

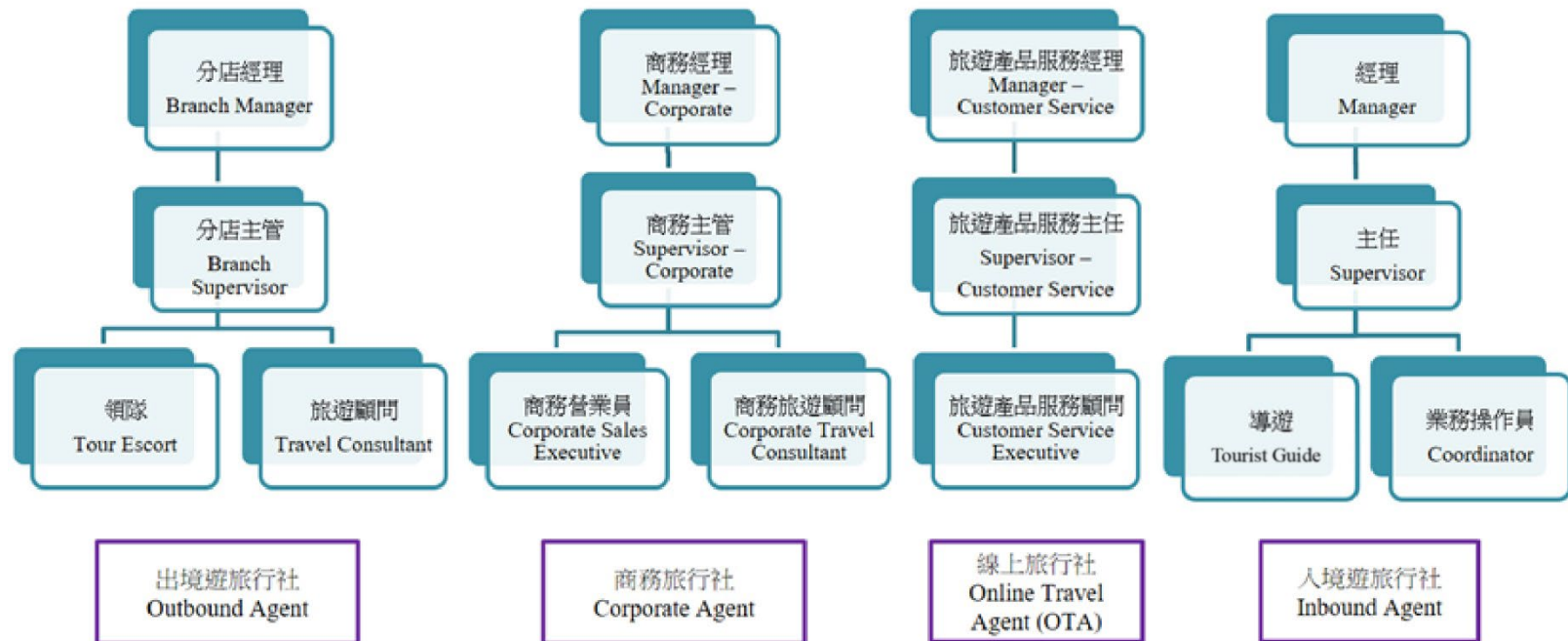
Chapter Seven

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



19) Executive – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3
		Compare tourism products	110605L4	4	4
		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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2
Public relations, marketing and internal communications	Understand the company's market positioning	Explore the characteristics of tourism product consumers	110713L3	3	3
	Establish company's brand image	Implement brand promotion strategy	110715L3	3	2
Operating	Implement compliance	Abide by professional ethics	110770L1	1	1

management and administrative support	management				
Total					51

20) Supervisor – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3
		Compare tourism products	110605L4	4	4
		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
		Manage travel service providers	110610L4	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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Strengthen employee knowledge of tourism products	110633L4	4	3
	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
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2

Public relations, marketing and internal communications	Understand the company's market positioning	Explore the characteristics of tourism product consumers	110713L3	3	3
	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
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					70

21) Manager – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3
		Compare tourism products	110605L4	4	4
		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
		Manage travel service providers	110610L4	4	4
		Formulate the development direction of tourism products	110611L5	5	5
		Research the feasibility of developing new tourism products	110612L6	6	6
	Formulate development and optimisation solutions of tourism products	Formulate solutions to develop and optimise tour group products	110613L5	5	5
		Formulate development and optimisation solutions for tourism products (air tickets / hotels / travel packages)	110614L5	5	5
		Formulate development and optimisation solutions for business tourism products	110615L5	5	5
		Formulate development and optimisation solutions for distinctive tourism products	110616L5	5	5
		Formulate development and optimisation solutions for MICE tourism products	110617L5	5	5
		Formulate development and optimisation solutions for online tourism products	110618L5	5	5
	Evaluate the effectiveness of newly developed tourism products	Review and continuously improve the quality of tourism products	110619L6	6	6
Travel consultation and	Understand and compare tourism products to be sold	Maintain up-to-date information on local and international tourism products	110620L3	3	3

sales		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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		Strengthen employee knowledge of tourism products	110633L4	4	3
	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
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	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
	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
Public relations, marketing and internal communications	Understand the company's market positioning	Explore the characteristics of tourism product consumers	110713L3	3	3
	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
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
Total					132