

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

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

### Programme Objectives | 課程宗旨

旅監局活動編號 TIA Course code: TEC204VTCZ

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 日期	Day 星期	Time 時間	Venue 上課地點
8 Mar 2025 2025年3月8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

◆ 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:

- 完成此活動的合資格人士可透過旅遊業監管局的「旅遊從業人員培訓資助計劃」申請活動費用資助，上限為每人港幣 2,000 元。(可以在宣傳網頁加入資助計劃[連結](#)) Eligible persons who have completed the activity can apply for fee reimbursement through the “Training Subsidy Scheme for Practitioners of the Travel Trade” offered by Travel Industry Authority up to \$2,000. ([Hyperlink](#) of the subsidy scheme can be inserted in the promotion webpage.)
- TIA Accredited CPD Activity for Tour Escorts – Part C  
旅監局領隊持續專業進修計劃認可活動 - C項。

### Enquiry | 查詢

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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。