

**Replies to supplementary questions raised by Finance Committee Members in  
examining the Estimates of Expenditure 2005-06**

**Director of Bureau : Secretary for Economic Development and Labour**

**Session No. : 9**

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Examination of Estimates of Expenditure 2005-06  
**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-EDLB(ED)01**

Question Serial No.

S15

Head: 28 Civil Aviation Department                      Subhead:

Programme : (5) Air Services

Controlling Officer : Director-General of Civil Aviation

Director of Bureau : Secretary for Economic Development and Labour

Question :

As mentioned in the Government's Reply Serial No. EDLB(ED)007, the Government is currently re-examining the development of domestic helicopter services. When will the Government complete the review? Will the District Councils be re-consulted during the review?

Asked by : Hon. CHAN Yuen-han

Reply :

We are reviewing the proposed development of a permanent domestic heliport in light of the views collected from different quarters and the Legislative Council (LegCo)'s support for allowing commercial uses at the Government helipad planned at the site near the Convention and Exhibition Centre. The review includes the timing and resource implications of the development option. We aim to complete the review shortly and will consult the LegCo and the relevant District Council.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_ **NORMAN LO** \_\_\_\_\_

Post Title \_\_\_\_\_ **Director-General of Civil Aviation** \_\_\_\_\_

Date \_\_\_\_\_ **18.4.2005** \_\_\_\_\_

Reply Serial No.

**S-EDLB(ED)02**

Question Serial No.

SV04

Examination of Estimates of Expenditure 2005-06  
**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Head : 33 Civil Engineering and Development Department      Subhead :

Programme : (2) Port and Marine Facilities

Controlling Officer : Director of Civil Engineering and Development

Director of Bureau : Secretary for Economic Development and Labour

Question :

To provide information on how the Administration would address the problems associated with the Sai Kung pier, the wooden planks of which are already rotting because of its undesirable design. Please also provide estimates on the costs so incurred.

Asked by : Hon. WONG Yung-kan

Reply :

Enhancement works for Sai Kung Public Pier were carried out during the period between November 2003 and May 2004. Recycled plastic planks (the "wooden planks" as referred to in the question) were used for forming the walking platform on the pier deck. We have found localised damage on some 80 numbers of the plastic strips on the walking platform. The contractor is arranging for their replacement at no cost to the Government as it is still within the contractor's maintenance liability period. The replacement works are expected to be completed in May 2005.

Signature	_____
Name in block letters	T K TSAO
Post Title	Director of Civil Engineering and Development
Date	18.4.2005

Examination of Estimates of Expenditure 2005-06  
**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-EDLB(ED)03**

Question Serial No.

SV19

Head : 42 Electrical and Mechanical Services Department

Subhead :

Programme : (1) Energy supply; electrical, gas and nuclear safety

Controlling Officer : Director of Electrical and Mechanical Services

Director of Bureau : Secretary for Economic Development and Labour

Question :

As a follow-up to the Administration's reply no. EDLB(ED)020, the Administration was requested to provide the numbers of rejected renewal applications for registration as electrical worker/contractor/competent person in the past three years (2002 - 2004) and the reasons (with respective number of rejected applications) for rejection.

Asked by : Hon. LI Fung-ying

Reply :

Between 2002 and 2004, data on renewal applications for registration as electrical workers / electrical contractors / competent persons rejected by the Electrical and Mechanical Services Department are as follows –

		2002	2003	2004
<b>Renewal Applications for Registration Rejected</b>	Electrical Workers	0	0	0
	Electrical Contractors	0	0	0
	Competent Persons	0	2	0
	<b>Total</b>	<b>0</b>	<b>2</b>	<b>0</b>

The two renewal applications for registration as competent persons were rejected because the applicants failed to meet the requirement for renewal of registration under section 5(1) of the Electricity Supply Lines (Protection) Regulation (Cap. 406H), which stipulates that the applicants must have no less than three months' practical experience in locating underground electricity cables in the three years immediately preceding the renewal application for registration.

Signature	_____
Name in block letters	Roger S. H. LAI
Post Title	Director of Electrical and Mechanical Services
Date	18.4.2005

Examination of Estimates of Expenditure 2005-06

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-EDLB(ED)04**

Question Serial No.

S13

Head : 145 Government Secretariat: Subhead:  
Economic Development and Labour Bureau  
(Economic Development Branch)

Programme: (7) Subvention: Hong Kong Tourism Board

Controlling Officer : Permanent Secretary for Economic Development and Labour  
(Economic Development)

Director of Bureau : Secretary for Economic Development and Labour

Question :

Reply Serial No. EDLB(ED)038 states that the publicity campaigns are expected to bring about 1.2 million additional visitor arrivals, \$10 billion in economic benefits and a \$20 return on every dollar of government funding. Please provide the detailed bases for the analysis and explain how to monitor the progress towards these targets.

Asked by : Hon. LI Wah-ming, Fred

Reply :

The proposed additional funding of \$470 million will allow the Hong Kong Tourism Board (HKTB) to enhance and strengthen its promotion work, with a view to attracting more visitors and bringing about an estimate of additional \$10 billion economic benefits. The ratio of funding and estimated visitor spending is approximately 1:20, i.e. a \$20 return on every dollar of government funding.

All the promotional campaigns developed by the HKTB are based on market information and survey data. For example, the HKTB conducts regular departing visitors survey in Hong Kong, market tracking and in-depth studies in key source markets, and makes use of statistics gathered by the Immigration Department to

compile comprehensive visitor data for various analysis, including visitor arrivals and spending, their travel patterns, interest and desire to visit Hong Kong. The surveys and studies above help the HKTB understand the market situation and devise suitable promotional strategies. The development of the “2006 Discover Hong Kong Year” Campaign and the promotion programme targeted at family and business visitors are no exception. The HKTB has based on a series of market surveys and analyses in estimating the number of additional visitors and spending that will be generated by the two promotion campaigns.

