個長遠的目標。今後，我們會更努力，全心全意為香港市民服務，令市民對旅發局更有信心。

朋友亦說，旅遊推廣滿足感極大，對此我極有同感。局內全體同事的出色表現，他們對推廣香港的滿腔熱誠，著實令我欣賞和感動。同事們的創見和拼勁，助我解決不少推廣工作上的疑難，我衷心感謝他們。

至於能與各位旅發局成員一起工作，亦實在是我的福氣。他們當中包括五位在2007年卸任的

enthusiasm and passion for their mission. Their ideas and their drive have energised and inspired me, helping me through some difficult times.

I have been lucky enough to have served alongside Dr James Wu, Mr Yu Pang-chun, Mr Michael Hui Koon-man, Mr Tang Kwai-nang and Professor Andrew Chan Chi-fai, who stepped down from the board after six years of exemplary service.

And I feel I have been particularly fortunate to have had the guidance of Dr Chan Wai-kwan, a true champion of Hong Kong whose untimely death in October 2008 deprived us of a dedicated, tireless and inspirational friend.

They said this was a task in which the more you do, the more there remains to do, and they were right. Both the opportunities and the challenges before us are immense.

I had the privilege of taking up this position in the year of the board's 50th anniversary. That has given me the chance to oversee a series of special events marking the milestone and also to see Hong Kong welcome its greatest ever number of visitors in one year – 28 million.

Looking ahead, we face the very immediate challenge of the global economic tsunami, and the inevitable impact it will have on our tourism market. We must play on our strengths and apply all of our resourcefulness and experience to respond to the situation.

We must continue to promote and enhance Hong Kong's international reputation as a vibrant, cosmopolitan city. At the same time, we must build closer bonds with neighbouring destinations in the Pearl River Delta and create multi-destination itineraries for a rapidly-changing tourism market. We must consolidate Hong Kong's position as the gateway and stepping stone to tourism in mainland China.

A difficult and uncertain time lies ahead. But we must never lose sight of the fact that we are lucky to live and work in one of the most exciting places in the world; a city of limitless possibilities where the only barriers to what we can achieve are the boundaries of our own imagination. They told me that too – and they were absolutely, unequivocally right.

*Chairman*

**James Tien Pei-chun** GBS JP

成員，分別是伍沾德博士、余鵬春先生、許冠文先生、鄧桂能先生和陳志輝教授。他們在任的六年間，非常投入旅發局的事務，並作出了寶貴的貢獻。

令人遺憾的是，旅發局成員之一、對香港社會貢獻良多的陳偉群博士，於2008年10月不幸逝世。他曾盡心盡力為旅發局服務，如今我們失去這位摯友，我實在深感惋惜。

無論如何，旅發局的工作仍要繼續。正如不少朋友指出，旅遊推廣，永無止境，各式各樣的機遇和挑戰，都會不斷接踵而來。

令我深感榮幸的是，能在本港旅遊發展50周年的大日子加入這行業，讓我有機會參與一系列慶祝活動，與業界一起分享這項重要里程碑；而且，年內的訪港旅客更創新高峰，達到2,800萬人次。

目前，環球金融海嘯所帶來的挑戰正逐步湧現，旅遊業也難免會受影響。但我們應當保持堅定，憑藉過往經驗，靈活應變，勇敢面對新局面。

今後我們必須繼續發揮香港的優勢，提升香港的國際都會和活力澎湃的形象。同時，面對市場口味瞬息萬變，香港應與珠江三角洲聯手，推出一程多站行程，更要讓全世界知道，香港就是前往中國旅遊的最佳門戶。

縱使前面未必是康莊大道，但我們應時刻緊記，能夠以香港為家，為這個如斯精彩的地方作出貢獻，實在是我們的福氣。香港是個充滿「無限可能」的城市，有限的，唯有人想像力和創造力。這一點，即使身邊的朋友不說，我與每一位香港市民，都深切體會到。

*主席*

**田北俊**

