

Service and Value Beyond Expectations 喜出望外的優質服務

As competition intensifies in the global travel and tourism market, Hong Kong aims to more than fulfill visitors' needs and expectations in terms of service excellence and quality assurance, so as to generate positive word-of-mouth and ensure repeat business.

面對全球旅遊業市場競爭愈趨白熱化，香港必須提供優質和具質素保證的服務，滿足旅客的需要和期望，藉此贏取口碑，確保旅客再次到訪。





Aiming for the top in service

As a further service to visitors, in April 2008 the HKTB was engaged to operate a new Visitor Centre converted from a 49-year-old de-commissioned Peak Tram cabin at the Peak - Hong Kong's most popular tourist attraction. This new centre provided the perfect backdrop for visitors to learn more about Hong Kong's diverse appeal. The vintage tram, which was originally donated to Hong Kong Museum of History, has been refurbished and is now ideally placed to better serve visitors at the Peak Piazza.

In addition to this new Visitor Centre on the Peak, the HKTB operates another in-town Visitor Centre at the Star Ferry Concourse in Tsim Sha Tsui, and two others at Hong Kong's two main entry points, Hong Kong International Airport and Lo Wu respectively. During the year, information and services were provided to around two million visitors.

追求卓越服務

太平山頂一直是香港最受歡迎的旅遊景點。2008年4月，旅發局在山頂的旅客諮詢中心正式啟用，進一步提升旅客服務。該諮詢中心由一列有49年歷史的古董山頂纜車車廂改裝而成。這個經典車廂原為香港歷史博物館的展品，經修葺翻新後設於山頂露天廣場，搖身一變成為提供卓越旅客服務的地點，旅客置身車廂當中，即可切身體驗香港的不同特色。

除位於山頂的新旅客諮詢中心外，旅發局另一個市內旅客諮詢中心設於尖沙咀天星碼頭；並於香港國際機場及羅湖兩個入境口岸分別營辦旅客諮詢中心。而年內，旅發局合共為約200萬名旅客提供資訊及服務。

- 1 Inaugurating the brand-new Visitor Centre on the Peak.
位於山頂的全新旅客諮詢中心揭幕。
- 2-3 Visitor Centre on the Peak:
A refurbished 49-year-old Peak Tram cabin.
由擁有49年歷史的古董山頂纜車車廂改裝而成的旅客諮詢中心。

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6,700



retail and restaurant outlets and 13 visitor accommodation premises covering 850 rooms received the QTS accreditation.

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Promoting quality service

In 2008/09, the HKTB continued to implement the QTS scheme, which aims to enhance overall service standards among retailers, restaurants and visitor accommodations.

The scheme provides visitors with better quality assurance and a comprehensive and effective complaint-handling mechanism. As of March 2009, more than 6,700 retail and restaurant outlets and 13 visitor accommodation premises covering 850 rooms received the QTS accreditation.

In order to gauge both the performance of merchants and expectations of visitors, a survey was carried out to assess the impact of the QTS scheme. On the merchant side, a majority of respondents (84-89%) agreed that the QTS scheme was “very successful” or “quite successful” in maintaining and improving standards of service quality, improving customers’ confidence and enhancing the company’s image. On the visitor side, QTS shoppers’ level of confidence in QTS shops and overall satisfaction maintained high ratings of 87% and 91% respectively.

推廣優質服務

在2008/09年度，旅發局繼續推行「優質旅遊服務」計劃，銳意提升零售商戶、餐廳和旅客住宿設施的整體服務水平。

「優質旅遊服務」計劃為旅客提供更高質素保證，同時設有周詳又有效的處理投訴機制。截至2009年3月，超過6,700家零售商戶和餐廳，以及合共提供850間客房的13個旅客住宿設施，已獲得旅發局的「優質旅遊服務」計劃認證。

旅發局對「優質旅遊服務」計劃進行了意見調查，藉此了解商戶表現和旅客期望，從而評估計劃的成效。調查結果顯示，在保持及改善服務質素、提高顧客信心和提升公司形象等各方面，大部分受訪商戶（84%至89%）認為計劃「非常成功」或「頗為成功」。至於受訪旅客對「優質旅遊服務」計劃商戶的信任程度和整體滿意程度，亦分別高達87%和91%。





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Training front-line professionals

In 2008/09, the HKTB continued to work with its strategic partner, Quality Tourism Services Association (QTSA), in promoting quality services and enhancing service quality and standards of the industry. The QTSA organised a series of training activities spanning a wide range of professional subjects to meet the business needs of QTSA members. Around 4,000 people participated in these training programmes, which included brand new wine seminars and workshops as well as training sessions related to the Olympic Equestrian events.

The QTSA and Li Ka Shing Institute of Professional and Continuing Education of the Open University of Hong Kong jointly developed two courses – “Professional Certificate in Quality Service Practice” and “Professional Diploma in Quality Service Management”. These continuous professional development programmes were the first of their kind in Hong Kong, covering topics such as quality service concepts, customer relationships and talent management. More than 50 industry players participated in these courses during the year.

Raising awareness on the Mainland

Since its launch in 2006, the Quality and Honest Tours (QHT) programme has focused on promoting honest and quality travel. During the year, the HKTB proactively publicised the programme to increase overall awareness of Hong Kong’s excellent service levels in the public mind. By the end of March 2009, the QHT programme had been expanded to 18 cities with 34 counters across the Mainland. Plans are underway to further expand the programme to more Mainland cities to promote Hong Kong as a high-quality travel destination.



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培訓前線專業人員

在2008/09年度，旅發局繼續與其策略夥伴優質旅遊服務協會合作，致力推廣優質服務，提升業界的服務質素與水平。優質旅遊服務協會舉辦一連串專業培訓課程，配合協會會員的業務需要，課程包括：新開辦的葡萄酒研討會和工作坊，以及奧運馬術賽事相關培訓課程等，合共約有4,000人出席。

優質旅遊服務協會又與香港公開大學李嘉誠專業進修學院聯手合作，開辦「實用優質服務專業證書」及「優質服務管理專業文憑」兩個課程，屬全港首批同類課程，內容包括：優質服務的概念、客戶關係及人才管理等，年內吸引超過50位業界人士報讀。

提高香港在內地的形象

旅發局自2006年起推出「優質誠信香港遊」，著力推廣誠信及高品質的訪港行程。年內，旅發局加強推廣此項計劃，讓內地公眾更深入認識香港的優質服務。截至2009年3月底，「優質誠信香港遊」計劃已拓展至18個城市，全國共設有34個專櫃。旅發局正策劃擴展計劃範圍，涵蓋更多內地城市，藉此推廣香港為優質的旅遊目的地。

- 1 Hong Kong Productivity Council serves as one of the assessors for the QTS Scheme.
生產力促進局出任「優質旅遊服務」計劃的其中一家評審機構。
- 2 QHT operators visit Hong Kong, 營辦「優質誠信香港遊」的業界應邀訪港。
- 3 QHT counter in Jiangsu's Wuxi, 位於無錫的「優質誠信香港遊」專櫃。
- 4-5 Travel trade professionals take part in seminars and courses organised by the QTSA.
旅遊業界參與優質旅遊服務協會舉辦的研討會和實務課程。

