

Travel Industry Council of Hong Kong
Continuing Professional Development Scheme for Tourist Guides
Guideline on Item C: Self-selected Courses

(Updated on 17 January 2019)

I. Introduction

1. The objectives of the Continuing Professional Development Scheme for Tourist Guides (the CPD Scheme) are to encourage tourist guides to constantly absorb new knowledge and upgrade themselves, and to systematically maintain and upgrade tourist guides' professional knowledge, skills and ethics.
2. When choosing a course for 'self-selected courses', tourist guides are required to make sure that the relevant course providers, mode of teaching, course content, duration and proofing documents comply with this guideline. Otherwise, the course taken may not be accepted as 'Item C: self-selected courses' of the CPD Scheme.

II. Nature of the course providers

In-house training conducted by travel agents and private tuition are not accepted. Only courses run by the following kinds of organisations will be accepted:

1. In Hong Kong:
 - a. Registered schools recognised by the Education Bureau of Hong Kong, including institutions, organisations or establishments
 - b. Course providers recognised by the Employees Retraining Board
 - c. Course providers recognised by the Continuing Education Fund
 - d. Organisations or professional bodies that are related to the travel industry, e.g. Travel Industry Council of Hong Kong and its association members, tourist guide or tour escort organisations^(Note), etc
 - e. Nonprofit or charity organisations regulated by the government, e.g. the Hong Kong Red Cross, Hong Kong St. John Ambulance, the Auxiliary Medical Service, etc

Note: Tourist guide or tour escort organisations that are recognized by the TIC include (in alphabetical order):

- Hong Kong Association of Registered Tour Co-ordinators
- Hong Kong Certified Tour Escort Association
- Hong Kong (Chinese) Tour Guides General Union
- Hong Kong Professional Tourist Guides General Union
- Hong Kong Tour Guides General Union
- Hong Kong Travel Industry (Outbound) Tour Escort and Tour Guide Union

2. Outside Hong Kong:
 - a. Officially registered education institutes recognised by the local government
 - b. Internationally recognised professional organisations, e.g. International Air Transport Association (IATA), Cruise Lines International Association (CLIA), First Aid International, etc.

For any course providers that do not belong to any of the above categories, please contact the TIC Training Department for enquiry.

III. Mode of teaching

Only training activities conducted in the following modes will be accepted:

1. Lecture / demonstration
2. Tutorial
3. Role play / group discussion
4. Case study / project work
5. Practice / field trip
6. Online learning
7. Class assignment / homework

Remark: The travel time, lunchtime and free time during any training activities cannot be counted as CPD hours.

IV. Course content

The courses taken during a CPD period must be different from the ones taken during any other periods. Course content must cover "upgrading of skills" or "personal development". Specific examples of the two kinds of self-selected courses are as follows:

1. a. Knowledge or information related to tourism or tour-guiding (Note: Courses whose certificates can be used to apply for the Tourist Guide Pass, such as the Pre-service Tourist Guide Training Course and the Module Certificate in Tourist Guide Training course, are excluded.)
 - b. Knowledge on the countries of origin of visitors, or tourist attractions in Hong Kong or nearby regions
 - c. First aid / life-saving / medical and health care
 - d. Communication or verbal skills / vocal techniques / voice care
 - e. Salesmanship
 - f. Management / administration / leadership
 - g. Law / insurance
 - h. Computer / photography / information technology
 - i. Occupational health and safety

2. Personal development:
 - a. Self-understanding / personal growth / psychology / spiritual development or religion
 - b. Emotion management / emotional intelligence / stress management
 - c. Interpersonal relationship / socialisation skills / social etiquette
 - d. Professional image / grooming and dress / personal health care
 - e. Language / grammar / writing / literature
 - f. Physical training / relaxation
 - g. Intellectual enhancement / analytical, thinking or memory abilities (e.g. memory methods, chess, decision-making / analytical skills, logical thinking, etc.)
 - h. General knowledge of daily life / self-management (e.g. time management, work ethic, personal finance and investment, etc.)
 - i. Personal taste (e.g. connoisseurship in food and drink / art / luxury goods, etc.)
 - j. Official academic qualifications: any diploma, higher diploma, associate degree, bachelor degree, master degree or doctoral degree courses

If necessary, tourist guides may be required to submit supplementary information (such as course leaflets, instructor's information, course outline and course materials, etc.), so as to show whether the relevant training activities are suitable to fulfil the CPD requirements.

V. Course duration and proofing documents

1. Only the course hours taken during the CPD period (a CPD period refers to the three-year period when the Tourist Guide Pass is valid) will be counted.
2. Tourist guides need to spend no less than 12 hours on the relevant courses during each CPD period (examinations are not needed).
3. Tourist guides may take several courses to accumulate the required number of hours, but the number of hours exceeding the requirement **will not** be carried over into the next CPD period.
4. Only certificates of graduation or certificates of participation/attendance issued by the course providers are accepted. If the certificates do not specify the course duration, tourist guides may provide the course leaflets / timetables, or request the course providers to issue a letter (with letterhead, organization

chop and signature of the authorised person) stating the course duration.

5. The TIC reserves the right as to whether to accept the way to count the studying hours as printed on the proofing documents or not. For instance, some course providers may count the time for travel and lunch as studying hours in their field trip courses, but the TIC may not accept those hours as studying hours in the CPD Scheme.
6. Any documents with inaccurate or insufficient information will not be accepted.

For any enquiries, please contact the TIC Training Department on 2807-1199.