

MESSAGE

The tourism industry is one of Hong Kong's most important economic pillars and foreign exchange earners. In 1999, the industry generated some \$56 billion revenue and contributed more than 4% of our GDP. Nearly 11.3 million arrivals were recorded, representing an increase of 11.5% over the previous year. This healthy trend continues this year and we anticipate a total of 12.5 million arrivals in 2000. Hong Kong will remain the most popular destination city in Asia.



In May 1999, we set up the Tourism Commission and appointed our first Commissioner for Tourism to spearhead tourism development in Hong Kong. The Commission's job is to enhance our existing assets and support the development of new attractions and events. In June 2000, the Tourism Commission, on the advice of the Tourism Strategy Group, published a Vision and Strategy Statement for future development of tourism and an Action Programme that maps out more than 50 short and long-term initiatives to help make Hong Kong a more visitor-friendly destination and to realise our vision of becoming Asia's premier international city and world-class destination.

We have also taken up policy responsibility for consumer protection with effect from July 2000. Drafting of a proposed Bill on civil liability for unsafe products is at an advanced stage. Work will continue to enhance the protection of consumer interests.

A handwritten signature in black ink, appearing to read 'Sandra Lee', written in a cursive style.

(Ms Sandra Lee)
Secretary for Economic Services

Tourism

Policy Objective and Key Result Areas

TOURISM

Our Policy Objective is to promote Hong Kong as a key tourist destination, facilitate the development of the tourism industry and further improve our consumer protection regime.

Overall Targets

Our targets this year in pursuing this Policy Objective are –

- to maintain Hong Kong's position as the most popular tourist destination city in Asia
- to improve further our consumer protection regime

Progress

In 1999, we made good progress in respect of all the initiatives proposed last year. Hong Kong remained the most popular tourist destination city in Asia. Of the 26 initiatives proposed, action has been completed in respect of 17, six are progressing on schedule and three are under review. In particular, we have reached agreement with The Walt Disney Company on the establishment of Hong Kong Disneyland. We have made good progress in enhancing the attractiveness of Hong Kong, such as the implementation of pilot visitor signage schemes and tourist neighbourhood enhancement in selected districts. We intend to gradually extend these improvements to more tourist districts. In the medium to longer term, we are developing new world-class facilities and attractions that will ensure Hong Kong becomes the natural tourism centre of Asia. Exciting new projects that are being developed or are currently being studied include a cable car system linking Tung Chung with Ngong Ping and construction of an International Wetland Park in Tin Shui Wai. We are also developing new signature events such as Hong Kong's EuroChristmas to be held in December 2000. We have also made good progress in improving Hong Kong's tourist friendliness, including the industry's quality of service through the launching of the Quality Tourism Services Scheme, and new arrangements for the Hong Kong Group Tour Scheme. We are also

reviewing the current public education campaigns on promoting a hospitality culture in Hong Kong. On the promotion side, the Hong Kong Tourist Association (HKTA) has been stepping up its promotional efforts in and with the Mainland - our top source market and a key complementary destination in respect of tourism.

We have also achieved the following progress in our four Key Result Areas (KRAs).

1 Develop and improve tourism infrastructure, facilities and products

In 1999, we proposed to measure progress in this area by our success in developing and improving infrastructure, facilities and products. So far, we are generally achieving good progress. Out of the 12 initiatives under this KRA, eight have been completed as planned. The remaining four are proceeding as scheduled. In particular, we have made good progress in enhancing and repackaging existing tourist attractions and facilities. We have started a tourist district enhancement pilot scheme in the Central and Western District, and the tourist signage pilot scheme in Stanley and Central. To add to our tourist attractions, we have also started construction work on the International Wetland Park and Visitor Centre.

2 Improve the quality of service of the industry

We successfully launched the Quality Tourism Services Scheme for retail shops and restaurants in November 1999 as part of our on-going effort to promote good service among service providers. We have also started a review on the effectiveness of the current education efforts in promoting a hospitality culture in Hong Kong. We have expanded the Hong Kong Group Tour Scheme: we had a review meeting with the Mainland authorities in April 2000 and agreed on a series of new arrangements, such as relaxation of the daily quota and simplification of entry procedures. Of the five initiatives under this KRA, three have been completed, and two are under review.

