



# 旅游、文化及体育工作小组

## Tourism, Culture and Sports Sub-group

### 目标

- (1) 就加强粤港旅游、文化和体育合作的政策和策略提供意见；
- (2) 促进和便利粤港两地旅客互访；以及
- (3) 推动粤港两地文化艺术和创意设计的发展和合作，并促进两地人才资源的融合、本土经济发展和文化创新。

### 工作范围

- (1) 旅游：推动改善有关基建、交通设施、出入境手续及过境设施，以便与广东省不同地方连接起来，方便旅客来港或经香港前往其他海外的主要目的地；
- (2) 文化：加强粤港两地在演艺活动和文化方面的合作和交流，并促进两地创意产业羣聚区的发展。

### 工作计划和最新进展

#### 旅游

香港旅游业近年不断取得蓬勃发展。2004年，访港旅客已达2 180万人次，比2003年增长40.4%。随着几个大型旅游热点于2005年年底/2006年年初落成启用，2005年香港的旅客人数将稳步迈向2 300多万人次的目标，开创新的里程。能够取得这个成绩，主要是由于香港位处亚太地区的要冲，又是通往内地的门户，同时得益于内地旅游市场的迅速增长。

### Objectives of the Sub-group

- (1) To advise on policies and strategies pertaining to enhancement of cooperation between Hong Kong and Guangdong in the areas of tourism, culture and sports;
- (2) To encourage and facilitate more visitor flow between Guangdong and Hong Kong; and
- (3) To promote development and cooperation in terms of arts, culture and creative design between Hong Kong and Guangdong, and to enhance integration of human resources, local economic development and cultural innovation in both places.

### Scope of work

- (1) For tourism, the scope of work is to promote enhancement in infrastructure, transport facilities, entry requirements and cross-boundary facilities to better connect various parts of Guangdong with Hong Kong and facilitate passenger movement both to Hong Kong and through it to other key overseas markets;
- (2) For culture, the scope of work is to promote cooperation and exchanges in performing arts and culture and facilitate the development of clustering for creative industries between Hong Kong and Guangdong.

### Work Plan and progress to date

#### Tourism

Hong Kong's tourism industry has been going from strength to strength in recent years. 2004 visitors arrivals reached 21.8 million, represented a 40.4% growth on 2003. With the opening of some large scale exciting tourism attractions in late 2005/early 2006, Hong Kong is well on target to achieve a new milestone of more than 23 million visitor arrivals in 2005. This achievement is due in no small measure to Hong Kong's strategic location in the Asia Pacific region and as a gateway to the Mainland, as well as the rapid expansion of the Mainland's tourism market.



随着珠江三角洲地区的经济不断增长，区内出现了十分庞大的消费市场，居民外游的能力和对服务的要求亦不断提高。珠三角旅游这个概念早在十多年前便已开始构思。1993年，香港旅游发展局(旅发局)与澳门和广东旅游当局成立珠江三角洲旅游推广机构，首次提出这个概念，目的是促进珠三角区内的旅游活动和交流。2003年，这个机构易名为“粤港澳旅游推广机构”，反映珠三角的推广工作已扩大至大珠三角区域。

多年来，香港旅发局、澳门特别行政区政府旅游局和广东省旅游局曾多次携手为大珠三角进行推广活动，例如：在2004年，三地的旅游局一同参与在澳洲墨尔本、德国柏林、日本和香港举行的国际旅游展。三地共同制订一系列大珠三角行程。此外，当局邀请旅客市场（如北美洲和欧洲）的旅游业伙伴到三地进行考察访问；三地的旅游局亦各自在网页上提供超连结，推广各个旅游目的地的景点。

With the growing economy of the PRD region, it presented a very large consumer market with increasing affordability and sophistication for outbound travel. The PRD tourism concept was first nurtured more than 10 years ago when the Hong Kong Tourism Board (HKTB) and the Macau and Guangdong tourism authorities jointly established the Pearl River Delta Tourism Marketing Organisation in 1993, with an aim to generate tourism traffic and exchange amongst the PRD region. This organisation was renamed as 'Guangdong, Hong Kong & Macau Tourism Marketing Organisation' in 2003, signifying that the promotion work for the PRD has expanded to cover the GPRD region.

