



3rd HK TOURISM SYMPOSIUM : QUALITY AND DIVERSITY

第三屆香港旅遊研討會： 提升質素 共創多元

Dr Eden Y Woon

Chief Executive Officer, Hong Kong General Chamber of Commerce

Dr Eden Woon is the CEO of the Hong Kong General Chamber of Commerce, the oldest and largest business organization in Hong Kong with around 4,000 corporate members.

He served as Executive Director of the Washington State China Relations Council from 1994-97. A career U.S. Air Force officer who retired as a Colonel in 1993, Dr Woon served as China policy advisor for the U.S. Secretary of Defense from 1989-94, and was assigned to the U.S. Embassy in Beijing from 1983-85. Dr Woon, who has a Ph.D in mathematics, was an Associate Professor of Mathematics in the late 1970s at the U.S. Air Force Academy.

Dr Woon is a member of the Council on Foreign Relations based in New York. He is on the board of the Hong Kong Articles Numbering Association, Ocean Park Corporation, and the Hong Kong Tennis Foundation. He is also on the Board of Governors of Hong Kong Design Centre. Dr Woon is a member of the Advisory Committee of the Securities and Futures Commission. He was named Director of the Year in Hong Kong in the non-profit category in 2001.

翁以登博士

香港總商會總裁

翁以登博士現任香港總商會總裁。香港總商會是香港歷史最悠久和規模最龐大的商會組織，公司會員數目超過 4,000 家。

1994 至 97 年間，翁博士為美國華盛頓州中國交流理事會理事長。1989 至 94 年間，他在美國國防部出任國防部長的中國政策顧問。他曾在美國空軍服務，於 1993 年退役時官至上校；另於 1983 至 85 年間，被派往美國駐北京大使館工作。翁博士取得數學博士學位，1970 年代後期在美國空軍大學擔任數學副教授。

翁博士是美國紐約外交關係委員會會員，亦為香港貨品編碼協會、香港海洋公園公司、和香港網球基金會的董事局成員及香港設計中心的監察委員會成員。他是證券及期貨事務監察委員會旗下諮詢委員會的成員。翁博士亦榮獲 2001 年度傑出董事獎(非牟利組織組別)。

Ronnie Ho

Chairman, Travel Industry Council of Hong Kong

Mr Ronnie Ho is currently the Chairman of the Travel Industry Council of Hong Kong and a member of the Advisory Committee of Travel Agents.

In 2001, Mr Ho was awarded Tourism Medal from French Government.

Mr Ho is also a Business Ambassador for South Australia (North East Asia region / Vision 2010), and a member of International Advisory Committee for Maison de la France (French Tourism Office).

Mr Ho is the Managing Director of Jetour Holiday Ltd.

Andy Tung

Chief Operating Officer, Hong Kong Dragonair Ltd.

Mr. Andy Tung is the Chief Operating Officer of Dragonair, and is tasked with assisting the Chief Executive Officer in all matters relating to the airline's management.

He is also currently the General Manager, Marketing and Sales, a position he took up on joining Dragonair in October 2001. He will continue to hold the position until a successor is appointed.

Prior to joining Dragonair, Mr. Tung worked for internet stock trading company Boom.com, where he was the General Manager for Corporate Development.

Before that, he worked in the transportation sector, spending five years in management positions at shipping line OOCL, and two years as Planner, Routes and Schedules with United Airlines at its headquarters in Chicago in the US.

Mr. Tung holds a Bachelor's degree in Mechanical and Aerospace Engineering from Princeton University and a Master's degree in Business Administration from Stanford University in the US.

董立均

港龍航空有限公司業務總裁

董立均獲委任為港龍航空業務總裁，協助行政總裁處理公司所有的管理業務。

董先生將繼續擔任港龍航空市場推廣及營業總經理一職，直至公司委任新市場推廣及營業總經理。

董先生於二〇〇一年十月加入港龍航空，任職市場推廣及營業總經理一職。履新前，董先生在 Boom.com 出任企劃發展總經理一職。

董先生擁有豐富的運輸業工作經驗。他曾於東方海外貨櫃航運有限公司工作五年，分別擔任不同的管理層職務。董先生亦於美國聯合航空芝加哥總部工作兩年，負責制定航線及航班事宜。

董先生分別擁有普林斯頓大學機械及航空工程學士學位，其後更於美國史丹佛大學完成工商管理碩士學位。

Tony Tse

**Industry Partnerships Director, School of Hotel & Tourism Management,
The Hong Kong Polytechnic University**

Mr Tony Tse is the Industry Partnerships Director at The Hong Kong Polytechnic University's School of Hotel & Tourism Management (HTM), helping the School to develop a strong relationship with the hospitality industry by providing training and consultancy services.

Mr Tse's role at the School is very much bridging the academic excellence with what the industry needs. The needs could be training, consultancy, business development, or tool development. There are rich resources not just in HTM, but other departments at the University, which the industry can tap into. Resources include academic staff, students, visiting professors, research capabilities, and the Hotel & Tourism Resource Centre.

Mr Tse was previously the General Manager, Marketing Communications of the Hong Kong Tourism Board. He joined the then Hong Kong Tourist Association in 1998 with the objective of strengthening the corporate and marketing function of the Association.

Mr Tse launched a new 'City of Life' marketing campaign, revamped the website, and created a strong brand culture in the organisation. Visitor arrivals in year 2000 reached 13 million, representing a 15% increase over previous year and setting record high.

The 'City of Life' campaign and the DiscoverHongKong.com website for marketing Hong Kong as a travel destination both won Gold Awards at the Pacific Asia Travel Association (PATA) Conference in 2001.

