

MESSAGE

Tourism is one of the key economic sectors in Hong Kong - the most popular city destination for tourists in Asia. After a difficult period, there has been a clear resurgence in tourism over the last two years. In 2000, visitor arrivals grew by 15% to 13.06 million, surpassing the record set in 1996. Tourism receipts totalled \$61.5 billion, equivalent to 5% of our Gross Domestic Product. The growth in arrivals and tourism receipts continued in the first half of 2001. However, the tragic incident in the United States on 11 September 2001 will have immediate impact on this growing trend. Although it is too early to assess the full impact of the incident on the tourism market, initial estimates are that the forecast for total visitor arrivals for 2001 need to be adjusted downwards to the level in 2000.



There is much work to be done if we are to maintain our position and continue to benefit from tourism.

The Government has proactively reviewed its tourism strategy and has taken on a wide range of initiatives to enhance the attractiveness of Hong Kong as a tourist destination. We have worked with the former Hong Kong Tourist Association to redefine its role which is to focus on marketing Hong Kong as a visitor destination. As a result, the Association was reconstituted as the Hong Kong Tourism Board on 1 April 2001.

We also need to ensure that we provide a high quality tourism infrastructure so that tourists can fully experience the true flavour of Asia's World City - Hong Kong. Enhancements to popular tourist areas as well as major projects like the Hong Kong Disneyland and a new cable car system on Lantau are already well underway.

To complement these projects, we are also working with the industry to improve the quality of services we provide in order to enhance Hong Kong's reputation as a tourist-friendly city. This will, of course, benefit residents as well. We are promoting a hospitality culture in Hong Kong

through a two-year public education campaign launched in July 2001. More specifically, we have drafted legislation to put in place a licensing scheme for inbound travel agents. The bill has been introduced into the Legislative Council. Furthermore, we are working with the Travel Industry Council and the Hong Kong Tourism Board to enhance the service quality of tour guides through a certification system. The objective is to raise the quality and service standards in this important sector.

To maintain and further enhance Hong Kong's position as Asia's world-class tourist destination, the Government is committed to continue to work closely with the Hong Kong Tourism Board and the trade in promoting tourism development. The Tourism Commission will provide the necessary high level policy steer and co-ordination within Government as more and more tourism initiatives are implemented in the years ahead.

A handwritten signature in black ink, appearing to read 'Sandra Lee', with a stylized flourish at the end.

(Ms Sandra Lee)
Secretary for Economic Services

Tourism

Policy Objective and Key Result Areas

TOURISM

Our Policy Objectives are to promote Hong Kong as a key tourist destination, and to facilitate the development of the tourism industry.

Overall Target

Our target this year in pursuing these Policy Objectives is to maintain Hong Kong's position as the most popular tourist destination city in Asia.

Progress

In 2000-2001, 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 32 initiatives proposed, action has been completed in respect of 26, five are on schedule and one is under review. We have made steady progress on work to enhance the attractiveness of Hong Kong, through the implementation of the tourist signage pilot scheme and tourist neighbourhood enhancements in selected districts. We plan to extend these improvements to more tourist districts. In the medium to longer term, we are developing new world-class facilities and attractions that will enhance Hong Kong's position as the key tourist destination in Asia. Plans for the development of new attractions, including the Hong Kong Disneyland, the Tung Chung Cable Car and the Hong Kong Wetland Park, are progressing well. We also intend to add value to and promote existing signature events to enhance Hong Kong's profile as the events capital of Asia. We have made significant advances in promoting the quality of service in the tourist industry and to improve Hong Kong's tourist friendliness with the launch of a two-year public education campaign designed to foster a hospitality culture in the community. We introduced into the Legislative Council in July 2001 a bill to put in place a licensing scheme to regulate inbound travel agents. We have reached agreement with the Mainland authorities on new arrangements for the Hong Kong Group Tour Scheme to facilitate the entry of Mainland visitors. On the promotion side, the Hong Kong Tourist Association (HKTA) was reconstituted as the Hong Kong Tourism Board (HKTB) in April 2001 with a more clearly defined marketing role. The

HKTB has launched a territory-wide campaign, entitled “City of Life: Hong Kong Is It!”, to serve as a new focus for the promotion of Hong Kong in overseas markets between April 2001 and March 2003.

