



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG
Incorporated with limited liability

DIRECTIVE

Issue Date: 24 December 2010

Ref: BOD196/24122010/IN/FY

**Distribution of itineraries to participants of mainland tours (revised)
Resolution No. 196
(Directive category: Inbound)**

To help participants of inbound tours organised in mainland China (mainland tours) clearly know their itinerary arrangements in Hong Kong, reduce possible conflicts between Hong Kong's receiving agents and these visitors because of itinerary arrangements, and further raise the service standard and image of receiving agents, the Board of Directors resolved at its 19 November 2010 meeting that:

Members shall immediately distribute itineraries through tourist guides to each of the participants of inbound tours organised in mainland China on their arrival in Hong Kong. The itinerary shall be printed on A4 paper and shall contain the following items:

1. General information:

- a. the name, address and telephone number of the receiving agent, and the name and contact number of the receiving agent's contact person
- b. the name and tour code of the mainland tour
- c. the arrival and departure date of the mainland tour
- d. the name, Tourist Guide Pass No. and contact number of the tourist guide assigned to receive the mainland tour
- e. the name and telephone number of mainland China's tour operator

2. Itinerary arrangements:

- a. details of meals, accommodation, transport, sightseeing, entertainment, etc, and the name of each of the registered shops which the tour group visits and the duration of each of the visits to the shops, as specified in the itinerary
- b. details of any items in the itinerary not arranged by the receiving agent (if any)

3. Fees and charges:

- a. details of the fees of all self-pay activities, service charges and any other charges

4. Notes for visitors:

- a. information about the rights and duties of, and protection for, visitors, including the following sentence put inside the quotation marks:

“根據香港旅遊業議會規定：

- (1) 凡經旅行社安排到登記店舖購物的旅客，導遊不得強迫旅客購物，也不得強留旅客在登記店舖之內。旅客如對所購貨品不滿，並於購買日起計六個月內提出退款，均可獲「入境旅行團（登記店舖）購物退款保障計劃」的保障（旅客必須憑單據正本辦理退款手續，有關貨品並且必須沒有損壞，亦沒有因使用而導致的損耗，方可獲百分百退回貨款）；
- (2) 旅客可自由選擇是否參加自費活動，對於不參加自費活動的旅客，接待社將提供適當安排；
- (3) 導遊不得以香港特區政府或任何機構的名義，向旅客銷售紀念品等品物；
- (4) 導遊如要拿走或影印旅客的旅遊證件，必須得到旅客同意。”， which means that the Travel Industry Council of Hong Kong stipulates that (1) tourist guides shall not compel visitors to make purchases or remain inside the registered shops. If the visitors are dissatisfied with their purchases and make a refund request within six months after purchase, they are entitled to the protection under the Refund Protection Scheme (Registered Shops) for Inbound Tour Group Shoppers (they shall return the original receipt and the purchased items, which shall be undamaged and on which there shall be no wear and tear because of use, in order to be entitled to a full refund); (2) visitors may choose freely whether to join self-pay activities or not. The receiving agent will make appropriate arrangements for those who choose not to join; (3) tourist guides shall not peddle such items as souvenirs to visitors in the name of the Hong Kong SAR Government or any organisations; and (4) tourist guides shall have the consent of visitors if they wish to take away or photocopy the travel documents of the visitors.

5. Relevant hotlines:

- a. the TIC's inbound tourist service hotline: (852)2807-0707
- b. the Consumer Council's hotline: (852)2929-2222
- c. the Hong Kong Tourism Board's hotline: (852)2508-1234

Members shall use “行程表” (itinerary) as the title of any document which contains the above information, shall print “旅客請保留此行程表以保障權益” (visitors are advised to keep this itinerary to protect their interests) under the words “行程表”, under which the sentence in point 4a and the hotlines in point 5a-c shall be printed with a legible font whose size is not smaller than 12 points.

Members shall not distribute to visitors the tour confirmation agreement which they have signed with mainland China’s tour operator as if it were the itinerary.

Apart from the above requirements, when distributing the itinerary to visitors, tourist guides shall read out the phrase “旅客請保留此行程表以保障權益”, the name of the receiving agent in point 1a, the name of the tourist guide assigned to receive the mainland tour in point 1d, the itinerary arrangements in point 2a-b, the fees and charges in point 3a, the sentence in point 4a, and the hotlines in point 5a-c.

Any service provided by members for mainland China’s inbound visitors is considered an inbound tour organised in mainland China if it contains either of the following items: (1) the sightseeing at, or visiting, touring or roaming of any tourist attractions or any other locations in Hong Kong; or (2) shopping at shops regulated by the Refund Protection Scheme (Registered Shops) for Inbound Tour Group Shoppers.

This Directive supersedes Directive No. 186 and takes effect from 1 February 2011. Violation of this directive will be subject to penalties laid down in Article 11 of the TIC’s Articles of Association.

BY ORDER OF THE BOARD OF DIRECTORS
TRAVEL INDUSTRY COUNCIL OF HONG KONG



Joseph Tung
Executive Director

Encl. Sample of the itinerary (in Chinese only)

__ __ 旅行社有限公司
Travel Company Limited香港 XX 道 XX 大廈 XX 室
電話：(852) XXXX-XXXX

行程表

(旅客請保留此行程表以保障權益)

旅客請留意以下安排，以確保旅程愉快：

根據香港旅遊業議會規定：

- 凡經旅行社安排到登記店舖購物的旅客，導遊不得強迫旅客購物，也不得強留旅客在登記店舖之內。旅客如對所購貨品不滿，並於購買日起計六個月內提出退款，均可獲「入境旅行團（登記店舖）購物退款保障計劃」的保障（旅客必須憑單據正本辦理退款手續，有關貨品並且必須沒有損壞，亦沒有因使用而導致的損耗，方可獲百分百退回貨款）；
- 旅客可自由選擇是否參加自費活動，對於不參加自費活動的旅客，接待社將提供適當安排；
- 導遊不得以香港特區政府或任何機構的名義，向旅客兜售紀念品等物品；
- 導遊如要拿走或影印旅客的旅遊證件，必須得到旅客同意。

以下機構樂於為旅客提供資訊和服務：

- 香港旅遊業議會入境旅客服務熱線：(852)2807-0707
- 消費者委員會熱線：(852)2929-2222
- 香港旅遊發展局熱線：(852)2508-1234

團隊名稱：__ __ 港澳遊 團號：XX15072010 (XX 團 01)
抵港日期：XX 年 XX 月 XX 日 離港日期：XX 年 XX 月 XX 日
內地組團社：深圳 __ __ 旅行社（電話：XXXX-XXXX）
接待社聯絡人：XXX（電話：XXXX-XXXX）
導遊：XXX（導遊證編號：TG0XXXX；電話：XXXX-XXXX）

在港交通安排：全程由旅遊巴士接送

| 日期 | 行程 | 膳食 | 住宿 |
|------|---|----------|----------|
| 15/7 | 太平山、淺水灣、夜遊船（自費活動*） | 晚餐 | __ __ 酒店 |
| 16/7 | 黃大仙廟、__ __ 珠寶店（__ 分鐘）、__ __ 鐘錶店（__ 分鐘）、星光大道、金紫荊廣場 | 早餐、午餐、晚餐 | __ __ 酒店 |
| 17/7 | 海洋公園（包門票） | 早餐 | __ __ 酒店 |
| 18/7 | 往澳門（包船票） | 早餐 | |

* 自費活動詳情：HK\$ __（乘搭 __ __ 夜遊船，夜遊維多利亞港 __ 小時）