

旅遊業的無名功臣：導遊

Unsung heroes of the industry: tourist guides

本刊記者 Staff reporter

今年「最喜愛香港導遊」評選活動由香港專業導遊總工會、香港旅遊業僱員總會、香港中國旅遊協會、香港旅行社協會、香港入境團旅行社協會合辦，已是第五屆了，大約有十萬名來港旅客投票，共有八名導遊獲得殊榮。

這些優秀導遊令旅客對香港留下美好印象，是旅遊業的無名功臣。本刊二零一零年十二月八日訪問了兩名得獎導遊——冠軍蔡月仙女士和亞軍劉永足先生(季軍鄭雄星先生不在香港，未能接受訪問)，讓讀者瞭解導遊工作的種種。以下是訪問的摘要(議：議會；蔡：蔡月仙女士；劉：劉永足先生)：



「2010最喜愛香港導遊」冠軍蔡月仙女士、亞軍劉永足先生接受本刊訪問。
Ms Choy Yuet Sin and Mr Lau Wing Chuk, champion and first runner-up of My Favourite Tourist Guide Poll 2010, talk to The Voice.

About 100,000 inbound visitors cast their votes in this year's My Favourite Tourist Guide Poll to choose eight tourist guides as their favourites. Entering its fifth year, the Poll was jointly organised by the Hong Kong Professional Tourist Guides General Union, the Hong Kong Tourism Industry Employees' General Union, the Hong Kong Association of China Travel Organisers, the Hong Kong Association of Travel Agents and the Hong Kong Inbound Tour Operators Association.

These outstanding guides, who have helped make visitors leave Hong Kong with a good impression, are unsung heroes of the industry. *The Voice*

talked to two winners Ms Choy Yuet Sin (champion) and Mr Lau Wing Chuk (first runner-up) on 8 December 2010 about various aspects of their work (second runner-up Mr Cheng Hung Sing was unable to join them because he was out of town). The following is an excerpt of the interview (T: TIC; C: Ms Choy Yuet Sin; L: Mr Lau Wing Chuk):

導遊工作

議：可以介紹一下你們的工作嗎？

蔡：我是兼職導遊，替不同的旅行社接待旅行團。主要接待本地團和入境團，有時候也會接待外遊團。

劉：我一九八七年入行，現在是旅行社的全職僱員，主要接待內地入境團，也做外遊領隊，還會協助處理旅客投訴。

議：你們接待過購物團嗎？

蔡：我接待的都是沒有購物點的觀光團。我不接待購物團，是不想壓力那麼大。接觀光團只要依照行程安排活動、膳食就可以了，不用擔心團員不購物，這跟接購物團的心情是不同的。

劉：我接待的也全部是觀光團。雖然參加觀光團的人數比不上購物團，但回頭客卻較多，而且旅行團質素也較高。在工作上，

Tour-guiding work

T: Can you say something about your work?

C: I am a part-time guide working for different travel agents. I mostly do local and inbound tours, but sometimes I also lead outbound tours.

L: I joined the industry in 1987, and now work full-time for a travel agent, receiving mainly inbound tours from the mainland. I also escort outbound tours and help handle complaints from travellers.

T: Have you received any shopping tours?

C: I only do sightseeing tours with no shopping stops. I shun shopping tours as I don't want to bear the pressure. For sightseeing tours, I only need to arrange for activities, meals, etc according to the itinerary, and don't need to worry about whether the visitors buy anything or not. You feel very differently from when you do a shopping tour.

我只會擔心自己料子不夠，卻沒有要旅客購物的心理壓力。

議：導遊工作辛苦嗎？有沒有遇過要求很多的旅客？

蔡：導遊的工作時間很長，而且出團前要先複習相關資料，做好準備工夫。我遇到的旅客都很好，會儘量滿足他們的要求。只要喜歡自己的工作，就不會覺得辛苦，沒有人強迫你做這行的。

劉：做導遊是挺辛苦的，經常從早忙到晚。我有時要接待一些內地的官員和離休幹部，壓力十分大。但做得好的話旅客會欣賞，更會特地寫信給公司表揚。

議：你們認為接團最重要是甚麼？

蔡：要有禮貌，要誠懇，態度要好。

劉：誠意、熱情、細心，照顧要周到，笑容也很重要。

入境市場

議：最近幾個月來，導遊強迫購物的事件引起極大關注。身為業界一份子，你們有甚麼看法？

蔡：發生這種事當然不好，對行業的形象影響很大。

劉：其實也不能完全怪責導遊，他們都是按照旅行社的指示而已。當然，有些導遊的手法可能過火了。導遊以前接團是不需要任何支出的，還可以按旅客人頭收費，但現在卻反過來要先付錢給旅行社才能接團。

議：導遊說旅行社不給他們酬勞，可旅行社又說內地組團社不給接待費。

劉：內地組團社拖欠接待費的情況的確存在。我贊成旅遊業應該有適當監管，使市場健康一點，讓導遊可以謀生。

議：事實上議會的權力也有限，譬如說內地團的售價，議會就不可能管制。

L: I also only receive sightseeing tours, which aren't as popular as shopping tours, but have more return customers and higher quality. As for my work, I only worry about whether I am good enough, and I'm not under any pressure to force visitors to shop.

