

For Focus Group Discussion

Paper Ref.: 2006ES/10

- Professional Services, Information &
Technology and Tourism

**Economic Summit on
“China’s 11th Five-Year Plan and the Development of Hong Kong”**

Tourism

Executive Summary

(Translation)

This paper presents a preliminary analysis of the challenges and opportunities for Hong Kong’s tourism development under the 11th Five-Year Plan from the perspective of the Government and public sector, with a view to triggering discussion among different sectors in the community. This will facilitate preparation of a practicable action plan by the Summit in the following months. Key areas of tourism highlighted in the 11th Five-Year Plan include comprehensive development of domestic tourism, development of inbound tourism, regularisation of outbound tourism development and market order, and speeding up the consolidation and restructuring of tourism enterprises. The 11th Five-Year Plan unequivocally “supports Hong Kong’s development on fronts such as financial services, logistics, tourism and information services, and the maintenance of Hong Kong’s status as an international centre of financial services, trade and shipping”. These interlocked economic activities foster the development of one another and are beneficial to the promotion of tourism. While the 11th Five-Year Plan recognises Hong Kong’s strengths in tourism, vigorous development of tourism in the Mainland

poses many challenges to Hong Kong, such as the competition for visitors from different places in the Mainland and overseas. We believe that to turn these challenges into opportunities, Hong Kong needs to improve continuously its tourism facilities and service quality, and implement supporting measures, namely stepping up publicity and promotion to open up new source markets, and fostering our culture of hospitality.

2. We consider that our key priority will be to strengthen our “cooperation” (i.e. cooperation & competition) with the Mainland and make good use of collaborative opportunities. For example, we should further strengthen the planning and overseas promotion of thematic “multi-destination” itineraries to benefit more from the complementary strengths of both sides and achieve a win-win situation. Such efforts will accentuate Hong Kong as an international metropolis, providing a convenient interchange for overseas visitors to the Mainland. In addition, we should seek to promote the exchange of talent, so that Hong Kong’s tourism industry, with its rich experience, can help our Mainland counterparts upgrade their service quality and standards, and related industries raise their long-term competitiveness. To improve the service quality of tourism industry, we have to promote “Honest and Quality Travel” in line with the policy of the China National Tourism Administration (CNTA). We also need to implement the measures under the CEPA.

Tourism Commission
Economic Development and Labour Bureau
September 2006