



旅遊、文化及體育工作小組

Tourism, Culture and Sports Sub-group

目標

- (1) 就加強粵港旅遊、文化和體育合作的政策和策略提供意見；
- (2) 促進和便利粵港兩地旅客互訪；以及
- (3) 推動粵港兩地文化藝術和創意設計的發展和合作，並促進兩地人才資源的融合、本土經濟發展和文化創新。

工作範圍

- (1) 旅遊：推動改善有關基建、交通設施、出入境手續及過境設施，以便與廣東省不同地方連接起來，方便旅客來港或經香港前往其他海外的主要目的地；
- (2) 文化：加強粵港兩地在演藝活動和文化方面的合作和交流，並促進兩地創意產業羣聚區的發展。

工作計劃和最新進展

旅遊

香港旅遊業近年不斷取得蓬勃發展。2004年，訪港旅客已達2 180萬人次，比2003年增長40.4%。隨着幾個大型旅遊熱點於2005年年底／2006年年初落成啟用，2005年香港的旅客人數將穩步邁向2 300多萬人次的目標，開創新的里程。能夠取得這個成績，主要是由於香港位處亞太地區的要衝，又是通往內地的門戶，同時得益於內地旅遊市場的迅速增長。

Objectives of the Sub-group

- (1) To advise on policies and strategies pertaining to enhancement of cooperation between Hong Kong and Guangdong in the areas of tourism, culture and sports;
- (2) To encourage and facilitate more visitor flow between Guangdong and Hong Kong; and
- (3) To promote development and cooperation in terms of arts, culture and creative design between Hong Kong and Guangdong, and to enhance integration of human resources, local economic development and cultural innovation in both places.

Scope of work

- (1) For tourism, the scope of work is to promote enhancement in infrastructure, transport facilities, entry requirements and cross-boundary facilities to better connect various parts of Guangdong with Hong Kong and facilitate passenger movement both to Hong Kong and through it to other key overseas markets;
- (2) For culture, the scope of work is to promote cooperation and exchanges in performing arts and culture and facilitate the development of clustering for creative industries between Hong Kong and Guangdong.

Work Plan and progress to date

Tourism

Hong Kong's tourism industry has been going from strength to strength in recent years. 2004 visitors arrivals reached 21.8 million, represented a 40.4% growth on 2003. With the opening of some large scale exciting tourism attractions in late 2005/early 2006, Hong Kong is well on target to achieve a new milestone of more than 23 million visitor arrivals in 2005. This achievement is due in no small measure to Hong Kong's strategic location in the Asia Pacific region and as a gateway to the Mainland, as well as the rapid expansion of the Mainland's tourism market.



隨着珠江三角洲地區的經濟不斷增長，區內出現了十分龐大的消費市場，居民外遊的能力和對服務的要求亦不斷提高。珠三角旅遊這個概念早在十多年前便已開始構思。1993年，香港旅遊發展局(旅發局)與澳門和廣東旅遊當局成立珠江三角洲旅遊推廣機構，首次提出這個概念，目的是促進珠三角區內的旅遊活動和交流。2003年，這個機構易名為“粵港澳旅遊推廣機構”，反映珠三角的推廣工作已擴大至大珠三角區域。

多年來，香港旅發局、澳門特別行政區政府旅遊局和廣東省旅遊局曾多次攜手為大珠三角進行推廣活動，例如：在2004年，三地的旅遊局一同參與在澳洲墨爾本、德國柏林、日本和香港舉行的國際旅遊展。三地共同制訂一系列大珠三角行程。此外，當局邀請旅客市場(如北美洲和歐洲)的旅遊業伙伴到三地進行考察訪問；三地的旅遊局亦各自在網頁上提供超連結，推廣各個旅遊目的地的景點。

With the growing economy of the PRD region, it presented a very large consumer market with increasing affordability and sophistication for outbound travel. The PRD tourism concept was first nurtured more than 10 years ago when the Hong Kong Tourism Board (HKTB) and the Macau and Guangdong tourism authorities jointly established the Pearl River Delta Tourism Marketing Organisation in 1993, with an aim to generate tourism traffic and exchange amongst the PRD region. This organisation was renamed as ‘Guangdong, Hong Kong & Macau Tourism Marketing Organisation’ in 2003, signifying that the promotion work for the PRD has expanded to cover the GPRD region.

