

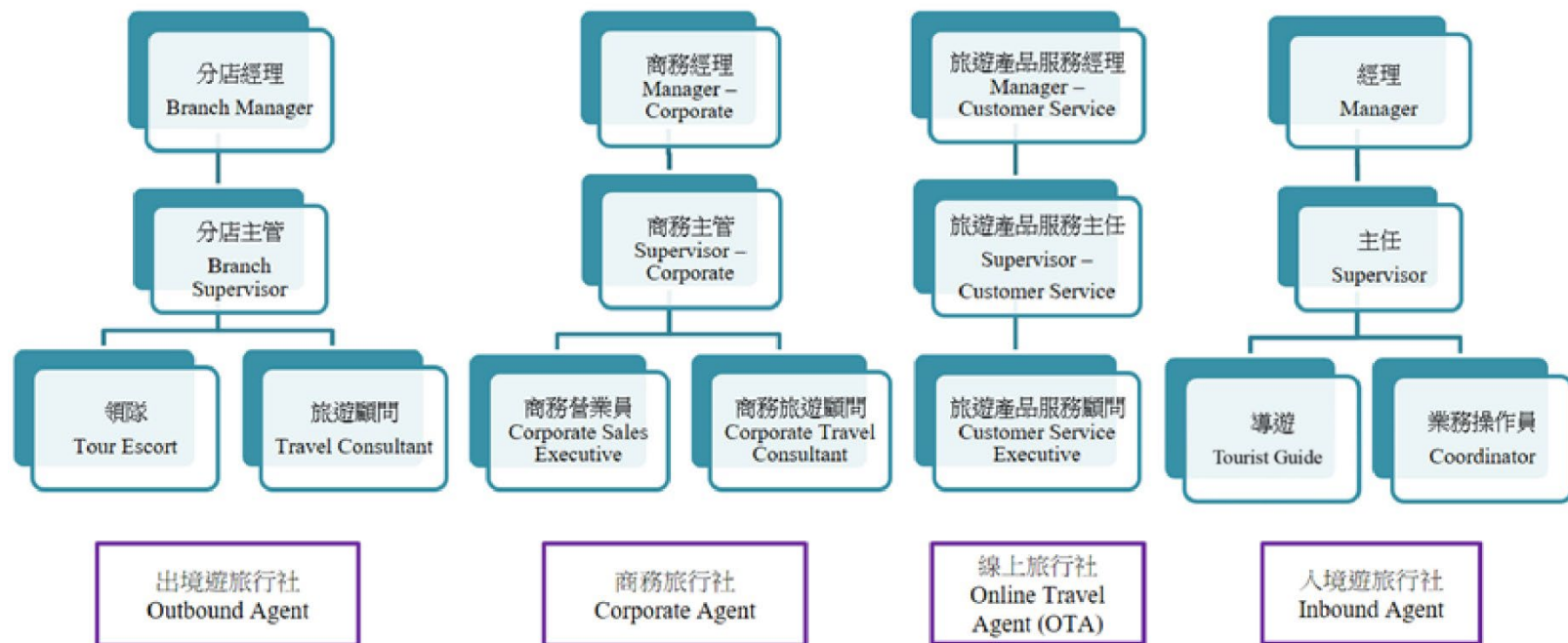
Chapter Seven

Vocational Qualifications Pathway of Travel Industry

The Vocational Qualifications Pathway of travel industry states the competencies of 27 job positions, with the aim of providing a clear training and further study roadmap for the frontline practitioners and support staff. In the 2025 revision, to align with the licensing requirements of the Travel Industry Authority and the latest industry developments, the competencies corresponding to the job positions of "Tour Escort" and "Tourist Guide" will be divided into two categories: core competencies and additional competencies. Core competencies refer to the abilities that the position must possess, while additional competencies are the requirements considered for enhancement based on the needs of various companies.

