

Pre-service Tourist Guide Training Course

(for English speakers)

Introduction

This course aims to provide vocational training for people who intend to become tourist guides. Those who have completed the course are allowed to take the Tourist Guide Accreditation Examination held by the TIC and can apply for the Tourist Guide Pass if they pass the examinations concerned.

Entry requirements

1. 18 years old or above;
2. Holders of the Hong Kong Permanent Identity Card, or holders of the Hong Kong Identity Card who are not subject to any condition of stay;
3. Secondary school graduates or equivalent, or above; and
4. Grade E or above in Chinese Language or English Language in the HKCEE, or Level 2 or above in Chinese Language or English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent [*Note 1*].

Note 1:

People with higher academic qualifications than secondary school graduates can be exempted from producing the certificates mentioned in point 4 above.

Course outline

Part I (70 hours)

- Hong Kong's tourism industry and tour-guiding concepts (10.5 hrs)
- Professional ethics of tourist guides (3.5 hrs)
- Tour-guiding skills (24.5 hrs)
- Tourist behaviour and cultural characteristics (14 hrs)
- Knowledge on Hong Kong (14 hrs)
- Knowledge on Mainland China (3.5 hrs)

Part II (80 hours)

- Field trips, practical exercises and evaluation



Course details

Course code: TIC7E/TIC/07/201909

Dates: 03 Sep 2019 – 24 Nov 2019 (Please refer to P.4 – 5 for the detailed course timetable)

Venue: Room 1204 (12/F), Fortress Tower, 250 King's Road, North Point, Hong Kong. (Exit B, Fortress Hill MTR Station)



Language: English

Class size: 10 – 25 participants

Fees: HK\$7,100 [Note 2]

- Note 2:
1. The course fee includes course materials, admission tickets to attractions specified in the course curriculum and examination fee.
 2. This course is subsidized by the Development Fund for the Travel Industry, which is established and financed by the Airport Authority Hong Kong. Details can be downloaded from the TIC's website: http://www.tichk.org/public/website/en/industry_subsidy_scheme/development_fund/training_activities/html
 3. All member travel agents of the TIC which hold a valid travel agent's licence are eligible to apply for subsidy, and may nominate their own staff members (including their employees and self-employed persons) to take part in this course in order to receive subsidy.
 4. Each travel agent will be subsidised with a maximum of 70% of the course fee, and application for subsidy must be submitted to the TIC before its nominated staff members sign up for this course.
 5. Claims for subvention / subsidy from more than one scheme is strictly forbidden.
 6. For further enquiries about course subsidy, please contact the secretariat (tel: 2969-8160; email: Dfund@tichk.org).

Examination: Paper I: Written examination – 11 Dec 2019 (Wed) 9:30 am– 1:30 pm
Paper II: Road test – 17 Dec 2019 (Tue) 1:00 pm – 6:00 pm



Important Notes

1. All applications will be handled on a first-come, first-served basis.
2. Admitted applicants will receive the official receipt, course timetable and relevant information issued by the TIC as confirmation.
3. Admitted applicants should take note of the course timetable, requirements on attendance rate, etc. No reminder will be given to individual participants.
4. For cancellation of class, applicants will be informed **one week before the course commencement date** and be fully refunded by cheque without interest.
5. For withdrawal from class, a prior written notice must be given to the TIC at least 14 days before the course commencement date. Otherwise, there will be NO refund of the course fee and the examination fee.
6. Only participants achieving **an attendance rate of 90% (i.e. 135 hours) or above** will be eligible to sit the Tourist Guide Accreditation Examination. **Lateness or early leave for more than 30 minutes per lesson will be regarded as absence.**
7. Examination fee will be refunded only to those participants who are not allowed to sit the examination due to insufficient attendance.
8. A certificate issued by the TIC will be awarded to those having achieved an attendance rate of 90% or above **and** passed the Tourist Guide Accreditation Examination.
9. Course participants must immediately inform the TIC of any changes in contact information.
10. The TIC reserves the right to amend and interpret the details of the course information. Applicants or course participants will be informed of any amendments of information

Enrolment and enquiries

1. For enrolment, please return the completed course and examination enrolment form together with the following documents to the TIC executive office (Rooms 1706-09, Fortress Tower, 250 King's Road, North Point, HK (Exit B, Fortress Hill MTR Station)) by post or in person:
 - A crossed cheque payable to 'Travel Industry Council of Hong Kong' with **applicant's name and course code** written on the back. Cash is acceptable for submission of application in person. Please do NOT mail cash.
 - **Photocopy*** of academic proof
 - For non-permanent residents, a **photocopy*** of the passport / Document of Identity for Visa Purposes (D.I.) must be attached.

Remarks: Applicants must present the **original of those documents for verification **on or before** the commencement date of the course. Certificates being laminated, with inaccurate or missing information, sign of erasure or alteration, or cannot be verified may not be accepted.*

2. For enquiries, please contact the TIC Industry Training Department on 2807-1199 during office hours or send email to training@tichk.org.