Mr Tse's previous life before tourism was advertising. He worked for Ogilvy & Mather for 18 years – in Hong Kong, Beijing and Sydney.

Mr Tse is a graduate of the University of Hong Kong with a Bachelor degree in Social Sciences. He has a MBA degree from Macquarie University, Sydney. He is now pursuing his PhD study in Tourism with Southern Cross University in Australia.

謝思明

香港理工大學酒店及旅遊業管理學院顧問

謝思明先生為香港理工大學酒店及旅遊業管理學院顧問，負責學院與旅遊業界有關之事宜，包括專業培訓及顧問工作。

謝先生擔當學院與旅遊業界之橋樑，他不僅致力於培訓、顧問、業務開拓等多元化工作範疇，以配合旅遊業界之不同需要，並靈活運用學院以至整個大學的資源，令專業培訓及顧問工作盡善盡美。該等資源包括大學教職員、學生、研究技術和酒店及旅遊業管理學院的資源中心。

謝先生曾任香港旅遊發展局市務總經理，負責宣傳廣告及公關工作。謝先生推出“動感之都”市場推廣活動及更新網頁內容，為香港樹立鮮明形象，成功吸引大量遊客。於2000年，訪港旅客創新高至一千三百萬人，較1999年上升15%。“動感之都”市場推廣活動及DiscoverHongKong.com網頁更於亞太旅遊協會2001年周年大會上獲頒金獎。

在加入香港旅遊發展局前，謝先生任職於奧美廣告公司，從事廣告行業達十八年，先後在香港、中國大陸與澳洲工作。

謝先生於香港大學社會科學學院畢業，並獲澳洲Macquarie University工商管理碩士學位，現正於澳洲Southern Cross University進修旅遊學博士課程。

Clara Chong Ming-wah

Executive Director, Hong Kong Tourism Board

Ms Clara Chong joined the then Hong Kong Tourist Association in March 2001, ready to lead the reconstituted organisation into a new era from 1 April 2001 as the Hong Kong Tourism Board (HKTB).

As well as being the HKTB's most senior executive, charged with working with the Government and industry to attain new standards of excellence for Hong Kong's tourism industry, she is a Member of the Pacific Asia Travel Association (PATA) Board of Directors and an Executive Member of the PATA Hong Kong Chapter, and an appointed Member of the Advisory Committee on Travel Agents.

A consummate marketing professional, Ms Chong has more than 20 years' international marketing experience in the media and banking sectors. Before joining HKTB, she spent 15 years with Standard Chartered Bank, latterly undertaking the dual roles of Country Head, Credit Card & Personal Loan, Hong Kong and China, and worldwide Group Head, Strategic Marketing & Customer Development. During her stewardship of the credit card business, Standard Chartered became Hong Kong's largest credit card issuing bank.

After graduating with Honours in Chemistry from the University of Nottingham, England, in 1980, Ms Chong gained an MBA in marketing from the University of Bradford, then returned to Hong Kong to join the *Time* magazine group in 1982. She was appointed Circulation Manager for the Asian edition of *Fortune International* in 1984, then New Business Manager for *Time* in Southeast Asia the following year.

She moved to Standard Chartered Bank in 1986 as Direct Marketing Manager, Consumer Banking, Hong Kong, then managed the Asset Products and Liability Products businesses before being appointed Senior Marketing Manager, Hong Kong in 1992. Her achievements in marketing were recognised in the Hong Kong Management Association's Marketing Excellence Awards with a Gold Award for Outstanding Campaign in 1989 and a Silver Award in 1996.

Fluent in English, Cantonese and Mandarin, Ms Chong is married with a young son. Among her spare time charitable interests, she is on the Board of Directors of the Haven of Hope Christian Service.

臧明華

香港旅遊發展局總幹事

臧明華女士於 2001 年 3 月加入前香港旅遊協會。2001 年 4 月 1 日，香港旅遊發展局根據法例成立，由臧女士帶領邁進新里程。

臧女士是香港旅遊發展局最高行政人員，與政府及業界緊密攜手，推動香港旅遊業達致更高成就。她現擔任太平洋亞洲旅遊協會理事會的成員、該協會香港分會的執行委員，更獲特區政府委任為旅行代理商諮詢委員會委員。

臧女士是資深的市場推廣專才，在傳媒及銀行界擁有超過 20 年的國際市場推廣經驗。加入香港旅遊發展局前，臧女士出任渣打銀行的管理要員達 15 年，曾身兼渣打銀行全球市場策略及客戶業務拓展集團主管，及中港區信用卡及私人貸款業務主管兩項職務。在她的領導之下，渣打銀行的信用卡業務發展極之成功，而渣打銀行亦已成為全港最大的信用卡營辦商。

臧女士於 1980 年畢業於英國諾丁漢大學化學系，其後獲布萊德福大學市場系頒發工商管理碩士榮譽。1982 年臧女士回港後加入 *Time* 雜誌集團，並於 1984 年獲該集團委任為發行部經理，負責 *Fortune International* 亞洲版的發行工作，翌年再獲委任為 *Time* 雜誌的東南亞業務發展經理。

1986 年臧女士出任渣打銀行的直銷市場業務經理，並掌管資產及債務業務，後於 1992 年獲晉升為香港區高級市場推廣經理。臧女士在市場推廣方面的成就，獲業界一致的讚許，並分別奪得香港管理專業協會的傑出市場策劃獎 1989 年傑出項目金獎及 1996 年的銀獎獎項。

臧女士能操流利英語、廣東話和普通話。她已婚，並育有一子，閒暇時積極參與慈善工作，現為基督教靈實協會董事。