3 Promote Hong Kong as an attractive tourist destination

The HKTA commissioned a Strategic Organisation Review in mid-1997 to review its role. The study was concluded last year. The

HKTA recommended phasing out its membership system and working with the whole industry on tourism promotion. In early 2000, it published a five-year marketing plan setting out the Association's global and regional objectives and strategies for 2000-2004. It will continue its promotional efforts in and with the Mainland. These include joint promotion with the Mainland tourism authorities in overseas markets and opening of HKTA's Shanghai Office.

The Mainland authorities have approved the extension of the 72-hour convenient visa arrangements for overseas visitors' group tours visiting Shenzhen via Hong Kong to 144 hours and nine cities in the Pearl River Delta region. The number of Hong Kong travel agents designated to organise such tours will also be increased. Overall, out of the seven initiatives put up for this KRA, six have been completed and one is proceeding as scheduled.

4 Enhance consumer protection

We have taken up policy responsibility for consumer protection with effect from July 2000. In the past, we have made good progress in enhancing the protection of consumer interests. The drafting of a proposed Bill on civil liability for unsafe products is at an advanced stage, and issues raised during public consultation are being reviewed. Multiple safety standards have been introduced for 11 categories of children's products. We are in the process of identifying multiple safety standards for two other categories of children's products. Of the two initiatives under this KRA, one is under review and the other is on schedule.

Progress on each previously announced initiative under the above KRAs is set out in the "Detailed Progress" section of this report.

Looking Forward

To achieve our overall targets this year, we will undertake the following initiatives and targets under each of the KRAs for the coming year.

1

Develop and improve tourism infrastructure, facilities and products

To enhance Hong Kong's attractiveness as a tourist destination and to enrich visitors' experiences in Hong Kong, we shall continue to establish new tourist attractions and improve existing ones. To make Hong Kong more visitor-friendly, we shall extend the district enhancement scheme and signage/information improvements to more tourist districts as well as public transport nodes leading to heritage trails and country parks. We also launched an open design competition for the beautification of the Tsim Sha Tsui Promenade with a view to making it a Hong Kong landmark. We will continue to implement large scale projects such as the construction of Hong Kong Disneyland, Tung Chung Cable Car system and the International Wetland Park. We shall complete various studies that may lead to development of new attractions and facilities. We shall also introduce more world-class events, such as Hong Kong's EuroChristmas.

We will assess our performance in respect of this KRA against the following indicators –

- Percentage of studies completed against plan. Our target is to complete 80% of the studies against plan.
- Percentage of projects for developing and improving infrastructure, facilities and products completed against plan. Our target is to complete 80% of the projects against plan.

We will pursue the following initiatives and targets to deliver results in this area –

Initiative *	Target
To work with The Walt Disney Company to establish Hong Kong Disneyland <i>(Economic Services Bureau (ESB))</i>	To proceed with reclamation works and design of infrastructure with a view to achieving target opening date of theme park in 2005

* the bracketed information denotes the agency with lead responsibility for the initiative

Initiative	Target
<p>To work with the European business and diplomatic community to organise Hong Kong's first EuroChristmas <i>(ESB)</i></p>	<p>To organise successfully Hong Kong's EuroChristmas in December 2000</p>
<p>To construct an International Wetland Park at Northern Tin Shui Wai <i>(Agriculture, Fisheries and Conservation Department)</i></p>	<p>To begin detailed design for Phase II of the Park in 2001</p>
<p>To improve the landscaping of the Tsim Sha Tsui Promenade to make it a landmark <i>(ESB)</i></p>	<p>To start detailed design in 2001</p>
<p>To improve the landscaping of the Stanley waterfront to enhance its attractiveness as a popular tourist spot <i>(ESB)</i></p>	<p>To identify the way forward in 2001 having regard to recommendations of the recreation and tourism study for Hong Kong Island South and Lamma Island</p>
<p>To improve the landscaping of the Peak to enhance the area as a visitor attraction <i>(ESB)</i></p>	<p>To identify the way forward in 2001 having regard to recommendations of the Study on Improvement of the Peak as a Visitor Attraction</p>
<p>To construct a cable car system linking Tung Chung and Ngong Ping on Lantau Island <i>(ESB)</i></p>	<p>To invite private sector proposals for the development of the system in 2001</p>