(1) Progression Pathways for Travel Industry Practitioners

A) Progression Pathways for Frontline Practitioners



B) Progression Pathways for Support Staff



5) Corporate Sales Executive (Corporate Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Travel consultation and sales	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Sell tourism products	110629L3	3	3
		Provide after-sales service for tourism products	110631L3	3	2
		Strengthen employee knowledge of tourism products	110633L4	4	3
	Write and apply for tenders (study and exchange tour, MICE travel)	Look for potential customers	110637L3	3	3
		Write tenders for campaigns	110638L3	3	5
		Master bidding skills and conduct bidding work	110639L3	3	3
		Master effective presentation skills	110640L3	3	2
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
	Review the handling of complaints and formulate improvement plans	Handle and follow-up on customer complaints	110687L3	3	3
Risk and crisis management	Coordinate and handle crisis during the journey	Handle unexpected incidents	110710L4	4	3
Public relations, marketing and internal communications	Establish company's brand image	Implement brand promotion strategy	110715L3	3	2
	Arrange promotion activities	Conduct promotion activities	110724L3	3	2
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					35

6) Corporate Travel Consultant (Corporate Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Travel consultation and sales	Understand customers' requirements and expectations to different tourism products	Collect customer opinions on tourism products	110623L3	3	3
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Recommend tourism products and information that meet customer needs	110628L3	3	2
		Sell tourism products	110629L3	3	3
		Use the sales system to book tourism products and services	110630L3	3	3
		Provide after-sales service for tourism products	110631L3	3	2
Tour operations	Operations of air ticket / hotel / travel packages	Sales strategy of air ticket / hotel / travel packages	110660L3	3	4
		Provide personal tourism products and services	110661L3	3	3
	Business travel operations	Provide pre-departure services for business travel clients	110662L3	3	3
		Provide itinerary booking services to business travel clients	110663L3	3	3
		Provide services for business travel clients during their journey	110664L3	3	4
		Provide post-journey services to business travel clients	110665L3	3	3
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
		Solve common customer problems	110675L3	3	1
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
		Implement customer relationship management	110681L4	4	4
	Review the handling of complaints and formulate	Handle and follow-up on customer complaints	110687L3	3	3

	improvement plans				
Risk and crisis management	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Handle unexpected incidents	110710L4	4	3
Public relations, marketing and internal communications	Arrange promotion activities	Conduct promotion activities	110724L3	3	2
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					59

7) Supervisor – Corporate (Corporate Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Travel consultation and sales	Understand customers' requirements and expectations to different tourism products	Collect customer opinions on tourism products	110623L3	3	3
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Recommend tourism products and information that meet customer needs	110628L3	3	2
		Sell tourism products	110629L3	3	3
		Use the sales system to book tourism products and services	110630L3	3	3
		Provide after-sales service for tourism products	110631L3	3	2
		Strengthen employee knowledge of tourism products	110633L4	4	3
	Write and apply for tenders (study and exchange tour, MICE travel)	Look for potential customers	110637L3	3	3
		Write tenders for campaigns	110638L3	3	5
		Master bidding skills and conduct bidding work	110639L3	3	3
		Master effective presentation skills	110640L3	3	2
Tour operations	Operations of air ticket / hotel / travel packages	Sales strategy of air ticket / hotel / travel packages	110660L3	3	4
		Provide personal tourism products and services	110661L3	3	3
	Business travel operations	Provide pre-departure services for business travel clients	110662L3	3	3
		Provide itinerary booking services to business travel clients	110663L3	3	3
		Provide services for business travel clients during their journey	110664L3	3	4
		Provide post-journey services to business travel clients	110665L3	3	3
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
		Solve common customer problems	110675L3	3	1
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2

		Implement customer service excellence programmes	110677L4	4	3
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
		Build and manage customer relationships	110680L4	4	3
		Implement customer relationship management	110681L4	4	4
	Review the handling of complaints and formulate improvement plans	Handle and follow-up on customer complaints	110687L3	3	3
Risk and crisis management	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Handle unexpected incidents	110710L4	4	3
Public relations, marketing and internal communications	Establish company's brand image	Implement brand promotion strategy	110715L3	3	2
	Arrange promotion activities	Conduct promotion activities	110724L3	3	2
Information technology application and support	Use IT system	Use IT systems to sell tourism products	110737L3	3	4
Operating management and administrative support	Apply operational management standards to achieve expected results	Implement operational management policies	110756L4	4	3
	Enhance the financial management system	Implement payment standards	110759L3	3	3
	Establish human resources training system	Perform human resources functions	110762L3	3	3
		Implement an employee training plan	110763L3	3	4
	Implement compliance management	Abide by professional ethics	110770L1	1	1
		Enhance the staff's compliance awareness	110771L4	4	4
		Monitor the behaviour of subordinates to ensure the professionalism of employees	110772L4	4	4
		Conduct management in accordance with travel industry regulations	110773L4	4	3

