



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG

Characteristic Local Tourism Incentive Scheme (Phase 2)

Guide to Application¹ (Application Period: 1 October 2024 to 30 April 2025)

I. Introduction

1. The Government launched the three-year Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS) in October 2022 which aimed at incentivizing the travel trade to develop more tourism products and itineraries with cultural and heritage elements. In the 2023 Policy Address, the Government announced that the CHIS would be transformed into the ‘Characteristic Local Tourism Incentive Scheme’ (‘CTIS’) to further encourage the trade to develop more thematic tours, thereby promoting the long-term and sustainable development of the tourism industry. The first phase of the Scheme was launched from 1 January 2024 to 30 September 2024.
2. Building on the success of the first phase of the CTIS, the Government announced that its second phase will commence on 1 October 2024. This phase aims to continue encourage the trade to **develop more in-depth itineraries** under 6 distinctive themes, namely Great Green Escape, Water Adventure, Legacy of Joy, HK Pop Culture, Journey Through National History and Unconventional Journey, thereby attracting more visitors to Hong Kong by showcasing the city’s unique East-meets-West culture, offering a variety of experiences that highlight its distinctive local characteristics.
3. The Travel Industry Council of Hong Kong (‘TIC’) is the implementation agent of the Scheme. Travel agents shall read the following in detail before submitting the applications.

II. Eligibility of Applicants

The Applicant must be a travel agent that fulfils the following two conditions concurrently:

- (1) holding a valid travel agent’s licence issued under the Travel Industry Ordinance (Cap. 634) at the time when making an application; and

¹ Note: This Guide to Application should be read in conjunction with the application form and all Annexes.

- (2) continuing to hold a valid travel agent's licence when cash incentives are disbursed by TIC.

III. Cash Incentives Which Travel Agents Can Apply For

1. The Applicant is eligible to a cash incentive of HK\$400 for **each inbound visitors (spending at least one night in Hong Kong)** holding a valid travel document for whom it arranges an eligible CTIS Thematic Travel group tour (Tour) with local characteristics (see 2) under the Scheme, with the number of tour participants capped at **250**.
2. **An eligible Tour** refers to a tour which an Applicant arranged to be departed **between 1 October 2024 and 31 March 2025** (both dates inclusive) and fulfils the following criteria:
 - (a) Carry a theme chosen from **one of the six distinctive themes** to develop an itinerary of the CTIS Thematic Travel (See [Annex I](#) for the relevant requirements), providing visitors with captivating and in-depth travel experience of Hong Kong:
 - i. Great Green Escapes
 - ii. Fun Water Adventures
 - iii. Legacy of Joy
 - iv. HK Pop Culture
 - v. Journey Through National History
 - vi. Unconventional Journey
 - (b) Enter the tourist sites which adhere to the selected theme (the sites must be pre-registered), and shall comply with the Conservation Code of Practice in [Annex II](#);
 - (c) Include one theme-related tourist experience activity features Hong Kong's unique local tourism characteristics, with interactive components that allow tour participants to experience and participate. (See [Annex III](#) for the relevant requirements)
 - (d) The total tour duration **must not be less than 5 hours**, with at least **45 minutes** allocated for the tourist experience activity.
 - (e) The Applicant must register each itinerary of the CTIS Thematic Travel with the TIC **at least 5 working days** prior to tour departure. Pre-registration must be made through e-registration form along with the required information and documents, including tour code (shall use the prefix "CTIS2"), accurate tour departure date(s), theme-related sites, theme-related tourist experience activity with descriptions, and detailed tour plan, and the company stamp and authorised

signature of the Applicant ([Visit here](#) for the pre-registration form; please choose language while completing the form).

The Applicant shall complete the pre-registration for each of the CTIS Thematic Travel itinerary and provide the accurate tour departure date(s) as required, otherwise the application for cash incentives will not be processed.

- (f) The Applicant must arrange tourist guide(s) fulfilling the following requirements to serve tour participants with remuneration:
 - i. holding a valid Tourist Guide License issued under Travel Industry Ordinance (Cap. 634); and
 - ii. completion of any one of the recognised training courses as listed in [Annex V](#);
 - (g) The Applicant must arrange transportation (e.g. tourist coach, vessel) for carriage of tour participants;
 - (h) The Applicant shall arrange suitable meal(s) for tour participants (but not limited to dine-in meals);
 - (i) The Applicant must take out insurance for tour participants on the tour day concerned under the Scheme²;
 - (j) Itineraries **shall not include** shopping arrangements made by the Applicant (Applicable to the full itineraries, i.e. not limited to the departure date of the CTIS Thematic Travel tour);
 - (k) Tour participants must spend at least one night in Hong Kong; and
 - (l) The Applicant must ensure that no less than five tour participants or 10 percent of the tour participants (whichever is higher) complete the post-trip survey.
3. The Applicant must, according to the format specified by TIC, provide photographs taken inside the sites visited in the course of its eligible Tour as a proof; such photo shall be:
- (a) taken inside three selected sites pre-registered for CTIS Thematic Travel itinerary (one photo at each site);
 - (b) properly showing the face of each tour guide; and
 - (c) properly showing tour guide(s) holding a flag or signage with the travel agent name at the sites.
4. The Applicant must, for each tour participant of its eligible Tour, keep the name, contact number, email address (if any) and the last four alphanumeric characters of a valid travel document for at least 6 months for verification when necessary. In addition, the Applicant must disclose to the tour participants the reasons and purpose

² If a trip lasts for two days or more, travel agent must take out insurance for tour participants for the corresponding number of days.

for collecting their personal data;

5. Application can only be submitted to TIC after the eligible Tour is completed;
6. Applicant that has used or intend to use the same eligible Tour under the Scheme for application for other funding support from the TIC or HKSAR Government / semi-government organisations is not eligible for the Scheme (see Section V).

IV. Application Period and Procedures

Application period

The Applicant must submit the application to TIC in respect of the local and / or inbound tour it served on or before the last day of the month following the departure date of the tour³. Late submissions will not be accepted by TIC.

