

**List of eligible courses of the Development Fund for the Travel Industry (Training Activities)
offered by the Hospitality Discipline of the Vocational Training Council**

職業訓練局酒店及旅遊學科

旅遊行業發展基金 (培訓活動) 《可獲資助培訓活動名單》

Intensive Course for Study Tours 遊學團業務必讀

(Code: HT4200056)

Date 日期	12 Oct 2019 (Sat) 2019 年 10 月 12 日 (星期六)
Time 時間	2:00 p.m. – 6:00 p.m. 下午 2 時 至 6 時
Venue 地點	Hong Kong Institute of Vocational Education (Haking Wong) 香港專業教育學院 (黃克競)
Tuition Fee 課程費用	HK\$600 per person 每位港幣 \$ 600
Medium of Instruction 授課語言	Cantonese 廣東話
Certification 證書	Upon completion of the programme, each participant will receive a certificate of attendance issued by the Hospitality Discipline of the Vocational Training Council 課程修畢者將獲發由職業訓練局轄下酒店及旅遊學科頒發出席證書一張
Programme Content 內容	<ul style="list-style-type: none"> - Planning and Preparation for the Study Tours 遊學團的事前準備工作 - Understanding of the Participants' and Schools' Expectations 了解學生及學校參加遊學團的期望 - Tendering Procedures and Points to Note 投標遊學團的一般程序及注意事項 - Essential Skills in Tour Escorting for Study Tours 遊學團的帶團技巧及有關知識 - Case Studies on Study Tours 遊學團的個案分享
Application Deadline 截止報名日期	20 Sept 2019 (Fri) 2019 年 9 月 20 日 (星期五)
Enrolment & Enquiries 報名及查詢	Hospitality Discipline 酒店及旅遊學科 (Ms. Wu 胡小姐) Tel 電話：2957 5715 / 2957 5714 Email 電郵: htdpo@vtc.edu.hk Website 網址: http://www.vtc.edu.hk/hosts/ivesite/html/en/inservicetraining.html

Note: Exclusive class can be arranged for travel agents. The programme duration, time, venue, content and the medium of instruction can be discussed in accordance with clients' request.

備註：歡迎各旅行社包班。上課日期、時間、地點、內容及授課語言可按公司需要作出調整。

VTC reserves the right to cancel any course, revise course content or change the offering venue(s) before class commencement if circumstances so warrant. 職業訓練局可因應情況於開課前取消任何課程、修正課程內容或更改開辦課程地點。

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Intensive Course for Selling Travel Products 旅遊產品銷售

(Code: HT4200052)

Duration 時數	7 hours 小時
Venue 地點	Hong Kong Institute of Vocational Education (Haking Wong) 香港專業教育學院 (黃克競)
Tuition Fee 課程費用	HK\$900 per person 每位港幣 \$ 900
Medium of Instruction 授課語言	Cantonese 廣東話
Certification 證書	Upon completion of the programme, each participant will receive a certificate of attendance issued by the Hospitality Discipline of the Vocational Training Council 課程修畢者將獲發由職業訓練局轄下酒店及旅遊學科頒發出席證書一張
Programme Content 內容	<ul style="list-style-type: none"> - Get to Know Your Target Customers in Travel Agency 鎖定你旅行社的目標顧客 - Cross-selling and Up-selling of Travel Products 旅遊產品的交叉銷售和向上銷售 - Golden Rules of Cross-selling and Up-selling of Travel Products 旅遊產品的交叉銷售和向上銷售的金科玉律 - Media of Selling Travel Products 旅遊產品的交叉銷售途徑 - Tactics of Selling 旅遊產品的銷售技巧 - Role Plays on Cross-selling and Up-selling of Travel Products 角色扮演 - 旅遊產品的交叉銷售和向上銷售技巧
Enrolment & Enquiries 報名及查詢	Hospitality Discipline 酒店及旅遊學科 (Ms. Wu 胡小姐) Tel 電話 : 2957 5715 / 2957 5714 Email 電郵: htdpo@vtc.edu.hk Website 網址: http://www.vtc.edu.hk/hosts/ivesite/html/en/inservicetraining.html

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Intensive Course for Quality Customer Service in Travel Agency 旅行社優質服務

(Code: HT4200053)

Duration 時數	7 hours 小時
Venue 地點	Hong Kong Institute of Vocational Education (Haking Wong) 香港專業教育學院 (黃克競)
Tuition Fee 課程費用	HK\$900 per person 每位港幣 \$ 900
Medium of Instruction 授課語言	Cantonese 廣東話
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Programme Content 內容	<ul style="list-style-type: none"> - Importance of Quality Customer Service for Travel Agency 優質服務對旅行社的重要性 - Anticipating Customer Expectations 預料旅行社客人的期望 - Concept of Inclusive Tourism 共融旅遊概念 - Accessible Travel Services 無障礙旅遊服務 - Handling Difficult Customers in Travel Agency 處理旅行社的問題顧客 - Techniques to Increase Customer Satisfaction in Travel Agency 提高旅行社客人滿意度的技巧 - Winning Customers' Loyalty 贏得顧客的忠誠
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