Initiative	Target
<p>To introduce tourist signage and information improvements at tourist districts, and public transport nodes leading to heritage trails and country parks</p> <p><i>(ESB)</i></p>	<p>To identify action areas in 2001</p>
<p>To publish a guide on urban heritage trails</p> <p><i>(Hong Kong Tourist Association (HKTA))</i></p>	<p>To publish the guide in early 2001</p>
<p>To develop a heritage trail of former military sites on Hong Kong Island</p> <p><i>(HKTA)</i></p>	<p>To identify, in collaboration with the Antiquities and Monuments Office, potential sites to be covered by early 2001</p>
<p>To develop an Avenue of Stars at Tsim Sha Tsui Waterfront Promenade</p> <p><i>(HKTA)</i></p>	<p>To complete a study by early 2001</p>
<p>To assess the tourism potential of the harbour and its waterfront area</p> <p><i>(Planning Department)</i></p>	<p>To complete a consultancy study in 2001</p>
<p>To identify the heritage tourism potential of the Yaumatei Theatre</p> <p><i>(HKTA)</i></p>	<p>To complete a consultancy study in early 2001</p>

Initiative	Target
<p>To launch a self-guided walk covering the Hong Kong Heritage Museum and other attractions in Shatin</p> <p><i>(HKTA)</i></p>	<p>To complete the project by end-2000</p>
<p>To launch, in conjunction with tour operators, a new “Kowloon Tour” covering attractions in Wong Tai Sin and Kowloon City</p> <p><i>(HKTA)</i></p>	<p>To complete the project in early 2001</p>
<p>To conduct the annual Price Competitiveness Survey</p> <p><i>(HKTA)</i></p>	<p>To complete the survey in 2001</p>

The Government accords a high priority to improving Hong Kong's tourist friendliness and ensuring the standard and quality of service of the travel industry. This is the key to preserving and further promoting Hong Kong's position as a popular visitor destination. We launched the Quality Tourism Services Scheme in 1999 to promote good services to visitors. The Hong Kong Tourist Association (HKTA) will continue to promote and expand coverage of the Scheme with the aim of building up its reputation as a symbol of quality standards for reference by visitors. We will introduce legislative proposals into the Legislative Council in 2001 to put in place licensing requirements for inbound travel agents. We will also work with the HKTA and other relevant parties to explore measures to further improve the handling of visitors' complaints.

In April 2000, we agreed with the Mainland authorities new measures to enhance the Hong Kong Group Tour Scheme. The new arrangements include increasing the daily quota from 1 500 to 2 000, increasing the number of designated travel agents from four to 17 and simplifying entry procedures for Mainland visitors. We will closely monitor the implementation of the new arrangements and review them with the Mainland authorities.

To arouse public awareness of the socio-economic contribution of the tourism industry and the importance of hospitality to visitors, we shall conduct a territory-wide public education campaign on hospitality.

We will assess our performance in respect of this KRA against the following indicators –

- Percentage of visitors recommending Hong Kong as a travel destination to others. Our target is 93%.
- Percentage of visitors indicating they would visit Hong Kong again. Our target is 82%.
- Percentage of visitors satisfied with their Hong Kong visits. Our target is 86%.