Application procedures

1. All applications must be submitted online via the designated electronic platform at TIC Website (www.tichk.org/en) > Industry Subsidy and Incentive Schemes > Characteristic Local Tourism Incentive Scheme, in accordance with the requirements set out below.
2. The Applicant must be a manager or above of the concerned travel agent.
3. The Applicant shall make submission via [electronic application form](#) together with the uploads of the following documents (pdf, doc, docx, jpg, jpeg, png or gif):
 - (a) Receipts / invoices which indicate name / organisation of payer, tour date, tour code, number of participants (must be the same as the number stated in the application form) and net tour fees⁴;
 - (b) Tour itinerary (e.g. tour flyer / detailed itinerary plan which was submitted for itinerary pre-registration) indicating the tour code, tour fees, sites as listed in the pre-registered itinerary, tourist experience activity, and tour date;
 - (c) The participant list (by using the [Excel form](#) provided by the TIC) providing the participants' names (partially hidden owing to the privacy concern) and the last four alphanumeric characters of a valid travel document of a traveller, and where the tour code and tour date must be specified;
 - (d) During the local tour, photograph(s) are required to be taken at three pre-registered sites (one photo at each site; see the requirements in Section III paragraph 3);

³ For example, if an eligible Tour is organised on 25 November 2024, the application must be submitted to the TIC by 31 December 2024.

⁴ Net tour fee refers to the fee after promotional discounts deducted, such as buy-one-get-one free or other similar promotions.

- (e) Receipt(s) of the transportation arranged by the Applicant for the tour participants, to which the company stamp of the transportation operator must be applied and where the tour code must be specified (if the transportation means is / are operated by the Applicant, a copy of vehicle book shall be submitted);
 - (f) Receipt(s) of the meal(s) arranged by the Applicant for the tour participants where applicable, to which the company stamp(s) of the restaurant(s) concerned must be applied and where the tour code must be specified; ;
 - (g) Receipt(s) of the insurance taken out for the tour participants on the tour day concerned under the Scheme by the Applicant;
 - (h) Certificate that evidences the eligible tourist guide's completion of one of the recognised trainings (see Annex IV) issued by the training body concerned;
 - (i) Document proof of the tourist experience activities including:
 - ◆ receipt(s) / invoice(s) indicating the number of participants (must be the same as provided in the application), fees and the activity name, to which the company stamp(s) of the activity organiser / service provider / docent guide must be applied and where the tour code and tour date must be specified;
 - ◆ photograph(s) of the finished products made / photograph(s) of the participants taken during the course of the activity; and
 - (j) Completion of post-trip survey by no less than five tour participants or 10 percent of the tour participants, whichever is higher (*Note: TIC will verify the number of completed questionnaires on the backend of the online survey system*).
4. Owing to privacy protection concern, the name of tour participants must be hidden on all the relevant document proofs provided by Applicants.
 5. Applicants shall include only one eligible Tour in each application. Identical participants taking part in a continuous itinerary is regarded as one tour group.
 6. When processing the applications, Applicants may be required by TIC to provide additional or supplementary information. TIC reserves the right to not further process the application if the Applicant fails to provide the required information.

Assessment of applications and disbursement of cash incentives

Under normal circumstances, TIC will inform the Applicant of the vetting result of an

application within two months counting from the month in which the application is received by TIC⁵. For successful applications received in each monthly application period, TIC will disburse cash incentives to Applicants by cheque. For unsuccessful applications, TIC will notify the Applicants of the result via email.

V. Consequences of Duplicating Applications

If it is found that the Applicant uses the same eligible Tour for applying for other funding support of TIC, the HKSAR Government, or semi-government organisations, they will **no longer be considered eligible for applying funding support under all local tour initiatives**, TIC will not process any other applications which are yet to be approved as submitted by the Applicant.

VI. Enquiry

For enquiries, please contact TIC through the following channel:

- ◆ Website: www.tichk.org
- ◆ Telephone: 2969 8149
- ◆ Email: CTIS@tichk.org
- ◆ Address: Travel Industry Council of Hong Kong
Rooms 1706-1709, Fortress Tower, 250 King's Road, North Point,
Hong Kong

VII. Important Notice

1. The TIC reserves the rights to validate information in the applications submitted by Applicants with relevant service providers for vetting purposes.
2. The Applicant should complete the application form and provide all supporting documents in a timely and truthful manner. If the Applicant fails to provide the required information and supporting documents before the deadline specified by TIC, the application will not be processed further.
3. The TIC reserves the final discretion and right to amend this Guide to Application without prior notice.
4. The TIC's decision on accepting or rejecting any application is final.
5. The Chinese version shall prevail in case of any discrepancy or inconsistency between the Chinese version and English version.

⁵ Receipt of an application means the date on which all the documents required in items 3 and 6 under "Application procedures" in Section IV have been received by the TIC.

CTIS Thematic Travel
Itinerary Design Requirements and Assessment Criteria

1. Travel agent shall focus on one of the following six distinctive themes in designing a signature itinerary to offer visitors a captivating and in-depth travel experience in Hong Kong.

Themes	Aims	Examples
Great Green Escapes	To encourage the tourism industry to develop signature itineraries that make use of green elements and existing natural resources in high-quality and unique tourism products.	Hiking trails, eco-tours, landscape tours, visits to environmental protection facilities, and exploration of green elements in the city.
Fun Water Adventure	To encourage the tourism industry to develop signature itineraries that make use of water elements in high-quality and unique tourism products.	Sampan trips, boat trips, visiting to outer islands, water activities, and the culture of living on the sea.
Legacy of Joy	To encourage the tourism industry to develop signature itineraries with different cultural heritage elements, so as to let tourists have richer experiences of its traditional culture and authenticity through in-depth exploration.	Explore traditional arts, local foods, cultural origins, Chinese medicine, martial arts, and district-specific attractions.
HK Pop Culture	To encourage the tourism industry to develop signature itineraries with popular cultural elements that showcase Hong Kong's distinctive, diverse and inclusive creativity and charisma.	Explore modern architecture, experiencing pop culture, such as canton music, movie/TV dramas, performances, and urban sports.
Journey Through National History	To encourage the tourism industry to develop signature itineraries that incorporate national historical elements, so as to enhance tourists' understanding of our country and Hong Kong.	Visits to historic monuments, museums, attractions and relics related to Hong Kong's anti-war history and stories.
Unconventional Journey	To encourage the tourism industry to develop creative signature itineraries that provide tourists with a more captivating, deeper and high-quality travel experience.	Itinerary beyond the other 5 themes: e.g. night running tours, photo-taking tours at popular check-in spots, wellness travel, seasonal/limited period events, etc.

