

# **Travel Industry**

## **Specification of Competency Standards**

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# **Chapter One**

## **Preface**

In 2018, the Education Bureau of Hong Kong assisted the Travel industry to establish the Industry Training Advisory Committee (ITAC), which serves as a platform for the stakeholders to put Qualifications Framework (QF) into implementation and to exchange views on the training needs and manpower development in the industry. The ITAC then started the work to develop the Specification of Competency Standards (SCS) for the Travel industry. The School of Continuing and Professional Studies of The Chinese University of Hong Kong (CUSCS) was commissioned to carry out the compilation of the SCS. The SCS sets out the standards of the competencies required for the current and future development of the Travel industry, which are with reference value to the industry. The SCS aims to enhance the human resources development of the industry, nurture practitioners with competitiveness, and assist the sustainable development of the industry.

The SCS for the Travel industry presents the competency standards of different job functions required for the current operations and future development of the Travel industry. It also delineates the performance requirements and outcome standards of the job functions. The Vocational Qualifications Pathway (VQP), comprised in the SCS of the Travel industry, provides the competency requirements of major job posts and a clear roadmap for progression, with a view to enhancing the transparency of the competency requirements of job posts at different streams in the industry, and providing the aspiring entrants and in-service practitioners with more information to facilitate their learning and career planning.

# **Overview of the Tourism Industry**

## **Overview of the global tourism industry**

The prosperity of the global tourism industry is one of the main driving forces of economic growth, with a key impact on the gross national product of a region, as well as its employment rate, transportation and more. For example, the total output value of the global tourism industry increased by 3.9% in 2018, with steady growth predicted to continue. Similarly, the number of employees in the tourism industry worldwide has risen to 319 million<sup>1</sup>. In addition, tourism development also promotes the global development of overseas business opportunities and trade, such as investing, developing and managing tourist attractions, exporting products from various countries, and the re-export trade.

### **(1) Development trends of business travel from Mainland China and around the world**

There is an increasing demand for international business travel. The complicated nature of these travel arrangements means that business travellers frequently rely on professional travel agencies to oversee their needs, from ordering air tickets and reserving hotel rooms to special requests. Thus, business travel offers massive potential for development.

### **(2) Development trends of the global cruise industry**

Since the cruise industry in both Europe and the United States is matured, it is difficult to achieve substantial growth in these markets. Many cruise companies have turned their attention to the Asia-Pacific market in recent years, focusing on tapping Australia, New Zealand, China, Japan, and other Southeast Asian countries. Newly launched cruise ships are sent to the Asia-Pacific region as exploratory ventures, promoting multi-destination tourism and attracting high value-added tourists.

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<sup>1</sup> World Travel & Tourism Council (2019). Travel & Tourism Economic Impact 2019 World. Retrieved March 19, 2019, from <https://www.slovenia.info/uploads/dokumenti/raziskave/raziskave/world2019.pdf>

## Overview of the tourism industry in Hong Kong

Tourism is a pillar industry of economy and a key contributor to retail trade in Hong Kong, accounting for about 4.5% of its gross domestic product (GDP). In 2018, the tourism industry in Hong Kong employed about 257,000 people, making up 6.6%<sup>2</sup> of its total employment. Approximately 19,400<sup>2</sup> people were employed by travel agencies, reservation services, and related businesses. The Hong Kong Special Administrative Region Government (HKSAR Government) and the Hong Kong Tourism Board (HKTb) work in partnership with the tourism industry to promote a diverse range of events that continuously propel tourism development in Hong Kong.

Tourism services by category		No. of Hong Kong employees in 2018 <sup>2</sup>	
Inbound tourism	Retail trade	100,200	225,300
	Accommodation services	37,100	
	Food and beverage services	49,900	
	Cross-boundary passenger transport services	14,100	
	Others	24,000	
Outbound tourism	Travel agency, reservation service and related activities	19,400	31,600
	Cross-boundary passenger transport services	12,200	
Total		256,900	

The opening of the Hong Kong section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL) and the Hong Kong-Zhuhai-Macao Bridge (HZMB) in 2018 created enormous opportunities for cities in the Greater Bay Area (GBA) to cooperate on tourism development. According to statistics, the overall number of visitors arriving in Hong Kong totalled approximately 65.15 million in 2018, an increase of 11.4%<sup>3</sup> over 2017. The most significant increase came from Mainland visitors, who directly contributed to the economic benefit of Hong Kong.

<sup>2</sup> Census and Statistics Department, HKSAR Government (2021). Value added and employment in respect of the Four Key Industries. Retrieved March 22, 2021, from [https://www.censtatd.gov.hk/en/web\\_table.html?id=188](https://www.censtatd.gov.hk/en/web_table.html?id=188)

<sup>3</sup> Hong Kong Tourism Board (2019). Tourism Statistics. Retrieved February 26, 2019, from <https://www.discoverhongkong.com/eng/hktb/newsroom/tourism-statistics.html>



Visitor arrivals by category	Overnight visitor arrivals in 2018 (10 thousands) <sup>4</sup>	Total visitor arrivals in 2018 (10 thousands) <sup>4</sup>
<b>Mainland market</b>	<b>1,990.2</b>	<b>5,103.8</b>
<b>Overseas markets</b>	<b>936.1</b>	<b>1,410.9</b>
❖ Short-haul markets (including Japan, Taiwan, Indonesia and Malaysia, etc.)	560.5	885.8
❖ Long-haul markets (including the U.S., Canada and Europe, etc.)	322.7	451.4
❖ New markets (including India, GCC countries, the Netherlands, Russia and Vietnam, etc.) <sup>5</sup>	52.9	73.8
<b>Total</b>	<b>2,926.3</b>	<b>6,514.8</b>

*Note: Due to rounding, there may be a slight discrepancy between the sum of individual items and the total as shown in the table.*

## (1) The main business of the tourism industry in Hong Kong

The tourism industry in Hong Kong operates a wide range of businesses which can be divided into two categories: inbound tourism and outbound tourism.

Inbound tourism involves receiving the tourists from foreign countries and the Mainland who enter Hong Kong. This encompasses travel tours, individual tourists, business travellers, MICE (meetings, incentives, conferences and exhibitions) visitors, and cruise passengers. Travel agencies in Hong Kong are responsible for arranging their transport and accommodation, as well as their shopping, sightseeing and business matters during their visit.

Outbound tourism involves making Hong Kong citizens feel welcome when they visit foreign destinations. This encompasses travel tours, individual tourists, business travellers, MICE visitors, and cruise passengers. Travel agencies in Hong Kong are responsible for arranging their overseas transport and accommodation, as well as their shopping, sightseeing and business matters. They also coordinate their travel itineraries with local tourist guides.

### (i) Overview of inbound tourism

The "Development Blueprint for Hong Kong's Tourism Industry"<sup>6</sup> published by the HKSAR Government in 2017 clearly sets out inbound tourism development as the vision for the tourism industry of Hong Kong. At present, the government has granted visa exemptions for nationals of

<sup>4</sup> Hong Kong Tourism Board (2019). 旅發局公佈 2018 全年訪港旅客數字. Retrieved February 26, 2019, from <https://partnernet.hktb.com/filemanager/intranet/pm/PressRelease/ChinesePress/2019%20Press%20Release%20Chinese/01-2018%20Full%20Year%20Arrival-C-final.pdf>

<sup>5</sup> Hong Kong Tourism Board (2018). Hong Kong Tourism Board Work Plan for 2018-19. Retrieved February 26, 2019, from [https://www.tourism.gov.hk/resources/english/paperreport\\_doc/legco/2018-02-26/Legislative\\_Council\\_Panel\\_on\\_Economic\\_Development\\_Hong\\_Kong\\_Tourism\\_Board\\_Work\\_Plan\\_for\\_2018-19\\_eng.pdf](https://www.tourism.gov.hk/resources/english/paperreport_doc/legco/2018-02-26/Legislative_Council_Panel_on_Economic_Development_Hong_Kong_Tourism_Board_Work_Plan_for_2018-19_eng.pdf)

<sup>6</sup> Tourism Commission, HKSAR Government (2017). Development Blueprint for Hong Kong's Tourism Industry. Retrieved February 18, 2019, from [https://www.tourism.gov.hk/popup/files/Development\\_Blueprint\\_for\\_Hong\\_Kongs\\_Tourism\\_Industry\\_Eng.pdf](https://www.tourism.gov.hk/popup/files/Development_Blueprint_for_Hong_Kongs_Tourism_Industry_Eng.pdf)

about 170 countries and regions to visit Hong Kong for 7 to 180 days<sup>7</sup>, making immigration procedures faster and more convenient for visitors.

To support multi-destination tourism in the GBA, the government is continuing discussions with the Mainland regarding relaxing the current 144-hour visa-free arrangement, which would allow them to attract more international tourists to visit Guangdong Province via Hong Kong.

## **(ii) Overview of outbound tourism**

Before the outbreak of the pandemic, Hong Kong was enjoying sustained economic growth and a low unemployment rate (the seasonally adjusted unemployment rate was 2.8%<sup>8</sup> in November 2018 to January 2019), with 170<sup>9</sup> countries granting visa exemption to HKSAR passport holders. Encouraged by these favourable conditions, Hong Kong citizens were frequently travelling abroad. The rapid development of budget airlines reduced overall travel costs, further increasing the number of outbound trips that young and low-income tourists could enjoy while also changing their travel patterns. Meanwhile, more experienced travellers were seeking out featured tours and in-depth travel they could enjoy in a single country.

## **(iii) Operations of travel agencies**

Travel agencies in Hong Kong have traditionally operated as tourism product wholesalers or intermediaries. For example, they may acquire a batch of air tickets or hotel rooms from airlines or hotels at relatively lower prices and then resell them to general travellers.

In the past, Hong Kong travellers frequently consulted with brick-and-mortar travel agencies before making travel arrangements. They would consider the opinions of these travel professionals when planning their itineraries and purchasing the appropriate travel products. However, due to booming IT development and increased overseas travel experiences, Hong Kong residents have reduced their reliance on these agencies, instead turning to online platforms where they can purchase tourism products directly. Some of these platforms have subsequently introduced new online services such as travel coaches to help customers plan itineraries and solve travel problems. Because of this, traditional travel agencies currently face not only a shortage of talent, but also operational and sales challenges.

Many traditional travel agencies have begun to use computer apps and online platforms to sell their tourism products. However, these require additional IT recruits, which result in increased costs and put pressure on their operations.