We will pursue the following initiatives and targets to deliver results in this area –

Initiative	Target
<p>To launch a territory-wide publicity and public education campaign on hospitality culture <i>(Economic Services Bureau (ESB))</i></p>	<p>To launch the campaign in 2001</p>
<p>To regulate inbound travel agents to ensure the service standard of the industry and protect Hong Kong's reputation as a tourist-friendly city <i>(ESB)</i></p>	<p>To introduce a bill into the Legislative Council in 2001</p>
<p>To improve the Hong Kong Group Tour Scheme <i>(Immigration Department)</i></p>	<p>To implement new arrangements such as increasing the daily quota from 1 500 to 2 000 and increasing designated agents from four to 17 by end-2000</p>
<p>To promote and expand the coverage of the Quality Tourism Services Scheme <i>(Hong Kong Tourist Association (HKTA))</i></p>	<p>To expand the scheme to cover tourism-related services other than retail shops and restaurants in 2001</p>
<p>To improve handling of visitors' complaints <i>(HKTA)</i></p>	<p>To explore measures and put forward recommendations within 2000</p>

It is essential for both the industry and the Government to work together closely for tourism development in Hong Kong. To foster a partnership between the Government and the private sector and to tap valuable advice from industry experts, we set up a Tourism Strategy Group in August 1999 to consider and make recommendations to the Government in respect of tourism development from a strategic perspective. The Tourism Strategy Group has formed several sub-groups to study and make recommendations on specific areas of tourism. The Government will continue to accord priority to the industry and public views in formulating policy for tourism development.

The Strategic Organisation Review of the Hong Kong Tourist Association (HKTA) recommended that the HKTA should phase out its membership system and work with the whole industry to promote Hong Kong in overseas markets. We will introduce a bill into the Legislative Council to amend the Hong Kong Tourist Association Ordinance to implement the recommendations in 2001. The HKTA will continue to enhance the effectiveness of promoting Hong Kong overseas by expanding the use of e-marketing and revitalising the worldwide marketing campaign - the “City of Life” Campaign.

Particular emphasis is being placed on developing joint marketing efforts with the Mainland to promote multi-destination tourism, and to develop new markets. The Government will support the HKTA and the tourism industry to further these efforts.

The Tourism Commission is also co-ordinating Government’s efforts in planning and implementation of new tourist attractions and areas which may impact on tourism.

We will assess our performance in respect of this KRA against the following indicators –

- Number of visitor arrivals. Our target is 12.5 million visitors in 2000.
- Total tourism receipts. Our target is \$62 billion in 2000.

- Percentage of first time visitors surveyed who are aware of any advertising campaigns or efforts organised by the HKTA. Our target is 50%.
- Percentage of non-first time visitors surveyed who are aware of any advertising campaigns or efforts organised by the HKTA. Our target is 60%.

We will pursue the following initiatives and targets to deliver results in this area –

Initiative	Target
To implement recommendations of the Strategic Organisation Review of the Hong Kong Tourist Association <i>(Economic Services Bureau/Hong Kong Tourist Association (HKTA))</i>	To introduce a bill into the Legislative Council to amend the Hong Kong Tourist Association Ordinance in 2001
To expand the use of e-marketing to enhance the effectiveness of promoting Hong Kong overseas <i>(HKTA)</i>	To launch the project in early 2001
To revamp the HKTA website incorporating the new “City of Life” advertising graphics and simplifying the navigation <i>(HKTA)</i>	To complete the project in early 2001
To refresh and revitalize the “City of Life” Campaign <i>(HKTA)</i>	To launch a new worldwide advertising campaign by end-2000

The Economic Services Bureau (ESB) has taken up policy responsibility for consumer protection with effect from 1 July 2000. We are committed to safeguarding the legitimate interests of consumers, both visitors and local residents alike. Work in this area is primarily geared towards ensuring that the products consumers purchase are safe, the quality is up to their expectation, and the contract terms offered are fair. We also provide aggrieved consumers access to conciliation or appropriate legal remedies.

ESB maintains a close working relationship with the Consumer Council (CC) on matters pertaining to consumer protection. While the CC assumes the front-line role in handling complaints and conducting tests and surveys on products and services, ESB assesses policy proposals and contemplates necessary legislative measures. Where appropriate, cases involving tourists are also referred to the Hong Kong Tourist Association for assistance and follow-up. As for protection of interests of outbound travellers who suffer a loss resulting from the default of a travel agent or an accident while travelling abroad, the Travel Agents Registry and Travel Industry Council of Hong Kong are the responsible parties.