Over the years, the HKTB, the Macau Government Tourism Office (MGTO) and the Guangdong Provincial Tourism Administration have launched several joint promotions for the GPRD. For example, in 2004, the three tourism bureaux participated in international travel shows in Melbourne of Australia, Berlin of Germany, Japan and Hong Kong. Together they developed a series of GPRD itineraries. Furthermore, travel trade partners from source markets such as North America and Europe were invited to participate in familiarisation visits to the three areas. In addition, hyperlinks are provided on the websites of the respective tourism organisations to promote the attractions of the destinations.

從旅遊業的角度看，為了進一步發揮大珠三角地區的地理優勢，必須確保香港備有所需基建、交通設施、出入境手續和過境設施，以便與內地不同地方連接起來，方便旅客來港或經香港前往其他海外的主要目的地。

作為第一步，小組同意集中處理有關簽證的事項，以簡化海外及內地旅客來港旅遊的安排。

(1) 簽證事項

可改善兩方面的簽證安排：

(i) 往返內地的海外旅客

- 往返內地(來自須簽證才可來港旅遊的國家或地區)的海外旅客，如有意順道來港旅遊，必須持有有效的香港簽證，否則不能入境。
- 持“指定起落點”機票前往內地的旅客如欲順道來港，必須於來港後返回內地^(註)。這類旅客須申領多程出入中國的簽證，費用為單一出入境簽證的兩倍，令有意在單一旅程順道來港的旅客卻步。
- 解決上述問題對於前往珠三角地區營商或消閒旅遊的旅客尤其重要，因為可以鼓勵他們順道來港。這類旅客的數量眾多，而且往返次數頻密，尤以商務旅客為甚。如能簡化規定，便利他們訪港，當可為香港的旅客人次帶來可觀增長。

(ii) 內地旅客

- 目前，持來港通行證的內地旅客可以同一簽證前往澳門，但持澳門通行證者則不可以順道來港。這類旅客如獲相同待遇，有助鼓勵他們來港。

(註) “指定起落點”機票的價錢較可以自選回程上機地點的機票便宜。

To further leverage on the strategic locations of GPRD region from a tourism perspective, it is essential that the necessary infrastructure, transport facilities, entry requirements and cross-border facilities are in place to connect various parts of the Mainland with Hong Kong and facilitate passenger movement both to Hong Kong and through it to other key overseas markets.

As a first step, the Sub-group has focused its work on visa related issues, simplifying the arrangements for overseas and Mainland visitors to visit Hong Kong.

(1) Visa related issues

There are two areas related to visas where improvements can possibly be made :

(i) Overseas visitors in the Mainland

- Overseas visitors (from countries or regions that require a visa to visit Hong Kong) in the Mainland who want to visit Hong Kong on the same trip are not able to do so unless they have a valid visa to visit Hong Kong.
- Overseas visitors visiting Hong Kong as part of a China trip need to return to the Mainland if they use point-to-point tickets into the Mainland ^(Note). These visitors are required to apply for a multiple-entry visa into the Mainland and the cost is double the price of a single entry visa. This is a deterrent factor for visitors to visit Hong Kong as part of a Mainland trip.

- These issues are of particular pertinence to travellers who are visiting the PRD area either for business or leisure as they can easily make a side trip to Hong Kong. Due to the large numbers involved and the likely frequency of visits, especially for business visitors, the potential arrivals that can be generated for Hong Kong can be significant if the requirements can be simplified.

(ii) Mainland visitors

- Currently, Mainland residents who have a permit to visit Hong Kong are allowed to visit Macau with the same permit but not vice versa. Mainland residents visiting Macau using the ‘Macau only’ permit can be encouraged to visit Hong Kong on the same trip if the permit allows them to do so.

Note: point-to-point tickets are cheaper than open jaw ticket, which allow the passenger to return home from a different point.

