

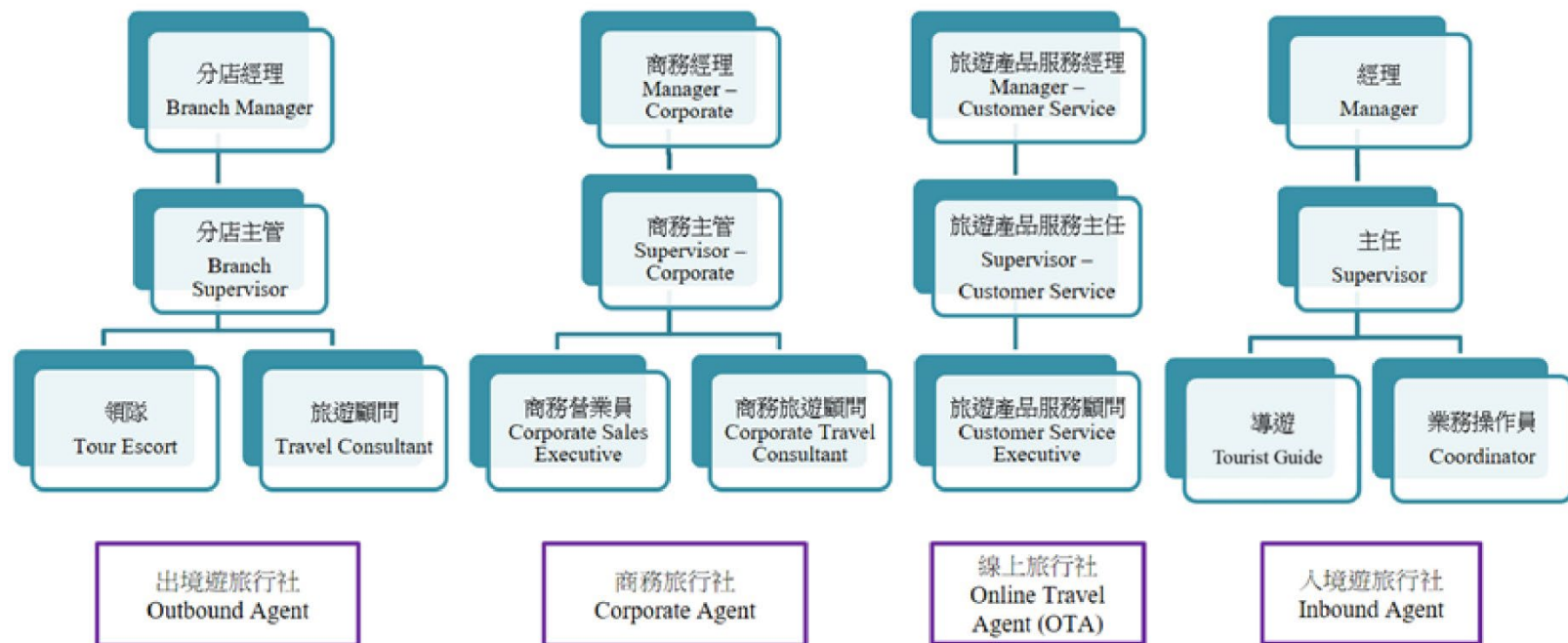
## Chapter Seven

### 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



## 22) Executive – Marketing (Marketing Department)

| Functional Area               | Function  | Task   | Code     | QF Level | Credit |
|-------------------------------|---|--|----------|----------|--------|
| Tourism product development   | Review and analyse the existing tourism products                                  | Analyse the needs and trends of the travel market                            | 110606L4 | 4        | 4      |
|                               |   | Analyse factors that affect travel   | 110607L4 | 4        | 4      |
|                               |   | Formulate and update tourism product goals and publicity strategies          | 110608L5 | 5        | 4      |
|                               | Master the latest travel development direction and information                    | Establish a good relationship with overseas tourism boards                   | 110609L4 | 4        | 4      |
| Travel consultation and sales | Understand and compare tourism products to be sold                                | Maintain up-to-date information on local and international tourism products  | 110620L3 | 3        | 3      |
|                               |   | 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      |
|                               | Conduct sales activities  | Understand the factors that influence customers to purchase tourism products | 110627L3 | 3        | 2      |
|                               | Conduct online sales  | Provide the latest online information on tourism products                    | 110634L3 | 3        | 3      |
|                               | Write and apply for tenders (study and exchange tour, MICE travel)                | Look for potential customers   | 110637L3 | 3        | 3      |
| Customer service              | Provide excellent customer services   | 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      |
|                               |   | Implement customer relationship management                                   | 110681L4 | 4        | 4      |
|                               | Manage membership schemes   | Operate the membership data system   | 110682L3 | 3        | 3      |
|                               |   | Maintain relationships with members  | 110683L3 | 3        | 3      |
| Public relations,             | Understand the company's  | Explore the characteristics of tourism product consumers                     | 110713L3 | 3        | 3      |

|   |                                       |   |          |   |           |
|---|---------------------------------------|---|----------|---|-----------|
| marketing and internal communications           | market positioning                    | Analyse market strengths                                      | 110713L3 | 4 | 4         |
|   | Establish company's brand image       | Implement brand promotion strategy                            | 110715L3 | 3 | 2         |
|   | Formulate marketing plan              | Analyse the characteristics of the tourism product market     | 110718L4 | 4 | 4         |
|   | Formulate online marketing strategies | Launch an online marketing campaign                           | 110720L3 | 3 | 5         |
|   |                                       | Provide the latest online sales information                   | 110721L3 | 3 | 4         |