We will assess our performance in respect of this KRA against the following indicators –

- The extent to which enforcement action is taken to safeguard the interests of consumers –
 - (a) The number of spot checks conducted by the Customs and Excise Department (C&ED) on the safety of consumer goods. Our target is 1 350.
 - (b) The number of spot checks conducted by C&ED on the safety of toys and children’s products. Our target is 1 450.
 - (c) The number of investigations conducted by C&ED on the safety of consumer goods. Our target is 300.
 - (d) The number of investigations conducted by C&ED on the safety of toys and children’s products. Our target is 400.

- The extent to which consumers exercise their rights by making enquiries, lodging complaints and the extent to which such complaints are positively addressed –
 - (a) The number of enquiries handled by the CC. Our target is 130 000.
 - (b) The percentage of total complaints settled by the CC. Our target is 55%.
 - (c) The percentage of substantiated complaints settled by CC. Our target is 70%.

We will pursue the following initiatives and targets to deliver results in this area –

Initiative	Target
To enhance liaison and promote awareness of consumer protection legislation <i>(Customs and Excise Department)</i>	To conduct four visits to the management of major retail chain stores by March 2001
To provide a clear legal basis for consumers to seek compensation from producers, retailers, etc., for loss or injury arising from the use of unsafe products <i>(Economic Services Bureau)</i>	To expedite drafting of the proposed Bill on civil liability for unsafe products by addressing issues raised during public consultation by 2001

Tourism

Detailed Progress

1

Develop and improve tourism infrastructure, facilities and products

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative *	Target #	Present Position +
To undertake a Study on the Improvement of the Peak as a Visitor Attraction <i>(Hong Kong Tourist Association (HKTA))</i>	To complete the study in 2000 <i>(1999)</i>	Preliminary tourism development concept for the Peak in place. The study is expected to be completed by end-2000. <i>(Action in Progress: On Schedule)</i>
To conduct a series of international market research studies to survey the consumer attitudes and decisions to travel in relation to Hong Kong <i>(HKTA)</i>	To complete the studies in 2000 <i>(1999)</i>	The studies were completed in July 2000. <i>(Action Completed)</i>

* the bracketed information denotes the agency with lead responsibility for the initiative

the bracketed information denotes the year in which the target was set

+ the bracketed information denotes the status of the target

Initiative	Target	Present Position
<p>To conduct the Price Competitiveness Survey (Phase 2) (HKTA)</p>	<p>To complete the survey in 2000 (1999)</p>	<p>HKTA and the trade have reviewed the approach for the survey. It has decided that the survey will in future be undertaken as an annual exercise on an on-going basis instead of being conducted in phases. Further progress will be followed up under a new initiative. (Action Completed)</p>
<p>To produce new publicity collateral such as Festival Calendar, special leaflets and multi-media materials for promoting Heritage Tourism (HKTA)</p>	<p>To produce new publicity collateral in 2000 (1999)</p>	<p>HKTA produced a CD-ROM on Hong Kong's heritage and a Chart on Hong Kong's history in 1999. A separate section on heritage was created on HKTA's website. HKTA will publish a guidebook on traditional Chinese festivals and local celebrations by end-2000. (Action in Progress: On Schedule)</p>
<p>To set up a Hotel Development Information System to facilitate access to updated information by the industry (HKTA)</p>	<p>To set up the system in 2000 (1999)</p>	<p>Preliminary framework for the system in place. The system will be set up by end-2000. (Action in Progress: On Schedule)</p>
<p>To implement a pilot visitor signage improvement project at the Star Ferry area (HKTA)</p>	<p>To start the project in 2000 (1999)</p>	<p>Installation started in August 2000. (Action Completed)</p>