## **(2) Development trends of business travel in Hong Kong**

Business travel plays a key role in the travel industry of Hong Kong. Global enterprises arrange for business trips around the world every year for their employees. With infrastructure

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<sup>7</sup> Immigration Department, HKSAR Government (2020). Visit Visa / Entry Permit Requirements for the Hong Kong Special Administrative Region. Retrieved June 1, 2021, from <https://www.immd.gov.hk/eng/services/visas/visit-transit/visit-visa-entry-permit.html>

<sup>8</sup> Census and Statistics Department, HKSAR Government (2019). Unemployment and underemployment statistics for November 2018 - January 2019. Retrieved February 28, 2019, from [https://www.censtatd.gov.hk/en/press\\_release\\_detail.html?id=4421](https://www.censtatd.gov.hk/en/press_release_detail.html?id=4421)

<sup>9</sup> Immigration Department, HKSAR Government (2021). Visa-free access or visa-on-arrival for HKSAR Passport. Retrieved June 1, 2021, from [https://www.immd.gov.hk/hkt/service/travel\\_document/visa\\_free\\_access.html](https://www.immd.gov.hk/hkt/service/travel_document/visa_free_access.html)

construction in the GBA in full swing and the increase in convention facilities, more overseas and Mainland companies have selected Hong Kong or Macao as their destination for Meetings, Incentive travels, Conventions and Exhibitions (MICE) travel. In 2017, the number of overnight MICE visitors to Hong Kong increased by 1.9%<sup>5</sup>. The HKSAR Government has been actively developing related facilities and nurturing talent to consolidate and enhance the position of Hong Kong as a destination for MICE tourism and attract high value-added tourists.

### **(3) Development trends of the cruise industry in Hong Kong**

The opening of the Cruise Terminal in 2013 made cruise travel a new option for the tourism industry in Hong Kong. It has been especially popular with families who like to travel during their summer vacations. The HKSAR Government is committed to developing "fly-cruise" programmes that encourage international tourists to come to Hong Kong for a luxury cruise trip, which will in turn drive more high value-added travellers to Hong Kong and the GBA for sightseeing.

### **Opportunities and challenges of the travel industry in Hong Kong**

The travel industry in Hong Kong has been facing an ongoing shortage of manpower. Although the city was experiencing ideal economic development before the epidemic, the low unemployment rate made it difficult to attract new recruits to the industry. In recent years, political and economic instability has dampened the willingness of Hong Kong citizens to travel abroad. The epidemic has further stifled tourism development around the world.

As the travel experience of tourists has increased, so too have their requirements for the quality and knowledge of the travel agency, tourist guide and expert services they use. Moreover, Hong Kong's image has been greatly tarnished by the unscrupulous behaviours of some travel agency practices, such as coerced shopping by tourist guides. Because of this, it is imperative for the travel industry to devote more attention to talent training and management, and to develop better quality tourism products that enhance its overall competitiveness.

The following chapters will discuss the opportunities and challenges for tourism development and forecast the future development trends of the travel industry in Hong Kong based on an analysis of its political, economic, social, technological, legal, environmental and ethical factors (P.E.S.T.L.E.). After the analysis, the report will define and summarise the main functional areas of the travel industry and set standards for industry training to meet the needs of future development.

## Chapter Two

### Environmental Scan of the Travel Industry in Hong Kong

This report adopts the P.E.S.T.L.E. macro-environment analysis model to analyse the current state of the travel industry in Hong Kong and the impact of six different factors on its development, future opportunities and challenges.

Political factors:	The government's development strategy, implementation measures, regional stability, and political relations between regions.
Economic factors:	The government's fiscal and monetary policies, national income and employment level, changes in interest rates and foreign exchange, and trade relations between regions.
Social factors:	The evolution of history, culture and customs, demographic changes, changes in life patterns, and human interaction between regions.
Technological factors:	The everyday application and popularisation of advanced technology, the development of electronic payment systems, and the rise of global online media.
Legal factors:	The establishment of statutory regulatory bodies, amendments to laws, formulation of regulatory systems, and legal differences between regions.
Environmental and Ethical factors:	The business environment, environmental conservation, business ethics, and regional environmental protection policies.

*Note: The analysis and forecasts in this report may be affected by ongoing changes in these factors<sup>10</sup>.*

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<sup>10</sup> Robbins, S. P. & Coulter, M. K. (2016). Management. Boston: Pearson.

## **A) Political factors**

Tourism income is very much related to the political environment. Factors such as diplomatic relations, tourism policies and infrastructure construction can directly impact local tourism development. In addition, changes in exchange rates of currencies can also affect the costs of travel (e.g. hotel and ground handling). Therefore, global and regional political factors are closely related to tourism development.

The Central Government and HKSAR Government have continuously implemented policies designed to facilitate outbound tourism for Hong Kong and Mainland residents, working together to advance the travel industry in Hong Kong.

### **I. Political trends of the global tourism industry**

#### **(1) Political crises in foreign countries**

In recent years, the global political environment has seen drastic changes, evidenced by Brexit, the Sino-US trade war, and the North Korean crisis, all of which have caused currency exchange rates to fluctuate sharply. The tourism industry should therefore adopt effective foreign exchange risk management to reduce potential impacts and losses.

#### **(2) Terrorist attacks and the transnational epidemic**

Since the Persian Gulf War, terrorism has risen, undermining the global tourism industry through acts like the September 11, 2001 attacks in the United States, the 2002 bombing of Indonesia's tourist area in Bali<sup>11</sup>, and the yellow vests protests in France. These incidents have increased the risks of outbound tourism, discouraged the desire to travel, stagnated local tourism development, and directly affected the profitability of the industry.

In addition, the transnational epidemic has also dealt its own blow to the global tourism industry. In particular, the new coronavirus pandemic in 2020 has made many countries close their borders and ground their flights, bringing the tourism industry to a complete halt. Now that countries are vaccinating their populations, the recovery of the global tourism industry is expected to accelerate.

#### **(3) Traffic rights liberalisation**

Many countries have instituted controls regarding air traffic and even blocked their airspace. As diplomatic relations continue to improve, some governments are now implementing new measures such as liberalising traffic rights, allowing more airlines to set up direct flights, and gradually relaxing restrictions on entry visas. These policies not only promote the development of individual and business travel, but also encourage the industry to discover more new tourist attractions and create tours with diverse characteristics.

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<sup>11</sup> Beijing Times (2005). 印尼逮捕兩名巴厘島爆炸案嫌犯. Retrieved March 1, 2019, from <http://news.sina.com.cn/z/BaliBlast>



North route: China–Central Asia–Russia–Europe (Baltic Sea)  
Central route: China–Central Asia–West Asia–Persian Gulf–Mediterranean Sea  
South route: China–Southeast Asia–South Asia–Indian Ocean

living circle" suitable for work and travel. These measures will provide residents of Guangdong, Hong Kong and Macao with more convenient conditions<sup>19</sup> for studying, working, starting up businesses, living and travelling, in a way that promotes the orderly circulation of people, supplies, and information within the area.

**(3) Industry opportunities and challenges created by Macao's establishment as a global tourism and leisure centre**

To promote and diversify the sustainable development of Macao's travel industry, the national policy positions Macao as a global tourism and leisure centre and encourages economic diversification. In response, the Guangdong and Macao SAR governments have jointly formulated the "Outline of the Plan for the Reform and Development of the Pearl River Delta" and the "Framework Agreement on Guangdong-Macao Cooperation".<sup>20</sup> These agreements support the development of multi-destination tourism, cruise travel along the western part of Guangdong, individual travel in Hong Kong and Macao, and coastal travel in Macao and Zhuhai, offering new opportunities for the travel industry in Hong Kong.

**(4) Industry opportunities and challenges created by the visa exemption policy**

Guangdong implemented a 144-Hour Transit Visa Exemption Policy<sup>21</sup> to encourage international tourists travelling in Hong Kong to visit selected cities in the province during that same trip. In response to the opening of XRL and HZMB, the demand for this arrangement has increased drastically. The HKSAR Government is seeking to further optimise the Mainland's visa-free policy, including increasing the number of ports of entry, to encourage more visitors to experience multi-destination tourism.

**(5) The HKSAR Government's tourism policy – to develop Hong Kong into a world-class tourist destination**

In 2017, the HKSAR Government announced the "Development Blueprint for Hong Kong's Tourism Industry", which clearly states its vision and mission to develop inbound tourism. The blueprint sets out four major development strategies: smart tourism promotions, specialty tours development, funding allocations to support new tourism product development, and the development of a diversified portfolio of visitor source markets. Meanwhile, to attract more high value-added tourists to Hong Kong, the government will strive to host more large-scale international conventions, exhibitions and mega events, and to strengthen Hong Kong's status as an Asian cruise hub.

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<sup>19</sup> Sing Tao News (2019). 大灣區規劃綱要出台 2035 年實現互聯互通. Retrieved February 19, 2019, from <https://m.sina.com.hk/news/article/20190219/0/1/4/%E5%A4%A7%E7%81%A3%E5%8D%80%E8%A6%8F%E5%8A%83%E7%B6%B1%E8%A6%81%E5%87%BA%E5%8F%B0-2035%E5%B9%B4%E5%AF%A6%E7%8F%BE%E4%BA%92%E8%81%AF%E4%BA%92%E9%80%9A-9786721.html>

<sup>20</sup> Macau Development Strategy Research Centre (2019). 澳門打造 "世界旅遊休閒中心" 的內涵與策略. Retrieved March 12, 2019, from <http://www.cpedm.org.mo/wp-content/uploads/2013/06/q7.pdf>

<sup>21</sup> PartnerNet (2019). 144-hour Convenient Visa to Guangdong Province. Retrieved February 28, 2019, from [https://partnernet.hktb.com/en/destination/greater\\_bay\\_area/144\\_visa/index.html](https://partnernet.hktb.com/en/destination/greater_bay_area/144_visa/index.html)



## Development Blueprint for Hong Kong's Tourism Industry<sup>6</sup>



## **(6) The HKSAR Government's support of the travel industry**

The HKSAR Government has committed to attracting more international tourists to Hong Kong. In 2019-20, approximately HK\$353 million<sup>22</sup> in additional funding was allocated to the HKTb to enhance its promotion of Hong Kong's major festivals and celebrations, encouraging more tourists to come experience the local culture of Hong Kong and promoting it as a choice tourist destination.

In terms of developing tourist events and attractions, the government allocated HK\$100 million to the HKTb in 2017 to launch light shows for three consecutive years, and redesign the lighting effects and music for "A Symphony of Lights". The reopening of the Avenue of Stars at early 2019 also boosted the appeal of Victoria Harbour and the waterfront promenade. To highlight Hong Kong's vibrant life, culture and cuisines, the HKTb has also strengthened its schedule of events, such as the Hong Kong Dragon Boat Carnival, the Fire Dragon Dance in Tai Hang, the Hong Kong Cyclothon, and the Hong Kong Wine and Dine Festival, establishing them as signature events in Asia.

With regards to theme park development, Ocean Park Hong Kong opened its first hotel in 2018, and the construction of another new hotel is in progress. The Water World was open on 21 September 2021. Moreover, the Government announced the Future Strategy for the Ocean Park. in January 2021 under which Ocean Park would transform into a destination focusing on conservation and education, grounded in nature and complemented by adventure and leisure elements to enhance visitor experience. As such, a new non-ticketed retail, dining and entertainment zone will be created at the lower park area. The existing core attraction zone at the upper park area will be retained, and make room for a new and exciting adventure-themed zone as well as wellness-themed zones. In addition, to tie in with the Invigorating Island South initiative, the Government is exploring the feasibility of providing temporary landing facilities at Deep Water Bay and Tai Shue Wan, and will commence the technical studies for the proposed pier projects at Deep Water Bay and Tai Shue Wan in 2022. In 2018, Hong Kong Disneyland started a new phase of expansion, and it is expected that new projects will be launched every year through 2023 to enhance the overall attractiveness and competitiveness of the park<sup>23</sup>.