		Handle non-compliance cases	110774L4	4	3
Total					114

8) Manager – Corporate (Corporate Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Formulate development and optimisation solutions of tourism products	Formulate development and optimisation solutions for business tourism products	110615L5	5	5
Travel consultation and sales	Understand and compare tourism products to be sold	Get familiar with the tourism product information of major competitors	110621L3	3	3
	Understand customers' requirements and expectations to different tourism products	Collect customer opinions on tourism products	110623L3	3	3
		Analyse customers' requirements and expectations for tourism products	110624L4	4	4
	Formulate sales strategies	Compare different sales strategies in practice	110625L4	4	4
		Formulate suitable sales strategies	110626L5	5	5
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Recommend tourism products and information that meet customer needs	110628L3	3	2
		Sell tourism products	110629L3	3	3
		Use the sales system to book tourism products and services	110630L3	3	3
		Provide after-sales service for tourism products	110631L3	3	2
		Improve the sales skills of employees	110632L4	4	4
		Strengthen employee knowledge of tourism products	110633L4	4	3
	Write and apply for tenders (study and exchange tour, MICE travel)	Look for potential customers	110637L3	3	3
		Write tenders for campaigns	110638L3	3	5
		Master bidding skills and conduct bidding work	110639L3	3	3
		Master effective presentation skills	110640L3	3	2
	Evaluate the effectiveness of sales strategies	Analyse sales data and sales strategies	110641L4	4	4
		Identify popular tourism products based on the comparison results	110642L4	4	4

Tour operations	Operations of air ticket / hotel / travel packages	Sales strategy of air ticket / hotel / travel packages	110660L3	3	4
		Provide personal tourism products and services	110661L3	3	3
	Business travel operations	Provide pre-departure services for business travel clients	110662L3	3	3
		Provide itinerary booking services to business travel clients	110663L3	3	3
		Provide services for business travel clients during their journey	110664L3	3	4
		Provide post-journey services to business travel clients	110665L3	3	3
	Evaluate the pros and cons of various tour operations	Review and optimise the operations of different tourism products	110673L6	6	6
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
		Solve common customer problems	110675L3	3	1
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
		Implement customer service excellence programmes	110677L4	4	3
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
		Build and manage customer relationships	110680L4	4	3
		Implement customer relationship management	110681L4	4	4
	Review the handling of complaints and formulate improvement plans	Handle and follow-up on customer complaints	110687L3	3	3
		Formulate complaint prevention plans	110688L5	5	4
		Review and improve service quality	110689L6	6	5
Risk and crisis management	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Handle unexpected incidents	110710L4	4	3
	Evaluate the procedures of crisis management	Review the implementation details for the crisis prevention and control plans	110712L6	6	5
Public relations, marketing and internal	Establish company's brand image	Implement brand promotion strategy	110715L3	3	2
		Evaluate the effectiveness of brand promotion strategies	110717L6	6	4
	Arrange promotion activities	Conduct promotion activities	110724L3	3	2

communications		Formulate a promotion strategy	110725L5	5	5
		Review the effectiveness of a promotion	110726L4	4	4
	Promote internal communication and knowledge management	Implement internal communication and knowledge management	110727L5	5	6
	Evaluate the effectiveness of communication channels	Evaluate the effectiveness of communication channels	110728L6	6	5
Information technology application and support	Understand IT development trends	Assess the effectiveness of various new IT systems	110731L5	5	5
	Manage e-commerce systems	Assess the effectiveness of the service providers of various e-commerce websites	110735L5	5	4
	Use IT system	Use IT systems to sell tourism products	110737L3	3	4
		Use IT systems to provide customer service	110738L3	3	4
		Use IT systems for marketing purposes	110739L3	3	4
		Use IT systems to perform operation management	110740L3	3	4
Operating management and administrative support	Obtain the latest operational management knowledge and formulate policies	Master and apply the latest management and leadership skills	110755L4	4	4
	Apply operational management standards to achieve expected results	Implement operational management policies	110756L4	4	3
		Review operational efficiency	110758L6	6	5
	Enhance the financial management system	Implement payment standards	110759L3	3	3
	Establish human resources training system	Perform human resources functions	110762L3	3	3
		Implement an employee training plan	110763L3	3	4
		Review the human resources policy	110765L6	6	5
	Implement compliance management	Abide by professional ethics	110770L1	1	1
		Enhance the staff's compliance awareness	110771L4	4	4
		Monitor the behaviour of subordinates to ensure the professionalism of employees	110772L4	4	4
		Conduct management in accordance with travel industry regulations	110773L4	4	3

		Handle non-compliance cases	110774L4	4	3
Total					226