Initiative	Target	Present Position
<p>To construct an International Wetland Park at Northern Tin Shui Wai</p> <p><i>(Agriculture, Fisheries and Conservation Department)</i></p>	<p>To seek funding support from the Legislative Council in 1999 and commence construction in 2000</p> <p><i>(1999)</i></p>	<p>Construction works for Phase I of the project commenced in July 2000.</p> <p><i>(Action Completed)</i></p>
<p>To draw up a Charter for the tourism industry to pledge their support for implementing an environmentally sustainable development strategy</p> <p><i>(HKTA)</i></p>	<p>To draw up the Charter in 1999</p> <p><i>(1999)</i></p>	<p>HKTA launched the Charter in April 2000.</p> <p><i>(Action Completed)</i></p>
<p>To establish a computer database to improve the flow of market information within HKTA and among HKTA members, service providers and potential visitors</p> <p><i>(HKTA)</i></p>	<p>To establish the Tourism Data Bank in phases by end-2000</p> <p><i>(1998)</i></p>	<p>An internal database system has been set up in July 2000. Development is in progress for a tourist enquiry information database.</p> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To upgrade and improve tourist facilities and attractions, including streetscape improvements and special lighting in selected areas in tourist districts</p> <p><i>(HKTA)</i></p>	<p>To start the first pilot project in 1999 for the Central and Western District</p> <p><i>(1998)</i></p>	<p>Design commenced in September 1999.</p> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<p>To implement visitor signage improvements at tourist districts <i>(HKTA)</i></p>	<p>To start the pilot project in 1999 at Stanley Market <i>(1998)</i></p>	<p>Installation began in December 1999. <i>(Action Completed)</i></p>
<p>To further develop proposal for a multi-media theme park <i>(Economic Services Bureau)</i></p>	<p>To strive to reach a mutually acceptable agreement with a major international theme park operator by end-1999 <i>(1998)</i></p>	<p>The Hong Kong Special Administrative Region Government signed an agreement with The Walt Disney Company in December 1999 to proceed with Phase 1 of Hong Kong Disneyland at Penny's Bay on Lantau Island. <i>(Action Completed)</i></p>

2

Improve the quality of service of the industry

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
To introduce Russian language training for tour guides <i>(Hong Kong Tourist Association (HKTA))</i>	To introduce the training in 2000 <i>(1999)</i>	HKTA is reviewing the need for Russian language training for tour guides in the light of the low number of Russian visitors to Hong Kong. <i>(Action in Progress: Under Review)</i>
To review the effectiveness of the current public education efforts in promoting a hospitality culture in the community with a view to drawing up a comprehensive public education programme <i>(Economic Services Bureau)</i>	To implement the review in 2000 <i>(1999)</i>	The review commenced in January 2000. <i>(Action Completed)</i>
To introduce a “Quality Tourism Services” Scheme for appropriate tourism-related sectors <i>(HKTA)</i>	To introduce the “Quality Tourism Services” Scheme in 1999 for all retail shops and restaurants <i>(1998)</i>	The Scheme was launched in November 1999. <i>(Action Completed)</i>

Initiative	Target	Present Position
<p>To review the Group Tour Scheme for Mainland travellers** <i>(Immigration Department (Imm D))</i></p>	<ul style="list-style-type: none"> ● To allow persons from other provinces/ municipalities who are residents in Shenzhen and Zhuhai to join Hong Kong Group Tours, provided they fulfil certain criteria ● To review the Scheme in 1999 <i>(1998)</i> 	<ul style="list-style-type: none"> ● Proposals forwarded to the Mainland authorities for consideration. ● The Hong Kong Special Administrative Region Government held a meeting to review the Scheme with the Mainland authorities in April 2000. The meeting agreed to introduce measures to increase the yearly quota for mainland visitors. <p><i>(Action Completed)</i></p>
<p>To simplify and improve entry arrangements for Taiwan residents** <i>(Imm D)</i></p>	<p>To review in 1999 the feasibility of further improvements to existing arrangements <i>(1998)</i></p>	<p>The study on the feasibility of issuing electronic visit permits to Taiwan visitors has started in end-May 2000 and is in progress. Recommendations will be made after completion of the study.</p> <p><i>(Action in Progress: Under Review)</i></p>

** This initiative was originally grouped under KRA 1 in the 1999 Policy Objective Booklet entitled “A Key Tourist Destination”.

