

**TOURISM
COMMISSION**

旅遊事務署

Key Policy Objectives

- Develop and improve tourism infrastructure, facilities and products
- Improve the quality of service of the industry
- Promote HK as an attractive tourist destination

Distribution of responsibilities between Tourism Commission and Hong Kong Tourism Board (previous HKTA)



Tourism Commission is responsible for:

- Setting the policy and strategy for tourism development in order to enhance the attractiveness of HK as a tourist destination
- participating in territory-wide and regional planning to maximize opportunities for tourism development; steer focussed study on selected tourism nodes
- consider and examine feasibility of new attractions and infrastructure facilities and see to the implementation of suitable projects
- regulate travel agents
- facilitate staging of large scale events in HK
- support work of HK Tourism Board and monitor its use of resources

Hong Kong Tourism Board is responsible for:

- promoting Hong Kong globally as tourist destination
- recommending to government and industry ways to improve tourist attractions and facilities
- supporting work of service providers
- promoting quality service
- supporting government in promoting to the community the importance of tourism

Tourism Commission

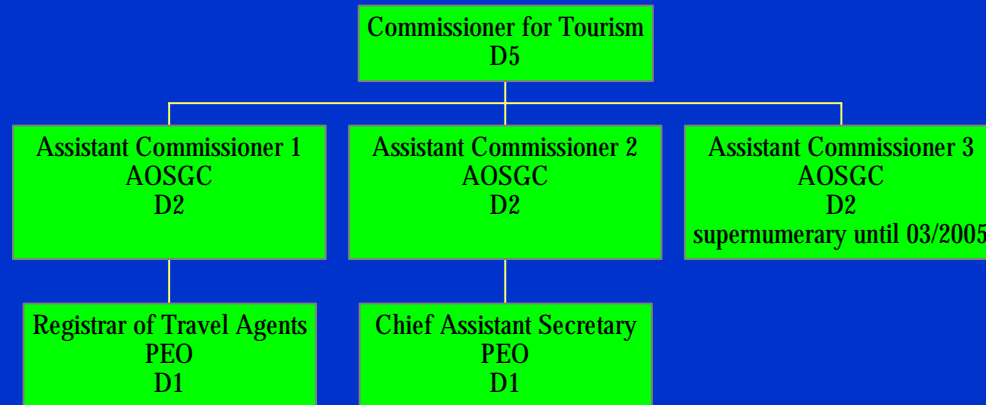
- Established in May 1999
- Three directorate posts created in addition to an existing AOSGC post:
 - 1 Commissioner for Tourism (D5)
 - 1 AOSGC (D2)
 - 1 Principal Executive Officer (D1)
- Another supernumerary post of AOSGC (D2), expiring in March 2003 was created to support the Hong Kong Disneyland project

Experience and Challenges since establishment

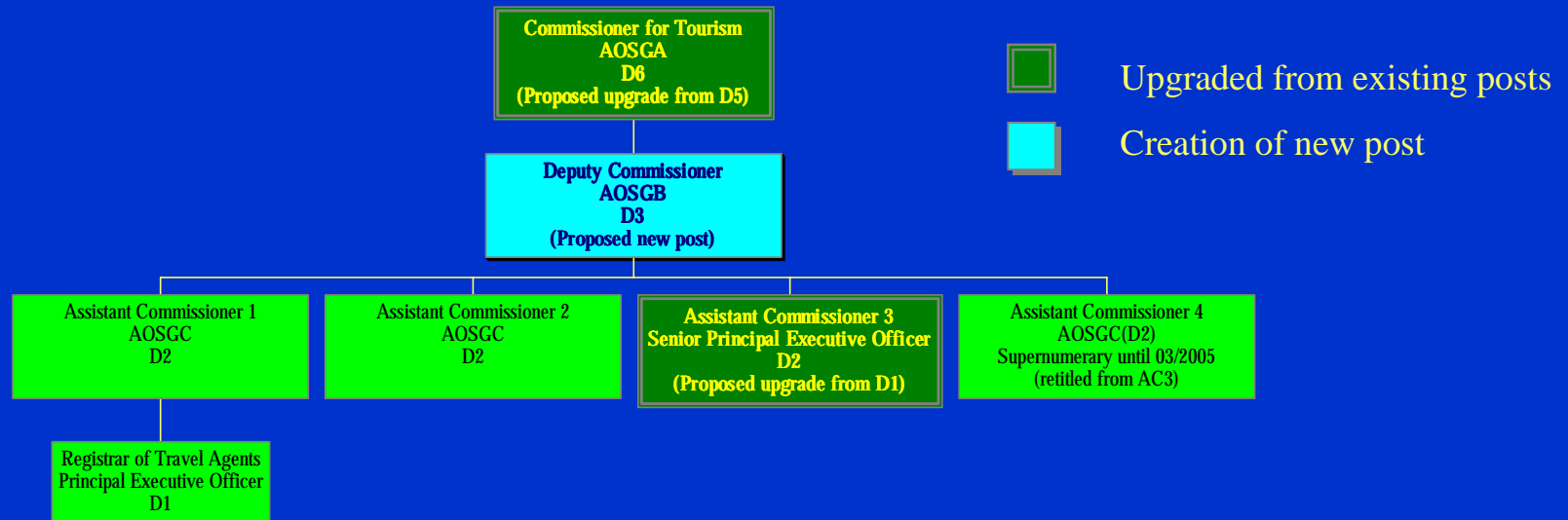
- Confirm the need for a dedicated office in government to be responsible to set tourism development strategy and co-ordinate relevant planning and projects, and to implement such plans together with industry and investors
- Mindful of the equal importance of setting clear vision and strategy and being able to pick up new ideas, grasp opportunities and promptly follow up/ implement
- See a clear need to reinforce the resources of the Commission and to enhance the organisational setup