T: Do you consider tour-guiding a tough job? Have you met very demanding visitors?

C: Guides work very long hours and need to go over the relevant information again and get prepared before receiving a tour. The tourists I met were all very nice and I would try to satisfy their demands as far as possible. As long as you love your work, it's not tough. After all, no one forces you to become a guide.

L: Tour-guiding is quite tough as we're always busy from morning till night. Sometimes I was under a lot of pressure when I received some mainland officials and retired cadres. But if you do a good job, the tourists will know and even write to your company to praise you.

T: What are the most important things when guiding tours?

C: You need to be polite, sincere and have a good attitude.

L: Sincerity, passion and thoughtfulness, and you also have to be caring and smile a lot.

Inbound market

T: During the past few months, a couple of incidents where the guides forced the visitors to shop have aroused much concern. As a member of the industry, what do you think?

C: These things of course were bad for the industry and hit its image hard.

L: We shouldn't put all the blame on the guides, who were just following their agents' instructions. But of course, some of them might've gone too far. Guides used to get paid for each person in a tour group and didn't need to bear any costs. Now they need to pay their agents so as to get a tour to receive.

T: While guides complain that they're not paid by travel agents for receiving tours, the travel agents grumble that the mainland tour operators don't pay them reception fees.

L: Some mainland tour operators always fall behind in payment of reception fees. I agree the travel trade should be properly regulated so as to create a healthier market for guides to earn a living.

T: As a matter of fact, the power of the TIC is limited. For example, it has no control over the selling prices of mainland tours.

C: Mainland tourists just love low-price tours and think they are bargains.

L: The demand for low-price tours is always high. It's the same for inbound and outbound tours.

蔡：內地旅客喜歡參加低價團，覺得很合算。

劉：低價團在市場上向來都有需求，入境團和外遊團都一樣。

導遊待遇

議：你們接團的酬勞怎樣計算？

蔡：酬勞是按每個團每天計算的，沒有小費。

劉：我公司有基本底薪，另外接團會有補助。

議：你們贊成所有導遊都有底薪嗎？

蔡：導遊應該有底薪，我還希望出團費不會太低，現在接香港本地團的薪金都很低。

劉：當然贊成。我希望接每個團都會有補助，另外再加小費。現在我們要把收到的小費交給旅行社，希望小費可以歸導遊所有。

培訓進修

議：公司有沒有提供培訓？

劉：我公司每年都有兩次外地培訓，通常在淡季舉行。我剛從韶關完成兩天的培訓回來，參加的導遊和領隊都會在旅遊車上講解景點十分鐘，然後由導師評分。我們所有導遊無論職級高低，都要接受培訓。

議：你們支持議會的導遊持續專業進修計劃嗎？

蔡：做了導遊這麼多年，已經有基本知識，但要讀書考試真的有點吃力。我覺得持續進修很有意思，可以吸收更多新資訊。

劉：持續進修可以使導遊溫故知新，對我有正面作用。導遊的確需要不斷吸收新知識。

議：現在持續進修所規定的時數夠不夠？

蔡：進修要配合工作時間。有一次報了名參加課程，但要工作，所以放棄了。不過，上課學習很有意思，好像我參加過一個關於香港地質公園的課程，對我接待這類旅行團很有幫助。

劉：我想最大問題是時間。導遊工作時間長，既要擠時間進修，又要選自己感興趣的課程，有一定難度。

Remunerations

T: How do you get paid for receiving tours?

C: My earnings are based on the number of days of the tour, and there're no tips.

L: My company gives me a basic salary plus an allowance for each tour received.

T: Are you in support of a basic salary for all guides?

C: Guides should be paid a basic salary. I also hope the fee for doing a tour will not be too low. The going rate for doing local tours is just too low.

L: Of course I'm in support of the idea. I hope we'll be given an allowance plus tips for each tour we receive. Now the tips have to be handed over to our travel agents. I hope guides can keep the tips.

Training and study

T: Does your company provide any training?

L: We need to go out on two training trips every year, usually held during the off season. I've just returned from a two-day training trip in Shaoguan, Guangdong. All participating guides and escorts had to give a ten-minute tour commentary on the tour coach and then assessed by our instructors. All of us must receive training even for senior guides.

T: Do you support the TIC's CPD (Continuing Professional Development) Scheme for Tourist Guides?

C: Although I've been a guide for many years and already mastered the basic knowledge, it is a little bit difficult for me to study and take exams. Having said that, I think CPD is great as it allows me to get new information.

L: CPD allows us to refresh and update our knowledge, and it helps me. Guides really need to keep absorbing new knowledge.

T: Do you find the existing requirement of CPD hours enough or not?

C: CPD courses need to fit in with our work. I once gave up a course I had enrolled because of work. Anyway, these courses are very useful. For example, I did a course on Hong Kong Geopark, which helps me a lot when I lead tours to the park.

L: I think the biggest problem is time. As our working hours are long, it's not easy for us to squeeze out time to take the courses we're interested in. 