|   | Arrange promotion activities          | Conduct promotion activities                                  | 110724L3 | 3 | 2         |
| Information technology application and support  | Understand IT development trends      | Identify development trends in current information technology | 110729L3 | 3 | 3         |
|   | Analyse business data                 | Analyse customers' online consumption data                    | 110741L4 | 4 | 4         |
|   |                                       | Use information technology to find business opportunities     | 110742L4 | 4 | 3         |
|   |                                       | Analyse website data and write reports                        | 110743L4 | 4 | 4         |
| Operating management and administrative support | Implement compliance management       | Abide by professional ethics                                  | 110770L1 | 1 | 1         |
| <b>Total</b>                                    |                                       |   |          |   | <b>96</b> |

### 23) Supervisor – Marketing (Marketing Department)

| Functional Area               | Function  | Task  | Code     | QF Level | Credit |
|-------------------------------|---|---|----------|----------|--------|
| Tourism product development   | Review and analyse the existing tourism products                                  | Analyse the needs and trends of the travel market                               | 110606L4 | 4        | 4      |
|                               |   | Analyse factors that affect travel  | 110607L4 | 4        | 4      |
|                               |   | Formulate and update tourism product goals and publicity strategies             | 110608L5 | 5        | 4      |
|                               | Master the latest travel development direction and information                    | Establish a good relationship with overseas tourism boards                      | 110609L4 | 4        | 4      |
| Travel consultation and sales | Understand and compare tourism products to be sold                                | Maintain up-to-date information on local and international tourism products     | 110620L3 | 3        | 3      |
|                               |   | Get familiar with the tourism product information of major competitors          | 110621L3 | 3        | 3      |
|                               |   | Analyse the characteristics and selling points of tourism products              | 110622L4 | 4        | 4      |
|                               | 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      |
|                               | Conduct online sales  | Provide the latest online information on tourism products                       | 110634L3 | 3        | 3      |
|                               |   | Design online sales promotion activities  | 110636L4 | 4        | 5      |
|                               | Write and apply for tenders (study and exchange tour, MICE travel)                | Look for potential customers  | 110637L3 | 3        | 3      |
| Customer service              | Provide excellent customer services   | Implement customer service excellence programmes                                | 110677L4 | 4        | 3      |
|                               |   | Design customer service excellence programmes (e.g. Mystery Shoppers Programme) | 110678L5 | 5        | 5      |
|                               | Increase the satisfaction of  | Enhance customer satisfaction with tourism products and                         | 110679L3 | 3        | 3      |