Developing the Lantau Island, which connects to the HZMB Hong Kong Port and Hong Kong International Airport, into a world-class tourism, entertainment and leisure node is another initiative in the making<sup>24</sup>.

<sup>25</sup>.

Regarding the development of travel agencies, the government established the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme) through the Travel Industry Council of Hong Kong (TIC) in 2016-17. An additional HK\$30 million was allocated in 2018-19 to enhance the scheme so as to facilitate the use of information technology by more small- and medium-sized travel agencies, allowing them to expand their business and

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<sup>22</sup> HKSAR Government (2019). 2019-20 Budget. Retrieved March 8, 2019, from [https://www.budget.gov.hk/2019/eng/pdf/e\\_budget\\_speech\\_2019-20.pdf](https://www.budget.gov.hk/2019/eng/pdf/e_budget_speech_2019-20.pdf)

<sup>23</sup> HKSAR Legislative Council (2021). Discussion Paper of Finance Committee. Retrieved October 20, 2021, from <https://www.legco.gov.hk/yr20-21/chinese/fc/fc/papers/f20-103c.pdf>

<sup>24</sup> Information Services Department, HKSAR Government (2017). Lantau blueprint unveiled. Retrieved May 10, 2021, from [https://www.news.gov.hk/en/categories/infrastructure/html/2017/06/20170603\\_164018.shtml](https://www.news.gov.hk/en/categories/infrastructure/html/2017/06/20170603_164018.shtml)

elevate their operational efficiency and service standards<sup>26</sup>. The Pilot Scheme has been emphatically received by the trade since its launch. Around 430 applications have been approved, including the projects of creating and optimising websites of travel agencies, setting up online booking and customer relationship management systems, and creating mobile apps and social media tools.

### **III. Summary and Outlook**

Based on the above analysis, the travel industry in Hong Kong should seize the opportunities offered by three major national policies – "One Country, Two Systems", the "Belt and Road Initiative" and the connectivity of the GBA – to develop more products and routes that promote and increase overall tourism development. In addition, the industry should formulate long-term strategies and explore the visitor source markets to promote the sustainable development of the entire industry and society. The industry should also come up with appropriate global brand marketing plans to expand its promotion of Hong Kong as a preferred tourist destination.

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<sup>26</sup> Travel Industry Council of Hong Kong (2018). TIC welcomes government's Budget to propose allocating funding to support travel agents in using information technology and exploring business opportunities arising from Belt and Road and Bay Area. Retrieved February 27, 2019, from <https://www.tichk.org/zh-hant/latest-news/2018-02-28>

## **B) Economic Factors**

### **I. Economic development trends of the global tourism industry**

#### **(1) Massive growth in consumption by international tourists**

Consumption expenditures by foreign tourists bring direct economic benefits to local countries and cities. According to statistics, such expenditures by international tourists totalled approximately US\$164.3 billion in 2018. In 2019, the tourism industry contributed more than US\$8 trillion to the global GDP, accounting for 10.3% of the global GDP and creating more than 300 million jobs<sup>27</sup>. Economists estimate that by 2029, the total number of international tourists will rise to more than 2.19 million, and total consumption expenditures will reach US\$248.4 billion, a growth rate of 3.8%. In addition, changes in currency exchange rates around the world can have an important impact on tourism costs and spending power.

#### **(2) The impact of aviation development on business and MICE travel**

As an international and regional aviation hub, Hong Kong has certain advantages in aviation connectivity. Because of this, the Hong Kong Airport Authority in 2016 established the Hong Kong International Aviation Academy, which is responsible for training talent to enhance the status of the international air transport centre and promote travel industry development<sup>28</sup>.

However, as China has increased its air transport ties with other regions, many business travellers have opted for direct flights instead of travelling to the Mainland via Hong Kong, which has reduced the number visiting Hong Kong. In 2017, the city saw approximately 3.96 million overnight business visitors, a decrease of 2.3%<sup>5</sup> from 2016. In addition, budget airlines are flourishing in many parts of Asia, including South Korea, Taiwan, and Japan, and their affordable air tickets have attracted many tourists to their regions, putting pressure on the travel industry in Hong Kong.

#### **(3) Challenges brought by online travel agencies to the travel industry development of Hong Kong**

With the popularisation and development of e-commerce, large-scale online direct-sale tourism product suppliers<sup>29</sup> have emerged in recent years, gradually replacing traditional travel agencies as travel product intermediaries. To cater to market changes, traditional travel agencies must adjust and transform, for example by developing computer apps and training IT talent. However, this evolution has persistently driven up operating costs. In 2018-19, the HKSAR Government allocated an additional HK\$250 million<sup>30</sup> to the Trade Development Council to help promote the development of e-commerce in the travel industry, build an O2O integration business model, and keep abreast of tourism development.

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<sup>27</sup> World Travel & Tourism Council (2020). Economic Impact Reports. Retrieved July 22, 2020, from <https://wtcc.org/Research/Economic-Impact>

<sup>28</sup> Airport Authority Hong Kong (2017). Record-breaking 2016/17 at Hong Kong International Airport. Retrieved May 12, 2021, from [https://www.hongkongairport.com/en/media-centre/press-release/2017/pr\\_1260](https://www.hongkongairport.com/en/media-centre/press-release/2017/pr_1260)

<sup>29</sup> Hon Yiu Si-wing, SBS (Tourism) (2017). 大灣區旅遊新機遇 (三) 傳統旅行社「路」在何方? Retrieved February 12, 2019, from <http://www.yiusiwing.com/web/subpage.php?mid=159&id=942>

<sup>30</sup> Information Services Department, HKSAR Government (2018). 致力發展旅遊為零售業帶來商機. Retrieved January 29, 2019, from [https://www.news.gov.hk/chi/2018/05/20180515/20180515\\_115746\\_544.html](https://www.news.gov.hk/chi/2018/05/20180515/20180515_115746_544.html)

## **II. Economic development trends of the travel industry in Hong Kong**

### **(1) Economic benefits of the GBA to the travel industry in Hong Kong**

The GBA is composed of the two special administrative regions of Hong Kong and Macao, and nine cities in Guangdong, including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, and Zhaoqing<sup>31</sup>. Boasting rich tourism resources, the GBA offers travellers the opportunity to visit multiple locations within an hour, as well as new and diverse travel experiences. The HKTb has been actively promoting multi-destination tourism products with two objectives: to increase the population flow within the GBA, and to entice foreign tourists visiting Hong Kong to extend their trip to other GBA cities as well. The HKTb has also been working with travel agencies, airlines and similar sectors of the travel industry to promote GBA tourism through TV or online media. These efforts are predicted to bring enormous economic benefits to Hong Kong in the future and significantly increase the number of Hong Kong residents visiting the Mainland. In addition, due to the enhanced transport infrastructure that now connects to Hong Kong, tours from second-tier cities are expected to increase by as much as 50%<sup>32</sup>.

### **(2) Economic benefits of Guangzhou-Shenzhen-Hong Kong Express Rail Link and Hong Kong-Zhuhai-Macao Bridge to the travel industry in Hong Kong**

The XRL officially opened to traffic on 23 September 2018. Although the XRL is only 26 km long, it incorporates Hong Kong into the Mainland's 25,000 km high-speed rail network, drastically shortening the distance between many Mainland cities and Hong Kong. Statistics show that on the XRL's inaugural day, 42,500 passengers arrived at the West Kowloon Station and about 33,000 passengers<sup>33</sup> departed the station. Moreover, using the XRL for individual travel to Hong Kong has become the transport mode of choice for young Mainland visitors. The city has experienced a significant rise in visitor arrivals via the XRL from Beijing, Fujian, Hunan and Yunnan<sup>34</sup>.

Meanwhile, the HZMB was officially put in use on 24 October 2018. In the first month, more than 800,000 travellers used its Macao Port to enter and exit Macao, while the number of travel tours visiting Hong Kong jumped from about 70 in the first week to over 700<sup>34</sup> in the fourth week.

The mega-infrastructure projects of HZMB and XRL have built tremendous momentum in the travel industry in Hong Kong. In addition to the increased convenience to cross-border tourists to Hong Kong, Macao and the Mainland, these projects have also markedly raised the number of Mainland tourists visiting Hong Kong. In 2018, the overall number of visitor arrivals in Hong Kong exceeded 65 million, a record high since 2014<sup>35</sup>. According to figures from the Hong Kong

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<sup>31</sup> Legislative Council Secretariat (2018). Guangdong-Hong Kong-Macao Bay Area: opportunities and challenges for Hong Kong. Retrieved June 1, 2021, from <https://www.legco.gov.hk/research-publications/chinese/1718fs04-guangdong-hong-kong-macao-bay-area-opportunities-and-challenges-for-hong-kong-20180223-c.pdf>

<sup>32</sup> Wen Wei Po (2018). 經濟效益龐大灣區高速融合. Retrieved February 22, 2019, from <http://paper.wenweipo.com/2018/09/22/YO1809220006.htm>

<sup>33</sup> Oriental Daily News (2018). 高鐵通車首日・逾 4.2 萬人次經西九龍站入境・出境 3.3 萬. Retrieved February 12, 2019, from [https://hk.on.cc/hk/bkn/cnt/news/20180924/bkn-20180924011000896-0924\\_00822\\_001.html](https://hk.on.cc/hk/bkn/cnt/news/20180924/bkn-20180924011000896-0924_00822_001.html)

<sup>34</sup> Wen Wei Po (2018). 今年訪港人數創 4 年新高・「一橋一鐵」創造旅遊新模式. Retrieved February 12, 2019, from <http://news.wenweipo.com/2018/12/25/IN1812250025.htm>

<sup>35</sup> Sing Pao Daily News (2018). 訪港旅客今年越過六千萬人次. Retrieved May 20, 2021, from <https://www.singpao.com.hk/index.php?fi=news3&id=90549>

Immigration Department, more than a million people entered and exited the city<sup>36</sup> during the Lunar New Year in 2019, 140,000 of whom did so via the HZMB, the third-most-used entry and exit port after Luohu and the Hong Kong International Airport. During that same period, more than 96,000 visitors entered or exited via the XRL West Kowloon Station, whose passenger flow reached a new high since its launch<sup>36</sup>. These new visitor arrivals have brought tremendous economic growth to the retail and catering industries in Hong Kong.

In addition, a number of large-scale infrastructure projects in Hong Kong are nearing completion, including the Liantang/Heung Yuen Wai Boundary Control Point commissioned for use in 2020, and the third runway of the Hong Kong International Airport, which is still under construction. These projects will strengthen Hong Kong's role as a "dual gateway" hub connecting Mainland and the world.

