



Higher 更高

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In the firm belief that partnership with the community is essential, the HKTB has focused on raising ever higher the level of community participation in the development of Hong Kong's tourism industry.

旅遊業與本港社會息息相關。為此，旅發局鼓勵社會各界積極投入旅遊事務，提高參與程度。

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Tourism & the Community

旅遊業—全民事業

While promoting tourism, HKTB never neglects to engage with the community. Apart from exhibiting social responsibility, great efforts are also made to encourage people from various circles to support the tourism industry — a community undertaking.

旅發局在推廣旅遊業之餘，亦不忘參與社會事務，除展現對社會的責任，更致力鼓勵各界人士支持旅遊業，一同參與這項全民事業。





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Love & Care

關愛社群

01 HKTB Chairman James Tien goes hands-on with a "young volunteer" to decorate the Hong Kong Olympic Plaza.

主席田北俊先生與「小義工」一同動手，裝飾香港奧林匹克廣場。

02 HKTB staffer eagerly serves as a guide for families visiting the Hong Kong Olympic Plaza.

旅發局職員向到訪香港奧林匹克廣場的家庭熱心講解。

03 Ringing in the Year of the Ox: Merry-making seniors cheer on the Chinese New Year parade.

長者觀賞賀歲巡遊匯演，開開心心共迎己丑牛年。

04 Brightly smiling visitors, big and small, visit the Hong Kong Olympic Plaza in a festive mood.

大朋友、小朋友都雀躍地參觀香港奧林匹克廣場，展露燦爛笑容。

05 A visit from Santa Claus spices up Hong Kong WinterFest.

聖誕老人在「香港繽紛冬日節」助興，現場一片歡樂氣氛。



04

Cultivating the Next Generation 啓育後進

01 "Project Yi Jin" students tour a Visitor Centre and enhance their understanding of visitor services.

安排毅進計劃學生參觀旅客諮詢中心，加強他們對旅客服務的認識。

02 Students majoring in tourism learn about travel products via HKTB's guided tour.

有志從事旅遊業的學生透過旅發局導賞團認識旅遊產品。

03 "Straight-talk": HKTB Executive Director Anthony Lau shares experiences and insight with students.

總幹事劉鎮漢先生與學子真情對話，分享經驗和心得。



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Prospering Hand-in-Hand 攜手共融

- 01 HKTB helps train up East Asian Games volunteers to warmly accommodate overseas visitors.
旅發局參與東亞運義工培訓講座，協助他們向旅客推廣香港。
- 02 Child prodigies: Paintings of Hong Kong landmark tourist attractions for the Sing Tao Magazine Group's painting competition, supported by HKTB.
旅發局支持星島集團的繪畫比賽，讓孩童繪出香港具旅遊特色的地標。
- 03 "Most Courteous Immigration Control Officers" award winners are appointed "Hong Kong Courtesy Ambassadors" by HKTB.
「最有禮貌入境管制人員」得獎者獲旅發局委任為「香港禮貌大使」。



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