

## HT4200052 Intensive Course for Selling Travel Products 旅遊產品銷售必讀

(Training subsidy scheme for practitioners of the travel trade 旅遊從業人員培訓資助計劃)

### 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)

| Date<br>日期              | Day<br>星期       | Time<br>時間  | Venue<br>上課地點                                                       |
|-------------------------|-----------------|-------------|---------------------------------------------------------------------|
| 8 Mar 2025<br>2025年3月8日 | Saturday<br>星期六 | 14:00-18:00 | Institute of Vocational Education (Haking Wong)<br>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

◆ 17 Feb 2025 | 2025年2月17日

[Application here](#) | [在此申請](#)

### Programme Fee | 學費

HK\$600 per person | 每位港幣 \$ 600

If the minimum number of participants is not reached, the course will be cancelled. 如未能達到最低收生人數，課程將會取消。

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:

- Each eligible person may be granted, on a reimbursement basis, a subsidy of up to \$2,000. 每名合資格人士可以實報實銷方式，獲得最多2,000元的資助。For details of subsidy scheme, please refer to [TIA's website](#) 有關資助計劃詳情，請瀏覽[旅遊業監管局網頁](#)。
- 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: 2957 5736 / 2957 5754

WhatsApp: 2957 5736 / 2708 5388

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。

## Application Notes | 申請須知

### I Seats are limited and applications are processed on a first-come-first-served basis.

If the minimum number of participants is not reached, the course will be cancelled.

由於名額有限，報名以先到先得方式進行。如未能達到最低收生人數，課程將會取消。

### II The admission notification will be issued a week before the commencement of the course via e-mail. Applicants who do not receive this email notification should contact us. An official receipt for their tuition fee payment will be given in the first lesson.

申請人將於開課前一星期收到確認取錄的電郵。如在開課前一星期仍未收到通知，請與我們聯絡。正式收據會於課程第一堂發出。

### III Refund and Transfer | 退還課程費用及學額轉讓

**Fees paid is non-refundable unless the programme cancellation, rescheduling and unsuccessful application cases. Fees paid and places enrolled are not transferable, and request for programme swapping will not be entertained. The Hospitality Discipline of Institute of Vocational Education reserves the right to cancel or reschedule the course.**

除因課程取消、改期及申請不獲接納的情況外，所繳費用恕不退還。已繳學費及報名名額亦不可轉讓，並不受理申請換班及轉讓他人。香港專業教育學院酒店及旅遊學科將保留取消及重新安排課程之一切權利。

### IV Diversity and Equality Policy | 多元化及平等政策

The Vocational Training Council (VTC) is committed to developing, promoting and maintaining policies of equality of opportunity which creates an environment for staff, students or any other persons who have dealings with the VTC where there is no barrier to equal opportunities and no discrimination on the grounds of sex, pregnancy, breastfeeding, disability, race, marital status, family status, or sexual orientation.

職業訓練局致力制定、推廣及維持一套平等機會政策，以締造一個機會均等，以及沒有性別、懷孕、餵哺母乳、殘疾、種族、婚姻狀況、家庭崗位或性傾向歧視的環境予所有職業訓練局僱員、學生以及與職業訓練局有事務交往的人士。

### V Personal Data Policy | 個人資料政策

VTC's policies and practices in relation to personal data and the Personal Data (Privacy) Ordinance in Hong Kong is available at <http://www.vtc.edu.hk/html/en/privacy.html>. VTC and its member institutions intend to use your personal data provided, including your name, phone number, mobile number, email address, correspondence address and education level, to provide direct marketing information in relation to any programmes, admission and events of VTC and its member institutions, but we cannot so use your personal data without your consent. If you would like to unsubscribe from receiving the said information or update your personal data, please send your request to [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk).

關於職業訓練局對個人資料及香港《個人資料（私隱）條例》的政策及做法，請瀏覽 <http://www.vtc.edu.hk/html/tc/privacy.html>。職業訓練局及其機構成員擬使用閣下提供的個人資料，包括姓名、電話號碼、手機號碼、電郵地址、通訊地址及教育程度，提供有關職業訓練局及其機構成員的任何課程、招生及活動推廣資訊。惟我們必須先得到您的同意，否則不能如此使用你的個人資料。如您日後希望停止接收上述資訊，或更改個人資料，請電郵至 [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk)。