### **(3) Economic benefits brought by cruise travel to the travel industry in Hong Kong**

In 2013, the Kai Tak Cruise Terminal was officially put into operation. Located on the runway of the former Kai Tak Airport, this terminal can simultaneously berth two of the largest cruise ships in the world<sup>37</sup>. Together with the Ocean Terminal in Tsim Sha Tsui, Hong Kong has established itself as a major regional cruise hub. According to statistics, the utilisation rate of the Cruise Terminal has risen steadily, bringing massive economic benefits to Hong Kong. In 2017, Hong Kong recorded 245 ship calls – a 175%<sup>38</sup> increase from 89 in 2013. Similarly, passenger throughput also saw tremendous gains, increasing 345%<sup>38</sup> to 850,000. In the future, the cruise industry is expected to complement multi-destination tourism, exploring more new tourist routes and creating enormous potential for the overall development of the market.

### **(4) The economic benefits of multi-destination tourism for the travel industry in Hong Kong**

The HZMB and the XRL projects have brought brand-new travel ideas to the travel industry in Hong Kong. The decreased traffic time and increased travel itinerary flexibility have enabled travel agencies to introduce one-to-two-day excursion tours to Hong Kong/Mainland China, including newly explored routes. Some overseas travel agencies have also launched new tours, enticing international tourists to visit Hong Kong and multiple Mainland cities in one trip, which has created tremendous business opportunities. With these two projects, the GBA's "one-hour living circle" is complete, successfully connecting tourist markets in the area, elevating visitor arrivals in Hong Kong and revitalising tourism development in surrounding areas, especially cities along the XRL such as Wuhan, Guiyang, Changsha and Xiamen.

In addition, the industry has seen the introduction of "fly-cruise" tourism products that are specially designed for foreign tourists visiting Hong Kong, such as "cruise + XRL" tours and

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<sup>36</sup> Sing Tao News (2019). 初二逾 107 萬人次出入境 · 港珠澳大橋高鐵路人流創新高. Retrieved March 4, 2019, from <https://std.stheadline.com/realtime/article/927538/%E5%8D%B3%E6%99%82-%E6%B8%AF%E8%81%9E-%E5%88%9D%E4%BA%8C%E9%80%BE107%E8%90%AC%E4%BA%BA%E6%AC%A1%E5%87%BA%E5%85%A5%E5%A2%83-%E6%B8%AF%E7%8F%A0%E6%BE%B3%E5%A4%A7%E6%A9%8B%E9%AB%98%E9%90%B5%E4%BA%BA%E6%B5%81%E5%89%B5%E6%96%B0%E9%AB%98>

<sup>37</sup> Tourism Commission (2019). Hong Kong: The Facts - Tourism. Retrieved June 1, 2021, from [https://www.tourism.gov.hk/resources/english/paperreport\\_doc/fact/2019-11/HK\\_Fact\\_Sheet\\_en\\_Tourism\\_Sep\\_2019.pdf](https://www.tourism.gov.hk/resources/english/paperreport_doc/fact/2019-11/HK_Fact_Sheet_en_Tourism_Sep_2019.pdf)

<sup>38</sup> Oriental Daily News (2017). 今年全港郵輪停泊逾 245 次 · 提早 6 年達標. Retrieved May 20, 2021, from [https://hk.on.cc/hk/bkn/cnt/news/20171121/bkn-20171121171936818-1121\\_00822\\_001.html](https://hk.on.cc/hk/bkn/cnt/news/20171121/bkn-20171121171936818-1121_00822_001.html)



"cruise + HZMB" tours. In 2018, the HKTb joined forces with a large cruise company to promote "cruise + XRL", launching the first XRL fare rebate programme to encourage passengers to use the XRL when travelling to Hong Kong for cruise boarding<sup>39</sup>.

### **(5) Economic benefits brought by MICE travel to the travel industry in Hong Kong**

Hong Kong is a MICE destination of choice for many foreign companies. In order to further consolidate its status as a premier MICE destination, the HKSAR Government is committed to increasing the supply of venues for conventions and exhibitions and developing them into a high-quality market to attract high value-added tourists to Hong Kong.

In the 2018 Policy Address, the government proposed creating new convention and exhibition facilities and hotels<sup>40</sup> by redeveloping three government buildings in north Wan Chai and the land used by the Kong Wan Fire Station. Moreover, the travel industry in Hong Kong can also leverage multi-destination tourism to design diverse and specialty itineraries, encouraging companies to choose Hong Kong as their MICE destination.

## **III. Summary and Outlook**

Based on the above analysis, the travel industry in Hong Kong should seize opportunities arising from the Central Government's initiative to develop the GBA, and take advantage of the opening of HZMB and XRL to actively develop different types of tourist routes and products. It should also step up its promotion on projects like multi-destination tourism and "fly-cruise" tourism.

In addition, by organising more large-scale events and international events, the industry can induce more foreign companies to choose Hong Kong as their MICE destination. In the meantime, the industry should strengthen its training of project planners with foreign language proficiencies to support MICE tourism development.

Faced with competition from online travel agencies, traditional travel agencies must strive to nurture IT talent and use the HKSAR Government's subsidies to develop online platforms and a diverse range of tourism products.

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<sup>39</sup> Dream Cruises (2019). 展開您的星夢假期. Retrieved January 31, 2019, from <https://www.dreamcruiseline.com>

<sup>40</sup> HKSAR Government (2018). The Chief Executive's 2018 Policy Address. Retrieved January 21, 2019, from <https://www.policyaddress.gov.hk/2018/eng/policy.html>

## **C) Social factors**

Around the world, the development of every walk of life is influenced by factors such as social culture, lifestyle habits, and demographic changes. For instance, the rise of the global "silver-haired" market, the consumer behaviours of young people, and cultural differences in different regions have all had a tremendous impact on the development of the global tourism industry.

### **I. Social development trends of the global tourism industry**

#### **(1) The rise of emerging markets**

For the past few decades, North America and Europe have dominated the tourism market. However, today's global tourism landscape is changing. According to figures by the World Economic Forum, by 2030 most of the growth in the global tourism industry will come from Africa, Asia and the Middle East<sup>41</sup>. Tourists from emerging Asian markets such as China and India will be a key driving force in growing the global tourism industry, in particular the keen demand of the middle class for overseas travel. Moreover, these emerging markets will themselves attract tourists from around the world, leading to a steady increase in the number of international tourists.

#### **(2) The rapid rise of international tourists**

Tourist activities have long been regarded as a luxury exclusively available to the affluent. However, due to persistent growth in the global economy and the rise in per capita income, the middle class in many emerging market countries has surged. The booming popularity of budget airlines and changes in tourist consumer behaviours have helped to vastly expand the number of international tourists. In 2015, these tourists totalled approximately 1.2 billion, and that number is expected to further swell to 1.8 billion<sup>42</sup> by 2030. Growing numbers of "silver-haired" tourists and the increasingly positive views of tourism held by young people have driven it to become one of the world's fastest growing industries.

#### **(3) The global rise of "silver-haired" tourists**

With aging populations becoming a worldwide trend, the so-called "silver-haired" elderly market will not only affect the global economy but also usher in unprecedented business opportunities to the tourism industry. It is expected that by 2030, consumption growth of cities in developed countries will mainly come from adults over 60 years old, creating the potential for certain consumer markets, such as adventure travel and in-depth tours<sup>43</sup>. With regards to adventure travel, more than 40% of participants in the United States are over 50 years old, while the British elderly prefer to participate in Arctic expeditions and Asian cultural exploration trips, with the

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<sup>41</sup> BBC Travel (2019). How digitalisation is revolutionising the travel industry. Retrieved March 19, 2019, from <http://www.bbc.com/storyworks/travel/the-new-tourism-trend/technology-redefine-tourism-industry>

<sup>42</sup> World Economic Forum (2019). How will travel look like in 2030? Retrieved March 19, 2019, from <https://www.weforum.org/agenda/2016/09/what-will-travel-look-like-in-2030>

<sup>43</sup> Hong Kong Economic Journal (2010). 銀髮市場潛力大・創意吸客. Retrieved January 28, 2019, from <https://paper.hket.com/article/897560/%E9%8A%80%E9%AB%AE%E5%B8%82%E5%A0%B4%E6%BD%9B%E5%8A%9B%E5%A4%A7%20%E5%89%B5%E6%84%8F%E5%90%B8%E5%AE%A2>



65-74 age group recording the fastest growth in tourist consumption<sup>44</sup>. In addition, cruise travel is also very popular among the elderly.

#### **(4) The emergence of global young consumers**

In recent years, consumer behaviours among young tourists have been changing. They now are trending towards tourist destinations that feature mystery, adventure, challenges, religious experiences, traditional arts, and ancient civilisations. Due to the rapid development in artificial intelligence and digital technology, young tourists who are planning trips tend to rely on the Internet and online platforms to obtain travel information, design their own itineraries and make smarter consumption choices. These are significant changes from their prior planning, tourism product booking and travel patterns.

## **II. Social development trends of the travel industry of Hong Kong**

### **(1) Tourism consumer behaviours of "silver-haired" citizens in Hong Kong**

The population of Hong Kong is entering an aging stage. It is estimated that by 2036, the number of elders will reach 2.37 million, accounting for 31.1%<sup>45</sup> of the total population. Today, every industry is seeking out new and emerging business opportunities presented by this burgeoning "silver-haired" population. Tourism may in fact become one of the industries that benefits the most<sup>46</sup>.

Recent figures show that more than 40% of tourists are over 50 years of age, and many of them have strong spending power, which makes this demographic a major source of income for the travel industry. According to a Consumer Council survey<sup>47</sup>, the elders in Hong Kong generally enjoy being social, with travel expenses accounting for about 20.7% of their non-recurring expenditures. If physical and financial conditions permit, most elders are willing to travel abroad, and their flexible time for travelling means that this travel tends to occur during the off-season. In fact, on a yearly basis, elder tourism occurs more frequently than business travel. Elders with a good economic foundation favour medium- and long-haul tours and have relatively higher spending power, with cruise routes and in-depth specialty tours particularly popular among them. As the population continues to age, this demographic is predicted to become a force to be reckoned with in the tourism market.

### **(2) Tourism consumer behaviour of Hong Kong's younger demographics**

Currently, young people are trending towards self-guided travel, with an increasing frequency of travelling abroad and rising spending during their visits. Advances in technology have made

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<sup>44</sup> Wen Wei Po (2017). 銀髮豪得起 · 旅遊新商機. Retrieved February 11, 2019, from <http://paper.wenweipo.com/2017/09/14/GJ1709140023.htm>

<sup>45</sup> Think Hong Kong (2017). 20年後香港每3人就有一名長者. Retrieved February 12, 2019, from <https://www.thinkhk.com/article/2017-09/09/23040.html>

<sup>46</sup> Hong Kong Commercial Daily (2015). 全球人口老齡化帶來的"危"與"機". Retrieved February 14, 2019, from [https://www.hkcd.com/content/2015-02/02/content\\_907382.html](https://www.hkcd.com/content/2015-02/02/content_907382.html)

<sup>47</sup> Consumer Council (2018). Risk or Opportunity - A Study on Building an Age-friendly Consumption Environment. Retrieved October 5, 2021, from [https://www.consumer.org.hk/f/initiative\\_detail/301159/406955/A\\_Study\\_on\\_Building\\_an\\_Age-friendly\\_Consumption\\_Environment\\_-\\_Eng\\_Exe\\_Summary.pdf](https://www.consumer.org.hk/f/initiative_detail/301159/406955/A_Study_on_Building_an_Age-friendly_Consumption_Environment_-_Eng_Exe_Summary.pdf)

it much easier for Hong Kong citizens to obtain travel information via the Internet and online platforms. According to a 2017 survey<sup>48</sup>, more than 40% of Hong Kong residents said they used computers to suggest itineraries based on their past travel experiences, and nearly 70% liked to "try before buying" by exploring destinations via virtual reality experiences. A similar percentage of respondents believe that personalised recommendations propel them to book their itineraries more actively.

