

In Adversity We Cultivate Goodwill. With Perspicacity, We Became a Top Brand.

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In the past decade, tourism has experienced several major shocks, including the Severe Acute Respiratory Syndrome (SARS) outbreak in 2003; Hainan Island Accident in 2009 and the Fukushima nuclear disaster in 2010. These issues brought certain difficulties to EGL, however the crisis management capability and converse thinking of EGL management turned crisis to opportunities.

The SARS crisis in 2003 resulted in anti-Hong Kong tourist policy set by many countries. Facing with the crisis, the management launched a number of sales, new local travel tours and developed tours in Southeast Asia and other booming town within one month. The management even went for outdoor promotion together with staff. With the new policy of minimum salary, all these drove a great performance to that year.

The Hainan Island incident was happened in 2009. Two tourists were drowned at the beach of Hainan. The management contacted the tour guide immediately to find out what had happened. A press conference was held within 24 hours after the accident. A week later, condolence statement was made in various newspapers. The immediate reaction of the management level settled the issue instantly.

As a company having long-term cooperation with Japan, the management showed great support to Japan after the Fukushima nuclear disaster. After one month of the crisis, EGL was the first travel agency to re-promote Japan tourism. The management also arranged a media tour to Osaka in order to prove the safety of Japan. This laid the foundation of future cooperation.

The above issues incarnate EGL motto of "striving for consistent improvement of high quality service, with customer in our heart and sincerity in our practice", which is the key to success.

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旅遊業在近十數年經歷幾次重大沖擊：先有 2003 年香港非典型肺炎（下稱沙士），後有 2009 年海南島事件及 2010 年日本 311 地震。當中雖為東瀛遊帶來不少考驗，但亦展示出東瀛遊管理層在不同事件中的危機處理能力及逆向思維，轉危為機。

在 2003 年沙士危機中，多國對港人設定入境限制。面對是次危機，東瀛遊管理層首先推出外遊減團費優惠及多個創新本地一天旅行團，亦開拓東南亞等新興旅遊市場，更親身於街頭進行一天遊宣傳；還實行不裁員、不減薪，成為首間推出導遊包薪制的旅行社，成功渡過沙士難關，業績更上一層樓。

2009 年發生了罕見的團友遇溺意外，是為「海南島事件」。接獲意外報告後，管理層迅速聯絡導遊了解事件，並於 24 小時內召開記者招待會交待經過及在一星期後於各大報章刊登慰問聲明。管理層當機立斷的做法，避免了旅客信心動搖的危機。

東瀛遊與日本淵源深厚，面對 311 大地震，勢與日本攜手抗災。在保障旅客安全的前提下，東瀛遊在災難發生後一個月率先復辦沖繩旅行團，並由管理層率領傳媒考察團親證日本安全，為往後與日本之進一步合作奠下重要基礎。

以上事件足以體現東瀛遊「以誠為本、以客為尊、不斷提高優質服務」的三大文化特色，也是東瀛遊成功的關鍵。