

The Travel Quality Assurance Association (TQAA) and the California Office of Tourism have joined forces to promote the "Double Certification for Quality Products" program.

I. Purpose of the Program

The TQAA aims to enhance the quality of tourism and encourage high-quality tourism products by collaborating with the California Office of Tourism to launch the "Double Certification for Quality Products" campaign (hereinafter referred to as the "Double Certification Campaign"). Any product that meets the certification standards of both the California Office of Tourism and the TQAA, namely "reasonable price, transparent itinerary, and satisfactory service," can apply for the "TQAA Certification Logo" to become a double-certified product. The goal is to gain public recognition for the Double Certification and the Double Logo, making it a reliable reference for consumers when choosing tourism products and ensuring the protection of consumers' rights and interests during their travels.

II. Application Qualifications

To apply for the Double Certification, the tourism product must meet the certification requirements of both the California Office of Tourism and the TQAA. The travel agency organizing the tour must be a member of the TQAA.

III. Certification Standards

1. The minimum number of participants for a group tour is 10 (excluding the tour leader/guide).
2. The tour must enter and exit California through its airports (e.g., San Francisco, Los Angeles, Ontario, San Diego, Silicon Valley), with no restrictions on direct or connecting flights.
3. The itinerary must be limited to the state of California.
4. The tour must be at least six days and four nights, with a maximum of two days (including two days) of free time, and the price must be NT\$50,000 or more (including taxes).
5. All accommodations must be three-star or above (specific hotels of the same level can be listed; "or equivalent" is not allowed).
6. The itinerary must clearly indicate the meal content and meal standards for the entire trip (meals not provided during free time are allowed).
7. The tour must be led by a tour leader with a valid tour leader license.
8. The itinerary must clearly state how to pay the local service fee in the United States or indicate that it is included to avoid any confusion.
9. There must be no designated shopping stops in the itinerary, and it must clearly state that no forced additional expenses will be charged.

IV. Application Process for the "TQAA Certification Logo"

The travel agency applies to the California Office of Tourism for the Double Certification.-The

California Office of Tourism informs the TQAA.-Checked by the TQAA Committee- Approval for the application- Send the Logo to the travel agency and inform the California Office of Tourism.

V. The Double Certification Management

1. Logos: The California Office of Tourism and the TQAA institute and manage their own logos separately.

The Logo of the TQAA The Logo of the California Office of Tourism

2. Validity Period: The validity period of the Certification assurance and the validity period of the Certification assurance of the California Office of Tourism are the same. Once a product has obtained the Double Certification, if either the California Office of Tourism or the TQAA revokes the certification of the product, the Double Certification qualification of the product will be cancelled accordingly.

3. Renewal of the Certification: For the product that has obtained the Double Certification, when the California Office of Tourism extends the validity period of its certification, the travel agency shall provide a copy of the renewed certification of the California Office of Tourism to the TQAA and the TQAA will issue a renewed assurance certification. The Double Certification will be automatically renewed without the need for re-examination.

4. Use of the Certification Logo: The Certification Logo of the TQAA must be published together with the Certification Logo of the California Office of Tourism and cannot be used alone. It cannot be used after the expiration date.

5. Regulations on Text Descriptions and Advertising: When promoting the Double Certification through text descriptions, it must be stated as the "Double Certification issued in cooperation by the California Office of Tourism and the TQAA of the Republic of China". The text description can only be published during the validity period of the Double Certification. The Double Certification description can only be used in advertisements for approved products and must not be confused with other products or use exaggerated language that may mislead travelers into thinking that the "travel agency is with the certification logo".

6. Promotion: Both organizations regularly promote the Double Certification products to the media. The Double Certification products will be announced on the websites of the California Office of Tourism and the TQAA and linked to the itinerary.

7. Revocation: Products with the Double Certification must comply with current laws and regulations, certification product norms, and advertising norms for certification logo during promotion and execution. If any illegal or non-compliant activity is found, verified to be true, and revoked by either the California Office of Tourism or the TQAA, the Double Certification qualification of the product will be cancelled.