

Hong Kong strengthens tourism co-operation with Henan Province

The Commissioner for Tourism, Mr Philip Yung, together with representatives of the Travel Industry Council of Hong Kong (TIC), the Hong Kong Tourism Board (HKTB) and travel trade representatives, attended the Henan-Hong Kong Bilateral Tourism Exchange and Co-operation Meeting in Zhengzhou, Henan, today (April 27).

Organised by the Henan Provincial Tourism Administration, the Asia Tourism Exchange Centre of the China National Tourism Administration and the Tourism Commission, the event aims to increase interaction and mutual understanding of the travel trade in Hong Kong and Henan.

"Henan Province has rich tourism resources, while Hong Kong is a cosmopolitan city that blends Chinese and Western cultures and offers a host of tourism facilities. The tourism industry is very important to the economic and social development of both Hong Kong and Henan," Mr Yung said.

The TIC signed a co-operation agreement with the Henan Provincial Tourism Administration at the event to strengthen co-operation and exchanges between the two places, step up information sharing, and develop honest and quality tourism. To improve efficiency in handling tourism incidents, both sides have also agreed to establish mechanisms for information interchange and handling emergencies.

"I believe the tourism co-operation between Henan and Hong Kong can be taken to new heights through more frequent exchanges. The signing of the co-operation agreement between the Henan Provincial Tourism Administration and the Travel Industry Council of Hong Kong today demonstrates the joint efforts from both sides," Mr Yung said.

The HKTB also briefed Henan trade representatives on its promotion platforms including its mobile applications and website, and reviewed its efforts in 2010 and 2011, as well as the Quality Tourism Services Scheme.

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