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

1 Develop and improve tourism infrastructure, facilities and products

In 2000, we proposed to measure progress in this area by our success in developing and improving the tourism infrastructure, facilities and products. So far, we have made good progress. Out of the 20 initiatives under this KRA, 16 have been completed as planned. The remaining four are proceeding as scheduled. In particular, we have taken steps to enhance and repackage existing tourist attractions and facilities. We have started a pilot scheme for tourist district enhancement in the Central and Western District, and have completed the tourist signage pilot scheme in Stanley and Central. We will take forward improvement projects at the Tsim Sha Tsui Promenade, the Peak and the Stanley Waterfront. Implementation of projects relating to new tourist attractions are also progressing well. Reclamation for Phase I of Hong Kong Disneyland is about 45% complete. The first phase of the Hong Kong Wetland Park and Visitor Centre (formerly known as the International Wetland Park), including an exhibition pavilion, was completed and opened to the public in December 2000. We have also received private sector proposals on the franchise for the Tung Chung Cable Car System.

2 Improve Hong Kong’s tourist friendliness, including the quality of service in the industry

We introduced into the Legislative Council in July 2001 the Travel Agents (Amendment) Bill 2001 to put in place a licensing scheme for inbound travel agents. The aim is to enhance the service standards of inbound travel agents and protect Hong Kong’s reputation as a tourist-friendly city. Together with the Mainland authorities, we have implemented a series of new arrangements for the Hong Kong Group Tour Scheme, including relaxation of the daily quota, significantly increasing the number of operating agents, and simplification of entry procedures. We have also made good progress in promoting the

Quality Tourism Services Scheme launched in late 1999 and exploring measures to improve the handling of visitors' complaints. We have stepped up public education to promote a hospitality culture in Hong Kong through a two-year public education campaign. Of the seven initiatives under this KRA, five have been completed, one is proceeding as scheduled and one is under review.

3 Promote Hong Kong as an attractive tourist destination

The HKTA was reconstituted as the HKTB in April 2001 following the commencement of the Hong Kong Tourist Association (Amendment) Ordinance 2001. The legislation defines more clearly the role of the HKTB in marketing Hong Kong as a tourist destination and enables it to serve the tourism industry as a whole. The HKTB will continue to promote Hong Kong as a popular tourist destination globally and assist in enriching visitors' travel experience. The primary focus of its work is on market promotion. This will involve co-ordination among all sectors of the tourism industry to improve tourism products and enhance Hong Kong's attractiveness. The HKTB has expanded the use of e-marketing and revamped the HKTB website to improve its promotion of Hong Kong overseas. All of the five initiatives proposed under this KRA have been completed.

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 target 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 plan and implement projects for new tourist attractions and improve existing ones. We will implement the Tsim Sha Tsui Promenade Beautification Project in phases, beginning with the Avenue of Stars in 2002. The objective is to make the Promenade a distinguished landmark in Hong Kong. At the district level, apart from continuing works on the Central and Western District Enhancement Scheme, we also plan to introduce improvement programmes at the Peak and the Stanley Waterfront to enhance the character of these two popular tourist destinations. In 2000, we completed and reviewed the pilot scheme for a visitor signage and information system at Stanley and in Central. We will extend the system to more tourist districts as well as public transport nodes leading to heritage trails and country parks, starting with Sai Kung, Shatin and Wong Tai Sin. In parallel, we will continue to implement projects relating to new tourism attractions, including Hong Kong Disneyland, the Tung Chung Cable Car and the Hong Kong Wetland Park, and initiate studies on the future development of new attractions and tourism nodes. We will also facilitate the staging of more world-class events in Hong Kong and enhance the profile of some existing signature events.

