

**Existing and planned measures
on the promotion of racial equality**

Hong Kong Tourism Board

The Hong Kong Tourism Board (“HKTB”) is a government-subvented body tasked to market and promote Hong Kong as a travel destination worldwide and to enhance visitors’ experience once they arrive. The HKTB attaches great importance to ensuring equal access to its services by all members of the public and tourists from around the globe, irrespective of their ethnic background.

(A) Visitor Information Services

Services
Concerned

- The HKTB’s Visitor Centres are committed to providing a wide range of sightseeing-related information and services to the public and tourists.

Existing
Measures

- The HKTB’s publications distributed at Visitor Centres are printed in both Chinese and English.
- While the HKTB’s services mainly target on bona fide visitors, when required, the HKTB’s frontline staff may seek necessary assistance from consulates or the Centre for Harmony and Enhancement of Ethnic Minority Residents (“CHEER”) for interpretation services in foreign languages such as Bahasa Indonesia, Hindi, Nepali, Punjabi, Tagalog, Thai, Urdu and Vietnamese.

Assessment of
Future Work

- The HKTB will continue to assess its services from time to time, taking into consideration of feedback and suggestions from the public and tourists, and further enhance its services where necessary and appropriate. The HKTB will also collect data relating to the language service needs from people of diverse race, which will be used for continuous assessment and improvement of service provision.

(B) The HKTB's Website

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| Services
Concerned | <ul style="list-style-type: none">• The HKTB provides a wide range of information relating to sightseeing, attractions and events, etc. on the HKTB's website (www.discoverhongkong.com) to the public and tourists. |
| Existing
Measures | <ul style="list-style-type: none">• The HKTB's website is in both Chinese and English and other languages¹. |
| Assessment of
Future Work | <ul style="list-style-type: none">• The HKTB will continue to assess the needs of incorporating more languages into the HKTB's website from time to time, with a view to meeting the needs from people of diverse race, where necessary and appropriate. The HKTB will also collect data relating to the language service needs from people of diverse race, which will be used for continuous assessment and improvement of service provision. |

(C) Funding Schemes

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|-----------------------|---|
| Services
Concerned | <ul style="list-style-type: none">• The HKTB currently manages several schemes which are open for applications from eligible organisations or companies, such as the Pilot Scheme for Characteristic Local Tourism Events and the Funding Support for Small-sized Meeting, Incentive & Convention Groups. |
| Existing
Measures | <ul style="list-style-type: none">• Although the applicants of the funding schemes are limited to organisations or companies, the HKTB's services are neutral with regard to race and are delivered in both Chinese and English. |

¹ In addition to Chinese and English, there are 11 other languages in the HKTB's website, which include Arabic, Bahasa Indonesia, Bahasa Malaysia, Dutch, German, Korean, French, Japanese, Russian, Thai, and Vietnamese.

- The HKTB may seek necessary assistance from consulates or the CHEER for interpretation services in other foreign languages when required.
- Assessment of Future Work
- The HKTB will continue to enforce the existing measures, and assess its service delivery regularly to ensure neutrality in regard to race. The HKTB will also collect data relating to the language service needs from people of diverse race, which will be used for continuous assessment and improvement of service provision.

(D) Quality Tourism Services Scheme

- Services Concerned
- The HKTB currently manages the Quality Tourism Services (“QTS”) Scheme, which is a service certification programme whereby retailers, restaurants and visitor accommodations providing quality tourism services, that having fulfilled a prescribed set of assessment criteria, are certified as QTS merchants under the scheme.

- Existing Measures
- Although the applicants of the programme are limited to retailers, restaurants and visitor accommodations, the HKTB’s services are neutral with regard to race and are delivered in both Chinese and English.
 - The HKTB may seek necessary assistance from consulates or the CHEER for interpretation services in other foreign languages when required.

- Assessment of Future Work
- The HKTB will continue to enforce the existing measures, and assess its service delivery regularly to ensure neutrality in regard to race. The HKTB will also collect data relating to the language service needs from people of diverse race, which will be used for continuous assessment and improvement of service provision.

(E) Training

Additional
Measures Taken
/ to be Taken

- The HKTB arranges trainings on racial equality for its employees to enhance employees' understanding of racial equality matters.

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Hong Kong Tourism Board
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