培訓是業界的成功要素
Training is industry's success formula

旅行社將受惠於政府撥款成立的培訓基金。
Travel agents will benefit from a training fund set up with government funding.

本刊記者 Staff reporter

旅遊業培訓基金

十年前，或許很多公司都以為培訓只是負擔而已，只會令受過培訓的員工因有了較佳資歷而離開公司，但到了今天，大概沒有人會再質疑培訓了，還須斟酌的，該只是甚麼培訓最切合需要罷了，這對旅行社而言尤其如此。可是，有那麼多培訓機構及課程，往哪裡去找切合需要的課程？

為了促使培訓機構為業界提供合適的培訓課程、工作坊等等，議會向政府提出成立「旅遊業培訓基金」的建議，並獲撥款港幣五百萬元，藉以透過議會去資助旅遊從業員接受培訓，從而提高行業的服務水平。培訓基金有兩部份，第一部份稱為「培訓項目資助計劃」（資助計劃），可以動用撥款的九成左右，已於今年一月推出，現正接受申請；第二部份則是議會直接向業者提供的培訓活動。

培訓項目資助計劃

資助計劃的目的，是透過資助合資格的機構，開辦有助提高行業服務水平的培訓活動。議會訓練委員會負責制訂計劃的詳情、監察進度等工作，而一個獨立的評審委員會則審批申請。議會是計劃的秘書處，負責各種行政事宜。

所有非牟利或非分配利潤團體，包括培訓或教育機構，以及業內的僱主或僱員協會、專業團體等，都可以向資助計劃申請開辦培訓活動的資助。

Travel Industry Training Fund

Whereas 30 years ago training might be regarded by many businesses as mere burdens, only to see trained employees leave the companies with better qualifications, nowadays the importance of training will hardly be challenged, with what training best suits the needs, perhaps, still requiring consideration, which is especially true with travel agents. Given so many training bodies and training programmes around, however, where can training programmes that suit the needs be found?

To incentivise training bodies to organise suitable courses, workshops, etc for the industry, the TIC has proposed to the Government that a Travel Industry Training Fund should be set up so that members of the industry will be subsidised through the TIC to receive training, thus raising the service standard of the industry. The proposal has been accepted and the Training Fund set up with HK$5 million government funding. The Training Fund consists of two components: the first component is a Training Programme Subsidy Scheme, for which about 90% of the funding will be used and which was launched in January this year and is open for applications now, and the second component is training activities directly provided by the TIC for trade members.

Training Programme Subsidy Scheme

The objective of the Subsidy Scheme is to enhance the industry's service quality through subsidising training activities organised by eligible training bodies. The TIC's Training Committee is charged with such duties as working out details of the Subsidy Scheme and monitoring its progress, and an independent Vetting Committee is tasked with considering and approving all applications. As for the TIC, it is the secretariat of the Subsidy Scheme and handles all administrative work.

All non-profit-making or non-profit-distributing organisations, in-

不過，凡獲得資助的培訓活動，參加者都只可以是為旅行社工作的人員（包括領隊及導遊），而且必須能增進並提升他們的行業知識和技能。培訓活動可以是課程、工作坊等，內容可涵蓋文化、古蹟、綠色及創意旅遊，顧客服務，郵輪旅遊，會展及獎勵旅遊等。

每項獲批准的培訓活動可獲得的資助上限為核准成本的百分之八十；餘下的百分之二十核准成本則由申請機構自行承擔，當中可包括活動收入（例如學費），但活動收入的上限為核准成本的百分之二十。換言之，**為旅行社工作的人員，如參加受資助的培訓活動，只需要繳付百分之二十的費用就成了**。至於受資助培訓活動及其提供者的名單，議會將稍後公佈。

每所合資格機構每個資助年度可獲資助的上限為港幣二十五萬元。首個資助年度直到二零一九年三月三十一日為止；以後的資助年度由每年四月一日起計，直到下一年三月三十一日為止。

議會舉辦的培訓活動

在培訓基金的撥款之中，議會將運用一小部份款項，以舉辦兩項培訓活動：旅遊顧問實戰工作坊、孫中山史蹟徑導賞培訓。**旅遊顧問實戰工作坊的一大目標，是希望初入職或有志成為旅遊顧問的人士在完成工作坊後，可以掌握到旅遊顧問的基本知識、技巧和應有的態度。**工作坊預計於二零一八年下半年推出，學費為港幣二百五十元。

至於孫中山史蹟徑導賞培訓，則旨在使導遊接受培訓後，可以掌握孫中山史蹟徑豐富的歷史文化背景，為旅客提供專業優質的導賞服務。史蹟徑導賞培訓大約需要三小時，費用為港幣五十元，將於四月底推出。持有導遊證的人士如參加培訓，有關時數可撥入導遊持續專業進修計劃的自選進修課時。

關於「旅遊業培訓基金」的詳情，可瀏覽議會網站：www.tichk.org →「業界資助計劃」→「培訓基金」。至於「培訓項目資助計劃」秘書處，聯絡方式是電話：2969-8157或2969-8160；電郵：trainingfund@tichk.org。⏺

cluding training or education institutions, and employer or employee associations and professional bodies in the industry, are eligible for subsidies for organising training activities, provided that the training activities are only for those who work for travel agents (including tour escorts and tourist guides) and must be able to enhance and upgrade their trade knowledge and skills. These activities can be courses, workshops, etc, and may cover cultural, heritage, green and creative tourism; customer service; cruise travel; and Meetings, Incentives, Conventions, and Events (MICE) travel.

Each approved training activity will be subsidised with a maximum of 80% of the approved cost of the activity, and the applicant organisation must bear the remaining 20%, which may include revenue from the activity (such as course fees) provided that it does not exceed 20% of the approved cost. In other words, **those who work for travel agents only need to pay 20% of the fees of subsidised training activities.** A list of these activities, together with their providers, will be announced later by the TIC.

Each eligible organisation is subject to a subsidy ceiling of HK$250,000 per year. The first year of subsidy is to continue until 31 March 2019, and subsequent years of subsidy are to start from 1 April of each year until 31 March of the next year.

Training activities organised by TIC

A small part of the funding allocated to the Training Fund will be used by the TIC to organise two training activities: a practical workshop for travel consultants and a docent training programme on the Dr Sun Yat-sen Historical Trail. **One of the key objectives of the practical workshop is to equip novice or intending travel consultants with basic knowledge, skills and required attitudes for the job.** The workshop will be rolled out in the second half of 2018, and its fee is HK$250.

As for the docent training programme, it is aimed at enabling tourist guides, after mastering the rich historical and cultural background of the Dr Sun Yat-sen Historical Trail, to provide professional docent services for visitors. The three-hour training programme will be launched in late April for a fee of HK$50. For Tourist Guide Pass holders who have completed this programme, its number of hours will be counted as accumulated hours of self-selected courses under the Continuing Professional Development Scheme for Tourist Guides.

Details about the Travel Industry Training Fund are available on the TIC website at: www.tichk.org → "Industry Subsidy Schemes" → "Training Fund". As for the secretariat of the Training Programme Subsidy Scheme, please call 2969-8157 or 2969-8160, or email to trainingfund@tichk.org. ⏺