

# Development Fund for the Travel Industry (Training Activities) 旅遊行業發展基金 (培訓活動) 《可獲資助培訓活動名單》

Hospitality  
酒店及旅遊

HT4200052

Intensive Course for Selling Travel Products  
旅遊產品銷售

## Programme Objectives | 課程宗旨

This programme is designed for practitioners to understand effective selling tactics for travel products.  
本課程旨在讓從業員了解有效的旅遊產品的銷售技巧。

## Learning Contents | 學習內容

- Get to Know Targeted Customers in Travel Agency
- Cross-selling and Up-selling of Travel Products
- Golden Rules of Cross-selling and Up-selling of Travel Products
- Media of Selling Travel Products
- Tactics of Selling
- 鎖定旅行社的目標顧客
- 旅遊產品的交叉銷售和向上銷售
- 旅遊產品的交叉銷售和向上銷售的金科玉律
- 旅遊產品的交叉銷售途徑
- 旅遊產品的銷售技巧



## Contact Hours | 上課時數

Total 4 hours in 1 lessons (1個課堂 · 總共 4小時)

Cohort 組別	Lesson 課堂	Date 日期	Day 星期	Time 時間	Venue 上課地點
Jun 2022 2022年 6月班	Lesson 1 第一堂	25 Jun 6月 25日	Saturday 星期六	14:00-18:00	Institute of Vocational Education (Haking Wong) 香港專業教育學院 (黃克競分校)

## Medium of Instruction | 授課語言

Cantonese | 廣東話

## Application Deadline | 截止報名日期

◆ Class Jun 2022 : 31 May 2022 | 6月班：於2022年 5月 31日

## Programme Fee | 學費

HK\$600 per person | 每位港幣 \$ 600

Upon successful completion, participant will receive a certificate of attendance issued by the Hospitality Discipline of VTC.

在順利完成本證書課程後，修畢者將可獲頒發由職業訓練局轄下酒店及旅遊學科頒發出席證書一張

Note:

1. Each travel agent/accredited tour escort/accredited tourist guide will be subsidised with a maximum of 70% of the fee of a training activity if its application is successful. 申請成功的旅行社 / 持證領隊 / 持證導遊，所參加的培訓活動費用可獲得 70% 的資助。  
For details of subsidy scheme, please refer to [TICHK's website](#) 有關資助計劃詳情，請瀏覽[香港旅遊業議會網頁](#)
2. The training hours of this course is eligible for Part C:  
Self-selected courses of Continuing Professional Development (CPD) for tourist guides.  
本課程的上課時數可計算於導遊持續專業進修(CPD) C 部份：自選進修課程內。

## Enquiry | 查詢

Tel / 電話: 2595 2591 / 2708 5394

WhatsApp: 2595 2591

Email / 電郵: [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk)

Website / 網址: <https://hospitality.vtc.edu.hk/>



## Disclaimer / 免責聲明

VTC reserves the right to cancel any course, revise course content or change the offering venue(s), date and time if circumstances so warrant.  
職業訓練局可因應情況取消任何課程、修正課程內容或更改上課地點、日期及時間。