Office hours: Mondays – Fridays	9 a.m. – 1 p.m.; 2 p.m. – 5:30 p.m.
Saturdays	9 a.m. – 1 p.m.
Sundays & Public Holidays	Closed



Course timetable

No.	Date	Topic	Time	Duration (Theories)	Duration (Practice)
1	03 Sep 2019 (Tue)	Course introduction M1: Concepts of tourism Industry M1: Information on local tourism	19:00-22:00	3 hr	
2	05 Sep 2019 (Thu)	M1: An introduction to tour guiding	19:00-22:00	3 hr	
3	07 Sep 2019 (Sat)	M1: The roles and responsibilities of a tourist guide	14:45-17:45	3 hr	
4	08 Sep 2019 (Sun)	<i>Field trip: Central and Western Heritage Trail</i>	14:00-18:00		4 hr
5	10 Sep 2019 (Tue)	M1: The basic requirements for a tourist guide M2: Professional ethics of tourist guides	19:00-22:00	1.5 hr 1.5 hr	
6	12 Sep 2019 (Thu)	ICAC Talk (compulsory lesson)	19:00-21:00	2 hr	
7	15 Sep 2019 (Sun)	<i>Field trip: Ocean Park</i>	09:30-12:30 13:30-16:30		3 hr 3 hr
8	17 Sep 2019 (Tue)	M3: Work procedures (1)	19:00-22:00	3 hr	
9	19 Sep 2019 (Thu)	M3: Work procedures (2)	19:00-22:00	3 hr	
10	21 Sep 2019 (Sat)	M3: Tour guiding skills (1)	14:45-18:15	3.5 hr	
11	22 Sep 2019 (Sun)	<i>Field trip: Airport, AsiaWorld Expo, Hong Kong Disneyland</i>	09:00-13:00 14:00-18:00		4 hr 4 hr
12	24 Sep 2019 (Tue)	M3: Tour guiding skills (2)	19:00-22:00	3 hr	
13	26 Sep 2019 (Thu)	M3: Tour guiding skills (3)	19:00-22:00	3 hr	
14	28 Sep 2019 (Sat)	M3: Prevention and handling of problems in tour guiding (1)	14:45-17:45	3 hr	
15	29 Sep 2019 (Sun)	<i>Field trip: Hong Kong Island tour demonstration and review</i>	09:00-14:00 14:30-17:30		5 hr 3 hr
16	08 Oct 2019 (Tue)	M3: Prevention and handling of problems in tour guiding (1)	19:00-22:00	3 hr	
17	10 Oct 2019 (Thu)	M3: Prevention and handling of problems in tour guiding (2)	19:00-22:00	3 hr	
18	12 Oct 2019 (Sat)	<i>Presentation of field trip assignment (1)</i>	14:45-17:45		3 hrs
19	13 Oct 2019 (Sun)	<i>Practice & review: Hong Kong Island tour (1)</i>	09:00-13:30 14:30-17:00		4.5 hr 2.5 hr
20	15 Oct 2019 (Tue)	M4: Customer service skills (1)	19:00-22:00	3 hr	
21	17 Oct 2019 (Thu)	M4: Customer service skills (2)	19:00-22:00	3 hr	
22	19 Oct 2019 (Sat)	M4: Customer service skills (3) M4: Tourism and cultures (1)	14:45-15:45 15:45-17:45	1 hr 2 hr	
23	20 Oct 2019 (Sun)	<i>Field trip & practice: New Territories – Che Kung Temple (Shatin), Lam Tsuen wishing trees, China-Hong Kong Coach Station, Lok Ma Chau, Hong Kong Wetland Park and Ping Shan Heritage Trail</i>	08:30-12:30 13:30-17:30		4 hr 4 hr
24	22 Oct 2019 (Tue)	M4: Tourism and cultures (2)	19:00-21:30	2.5 hr	
25	24 Oct 2019 (Thu)	M4: Tourism and cultures (3)	19:00-21:30	2.5 hr	
26	27 Oct 2019 (Sun)	<i>Field trip: Lantau Link Viewing Platform, Po Lin Monastery, Big Buddha, Ngong Ping 360</i>	08:30-13:30 14:30-17:30		5 hr 3 hr



No.	Date		Topic	Time	Duration (Theories)	Duration (Practice)
27	29 Oct 2019	(Tue)	M5: Knowledge on Hong Kong (1)	19:00-22:00	3 hr	
28	31 Oct 2019	(Thu)	M5: Knowledge on Hong Kong (2)	19:00-22:00	3 hr	
29	03 Nov 2019	(Sun)	<i>Practice & review: Hong Kong Island tour (2)</i>	09:00-13:30 14:30-17:00		4.5 hr 2.5 hr
30	05 Nov 2019	(Tue)	M5: Knowledge on Hong Kong (3)	19:00-22:00	3 hr	
31	07 Nov 2019	(Thu)	M5: Knowledge on Hong Kong (4)	19:00-22:00	3 hr	
32	09 Nov 2019	(Sat)	<i>Field trip: China Ferry Terminal, Hung Hom Station</i>	15:00-17:00		2 hr
33	10 Nov 2019	(Sun)	<i>Practice & review: Kowloon Peninsula – Tsim Sha Tsui, Wong Tai Sin Temple, Chi Lin Nunnery, Nam Lian Garden, Kai Tak Cruise Terminal (if expedient), Shopping Areas, Hotels and procedures for group meal arrangement</i>	09:00-14:00 15:00-18:00		5 hr 3 hr
34	12 Nov 2019	(Tue)	M6: Knowledge on Mainland China	19:00-22:00	3 hr	
35	14 Nov 2019	(Thu)	<i>Presentation of field trip assignment (2)</i>	19:00-22:00		3 hr
36	19 Nov 2019	(Tue)	Mock exam: Written Test (Part II: Knowledge on HK and Mainland China)	19:00-21:30	2.5 hr	
37	24 Nov 2019	(Sun)	Mock exam: Road Test (Hong Kong Island tour) & review	08:30-13:30 14:30-17:30		5 hr 3 hr
Total:					70 hr	80 hr