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
<p>To work with the Planning Department to identify the options for developing Aberdeen into a tourist hub</p> <p><i>(Economic Services Bureau (ESB))</i></p>	<p>To identify action areas in 2002</p>
<p>To examine the programme for the development of a new tourism node at South East Kowloon</p> <p><i>(ESB)</i></p>	<p>To map out the way forward in 2002</p>
<p>To invite proposals for the development of the former Marine Police Headquarters into a tourism-themed project</p> <p><i>(ESB)</i></p>	<p>To award the project in 2002</p>
<p>To construct a cable car system linking Tung Chung and Ngong Ping on Lantau Island</p> <p><i>(ESB)</i></p>	<p>To enter into a provisional agreement with the successful bidder in 2002</p>
<p>To introduce tourist signage and information improvements in tourist districts, and public transport nodes leading to heritage trails and country parks</p> <p><i>(ESB)</i></p>	<p>To implement improvements in Sai Kung, Shatin and Wong Tai Sin and formulate a programme of work in other districts</p>

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

Initiative	Target
<p>To improve the landscaping of the Stanley Waterfront to enhance its attractiveness as a popular tourist spot</p> <p><i>(ESB)</i></p>	<p>To complete the project feasibility study in 2002</p>
<p>To improve the landscaping of the Peak to enhance the area as a visitor attraction</p> <p><i>(ESB)</i></p>	<p>To complete the project feasibility study in 2002</p>
<p>To develop a heritage trail covering former military sites on Hong Kong Island</p> <p><i>(Hong Kong Tourism Board (HKTB))</i></p>	<p>To implement in 2002 a pilot scheme on the Wong Nai Chung Gap Military Trail in collaboration with the Antiquities and Monuments Office of the Leisure and Cultural Services Department</p>
<p>To publish a guide book on heritage trails in the New Territories</p> <p><i>(HKTB)</i></p>	<p>To plan for the publication of the guide book in 2002</p>

We accord a high priority to improving Hong Kong's tourist friendliness and ensuring the standard and quality of service of the tourism industry. This is the key to the preservation and further promotion of Hong Kong as a popular visitor destination. With our active support, the Hong Kong Tourism Board (HKTB) launched the Quality Tourism Services Scheme (the Scheme) in 1999 to promote good services to visitors. The HKTB will conduct an evaluation of the Scheme with the aim of enhancing its value and increasing the number of businesses covered by it. The HKTB also plans to set up a data warehouse to enhance the information collection, infrastructure and strategic planning and marketing capabilities of the Board.

In July 2001, we introduced a bill into the Legislative Council to put in place licensing requirements for inbound travel agents. We will closely liaise with relevant industry bodies and training institutions to develop a quality assurance system for tour guides in 2002 to improve their service quality.

To enhance public awareness of the importance of the tourism industry to Hong Kong's economy and to foster a hospitality culture in the community, we have started a two-year territory-wide public education campaign entitled "A Hospitable Hong Kong". Major components of the Campaign include the "Hong Kong Young Ambassador Scheme", television programmes, and an education kit for secondary schools.

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 review the Quality Tourism Services Scheme</p> <p><i>(Hong Kong Tourism Board (HKTB))</i></p>	<p>To commence the review in 2002</p>
<p>To set up a data warehouse to enhance information based strategic planning and marketing capabilities of the Hong Kong Tourism Board</p> <p><i>(HKTB)</i></p>	<p>To start the project in 2002</p>
<p>To develop an education kit on hospitality culture for use in secondary schools</p> <p><i>(Economic Services Bureau (ESB))</i></p>	<p>To produce the kit in 2002</p>
<p>To broadcast a series of five-minute episodes on TV to promote the hospitality culture among the general public</p> <p><i>(ESB)</i></p>	<p>To broadcast the series in 2002</p>
<p>To sponsor activities organised by outside organisations (other than schools) which promote a hospitality culture in Hong Kong</p> <p><i>(ESB)</i></p>	<p>To launch the project in 2002</p>
<p>To improve service quality among inbound tour guides</p> <p><i>(ESB)</i></p>	<p>To develop a quality assurance system for tour guides in 2002</p>

Initiative	Target
To work with the travel industry on the implementation of the Travel Agents (Amendment) Bill 2001 after it is enacted <i>(ESB)</i>	To issue licences to inbound travel agents and work with the Travel Industry Council on the regulation of inbound travel agents

To discharge more effectively its function of promoting and marketing Hong Kong, the former Hong Kong Tourist Association (HKTA) completed a Strategic Organisation Review (SOR). Upon the enactment of amendments to the Hong Kong Tourist Association Ordinance (Cap 302) to give effects to the recommendations of the SOR, the HKTA was reconstituted as the Hong Kong Tourism Board (HKTB) on 1 April 2001 with a more clearly defined marketing role. The principal tasks now taken on by the HKTB are to promote Hong Kong as a tourist destination, to enrich visitors' travel experience and to enhance Hong Kong's attractiveness through improving and developing tourism itineraries in collaboration with the tourism industry.