In addition, young people are also more sensitive to the economic environment and tend to spend more wisely. With travel costs an important consideration, they are more likely to choose travel destinations based on currency exchange rates, use price comparison websites to find the lowest prices when booking their favourite hotels, and choose budget airlines for transportation.

### **(3) The impact of budget airlines on the development of the travel industry in Hong Kong**

The rising popularity of budget airlines has lowered travel costs. As a result, significantly more young and low-income people are choosing to travel by air. Their travel patterns have also changed; instead of joining a 5-to-7-day travel tour as they did in the past, they are now more willing to take a short trip on a long weekend holiday. This illustrates how budget airlines are bringing business opportunities to the travel industry in Hong Kong.

In addition, many school-sponsoring bodies use budget airlines for their study tours. The relatively lower prices for air tickets make them popular among parents, allowing more students to participate in overseas exchanges and learning.

### **(4) Development of study tours**

In recent years, more and more primary and secondary schools are providing a diverse range of study tours to the Mainland and overseas. Popular destinations for these tours include Mainland China, Taiwan, South Korea, Singapore, the United Kingdom and the United States. Study tour itineraries usually include sightseeing and activities that allow students to experience local cultures and learn different languages, which makes them very popular with schools, parents and students.

### **(5) Opportunities and influences brought by Mainland tourists to the development of the travel industry in Hong Kong**

Since the opening of HZMB and XRL, the number of inbound tours from the Mainland have surged, benefiting the retail and catering industries in Hong Kong. However, a large number of these tour visits are concentrated around designated restaurants and shops in certain areas. Traffic congestion in relation to these tour coaches and tourist gatherings might add pressure to the traffic and nearby residents in the area. The government has constantly communicated with the Travel Industry Council of Hong Kong, the travel trade and related stakeholders, to implement relief measures as necessary so as to strive a balance between the impacts of travel industry on economic development and social lives.

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<sup>48</sup> Hong Kong Economic Journal (2017). 2018 年八大旅行趨勢. Retrieved February 14, 2019, from <https://lj.hkej.com/lj2017/travelsports/article/id/1709407/2018%E5%B9%B4%E5%85%AB%E5%A4%A7%E6%97%85%E8%A1%8C%E8%B6%A8%E5%8B%A2>

## **(6) The impact of social events on the travel industry in Hong Kong**

In 2019, the large protests associated with the Anti-Extradition Law Amendment Bill Movement caused visitor arrivals to drop. Because locals and tourists reduced going out on the street during that period, the retail, catering and hotel industries in Hong Kong were hit hard. According to estimates by the Office of the Government Economist<sup>49</sup>, these social events caused at least HK\$15 billion in losses to the Hong Kong economy, of which the travel industry suffered the most.

## **(7) The impact of the pandemic on the travel industry in Hong Kong**

Since January 2020, a large-scale coronavirus epidemic has broken out all over the world. With every country adopting lockdown and quarantine measures, the travel industry came to a standstill. According to figures released by HKTB, the number of tourists visiting Hong Kong in January 2020 plummeted by 52.7% to just over 3.2 million<sup>50</sup>. In March 2020, visitor arrivals in Hong Kong fell even further, to about 80,000, a drop of nearly 99%<sup>51</sup> year-on-year, which dealt a huge blow to inbound tourism.

In addition, the HKSAR Government issued red outbound travel alerts to considerable countries and implemented a quarantine policy, resulting in cancellation of numerous outbound tours and bringing enormous pressure on outbound tourism. The travel industry believes that the impact of the epidemic will last until at least 2022.

## **III. Summary and Outlook**

Based on the above analysis, the travel industry in Hong Kong should use the knowledge and experience it has amassed over the years to develop tailored tours and brand-new tourism products<sup>52</sup> that address the changes in travel behaviour of the "silver-haired" and young demographics. With regard to the rapid development of budget airlines, the industry should contact global airlines and persuade them to create new routes to Hong Kong, leveraging multi-destination tourism in the GBA to develop more tourism products. As for inbound tours, tourist guides should collaborate and strive to alleviate the impact of tour groups on the community, such as adjusting itineraries to avoid negatively affecting the daily lives of Hong Kong residents.

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<sup>49</sup> Speakout (2020). 黑暴毀經濟 · 全港至少損失 150 億. Retrieved July 16, 2020, from <https://www.speakout.hk/%E7%84%A6%E9%BB%9E%E6%96%B0%E8%81%9E/54167/-%E6%96%B0%E8%81%9E%E7%9D%87%E7%9C%9F%E5%95%B2-%E9%BB%91%E6%9A%B4%E6%AF%80%E7%B6%93%E6%BF%9F-%E5%85%A8%E6%B8%AF%E8%87%B3%E5%B0%91%E6%90%8D%E5%A4%B1150%E5%84%84#selected>

<sup>50</sup> Hong Kong Economic Times (2020). 旅遊業陷入停頓 – 旅行社大嘆零生意. Retrieved July 16, 2020, from <https://inews.hket.com/article/2588810/%E3%80%90%E6%96%B0%E5%86%A0%E8%82%BA%E7%82%8E%E3%80%91%E6%97%85%E9%81%8A%E6%A5%AD%E9%99%B7%E5%85%A5%E5%81%9C%E9%A0%93%E3%80%80%E6%97%85%E8%A1%8C%E7%A4%BE%E5%A4%A7%E5%98%86%E9%9B%B6%E7%94%9F%E6%84%8F>

<sup>51</sup> Hong Kong Economic Times (2020). 3 月訪港旅客數字約 8.2 萬人次 · 按年下跌近 99%. Retrieved July 16, 2020, from <https://topick.hket.com/article/2618185/%E3%80%90%E5%86%B0%E5%B0%81%E6%97%85%E9%81%8A%E6%A5%AD%E3%80%91%E6%9C%88%E8%A8%AA%E6%B8%AF%E6%97%85%E5%AE%A2%E6%95%B8%E5%AD%97%E7%B4%848.2%E8%90%AC%E4%BA%BA%E6%AC%A1%E3%80%80%E6%8C%89%E5%B9%B4%E4%B8%8B%E8%B7%8C%E8%BF%9199->

<sup>52</sup> Kam-hon Lee (2008), "Shaping the Industry, Embracing Value Creation", The Voice of TIC: A Quarterly Publication of the Travel Industry Council of Hong Kong, 3-10.

Although social events and the pandemic have dealt a huge blow to the travel industry in Hong Kong, they have accelerated the development of e-commerce. Currently, the industry is focusing on online sales and marketing activities. For study tours, the industry may consider expanding the scope to the Mainland and foreign countries, and even start local study tours. To ensure proper reception arrangements in other countries, the industry should cooperate with reputable school-sponsoring bodies.

## **D) Technological Factors**

Global technological progress has enabled the travel industry to break through its original development model. In the era of big data, travel agencies can obtain more accurate operating and consumption data, allowing them to provide visitors with personalised travel information and formulate appropriate sales strategies to increase overall revenues. Virtual Reality (VR) and Artificial Intelligence (AI) technologies have brought visitors new experiences, while the development of online sales platforms and electronic payment systems has made sales and payments more convenient.

### **I. Technological development trends of the global tourism industry**

#### **(1) Digitalisation has noticeably reduced travel costs**

In the digital age, travel itineraries can be easily planned with just a smart phone – much more convenient than in the past, when you had to visit a travel agency. By booking flights and hotel services online, visitors may also enjoy cheaper travel costs. The Digital Transformation Initiative introduced by the World Economic Forum predicts that between 2016 and 2025, digital transformation will boost the profits of the aviation and tourism industries by nearly US\$305 billion<sup>41</sup>.

#### **(2) Changes in the big data era**

The application of big data is transforming traditional tourism. Advances in information technology, communication technology, cloud computing, AI, VR and other technologies<sup>53</sup> have made travelling more convenient. Many countries have already begun to implement "smart tourism". For example, in the Mainland, visitors can monitor crowd traffic in scenic spots in real time through social platforms and choose the best time to visit<sup>54</sup>; France and Australia now offer virtual tours of scenic spots, allowing visitors to visit famous attractions via the websites; and Europe has launched a crowd monitoring system<sup>53</sup>, using big data to manage crowd flow and improve overcrowding at scenic spots. Smart tourism will be the focus of future tourism development.

In addition, travel agencies can now provide visitors with more personalised services by collecting data and analysing tourist behaviours. They can also gain insights into the development trends of the travel markets, such as estimating peak travel periods, popular attractions, and tourists' purchasing power. Meanwhile, using big data to analyse changes in tourist routes will be of great help to new tourism product development. Recent success stories have included round-the-island cycling tours and international marathon tours.

This shows that the travel industry should invest more resources in developing software and increasing smart tourism facilities to enhance the overall tourist experience.

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<sup>53</sup> Bauhinia Foundation Research Centre (2020). Smart tourism: How far has Hong Kong gone? Retrieved May 20, 2020, from <http://www.bauhinia.org/index.php/english/analyses/1044>

<sup>54</sup> HK01 (2018). 智慧旅遊 = 加強 WiFi 服務? 學者: 香港發展仍屬初步階段. Retrieved May 20, 2021, from <https://www.hk01.com/%E5%91%A8%E5%A0%B1/195580/%E6%99%BA%E6%85%A7%E6%97%85%E9%81%8A-%E5%8A%A0%E5%BC%B7wifi%E6%9C%8D%E5%8B%99-%E5%AD%B8%E8%80%85-%E9%A6%99%E6%B8%AF%E7%99%BC%E5%B1%95%E4%BB%8D%E5%B1%AC%E5%88%9D%E6%AD%A5%E9%9A%8E%E6%AE%B5>

### **(3) Promotion of electronic international travel procedures**

At present, many countries have further optimised their systems for international travel<sup>55</sup> and simplified their visa clearance procedures to facilitate the entry and exit procedures for citizens and visitors. In the United States, 29 airports currently allow U.S. citizens and Canadian visitors to submit passport information and customs declaration forms<sup>56</sup> through the Mobile Passport app on their smartphones or tablets, which significantly shortens their waiting time.

The popularisation of electronic visas has also enabled tourists to submit their visa applications online, which is faster and more convenient than other traditional methods. In addition, e-Visas frequently experience faster approval times, which is another reason for their popularity.

## **II. Technological development trends of the travel industry in Hong Kong**

### **(1) Smart city development in Hong Kong**

The HKSAR Government is committed to building Hong Kong into a world-class smart city. In 2017, the government announced the "Hong Kong Smart City Blueprint"<sup>57</sup> and launched 76 smart city initiatives, some of which will improve travel industry development. These include:

- Extending mobile check-in services to places outside the airport, such as theme parks, hotels, conference centres, and transportation hubs, as well as luggage collection, offering tourists a carefree, convenient travel experience.
- Using biometric technology at airport check-in counters, boarding pass checkpoints and boarding services to enhance the seamless airport travel experience.
- Using Information and Communications Technology (ICT), communication technology and virtual images to enrich the travel experience of tourists in Hong Kong.
- Encouraging the travel industry to make good use of innovative technology to enhance its competitiveness.