3

Promote Hong Kong as an attractive tourist destination

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To develop a network of automated ticketing system for overseas visitors to book events in Hong Kong direct from homes</p> <p><i>(Hong Kong Tourist Association (HKTA))</i></p>	<p>To examine the feasibility of the project in 2000</p> <p><i>(1999)</i></p>	<p>The feasibility study was completed in June 2000. HKTA has appointed a consultant to develop the system.</p> <p><i>(Action Completed)</i></p>
<p>Enhance media profile in Europe by strengthening advertising in targeted pan-European Satellite channels, e.g. National Geographic, Discovery and Eurosports</p> <p><i>(HKTA)</i></p>	<p>To strengthen advertising in targeted pan-European Satellite channels in 2000</p> <p><i>(1999)</i></p>	<p>HKTA has launched new promotional activities in Europe in April 2000 to enhance media profile.</p> <p><i>(Action Completed)</i></p>
<p>To conduct a consultancy study of the role, organisation and management of the HKTA</p> <p><i>(HKTA)</i></p>	<p>To complete the study in 1999</p> <p><i>(1998)</i></p>	<p>The consultancy study was completed in September 1999.</p> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<p>To commission, using the Tourism Development Fund set up in 1996, feasibility studies on new attractions as recommended in the Visitor and Tourism Strategy Report –</p> <ul style="list-style-type: none"> ● Study on a proposed aquatic centre for Hong Kong ● Assessment of resort hotel development markets in Hong Kong <p><i>(HKTA)</i></p>	<ul style="list-style-type: none"> ● To complete the study in 1999 ● To complete the assessment in 1999 <p><i>(1998)</i></p>	<ul style="list-style-type: none"> ● The study was completed in December 1999. ● The assessment was completed in November 1999. <p><i>(Action Completed)</i></p>
<p>To undertake joint promotional efforts with the Mainland authorities to promote multi-destination tourism</p> <p><i>(HKTA)</i></p>	<p>To continue to work with the Guangdong Province and Macau to promote Pearl River Delta tours overseas especially in shorthaul markets such as Japan, Taiwan, Southeast Asia and Korea</p> <p><i>(1998)</i></p>	<p>A product inventory for the region was launched in early 2000. A website for consumers will be launched by the end of 2000.</p> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To further co-operate with the Mainland authorities in extending the application of the 72-hour visa-free arrangements for overseas visitors' group tours visiting Shenzhen from Hong Kong</p> <p><i>(Economic Services Bureau)</i></p>	<p>In 1998-1999, to extend the arrangements to Zhuhai, and to increase the number of travel agencies designated to organise such visa-free tours</p> <p><i>(1998)</i></p>	<p>The Mainland authorities have approved to extend the arrangements to 144 hours and to nine designated cities in the Pearl River Delta Region. The number of designated travel agencies will also be increased.</p> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
HKTA to establish its second office in the Mainland in Shanghai <i>(HKTA)</i>	To set up the office before April 2000 <i>(1998)</i>	HKTA's Shanghai Office was opened in October 1999. <i>(Action Completed)</i>

4

Enhance Consumer Protection

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To provide a clear legal basis for consumers to seek compensation from producers, retailers, etc., for loss or injury arising from the use of unsafe products</p> <p><i>(Economic Services Bureau (ESB))</i></p>	<p>To complete drafting of the proposed legislation in 1999</p> <p><i>(1998)</i></p>	<p>Drafting of the proposed Bill is at an advanced stage. Issues raised during public consultation are being reviewed.</p> <p><i>(Action in Progress: Under Review)</i></p>
<p>To introduce multiple safety standards for more types of children's products set out in the Toys and Children's Products Safety Ordinance to allow traders more choices</p> <p><i>(ESB)</i></p>	<p>To introduce multiple safety standards for all 13 categories of children's products by 2000</p> <p><i>(1998)</i></p>	<p>As at 30 September 2000, we have introduced multiple safety standards for 11 categories of children's products. We are identifying multiple safety standards for the two remaining categories of children's products.</p> <p><i>(Action in Progress: On Schedule)</i></p>