2. The TIC will assess and approve itineraries of CTIS Thematic Travel according to the following criteria:

- Relevance to the theme
 - Itineraries adhere to the selected theme and its objective, providing visitors with a more captivating theme-related tourist experience; and
 - Theme-related tourist experience activity that meets the relevant objectives above (see [Annex III](#) for the requirements).
- Itinerary design elements
 - Include a discovery of the city's hidden gem(s) / redesign a conventional itinerary with unique and creative element(s) / offer a totally new travel experience / feature the district local characteristic and diversity of Hong Kong;

3. Reference of Thematic Travel itineraries:

The following Signature Itineraries of the “Deeper into Hong Kong: Creative Itinerary Design Competition” under the Cultural and Heritage Sites Local Tour Incentive Scheme, and other sample tours serve as reference only, with a view to enhancing travel agents' understanding of what is deemed as adherence to the requirements of Thematic Travel itineraries.

[Great Green Escapes]

Ref No.	Tour Name	Tour Details
G01	Going Far Far Away: Exploring the enchanting Sha Tau Kok, Lai Chi Wo and Mui Tsz Lam	Inspired by the local indie film "Far Far Away", this tour unlocks the secrets of Sha Tau Kok, and the tranquil countryside of Lai Chi Wo and Mui Tsz Lam. It also combines the allure of Sha Tau Kok with the timeless charm of idyllic villages.
G02	Day & Night at Hong Kong GeoPark: The Land Route	Immerse in the captivating wonder of the UNESCO Global Geopark. Explore ancient rock formations and coastal landscapes. Savour a stunning sunset view at the West Dam.
G03	Nature Harmony	Discover world class environmental protection facilities in Hong Kong. Visit various awarded architectures, learn about environmental protection and useful tips on how to live green. Experience the wonders of nature with a guided geo-nature tour and explore the upcoming E-Co village.
G04	Ancient Rock & Road Tour	Hong Kong is filled with various kinds of natural resources and its fisherfolk culture is also very special. The tour showcases geo-wonders, unique rock formations, and scenery of fishing village. Retreat from the bustling city and travel back in time for a calm break.
G05	2D1N Eco Tour	Hong Kong is a compact city where you can travel between urban and rural areas in no time. Learn more about wood recycling at an eco-social enterprise who integrates aesthetic design with environmental protection. The tour also includes a night-time eco adventure and an indigo dye workshop where you can enjoy the beautiful sound of nature.
G06	Green Eco-Exploration	Embark on a green adventure at the Environmental Action Center located at Tai Wai. Join a workshop creating instruments from tree branches. Discover the Museum of Climate Change's insights. Stroll through the CLP Pulse, gaining knowledge of energy and environmental conservation.
G07	Eco day and night	Immerse yourself in the richness of Hong Kong Wetland Park, marveling at its diverse ecosystems and bird habitats. Explore the nature trails of Tai Po Kau Nature Reserve, on a quest to uncover the mysterious presence of glow worms. This itinerary offers an up-close experience of the wonders of nature, deepening your understanding of ecological conservation.
G08	Southern District Highlights	Experience the natural splendor of the Southern District on our adventure. Visit the Cape D'Aguiar Marine Reserve, walk along the scenic route passing by the Cape D'Aguiar Satellite Earth Station, ARLHS, and sea arch. Enjoy the marveling at the stunning coastal scenery. Capture the picturesque landscape with a memorable photo at Shek O.
G09	Beyond the Highlands	Let's embark on a natural adventure in Ma On Shan! Feel the embrace of nature at Ma On Shan Country Park. Climb up to the Ngong Ping plateau for a stunning view. Pamper yourself at Sai Kung Market before the journey ends. This tour takes you to enjoy the tranquility of greenery and the uniqueness of Hong Kong's backyard.
G10	Charming Pak Nai	Capture unforgettable moments as you explore Sheung Pak Nai 's nature. Discover Fortified Structure at Ha Pak Nai's historical relics. Witness a stunning sunset at Mudflats at Ha Pak Nai, then savor seafood along Lau Fau Shan Main Street. This journey combines nature, history, and local charm.

[Fun Water Adventure]

Ref No.	Tour Name	Tour Details
F01	Cheung Chau Water Escape	Cheung Chau is surrounded by water and thus the rich choices of water activities. In addition to SUP, kayaking, snorkelling and inflatable floating bed, you can also visit the first outdoor seashore surfing facility to have a taste of man-made wave. The tour is an excellent opportunity to experience Cheung Chau's "water culture".
F02	Food and Fun Sai Kung Tour	Sai Kung is definitely more than just seafood! Explore this place in new angles including kayaking, jet-skiing to mysterious caves and Green Egg Island – the sky mirror of Hong Kong, and snorkelling to have close contact with marine life too.
F03	Tung Ping Chau Snorkelling & Camping Tour	Hong Kong is often conceived as a city of skyscrapers while in fact many stunning natural sceneries await your discovery. The tour unveils Tung Ping Chau's natural beauty through camping and introduces you to a range of mysterious ocean lives. Stunning coastal landscapes and exotic rock formations will also amaze you, leading you to a true escape from daily hustles.
F04	Sai Kung Star Gazing and Marine Exploration	Start the day with a boat trip to the four famous caves in Sai Kung and take a look on the geopark landscape, followed by snorkelling activity to interact with Hong Kong's marine lives. Kick back and wrap up the day with start gazing in Astropark.
F05	2D1N Sai Kung Chilling	Explore the fascinating sea world through coral observation from glass-bottom boat, rock formation island touring, pearl DIY workshop, etc. The 2D1N chill out in Sai Kung also helps you understand more about local temples and culture.
F06	Unveiling the Unexplored Island	Set off from Kau Sai Chau Fishing Village and immerse yourself in the local fishermen's life. Take a leisurely stroll along High Island and embrace the tranquility of the bay. Participate in workshops to experience fishing village's craftsmanship. Embark on an island-hopping adventure in Sai Kung, exploring the mysteries of the islands. Finally, admire the sunset and leaving behind wonderful memories of this journey.
F07	Typhoon Shelter Delight	Uncover the essence of Hong Kong's typhoon shelters. Start the tour at Ap Lei Chau's Hung Shing Temple. Explore Ap Lei Chau Wind Tower Park and Ap Lei Chau Shipyard, delving into the traditions of fishermen's life and the history of boatmaking. Glide on a memorable sampan ride and visit Aberdeen Wholesale Fish Market, immersing in the vibrant fishing culture. Conclude with a leisurely stroll along Aberdeen Promenade, experiencing the local community's cultural charm.
F08	Fisherfolk Village Serenade	Immerse yourself in the allure of fishing village culture and the joy of waterfront living. Explore Sha Chau and Lung Kwu Chau, then venture to Tai O fishing village to experience its traditional charm. Set sail on a boat to admire unique stilt house architecture. Wander the scenic Tai O waterfront and be captivated by its beauty. Conclude your day with a stay at a heritage hotel.
F09	Discover Lamma Island	Embark on a captivating journey to uncover the natural wonders of Lamma Island. Visit Sok Kwu Wan for stunning bay views and explore the Fisherfolk's Village to learn about traditional fishing culture. Discover the South Lamma Wind Power Station and its sustainable energy efforts. Conclude with a visit to Aberdeen, experiencing the enchanting "Tanka Fisherfolk Song" and immersing yourself in the community's charm.
F10	Island Getaway	Discover the serene beauty of Tap Mun, also known as 'Grass Island.' Enjoy picturesque hiking trails and kite-flying on the lush green hills. Take a leisurely boat ride to fishing raft and experience the fun of fishing while enjoying the breathtaking views. Get away from the hustle and bustle and experience a day of tranquility and serenity.

