

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

TIA Accredited CPD Activity for Tourist Guides and Tour Escorts – Part C
旅監局導遊及領隊持續專業進修計劃認可活動 - C項。

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
27 Jun 2026 2026年6月27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

◆ 8 June 2026 | 2026年 6月 8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:

- This activity is recognized under the CPD Schemes for Tourist Guides and Tour Escorts. In other words, the activity hours may be reckoned under both Schemes for the relevant CPD periods. 此活動已被認可為旅監局指明的「導遊持續專業進修計劃」及「領隊持續專業進修計劃」下的C項活動；換言之，活動時數可同時被計入該兩個計劃的有關進修時段內
- Each eligible person who has completed this activity may apply, on a reimbursement basis, for a subsidy up to \$2,000 for each tourist guide licence and / or tour escort licence issued in the period from 1 September 2025 to 31 August 2026 (excluding renewed licences). Please visit the [TIA webpage for details](#) of the Training subsidy scheme for practitioners of the travel industry (Phase 2) 每名合資格人士於完成此活動後，可以實報實銷方式，就每個於2025年9月1日至2026年8月31日期間獲發的導遊牌照及／或領隊牌照（不包括續期的牌照），申請獲發最多2,000元的資助。有關「旅遊從業人員培訓資助計劃」（第二階段）詳情，請瀏覽[旅監局網頁](#)。

Enquiry | 查詢

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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。