

HK Tourism Symposium 2004: Quality and Diversity

# Service Quality in Tourism

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# Tourism Industry

- Employs 12% of Hong Kong workforce
- Contributes 8% of GDP
- Visitor arrivals in 2003: 15.5 million
- 2004 Policy Address

*‘We expect an appreciable increase in visitors from the Mainland and overseas from now.’*

- Visitor arrivals forecast
  - exceed 20 million in 2004



# Tourism PULL factors

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## ■ HARDWARE

- infrastructure
- attractions
- facilities
- airport
- transport
- accommodation



**TOURISM**

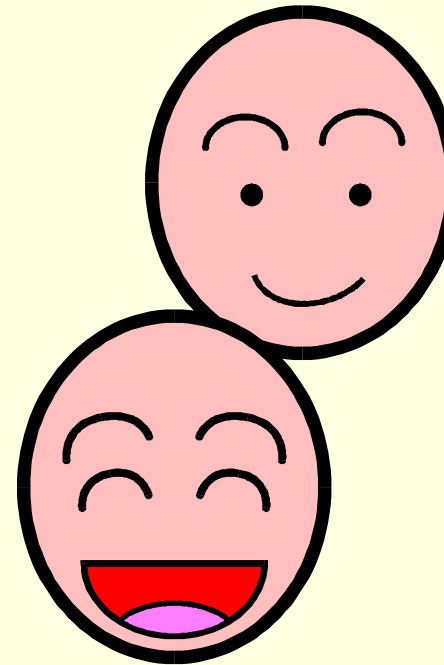
## ■ SOFTWARE

- historical culture
- personal attitudes
- information availability
- professionalism
- **service provided**

# Service Quality

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- Important? *Yes*
- Maintain our competitiveness
- Meet visitors' satisfaction
  - goodwill & image-building
  - positive word of mouth
  - revisit
  - differentiate from other destinations



# Characteristics of Service

- intangible
- composed of many components
  - immigration
  - transportation
  - accommodation
  - catering
  - sightseeing tours
  - shopping and other activities
- by experience
- human contact



# Improvement

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- Improvement measures on service quality
  - ① communication
  - ② training
  - ③ legislation
  - ④ community involvement
  - ⑤ experience enrichment

# Communication

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- Tourist-friendly environment
- English + Putonghua
- The Workplace English Campaign (2000)
- Visitor arrivals
  - *In 1992: Mainland + Taiwan visitors = 34.8%*
  - *In 2003: Mainland + Taiwan visitors = 66.4%*
- LegCo Motion Debate
  - *Promoting the use of Putonghua (2002)*
  - *Promoting the use of English in HK (2003)*
- Other languages (e.g. Japanese, German, Russian...)

# Training

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- Enhance professionalism
- Tourism Orientation Programme (2002)
  - a one-year orientation programme serving as Tourism Hosts in the frontline of the tourism industry
- Skills Enhancement Project (2003)
  - provide short-term condensed skills improvement and upgrading courses



# Legislation

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- **Avoid unethical malpractices**
- **Travel Agent (Amendment) Bill 2001**
  - increasing complaints by tourists on inbound providers relating to unsatisfactory service
  - regulate inbound travel agents
  - introduce a certification scheme for tour coordinators

# Community Involvement

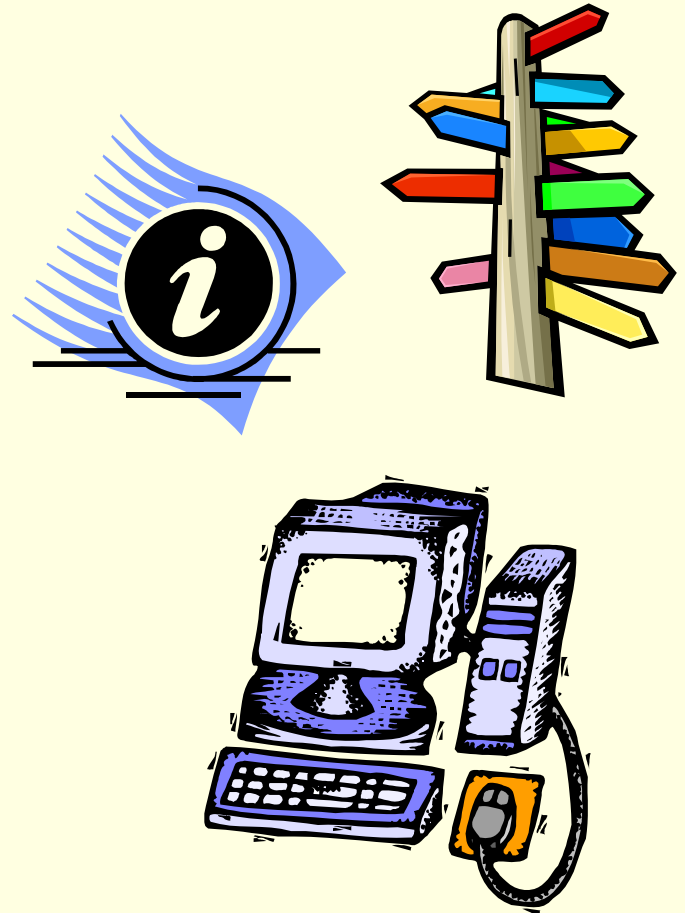
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- Improve host-visitor interaction
- Be a Good Host!
- A hospitable Hong Kong Campaign (2001)
  - to enhance community awareness of the contribution of the tourism industry to HK
  - 'Can I help you?'

# Experience enrichment

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- Electronic display boards
- Information accessibility



# Recognition of Service Quality

- Quality Tourism Service Scheme
  - Quality Tourism Service Scheme Enhancement on 19 Dec 2003
- Hong Kong Award for Services Scheme
  - Kowloon Shangri-La
  - Jumbo Floating Restaurant
  - Rainbow Seafood Restaurant
  - The Peak Lookout Hong Kong
  - Chow Tai Fook Jewellery Co. Ltd.



# Service Quality

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- Enough?
- We should continue to strive to improve our service quality even further.
- Suggestion for further discussion
  - disclose blacklisted shops?





**Thank you!**



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