[Legacy of Joy]

Refer No.	Tour Name	Tour Details
L01	Cheung Chau Cultural Tour	From the island's historical sites, monuments, fisherman life, architecture to the Cheung Chau Bun Festival, Cheung Chau itself contains a strong sense of local culture. By visiting historical monuments, pre-war buildings, a 60-year-old ice factory and tasting porridge at an 85-year-old time-honored congee shop, the tour offers participants various unique opportunities to experience the exceptional charisma and cultural elements of Cheung Chau.
L02	Story of Cantonese Opera	Cantonese opera was inscribed on UNESCO's Representative List of Intangible Cultural Heritage of Humanity in 2009. The tour leads you into the artistic world of Cantonese Opera and takes you to visit opera venues and artists for an interesting cultural experience.
L03	Mahjong Legend – a Tour of Intangible Culture	The tour unveils all sorts of mysterious Mahjong rules in Hong Kong. Try mahjong crafting – a craftsmanship of Intangible Cultural Heritage, and experience mahjong games in Japanese style. Don't miss your chance to experience some authentic cultural activities of Hong Kong.
L04	Embracing Temples Resources in Hong Kong	Temples have become more and more popular as tourist resources. The tour stems from the religious culture of Hong Kong, unfolding a unique character of the city by in-depth exploration at various religious sites.
L05	Food Above All in Central	The ancient saying of "food above all" describes many of us well. Hong Kong is famous for its countless gourmet options of all kinds. The tour gives you a taste of Central and Sheung Wan, literally.
L06	HK handcraft	Learn about Hong Kong's authentic traditional crafts, such as hand-painted minibus signs, watch painting techniques, the art of hand-carved Mahjong, visit old shops that once produced handmade kitchen utensils on Shanghai Street, or indulge in local delicacies like dragon's beard candy, sugar-coated cookies, and Ding Ding candy.
L07	Art Tour in Kowloon	Explore the cultural and historical side of Kowloon, from its busy streets to revitalized heritage sites. Visit landmarks such as Kowloon Walled City Park, Stonehouses Family Garden, Cattle Depot Artist Village, Yau Ma Tei Theatre, and Wu Sung Street's T-shaped street signs. Discover the charm and diversity of Kowloon in this itinerary.
L08	Food and Culture Fun in Old Districts	Discover the unique charm of Sham Shui Po and Mong Kok with this culinary and cultural journey. Sample authentic local delights such as tofu pudding, egg waffles, nostalgic snake soup, and Temple Street clay pot rice. End the day with traditional Chinese desserts, immersing yourself in the vibrant food culture of Hong Kong.
L09	A Chinese Herbal Cultural Tour	Offers a comprehensive exploration of traditional Chinese medicine, herbal cultivation, and sustainable agriculture. Learn about the history, theories, and applications of Chinese medicine while participating in workshops on aquaponics systems. Gain knowledge about the importance of traditional Chinese medicine and environmental conservation practices.
L10	Joyful Auspiciousness	Learn about the making and auspicious date selection of Chinese almanacs, visit Chinese wedding dress shops, Chinese pastry stores, followed by visit to the Ping Shan Heritage Trail to appreciate Chinese architecture and exploring the symbolic meanings behind auspicious patterns.

[HK Pop Culture]

