

# Hong Kong Tourism Board and Travel Industry Council of Hong Kong Collaborative Programme

## Cultural Tourist Guide Training Programme (Online Class and Walking Tour)

### Programme Information

#### I. Objective

In view of increasing consumer demand for cultural immersion and in-depth travel, the Hong Kong Tourism Board (“HKTB”) and the Travel Industry Council of Hong Kong (“TIC”) will co-operate and provide a cultural immersive training course tailored around Hong Kong neighbourhoods, including Old Town Central, Sham Shui Po, and the West Kowloon District to tourist guides. This programme aims to equip tourist guides with a good grasp of cultural tourism, and upgrading their service quality and professionalism. Tourist guides are trained to be well prepared to welcome travellers around the world with high-quality itineraries following the resumption of cross-boundary travel after the epidemic situation has stabilised.

#### II. Programme Details

##### 1. Programme Arrangement and Period:

- Part 1 – Online Class (1.5 Day)** : From April up to June 2022  
(Class schedule will be announced continuously)
- Day 1 (Zoom) : 9:30 am – 5:30 pm Class training
- Day 2 (Zoom) : 9:30 am – 1:00 pm Group presentation and evaluation
- Part 2 – Walking Tour (0.5 Day)** : West Kowloon District - Time to be advised  
(Walking tours will be arranged, subject to the relaxation of social distancing measures)

##### 2. Certificate and Allowance:

Upon successful completion of 1.5 days online training sessions and 0.5 day walking tour, each participant will receive:

- (i) a proof of completing “Knowledge on Hong Kong” Workshop under the Continuing Professional Development Scheme for Tourist Guides;
- (ii) a certificate of completion jointly issued by the HKTB and the TIC, and
- (iii) an allowance of HK\$500.

##### **Part 1: Online Class (1.5 Days)**

- (i) Must complete 1.5 Days online class with 100% attendance
- (ii) Must achieve a passing grade in Group Presentation

##### **Part 2: Walking Tour (0.5 Days)**

Must complete walking tour (West Kowloon District)

**Remarks:**

- (i) If participants could only complete Part 1 Online Class, they could still receive a proof of completing “Knowledge on Hong Kong” Workshop under the Continuing Professional Development Scheme for Tourist Guides.
  - (ii) Participants must complete Part 1 Online Class before they can participate in Part 2 Walking Tour.
3. **Programme Quota:** 1,000 participants for the entire programme (**First Come, First Served**)
  4. **Programme Fees: Free of charge**
  5. **Medium of Instruction:** Cantonese (supplemented with English)  
(Please contact the TIC Industry Training Department for the class conducted in English)
  6. **Target Group:** Valid Tourist Guide Pass Holders

“Valid Tourist Guide Pass Holder” is referred to a person who holds a valid Tourist Guide Pass when he/she submits an application, attends the programme and collects the certificate of completion and the allowance cheque (those with an invalid Tourist Guide Passes will not be considered)

**III. Enrolment Procedures**

1. To enrol for the training programme, please **complete online enrolment form** (<https://forms.gle/LM8Eqwd5KLfnNY5t9>). Please note that applications by post, fax, phone or e-mail will not be considered. Admitted applicants will receive an “**Enrolment Confirmation**” with class confirmation and lessons arrangement by e-mail.
2. All applications will be processed on a **first-come-first-served basis**.
3. Applicants will be notified by e-mail whether their applications are successful or not **within three to five working days** since the date of online submission. If applicants do not receive any message or reply of application results, please contact the TIC Industry Training Department by phone on 2969-8139 or 2807-1199 or e-mail [TG.CPD@tichk.org](mailto:TG.CPD@tichk.org). The TIC will not be responsible for any failure or delay in submitting online enrolment form.
4. Each applicant can submit **ONE** enrolment form only. Duplicate submission of application form will **NOT** be processed.
5. Once an applicant has submitted an enrolment form (including in person and/or by e-mail), implying that the applicant has read, understood and agreed to the terms and conditions listed in **“Programme Information” and “Programme Enrolment Form”**.

**IV. Points to Note**

1. Admitted applicants / participants must complete Part 1 Online Class and Part 2 Walking Tour with **100% attendance**. Lateness or early leave will be regarded as absence. Participants need to attend the class according to the date and time assigned by the TIC. Class transfer will NOT be arranged once an applicant is admitted. There is **NO arrangement for re-scheduling or absence from class**.
2. Enrolment is on a on a first-come-first-served basis. Applications will be processed until all the quotas are filled. All classes shall be allocated and assigned by the TIC. If an applicant’s class choice is full, he/she will be allocated to another class (details will be notified after confirmation). The TIC reserves the right to select participants on a first-come-first-served basis or adjust the class schedule without prior notice. Applicants must accept that there is no guarantee that the final allocation will be their first choice.
3. Admitted applicants / participants should take note of the class timetable, requirements on attendance rate, etc. **NO reminder** will be given to individual participants. Should the class be cancelled,

participants will be notified.

