



大公社評英譯

# 推動旅遊業從量到質的提升

## Advancing Hong Kong's Tourism from Quantity to Quality

國慶與中秋交織的「超級黃金周」今日結束，香港可謂是「丁財兩旺」。根據香港入境處數據，截至昨日下午4時內地訪港客超過126萬人次，較去年同期上升3.7%。海外旅客同比上漲30%。最終埋單計數，相信會達到預期的154萬人次目標，較去年上升逾一成。事實上，這不僅是數字上的提升，更是旅客消費與體驗模式的轉變。總結今次黃金周出現的旅遊業新特點、新業態，作出針對性、前瞻性部署，有助於進一步擦亮香港「旅遊天堂」的金字招牌，為香港經濟發展注入新動能。

文化旅遊無疑是今次黃金周的焦點。維港國慶煙花匯演，西九華服嘉年華，無不觀眾如堵，熱鬧非凡。中秋燈會在維園等全港多處舉辦，以「傳遞歡樂，迎接全運」為主題，融入五行元素及全運會意象，提升了吸引力。一連三日的大坑舞火龍活動更加引人注目，300多人舞動插滿萬支線香、長達60多米的巨龍，伴隨英歌舞巡遊，氣勢恢宏，活靈活現。這些活動既保留了傳統韻味，更新增互動環節，遊客由「過客」變成「參與者」，將中秋熱烈氣氛推向高潮，帶動相關消費提升20%，過夜客超過半數。

相比都市的熱鬧繁華，郊野遊滿足另一部分旅客對自然與寧靜的嚮往。連日來，萬宜水庫一帶人山人海，離島遊持續火熱。小小的橋咀島一度擠滿4000人，幾乎有「踏平」之勢，充分反映香港好山好水之魅力驚人。當堅尼地城夕照、鰂魚涌怪獸大廈等景點持續招徠「打卡黨」、「出片遊」之際，大學遊也成為親子旅遊的勝地。

香港金融市場活躍，北水南下蔚成風氣，令「投資遊」浮出水面。黃金周期間，各大銀行宣布延長尖沙咀、銅鑼灣、中環等熱門商圈分行的營業時間，並推出新優惠吸引旅客，包括送現金獎賞及抽獎。

旅客消費模式的轉變，正在推動着香港業界積極識變、應變與求變。黃金周湧現的新氣象，印證旅遊業進入了轉型關鍵期。展望未來，香港有必要從「強化特色」和「提升體驗」兩方面加大力度。

一方面，拓展文化旅遊、教育旅遊、非遺旅遊、體育旅遊、賽馬旅遊等，滿足不同消費群。另一方面，舉辦更多大型活動，發展盛事經濟。在服務方面，香港近年在電子支付方面進展迅速，待客態度、交通安排也有長足進步。在資訊發放方面，則有必要進一步優化，包括提升環境保護意識，以及提供實時擁擠資訊緩解交通和景點壓力。

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The "super golden week", which coincided with National Day and the Mid-Autumn Festival, came to an end today, bringing both **prosperity** and vitality to Hong Kong. According to data from the Immigration Department, over 1.26 million visitors from the Mainland had entered the city as of 4 p.m. yesterday, marking a 3.7% increase from the same period last year. Overseas arrivals surged by 30%. The final figure is expected to reach the target of 1.54 million visitors — over 10% higher than last year. Yet ❶ the real significance lies not merely in the numbers, but in the transformation of tourist's spending patterns and travel experiences. ❷ By reviewing the new features and **emerging** trends of this golden week and making targeted, **forward-looking** plans, Hong Kong can further polish its reputation as a "tourism paradise" and **inject fresh momentum into** its economic growth.

Cultural tourism was undoubtedly the highlight of this golden week. From the dazzling National Day fireworks over Victoria Harbour to the Chinese Costume (Hua fu) Carnival at the West Kowloon Cultural District, crowds gathered in festive spirit. The Mid-Autumn Lantern Carnivals, held across the city including at Victoria Park, carried the theme "Sharing Joy, Welcoming the National Games," blending the five elements (Wuxing) with motifs of the upcoming sports event, greatly enhancing their **appeal**.

The three-day Fire Dragon Dance in Tai Hang drew even greater attention — over 300 performers wielded an incense-studded dragon more than 60 metres long, accompanied by vibrant "Yingge" folk dances, creating a spectacular and lifelike display. These events preserved traditional charm while adding interactive elements, turning tourists from mere spectators into active participants. The festivities elevated the Mid-Autumn atmosphere to new heights, boosting related spending by 20%, with more than half of the visitors staying overnight.

While the city centre buzzed with activity, nature lovers sought tranquility in the great outdoors. Over the long holidays, crowds flocked to the High Island Reservoir and the outlying islands, where the tiny Sharp Island alone saw nearly 4000 visitors at one point — almost "flattening" it, a vivid testament to the allure of Hong Kong's natural beauty. Meanwhile, popular photo spots such as Kennedy Town's sunset pier and the "Monster Building" in Quarry Bay continued to draw "Instagram tourists", and university campuses became favoured destinations for family day trips.

As Hong Kong's financial market remains vibrant and capital inflows from the Mainland grow, "investment tourism" has emerged as a new phenomenon. During the golden week, major banks extended their opening hours in busy districts such as Tsim Sha Tsui, Causeway Bay, and Central, offering cash rewards and lucky draws to attract visitors.