The HKTB has launched a territory-wide campaign, entitled "City of Life: Hong Kong Is It!", to serve as a new focus for the promotion of Hong Kong in overseas markets between April 2001 and March 2003. In addition, the HKTB has been working closely with the tourism authorities in the Mainland and within the Asian region to promote multi-destination itineraries. It has also strengthened cooperation with the tourism industry, the media and the private sector to enhance the effectiveness of its marketing work. The HKTB proposes to respond to the wide use of the Internet and the success of its existing websites by strengthening and expanding their functions and to develop Internet marketing capabilities. The Government will continue to support the HKTB and the tourism industry to further these efforts.

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

- Number of visitor arrivals.
- Total tourism receipts.

The full impact of the tragic incident in the United States on 11 September 2001 on the tourism market in the short to medium term has yet to be fully assessed. Initial estimates by the HKTB are that the forecast for total visitor arrivals for 2001 would need to be adjusted downwards to 13.06 million, similar to the level achieved in 2000. The HKTB and different sectors of the tourism industry are working together to refocus priorities in overseas marketing and to prepare more attractive packages to entice visitors from the short-haul markets. The impact of the incident would be further assessed to enable the forecasts to be updated.

We will also assess our performance by the following indicators –

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

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

Initiative	Target
To strengthen the Internet marketing capabilities of the Hong Kong Tourism Board <i>(Hong Kong Tourism Board (HKTB))</i>	To commence a feasibility study in 2002
To review the International Events Fund <i>(HKTB)</i>	To firm up recommendations in 2002
To organise five mega events under the “City of Life: Hong Kong Is It!” campaign between December 2001 and early 2003 <i>(HKTB)</i>	To stage the Hong Kong Lights Up, the International Chinese New Year Parade, the Hong Kong Flower Extravaganza and the Mega Hong Kong Sale in 2002

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 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 the theme park in 2005 <i>(2000)</i>	Reclamation for Phase I of the theme park is about 45% completed. Design of the first infrastructure contract has been completed and works will commence by end-2001. <i>(Action in Progress: On Schedule)</i>
To work with the European business and diplomatic community to organise Hong Kong's first EuroChristmas <i>(ESB)</i>	To organise successfully Hong Kong's EuroChristmas in December 2000 <i>(2000)</i>	Hong Kong's first EuroChristmas was held successfully on Wan Chai's Expo Promenade from 15 December 2000 to 2 January 2001. <i>(Action Completed)</i>
To construct an International Wetland Park at Northern Tin Shui Wai <i>(Agriculture, Fisheries and Conservation Department)</i>	To begin detailed design for Phase II of the Park in 2001 <i>(2000)</i>	Detailed design for Phase II of the Wetland Park started in May 2001 and is expected to be completed by mid-2002. <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 improve the landscaping of the Tsim Sha Tsui Promenade to make it a landmark (ESB)</p>	<p>To start detailed design in 2001 (2000)</p>	<p>Preliminary project feasibility study is in progress. The detailed design for the Avenue of Star has begun. The detailed design for the land now used as the worksite for the Kowloon-Canton Railway Corporation's East Rail Extension will begin in end-2001. (Action in Progress: On Schedule)</p>
<p>To improve the landscaping of the Stanley Waterfront to enhance its attractiveness as a popular tourist spot (ESB)</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 (2000)</p>	<p>Scope of improvement proposals worked out. To proceed to project feasibility study. (Action Completed)</p>
<p>To improve the landscaping of the Peak to enhance the area as a visitor attraction (ESB)</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 (2000)</p>	<p>Action areas have been identified in the light of recommendations of the study. To proceed to project feasibility study. (Action Completed)</p>
<p>To construct a cable car system linking Tung Chung and Ngong Ping on Lantau Island (ESB)</p>	<p>To invite private sector proposals for the development of the system in 2001 (2000)</p>	<p>Submissions closed in July 2001. Assessment of the proposals is underway. (Action Completed)</p>