(2) 工作進度

小組已擬備一份概述上述情況的文件，並一直與有關的政府決策局研究如何改善簽證申請程序和安排，以便到內地探訪的海外旅客途經香港或繞道到香港旅遊。此外，小組亦建議內地有關機構檢討多程簽證的收費水平。小組又正與有關機構合作，研究放寬持有澳門通行證的內地旅客訪港的入境規定。

文化

為推動粵港兩地文化藝術和創意設計的發展和合作，小組同意推展以下工作：

(1) 研究兩地有關團體的推動演藝活動合作建議：

(i) 在大珠三角各城市舉辦比賽(例如服裝設計、平面設計、流行音樂、粵劇、舞蹈等)和創意藝術節；

(2) Work progress

The Sub-group prepared a paper outlining the current situation of the points raised above and has been working with relevant Government bureaux on possible enhancement to the visa application procedures and arrangements, and to facilitate overseas visitors travelling to the Mainland via or detour to Hong Kong for a visit. In addition, the proposal suggested relevant Mainland authorities could review the cost of multiple visas as far as possible. The Sub-group has also been working with relevant authorities in the relaxation on entry requirements to Hong Kong, for Mainland visitors holding valid ‘Macau only’ entry permit.

Culture

To promote development and cooperation in terms of arts, culture and creative design between Hong Kong and Guangdong, the Sub-group has agreed to work on the following initiatives:

(1) To study proposals for relevant organisation in the two places to enhance cooperation in performing arts by:

(i) holding contests (on fashion design, graphic design, pop music, Cantonese opera and dance etc.) and arts festivals in GPRD cities;



- (ii) 設立大珠三角文化藝術村；以及
- (iii) 編輯演藝交流資料手冊、建立廣東戲曲資料中心、放寬文化藝術人才交流互訪的入境規定，並推動兩地在出版和電視文化頻道上更緊密合作。

(2) 研究在本地設立創意產業羣聚區，並以長沙灣服裝業羣聚區為試點，與珠三角的專業集散市互動合作。

(3) 工作進度

在第(i)項工作方面，小組曾與民政事務局進行現況調查，了解政府籌辦的工作和交流活動，並得悉粵港澳三地政府已成立了五個工作小組跟進各項文化合作項目。此外，三地亦透過合作，在發展及促進大珠三角區域文化上取得了進展，包括：演藝人才交流和培訓及節目合作；文化訊息交流及售票網絡的合作；博物館網絡的發展和文物發掘、保護與推廣；公共圖書館數字化聯網；以及粵劇藝術的推廣。

進行現況調查的目的是為了避免工作重疊，讓小組可以集中進行其他跨境文化藝術推廣工作。

至於第(ii)項，小組得知長沙灣工業大廈已有清拆計劃。

為了進一步落實這個構思，小組會向製衣及紡織業和創意工業的代表徵詢意見，以期為羣聚區物色選址，務求善用本地的創意人才，協助珠三角地區內的相關工業增值。

- (ii) setting up an arts and cultural village in GPRD; and
- (iii) compiling a handbook for performing arts, setting up a Cantonese opera information centre, relaxing the entry requirements for artists to engage in exchange programmes for performance across the boundary, as well as forging closer cooperation in publication and cultural television channels in Hong Kong and Guangdong.

(2) To explore the idea of developing clusters of creative industry in local community, with the garment industry cluster in Cheung Sha Wan as a pilot project, and to link them up with the distribution centres in PRD.

(3) Work Progress

For item (i), the Sub-group has done a stocktaking exercise with the Home Affairs Bureau on the relevant work or exchanges being carried out on a government-to-government level. The Sub-group has also noted that five working groups have been set up jointly by Hong Kong, Macao and Guangdong governments to take forward their cultural cooperation programmes. Moreover, progress has been made in cultural development and promotion in the GPRD region through tripartite cooperation in, inter alia, exchange and training of performing artists and co-organisation of cultural performances; exchange of cultural information and establishment of ticketing network; development of museum network as well as excavation, preservation and promotion of cultural relics; networking of digital public library services; and promotion of Cantonese opera.

The aim of this stocktaking exercise was to avoid duplication of work and to focus the work of the Sub-group on initiatives that would promote cross-boundary arts and cultural activities.

For item (ii), the Sub-group noted that the Cheung Sha Wan Flatted Factories had been earmarked for demolition.

The Sub-group would like to pursue this idea further by consulting relevant representatives from the garment and textile industries and the creative industry to identify possible locations for this clustering that would help the relevant industries in the PRD to add value with the benefit of our creative talents.