

**Note for Legislative Council  
Bills Committee on Hong Kong Tourist Association (Amendment) Bill 2001**

**Appointment to Hong Kong Tourism Board**

**Introduction**

This paper sets out the mechanism and criteria for appointment to the proposed Hong Kong Tourism Board (HKTB) to be adopted by the Administration for Members' consideration.

**Existing Mechanism and Criteria for Appointment to HKTA Board**

2. According to the existing Hong Kong Tourist Association Ordinance, the Board of Management of the Hong Kong Tourist Association (HKTA) shall consist of eleven members. Of them, four shall be nominated by travel industry members of the HKTA (international passenger carriers, hotel proprietors, recognised travel agents and tour operators) and appointed by the Chief Executive; one shall be nominated by the ordinary members of the HKTA and appointed by the Chief Executive; and six shall be appointed by the Chief Executive as he thinks fit.

3. Our policy is to ensure that the best available persons are appointed in accordance with the functions and operational requirements of the HKTA. In considering appointment, we will take into account the prospective appointees' abilities, expertise, experience, integrity and commitment to public service.

**Composition of HKTB**

4. With the cessation of the HKTA's membership system, the Administration proposes to establish the "Hong Kong Tourism Board" to replace

the HKTA and its Board of Management. The HKTB will be responsible for promoting and marketing Hong Kong globally as a world class tourist destination and advising the Government on issues pertaining to tourism development. To enhance the representativeness of the HKTB and to gather more expertise from different fields for advice on furthering tourism development, we proposed to expand the size of the HKTB from 11 to 20 members. We will maintain a balanced composition with adequate trade representatives and other professionals.

5. According to clause 11 of the HKTA (Amendment) Bill 2001, the HKTB shall consist of 20 members who are natural persons to be appointed by the Chief Executive. Of the 20 members, two shall be passenger carriers (including international and cross-boundary passenger carriers), two shall be hotel operators (including hotel and guesthouse operators) and one each shall come from the following categories – licensed travel agents, tour operators, retailers and restaurant operators.

6. For the tourism-related seats on the HKTB, we will consult the major organisations in the respective industries on the potential candidates and welcome nominations from the trade. Organisations we plan to consult are set out at [Annex](#). We will also consult other relevant organisations depending on circumstances.

7. The remaining 12 members will be a cross section of members whose experience and views may be valuable to the strategic development of the tourism industry. Taking into account Members' views, we intend to appoint one representative from the Consumer Council and one representing the frontline workers of the tourism industry. We will also consider appointing individuals from the marketing, legal and banking/finance sectors to the HKTB. The Administration will adopt an open and flexible approach in considering

appointment to the HKTB and ensure that suitable candidates are appointed. We will adopt the factors listed in paragraph 3 above in considering appointment to the HKTB so that the best available persons capable of meeting the needs of the HKTB and the tourism industry will be appointed.

8. We will review, from time to time, the composition of the HKTB to ensure that there are sufficient members from the relevant sectors on the one hand, and a balanced composition is achieved to facilitate useful exchange of different views to further our tourism development on the other hand.

Economic Services Bureau  
21 February 2001

## Organisations to be Consulted on Prospective Members of HKTB

1. Joint Council of the Travel Industry of Hong Kong
2. Travel Industry Council of Hong Kong
3. Hong Kong Inbound Tour Operators Association Ltd
4. Hong Kong Association of Registered Tour Co-ordinators
5. Hong Kong Tourist Industry Employees' General Union
6. Hong Kong Hotel Association
7. Federation of Hong Kong Hotel Owners Ltd
8. Board of Airline Representatives
9. Association of Better Business & Tourism Services
10. Hong Kong Retail Management Association
11. The Association of Restaurant Managers Ltd
12. Federation of Hong Kong Restaurant Owners Ltd
13. The Association for the Hong Kong Catering Services Management Ltd
14. Hong Kong Catering Management Ltd

\* Note : The above is not an exhaustive list.