Ref No.	Tour Name	Tour Details
H01	In memory of Leslie Cheung	Leslie Cheung was a super star in Hong Kong. His works and charisma are loved by fans of all ages around the world. The tour provides an excellent opportunity for his fans to re-walk his path as an artist.
H02	100% Hong Kong	The tour unveils gems hidden in every corner of this bustling city. Visit traditional residential estates, nostalgic restaurants, unique stores and neon light workshops to deepen your understanding of the old Hong Kong and have a taste of our local lives. Join and learn more on how to appreciate the traditional and authentic local culture.
H03	Hong Kong Manufacturing Study Tour	Visit local factories to learn about the development, production, and innovative technologies of local manufacturing. The itinerary also includes museums as another angle to learn more about the city.
H04	Hong Kong Cultural Tour – A Blend of Cantonese Opera and Sports	The tour creates a cultural dialogue with both energetic and aesthetic sides of Hong Kong. Visit Xiqu Centre as well as fencing, equestrian, and other sport venues to experience the diverse culture of HK.
H05	Hong Kong Cinematic Journey	Join a young local visual artist to visit signature scenes from popular Hong Kong movies in the past three decades. The tour helps you digest the flavorful history and trivia behind each scene as an effort to promote the culture of the Hong Kong film industry.
H06	Mural Exploration	Explore the vibrant mural streets of Central and Sheung Wan, discovering the stories behind the art and the fusion of urban culture. Delve deeper into the artistic ideas and stories behind with a visit to Kam Tin Mural Village and Lam Tei San Tsuen.
H07	The unique literary journey	Visit the Literary Trail and art installations dedicated to renowned Chinese writers. Trace the footsteps of contemporary writers and get to know their influence on local literature and culture. In the evening, indulge in an exquisite 'Taste of the Legend – Eileen Chang, giving you a deeper insight into the diverse charms of Hong Kong.
H08	Trace of Bruce Lee	Tailor-made for fans over the world, this itinerary unveils Bruce Lee's martial arts legacy. Visit the Bruce Lee exhibition at Heritage Museum, discover his influence on martial arts and film. Follow his footsteps at Ocean Terminal and Avenue of Stars. Explore his film heritage at Film Archive. Capture unforgettable memories with Bruce Lee at the wax museum.
H09	Urban Sports Day	A tour combining meditation and sports for a unique day of wellness in this bustling metropolis! Enjoy a revitalizing skyscraper yoga session in Central, followed by a cycling tour from Sha Tin to Wu Kai Sha, along scenic route at Tolo Harbour's eastern coast. End your day at Wu Kai Sha Beach and Public Pier for the stunning sunset views.
H10	Cha Chaan Tengs Day & Night	Experience the most authentic journey through iconic cha chaan tengs! Enjoy a traditional breakfast in Sheung Wan, visit Man Mo Temple, explore the quaint streets of Central, and enjoy the cityscape from Central-Mid-Levels Escalator. Indulge in a local lunch and discover unique street snacks at Temple Street.

[Journey through National History]

Ref No.	Tour Name	Tour Details
J01	History Tour of the East River Guerrillas and HK-Kowloon Brigade	Visit historical sites from the Battle of Hong Kong to learn about the stories of the East River Guerrillas and HK-Kowloon Brigade.
J02	1-day Hong Kong Religious Cultural Tour	Hong Kong is a multicultural city. The tour brings you to historical and iconic architectures and monuments of different religions to see how this city houses various cultures and believes.
J03	A Story of History and Tong Lau	Visit tong lau from different generations to observe how Hong Kong and its people evolves throughout the years. The scale, architectural style, and interior design of tong lau are all reflections of the city's population structure, social stability, and living standard.
J04	Archaeology Tour in Cheung Chau	The tour combines cultural heritage, conservation, and island culture. The activities designed by an archaeology doctor inspires children to explore the history and culture of Cheung Chau.
J05	Contemporary Art and History AI Tour in Central	The art tour digitalises traditional tourism into a new touring experience that combines professional tour narration and mobile games by integrating augmented reality with AI technology. AI tour guide walks you through reality from the past with audio and textual narration that boots the fun of touring for everyone.
J06	A Heritage and Nature Journey	Embark on a journey through Hong Kong's wartime history at Sha Tau Kok Anti-War Memorial hall. Immerse yourself in the cultural ambience at Kang Yung Study Hall. Discover remnants of the Nam Chung: Joint Defense Corps Headquarters ruins and Luk Keng: Democratic United Rural Government ruins. Enjoy a vegetarian lunch followed by a walk along Lung Yeuk Tau Heritage Trail. Capture the precious moments of this historical journey with your camera.
J07	Unveiling Historical Treasures	Step back in time and explore Hong Kong's military fortresses and the historical transformations. Begin at Lung Fu Shan Country Park to enjoy its natural beauty and uncover military relics. Witness the Victoria Boundary Stone, visit Mount Davis Battery, and learn about the significance of the defense. Finally, watch the enduring tradition of the "Noonday Gun" in Causeway Bay.
J08	Historical Exploration of Central and Sheung Wan	Embark on a walking tour through Central and Sheung Wan, exploring Hong Kong's historical landmarks. Visit Statue Square / Legislative Council Complex / The Cenotaph / St. John's Cathedral. Discover Former French Mission Building, Central Market, Tai Kwun, Haw Par Mansion, and King Yin Lei for a taste of old Hong Kong.
J09	Sun Yat-sen's History & Art Journey	Explore the Sun Yat-sen Memorial Hall in the morning to learn about his life. Enjoy a lunch at a nostalgic restaurant and then take a stroll along the Dr Sun Yat-sen Historical Trail to see the newly designed plaques by nine local artists. Follow the footsteps of Dr Sun Yat-sen in Hong Kong and discover Hong Kong's connection to this iconic figure.
J10	Historical details through revitalization	Bring your camera and a relaxed and leisurely mindset as you embark on a journey through Central Market, Tai Kwun, The Pokfulam Farm, and Jao Tsung-I Academy. Admire the architecture, appreciate the surrounding scenery, and delve into the hidden historical anecdotes they hold.

[Unconventional Journey]

Ref No.	Tour Name	Tour Details
U01	2-day Hong Kong Urban Legends Tour	Hong Kong has gone through British colonial history and Japanese occupation. The tour shares mysterious urban legends that have remained after generations, giving tour participants a thrilling and memorable experience.
U02	2-day Hong Kong Comic Fun	The tour originates from local comics across generations such as Old Master Q, Dragon Tiger Gate, Young and Dangerous, and The Stormriders. Participants will also learn more about cosplay and maid café cultures.
U03	Harmony & Healing: A Wellness Journey for Mind and Body	The tour allows its participants to seek balance and tranquillity in the mist of the city's hustle and bustle through the traditional Chinese wellness practices including Tai Chi, meditation, Chinese acupuncture point massage, Chinese herbal tea shop, etc.
U04	2D1N Lai Chi Wo Workshop & Stay	Lai Chi Wo is one of the very few typical Hakka Round Houses in Hong Kong and has always been a mysterious area even to many locals. The most unique part of this 2D1N tour is the collaboration with a local coffee farm. Local coffee tasting as well as breakfast, lunch, and dinner are all included, providing you an opportunity to experience learning, nature, leisure, exploration, and great food!
U05	Somewhere in Time	Don't miss the chance to try on a special cheongsam and offer yourself a unique experience by walking down the streets, taking photos of nostalgic restaurants and revitalized monuments to discover a different Hong Kong.
U06	Soul Joyful	Relax and rejuvenate with this itinerary. Begin your day with a leisurely walk or jog along Lugard Road Trail, followed by a Singing Bowl healing at the peaceful High West. After lunch, enjoy a slow-paced sightseeing bus tour of Yau Tsim Mong, experiencing both tranquility and vibrancy in Hong Kong.
U07	Time flies	Experience being the star of your own glamorous era as you explore the contrasting beauty of old and new Hong Kong. Wear Qipao and visit popular photo spots in Central and Yau Tsim Mong. Take a ride on the iconic Star Ferry and discover unique Instagrammable restaurants. Finally, explore Chinese art and culture at the Hong Kong Palace Museum.
U08	Hong Kong Photography	Capturing the essence of Hong Kong history and stories. Visit unique housing structures like tin houses, public housing estates, and revitalized buildings. Discover iconic streets such as Sneaker Street, Temple Street, Ladies' Market, Goldfish Street, Bar Street, and Upper Lascar Row, along with the bustling Dried Seafood Street.
U09	Glamping Chill	Pamper yourself and rejuvenate your body and soul with a luxurious glamping experience. Visit an organic farm, savor a delightful lunch with organic ingredients, and take part in workshops for a soothing mind and body experience. End the day by staying in a luxurious campsite, embrace the beauty of nature.
U10	Leisure Farm Day	Create a relaxing getaway where you can enjoy a day of farm experiences and stress-relieving yoga, followed by a visit Ha Pak Naito learn about the rich ecology of the Mudflats. Conclude your day with a beautiful sunset.

