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21 February 2001

The Hon Howard Young, JP
Representative of Tourism Functional Constituency
Legislative Council
c/o Room 305, 3/F, Printing House
6 Duddell Street
Central, Hong Kong

Dear Mr Young

Re: Hong Kong Tourist Association(Amendment) Bill 2001

Regarding the invitation of submitting views on the above captioned Bill, we are delighted to hear that the current function of the Hong Kong Tourist Association(HKTA) will be refined and will be renamed as "Hong Kong Tourism Board" to better reflect its overall role in the tourism industry in future. We generally support the four main points of the Bill, which are

- 1) abolition of the current membership system;
- 2) change of role of the HKTA;
- 3) enlargement of the size of the Board of management; and
- 4) the increase of the number of Board places for people from the Tourism Industry.

However, since the HKTA's current membership system will be abolished, the function of organizing the establishments in the industry should be carefully considered when the HKTA no longer takes charge. Also, different sectors in the industry should always be consulted during the formation of the new Tourism Board.

Further, we suggest that there should be committee members representing the frontline staff, such as tour co-ordinators, to further enhance the representativeness of the new management Board. This member can, then, give direct and immediate feedback regarding the tourists' needs and their attitude towards the tourism products to the Board. Such feedback will surely provide important insight for the Board to formulate future tourism strategies.

We hope that our views will be taken into consideration by the Bills Committee. You are welcomed to contact me for any further information directly at 9488-9206.

Thank you very much for your kind attention.

Yours sincerely



for

Johnny Lee
Chairman
Hong Kong Association of Registered Tour Co-ordinators