In 2020, to further optimise and expand the building of a smart city, the government announced the "Hong Kong Smart City Blueprint 2.0"<sup>58</sup>. The new measures introduced included optimising the smart tourism platform of the HKTb and establishing an automatic parking system at the Hong Kong Port of HZMB. Meanwhile, the travel industry will continue to launch various smart tourism projects to establish Hong Kong as an innovative and technologically advanced tourist destination.

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<sup>55</sup> Australian Consulate-General Hong Kong (2019). Electronic Travel Authorities (ETA). Retrieved February 26, 2019, from [https://hongkong.china.embassy.gov.au/hkng/VISMG\\_ETA.html](https://hongkong.china.embassy.gov.au/hkng/VISMG_ETA.html)

<sup>56</sup> U.S. Customs and Border Protection (2020). Mobile Passport Control. Retrieved May 20, 2021, from <https://www.cbp.gov/travel/us-citizens/mobile-passport-control>

<sup>57</sup> Innovation and Technology Bureau, HKSAR Government (2017). Hong Kong Smart City Blueprint. Retrieved May 22, 2021, from [https://www.smartcity.gov.hk/modules/custom/custom\\_global\\_js\\_css/assets/files/HongKongSmartCityBlueprint\(EN\).pdf](https://www.smartcity.gov.hk/modules/custom/custom_global_js_css/assets/files/HongKongSmartCityBlueprint(EN).pdf)

<sup>58</sup> Innovation and Technology Bureau, HKSAR Government (2020). Hong Kong Smart City Blueprint 2.0. Retrieved May 22, 2021, from [https://www.smartcity.gov.hk/modules/custom/custom\\_global\\_js\\_css/assets/files/HKSmartCityBlueprint\(ENG\)v2.pdf](https://www.smartcity.gov.hk/modules/custom/custom_global_js_css/assets/files/HKSmartCityBlueprint(ENG)v2.pdf)

## **(2) Development of online travel platforms**

To diminish confusion caused by too much travel information on the Internet, some online platforms have launched travel coach services<sup>59</sup>, using AI "chat robots" and online customer services to help visitors plan their itineraries, purchase travel products, and answer their travel enquiries, making it an interactive process.

In addition, to capitalise the HKSAR Government has allocated funds for the TIC to develop an online tourism resource platform<sup>60</sup> that provides travel information about the GBA and Belt and Road and assists the trade in developing more relevant tourism products so it can capitalise on the massive opportunities these initiatives bring.

## **(3) Data leak crises and the importance of network security**

In recent years, several travel agencies<sup>61</sup> and airlines<sup>62</sup> received negative attention because of data security incidents where their computer systems were hacked, resulting in customer data leaks. As we strive to build a smart city, the protection of personal data becomes even more important. In January 2020, the HKSAR Government set up a statutory regulatory body, the Travel Industry Authority (TIA)<sup>63</sup>, to be responsible for the licensing regime of travel agents. The TIA is expected to raise industry awareness about data protection in the future. The government is also currently providing a Pilot Information Technology Development Matching Fund Scheme for Travel Agents, to assist the trade in improving their information security system.

## **(4) The challenge the IT talent shortage poses to the development of the travel industry in Hong Kong**

To improve operational efficiency, many long-standing travel agencies have established comprehensive information management systems such as online sales systems that let travel practitioners check the latest registration status and balance of tour groups in real-time, while online platforms provide customers with travel information and tourism product ordering services. In addition, accounting software lets travel agencies simplify financial procedures and assist in analysing and controlling departmental operations.

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<sup>59</sup> SkyPost (2018). 網上旅遊教練反應佳. Retrieved May 22, 2021, from <https://skypost.ulifestyle.com.hk/article/2195472/%E7%B6%B2%E4%B8%8A%E6%97%85%E9%81%8A%E6%95%99%E7%B7%B4%20%E5%8F%8D%E6%87%89%E4%BD%B3>

<sup>60</sup> PartnerNet (2020). Introduction of Travel Industry Council of Hong Kong. Retrieved May 22, 2021, from [https://partnernet.hktb.com/en/itchk/about\\_the\\_organisers/travel\\_industry\\_council\\_of\\_hong\\_kong/index.html](https://partnernet.hktb.com/en/itchk/about_the_organisers/travel_industry_council_of_hong_kong/index.html)

<sup>61</sup> Media Statement, Privacy Commissioner for Personal Data (2018). Privacy Commissioner Raised Concern Over the Frequent Occurrence of Data Security Incidents at Travel Agents - Measures on Enhancing Data Security Reiterated. Retrieved May 20, 2021, from [https://www.pcpd.org.hk/english/news\\_events/media\\_statements/press\\_20180104.html](https://www.pcpd.org.hk/english/news_events/media_statements/press_20180104.html)

<sup>62</sup> Privacy Commissioner for Personal Data (2019). Data Breach Incident Investigation Report. Retrieved May 20, 2021, from [https://www.pcpd.org.hk/english/news\\_events/media\\_statements/files/PCPD\\_Investigation\\_Report\\_R19\\_15281\\_E.pdf](https://www.pcpd.org.hk/english/news_events/media_statements/files/PCPD_Investigation_Report_R19_15281_E.pdf)

<sup>63</sup> Press Releases, HKSAR Government (2019). Government announces appointments to Travel Industry Authority. Retrieved May 20, 2021, from <https://www.info.gov.hk/gia/general/201912/06/P2019120600479.htm?fontSize=1>

Through the global air ticket distribution system, travel agencies can book air tickets from airlines in real time, which is particularly important for the business of individual visitor packages. With the widespread application of electronic payment systems, customers are more generally inclined to use digital payment instruments, such as prepaid cards and electronic wallets, during transactions.

Due to the expanding application of innovation and technology, the travel industry is facing a shortage of IT talent. Therefore, some travel agencies have outsourced IT projects to Mainland service providers or directly recruited overseas IT talent.

### **III. Summary and Outlook**

Based on the above analysis, as the world enters the big data era, smart tourism and personalised marketing are the major future development trends of the tourism industry. The trade should use ICT tools to integrate and analyse data, and formulate marketing activities and develop tourism products according to the visitors' preferences customers. To provide premium online customer services, the trade should strengthen the training of travel practitioners to ensure that they understand different travel products and activities. With regards to protecting personal data, the trade should conduct risk assessments for various information management systems and formulate appropriate information security management initiatives.



## **E) Legal Factors**

At present, the international community has not yet found an optimal regulatory method for the travel industry. In the past, since the travel industry in Hong Kong lacked a strict regulatory system, the professionalism of the industry has left much to be desired, evidenced by illegally operating travel agencies, coerced shopping, and tourism products that did not match their description. The establishment of the TIA will help enhance the overall professional standards of travel agencies, tourist guides and tour escorts, while regulating the shops arranged to be patronised by inbound tour groups, with a view to enhancing the overall operation of the travel industry in a more professional manner.

### **I. Legal development trends of the global tourism industry**

#### **(1) Regulating the tourism industry with a unified organisation**

In places like Singapore and China, tourism policy, promotion and regulation are implemented by a unified organisation. The Mainland also has a licensing or certification system to regulate tour escorts. Travel agencies must review each applicant's qualifications and arrange business training before tendering their application to the local tourism authority. If a tourist guide or tour escort is found to have violated the rules, the state may impose sanctions on the local tourism authority.

#### **(2) Regulating the tourism industry with different organisations<sup>64</sup>**

In other regions, such as the United Kingdom, Australia, the United States and South Korea, tourism policy, promotion and regulation are implemented by different organisations. Generally speaking, government departments are responsible for tourism policy and planning, while public organisations are responsible for tourism promotion activities. With the exception of South Korea, none of these countries use a licensing system that regulates tourist guides or tour escorts.

#### **(3) The current operation and regulatory framework of the travel industry of Hong Kong<sup>64</sup>**

In 1999, the HKSAR Government established the Tourism Commission, which is responsible for formulating tourism development strategies, allocating resources to implement various tourism policies, and coordinating the work of various parties to promote the tourism industry, including planning attractions and liaising with Mainland authorities on tourism development issues. The Travel Agents Registry under the Tourism Commission is responsible for implementing the Travel Agents Ordinance, issuing travel agent licenses and conducting related tasks, such as monitoring the financial status of travel agents in accordance with regulations. In late 2020, there were approximately 1,720<sup>65</sup> licensed travel agents.

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<sup>64</sup> Commerce and Economic Development Bureau, HKSAR Government (2011). Review of the Operation and Regulatory Framework of the Tourism Sector in Hong Kong. Retrieved February 28, 2019, from [https://www.tourism.gov.hk/english/papers/files/consultation\\_paper\\_en.pdf](https://www.tourism.gov.hk/english/papers/files/consultation_paper_en.pdf)

<sup>65</sup> Travel Agents Registry (2021). Number of licensed travel agents in the past 10 years. Retrieved May 20, 2021, from <https://www.tar.gov.hk/eng/statistics/index.html>

Under the current two-tiered regulatory regime, the TIC is responsible for the self-regulation of the trade, including issuing passes for tourist guides and tour escorts, promulgating codes of practice and guidelines, and establishing a disciplinary mechanism to deal with cases of violations of code and guideline by members. In general, the TIC is responsible for the daily work of regulating travel agents, tourist guides and tour escorts. As of May 2021, there were 14,546 Tour Escort Pass holders<sup>66</sup> and 6,396 Tourist Guide Pass holders<sup>67</sup>.

The travel industry in Hong Kong has continued to expand over the past two decades, and the mode of the trade's operation has also kept evolving. The existing roles, responsibilities, and division of labour of the TIC and the Travel Agents Registry are not clear. Therefore, after comprehensive consideration of the opinions collected, the government decided to set up the TIA, which will be responsible for the overall regulation of the travel industry.

## II. Legal development trends of the travel industry in Hong Kong

### (1) Establishment of the TIA

Since the Central Government implemented the Individual Visit Scheme for Hong Kong in 2003, the number of inbound tourists from the Mainland has increased sharply. Although most travel industry practitioners have conducted their business properly, there have been incidents of coerced shopping and violations of professional conduct that have damaged the reputation of the travel industry of Hong Kong. The past lack of independence in the regulatory framework of the travel industry led to criticisms of "the trade regulating the trade". The HKSAR Government thus passed the Travel Industry Bill in 2018 and established a statutory regulatory body, the TIA<sup>68</sup>, in January 2020 to take over the regulatory and licensing work of the Travel Agents Registry and the TIC, and to also take over the Travel Industry Compensation Fund and handles compensation issues in regard to the closing down of travel agencies.