❸ The shift in tourist consumption patterns is prompting the industry to recognize, adapt to, and drive change. The fresh dynamics seen this golden week confirm that Hong Kong's tourism sector has entered a critical phase of transformation. Looking ahead, the city must double its efforts to **enhance** both its distinctive features and visitor experience.

On one hand, Hong Kong should expand its offerings in cultural, educational, heritage, sports, and horse-racing tourism to **cater to diverse interests**. On the other, it should host more large-scale events to develop the Mega Events Economy.

In terms of service, recent years have seen remarkable progress in electronic payments, **hospitality**, and transport arrangements. However, information dissemination still requires improvement — such as promoting environmental awareness and providing real-time crowd updates to ease congestion at popular sites and along major routes.

### 常用詞彙

● **prosperity** ( 繁榮、興旺 n. )

Sustainable economic prosperity depends on innovation and fair distribution of wealth.

● **emerging** ( 新興的；正在出現的 adj. )

Emerging economies are becoming key players in shaping global trade dynamics.

● **forward-looking** ( 前瞻性的 adj. )

A forward-looking education policy should prepare students for jobs that do not yet exist.

● **appeal** ( 吸引力；吸引 n./v. )

Cultural authenticity adds significant appeal to tourism destinations in the global market.

● **enhance** ( 提升、加強 v. )

Investing in research and development can enhance a nation's long-term competitiveness.

● **hospitality** ( 款待、好客 n. )

The warmth of local hospitality often leaves a lasting impression on international visitors.

### 片語

● **from quantity to quality** ( 介系詞片語 ) 從量到質；重質不重量

例句：The education system must shift from quantity to quality to nurture innovative thinkers.

● **inject fresh momentum into** ( 動詞片語 ) 為……注入新動能／活力

例句：Government incentives can inject fresh momentum into the development of renewable energy.

● **cater to diverse interests** ( 動詞片語 ) 迎合／滿足多元需求

例句：Modern tourism should cater to diverse interests, ranging from culture to eco-travel.

### 長句分析

❶ The real significance lies not merely in the numbers, but in the transformation of tourists' spending patterns and travel experiences.

結構講解：

The real significance lies in ... → 真正的意義在於……

not merely A, but B是常見的對比結構，表示「不僅在於A，而更在於B」。

transformation of...使用名詞化，使句子更正式（比起 "how tourists spend money and travel"更學術）。

實用句型轉化：

模板：The real significance lies not merely in \_\_\_\_, but in \_\_\_\_.

例句：The real significance of education lies not merely in gaining knowledge, but in developing independent thinking.

教育的真正意義不僅在於獲取知識，更在於培養獨立思考。

❷ By reviewing the new features and emerging trends of this golden week and making targeted, forward-looking plans, Hong Kong can further polish its reputation as a "tourism paradise" and inject fresh momentum into its economic growth.

結構講解：

開頭為by + V-ing → 介系詞片語作「方式副詞」：說明「透過……方式」。

雙動詞結構：

reviewing... and making... 並列動作。

Hong Kong can further polish... and inject... → 兩個並列動詞說明結果。

實用句型轉化：

模板：By doing A and doing B, someone can achieve C and D.

例句：By adopting renewable energy and improving recycling systems, cities can reduce pollution and enhance sustainability.

透過採用再生能源與改進回收系統，城市能減少污染並提升永續性。

❸ The shift in tourist consumption patterns is prompting the industry to recognize, adapt to, and drive change.

結構講解：

主詞：The shift in tourist consumption patterns ( 遊客消費模式的轉變 )

動詞：is prompting ( 正在促使 )

受詞 ( 動詞三連 )：to recognize, adapt to, and drive change → 三個並列不定詞結構 ( recognize/adapt/drive )。

用「動詞串列」展現多層思維（這是高分寫作的關鍵特徵）。

實用句型轉化：

模板：The shift in \_\_\_\_ is prompting \_\_\_\_ to \_\_\_\_, \_\_\_\_, and \_\_\_\_.

例句：The shift in learning habits is prompting schools to update curricula, integrate technology, and encourage critical thinking.

學習習慣的改變正促使學校更新課程、整合科技並鼓勵批判思考。

### 寫作技巧

❶ 拆解句型：理解並模仿

當遇到複雜的長句時，先把它拆解。找出主語、動詞和受詞，並分析修飾語的結構，拆解後再進行模仿寫作。這樣不僅有助於理解句子的結構，還能提升語法的靈活運用。例如，當你看到「By reviewing...」（動名詞開頭）等結構時，可以在自己的寫作中試着應用，讓句子更加正式且有條理。

❷ 活用句型：替換詞彙，擴展表達

學會將句子結構應用到不同領域，並用自己的詞彙來替換。比如，將「tourist consumption」換成「consumer behavior」或「purchasing trends」。這不僅能增強文章的多樣性，還能提高語言表達的靈活性。

❸ 應用結構：從模仿到創作

一旦掌握了某個句型結構，試着將它用在不同主題上，這樣能提高語法運用的靈活度。例如，使用「By doing...」或「The shift in...」等結構來表達原因與結果，令寫作顯得更有深度與層次。