Over the years, the HKTB, the Macau Government Tourism Office (MGTO) and the Guangdong Provincial Tourism Administration have launched several joint promotions for the GPRD. For example, in 2004, the three tourism bureaux participated in international travel shows in Melbourne of Australia, Berlin of Germany, Japan and Hong Kong. Together they developed a series of GPRD itineraries. Furthermore, travel trade partners from source markets such as North America and Europe were invited to participate in familiarisation visits to the three areas. In addition, hyperlinks are provided on the websites of the respective tourism organisations to promote the attractions of the destinations.

从旅游业的角度看，为了进一步发挥大珠三角地区的地理优势，必须确保香港备有所需基建、交通设施、出入境手续和过境设施，以便与内地不同地方连接起来，方便旅客来港或经香港前往其他海外的主要目的地。

作为第一步，小组同意集中处理有关签证的事项，以简化海外及内地旅客来港旅游的安排。

### (1) 签证事项

可改善两方面的签证安排：

#### (i) 往返内地的海外旅客

- 往返内地(来自须签证才可来港旅游的国家或地区)的海外旅客，如有意顺道来港旅游，必须持有有效的香港签证，否则不能入境。
- 持“指定起落点”机票前往内地的旅客如欲顺道来港，必须于来港后返回内地<sup>(注)</sup>。这类旅客须申领多程出入中国的签证，费用为单一出入境签证的两倍，令有意在单一旅程顺道来港的旅客却步。
- 解决上述问题对于前往珠三角地区营商或休闲旅游的旅客尤其重要，因为可以鼓励他们顺道来港。这类旅客的数量众多，而且往返次数频繁，尤以商务旅客为甚。如能简化规定，便利他们访港，当可为香港的旅客人次带来可观增长。

#### (ii) 内地旅客

- 目前，持来港通行证的内地旅客可以同一签证前往澳门，但持澳门通行证者则不可以顺道来港。这类旅客如获相同待遇，有助鼓励他们来港。

(注) “指定起落点”机票的价钱较可以自选回程上机地点的机票便宜。

To further leverage on the strategic locations of GPRD region from a tourism perspective, it is essential that the necessary infrastructure, transport facilities, entry requirements and cross-border facilities are in place to connect various parts of the Mainland with Hong Kong and facilitate passenger movement both to Hong Kong and through it to other key overseas markets.

As a first step, the Sub-group has focused its work on visa related issues, simplifying the arrangements for overseas and Mainland visitors to visit Hong Kong.

### (1) Visa related issues

There are two areas related to visas where improvements can possibly be made :

#### (i) Overseas visitors in the Mainland

- Overseas visitors (from countries or regions that require a visa to visit Hong Kong) in the Mainland who want to visit Hong Kong on the same trip are not able to do so unless they have a valid visa to visit Hong Kong.
- Overseas visitors visiting Hong Kong as part of a China trip need to return to the Mainland if they use point-to-point tickets into the Mainland <sup>(Note)</sup>. These visitors are required to apply for a multiple-entry visa into the Mainland and the cost is double the price of a single entry visa. This is a deterrent factor for visitors to visit Hong Kong as part of a Mainland trip.
- These issues are of particular pertinence to travellers who are visiting the PRD area either for business or leisure as they can easily make a side trip to Hong Kong. Due to the large numbers involved and the likely frequency of visits, especially for business visitors, the potential arrivals that can be generated for Hong Kong can be significant if the requirements can be simplified.

#### (ii) Mainland visitors

- Currently, Mainland residents who have a permit to visit Hong Kong are allowed to visit Macau with the same permit but not vice versa. Mainland residents visiting Macau using the ‘Macau only’ permit can be encouraged to visit Hong Kong on the same trip if the permit allows them to do so.

Note: point-to-point tickets are cheaper than open jaw ticket, which allow the passenger to return home from a different point.