Initiative	Target	Present Position
To introduce tourist signage and information improvements in tourist districts, and at public transport nodes leading to heritage trails and country parks <i>(ESB)</i>	To identify action areas in 2001 <i>(2000)</i>	Initial review completed. Improvements in different tourist districts to be implemented in phases. <i>(Action Completed)</i>
To publish a guide on urban heritage trails <i>(Hong Kong Tourism Board (HKTB))</i>	To publish the guide in early 2001 <i>(2000)</i>	The HKTB sponsored guide book, "Heritage Trails in Urban Hong Kong", was published in the third quarter of 2001. <i>(Action Completed)</i>
To develop a heritage trail of former military sites on Hong Kong Island <i>(HKTB)</i>	To identify, in collaboration with the Antiquities and Monuments Office, potential sites to be covered by early 2001 <i>(2000)</i>	Survey completed. Detailed planning of a pilot scheme is underway. <i>(Action Completed)</i>
To develop an Avenue of Stars at Tsim Sha Tsui Waterfront Promenade <i>(HKTB)</i>	To complete a study by early 2001 <i>(2000)</i>	Master layout design was completed. Detailed design is in progress. To implement the project in the context of the Tsim Sha Tsui Promenade Beautification Project. <i>(Action Completed)</i>

Initiative	Target	Present Position
<p>To assess the tourism potential of the harbour and its waterfront area <i>(Planning Department)</i></p>	<p>To complete a consultancy study in 2001 <i>(2000)</i></p>	<p>Stage One Public Consultation on the Harbour Planning Framework was completed in May 2001. Taking into account public comments received, a draft Harbour and Waterfront Plan has been produced. A Tourism Plan showing the tourism development proposal for the Harbour and its waterfront area, Action Area Plans and possible mechanisms for implementation will be proposed for public consultation. <i>(Action in Progress: On Schedule)</i></p>
<p>To identify the heritage tourism potential of the Yaumatei Theatre <i>(HKTB)</i></p>	<p>To complete a consultancy study in early 2001 <i>(2000)</i></p>	<p>The study was completed in mid-2001. <i>(Action Completed)</i></p>
<p>To launch a self-guided walk covering the Hong Kong Heritage Museum and other attractions in Shatin <i>(HKTB)</i></p>	<p>To complete the project by end-2000 <i>(2000)</i></p>	<p>The “Sha Tin Walk” has been incorporated into the “Hong Kong Walks” booklet published in May 2001. <i>(Action Completed)</i></p>
<p>To launch, in conjunction with tour operators, a new “Kowloon Tour” covering attractions in Wong Tai Sin and Kowloon City <i>(HKTB)</i></p>	<p>To complete the project in early 2001 <i>(2000)</i></p>	<p>The “Kowloon Nine Dragons Tour” has been developed. <i>(Action Completed)</i></p>

Initiative	Target	Present Position
To conduct the annual Price Competitiveness Survey (HKTB)	To complete the survey in 2001 (2000)	The Survey is underway. To be completed by end-2001. (Action in Progress: On Schedule)
To undertake a Study on the Improvement of the Peak as a Visitor Attraction (HKTB)	To complete the study in 2000 (1999)	The study is completed. The HKTB is preparing the recommendations on the detailed implementation programme. (Action Completed)
To produce new publicity material such as a Festival Calendar, special leaflets and multi-media products to promote Heritage Tourism (HKTB)	To produce new publicity collateral in 2000 (1999)	The HKTB-sponsored booklet, "Calendar of Traditional Chinese Festivals and Local Celebrations", was published in mid-2001. (Action Completed)
To set up a Hotel Development Information System to facilitate access to updated information by the industry (HKTB)	To set up the system in 2000 (1999)	The system was set up in December 2000. (Action Completed)
To establish a computer database to improve the flow of market information within HKTB and among HKTB members, service providers and potential visitors (HKTB)	To establish the Tourism Data Bank in phases by end-2000 (1998)	An internal database system was set up in July 2000. Development of a tourist enquiry information database was also completed. (Action Completed)