Conservation and environmental protection code of practice during visits to designated sites of Characteristics Local Tourism

1. Do not write on, mark or damage the exhibits, installations, walls or facilities in the tour sites (“the sites”)
2. Do not make excessive noise in the sites and please put mobile phones and the noise-emitting devices to silent mode. If tour participants must use a mobile phone, they should lower the voice to avoid disturbing others.
3. Please keep the sites and facilities clean and tidy, and follow the photography and filming regulations.
4. No public speeches, lectures or seminars using loudspeakers or other public address equipment are allowed on the site without prior permission from the management.
5. Tour participants must respect other visitors and the staff of the sites.
6. Food involving endangered species, namely shark fin, bluefin tuna, humphead wrasse, wild caught Hong Kong grouper, sturgeon caviar and black moss, should not be offered in meals.
7. Distribution of single-use disposable plastic materials such as bottled water, plastic bags and plastic tableware should be avoided as far as possible.
8. Tour participants should be encouraged to prepare their own water bottles and drinking water, and take the litter away after the tour activity(ies), in particular from country parks, marine parks, special areas, etc.

Guidelines for Tourist Experience Activity

Tourist Experience Activity arranged by the Applicant for the tour participants must offer unique and captivating tourism experience of Hong Kong with interactive components that engage tourists' participation. The activity can be conducted in different formats, including but not limited to the following types of activities:

1. Activities promoting Representative List of the Intangible Cultural Heritage (ICH) of Hong Kong:
 - (a) Workshops, interest classes, and activities that promote the ICH and the “[first ICH Inventory of Hong Kong](#)” which demonstrate the historical and cultural value, such as the guqin making technique, traditional food making techniques (e.g. Cha Kwo, melon-seed, Hong Kong Style Milk Tea), crafting techniques (e.g. lantern, flower board), sewing techniques of cheongsam and wedding costume, and Bamboo shed theatre building Technique of Cantonese opera
 - (b) Special guiding tours, exclusive dialogue with expert or behind-the-scene visits in relation to social practices, rituals, and festive events, e.g. Jiao Festival, Fire Dragon Dance in Tai Hang during Mid-Autumn Festival
(More ICH items and information can be found at [Hong Kong Intangible Heritage Database](#));
2. Official guided tours related to green ecology, geopark visitor centers, or environmental protection education facilities, as well as museums under the management of the Leisure and Cultural Services Department (LCSD), provided that such tours are organised by the management offices of the venues for travellers;
3. Official activities, exhibits or installations arranged by the organisers of the following mega events/activities:
 - #ddHK Creative Tourism Project [\[Link\]](#)
 - Mega events supported by Leisure and Cultural Services Department [\[Link\]](#)
 - “M” Mark Events [\[Link\]](#)
 - Hong Kong Tourism Board - Featured Events [\[Link\]](#)
4. Docent tours that are related to green ecology, history and culture, etc., adhering to the chosen theme. Such tour must be guided by the docent with relevant qualification and experiences, and subject to the assessment by the TIC;

Notes:

- **Each of the activity will be reviewed based on individual applications, subject to the TIC's final approval.**
- **To ensure tour participants to have a deeper experience and understanding of the people, the history, the food and culture of a place or an activity, the group size for each tourist experience activity should be 50 participants or less.**

5. Reference of selected tourist experience activities from CTIS Phase 1:

The following activities serve as **reference only**, with a view to enhancing travel agents' understanding of what is deemed as adherence to the requirements of Thematic Travel itineraries.

	Tourist experience activities	Format
1	Aberdeen Sampan	Workshop/Themed activity
2	Fisherfolk Song Workshop	Workshop/Themed activity
3	Fishing Net Making	Workshop/Themed activity
4	Shrimp Sauce and Paste Making Experience in Tai O	Workshop/Themed activity
5	Island Snorkeling	Workshop/Themed activity
6	Upcycled Shell Art	Workshop/Themed activity
7	Handicraft Workshop: Botanical Weaving, Topiaries	Workshop/Themed activity
8	Firefly Tracking	Workshop/Themed activity
9	Botanical Dyeing and Printing	Workshop/Themed activity
10	Eco-bag DIY	Workshop/Themed activity
11	Lantern Making	Workshop/Themed activity
12	Flower Board Crafting	Workshop/Themed activity
13	Unicorn Dance Workshop	Workshop/Themed activity
14	Cheung Chau Peaceful Buns	Workshop/Themed activity
15	Cooking Workshop	Workshop/Themed activity
16	Chinese Calligraphy – Fai Chun	Workshop/Themed activity
17	Movie Scene Tour	Workshop/Themed activity
18	Minibus Sign Workshop	Workshop/Themed activity
19	Yoga / Meditation	Workshop/Themed activity
20	Fencing Experience	Workshop/Themed activity
21	Cantonese Opera Mask Workshop	Workshop/Themed activity
22	Cantonese Opera Performance	Behind-the-scene
23	T · PARK	Official guided tour
24	Wetland Discovery Tour	Official guided tour
25	The Pokfulam Farm	Official guided tour
26	Central Market	Official guided tour
27	Former Explosive Magazine Site (45-minute guided tour)	Official guided tour
28	News Expo	Official guided tour
29	Stone Houses	Official guided tour
30	Blue House Cluster	Official guided tour
31	The Mills (60-minute guided tour)	Official guided tour
32	Hong Kong Palace Museum	Official guided tour
33	Hong Kong Museum of Coastal Defense	Official guided tour
34	Hong Kong Heritage Discovery Center	Official guided tour
35	Tai Hang Fire Dragon Heritage Center	Official guided tour
36	Hong Kong Film Archive	Official guided tour
37	Lei Yue Mun Tour (60-minute guided tour)	Official guided tour
38	Lung Fu Shan Country Park	Thematic docent tour
39	Tung Ping Chau Day Trip	Thematic docent tour

