

For information

Legislative Council Panel on Economic Development

“A Hospitable Hong Kong” Campaign

Purpose

This paper informs Members of the programme of “A Hospitable Hong Kong” Campaign which will be taken forward by the Tourism Commission (TC) in collaboration with the tourism industry as well as related organisations from now to 2010.

Background

2. Promoting a community-wide hospitality culture is essential to the sustainable development of the tourism industry. In 2001, the TC launched “A Hospitable Hong Kong” Campaign (the Campaign), with the aim of promoting a hospitality culture in the community through the phased implementation of various public education programmes.

3. The allocation for the Campaign is a general non-recurrent expenditure item. The Legislative Council approved the increase of the total funding to \$22.4 million in 2004 for the phased implementation of various public education programmes to promote a hospitality culture in the community. We are committed to ensuring the effective use of the approved funding. Any unused balance will be carried forward to the following year for organising activities under the Campaign. As at end-March 2008, the accumulated expenditure is \$18.1 million with a remaining balance of \$4.3 million.

4. The major elements of the Campaign are -

- (a) operating a Hong Kong Young Ambassador Scheme (HKYAS) to train young people aged 16 or above as Young Ambassadors to greet visitors and promote a hospitality culture. Over 200 tertiary and high school students are appointed each year as Young Ambassadors. As at end-2007, more than 1,300 Young Ambassadors have completed the training programme and rendered about 83,000 hours of voluntary service;

- (b) conducting a service quality study, in conjunction with the tourism and related industries as well as relevant government departments, to examine the service standards of the tourism sector, promote best practices and excellence of service, with a view to improving and enhancing the overall quality of our tourism services. The study was completed in 2005;
- (c) organising service seminars and related activities to provide various communication platforms to facilitate the exchange of views among the stakeholders of the tourism and related industries; and
- (d) producing Government Announcements in the Public Interest to promote a hospitality culture.

Campaign Programme for 2008-2010

5. Between now and 2010, we plan to use the existing provision under the Campaign to continue with various initiatives, including the HKYAS and projects co-organised with the tourism and related industries, to help promote quality tourism services. These projects are outlined below -

Project	Target Commencement Date	Brief Description
(a) HKYAS	Ongoing	The TC and the Hong Kong Federation of Youth Groups (HKFYG) will continue to implement the HKYAS, with an estimated annual intake of about 200 Young Ambassadors aged 16 or above. Following intensive training, the Young Ambassadors will station at tourist spots to introduce the attractions to tourists, participate in mega and tourism promotional events, and organise activities in their schools to help spread the message to their friends and peers. Based on the expenditure over the past six years, the cost of running the HKYAS for another two years is estimated at \$2.49 million.

Project	Target Commencement Date	Brief Description
(b) Seminars and activities for the tourism and related sectors to promote quality services	Q3 of 2008	<p>We will conduct seminars/workshops/activities for the travel trade in collaboration with related organisations, e.g. the Quality Tourism Services Association, Travel Industry Council of Hong Kong, and Hong Kong Association of Travel Agents. The activities in the pipeline include :</p> <ul style="list-style-type: none"> (i) Basic training on wine and food matching for Chinese restaurants' catering practitioners; (ii) English language training for taxi drivers; (iii) Seminars on "Service and Quality Delivery" for managerial and frontline staff in the travel trade; (iv) Management workshops on "Total Quality Service" for travel trade executives; (v) Workshops on "Total Customer Satisfaction" for frontline customer services staff, e.g. tourist guides; (vi) "Presentation and Marketing Culture" training for tourist guides; (vii) Workshops on "Customer Care" for coach/ limousine drivers; and (viii) Skill upgrading seminars for tourist guides and the "Best Tourist Guide Award" competition. <p>The TC will allocate \$1.23 million to organise the above activities in collaboration with the industry.</p>
(c) Customer Service Excellence Conference to enhance customer services knowledge of the retail sector	Q1 of 2009	<p>We will engage the Hong Kong Retail Management Association (HKRMA) to organise the Conference, which aims to provide a discussion platform to facilitate exchange of views among retail industry players, retail-related service providers and service industry practitioners. The estimated expenditure for the project is \$0.28 million.</p>

Project	Target Commencement Date	Brief Description
(d) MICE (meetings, incentives, conventions and exhibitions) education programme for the hotel industry	To be implemented in phases starting from Q2 of 2009	The education programme will be offered to all members of the Hong Kong Hotels Association (HKHA) and targets at hotel executives who have a direct involvement in the MICE business, with a view to improving the services of our hotels to MICE business participants, thus enhancing Hong Kong's status as a major MICE hub. The estimated cost of \$0.3 million will be matched by an equivalent amount from the HKHA.

Way Forward

6. Since the launch of the HKYAS in 2002, feedback from the schools, youths and their families has been very positive. Both the TC and the HKFYG consider that the HKYAS is an effective means to develop a pool of Young Ambassadors to help spread the message and foster a hospitality culture in the community. We will keep a close watch on the need to seek funding support for extending the HKYAS beyond 2010.

7. We will call upon and encourage the tourism and related industries to continue with various hospitality promotion activities to enhance service quality, with a view to strengthening our position as the most popular city destination in Asia.

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