



迪士尼擴建必要 待客之道更關鍵

中英社評

特區政府擴建迪士尼樂園的54億5000萬元撥款申請，經過將近半年的纏擾，昨日終於在立法會獲得通過。

政府的擴建撥款申請，自去年11月提出以來，在立法會一直未能通過，反對派議員質疑政府未有責成迪士尼公司改善營運，擴建撥款亦難有效益，更有議員形容政府的注資是「喪權辱港」。

事實是，過去兩年，迪士尼樂園的經營一直處於虧損狀態，園內第三家度假式酒店日前開幕，推出遊園兼住宿的半價優惠套票亦未能客滿。

本港迪士尼樂園於2006年開幕，迄今11年，已有6400萬人次到訪，整體而言對港旅業帶來的效益只可以說是差強人意。其中，園區面積不大、玩樂設施不足、供應食品較貴，都是為人詬病的地方。面對區內其他主題公園的競爭，擴建可說已是唯一選擇，否則只會更處於下風和劣勢。昨日有議員批評政府注資是「洗濕個頭」，此話可說講對了一半，政府從一開始在樂園管理營運方面的角色和參與都未如人意，但眼前情勢是只能向前、不可後退，只有注資擴建加強樂園吸引力，才有望殺出一條生路，否則前景實難以樂觀。

就在前兩天，開幕未足一年的上海迪士尼樂園，宣布啓動擴建計劃，新增園區為「玩具總動園」，是小孩子喜愛的「巴斯光年」、胡迪等卡通人物的天地，新園區將於2018年落成。上海迪士尼樂園自去年六月開幕以來，迄今入場人數已達850萬，估計到今年六月一周年



▲新城堡及廣場的模擬圖

▶立法會財委會早前通過迪士尼樂園擴建的54.5億元撥款申請

將會突破1000萬人次，業績為同期全球迪士尼樂園之冠。面對如此強勁對手，港迪士尼樂園擴建實已事不宜遲。

不過，從迪士尼樂園的經營及擴建帶出了一個更重要的問題，就是本港旅遊業的吸引力到底該如何維持和改善。毫無疑問，隨着內地居民生活的不斷改善，對旅遊的要求和品味亦在不斷改變和提高，過往香港憑藉天時地利人和，成為內地居民出境旅遊的首選，「購物天堂」之外還有迪士尼樂園、海洋公園

、山頂、淺水灣等景點，都具有無比的吸引力。但今天，內地居民出外旅遊的選擇已大幅增加，名牌「掃貨」可以去歐美，倫敦「哈羅斯」和巴黎「老佛爺」都有懂普通話的店員專人接待，「原裝」美國迪士尼樂園的米老鼠也會說「你好」，相比之下，什麼「鳩鳴」、「蝗蟲」之類和「以兩代斤」的宰客惡行就更不用說了。在此情形下，本港旅遊業如果不能從根本和整體上作出較大的改善和調整，則即使迪士尼樂園耗資一

百一十億元進行擴建，效果也只會是事倍功半。

眼前，本港旅業當務之急，是重建文明、友善和公平、法治的待客之道和社會氛圍，關鍵是「軟體」而不是「硬件」。名牌和迪士尼全世界都可以有，但內地旅客來港更渴望得到的一份「自己人」感受，是其他地方所不可能提供的。

2017-05-03

Expansion of Disneyland is necessary, but hospitability more crucial

The SAR Government's \$5.45-billion funding application for an expansion of the Disneyland theme park finally was approved by the Legislative Council (Legco) yesterday, after half a year of debate and disruption.

The government filed the funding application last November, but it has since not been passed at Legco. Opposition lawmakers criticized the government for unable to **enjoin** the Walt Disney Company to improve business operation, questioning whether the funding for expansion would be of any help. Some lawmaker even described the government funding as a move to "surrender territory and humiliate Hong Kong".

As a matter of fact, in the past two years, Disneyland suffers losses in its business operation. When a third resort hotel in the theme park opened business operation days ago, it offered half-price room and ticket packages but still could not **sell out** all rooms.

