



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

**DIRECTIVE**

Issue Date: 24 December 2010

Ref: BOD198/24122010/IN/FY

**Prohibition of compelling participants of mainland tours to make purchases  
Resolution No. 198  
(Directive category: Inbound)**

To protect participants of inbound tours organised in mainland China (mainland tours), the Board decided at its meeting held on 19 November 2010 that:

- 1. Members shall not make use of any methods to directly or indirectly compel or attempt to compel participants of inbound tours organised in mainland China to make purchases.**
- 2. If the tourist guides assigned by members to receive participants of mainland tours make use of any methods to directly or indirectly compel or attempt to compel the participants to make purchases, the members shall bear liability as an employer for that.**

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 takes effect from 1 February 2011. Violation of this directive will be subject to penalties laid down in Articles 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

IMPORTANT