|   |   |   |          |   |   |
|---|---|---|----------|---|---|
|   | tourism products and services                           | services  |          |   |   |
|   |   | Build and manage customer relationships                       | 110680L4 | 4 | 3 |
|   |   | Implement customer relationship management                    | 110681L4 | 4 | 4 |
|   | Manage membership schemes                               | Operate the membership data system                            | 110682L3 | 3 | 3 |
|   |   | Maintain relationships with members                           | 110683L3 | 3 | 3 |
|   |   | Establish and manage a membership system                      | 110684L4 | 4 | 4 |
|   |   | Establish a membership data system                            | 110685L4 | 4 | 4 |
|   |   | Design member discount and reward programmes                  | 110686L4 | 4 | 4 |
| Public relations, marketing and internal communications | Understand the company's market positioning             | Explore the characteristics of tourism product consumers      | 110713L3 | 3 | 3 |
|   |   | Analyse market strengths                                      | 110713L3 | 4 | 4 |
|   | Establish company's brand image                         | Implement brand promotion strategy                            | 110715L3 | 3 | 2 |
|   |   | Plan brand promotion strategies                               | 110716L5 | 5 | 5 |
|   | Formulate marketing plan                                | Analyse the characteristics of the tourism product market     | 110718L4 | 4 | 4 |
|   |   | Formulate marketing strategies                                | 110719L5 | 5 | 6 |
|   | Formulate online marketing strategies                   | Launch an online marketing campaign                           | 110720L3 | 3 | 5 |
|   |   | Provide the latest online sales information                   | 110721L3 | 3 | 4 |
|   |   | Set up of online sales platform                               | 110722L4 | 4 | 4 |
|   | Arrange promotion activities                            | Conduct promotion activities                                  | 110724L3 | 3 | 2 |
|   |   | Formulate a promotion strategy                                | 110725L5 | 5 | 5 |
|   | Promote internal communication and knowledge management | Implement internal communication and knowledge management     | 110727L5 | 5 | 6 |
| Information technology application and support          | Understand IT development trends                        | Identify development trends in current information technology | 110729L3 | 3 | 3 |
|   | Use IT system   | Use IT systems for marketing purposes                         | 110739L3 | 3 | 4 |
|   | Analyse business data                                   | Analyse customers' online consumption data                    | 110741L4 | 4 | 4 |
|   |   | Use information technology to find business opportunities     | 110742L4 | 4 | 3 |
|   |   | Analyse website data and write reports                        | 110743L4 | 4 | 4 |

|   |                                 |                              |          |   |            |
|---|---------------------------------|------------------------------|----------|---|------------|
| Operating management and administrative support | Implement compliance management | Abide by professional ethics | 110770L1 | 1 | 1          |
| <b>Total</b>                                    |                                 |                              |          |   | <b>160</b> |

**24) Manager – Marketing (Marketing Department)**

| Functional Area               | Function  | Task  | Code     | QF Level | Credit |
|-------------------------------|---|---|----------|----------|--------|
| Tourism product development   | Review and analyse the existing tourism products                                  | Analyse the needs and trends of the travel market                               | 110606L4 | 4        | 4      |
|                               |   | Analyse factors that affect travel  | 110607L4 | 4        | 4      |
|                               |   | Formulate and update tourism product goals and publicity strategies             | 110608L5 | 5        | 4      |
|                               | Master the latest travel development direction and information                    | Establish a good relationship with overseas tourism boards                      | 110609L4 | 4        | 4      |
| Travel consultation and sales | Understand and compare tourism products to be sold                                | Maintain up-to-date information on local and international tourism products     | 110620L3 | 3        | 3      |
|                               |   | Get familiar with the tourism product information of major competitors          | 110621L3 | 3        | 3      |
|                               |   | Analyse the characteristics and selling points of tourism products              | 110622L4 | 4        | 4      |
|                               | 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      |
|                               | Conduct online sales  | Provide the latest online information on tourism products                       | 110634L3 | 3        | 3      |
|                               |   | Design online sales promotion activities  | 110636L4 | 4        | 5      |
|                               | Write and apply for tenders (study and exchange tour, MICE travel)                | Look for potential customers  | 110637L3 | 3        | 3      |
| Customer service              | Provide excellent customer services   | Implement customer service excellence programmes                                | 110677L4 | 4        | 3      |
|                               |   | Design customer service excellence programmes (e.g. Mystery Shoppers Programme) | 110678L5 | 5        | 5      |
|                               | Increase the satisfaction of  | Enhance customer satisfaction with tourism products and                         | 110679L3 | 3        | 3      |