Hong Kong Disneyland opened in 2006, some 11 year ago. The number of visitors totals 64 million hitherto. Overall the benefit it has brought to Hong Kong's tourism can be said as barely satisfactory. Among other things, what people generally **disapprove of** includes that the area of the theme park is not large, that there are not sufficient entertainment facilities, and that food sold there is quite expensive. In face of competition from other theme parks in the region, expansion of the Disneyland is the only way out, or it will be in an even more disadvantageous position. Some lawmaker yesterday criticised that the government has to make the funding because "**what's done cannot be undone**". This is half-truth. Since the very beginning, the government's role and participation in the theme park's management and operation has remained unsatisfactory. But right now, the only way is to move forward instead of backward. Only through injecting funds to expand the theme park can it hopefully **claw its way** out of the current predicament. Otherwise, its future can hardly be optimistic.

Just two days ago, Shanghai Disneyland which just opened less than a year ago announced an expansion plan to build a new theme area called Toy Story Land,

which will feature such cartoon figures as Buzz Lightyear and Andy loved by kids. The new theme area will open in 2018. Since its opening in June of last year, Shanghai Disneyland has attracted 8.5 million visitors, and the number of visitors is expected to exceed 10 million by its first anniversary next month. Such a performance tops all Disneyland theme parks all over the world. In face of such a strong rival, Hong Kong Disneyland's expansion brooks no delay.

Nevertheless, a more important problems brought up by Disneyland's operation and expansion is, how Hong Kong's tourism industry could maintain and improve its attraction. No doubt, as Mainland residents' living conditions keep improving, their demands and tastes for tourism are changing and upgrading. In the past, Hong Kong used to be the first choice of out-bound Mainland tourists, given its advantage of "being the right place at the right time with the right people". In addition to being a "shopping paradise", tourist attractions in Hong Kong such as the Disneyland, Ocean Park, the Peak and Repulse Bay used to be incomparably attractive. But today, there are much more choices for out-bound Mainland tourists. They can go to Europe or America to buy name-brand goods. Harrods in London and Galeries Lafayette in Paris both have Putonghua-speaking staffers to receive Mainland customers. Even the "original" Mickey Mouse in U. S. Disneyland can say "Ni Hao". In contrast, Mainland tourists are greeted with shouts of "gau wu" or "locusts" and cheated in shopping in Hong Kong. Under such circumstances, if Hong Kong's tourism industry cannot make greater improvement and adjustment fundamentally and entirely, even the \$11 billion Disneyland expansion can only labour hard to little avail.

The urgent priority for Hong Kong's tourism industry right now is to rebuild the manner and social atmosphere of treating visitors with civility, friendship, fairness and following the rule of law. The crux of the problem lies in the "software" rather than "hardware". Name-brand goods and Disneyland can be found elsewhere in the world. But no other place can provide the feeling of "being one of us" longed for by Mainland visitors when visiting Hong Kong.

3 May 2017

何為真功夫?

改變了傳媒生態：人們不再限於做新聞的受眾 (Audience)，也可以做新聞報道和傳播者 (Communicator) 了。有了智能手機，人人都有可能做「業餘記者」。事實上，近年來不少引人矚目的新聞，都是由「業餘記者」首先披露，再由報章電視跟進深入報道的。

「五一」勞動節長假期間的一則趣聞是大陸的「綜合格鬥」手徐曉冬在10秒內擊倒 (to knock out, KO) 「太極宗師」魏雷。這則新聞就是由互聯網上流傳的一段視頻首先披露。本港中英文

傳媒隨後都做了報道，並引出關於中國傳統武術和綜合格鬥，在實戰中何者更強的討論。

武術，英文叫做martial arts。香港武打明星李小龍 (Bruce Lee) 的「功夫」電影曾經風靡全球，英文隨之出現 Kung Fu一詞，《牛津詞典》將之定義為：A primarily unarmed Chinese martial art resembling karate (一種類似空手道的中國徒手搏擊術)。實際上，這一定義並不全面。李小龍的「截拳道」提倡無限制技擊 (Ultimate Fighting)，奠下

「綜合格鬥」(mixed martial arts, MMA) 的思想基礎，因此他也被尊為「綜合格鬥之父」(Father of MMA)。其所創的截拳道也按粵語音譯成Jeet Kune Do，成爲一個英文單詞。

