

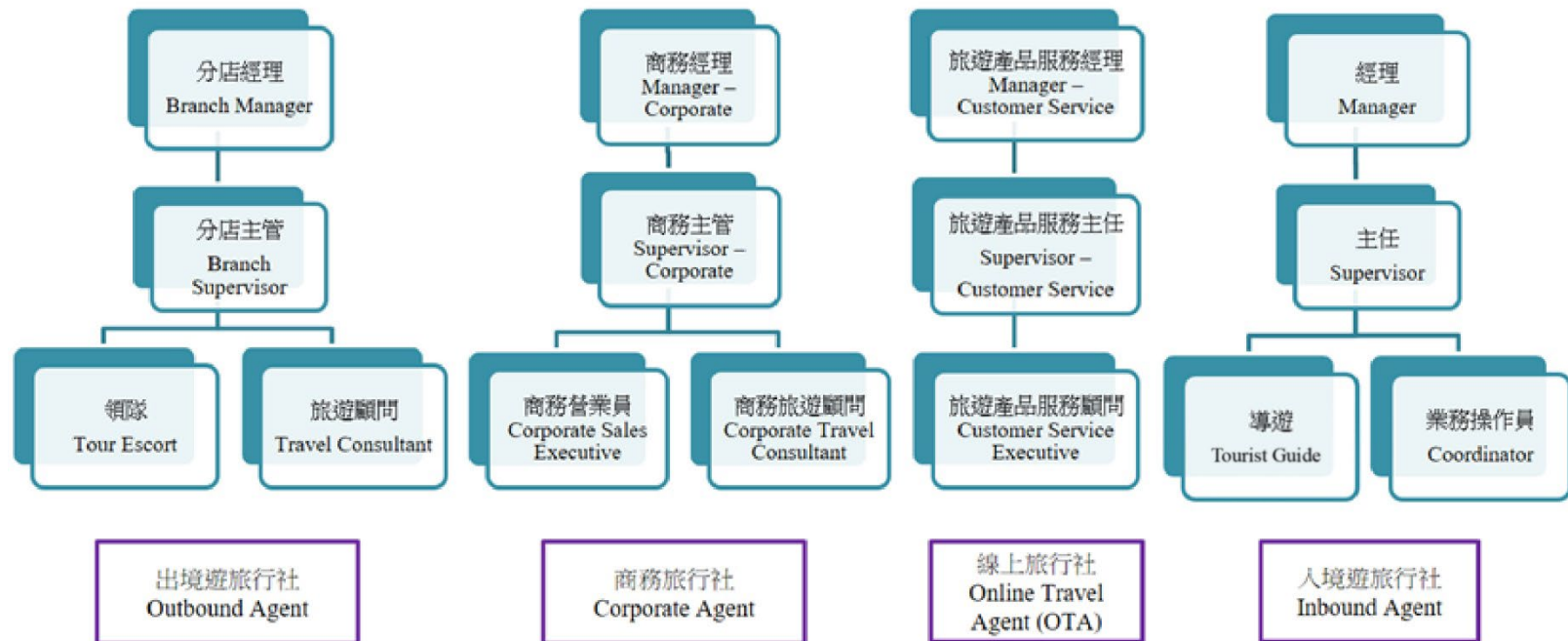
Chapter Seven

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



13) Coordinator (Inbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Touroperations	Logistics support for tour operations	Make preliminary preparations prior to tour departure	110643L2	2	3
		Collect up-to-date travel information about destinations	110644L2	2	3
		Contact travel service providers to ensure a smooth journey	110645L3	3	3
		Provide frontline staff with up-to-date information of travel destination	110646L3	3	3
	Operations of inbound tour	Make preliminary preparations prior to receiving inbound tours groups	110653L3	3	2
		Provide customer service to inbound tour group during a tour	110654L3	3	2
		Provide hotel information and check-in service to inbound tour groups	110655L3	3	2
		Arrange catering, guided sightseeing and shopping activities for inbound tour groups	110656L3	3	2
		Manage inbound tour return arrangements and trip reviews	110657L3	3	2
	Operations of distinctive tourism (including ecological tourism, cruise travel, and study and exchange tour etc.)	Perform cultural tourism operations	110666L3	3	5
		Perform ecological and green tour operations	110667L3	3	2
		Perform study and exchange tour operations	110669L3	3	5
	Operations of MICE travel	Perform the preparatory work for MICE tour	110670L3	3	3
		Perform the workflow of MICE tour	110671L3	3	5
		Perform the post MICE tour work	110672L3	3	3
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2
		Conduct risk analysis and assessment of tourism activities	110691L5	5	4
	Reduce the risks and losses during the journey	Perform risk management of transportation and vehicle operators	110698L3	3	3
		Perform risk management for hotels and restaurants	110699L3	3	2
		Perform risk management of itinerary activities and	110700L3	3	2

		sightseeing spots			
		Perform risk management of tourist guides or tour escorts	110701L3	3	2
	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
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					69

25) Tourist Guide (Inbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Core Competencies (comply with the licensing requirements of the Travel Industry Authority)					
Travel consultation and sales	Write and apply for tenders (study and exchange tour, MICE travel)	Master effective presentation skills	110640L3	3	2
Tour operations	Operations of inbound tour	Make preliminary preparations prior to receiving inbound tours groups	110653L3	3	2
		Provide customer service to inbound tour group during a tour	110654L3	3	2
		Provide hotel information and check-in service to inbound tour groups	110655L3	3	2
		Arrange catering, guided sightseeing and shopping activities for inbound tour groups	110656L3	3	2
		Manage inbound tour return arrangements and trip reviews	110657L3	3	2
		Understand the historical background, tourist attractions and social situation of Hong Kong	110658L3	3	2
		Understand the culture and habits of international tourists	110659L3	3	1
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
		Solve common customer problems	110675L3	3	1
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2
	Reduce the risks and losses during the journey	Perform risk management of transportation and vehicle operators	110698L3	3	3
		Perform risk management for hotels and restaurants	110699L3	3	2
		Perform risk management of itinerary activities and sightseeing spots	110700L3	3	2
		Perform risk management of tourist guides or tour escorts	110701L3	3	2
	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		Handle unexpected incidents	110710L4	4	3

Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Subtotal					35
Additional Comptencies					
Tour operations	Operations of distinctive tourism (including ecological tourism, cruise travel, and study and exchange tour etc.)	Perform ecological and green tour operations	110667L3	3	2
Risk and crisis management	Coordinate and handle crisis during the journey	Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Master basic first aid knowledge	110709L3	3	1
Subtotal					4
Total					39

26) Supervisor (Inbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Tour operations	Logistics support for tour operations	Make preliminary preparations prior to tour departure	110643L2	2	3
		Collect up-to-date travel information about destinations	110644L2	2	3
		Contact travel service providers to ensure a smooth journey	110645L3	3	3
		Provide frontline staff with up-to-date information of travel destination	110646L3	3	3
	Operations of inbound tour	Make preliminary preparations prior to receiving inbound tours groups	110653L3	3	2
		Provide customer service to inbound tour group during a tour	110654L3	3	2
		Provide hotel information and check-in service to inbound tour groups	110655L3	3	2
		Arrange catering, guided sightseeing and shopping activities for inbound tour groups	110656L3	3	2
		Manage inbound tour return arrangements and trip reviews	110657L3	3	2
	Operations of distinctive tourism (including ecological tourism, cruise travel, and study and exchange tour etc.)	Perform cultural tourism operations	110666L3	3	5
		Perform ecological and green tour operations	110667L3	3	2
		Perform study and exchange tour operations	110669L3	3	5
	Operations of MICE travel	Perform the preparatory work for MICE tour	110670L3	3	3
		Perform the workflow of MICE tour	110671L3	3	5
		Perform the post MICE tour work	110672L3	3	3
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
		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
		Formulate complaint prevention plans	110688L5	5	4
Risk and crisis	Identify the potential risks of	Recognise the potential risks of various tourism activities	110690L3	3	2

management	various tourism activities	Conduct risk analysis and assessment of tourism activities	110691L5	5	4
	Reduce the risks and losses during the journey	Perform risk management of transportation and vehicle operators	110698L3	3	3
		Perform risk management for hotels and restaurants	110699L3	3	2
		Perform risk management of itinerary activities and sightseeing spots	110700L3	3	2
		Perform risk management of tourist guides or tour escorts	110701L3	3	2
	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
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					77

27) Manager (Inbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
Tour operations	Logistics support for tour operations	Make preliminary preparations prior to tour departure	110643L2	2	3
		Collect up-to-date travel information about destinations	110644L2	2	3
		Contact travel service providers to ensure a smooth journey	110645L3	3	3
		Provide frontline staff with up-to-date information of travel destination	110646L3	3	3
	Operations of inbound tour	Make preliminary preparations prior to receiving inbound tours groups	110653L3	3	2
		Provide customer service to inbound tour group during a tour	110654L3	3	2
		Provide hotel information and check-in service to inbound tour groups	110655L3	3	2
		Arrange catering, guided sightseeing and shopping activities for inbound tour groups	110656L3	3	2
		Manage inbound tour return arrangements and trip reviews	110657L3	3	2
	Operations of distinctive tourism (including ecological tourism, cruise travel, and study and exchange tour etc.)	Perform cultural tourism operations	110666L3	3	5
		Perform ecological and green tour operations	110667L3	3	2
		Perform study and exchange tour operations	110669L3	3	5
	Operations of MICE travel	Perform the preparatory work for MICE tour	110670L3	3	3
		Perform the workflow of MICE tour	110671L3	3	5
		Perform the post MICE tour work	110672L3	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	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
		Formulate complaint prevention plans	110688L5	5	4
		Review and improve service quality	110689L6	6	5

Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2
		Conduct risk analysis and assessment of tourism activities	110691L5	5	4
	Risk management of travel service providers	Choose suitable tourism resource providers	110692L4	4	4
		Process the service agreements of tourism resource providers	110693L4	4	3
	Crisis prevention and management	Improve the knowledge of crisis management and first aid among tourism practitioners	110694L4	4	4
		Formulate crisis prevention and control plans	110696L5	5	6
	Reduce the risks and losses during the journey	Perform risk management of transportation and vehicle operators	110698L3	3	3
		Perform risk management for hotels and restaurants	110699L3	3	2
		Perform risk management of itinerary activities and sightseeing spots	110700L3	3	2
		Perform risk management of tourist guides or tour escorts	110701L3	3	2
		Formulate risk management for tour coaches and drivers	110702L4	4	4
		Formulate risk management for chartered ships and sightseeing ships	110702L4	4	4
		Formulate risk management for hotels and restaurants	110704L4	4	4
		Formulate risk management for itinerary activities and sightseeing spots	110705L4	4	4
		Formulate risk management for tourist guides or tour escorts	110706L4	4	4
	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
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	Implement operational management policies	110756L4	4	3

	management standards to achieve expected results	Review operational efficiency	110758L6	6	5
	Establish human resources training system	Perform human resources functions	110762L3	3	3
		Implement an employee training plan	110763L3	3	4
		Develop a human resource development strategy	110764L5	5	5
		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
	Evaluate the effectiveness of operational management	Collect operational performance data regularly from different departments	110776L5	5	3
Develop sustainable business plans based on performance data		110777L5	5	5	
Total					180