The HKTB has all along been conducting tracking surveys to monitor the effectiveness of the various marketing campaigns, with indicators like visitor arrivals during the event period, number of participants and degree of popularity of the events, advertising and publicity value in return etc. As to the financial monitoring, apart from implementing stringent financial policies and internal controls and audit system to ensure cost-effectiveness, the HKTB will conduct independent audit on its account of income and expenditure each year and submit such audited account to the Government. As to the project items supported by additional funding in 2005-06 and 2006-07, the Government has asked the HKTB to conduct separate audit and submit a separate financial report on these items.

Signature \_\_\_\_\_

Name in block  
letters

MS SANDRA LEE  
\_\_\_\_\_

Post Title  
Permanent Secretary for  
Economic Development and Labour  
(Economic Development)  
\_\_\_\_\_

Date

18.4.2005  
\_\_\_\_\_

Examination of Estimates of Expenditure 2005-06

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-EDLB(ED)05**

Head : 145 Government Secretariat:  
Economic Development and Labour Bureau  
(Economic Development Branch)

Question Serial No.

S14

Subhead :

Programme : (7) Subvention: Hong Kong Tourism Board

Controlling Officer : Permanent Secretary for Economic Development and  
Labour (Economic Development)

Director of Bureau : Secretary for Economic Development and Labour

Question :

Regarding "2006 Discover Hong Kong Year" (the Campaign) repeatedly mentioned in the document, why does the Administration identify 2006 as "a very good time to visit Hong Kong" (Reply Serial No.: EDLB (ED) 103)? Which department decided on the theme? Which institutions, professionals and stakeholders were consulted? How much does the Campaign cost in respect of conceptual design and consultation?

Asked by : Hon. CHAN Yuen-han

Reply :

In 2005–06, a series of major tourism projects will come into operation. They include the Hong Kong Disneyland, Hong Kong Wetland Park and Tung Chung Cable Car System. These new projects will turn a new page for Hong Kong tourism and greatly enhance the appeal of Hong Kong as a tourist destination. We must capitalize on this new opportunity to showcase our new attractions globally. This will help Hong Kong go beyond the traditional image as a shopping paradise and culinary capital of Asia. The Hong Kong

Tourism Board (HKTB) has specially designed a thematic global marketing campaign named “2006 Discover Hong Kong Year” with very focused promotion and message, to establish Hong Kong as a “must-visit” destination and attract more visitors to come in 2006.

The HKTB planned and developed the “2006 Discover Hong Kong Year” campaign based on its long-term and in-depth market research and analysis and the information on actual market situation gathered by the 13 worldwide offices and eight representatives around the world. In addition, the HKTB maintains close liaison with the local and overseas tourism industry to gauge their views on its promotion strategy. It also takes part in a number of industry strategy groups and fora as well as regional and international tourism organisations (e.g. Pacific Asia Travel Association) to keep track of the latest market trends. The theme and concept of the whole promotion campaign was examined and approved by the HKTB Board. Its 20 members Board, is a broad representation of the tourism industry, including passenger carriers, hotel operators, licensed travel agents, tour operators, retailers and restaurant operators.

Conducting market research and planning for the promotion campaign are part of the HKTB’s duties and are absorbed within the HKTB’s existing resources.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_ MS SANDRA LEE

Post Title \_\_\_\_\_ Permanent Secretary for  
Economic Development and Labour  
(Economic Development)

Date \_\_\_\_\_ 18.4.2005



Examination of Estimates of Expenditure 2005-06

Reply Serial No.

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

**S-EDLB(ED)06**

Head : 145 Government Secretariat:  
Economic Development and Labour Bureau  
(Economic Development Branch)

Question Serial No.

S16

Subhead :

Programme : (5) Travel and Tourism

Controlling Officer : Permanent Secretary for Economic Development and  
Labour (Economic Development)

Director of Bureau : Secretary for Economic Development and Labour

Question :

The Government pointed out in its Reply Serial No. EDLB(ED)056 that comments are solicited from “travel agents, hotel operators, catering operators, retailers, air carriers, academics, representatives from the Consumer Council and professionals from the accounting, legal and insurance sectors” on the consultative machinery for the tourism industry. Are travel industry workers included in the consultation? If not, what are the reasons? And will the Government consider enhancing the communication with the front-line staff?

Asked by : Hon. CHAN Yuen-han

Reply :

As mentioned in our reply serial no. EDLB(ED)056, the tourism consultative bodies cover a wide spectrum of representatives from the tourism related industries. Apart from the established consultative fora, the Government liaises closely with different industries and frontline representatives and associations to discuss tourism related matters and collect their views, particularly on issues affecting them directly. For example, on the training of

frontline staff, we have been working with the industry and the related frontline staff association to discuss and study the training needs of tourist guides, content and design of training programmes so as to ensure these programmes meet the needs of the tourist guides. In enhancing the service quality of tourism and related industries, we are working closely with various tourism and related industries and the frontline workers associations on a Service Quality Study and follow-up industry seminars; there will also be a competition for tourist guides to tell the story about Hong Kong. All these are taken forward with a view to enabling industry participation in enhancing service quality and professionalism of all levels of staff. In addition, we collaborate with the travel industry and the related staff association to plan for practical measures that aim to enhance the travel experience of visitors.

We will continue to maintain close liaison and communication with frontline representatives and associations to gauge their views.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

MS SANDRA LEE

Post Title \_\_\_\_\_

Permanent Secretary for  
Economic Development and Labour  
(Economic Development)

Date \_\_\_\_\_

18.4.2005