|   |   |  |          |   |   |
|---|---|--|----------|---|---|
|   | tourism products and services                                     | services   |          |   |   |
|   |   | Build and manage customer relationships                                  | 110680L4 | 4 | 3 |
|   |   | Implement customer relationship management                               | 110681L4 | 4 | 4 |
|   | Manage membership schemes   | Operate the membership data system                                       | 110682L3 | 3 | 3 |
|   |   | Maintain relationships with members                                      | 110683L3 | 3 | 3 |
|   |   | Establish and manage a membership system                                 | 110684L4 | 4 | 4 |
|   |   | Establish a membership data system                                       | 110685L4 | 4 | 4 |
|   |   | Design member discount and reward programmes                             | 110686L4 | 4 | 4 |
|   | Review the handling of complaints and formulate improvement plans | Review and improve service quality                                       | 110689L6 | 6 | 5 |
| Risk and crisis management                              | Coordinate and handle crisis during the journey                   | Liaise with the media and arrange for the distribution of press releases | 110711L5 | 5 | 4 |
| Public relations, marketing and internal communications | Understand the company's market positioning                       | Explore the characteristics of tourism product consumers                 | 110713L3 | 3 | 3 |
|   |   | Analyse market strengths   | 110713L3 | 4 | 4 |
|   | Establish company's brand image                                   | Implement brand promotion strategy                                       | 110715L3 | 3 | 2 |
|   |   | Plan brand promotion strategies  | 110716L5 | 5 | 5 |
|   |   | Evaluate the effectiveness of brand promotion strategies                 | 110717L6 | 6 | 4 |
|   | Formulate marketing plan  | Analyse the characteristics of the tourism product market                | 110718L4 | 4 | 4 |
|   |   | Formulate marketing strategies   | 110719L5 | 5 | 6 |
|   | Formulate online marketing strategies                             | Launch an online marketing campaign                                      | 110720L3 | 3 | 5 |
|   |   | Provide the latest online sales information                              | 110721L3 | 3 | 4 |
|   |   | Set up of online sales platform  | 110722L4 | 4 | 4 |
|   |   | Review the effectiveness of online marketing                             | 110723L6 | 6 | 4 |
|   | Arrange promotion activities                                      | Conduct promotion activities   | 110724L3 | 3 | 2 |
|   |   | 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                                     | Evaluate the effectiveness of communication channels                     | 110728L6 | 6 | 5 |

|   |   |   |          |   |            |
|---|---|---|----------|---|------------|
|   | communication channels  |   |          |   |            |
| Information technology application and support  | Understand IT development trends  | Identify development trends in current information technology | 110729L3 | 3 | 3          |
|   | Use IT system   | Use IT systems for marketing purposes                         | 110739L3 | 3 | 4          |
|   | Analyse business data   | Analyse customers' online consumption data                    | 110741L4 | 4 | 4          |
|   |   | Use information technology to find business opportunities     | 110742L4 | 4 | 3          |
|   |   | Analyse website data and write reports                        | 110743L4 | 4 | 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          |
|   | Implement compliance management   | Abide by professional ethics                                  | 110770L1 | 1 | 1          |
| <b>Total</b>                                    |   |   |          |   | <b>190</b> |