

大灣區首次考察之旅 First delegation to Greater Bay Area

議會的大灣區考察團，可幫助會員與大灣區同業建立業務聯繫。
The TIC's delegation to the Greater Bay Area can help members build business connections with traders there.

本刊記者 Staff reporter

粵 港澳大灣區的發展方興未艾，在眾多可發展的方向中，旅遊業正是不可或缺的一環。在政府的資助下，議會計劃舉辦三個粵港澳大灣區考察團，使會員藉著與區內同業的溝通交流，從而把握大灣區的旅遊發展機遇；此外，這些考察團還可望促進大灣區的「一程多站」旅遊，使大灣區發展成廣受國內外旅客歡迎的旅遊勝地。

議會舉辦的首個大灣區考察團，已於七月二十六至二十八日圓滿結束。考察團由主席黃進達先生、副主席徐王美倫女士與馬焜文先生、多名理事以及總幹事陳張樂怡女士率領，一行一百一十多名香港旅行社代表，在三天內走訪了廣州、佛山、東莞三個城市。

議會此行獲得廣東省旅遊局、廣州市旅遊局、佛山市旅遊局、東莞市旅遊局各領導及當

Among the many possibilities of the Guangdong-Hong Kong-Macao Greater Bay Area, whose development is making rapid progress, one element deemed indispensable is tourism. With funding from the Government, the TIC has planned to organise three delegations to the Greater Bay Area in order for members to grasp the tourism development opportunities in the Area by having communication and cooperation with the traders there. Apart from that, these delegations may also boost travel to the Greater Bay Area on multi-destination itineraries, thus making it a destination widely favoured by domestic and foreign tourists.

Led by Chairman Mr Jason Wong, Deputy Chairmen Mrs Gianna Hsu and Mr Martin Ma and several directors as well as Executive Director Mrs Alice Chan, the first delegation organised by the TIC to the Greater Bay Area was successfully completed, with over 110 representatives of Hong Kong's travel agents visiting Guangzhou, Foshan and Dongguan within three days from 26 to 28 July.

With full support from senior officials and local personnel of the Tourism Administration of Guangdong Province, Guangzhou Tourism Bureau, Foshan Tourism Bureau and Dongguan Tourism Bureau, the delegation hosted travel promotion seminars and exchange sessions in the three cities, with such guests from Hong Kong as Mr Yiu Si Wing, Legislative Councillor (Tourism Functional Constituency); Mr Lee Sheung Yuen, Assistant Commissioner for Tourism of the Hong Kong Government; Mr Anthony Lau, Executive Director of the Hong Kong Tourism Board. Major attractions in Hong Kong such as Hong Kong Disneyland Resort, Ocean Park Hong Kong, Ngong Ping 360, Noah's Ark and Sky100 Hong Kong Observation Deck also sent their people to travel with the delegation to promote the features and attraction of their respective scenic spots at the travel promotion seminars and exchange sessions.

Arriving in Guangzhou on the first day of the trip, the delegation paid a visit to Huacheng Plaza and the Cantonese Op-



◆考察團在廣州塔前留影。
The delegates in front of the Canton Tower.

地人員的大力支持，在三地舉辦了旅遊推介會暨交流宴會；隨團嘉賓則包括立法會旅遊界功能界別議員姚思榮先生、香港政府旅遊事務署旅遊事務助理專員李湘原先生、香港旅遊發展局



◆佛山祖廟。
Foshan Ancestral Temple.

總幹事劉鎮漢先生等。多個香港的主要景點，例如香港迪士尼樂園度假區、香港海洋公園、昂坪360、挪亞方舟及天際100香港觀景台等，都派出代表隨團，以便在推介會或交流宴會上，介紹各自景點的特色和吸引之處。

考察團於行程首天抵達廣州後，到花城廣場、廣州粵劇藝術博物館參觀考察，又在廣州塔前拍照留念，既感受到傳統與現代融合的魅力，更對粵劇藝術及嶺南園林的精髓讚嘆不已。在當晚的交流會上，廣州市旅遊局推介了當地的旅遊盛事和廣州美食。

七月二十七日，考察團在佛山參觀了佛山祖廟、嶺南天地等旅遊景區，親身體驗當地的特色和嶺南民俗風情。香港·佛山旅遊推介會暨交流晚宴在佛山順德樂從羅浮宮星座廣場舉行，佛山市旅遊局介紹了當地的特色文化及觀光勝地。

七月二十八日，東莞可園博物館與隱賢山莊兩個景區的代表，在橫瀝鎮稻香飲食文化旅遊區舉行的香港·東莞旅遊推介會上，介紹了東莞豐富多姿的旅遊資源。考察團於會後前往寮步沉香博物館體驗當地歷史文化，三天的行程就此圓滿結束。

首個考察團已經結束，第二個考察團不久就會啟程：這次將於十一月八至十日前往肇慶、惠州、深圳，而且還會在香港西九龍站乘坐高鐵出發；詳情會在下期報導。✎

era Art Museum and took photos in front of the Canton Tower, being enchanted by the city's glamorous blend of tradition and modernity and the art of Cantonese opera and Lingnan-style gardens. At the exchange dinner, the delegates were introduced to the local tourism events and Guangzhou's gourmet food by the Guangzhou Tourism Bureau.

On 27 July, the delegation visited tourist attractions such as Foshan Ancestral Temple and Foshan Lingnan World to experience local characteristics and Lingnan folk customs. The Hong Kong-Foshan travel promotion seminar and exchange dinner was held at the Louvre International Furniture Exhibition Center in Shunde, at which the Foshan Tourism Bureau promoted the local culture and tourism resources.

On 28 July, the Hong Kong-Dongguan travel promotion seminar was held at the Tao Heung food culture scenic spot in Hengli, Dongguan, with representatives of Dongguan's Keyuan Museum and Yinxian Resort introducing the multifarious aspects of tourism in Dongguan. The delegation then visited the Chenxiang Museum in Hengli to savour the local history and culture, thus marking a perfect end to the three-day trip.

With the first delegation having come to an end, the second one will soon set off: this time to Zhaoqing, Huizhou and Shenzhen during 8-10 November, and by high-speed rail from Hong Kong's West Kowloon Station at that. Wait for the next issue for more. ✎



◆在東莞舉行的旅遊推介會暨交流午宴。
The luncheon-cum-travel promotion seminar in Dongguan.