	Tourist experience activities	Format
40	Mangrove Wetland	Thematic docent tour
41	Fishermen's Life on the Water	Thematic docent tour
42	Guided Tour of Tai O Stilt Houses	Thematic docent tour
43	Chinese Architecture	Thematic docent tour
44	Chi Lin Nunnery and Nan Lian Garden (Chinese Tang Dynasty Architectural Style)	Thematic docent tour
45	Lai Chi Wo Hakka Village	Thematic docent tour
46	Walled Village	Thematic docent tour
47	Anti-war Memorial Walk	Thematic docent tour
48	Ancient monuments and stone carvings	Thematic docent tour
49	Photo tour guided by professional photographer	Thematic docent tour
50	Stargazing	Thematic docent tour

Recognised Trainings

	Training Activity	Activity Objective	Duration	Training Bodies*
1	Cultural and Heritage Training Programme (TIC co-organised with HKTB)	The course is designed to introduce background, the rating system, classification, and relevant online resources of culture and heritage declared monuments, as well as the scope of ICH. Participants will also learn about the details and skills of touring in cultural heritage sites, and design tips for highlighted itineraries.	1.5 days lecture + 0.5 day group presentation/ Free-of-charge [The course has been concluded]	TIC
2	Cultural Tourist Guide Training Programme (TIC co-organised with Hong Kong Tourism Board (“HKTB”))	The course is a cultural docent training course specially designed for the Hong Kong community. The course covers the community characteristics and cultural background of Old Town Central, Sham Shui Po and West Kowloon. The training aims to help tourist guides better grasp cultural tourism knowledge, and at the same time improve their service quality and professional standards.	1.5 Day Online Class + 0.5 Day Walk Tour/ [The course has been concluded]	TIC
3	Docent Training Programme (Chinese Architecture and Auspicious Pattern) <i>(Cantonese, suppl with English)</i>	The course aims to provide participants with a better understanding of Chinese architecture, auspicious decorative motifs and Chinese gardening styles in Hong Kong, including a field trip to the Ping Shan Heritage Trail in Yuen Long.	10 hours	HKU SPACE
4	Docent Training Programme (Western Architecture and Church Decoding) <i>(Cantonese, suppl with English)</i>	The course aims to provide participants with a further understanding of the diverse styles and church symbology of Westernstyle architecture in Hong Kong, including outdoor visits and field trips.	10 hours	HKU SPACE
5	Docent Training Programme (History of Tuen Mun) <i>(Cantonese, suppl with English)</i>	The course aims to explore the relationship between early archaeological discoveries in Tuen Mun and the history of Hong Kong, teach participants the historical evolution of Tuen Mun, its unique religious culture, and how to appreciate the Chinese and Western architecture of the city. The course offers a variety of learning modes, including face-to-face lectures, field trips and practical training.	9 hours	HKU SPACE
6	Docent Training Programme (Ecological Heritage Education of Kowloon) <i>(Cantonese, suppl with English)</i>	The course aims to provide participants with a better understanding of the conservation and historical culture of Kowloon, with a particular focus on Devil's Peak and Lei Yue Mun, including outdoor visits and field trips.	9 hours	HKU SPACE

	Training Activity	Activity Objective	Duration	Training Bodies*
7	Docent Training Programme (History of Tai Po) <i>(Cantonese, suppl with English)</i>	This course aims to provide participants with an understanding of the activities of the indigenous inhabitants in Tai Po, army facilities in the area, and to explore the history, culture and architecture of the district. It includes one-day site visit.	7 hours	HKU SPACE
8	Certificate in Docent Training <i>(Cantonese, suppl with English)</i>	The course aims to enhance the overall docent skills, attitude, knowledge and expertise. Participants will learn about Hong Kong's history and culture, heritage conservation, Intangible Cultural Heritage, art and museum related knowledge. The course includes field trips, guided tours and sharing to help participants become competent docents.	6 months	HKU SPACE
9	Docent Education for History and Cultural Heritage <i>(Cantonese, suppl with English)</i>	The course aims to provide participants with an in-depth understanding of Hong Kong's history, culture, and heritage, as well as the work of a docent so as to prepare them for a career in the field.	8 weeks	HKU SPACE
10	Certificate in Docent Trainer Training <i>(Cantonese, suppl with English)</i>	This course is an advanced course for the "Docent Guide Training Certificate". Learn more about the characteristics of Hong Kong's diverse guided tour activities, and systematically teach tour guide knowledge and skills. The course includes guided activities such as filed trips and practical trainings.	6 months	HKU SPACE
11	Certificate Programme in Cultural Guiding in Hong Kong <i>(Cantonese, suppl with English)</i>	This course aims to introduce the characteristics of Hong Kong's historical monuments and culture, allowing students to understand how to design Hong Kong cultural guided tours and provide guiding services.	90 hours	School of Continuing and Professional Studies, CUHK (CUSCS)
12	Certificate Programme in Ecocultural Tourism <i>(Cantonese, suppl with English)</i>	This course teaches the knowledge of eco-cultural tourism, allowing students to learn how to provide escorting service and plan eco-cultural tour itineraries.	90 hours	School of Continuing and Professional Studies, CUHK (CUSCS)
13	Diploma in Docent Practice Training <i>(Cantonese, suppl with English)</i>	Improve students' knowledge, docent attitude and skills irrespective of history, culture and museum. The course includes observation and exchange, comprehensive learning tours, and practical training conducted in educational institutions and museums.	252 hours	HKU SPACE

