

## 3<sup>rd</sup> Hong Kong Tourism Symposium– Quality and Diversity

18 March 2004

Hong Kong Convention and Exhibition Centre

### 1. Introduction

The 3<sup>rd</sup> Hong Kong Tourism Symposium (the Symposium) was an opportunity for members of the trade to share their views on issues of importance to the tourism industry.

### 2. The Financial Secretary's Opening Remarks

The Financial Secretary opened the symposium by giving an overview of tourism development in Hong Kong. He highlighted five major areas work to enhance tourism development in Hong Kong.

- Expanding Mainland and long haul markets;
- Enhancing tourist attractions and facilities;
- Improving our service quality;
- Partnering across all sector of the community; and
- Building diverse tourism

### 3. Keynote Speech by Mr. Richard Miller, Executive Vice President, World Travel and Tourism Council

Mr Richard Miller presented an overview of tourism development and challenges around the world including Hong Kong which comprised -

- Introduction of "New Tourism" which is a new dimension of travel

and tourism. This is a fresh look at the contribution and opportunities of tourism in areas of economic, social and cultural development. Tourism should progress in a way that involves public and private partnership and that benefits everyone in a sustainable manner.

- Government participation to expand and promote tourism through improvement of infra-structures, fostering competitiveness and better tourism policies. These would in the long-term encourage investment, facilitate innovation and job opportunities, and guarantee respect for local environments, cultures and social well-being.
- Business adjustment on planning, product and service quality to benefit the community as a whole.
- Cooperation between the government and private sector.

Annex A

A copy of his speech is at Annex A.

#### 4. The Breakout Sessions

The Symposium then split into three breakout sessions (Service Quality, the Mainland Market and Diversity in Tourism). Details of the presentation and recommendation made by the panelists and comments from those in attendance at each session are at Annexes B to D respectively.

Annexes B  
to D

#### Main Issues Emerged

A number of problems and recommendation have been identified during the Symposium that should be followed up by the industry and Government as appropriate.

Service Quality has been identified as the key area to distinguish Hong Kong from other cities to enhance our competitiveness. This requires full involvement of the community through education, training, legislation, community involvement, experience enrichment, recognition and remuneration. Malpractices in the retail trade must be stopped and offenders should be penalized.

There was a general consensus that the Mainland would become a competitor to Hong Kong as well as a major source market for Hong Kong. Hong Kong, situated at the gateway to the Mainland, should capitalize on its existing strengths to partner with the Mainland areas such as the Pearl River Delta (PRD), Yangtze River Delta (YRD) and Macau in terms of marketing and service provision. The Mainland has become the major source of inbound tourists and Hong Kong needs to sharpen its competitive edge by providing a wide range of offers and facilities to meet the growing expectations of Mainland visitors.

There was also a growing concern about the narrow development of Hong Kong Tourism which was mainly built on shopping and dining. With the changing travelling habit and trends, it was felt that tourism diversity should be accorded priority and full support given to efforts to enhance our attractions. The Government was expected to take a leading role in setting and policies to enhance our attractions and in partnership with the private sector build the tourism sector. There is ample room for developments of tourism diversity in Hong Kong, such as events tourism, heritage and cultural tourism, business and trade tourism, and ecotourism.

5. **Breakout Session Summary Briefing by Mrs Selina Chow, Chairman, Hong Kong Tourism Board**

Mrs Selina Chow summarized the presentations and recommendations arising from the three breakout sessions. They are

- Establishing Hong Kong Brand Value based on quality service;
- Building and improving Trust, Honesty and Integrity;
- Establishing community participation in fostering and maintaining a Hospitable Hong Kong;
- Working together with HKTB, the Customs and Excise Department and Consumer Council to protect consumer right of tourists and local residents alike;
- Creating partnership across the trade and with the Mainland;
- Further enhancing and re-packaging existing attractions; and
- Enhancing the strategic promotional efforts in various markets to develop new markets and strengthen traditional markets.

## **6. Closing Remarks**

The Secretary for Economic Development and Labour reported that over 90% of the comments and suggestions raised in the last Symposium held in 2001 have been taken forward and stressed that the Government would follow up with the comments and recommendations that arose from this Symposium. He closed the Symposium by highlighting the importance of the following key areas to achieve high quality tourism in Hong Kong.

- Promoting and providing excellent service;
- Improving tourism infrastructure, in particular cross border facilities and hotel accommodation to meet growing demands from the Mainland market;

- Broadening the range of tourism products; and
- Injecting additional resources to promote quality tourism.

Annex E A copy of SEDL's speech is at Annex E.

## 8. Conclusion

The response to the symposium has been generally positive and constructive. The Tourism Commission and the Hong Kong Tourism Board will follow up on the various suggestions and discuss specific issues in particular the quality and diversity with the trade for value enhancement.

Tourism Commission  
April 2004