



社評
雙語道

黃金周旅業復甦顯著 總結經驗增吸引力

Draw on the success of Golden Week tourism to enhance the appeal

原文

下文摘錄自2023年5月1日香港《文匯報》：

疫後全面復常通關的首個五一黃金周假期，大批內地遊客來港遊玩，市面氣氛熱鬧。本港旅遊復甦勢頭良好，而且在特區政府、業界及各方合力下，旅遊市場井然有序，前景令人憧憬。本港要保持良好勢頭，就必須及時總結成功經驗、持續完善服務，切實解決旅遊業人手不足問題，保持優質待客服務，善用本港中西文化薈萃的特色和優勢，發展豐富多彩的多元文化深度遊，增強本港吸引中外遊客的國際都會魅力。

內地五一黃金周假期開始，大批內地旅客來港旅遊玩耍、消費。特區政府入境事務處早前公布的最新數據顯示，今年五一假期首日，各個口岸共有超過36.1萬人次入境，當中內地訪客佔近一半，有16.5萬。從市面看，尖沙咀廣東道「名店街」一帶人潮湧動；迪士尼樂園、海洋公園多是家長陪同子女遊玩的內地遊客，久違的黃金周旅遊「財兩旺」好景開始重現。

早前內地旅行團逼爆土瓜灣，引起本港社會高度關注。近期在旅監局、餐飲業及旅行社迅速推出改善措施，警方、旅監局增加人員維持秩序，多方監督下情況明顯改善，沒有再引發當區居民不滿，內地團友亦稱讚香港風景好、美食多，以後會以個人遊方式來港消費。政府、業界應該保持合作，透過五一黃

金周繼續做好服務，並形成可持續的運作、監管機制，不斷提升本港旅遊服務口碑，為暑假、十一黃金周接待更多遊客未雨綢繆。

本港旅遊業處於恢復初期，業界人士反映，今個五一黃金周來港的遊客數量估計只及疫情前的六成，目前本港硬件接待能力綽綽有餘，不過業界最擔心的問題是，人手嚴重不足，就算有更多旅客重臨，卻因欠缺人手支撐業務加快復甦，「有生意也不敢接。」

隨着生活品味提升、人生視野開拓，如今內地新一代旅客更趨向有文化碰撞、人文特色的文化遊、深度遊，不少人選擇到本港郊區及離島的綠色深度遊，例如去西貢欣賞海景、品嚐海鮮，到大嶼山貝澳露營，在舊油麻地警署拍照「打卡」。本港作為中西文化交匯的國際城市，擁有眾多飽含歷史沉澱的旅遊景點，近年又有香港故宮文化博物館、M+視覺文化博物館等文化新地標落成，加上定期舉辦的國際七人欖球賽、巴塞爾藝術展香港展等，受到本港市民、中外遊客的熱捧。

特區政府應與旅遊業界、文藝界、國際友好機構等加強合作，舉辦多元化的文藝盛事，發展具有香港特色的歷史文化遺產、自然景觀深度遊，邀請世界各地網紅、KOL來港宣傳推介，擦亮本港旅遊之都招牌，吸引更多遊客前來體驗。



◆ 疫後全面復常通關的首個五一黃金周假期，大批內地遊客來港遊玩。圖為五一黃金周期間尖沙咀人山人海。

譯文

A large number of tourists from Chinese mainland have travelled to Hong Kong during the May Day Golden Week, the first week-long holiday after the full resumption of normal travel after the pandemic, bringing buoyant market sentiments. Hong Kong travel industry is recovering with strong momentum, and with the concerted efforts of the Government, the travel trade and other parties, the tourism market is in good order with promising outlook. To maintain the momentum, Hong Kong needs to draw on the successful experiences, continue to improve its services, address the shortage of manpower in the tourism industry, maintain quality hospitality services, capitalise on its uniqueness and strength of East-meets-West culture, and develop rich, multi-cultural and in-depth tours to enhance its charm in attracting Chinese and foreign tourists.

