

# 香江名勝

## 『導』與『講』大賽



**Fascinating Hong Kong**  
**Tourist Guide Competition**

## 關於比賽

比賽為一個專為導遊而設的故事演繹比賽，並分三個主題組別進行。參賽者可以從以下指定的三個主題中自由選擇一個有關香港旅遊景點或香港特色的故事，加以演繹。

### The Competition

The competition is specially designed for tourist guides and will be in the form of telling a story about Hong Kong's attractions. The story must belong to one of the three themes set out below. Entrants are free to choose their own story and the way of presenting it.

### 舉辦目的

香江名勝「導」與「講」大賽舉辦的目的是為了：

- 表揚導遊的貢獻
- 提昇香港導遊的專業形象及服務質素
- 吸引優秀人才加入導遊行業
- 宣揚香港作為旅遊勝地的吸引力以及推動整個旅遊業的發展

### Objectives

The objectives of the competition are:

- To recognize the contribution of tourist guides
- To further promote the professional image of Hong Kong tourist guides and help enhance the quality of tourist guide service
- To help attracting high quality people to join the profession
- To promote Hong Kong's attractions and the tourism trade

### 參加細則

#### 參賽資格

所有持有由香港旅遊業議會簽發的導遊證或已通過有關考試的導遊。

#### 故事題材

參賽故事必須能清楚介紹及推廣香港旅遊景點的吸引力及引起聽眾的興趣，並切合以下三個主題的其中一個：

- 地區掌故及本地習俗
- 海灣風光及自然生態
- 香港必買手信、經典美食、潮流文化

故事內容須符合事實，並於比賽時能在**五分鐘**內完成。

每名參賽者最多可以參加兩個主題組別的比賽，每組別只可以參加一次。

#### 語言

參賽者只可以廣東話，普通話或英語演繹故事。參賽者須於報名時提供其參賽故事及選擇演繹語言，其後不能更改。

## Programme Details

### Eligibility

All tourist guides who have passed the examination for a Tourist Guide Pass or holding a Tourist Guide Pass issued by the Travel Industry Council of Hong Kong.

### The story

The story for the competition should clearly present and promote Hong Kong's attractions and arouse the interest of the audience. The story must belong to one of the following three themes:

- Folklore and local customs and traditions
- Coastal scenery and nature
- Hong Kong must-buy souvenir, culinary specialties and pop culture

The presentation of the story at the competition **should not exceed 5 minutes** and the story should be based on facts. Each entrant can only submit one entry for each theme group and enter for not more than 2 theme groups.

### Language

The medium of presentation is limited to Cantonese, Putonghua and English. Once the choice is made at the submission of entry form, change of the medium of presentation and the story will not be allowed.

## 報名文件

參賽者報名時須遞交：

- 報名表一份及
- 由香港旅遊業議會簽發的導遊證副本及
- 一段**不超過兩分鐘**的故事撮要的試演錄音帶或CD，以方便評審委員會進行首輪甄選。

## Entry of Competition

For entry of the competition, the entrant must submit the following-

- a duly completed entry form; and
- a copy of Tourist Guide Pass issued by the Travel Industry Council of Hong Kong; and
- an audition cassette or CD featuring a summary of the story to be presented in the competition. The length of the recording should **not exceed 2 minutes** for the purpose of shortlisting by the Adjudication Panel.

## 截止報名日期

主辦單位接受親身或郵遞報名文件。

參賽者須於二〇〇五年六月十五日下午五時前，將報名文件遞交到：

- 旅遊事務署旅行代理商註冊處**  
香港灣仔皇后大道東183號合和中心49樓4901室
- 香港旅遊業議會**  
香港北角英皇道250號北角城中心1706-1709室
- 香港註冊導遊協會**  
香港北角威非路道18號萬國寶通中心9樓
- 香港旅遊發展局旅客諮詢及服務中心**  
尖沙咀天星碼頭

或於二〇〇五年六月十五日前郵寄(以郵戳所示日期計)至：

- 旅遊事務署旅行代理商註冊處**  
香港灣仔皇后大道東183號合和中心49樓4901室

## Deadline for Submission

Submission of entry form can be made either in person or by mail.

