

郵輪旅遊接待實務單元證書

Module Certificate in Practical Skills in Servicing Cruise Travellers

- 課程對象：** 旅行社營運人員及前線員工
Target Trainees: Operational and frontline staff of travel agents
- 課程目標：** 本課程旨在增強旅行社營運人員及前線員工的郵輪旅遊接待技巧。
Course Objective : The course aims at training operational and frontline staff of travel agents to master useful skills in servicing cruise travellers.
- 入讀資格：**
Entry Requirements :
1. 持有／過去兩年內曾經持有由香港旅遊業議會發出的有效導遊證人士；或持有由香港旅遊業議會發出的有效領隊證人士；或 Holders of valid Tourist Guide Pass (in the past 2 years) issued by the Travel Industry Council; or holders of valid Tour Escort Pass issued by the Travel Industry Council;
 2. 中五畢業或同等程度或以上；及現職旅行社從業員（須提供工作證明）；及擁有三年或以上旅遊業工作經驗。
Completion of F.5 or equivalent; travel agency staff with proof of employment; and at least 3 years working experience in tourism industry
- 時數：** 24 小時
Course Duration: 24 hours
- 教學方法：** 課堂模式、教學光碟、郵輪資料研習、實地考察
Teaching and Learning Activities: Classroom Lecturing, Watching DVDs and browsing websites / brochures of cruise liners and site visit
- 畢業要求：** 學員必須達到下列畢業要求，方獲頒畢業證書：
Graduation Criteria: A certificate will be awarded to trainees with:
1. 學員的總出席率須達課程之最低要求(80%)；及 attendance attaining 80% or above; and
 2. 必須於課程評估考獲 70 分
pass overall assessment. A pass is at 70% or above

訓練內容大綱：

Course Outline:

內容 Content		時數 Training Hours
1. 郵輪業簡介 An introduction to the cruise industry	1.1 歷史 History	2
	1.2 郵輪公司及航線 Cruise lines and cruise ships	
	1.3 目的地、行程、季節性航線及主要港口 Destinations, itineraries, seasonality & major ports of call	
	1.4 亞太地區的鄰近港口：曼谷、新加坡、上海、天津、廈門、三亞、下龍灣、峴港、頭頓、基隆、釜山、橫濱、沖繩 Neighbouring ports in the Asia Pacific Region: Bangkok, Singapore, Shanghai, Tianjin, Xiamen, Sanya, Halong Bay, Danang, Vung Tau, Keelong, Busan, Yokohama, Okinawa	
2. 郵輪假期的特點 Characteristics of a cruise vacation	2.1 郵輪旅客 Cruise travellers	2
	2.2 郵輪設施 Life and facilities on board	
3. 香港的港口設施 Port facilities in Hong Kong	3.1 海運大廈 Ocean Terminal	6
	3.2 香港國際貨櫃碼頭 Hong Kong International Terminals	
	3.3 現代貨箱碼頭 Modern Terminals	
	3.4 招商局碼頭 China Merchants Wharf	
	3.5 啟德新郵輪碼頭 New Cruise Terminal at Kai Tak	
	3.6 中流停泊處 Mid-stream Berthing	
	3.7 中環碼頭小船停泊處 Tendering Station at Central Pier	
4. 接待郵輪旅客的安排 Logistics in servicing cruise	4.1 遵循契約的條款 Compliance with contractual requirements	10
	4.2 人群處理技巧 Crowd handling techniques	

內容 Content		時數 Training Hours
travellers	4.3 補給及穿梭運送服務 Tender & shuttle services	
	4.4 登陸 Disembarkation	
	4.5 沿岸遊覽團 Shore excursions	
	4.6 駐防／裝卸安排及空海旅遊安排 Home-porting/turnaround arrangements & fly-cruise arrangements	
	4.7 登船 Embarkation	
	4.8 為身體殘疾的人士及貴賓提供的特別服務 Special services for physically challenged passengers and VIPs	
	4.9 旅遊事務署及香港旅遊發展局所提供的協調及支援服務 Coordination & supporting services by the Tourism Commission and Hong Kong Tourism Board	
5. 風險及危機管理 Risk & crisis management	5.1 風險評估及危機規劃 Risk assessment & crisis planning	2
	5.2 實地處理 On-site handling	
	5.3 郵輪假期後續管理 Post-crisis management	
	5.4 全面質量管理的基礎概念 Basic concept of Total Quality Management (TQM)	
6. 個案研習及討論 Case Study & Discussion		1
7. 期末考試 Final Exam		1
Total :		24

評估：

Assessment:

1. 期末考試（100%）：筆試

Course-end examination (100%): Written Examination