

# 議會開辦郵輪假期銷售課程

## TIC launches cruise selling training course

本刊記者 Staff reporter

為了把香港發展成區內的郵輪樞紐，政府正全力興建啟德郵輪碼頭，預計首個泊位將於二零一三年中啟用。郵輪業雖然前景看俏，而且是旅遊業增長最快的市場之一，但業界卻缺乏訓練有素的各種人才，長遠發展可能因而受阻。

有鑒於此，議會早於二零零七年五月就已著手籌辦郵輪培訓課程，以應付外遊旅行社的人手需求。為了確保課程的內容切合業界的實際需要，議會不僅邀請了本地郵輪業者提供意見，而且在編寫訓練手冊時，還獲得全球最大的郵輪協會「國際郵輪協會」(Cruise Lines International Association)提供協助。經過一年多的籌備，「郵輪假期銷售訓練課程」將於今年五月初開課。

新課程共有二十一小時，目標是使外遊旅行社的銷售職員學會怎麼銷售郵輪假期。課程內容包括郵輪業的基礎概念，例如郵輪種類、主要港口、船上設施等，以及實用知識，例如郵輪費用計算、銷售技巧等。所有導師都是資深業者，擁有至少十年培訓或郵輪業務經驗。

為了鼓勵旅行社職員報讀課程，學員只要出席率達八成並且通過考試，就可獲TICBF Limited退回七成學費。此外，出席率達八成的學員還可以免費上船參觀郵輪。修讀課程的學員，只需要付出港幣九百元學費(而且還有資助)，就等於有了入場券，可以踏入這個大有前途的市場了。✎

To develop Hong Kong into a cruise hub in the region, the Government is going full steam ahead with the construction of a new cruise terminal in Kai Tak, with the first berth expected to begin operation by mid-2013. While holding great potential and being one of the fastest growing segments of the industry, the cruise market may see its long-term development held back by a shortage of various kinds of skilled personnel.

In view of such a situation, the TIC began, as early as May 2007, to plan for a training course on cruise selling for staff of outbound travel agents. **To ensure contents of the course suit actual needs, the TIC has not only invited local traders engaged in cruise business to give their input, but also sought assistance from the Cruise Lines International Association (CLIA), the world's largest cruise association, when compiling the training manual.** After more than a year's preparation, the Cruise Selling Training Course is now ready to take in students from early May this year.

With a target of helping frontline staff of outbound travel agents to sell cruise holidays, the 21-hour new course covers basic concepts of the cruise industry such as the types of cruise, major ports of call and facilities on board, and practical knowledge such as cruise fare calculation and selling techniques. All its instructors are seasoned traders with at least 10 years' experience in training or cruise business.

As an incentive to encourage enrolment, **students who have attended 80% of the classes and have passed the examination will be refunded 70% of the course fee by TICBF Limited.** And students with an attendance rate of 80% will have the chance to join a tour on board a cruise liner free of charge. For a course fee of just HK\$900 (with a subsidy as well), students enrolled on the course will get themselves an admission ticket to a most promising segment of the industry. ✎

### 郵輪假期銷售訓練課程 Cruise Selling Training Course

開課日期 Commencement dates 4/5, 4/8, 5/10, 30/11/2009

課程時間 (晚 / 小時) Duration (evenings / hours) 7/21

學費 Course fee HK\$900

查詢課程資料，請瀏覽議會網站([www.tichk.org](http://www.tichk.org))。

For course details, please visit the TIC website at [www.tichk.org](http://www.tichk.org).