Deadline for submission in person to the following addresses is 5:00 p.m. on **15 June 2005** :

- Travel Agents Registry, Tourism Commission**  
Room 4901, 49/F., Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong
- Travel Industry Council of Hong Kong**  
Rooms 1706-1709, Fortress Tower, 250 King's Road, North Point, Hong Kong
- Hong Kong Association of Registered Tour Co-ordinators**  
9/F., Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong
- Hong Kong Tourism Board Visitor Information and Services Centre**  
Star Ferry Concourse, Tsim Sha Tsui

Entry forms submitted by mail must be postmarked by **15 June 2005** to:

- Travel Agents Registry, Tourism Commission**  
Room 4901, 49/F., Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong

## 甄選程序

### 首輪甄選

評審委員會評核所有參賽者所提交的試演錄音帶或CD。獲甄選的參賽者會進入準決賽。

### 準決賽

成功進入準決賽的參賽者會獲發信邀請現場演繹其參賽故事。詳情會於二〇〇五年六月公佈。經評審委員會評核後，主辦單位會發信通知表現出色的參賽者進入決賽。

### 決賽

決賽將於二〇〇五年七月舉行。主辦單位會發信通知比賽日期及地點。

## **Adjudication Procedure**

### **Shortlisting**

All entries will be shortlisted by an Adjudicator Panel. The audition tape/CD submitted will be used for the purpose of shortlisting. The shortlisted entrants will enter the semi-final.

### **Semi-final**

The shortlisted entrants will be invited in writing to present their stories in person before a panel of adjudicators. Details will be announced in June 2005.

For each theme group, candidates with outstanding performance will enter the final. The finalists will be confirmed in writing after the semi-final.

### **Final**

The final will take place in July 2005. The place and time will be confirmed in writing.

### **獎項**

每個主題組別均設有冠、亞和季軍。各優勝者均會獲頒發獎品及紀念獎座。所有獎品總值超過港幣\$140,000。比賽優勝者可能會被邀請參與製作一系列介紹香港旅遊名勝及特色的電視節目。

### **Prizes**

There will be a first prize, a second prize and a third prize for each of the three theme groups. All winners will be awarded prizes and trophies. The total value of prizes amounts over HK\$140,000. The winners of the competition may be invited to take part in the production of a series of TV programmes featuring Hong Kong's attractions.

### **評審**

評審委員會成員包括旅遊事務署、香港旅遊業議會、香港旅遊發展局及香港註冊導遊協會的代表及在歷史、文化及旅遊方面的專家。評審準則主要針對導遊的演繹技巧及故事的趣味性。

### **Adjudication Panel**

The Adjudication Panel will comprise representatives from the Tourism Commission, the Travel Industry Council of Hong Kong, the Hong Kong Tourism Board and the Hong Kong Association of Registered Tour Coordinators as well as experts in the fields of history, culture and tourism. The adjudication will be made having regard to the presentation skills of the tourist guides and the attractiveness of the story.

### **主辦單位**

香江名勝「導」與「講」大賽由旅遊事務署、香港旅遊業議會、香港旅遊發展局及香港註冊導遊協會共同主辦。

### **Organizer**

The competition is jointly organized by the Tourism Commission, the Travel Industry Council of Hong Kong, the Hong Kong Tourism Board and the Hong Kong Association of Registered Tour Co-ordinators.

### **一般注意事項**

1. 主辦單位保留更改比賽規則及其他安排的權利，毋須事先通知。
2. 評審委員會的決定為最終決定。
3. 參賽者所遞交的報名文件會為主辦單位所擁有。
4. 一切與是次比賽有關的版權都為主辦單位所擁有。
5. 參賽者如未有填妥報名表格或遞交所需要提交的試音錄音帶或CD將會被取消參賽資格。

### **Entry Conditions**

1. The Organizing Committee reserves the right to make any changes to the rules and conditions and other arrangements of the competition without prior notice.
2. The decision of the Adjudication Panel shall be final.
3. All submissions will become property of the Organizing Committee.
4. All copy rights and other related rights relating to this competition will be reserved by the Organizing Committee.
5. Entrants will be disqualified if they do not fill in the form completely or fail to submit an audition tape/CD as required.

### **查詢**

如有查詢，請致電3151 7945/2807 1199或電郵至targr@edlb.gov.hk。

### **Enquiries**

For enquiries, please contact 3151 7945 / 2807 1199 or email to targr@edlb.gov.hk