2

Improve Hong Kong's tourist friendliness, including the quality of services in 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 launch a territory-wide publicity and public education campaign on hospitality culture <i>(Economic Services Bureau (ESB))</i>	To launch the campaign in 2001 <i>(2000)</i>	A two-year territory-wide public education campaign to promote hospitality culture entitled "A Hospitable Hong Kong" commenced in July 2001 with the launching of the "Hong Kong Young Ambassador Scheme". A series of television programmes were also launched in September 2001. <i>(Action Completed)</i>
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>	To introduce a bill into the Legislative Council in 2001 <i>(2000)</i>	The Travel Agents (Amendment) Bill 2001 was introduced into the Legislative Council in July 2001. <i>(Action Completed)</i>
To improve the Hong Kong Group Tour Scheme <i>(Immigration Department (Imm D))</i>	To implement new arrangements such as increasing the daily quota from 1 500 to 2 000 and increasing designated agents from 4 to 17 by end-2000 <i>(2000)</i>	New arrangements, including the relaxation of the daily quota and increase of designated agents, will continue to be devised and implemented in 2002. <i>(Action in Progress: On Schedule)</i>

Initiative	Target	Present Position
To promote and expand the coverage of the Quality Tourism Services Scheme <i>(Hong Kong Tourism Board (HKTB))</i>	To expand the scheme to cover tourism-related services other than retail shops and restaurants in 2001 <i>(2000)</i>	The HKTB will review the scheme and explore the feasibility of further expanding its coverage. <i>(Action in Progress: Under Review)</i>
To improve the handling of visitors' complaints <i>(HKTB)</i>	To explore measures and put forward recommendations within 2000 <i>(2000)</i>	The HKTB is working on the implementation of recommendations made by its task force, including the setting up of a central visitors' complaint hotline and database. <i>(Action Completed)</i>
To introduce Russian language training for tour guides <i>(HKTB)</i>	To introduce the training in 2000 <i>(1999)</i>	The HKTB has reviewed the need for Russian language training for tour guides in 2000. Since the market of Russian visitors has not grown as expected, and Russian-speaking tour guides available in the market should be able to meet the current demand, the HKTB has decided to shelve the plan. <i>(Action Completed)</i>
To simplify and improve entry arrangements for Taiwan residents <i>(Imm D)</i>	To review in 1999 the feasibility of further improvements to existing arrangements <i>(1998)</i>	The study on the feasibility of issuing electronic visit permits to Taiwan visitors was completed in 2001. <i>(Action Completed)</i>

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
To implement recommendations of the Strategic Organisation Review of the Hong Kong Tourism Board <i>(Economic Services Bureau/Hong Kong Tourism Board (HKTB))</i>	To introduce a bill into the Legislative Council to amend the Hong Kong Tourism Board Ordinance in 2001 <i>(2000)</i>	The legislation was brought into effect in April 2001. <i>(Action Completed)</i>
To expand the use of e-marketing to enhance the effectiveness of promoting Hong Kong overseas <i>(HKTB)</i>	To launch the project in early 2001 <i>(2000)</i>	The project was launched in November 2000. <i>(Action Completed)</i>
To revamp the HKTB website, incorporating the new “City of Life” advertising graphics and simplifying the navigation <i>(HKTB)</i>	To complete the project in early 2001 <i>(2000)</i>	The new website was launched in November 2000. <i>(Action Completed)</i>
To refresh and revitalise the “City of Life” campaign <i>(HKTB)</i>	To launch a new worldwide advertising campaign by end-2000 <i>(2000)</i>	The campaign was launched in October 2000. <i>(Action Completed)</i>

Initiative	Target	Present Position
<p>To undertake joint promotional efforts with the Mainland authorities to promote multi-destination tourism <i>(HKTB)</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 <i>(1998)</i></p>	<p>The HKTB has conducted joint promotion activities together with the Guangdong and Macau tourism authorities in Europe, USA and Asia. A website on the Pearl River Delta Region was launched in October 2000. <i>(Action Completed)</i></p>