

Tourism symposium to address challenges facing industry

The Tourism Commission and the Hong Kong Tourism Board will jointly host the 3rd HK Tourism Symposium: Quality and Diversity at the Hong Kong Convention and Exhibition Centre on Thursday morning (March 18).

A tourism commission spokesman said the symposium provided an opportunity for different sectors of the local tourism industry to meet and work together to help address some of the key challenges the industry was facing.

The Financial Secretary, Mr Henry Tang, will officiate at the opening of the symposium with a talk on tourism development in Hong Kong. The Tourism Commission has invited Mr Richard Miller, Executive Vice President of the World Travel and Tourism Council, to deliver the keynote address, "The Blueprint of New Tourism: Turning Challenges into Opportunities".

The symposium will then be divided into three concurrent breakout sessions, namely "Service quality in tourism", "China Market: Challenges and Opportunities?" and "Diversity in Tourism - From Niche Products to New Attractions". Key players in the tourism field have been invited to be the moderators and panelists in these panels. They are:

1) "Service Quality in Tourism"

Moderator: Mr Vincent Fang

Panelists: Hon Howard Young, Ms Quince Chong, Mr Wong Wai-wing, Ms Jeny Yeung

2) "China Market: Challenges and Opportunities?"

Moderator: Dr Eden Y Woon

Panelists: Mr Ronnie Ho, Mr Stanley Hui, Mr Tony Tse, Ms Clara Chong

3) "Diversity in Tourism - From Niche Products to New Attractions"

Moderator: Mr Duncan Pescod

Panelists: Mr Ambrose Cheung, Prof Lee Kam-hon, Mr Allan Zeman, Dr Philip Kwok

"The breakout sessions will certainly address the multi-faceted changing environment

and key challenges in the tourism industry. Participants are encouraged to interact and share their views. The synergy from the process will help chart strategies to overcome the challenges and capitalise on the opportunities we have," the spokesman said.

Ends/Tuesday, March 16, 2004

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