

Business & Management 工商管理

An innovative gauge for tourism industry performance

創新旅遊業表現測量標準



The new PolyU TSQI, a weighted average of the six tourism service quality indices, measuring overall tourism service quality, was designed by Prof. Kaye Chon, Dean and Chair Professor of the SHTM. The industry can use the PolyU TSQI to benchmark its service performance against tourists' growing expectations.

The PolyU TSQI stood at 75.37 for 2012. Tourists from the Americas had the highest index score of 79.17, followed by those from Australia, New Zealand and the Pacific (78.71), Europe, Africa and the Middle East (78.38), South and Southeast Asia (78.05), the Chinese mainland (72.81), Taiwan and Macau (71.92), and Japan and Korea (68.31).

Among six tourism-related sectors, transportation received the highest score of 78.32, followed by immigration (75.65) and attractions (75.10). Hotels (74.65), restaurants (74.30) and retail shops (73.52) were ranked fourth, fifth and sixth respectively.

On the other hand, the PolyU TSI, launched in 2009, provides information for authorities and industry practitioners for use in decision making and planning. Spearheaded by Prof. Song Haiyan, Associate Dean and Chair Professor of the SHTM, the PolyU TSI measures inbound tourists' satisfaction levels across the six tourism-related sectors and integrates them into an overall index.

The 2012 PolyU TSI index hit a record high of 75.07, an increase of 2.46 points from 72.61 over the year. It shows that the sectors consistently excelling in service performance in Hong Kong are transportation (78.48) and attractions (75.49). Immigration services (75.15), retail shops (73.42), hotels (72.96) and restaurants (72.95) have also managed to exceed tourist expectations.

The measurement of tourist satisfaction spanning four years from 2009 to 2012 has revealed the stability of the market-level index, with the Americas scoring the highest levels of satisfaction, followed by Australia, New Zealand and the Pacific, Europe, Africa and the Middle East, South and Southeast Asia, the Chinese mainland, Taiwan and Macau, and Japan and Korea.

The PolyU TSI evaluates service sector competitiveness not only over time but also across international tourism destinations. Its framework has been adopted by Singapore, Macau and major cities in Guangdong province. The 2012 index indicates that Hong Kong outperformed all other destinations measured.

首次「理大旅遊服務質量指數」的研究，將六大旅遊服務質量指數加權平均，從而評估旅遊服務的整體質量。該研究由酒店及旅遊業管理學院院長兼講座教授田桂成教授負責，業界可參考該指數，將自己的服務表現與旅客不斷提升的期望作比較。

二零一二年的「理大旅遊服務質量指數」為75.37，以來自美洲旅客的79.17指數為最高，其次是澳洲、新西蘭及太平洋地區（78.71），緊隨其後的是歐洲、非洲和中東（78.38）、南亞與東南亞（78.05）、中國內地（72.81）、台灣及澳門（71.92），以及日本和韓國（68.31）。

在六個旅遊相關行業中，交通獲得最高分，為78.32，其後是出入境部門（75.65）及旅遊景點（75.10）。酒店（74.65）位列第四、餐飲（74.30）第五、零售行業（73.52）則排第六位。

另外，自二零零九年推出的「理大旅客滿意指數」為有關當局和業內人士提供決策及籌劃時所需的資訊。該指數由酒店及旅遊業管理學院副院長兼講座教授宋海岩教授領導，主要評估訪港旅客對六項旅遊相關行業的滿意程度，並將其整合為一項總體指數。

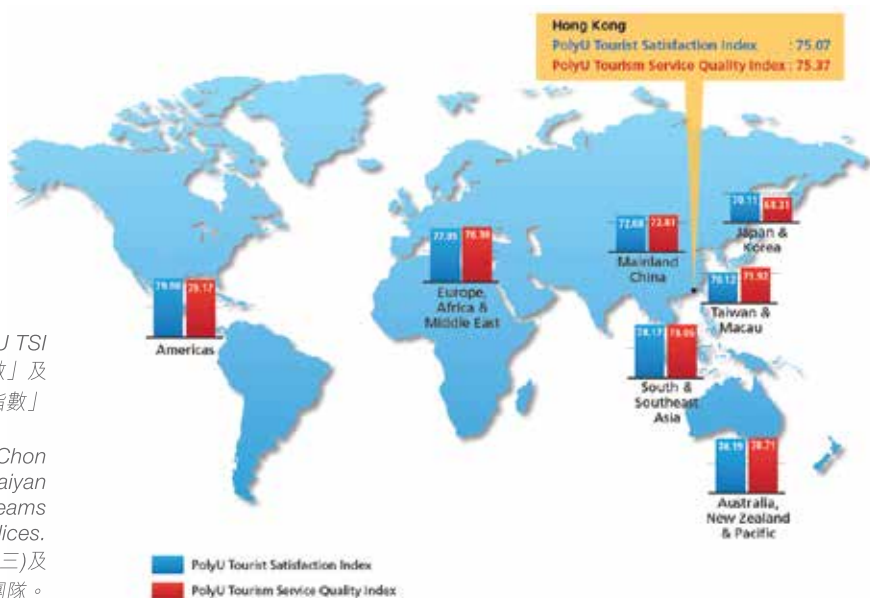
二零一二年「理大旅客滿意指數」創新高，為75.07，比二零一一年的72.61增加了2.46。指數顯示香港各旅遊相關行業服務中表現一貫出色的是交通（78.48）及旅遊景點（75.49）。出入境部門（75.15）、零售（73.42）、酒店（72.96）及餐飲行業（72.95）的服務表現亦超越旅客的期望。

二零零九年至二零一二年這四年間進行的旅客滿意度評測，顯示了以市場層面評估之指數的穩定性。就滿意度來說，來自美洲的旅客滿意度一如以往屬最高，緊隨其後的是澳洲、新西蘭及太平洋地區，然後是歐洲、非洲和中東、南亞與東南亞、中國內地、台灣及澳門，以及日本和韓國。

「理大旅客滿意指數」不僅評估服務行業的長期競爭力，亦可以將多個國際旅遊目的地並排作比較。這指數的框架已獲新加坡、澳門及廣東省主要城市採用。二零一二年的指數顯示，在所有受評估的地中，香港的表現首屈一指。

The new PolyU TSQI and the 2012 PolyU TSI
首次發表的「理大旅遊服務質量指數」及
二零一二年「理大旅客滿意指數」

(Photo on the right page) Prof. Kaye Chon
(third from left), Prof. Song Haiyan
(third from right) and the research teams
of the two indices.
(右頁相片)田桂成教授(左三)、宋海岩教授(右三)及
兩項指數的研究團隊。



The School of Hotel and Tourism Management (SHTM) recently introduced the new Tourism Service Quality Index (PolyU TSQI) and released the 2012 PolyU Tourist Satisfaction Index (PolyU TSI) to help boost tourism development.

酒店及旅遊業管理學院最近發表首次「理大旅遊服務質量指數」及二零一二年「理大旅客滿意指數」，從而幫助推動旅遊業發展。