Arrangements during bad weather

- When Tropical Cyclone No. 3 or below; or Amber or Red Rainstorm Warning Signal is in force, all classes and written examinations will continue as scheduled while the Road Test will be postponed.
- When Tropical Cyclone No. 8 or above, or Black Rainstorm Warning Signal is in force, all classes / examinations[#] will be postponed.
- When Tropical Cyclone No. 8 or above, or Black Rainstorm Warning Signal is cancelled THREE hours before the start time of the class or examination, the class or examination will be held as scheduled.

- [#]Remarks :
- When Tropical Cyclone No. 8 or above is in force during class time, all classes will be suspended.
 - When Tropical Cyclone No. 8 or above is in force after the start of an examination, the examination will continue until the end.
 - When Black Rainstorm Warning Signal is in force, all classes or examination in progress will continue until the end.



Notes on collection of personal data

1. The personal data provided in this enrolment form will be used by the Travel Industry Council of Hong Kong (TIC) for the following purposes:
 - (i) to process course applications and enrolment;
 - (ii) to maintain course participants' records in the TIC;
 - (iii) to administer the examination for this course;
 - (iv) to distribute examination results, issue course certificates and disseminate relevant information to candidates;
 - (v) to conduct research or statistical analysis;
 - (vi) any other related purposes.
2. Applicants are advised to provide sufficient information as far as possible, otherwise their applications may be unable to be processed.
3. Applicants will be required to produce their HKID Card in person for verification purposes, and staff of the TIC will sign the application form only after verifying the contents of the applicant's HKID Card. If an applicant is unable to go to the TIC in person, the applicant may submit a copy of his/her HKID Card by post or by fax but any such copy shall be retained until such time as the applicant concerned is able to produce his/her HKID Card in person for verification purposes. The TIC reserve the right to require the production and to make and retain copies of an applicant's HKID Card in any circumstances which are permitted by law.
4. The TIC will keep the personal data of applicants confidential but may provide such data to any other person or his/her representative for any one or more of the purposes set out in paragraph 1 above.
5. According to the Personal Data (Privacy) Ordinance, applicants have the right to:
 - (i) ascertain whether their personal data are held by the TIC;
 - (ii) obtain a copy of the data mentioned in paragraph 5(i); and
 - (iii) correct their personal data held by the TIC.

Applicants should provide the TIC with sufficient information in order for their identity to be determined. Otherwise their data access request may be rejected. The TIC may impose a fee on any such request.

6. Any request for access to personal data should be made in writing and addressed to the TIC Training Department at *Rooms 1706-09, Fortress Tower, 250 King's Road, North Point, Hong Kong*.



Part B Examination Language

Paper	Language to be used <i>(Please put a tick "✓" in the appropriate boxes.)</i>
Paper I : Written Examination	<input type="checkbox"/> English <input type="checkbox"/> Chinese**
Paper II : Road Test	<input type="checkbox"/> English <input type="checkbox"/> Cantonese** <input type="checkbox"/> Putonghua**

** Remarks: Chinese training manual or study notes are NOT available to candidates taking the Pre-service Tourist Guide Training Course (for English speakers).

Part C Declaration

1. I, the applicant, have read, understood and agreed to the “Notes on Collection of Personal Data” and course information that are attached to this application form.
2. I agree that the Travel Industry Council of Hong Kong (TIC) shall verify the documents of my academic proof, and here **I authorize the education institutions/units that I used to attend to provide the TIC with my personal particulars for the verification of academic qualification(s) I attained.**
3. I understand and agree that some indoor or outdoor training activities will be videotaped for the purposes of providing feedback to learners to improve their performance, self-evaluation, peer reflection or formal assessment. All the video records obtained in the course cannot be duplicated or distributed in any form without prior approval from the TIC and will be destroyed within one month after the completion of the course.
4. I hereby declare that the information provided in this form and the documents attached are all accurate and authentic. The training institution or the TIC has the right to terminate my study and disqualify me from examination at any time if there is any inconsistency with the statements that I have made. I also know that **using false documents is a criminal offence.** Upon conviction, the offenders are subject to the maximum penalty of imprisonment of 14 years with criminal records.

Signature : _____

Date : _____