The TIA is expected to start operating in full within 2022. Apart from the chairperson being a non-trade member and the Commissioner for Tourism as the deputy chairperson, the TIA has 28 ordinary members, including 13 trade members and 15 non-trade members. The trade members consist of individuals engaged in inbound and outbound travel agent business, those work as tour escorts and tourist guides, as well as members of the TIC's Board of Directors, enabling the TIA to have representation from a broad spectrum of the trade<sup>69</sup>. Non-trade members come from different fields, including law, accounting, finance, education, consumer affairs and general administration. In 2020, the TIA established six committees that are responsible for different duties: the Disciplinary Committee, the Codes and Guidelines Committee, the Licensing Committee, the Compensation Committee, the Development Committee and the Corporate Services Committee<sup>69</sup>.

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<sup>66</sup> Travel Industry Council of Hong Kong (2021). Outbound Tour Escort Directory. Retrieved June 1, 2021, from <https://www.tichk.org/en/escorts/directory>

<sup>67</sup> Travel Industry Council of Hong Kong (2021). Tourist Guide Directory. Retrieved June 1, 2021, from <https://www.tichk.org/en/guides/directory>

<sup>68</sup> Sing Tao News (2021). 招逾百員工最快明年運作 · 旅監局新主席：業界違法必究. Retrieved May 21, 2021, from <https://www.singtao.ca/4063123/2020-01-28/news-%E3%80%90%E5%B0%88%E8%A8%AA%E3%80%91%E6%8B%9B%E9%80%BE%E7%99%BE%E5%93%A1%E5%B7%A5%E6%9C%80%E5%BF%AB%E6%98%8E%E5%B9%B4%E9%81%8B%E4%BD%9C+%E6%97%85%E7%9B%A3%E5%B1%80%E6%96%B0%E4%B8%BB%E5%B8%AD%E5%BC%9A%E6%A5%AD%E7%95%8C%E9%81%95%E6%B3%95%E5%BF%85%E7%A9%B6/?variant=zh-hk>

<sup>69</sup> Press Releases, HKSAR Government (2020). Travel Industry Authority holds first meeting. Retrieved May 20, 2021, from <https://www.info.gov.hk/gia/general/202001/14/P2020011400498.htm?fontSize=1>

With the professional knowledge and experience of trade and non-trade members, together with committees specialising in different areas of work, a new and enhanced regulatory regime<sup>63</sup> for the travel industry in Hong Kong is being formatted. The TIA is now handling a series of tasks, including drafting subsidiary legislation and formulating licensing frameworks, directives, guidelines and codes of conduct, and will work closely with different stakeholders in the future.

## **(2) Regime of Travel Agents**

The Travel Agents Registry issues travel agent licenses<sup>70</sup> in accordance with the statutory requirements of the Travel Agents Ordinance (Chapter 218). According to the Travel Agents Ordinance, licensed travel agent must be a member of the TIC. TIC requires its ordinary members to have paid-up capital of no less than HK\$500,000 (and an additional HK\$250,000 for each branch based on the number of branches), and at least one manager (possessing at least two years of travel work experience in the past five years) and a full-time staff member<sup>71</sup> for each business location.

The TIA is expected to implement new licensing regime<sup>72</sup> in accordance with the Travel Industry Ordinance in 2022. Under the new ordinance, applicants for travel agent licenses will not necessarily need to operate physical stores, and the current manpower requirements for physical stores and capital requirements for branches will also be removed; however, the basic paid-up capital requirement of HK\$500,000 will remain unchanged. In addition, travel agents with their licence obtained after the full implementation of the new ordinance will be required to deposit HK\$500,000 with the TIA in the form of bank guarantees. As for travel agents licensed immediately before the full implementation, while there is no need to immediately deposit guarantee money, the TIA can, in accordance with a two-tier standard, require non-compliant travel agents to deposit<sup>73</sup> guarantee money up to HK\$500,000 in the form of bank guarantees.

To ensure proper supervision of the overall operation and management of travel agents, under the new ordinance each travel agent must appoint a person relevant to the business as an authorised representative. They must meet specific requirements, including the completion of designated courses and qualifications requirements, and being accepted by the TIA as a suitable candidate<sup>73</sup>. Although the TIA has not yet confirmed the requirements for the above courses, it is believed that the content will be related to travel agency operation and the continuous professional development of the trade. The courses will also have the opportunity to be linked to the qualifications framework to enhance the professional standard of the industry. There are currently about 1,700 travel agents in Hong Kong, so it is expected that the demand for these courses will surge in the future.

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<sup>70</sup> Travel Agents Registry (2021). The Travel Agents Ordinance. Retrieved June 1, 2021, from <https://www.tar.gov.hk/eng/travel/index.html>

<sup>71</sup> Travel Industry Council of Hong Kong (2021). Application for Membership. Retrieved June 1, 2021, from <https://www.tichk.org/en/agents/members-services/membership/application>

<sup>72</sup> Press Releases, HKSAR Government (2021). Travel Industry Authority appoints Executive Director. Retrieved June 1, 2021, from [https://www.cedb.gov.hk/en/news/press\\_release/2021/pr11022021b.html](https://www.cedb.gov.hk/en/news/press_release/2021/pr11022021b.html)

<sup>73</sup> Legislative Council, HKSAR (2017). Travel Industry Bill. Retrieved January 31, 2019, from [https://www.tourism.gov.hk/english/papers/files/LegCo\\_Brief\\_on\\_Travel\\_Industry\\_Bill\\_eng.pdf](https://www.tourism.gov.hk/english/papers/files/LegCo_Brief_on_Travel_Industry_Bill_eng.pdf)

### **(3) Licensing regime for tourist guides and tour escorts**

In order to improve the professional standards and service quality of tourist guides and tour escorts, the TIC launched the “Outbound Tour Escort Accreditation System”<sup>74</sup> and the “Tourist Guide Accreditation System”<sup>75</sup> in 1999 and 2004 respectively.

Under the Outbound Tour Escort Accreditation System, all tour escorts appointed by travel agents to lead outbound tours must hold a valid Tour Escort Pass. Those who intend to obtain a Tour Escort Pass must meet the application requirements, including completing the “Outbound Tour Escort Accreditation Course” organised by the TIC or holding another recognised certificate and passing all relevant examinations. The Tour Escort Pass is valid for three years. Tour escorts are exempted from taking an accreditation examination<sup>74</sup> if they renew their Pass before the deadline.

As for the Tourist Guide Accreditation System, all tourist guides assigned by travel agents to receive inbound visitors are required to hold a valid Tourist Guide Pass. Those who intend to obtain a Tourist Guide Pass must meet the application requirements, including holding a recognised certificate and passing all related examinations. The Tourist Guide Pass is valid for three years. When renewing the Pass, tourist guides must have completed<sup>75</sup> the TIC’s Continuing Professional Development Scheme for Tourist Guides in order to meet the eligibility. The TIC launched this Scheme<sup>76</sup> in 2007, which covers consolidation and updating of knowledge, professional ethics and self-selected courses, to encourage tourist guides to continue their education and improve their professional knowledge, skills and ethics.

In addition to accreditation systems, if a tourist guide or tour escort violates the “Code of Conduct for Outbound Tour Escorts”, “Code of Practice for Tourist Guides” or other rules of the TIC, the case will be referred to the Compliance Committee or the Tourist Guide and Tour Escort Deliberation Committee under the TIC for handling, and making corresponding sanctions, including issuing a warning letter, non-renewal or suspension of the tour escort/tourist guide pass, and even revocation of licence<sup>77</sup> in severe cases.

The TIA is expected to implement a new statutory licensing regime<sup>78</sup> for tourist guides and tour escorts in accordance with the Travel Industry Ordinance in 2022. Under the new ordinance, for applications of issue or renewal of tourist guide and tour escort licences, the applicants must comply with requirements of the Ordinance, including completion of training courses specified by TIA. While the course content will be formulated by the TIA, it may be linked to the qualifications framework and be outsourced to appropriate institutions and school sponsoring bodies through tenders.

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<sup>74</sup> Travel Industry Council of Hong Kong (2021). Outbound Tour Escort Accreditation System. Retrieved June 1, 2021, from <https://www.tichk.org/en/escorts/accreditation-system>

<sup>75</sup> Travel Industry Council of Hong Kong (2021). Tourist Guide Accreditation System. Retrieved June 1, 2021, from <https://www.tichk.org/en/guides/accreditation-system>

<sup>76</sup> Travel Industry Council of Hong Kong (2021). Continuing Professional Development. Retrieved June 1, 2021, from <https://www.tichk.org/en/guides/cpd>

<sup>77</sup> Travel Industry Council of Hong Kong (2021). Guidelines on the handling of Tourist Guide Pass/Tour Escort Pass applications or renewal applications which require special deliberation, and of cases where tourist guides/tour escorts are suspected to be involved in specified situations by the Tourist Guide and Tour Escort Deliberation Committee. Retrieved June 1, 2021, from [https://www.tichk.org/sites/default/files/2021-03/tourist\\_guide\\_application\\_eng.pdf](https://www.tichk.org/sites/default/files/2021-03/tourist_guide_application_eng.pdf)

<sup>78</sup> Press Releases, HKSAR Government (2021). LCQ11: Travel Industry Authority. Retrieved October 20, 2021, from <https://www.info.gov.hk/gia/general/202107/07/P2021070700470.htm>

In addition, the Mainland has launched some new measures to encourage Hong Kong tourist guides or tour escorts to practise in the GBA. For example, starting from December 2020, accredited tourist guides and tour escorts in Hong Kong can, after training and accreditation, lead tours as a tour escort in the Hengqin New District in Zhuhai without the need of taking the national tourist guide examination. They can even lead tours in the Mainland<sup>79</sup> after obtaining a national tourist guide qualification.

#### **(4) The challenges posed by the quality of tourist guides and tour escorts to the development of the travel industry in Hong Kong**

The success of a travel agent is highly reliant on the qualifications and quality of travel practitioners (such as tour escorts and tourist guides) and operating personnel (such as department managers, branch management staff and sales representatives). The service level of tourist guides and tour escorts is one of the factors with a direct impact on customers' satisfaction with the industry. Currently, there are more than 20,000 accredited tourist guides and tour escorts in Hong Kong, of whom about 4,000 are freelancers<sup>80</sup>. In order to enhance the professionalism and service quality of industry practitioners, it is necessary to establish a rigorous licensing regime and a more complete training programme.

### **III. Summary and Outlook**

Based on the above analysis, the travel trade of Hong Kong should encourage practitioners to pursue continuing education and self-enhancement, review the “Continuing Professional Development Scheme for Tourist Guides”, and examine the establishment of a tourist guide qualification system for specific attractions. In addition, as tourists' travel experience increases, they have much higher expectations for tourist guides and tour escorts, especially in the areas of tourism product knowledge and crisis management. Therefore, the trade may consider offering more training courses in relation to customer service, crisis management and language ability.

Although most tourists visiting Hong Kong come from the Mainland, in order to promote the sustainable development of the travel industry, a wider variety of tourism products are expected to be developed for international tourists in the future. This will increase the demand for foreign language tourist guides. Due to the small number of foreign language tour guides in Hong Kong, the trade may consider providing foreign language tourist guide training courses for those interested in the tourism industry, and the curriculum design should strengthen the knowledge of Hong Kong's culture and history, in-depth tour or themed tours among foreign-language tourist guides.

