

導遊正式接受監管

Tourist guides under official supervision

本刊記者 Staff reporter

為向世界各地的同業宣傳今年七月一日生效的導遊核證制度，議會於二零零四年六月十一日假國際旅遊展覽會會場舉行導遊證頒授儀式。約一百名導遊應邀出席領證，並在旅遊事務專員鄭汝樺女士監誓、其他嘉賓的見證下，宣誓承諾竭盡所能提供優良服務。七月一日以後，只有持證人才會獲會員旅行社聘用為導遊，以接待來港旅客。

認可資格

這批導遊都是按照核證制度的規定，修畢議會認可的課程，並通過相關的考核才獲發導遊證的。為配合核證制度的實施，議會由二零零二年中起，與多家培訓機構開辦「在職導遊培訓課程」，並於同年九月公佈核證制度的生效日期，訂明認可證書及申請導遊證的條件(詳見議會網站www.tichk.org)，以便導遊儘快取得認可資格。首批導遊證已於二零零三年五月發出，截至今年五月底，已有二千名合資格導遊提交了申請。

作業守則及監察機制

當然，一張導遊證並不能保證服務素質。所以議會一開始發證時已同時頒佈《導遊作業守則》，要求所有持證導遊遵守。《守則》除了一般的職業操守外，也涉及導遊實際工作上一些應遵守的原則，例如：

To publicise the implementation of the Tourist Guide Accreditation System on 1 July 2004 and introduce it to traders from around the world, the TIC held a Tourist Guide Pass presentation ceremony at the venue of the International Travel Expo on 11 June 2004. Some 100 tourist guides attended the ceremony, at which they took an oath, administered by Tourism Commissioner Ms Eva Cheng and witnessed by a number of honourable guests, to provide quality service for visitors. From 1 July, only Pass holders will be employed by member agents to receive inbound visitors.

Recognised qualifications

As required by the Accreditation System, these tourist guides have all completed TIC-recognised training courses and passed the relevant examinations before they are issued with the Pass. To implement the system, the TIC, together with other training institutions, started to organise In-Service Tour Guide Training Courses from mid-2002. And in September 2002, details of the system were announced, including its effective date, and the recognised certificates and requirements



for application for the Tourist Guide Pass (see the TIC's website at www.tichk.org for latest information). The first batch of the Passes was issued in May 2003; and around 2,000 eligible tourist guides applied for the Pass as at the end of May 2004.

Code of conduct and monitoring mechanism

Knowing that a Tourist Guide Pass alone cannot guarantee service quality, the TIC also promulgated the Code of Conduct for Tourist Guides when the Passes were first issued. Apart from general professional ethics, the Code covers some important principles which tourist guides should follow at work, such as:

1. 不可強索小費；
2. 安排自費活動時要說明活動的內容和收費，並讓旅客自由參加；
3. 帶旅客到指定的商店購物前要告訴他們議會設有十四天百分百退款保證計劃，並且不得強制或誤導旅客購物；
4. 不可未經僱主同意而收受利益。

假如旅客向議會投訴導遊，而表面證據顯示該名導遊涉嫌行為不當或違反《守則》，投訴就會轉交新成立的「導遊審核委員會」審理。如個案成立，委員會可施以處分，如暫停導遊證、撤銷導遊證、拒絕為導遊證續期、或向持證人發出警告等。導遊如不服委員會的決定，可要求上訴委員會覆核，上訴委員會的決定是最終的。議會對導遊所採取的處分會在議會網站內張貼。

經過兩年多籌備，導遊核證制度正式實施之時，正好迎上旅遊業強勁復甦的勢頭。還未領證的導遊，不想錯過發展事業的良機，就要儘快進修並考取導遊證了。TIC

導遊審核委員會

職責：

1. 處理需要特別考慮的導遊證申請；以及
2. 審議導遊證持證人的操守問題，並決定是否需要採取紀律處分。

召集人：葉慶寧先生

業界成員：陳立志先生、張健明先生、周錦標先生、蔡百泰先生、侯婉芬女士、解存金先生、黎漢樑先生、林少麟先生、譚光舜先生、湯麟華先生、謝漢忠先生、謝滄廷先生、王美倫女士、黃士心先生

業外成員：張珧于女士、朱樂生先生、崔永賢先生、何靈光先生、高育賢女士、羅祥國博士、李陳嘉恩女士、麥磊明博士、蔡大維先生、黃德偉先生

1. Gratuities must not be collected through any coercive means.
2. The content and fees of optional activities must be clearly explained to visitors, who must have the final say in deciding whether to join such activities or not.
3. Visitors must be told about the TIC's 14-day, 100% refund guarantee scheme before being taken to shops, and they must not be coerced or misled into buying any goods.
4. Advantages must not be accepted without the permission of employers.

Complaints lodged by visitors regarding tourist guides will be referred to the newly formed Tourist Guide Deliberation Committee for consideration if there is prima facie evidence that the tourist guides concerned are suspected of misconduct or having breached the Code. Penalties meted out by the Committee to tourist guides found in breach of the Code includes suspension, revocation or non-renewal of their Pass, or issue of a warning to them. Tourist guides who feel aggrieved by the decision of the Committee may appeal to the TIC Appeal Board, whose decision is final. Disciplinary actions taken against tourist guides will be posted on the TIC's website.

After over two years' preparation, the Tourist Guide Accreditation System is finally put in place at a time when there is a strong rebound of the tourism industry. Tourist guides who want to grab this boom should take action to acquire the qualifications and apply for a Tourist Guide Pass — now! TIC

Tourist Guide Deliberation Committee

Terms of reference:

1. To consider Tourist Guide Pass applications that require special deliberation; and
2. To deliberate on the conduct of Tourist Guide Pass holders and to decide if disciplinary action is necessary.

Convenor: Mr Freddy Yip

Trade Members: Mr Chan Lup Chi, Mr Ken Chang, Mr Chau Kam Piu, Mr Choi Pat Tai, Ms Catherine Hau, Mr C K Kai, Mr Stanley Lai, Mr Lam Siu Lun, Mr Tommy Tam, Mr Warren Tong, Mr Tse Hon Chung, Mr Ricky Tse, Ms Gianna Wong and Mr Jackie Wong

Non-trade Members: Ms Jasminia K Cheung, Mr Antonio Chu, Mr Stanley Chui, Mr Eric Ho, Ms Teresa Ko, Dr C K Law, Mrs Grace Lee, Dr Barry Mak, Mr David Tsoi and Mr Alvin Wong