4. Participants must clearly fill in their name printed on their Hong Kong Identity Cards and relevant information for the purpose of issuing a certificate of completion and an allowance cheque after having fulfilled the specific requirements (including having attained a passing grade in Group Presentation and filled out Programme Evaluation Form) stated on Programme Information for the training. Participants must immediately inform the TIC of any changes in contact information.
5. Participants are expected to collect the certificate of completion and the allowance cheque **within 2 months** from the date of completing the training. Participants will be **notified by e-mail** when the certificate and the cheque are ready for collection. Participants who do not receive any notification for the collection of the certificate and the cheque in due course may contact the TIC Industry Training Department on 2969-8139 or 2807-1199.
6. Participants need **to collect the certificate of completion and the cheque in person**. When collecting the certificate and the cheque, each participant **must hold a valid Tourist Guide Pass** and is required to present the official Pass for verification. Participants with an invalid Tourist Guide Passes will not be considered.
7. Continuing Professional Development Scheme for Tourist Guides (“CPD Scheme”):
  - (a) This training can be taken as “Knowledge on Hong Kong” Workshop under the CPD Scheme for Tourist Guides for the renewal of the Tourist Guide Pass, i.e. one of the requirements of the CPD Scheme every time tourist guides renew their Pass.
  - (b) For participants who have attended the "Hong Kong Knowledge" Workshop during the current CPD period, their hours of the training will NOT be carried over into the next CPD period.
  - (c) The CPD Scheme is only applicable to those holding the Tourist Guide Pass with three-year validity period.
8. The TIC reserves the right to amend and interpret the details of the programme information without prior notice. In case of any disputes, the decision of the TIC shall be final. Applicants / participants will be informed of any amendments of information.

#### **V. Terms and conditions for online class**

1. All participants are compulsorily required to turn on webcam/front camera on mobile phone throughout the online class and they will be contacted by the TIC staff if he/she is not seen on webcam/front camera on mobile phone over 5 minutes;
2. Participants who are late for the online class, are not seen on webcam/front camera on mobile phone and take early leave from the online class for 20 minutes in total will be marked absent;
3. All participants are compulsorily required to rename their login name to his/her full name or TG Pass number for identification when he/she joins the online class. If he/she finds it difficult to rename his/her login name, he/she must write down his/her full name on a piece of paper and show it to webcam/front camera on mobile phone throughout the online class;
4. For the purpose of identification, all participants are strictly prohibited to wear a hat, a cap, a scarf, sunglasses and anything that cover his/her entire face or part of his/her face throughout the online class. Impersonation is strictly prohibited. The participant allowing himself/herself to be impersonated will be regarded as being absent from the online class;
5. All participants are compulsorily required to set their mobile phones and electronic/communication devices into silent mode before joining the online class. If a participant’s mobile phone and/or electronic/communication device emit any sound during the online class, for the first time, a verbal warning will be given. The participant will be marked absent from the online class if his/her mobile phone and/or electronic/communication device emit any sound for the second time;
6. Roll-call is taken before the start, in the middle, after the break, and at the end of the online class;
7. All participants may be requested to raise hands at irregular intervals throughout the online class to ensure full attendance;
8. All participants are compulsorily required to attend the online class in a safe environment. If the TIC

finds that a participant attends the online class in a dangerous environment, such as driving a vehicle, he/she will be regarded as being absent from the online class;

9. Except in Q & A session, all participants are compulsorily requested to keep quiet and stay attentive throughout the online class, and comply with the instructions of the TIC staff at all times;
10. The TIC shall take screenshots of all participants during online class as attendance record. By participating in the online class, you consent to being screenshotted, and your images and sounds being recorded by the TIC as attendance record;
11. All course content is copyrighted by the TIC or co-organisers and is strictly prohibited to be reproduced, and distributed online and/or offline. The TIC reserves the right to pursue legal action.
12. All participants are strictly prohibited to take screenshots, photo, audio and video recording, and distribute these images, audio and video recording online and/or offline. The TIC reserves the right to pursue legal action;
13. The TIC reserves the right to amend at any time and interpret all the above-mentioned terms and conditions without prior notice. In case of any disputes, the decision of the TIC shall be final; and
14. If there is any inconsistency or conflict between the English and Chinese version of these terms and conditions, the English version shall prevail.

**Non-compliance with the above-mentioned terms and conditions will be regarded as being absent from the online class.**

## **VI. Bad Weather Arrangements**

1. When Tropical Cyclone No. 8 or above, or Black Rainstorm Warning Signal is in force, all face-to-face classes<sup>#</sup> will be postponed.
2. When Tropical Cyclone No. 8 or above, or Black Rainstorm Warning Signal is cancelled in the following time, all classes will be held as scheduled.

<b><u>Cancellation of Tropical Cyclone No. 8 or above, or Black Rainstorm Warning Signal</u></b>	<b><u>Arrangements</u></b>
At 6:30 am or before	All classes will be held as scheduled
At 11:00 am or before	All classes starting at or after 2:00 pm will be held as scheduled
At 11:30 am or before	All classes starting at or after 2:30 pm will be held as scheduled

### **#Remarks**

- (i) When Tropical Cyclone No. 8 or above is in force during class time, all face-to-face classes will be suspended.
- (ii) When Black Rainstorm Warning Signal is in force, all classes in progress will continue until the end.
3. When Tropical Cyclone No. 3 or below, Amber or Red Rainstorm Warning Signal is in force, all classes will continue as scheduled.
4. Participants should notify the TIC by phone on 2969-8139 or 2807-1199 or e-mail [training@tichk.org](mailto:training@tichk.org) as soon as possible if they have practical difficulties in attending class (such as road blockage, required means of transport being affected, flooding, landslip, etc).

## **VII. Notes on Collection of Personal Data**

1. The personal data provided in this application form will be used by the Travel Industry Council of Hong Kong (TIC) for the following purposes:
  - (i) to process programme applications and enrolment;

- (ii) to maintain programme participants' records in the TIC;
  - (iii) to distribute allowance, certificate of allowance and disseminate relevant information to participants;
  - (iv) to conduct research or statistical analysis; and
  - (v) 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. 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.
  4. 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.

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

## **IX. Enquiry**

For any further enquiries, please contact the TIC Industry Training Department on 2969-8139 or 2807-1199 during office hours.

Office hours:

Monday – Friday    9:00 am – 1:00 pm  
                                 2:00 pm – 5:30 pm

(Closed on Saturdays, Sundays and public holidays)