

SEDL speaks at Service Quality Symposium 2005

The Secretary for Economic Development and Labour, Mr Stephen Ip, reminded participants at today's (July 5) Service Quality Symposium 2005: Service from the Heart, that "to attract new and repeated visitors, not only do we need new attractions and effective promotion, we must also deliver professional, first-class and value-for-money service, and give visitors a good reason to come back".

Mr Ip was officiating at the symposium, organised by the Tourism Commission, at the Hong Kong Convention and Exhibition Centre.

Adopting the theme, "Service from the Heart", the symposium looked into successful and sustainable models in achieving service excellence in various tourism related sectors. It provided a discussion forum for different sectors and encouraged concrete action on the part of the industry to enhance their service standards and to foster an environment of high-quality service for visitors and locals alike.

"Hong Kong will be under the spotlight when Hong Kong Disneyland opens on September 12," Mr Ip said. The Hong Kong Tourism Board expects another record-breaking year of over 23 million visitors. Our service quality has a direct bearing on whether Hong Kong can maintain our position as a preferred destination.

"Both the Government and the industry must work together, to meet the high expectations from visitors and leverage on this golden opportunity to showcase our service excellence to the world," he added.

Distinguished leaders in the tourism industry took part in an open discussion with over 350 participants comprising management executives and frontline staff from the tourism and related industries, including, airlines, hotels, travel agents, retail, catering, and local transportation operators.

Mrs Selina Chow, Chairman of the Hong Kong Tourism Board, was the moderator of the symposium and the speakers included Mr Philip Chen, Chief Executive, Cathay Pacific Airways Ltd; Mr Ronnie Ho, Chairman, Travel Industry Council of Hong Kong; Mr Frank Lee, Governing Council Member, Quality Tourism Services Association; Mr Mark Lettenbichler, Chairman, Hong Kong Hotels

Association; Mr Don Robinson, Group Managing Director, Hong Kong Disneyland; and Dr Allan Zeman, Chairman, Lan Kwai Fong Holdings Ltd.

Taking the opportunity of this symposium, the Tourism Commission shared with the participants the key findings and initial recommendations of the Service Quality Study commissioned earlier this year. The initial recommendations, targeting both industry and individual companies, aim at further enhancing the quality of service in the tourism and related sectors.

The Tourism Commission will refine the initial recommendations after taking into account the industry's views during the sector-specific consultations. The finalised recommendations will later be uploaded onto a dedicated website that will also provide user-friendly self-assessment kits to assist the industry.

Tourism Commission

Economic Development and Labour Bureau

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