綜合格鬥是一種規則極爲開放的競技格鬥，比賽使用分指拳套 (open finger boxing gloves)，賽事規則允許站立打擊和地面纏鬥。選手可結合使用拳擊 (boxing)、巴西柔術 (Brazilian Jiu-jitsu, BJJ)、泰拳 (Muay Thai)、摔跤 (Wrestling)、空手道、柔道 (Judo)、散打 (free combat)、截拳道等多種搏擊技術，被譽爲搏擊運動中的「十項全能」。

亦然

WORDS AND USAGE

Enjoin (verb)

● To strongly advise or order someone to do something or to behave in a particular way. (責成，吩咐)

Examples:

- 1.The code enjoined members to trade fairly.
2.We were all enjoined to be on our best behaviour.

Sell out (phrasal verb)

● To sell all of the supply that you have of something. (賣完，售罄)

Examples:

- 1.We sold out of the T-shirts in the first couple of hours.
2.The stores sold out their stocks of that game long before Christmas.

Disapprove of sb/sth (phrasal verb)

● To feel that something or someone is bad, wrong, etc. (不贊成，不滿意)

Examples:

- 1.I disapprove of all the violence that is shown on television.
2.He claims he was forced to leave his job by a group of students who disapproved of his views.

What's done cannot be undone (proverb)

● It is too late to regret an action after it has been performed. (木已成舟，覆水難收。源自莎士比亞的名言：What's done is done.)

Examples:

- 1.The key is to seek expert opinion before the die is cast as what is done cannot be undone.
2.Let's stick to our decision. What's done cannot be undone.

Claw your way (somewhere) (idiom)

● To move forwards with difficulty, especially by using stiff curved fingers to remove the things that are in your way; to use all your energy and determination to achieve something. (扒開一條生路，殺出一條血路)

Examples:

- 1.The rescuers could hear the sound of the trapped people desperately trying to claw their way through the rubble.
2.Sidney ruthlessly clawed his way (up) from the position of junior clerk to chairman of the company.

走出校園

桃園慈湖紀念雕塑公園 蔣介石銅像集中地

早前台灣發生蔣介石銅像被「斬首」事件，各地蔣氏銅像岌岌可危。「去蔣化」愈演愈烈，其背後目的就是「去中國化」。全台蔣氏銅像多不勝數，目前大多安放在桃園大溪鎮的慈湖紀念雕塑公園，已成爲旅遊景點，供遊客參觀。

雕塑公園位處慈湖蔣介石靈寢外圍，專門安放從各地捐贈而來的銅像。園內蔣介石銅像數量極多，也有極少量孫中山先生銅像摻雜其中，首座銅像安放於2000年。蔣介石銅像造型各異，大小不一，大多形態逼真，活靈活現。穿中山裝的最多，或坐、或立、或揮手、或握杖、或持書，所持之書有《三民主義》或《中國之命運》。另外還有穿馬褂裝和軍裝，最引人注目的是馬上戎裝像，只見蔣氏身披袍肩，向前方揮手，這是蔣氏北伐時的形象。

孫中山像也分坐立、中山裝、馬褂裝俱存。另一座中山像身穿西裝和長大衣，一手放在西褲口袋中，被譽爲是孫中山塑像中「難得一見的輕鬆、帥氣之形貌」，另外從衣服皺褶之立體感可見製作之用心與精細。公園內廣植樹木，加上小橋流水，環境清幽。

雕塑公園內的銅像不會像園外銅像般受到滋擾，遊客可以平常心觀看，或思索歷史，或觀賞雕塑，各得其宜。

理大專上學院客席講師 梁勇攝



▲馬上戎裝的蔣介石銅像

梁勇攝

時事英語

在任何一種語言裏，許多詞語的含義並非一成不變，而是隨着社會發展而「進化」(to evolve)的。「大眾傳媒」(the Mass Media)最早指報紙 (Newspapers) 和雜誌 (Magazine)，後來擴及廣播電台和電視，而現在又包括了互聯網 (Internet)。互聯網普及極大