## (2) 工作进度

小组已拟备一份概述上述情况的文件，并一直与有关的政府决策局研究如何改善签证申请程序和安排，以便到内地探访的海外旅客途经香港或绕道到香港旅游。此外，小组亦建议内地有关机构检讨多程签证的收费水平。小组又正与有关机构合作，研究放宽持有澳门通行证的内地旅客访港的入境规定。

## 文化

为推动粤港两地文化艺术和创意设计的发展和合作，小组同意推展以下工作：

### (1) 研究两地有关团体的推动演艺活动合作建议：

- (i) 在大珠三角各城市举办比赛(例如服装设计、平面设计、流行音乐、粤剧、舞蹈等)和创意艺术节；

## (2) Work progress

The Sub-group prepared a paper outlining the current situation of the points raised above and has been working with relevant Government bureaux on possible enhancement to the visa application procedures and arrangements, and to facilitate overseas visitors travelling to the Mainland via or detour to Hong Kong for a visit. In addition, the proposal suggested relevant Mainland authorities could review the cost of multiple visas as far as possible. The Sub-group has also been working with relevant authorities in the relaxation on entry requirements to Hong Kong, for Mainland visitors holding valid 'Macau only' entry permit.

## Culture

To promote development and cooperation in terms of arts, culture and creative design between Hong Kong and Guangdong, the Sub-group has agreed to work on the following initiatives:

### (1) To study proposals for relevant organisation in the two places to enhance cooperation in performing arts by:

- (i) holding contests (on fashion design, graphic design, pop music, Cantonese opera and dance etc.) and arts festivals in GPRD cities;



- (ii) 设立大珠三角文化艺术村；以及
- (iii) 编辑演艺交流资料手册、建立广东戏曲资料中心、放宽文化艺术人才交流互访的入境规定，并推动两地在出版和电视文化频道上更紧密合作。

**(2) 研究在本地设立创意产业羣聚区，并以长沙湾服装业羣聚区为试点，与珠三角的专业集散市互动合作。**

**(3) 工作进度**

在第(i)项工作方面，小组曾与民政事务局进行现况调查，了解政府筹办的工作和交流互动，并得悉粤港澳三地政府已成立了五个工作小组跟进各项文化合作项目。此外，三地亦透过合作，在发展及促进大珠三角区域文化上取得了进展，包括：演艺人才交流和培训及节目合作；文化讯息交流及售票网络的合作；博物馆网络的发展和文物发掘、保护与推广；公共图书馆数字化联网；以及粤剧艺术的推广。

进行现况调查的目的是为了避免工作重叠，让小组可以集中进行其他跨境文化艺术推广工作。

至于第(ii)项，小组得知长沙湾工业大厦已有清拆计划。

为了进一步落实这个构思，小组会向制衣及纺织业和创意工业的代表徵询意见，以期为羣聚区物色选址，务求善用本地的创意人才，协助珠三角地区内的相关工业增值。

- (ii) setting up an arts and cultural village in GPRD; and
- (iii) compiling a handbook for performing arts, setting up a Cantonese opera information centre, relaxing the entry requirements for artists to engage in exchange programmes for performance across the boundary, as well as forging closer cooperation in publication and cultural television channels in Hong Kong and Guangdong.

**(2) To explore the idea of developing clusters of creative industry in local community, with the garment industry cluster in Cheung Sha Wan as a pilot project, and to link them up with the distribution centres in PRD.**

**(3) Work Progress**

For item (i), the Sub-group has done a stocktaking exercise with the Home Affairs Bureau on the relevant work or exchanges being carried out on a government-to-government level. The Sub-group has also noted that five working groups have been set up jointly by Hong Kong, Macao and Guangdong governments to take forward their cultural cooperation programmes. Moreover, progress has been made in cultural development and promotion in the GPRD region through tripartite cooperation in, inter alia, exchange and training of performing artists and co-organisation of cultural performances; exchange of cultural information and establishment of ticketing network; development of museum network as well as excavation, preservation and promotion of cultural relics; networking of digital public library services; and promotion of Cantonese opera.

The aim of this stocktaking exercise was to avoid duplication of work and to focus the work of the Sub-group on initiatives that would promote cross-boundary arts and cultural activities.

For item (ii), the Sub-group noted that the Cheung Sha Wan Flatted Factories had been earmarked for demolition.

The Sub-group would like to pursue this idea further by consulting relevant representatives from the garment and textile industries and the creative industry to identify possible locations for this clustering that would help the relevant industries in the PRD to add value with the benefit of our creative talents.