

# 關乎旅遊業未來的國際論壇 The international convention vital to the future of tourism

香港國際旅遊論壇為香港旅遊業指出未來發展的方向。  
The Hong Kong International Tourism Convention points the  
direction for future development of Hong Kong tourism.

本刊記者 Staff reporter

今年十二月十二日，香港舉行了首個聚焦於「一帶一路」倡議和粵港澳大灣區旅遊潛力的國際論壇，大獲成功。「香港國際旅遊論壇」由香港政府聯同香港旅遊發展局及議會舉辦，為世界各地的參加者提供了一個重要場合，就如何發揮「一帶一路」倡議和大灣區的龐大旅遊潛力交換意見。

論壇以「連繫『一帶一路』，匯聚粵港澳大灣區優勢」為主題，吸引了一千多名政府官員、旅遊部門代表及旅遊業界人士參加，他們來自大灣區九個內地城市、澳門、多個內地省份，以及包括「一帶一路」國家在內共三十四個國家。

香港行政長官林鄭月娥女士為論壇致開幕辭，而中國文化和旅遊部領導于群先生、廣東省副省長許瑞生先生、澳門社會文化司司長譚俊榮博士、聯合國世界旅遊組織執行主任祝善忠先生也都在開幕環節上致辭。

開幕環節之後，是兩個討論環節，由彭博



◆行政長官林鄭月娥女士在論壇致開幕辭。  
The Chief Executive, Mrs Carrie Lam,  
delivers an opening address at the  
Convention.

The first-ever international convention focusing on the huge potential for tourism made possible by the Belt and Road (B&R) Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) was successfully held on 12 December this year. The Hong Kong International Tourism Convention, jointly organised by the Hong Kong Government, the Hong Kong Tourism Board and the TIC, provided a premier platform for participants from around the world to exchange views on leveraging the vast tourism potential of the B&R Initiative and the Greater Bay Area development.

Themed “Leveraging Belt and Road Initiative & Guangdong-Hong Kong-Macao Greater Bay Area Development”, the Convention attracted over 1,000 government officials, representatives of tourism authorities and trade members from the nine mainland cities of the Greater Bay Area, Macao and a number of mainland provinces, as well as 34 countries, including the B&R countries.

The Chief Executive of Hong Kong, Mrs Carrie Lam, delivered an opening address at the Convention, followed by addresses from Member of the Leadership of the Ministry of Culture and Tourism of China, Mr Yu Qun; the Vice Governor of Guangdong Province, Mr Xu Ruisheng; the Secretary for Social Affairs and Culture of Macao, Dr Alexis Tam; and the Executive Director of the World Tourism Organisation, Mr Zhu Shanzhong.

Following the opening session were two plenary sessions, moderated by Bloomberg TV Anchor Ms Yvonne Man. The first one was about the implications of the B&R Initiative on the development of international tourism and how to leverage its opportunities, with speakers including the Secretary for Commerce and Economic Development,



◆ 議會主席黃進達先生(右二)及總幹事陳張樂怡女士(左二)歡迎論壇的參加者。  
*The TIC's Chairman, Mr Jason Wong (second from right), and Executive Director, Mrs Alice Chan (second from left), welcome participants of the Convention.*

電視主播文懿中小姐主持。第一個環節關於「一帶一路」倡議對國際旅遊業發展的意義，以及可以如何把握其機遇，主講嘉賓為商務及經濟發展局局長邱騰華先生、驢媽媽創始人和景域集團董事長洪清華先生、海洋公園公司董事局主席孔令成先生、國泰航空有限公司主席史樂山先生。

第二個討論環節關於大灣區建設與區域及國際旅遊業發展的關係，以及發展大灣區為世界級旅遊集群地的途徑與方法。主講嘉賓為廣東省文化和旅遊廳廳長汪一洋先生、澳門政府旅遊局局長文綺華女士、香港旅遊發展局總幹事劉鎮漢先生、華特迪士尼樂園及度假區亞太區總裁及董事總經理馬凱澤先生、西九文化區管理局行政總裁栢志高先生、香港理工大學酒店及旅遊業管理學院副院長及講座教授兼陳澤富伉儷國際旅遊教授宋海若教授。兩個討論環節之後是專題午宴，由財政司司長陳茂波先生致辭。

除了十二日舉行的論壇外，十一至十三日還安排了嘉賓參觀香港的旅遊景點及基礎設施，藉以向他們展示香港四通八達所帶來的機遇。✎

Mr Edward Yau; the Founder of Lvmama and Chairman of Joyu Group, Mr Hong Qinghua; the Chairman of the Board of the Ocean Park Corporation, Mr Leo Kung; and the Chairman of Cathay Pacific Airways Limited, Mr John Slosar.

The second plenary session focused on the relationship between the development of the Greater Bay Area and regional and international tourism and how to develop the Greater Bay Area into a world-class tourism cluster. The speakers included the Director General of the Department of Culture and Tourism of Guangdong Province, Mr Wang Yiyang; the Director of the Macao Government Tourism Office, Ms Maria Helena de Senna Fernandes; the Executive Director of the Hong Kong Tourism Board, Mr Anthony Lau; the President and Managing Director, Asia Pacific of the Walt Disney Parks and Resorts,

Mr Michael Colglazier; the Chief Executive Officer of the West Kowloon Cultural District Authority, Mr Duncan Pescod; and the Associate Dean and Chair Professor of Tourism, and Mr and Mrs Chan Chak Fu Professor in International Tourism of the School of Hotel and Tourism Management of the Hong Kong Polytechnic University, Professor Song Haiyan. After the two plenary sessions, a keynote luncheon was held, at which the Financial Secretary, Mr Paul Chan, delivered a speech.

Apart from the Convention on 12 December, a series of local visit programmes to tourism attractions and infrastructures were arranged from 11 to 13 December for the guests in order to show them the opportunities brought by Hong Kong's connectivity. ✎



◆ 論壇約有一千多人參加，會場更提供多語言即時傳譯服務。  
*Over 1,000 people are present at the Convention, with multi-lingual simultaneous interpretation services provided.*