Mainland tourists have crowded into Hong Kong to have fun and consume since the beginning of the May Day Golden Week. According to the latest figures released by the Immigration

Department, more than 361,000 people entered Hong Kong through various control points on the first day of the holiday, with mainland visitors accounting for nearly half of the total, or 165,000. Canton Road, the home of luxury brands, were crowded with shoppers, and the Disneyland Resort and Ocean Park were filled with parents and children from the mainland, marking the long-awaited return of the Golden Week tourism which brings in both people and business.

The recent gathering of tourists in To Kwa Wan caused great concern in the local community. Recently, the Travel Industry Council (TIC), the catering industry and travel agencies have promptly introduced improvement measures, and the police and TIC have increased the manpower to maintain order. Under the supervision of different parties, the situation has improved significantly - dissatisfaction of local citizens has ebbed away and mainland tourists have praised Hong Kong for its scenery and gourmet food and would come back as individual visitors in the future. The Government and the industry should

work together to continue to provide quality services during the Golden Week, and develop sustainable operations and monitoring mechanism to continuously improve the reputation of the city's tourism services, so as to get prepared to receive more tourists during the summer holiday and the National Day Golden Week.

Hong Kong's tourism industry is at an early stage of recovery. According to the industry, the number of tourists during the May Day holiday is estimated to be only 60 per cent of that before the pandemic, and Hong Kong has the hardware more than capable of receiving them. However, the industry's biggest concern is the serious shortage of manpower, which cannot support its speedy recovery. Consequently, the industry is reluctant to receive more tourists even if they visit Hong Kong.

With elevated lifestyle and broadened horizons, the new generation of mainland visitors are now more interested in cultural tours and in-depth tours with cultural exchanges and humanistic characteristics. Many of them choose to go on in-depth green tours to Hong Kong's rural

areas and outlying islands, such as enjoying the sea view and seafood in Sai Kung, camping in Pui O on Lantau Island and checking in on social media with their photos taken at the Old Yau Ma Tei Police Station. As an international city where Chinese and Western cultures meet, Hong Kong has many tourist attractions that are steeped in history. In recent years, with the completion of new cultural landmarks such as the Hong Kong Palace Museum and the M+ Museum of Visual Culture, the regular Rugby Sevens and Art Basel Hong Kong exhibitions, Hong Kong has become sought after by residents and tourists from Chinese mainland and abroad.

The Government should strengthen its cooperation with the tourism industry, the arts and cultural sector and international organisations to organise a wide range of arts and cultural events, develop in-depth tours featuring the city's historical and cultural heritage and natural landscapes, and invite internet celebrities and KOLs from around the world to visit and promote Hong Kong, so as to polish the city's gilded signboard as a tourism capital and attract more visitors.

◆ Kevin Cheung (CUSCS Lecturer)

智能寫文難禁止 重新構思新作業

恒 大英萃

隔星期二見報

在現今人工智能（AI）技術日趨成熟的時代，人們對ChatGPT這樣的字眼也愈來愈熟悉。可以預見的是，今後會有愈來愈類似於ChatGPT這樣的AI聊天機械人問世。面對如此情況，人人都有必要提高人工智能素養，即是一種適應人工智能時代工作、學習和生活所需的能力。對於學生與老師而言，人工智能素養必不可少。這就意味着教師與學生必須具備相關知識，知道如何更好地利用人工智能輔助教和學。

對於教師而言，首先需要考慮的便是如何防止一部分學生利用AI聊天機器人作弊。由於學生能輕易地使用AI聊天機器人根據作業要求「產出」文本，導致作弊的成本大大降低。教師的人工智能素養必須具備的一部分，便是教師能夠設計新型的評估任務，應對人工智能技術對教學評估所帶來的挑戰。

Jason Lodge，昆士蘭大學的一位教育心理學教授，提出了在人工智能時代重新設計教學評估任務的六大選擇，包括忽視人工智能帶來的影響（ignore）、禁止使用人工智能工具（ban）、設計評估任務時規避人工智能工具的使用（invigilate）或採納人工智能工具的使用（embrace）、圍繞人工智能工具的弱點進行評估任務設計（design around），以及重新構思評估任務（rethink）。長期而言，只有採納人工智能的使用（embrace）以及重新構思評估任務（rethink）是可行的。