Tourism Commission

(1) Existing Directorate Structure



(2) Proposed Directorate Structure



Commissioner for Tourism

- Pitched at D5 level (Ref: typical deputy secretary posts are at AOSGB/D3 or AOSGB1/D4 levels)
- Originally intended for open recruitment, but no suitable candidates were identified in two recruitment exercises
- Experience shows that the post should be filled by a senior and experienced Administrative Officer in order to perform the functions of inter-departmental co-ordination, policy setting and resource management
- Now proposed to re-grade and re-rank the post as an AOSGA (D6) post

Proposed creation of Deputy Commissioner post

- To deputise the Commissioner
- To assist in formulation of tourism development strategy, in particular that related to the development of new tourism facilities and attractions
- To be responsible for the co-ordination and steering of tourism planning and projects

Division 1: Regulation and Liaison

(no change proposed)

- Housekeeping of HK Tourism Board
- Regulation of travel agents (responsibility transferred from CIB in July 2000), expanding to include inbound travel
- Liaison with industry, manpower planning
- liaison with Mainland and international bodies e.g. APEC Tourism Working Group, World Tourism Organisation
- Bureau Administration

Existing Division 2: Planning and Projects

- Tourism policy input into territory-wide and regional planning; steering of focussed study of tourism nodes
 - Consider, steer and implement territory wide tourism infrastructure projects
 - Implement tourism enhancement projects in districts
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- Involve interface with wide range of stakeholders, require intensive consultation and co-ordination with parties with different demands, views and vested interest
 - Workload far exceeds existing manpower resources

Proposed Division 2 : Planning & Development

(To be headed by existing AC1)

- **Tourism policy input into planning and steering of focussed studies**

For example:

- *HK 2030 - Planning Vision and Strategy*
- *SE Kowloon Study ~ Cruise Terminal Study*
- *NE NT Study*
- *Harbour Study*

- **Consider, steer and implement territory-wide tourism infrastructure projects**

For example:

- *Large scale projects - Cable Car, Int'l Wetland Park*
- *Other projects - former Marine HQs, heritage trail, eco-tour attractions*

Proposed Division 3: Events & District projects

(To be headed by ACT3 - Upgraded SPEO)

- Implement tourism enhancement projects in districts

For example

- *Stanley (beautification of waterfront and promenade)*
- *Central & Western (repaving, signage improvement)*
- *Peak (highlighting several trails, signage improvement)*
- *TST promenade (beautification, outdoor café)*

- Facilitation of major events and campaigns
 - *Mega Events, e.g. “Hong Kong Is It” and other private sector initiatives*
- Campaign
 - *Hospitality culture*

Division 4: Hong Kong Disneyland

(No change proposed except for retitling from division 3)

- AOSGC Supernumerary post until March 2005
- Co-ordinate, monitor and oversee government's works and obligations in implementing the project
- Co-ordinate and monitor HKITP works in bringing about timely completion of HKD

Proposal

- Directorate posts
 - **Creation**
 - 1 AOSGB(D3)
 - **Upgrading**
 - 1 D5 ~ AOSGA(D6)
 - 1 PEO(D1) ~ SPEO(D2)