	Training Activity	Activity Objective	Duration	Training Bodies*
14	Hong Kong Chiu Chow Culture: Chiu Chow Celebrities and Food Culture in Hong Kong	Introduce Chiu Chow cultural attractions and visit famous Chiu Chow traditional restaurants. This enables students to understand the characteristics of Hong Kong's Chiu Chow culture and Chiu Chow traditional food merchants.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
15	The Art of Buddhist Architecture and Culture	Learn and understand the characteristics of Buddhist architectural art in Hong Kong and visit to Chi Lin Nunnery.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
16	Traditional Religious Culture in Hong Kong: Tin Hau and Hungry Ghost Festival	The course will describe the characteristics of Tin Hau and Hungry Ghost Festival from multiple perspectives and cited its relationship with the development of tourism culture.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
17	Bonding Between Chinese Architecture and Auspicious Patterns	The purpose of the course is mainly to provide tour guides with a preliminary understanding of Chinese architecture.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
18	The Most Precious Natural Resource for Green Tourism: Rocks and Landforms	Understand the importance of geological landscapes, conservation education work and the pre-preparation for geological tourism.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
19	Ceramic Culture and Development in Hong Kong	Archaeologists engaged in ceramic research will introduce the knowledge and development history of Chinese ceramics to the students.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
20	Architecture of H.K. Palace Museum and Art and Culture of Yuan Ming Yuen	Explore how architectural design combining modern technology with Chinese tradition. Students will learn to make use of the resources of the Palace Museum to promote tourism and cultural activities in Hong Kong and enhance the appeal of local cultural tourism.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
21	Hong Kong Heritage Museum, Walled Villages in Shatin – Cultural Tourism	Learn about the characteristics of its collections by visiting and introducing the Hong Kong Heritage Museum. By visiting museums, students can learn and apply professional knowledge about cultural relics. Field trips included.	6 hours	Hong Kong Association of Registered Tour Co-ordinators
22	Foundation Certificate in in-depth district tourism knowledge and guided tour skills (Employees Retraining Board Part-time Course)	Learn about basic knowledge of in-depth district tourism and guided tour skills.	16 hours / 4 lesson	HKFTU Occupational Retraining Centre Ltd.

	Training Activity	Activity Objective	Duration	Training Bodies*
23	Certificate in Eco-Tour (Geopark -- Sedimentary Rock Landscape) (Employees Retraining Board Part-time Course)	Learn about Hong Kong's geological environment and rock landforms	12 hours / 3-4 lesson	HKFTU Occupational Retraining Centre Ltd.
24	Certificate in Eco-Tour (Geopark -- Volcanic Rock Landscape) (Employees Retraining Board Part-time Course)	Learn about the basic concepts of geo-tourism, the operation of geoparks, and site inspection of Saigon volcanic rock park landforms.	20 hours / 5 lesson	HKFTU Occupational Retraining Centre Ltd.
25	Certificate in Eco-Tour (Theory of Nature Appreciation) (Employees Retraining Board Part-time Course)	Understand the concepts of eco-tourism and nature tours, enhance their understanding of Hong Kong's natural ecological resources and rural safety, and master the skills of eco-tour guides.	12 hours / 3-4 lesson	HKFTU Occupational Retraining Centre Ltd.
26	From Tourist guide to Docent (Knowledge Enhancement) <i>(Chinese only)</i>	Learn about Hong Kong guided tour categories and knowledge classifications and explore professional docent guide's knowledge, skills, attitudes and ethics	6 hours	Hong Kong Docent Association
27	From Tourist guide to Docent (The Peak and Peak Tram) <i>(Chinese only)</i>	Understand the history of the Peak Tram and The Peak in Hong Kong; enhance the knowledge and skills of docent guide.	12 hours	Hong Kong Docent Association
28	From Tourist guide to Docent (Hong Kong Palace Museum) <i>(Chinese only)</i>	A professional tour guides explain the Chinese culture and art of the Hong Kong Palace Museum; thereby allowing tourists to admire Hong Kong as a place with cultural and historical heritage and a city full of artistic vitality.	12 hours	Hong Kong Docent Association
29	National History Docent Training Programme (Field Visit of Chinese History and Culture) <i>(Chinese only)</i>	Learn about historical development that symbolizes the continuity of the nation, including history and various cultures.	12 hours	Hong Kong Docent Association
30	A Century of Kowloon - New Kowloon	The course aims to guide participants to explore the past in the historical relics.	12 hours	Hong Kong Federation of Trade Unions

	Training Activity	Activity Objective	Duration	Training Bodies*
31	18 District Course – Outlying Islands	The course aims to introduce the historical origins and stories of the heritage sites.	12 hours	Hong Kong Federation of Trade Unions
32	Explore Chinese Art and Culture & Hong Kong Palace Museum	The course explores Chinese art and culture from a new perspective and introduce tourist guiding skills.	6 hours	Hong Kong Professional Tourist Guides General Union
33	Tips for Guiding Tours in Sha Tau Kok Border Restricted Area	Visit and learn about the features and beauty of the scenic spots in Sha Tau Kok.	6 hours	HKFTU Occupational Retraining Centre Ltd.
34	蘇 Sir 中式建築系列 <i>(Chinese only)</i>	Four major learning units, including an introduction to Chinese-style wooden architecture and a discussion of the structure of a house.	Theory class 10 hours + Practice 3 hours	HKFTU Occupational Retraining Centre Ltd.

Notes:

1. Courses no. 3-34 are the training activities approved by the Airport Authority Hong Kong's "Development Fund for the Travel Industry" and/or "Self-selected Activities" (TGC)" under CPD Scheme for Tour Guides recognised by the Travel Industry Authority (with a training duration of 6 hours or more), or courses organised by Continuing Education of universities.
2. List of courses will be subject to additional or removal as recommended by TIC and agreed by the HKSAR government.
3. If TIC member holding a valid travel agent's licence wishes to obtain the list of participants who have completed the "Cultural Tourist Guide Training Programme" and "Cultural and Heritage Training Programme", please contact the TIC by phone at 2807-1199 or e-mail to training@tichk.org.