採納人工智能的使用指的是允許學生在完成評估



◆ 隨着人工智能的應用日漸普及，教師與學生都需要學習相關知識。

任務的過程中，批判性地使用由人工智能工具產生的文本，但是需要考慮學生使用人工智能工具時的行為準則、公平原則、學生使用該類工具時的不同水準等因素。重新構思評估任務需要教師清楚了解評估的目的是什麼，並設計符合學生發展以及激發學生創造性和深入學習能力的評估任務。這就意味着教師不僅需要評估學習成果，也需要評估學習的過程。

對學生而言，人工智能素養首先指的是在使用人工智能工具時遵循一定的行為準則，比如不使用人工智能工具來作弊。在使用此類工具時，學生也必須有批判性思維，不能一味認為人工智能工具給出的答案一定是準確的。同時，學生也可以評估人工智能工具「產出」的文本，通過比較這樣的文本和學生自己創造的文本，進一步培養自己的思辨能力，推動自己的學習。

總之，在新的時代，忽視人工智能對教學所帶來的影響是行不通的。教師和學生一定要培養人工智能素養，應對新時代的挑戰。

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富人想炫富 捧出寵物狗

英 語世界

隔星期二見報

現代人飼養寵物，大都因為鍾愛動物，有人甚至把動物當成朋友或家人。以前飼養在家的動物都有功能性的實用價值，例如狗看門口、貓捉老鼠等，發展到後期，動物的功能不再重要，飼養在家的動物變成了寵物。十九世紀時，在歐美等地，寵物更加成為階級財富的象徵。寵物是奢侈品，家裏有養尊處優的寵物，代表家裏有錢有財產，於是有了 pampered pets，即是嬌養的寵物。當時富人家流行飼養 lap dogs，即是可放在膝上，供玩賞的小狗。

美國內戰後，很多有錢人家或新發跡的人士喜歡在別人面前展示家中嬌生慣養的小狗，以炫耀財富和身份地位。後來發展出 put on the dog（捧出小狗）這句用語，代表裝腔作勢，指某些人炫耀財富、才能、權力等，在他人面前表現和抬高自己，亦可以說是擺出一副自以為重要的樣子，行為浮誇。

Some newly rich families like to put on the dog. They drive expensive cars and wear branded clothes to show off their wealth.

一些暴發戶喜歡炫耀自己，駕名貴汽車，穿名牌衣服，以展示財富。

He lost the election partly because he was always putting on the dog and many people didn't like it.

他輸掉選舉，部分原因是他常常自吹自擂，裝腔作勢，很多人都不喜歡這樣的行為。

外表優雅 矯揉造作

不用 the dog，也可以用 airs and graces，air 是態度、外表，grace 是風度、優雅，本應是正面的意思，但 airs and graces 合起來卻不是好事，指人矯揉造作，不自然的造作行為，意圖令人覺得你很優越，

比真實的你更強，所以 put on airs and graces 亦是裝模作樣、裝腔作勢的意思。

He has a lot of supporters because he never puts on airs and graces.

他有很多支持者，因為他從不吹噓自大，裝模作樣。

Those officials often put on airs and graces. The public isn't impressed.

那些官員經常裝腔作勢，群眾並不受落。

裝腔作勢，很多時來於自以為是，過度自信，另一句用語 get too big for one's boots（以為自己是穿大號靴子的人）有相似的意思。句中的 boots 是靴子，get too big for one's boots 是把自己想得太大，不切實際，脫離現實。美式英語會說 get too big for one's britches，britches 亦可寫作 breeches，是及膝的褲子。說某些人 get too big for their boots/britches，是批評他們擺架子，高估自己，自以為重要或聰明。

Since she had the promotion, she got too big for her boots and offended many of her colleagues.

自從升職後，她便自覺很重要，常常擺出架子，得失了許多同事。

The coach will not allow anyone in the team to get too big for their boots. The player who has spoken conceitedly is put on the bench in the next match.

教練不會容許隊中任何成員扮大牌，驕傲自誇的隊員在下一場比賽會列作後備。

Put on the dog. Put on airs and graces. 說的不是正面的行為，都是炫耀、造作的表現。人應該有自信，但只要實事求是，don't get too big for your boots. 就是不要把自己想得太大。

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