

Expanding Quality Enhancement Platforms

擴大優質服務平台

Pursuing betterment of visitor experience

加強旅客服務

The HKTb strives to give visitors a memorable impression of Hong Kong and its hospitality culture by rolling out the "Hong Kong Pals" programme.

旅發局推出「老友記」計劃，致力令旅客對香港留下良好印象，親身體驗本地的好客文化。





- 1 The "Hong Kong Pals" Programme is launched to offer visitors an authentic experience through interacting with locals.
旅發局推出「老友記」計劃，招募本地義工，讓他們與旅客分享地道文化。
- 2 29 selected residents attend a 60-hour training programme hosted by various local specialists, covering areas such as history and natural scenery of Hong Kong.
多名本地專家應邀為29名獲選申請人提供60小時培訓課程，當中涵蓋香港歷史及自然生態多個範疇。

- 3-4 The volunteers are appointed as "Hong Kong Pals" and start greeting visitors at in-town Visitor Centres in October.
獲委任的「老友記」自10月起在市區的旅客諮詢中心為旅客提供服務。
- 5-6 The HKTb operates four Visitor Centres across the city, providing information and services to nearly two million visitors.
旅發局轄下共有四個旅客諮詢中心，為約200萬名旅客提供資料及服務。

"As an old Hong Konger, I fully support the 'Hong Kong Pals' Programme, which not only promotes Hong Kong to visitors but also enriches my life and boosts my confidence; I am only too glad to take part!"
- Alan, a "Hong Kong Pal"

「老友記」馬立銘：「作為香港人，我非常高興有機會參加『老友記』計劃，除了可以向旅客推介香港，又可以讓我與旅客接觸，令我的生活更充實，自信心更有所提升。」

Delivery of quality services 提供優質服務

As good services are essential in attracting recurrent visitor arrivals, the HKTB promotes the enhancement of service standards among the industry via various channels.

旅遊業競爭日趨激烈，優質服務遂成為吸引旅客重遊的主要因素。旅發局繼續透過不同渠道，提升業界的服務水平。



The QTS Hair Salon scheme is to promote Hong Kong's quality hairdressing services to visitors and stimulate demand for these services.

「優質旅遊服務」髮型屋計劃旨在向旅客推廣香港的優質美髮服務，帶動對此類服務的需求。

- 1 The QTS Scheme is extended to cover the hairdressing industry. Hair salons providing hairdressing services as core business can apply for accreditation under the scheme.

年內，旅發局將「優質旅遊服務」計劃擴展至美髮行業。凡以提供美髮服務為核心業務的髮型屋，均可申請參與計劃。

- 2-3 The HKTB works with its strategic partner, Quality Tourism Services Association (QTSA), to enhance service quality of the industry by hosting various training courses and seminars, which draw more than 2,500 participants.

旅發局與其策略夥伴優質旅遊服務協會合作，舉辦多項培訓課程及講座，致力提升業界的服務質素。年內，共有超過2,500名人士參加不同類型的培訓。

- 4-5 During the year, the HKTB continues to promote Quality and Honest Tours (QHT), and cooperates with leading online travel portals to extend its coverage to a wider community. The QHT itineraries guarantee freedom of shopping, and visitors are not forced to join self-paid activities or pay additional costs.

年內，旅發局繼續大力在內地市場推廣「優質誠信香港遊」，並與受歡迎的旅遊網站合作宣傳，令更多旅客能接觸「誠信遊」旅遊產品。所有「誠信遊」產品必須符合「無指定購物」、「無任何附加費」及「無強迫自費項目」三大條件。





As of March 2010, 7,189 retail and catering outlets and nine accommodation premises covering 713 rooms received the QTS accreditation.

截至2010年3月，共有7,189家零售商戶和餐廳，以及合共提供713間客房的九個旅客住宿設施已獲得「優質旅遊服務」計劃認證。



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