Currently, the TIC has a punishment mechanism to deal with non-compliant travel agents, tourist guides and tour escorts, with revocation of licences in severe cases. The industry may consider setting up an “incentive mechanism” to commend outstanding travel agents and travel practitioners to promote positive development of the industry. It is hoped that in future the government will further promote tourism co-operation in the GBA and provide opportunities for Hong Kong tourist guides or tour escorts to work in the Mainland.

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<sup>79</sup> Ta Kung Pao (2020). 港澳導遊 1 日起可在珠海橫琴執業. Retrieved June 1, 2021, from <http://www.takungpao.com.hk/travel/xianggang/2020/1202/527418.html>

<sup>80</sup> Information Services Department, HKSAR Government (2020). \$150m to support tourism industry. Retrieved June 1, 2021, from [https://www.news.gov.hk/eng/2020/06/20200612/20200612\\_144534\\_716.html](https://www.news.gov.hk/eng/2020/06/20200612/20200612_144534_716.html)

## **F) Environmental and ethical factors**

This section explores how tourism development is affected by the business environment, environmental conservation and business ethics.

### **I. Environmental and ethical development trends of the global travel industry**

#### **(1) The rise of ecological and cultural tourism**

In recent years, a trend towards ecological and cultural tourism<sup>81</sup> has emerged as people increasingly pursue healthy lifestyles. This type of tourism lets travellers experience and appreciate the natural scenery and cultural heritage of their destinations. At present, many countries are using their local natural and cultural resources to develop tourism, while promoting the importance of environmental conservation. Australia is one such successful example, combining an abundance of resources with local government tourism policies and measures (including management plans, scenic spot planning, and product development) to successfully attract many international visitors every year for ecological and cultural tourism activities<sup>82</sup>.

When developing ecological and cultural tourism, these countries will abide by the principles of sustainable development, such as setting aside part of tourism revenue for environmental conservation. It is believed that ecological and cultural tourism will be one of the driving forces for the steady growth of the travel industry in the years to come.

#### **(2) Pursuit of new experiences and themed tourism development**

As travel frequency increases, tourists are pursuing unique travel experiences<sup>81</sup> other than sightseeing at general attractions. In recent years, themed tourism has become popular – travel routes designed around different themes, such as mountain climbing, photography, and parent-child travel. This allows tourists to experience the different parts of the world from multiple perspectives, maintaining a sense of freshness when they travel.

### **II. Environmental and ethical development trends in the travel industry in Hong Kong**

#### **(1) Business environment**

##### **(i) Promoting the Hong Kong brand**

The HKTb has been introducing Hong Kong's unique and rich travel experiences to tourists from all over the world through digital media, public relations campaigns and travel exhibitions. The HKTb website ([www.discoverhongkong.com](http://www.discoverhongkong.com)) is now available in 13 languages to help travellers plan their itinerary before coming to Hong Kong. In recent years, the HKTb has also launched tools like the Hong Kong Neighbourhoods page, the "My Hong Kong Guide" mobile app, and interactive maps that promote the diverse characteristics of local tours in Hong Kong.

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<sup>81</sup> TREKK BLOG (2019). Travel & tourism statistics to know about in 2019. Retrieved from <https://www.treksoft.com/en/blog/travel-tourism-stats-2016>

<sup>82</sup> Panel on Economic Development, Legislative Council (2021). Paper on Hong Kong Tourism Board Work Plan for 2021-2022 provided by the Hong Kong Tourism Board. Retrieved June 1, 2021, from <https://www.legco.gov.hk/yr20-21/chinese/panels/edev/papers/edev20210322cb4-672-1-c.pdf>



Although the epidemic has severely affected the operation of the travel industry in Hong Kong, the HKTb continues to maintain Hong Kong's international exposure through various overseas promotional programmes, including short videos, international TV shows and online games. The HKTb is also actively preparing post-pandemic promotional activities<sup>83</sup>.

## **(ii) Promotion of event tourism**

Every year, the HKTb organises large-scale events and activities such as Chinese and Western festivals, cultural and arts events, sports, and gastronomic activities, which attract tourists from around the world. The HKSAR Government has been committed to promoting event tourism. In 2021-22, it allocated an additional HK\$249 million to the HKTb to support events and activities of different types and scales to be held in Hong Kong<sup>84</sup>. In response to the pandemic, the HKTb has switched to online or mixed-mode events so that audiences outside Hong Kong can also participate. HKTb begins to relaunch mega events in the fourth quarter of 2021 to reinvigorate the local travel atmosphere, while conveying positive messages to the world and increasing visitors' interest in visiting Hong Kong in the future.

## **(iii) Optimising and establishing new tourism projects**

Hong Kong Disneyland and Ocean Park Hong Kong have both attracted a great number of locals and tourists to visit over the years. The HKSAR Government has been actively promoting the development plans of these two theme parks to enhance attractiveness of the parks and entice more high value-added tourists to visit Hong Kong.

In addition, Peak Tramways Co., Ltd. has obtained its second ten-year operating rights (until 2035), and has invested around HK\$700 million to improve its existing facilities, including increasing passenger capacity and refurbishing the Peak Tram termini, maintaining the Peak Tramway as an important tourism and recreational facility<sup>85</sup>. In 2021, the new landmark Kai Tak Sky Garden opened in the Kai Tak Development, providing Hong Kong residents and tourists with a new choice of leisure and entertainment facilities<sup>86</sup>.

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<sup>83</sup> Ming Pao (2020). 旅發局獲多撥 8 億 · 3 億推「盛事旅遊」。Retrieved June 1, 2021, from <https://news.mingpao.com/pns/%E8%A6%81%E8%81%9E/article/20200227/s00001/1582742029769/%E6%97%85%E7%99%BC%E5%B1%80%E7%8D%B2%E5%A4%9A%E6%92%A58%E5%84%84-3%E5%84%84%E6%8E%A8%E3%80%8C%E7%9B%9B%E4%BA%8B%E6%97%85%E9%81%8A%E3%80%8D>

<sup>84</sup> Commerce and Economic Development Bureau, HKSAR Government (2020). Replies to initial written questions from Members of the Finance Committee of the Legislative Council on Examining the Estimates of Expenditure 2021-22. Retrieved October 20, 2021, from <https://www.cedb.gov.hk/assets/resources/citb/legco-business/cedb-cit-c-20212022.pdf>

<sup>85</sup> Information Services Department, HKSAR Government (2018). Peak Tram operating rights renewed. Retrieved June 1, 2021, from [https://www.news.gov.hk/eng/2018/10/20181010/20181010\\_172028\\_980.html](https://www.news.gov.hk/eng/2018/10/20181010/20181010_172028_980.html)

<sup>86</sup> Information Services Department, HKSAR Government (2021). Kai Tak Sky Garden opens. Retrieved June 1, 2021, from [https://www.news.gov.hk/eng/2021/05/20210521/20210521\\_121550\\_095.html](https://www.news.gov.hk/eng/2021/05/20210521/20210521_121550_095.html)

## (2) Environmental conservation

### (i) Green eco-tourism

Hong Kong is home to many extensive and scenic country parks and hiking trails, as well as a world-class geopark and a long-standing rural culture in the New Territories. The “Development Blueprint for Hong Kong’s Tourism Industry<sup>6</sup>” published by the HKSAR Government in 2017 set the promotion of green tourism as one of the development goals of the city. In 2019, the government launched the “Green Lifestyle Local Tour Incentive Scheme” to encourage the travel industry to organise more local tours with green eco characteristics<sup>87</sup>.

In addition, the government is planning to optimise the existing country park visitor centres that will serve as a gateway to country parks and special locations, providing one-stop services such as tourist information (including adjacent hiking trails and scenic spots), guided tours and educational activities to promote green eco-tourism<sup>88</sup>. The Hoi Ha Visitor Centre, Hong Kong's first visitor centre with a marine park theme, was put into service in June 2021. Adjacent to the Hoi Ha Bay Marine Park, it is an ideal place to learn about marine conservation<sup>89</sup>.

### (ii) Local in-depth tours

In recent years, the HKTb has committed to promoting local in-depth tours, including offering tourists different excursion routes. The "Old Town Central" project aims to build the Central and Western districts into a tourist attraction<sup>90</sup> that blends together ancient and modern Chinese and Western art elements. The "Hong Kong Neighbourhoods – Sham Shui Po" project introduces tourists to authentic local life, including promoting new and old local shops and traditional delicacies<sup>91</sup>. Since September 2021, the HKTb has launched “Hong Kong Neighbourhoods – West Kowloon” project, covering Yau Ma Tei, Jordan and West Kowloon Cultural District, blends the ancient arts, historical architecture and shopping experience with the fashionable world-class art and cultural district which allows citizens and tourists to explore the West

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<sup>87</sup> HK01 (2020). 本地生態遊具發展潛力・長遠轉型需注入新思維. Retrieved June 1, 2021, from <https://www.hk01.com/%E5%91%A8%E5%A0%B1/452627/%E6%97%85%E9%81%8A%E5%AF%92%E5%86%AC-%E6%9C%AC%E5%9C%B0%E7%94%9F%E6%85%8B%E9%81%8A%E5%85%B7%E7%99%BC%E5%B1%95%E6%BD%9B%E5%8A%9B-%E9%95%B7%E9%81%A0%E8%BD%89%E5%9E%8B%E9%9C%80%E6%B3%A8%E5%85%A5%E6%96%B0%E6%80%9D%E7%B6%AD>

<sup>88</sup> Sing Pao Daily News (2019). 郊野公園康樂設施升級詢民意. Retrieved June 1, 2021, from <https://www.singpao.com.hk/index.php?fi=history&id=95491>

<sup>89</sup> Press Releases, HKSAR Government (2021). First thematic marine park visitor centre officially opens. Retrieved June 1, 2021, from <https://www.info.gov.hk/gia/general/202106/08/P2021060800704.htm?fontSize=1>

<sup>90</sup> HK01 (2017). 旅發局精選 5 條漫遊路線打造「舊城中環」・帶旅客感受地道文化. Retrieved June 1, 2021, from <https://www.hk01.com/%E7%A4%BE%E6%9C%83%E6%96%B0%E8%81%9E/86944/%E6%97%85%E7%99%BC%E5%B1%80%E7%B2%BE%E9%81%B8%E6%A2%9D%E6%BC%AB%E9%81%8A%E8%B7%AF%E7%B7%9A%E6%89%93%E9%80%A0-%E8%88%8A%E5%9F%8E%E4%B8%AD%E7%92%B0-%E5%B8%B6%E6%97%85%E5%AE%A2%E6%84%9F%E5%8F%97%E5%9C%B0%E9%81%93%E6%96%87%E5%8C%96>

<sup>91</sup> HK01 (2018). 【大城小區・深水埗】旅發局投 1200 萬推廣・地鐵街燈換紅白藍裝飾. Retrieved June 1, 2021, from <https://www.hk01.com/%E7%A4%BE%E6%9C%83%E6%96%B0%E8%81%9E/233680/%E5%A4%A7%E5%9F%8E%E5%B0%8F%E5%8D%80-%E6%B7%B1%E6%B0%B4%E5%9F%97-%E6%97%85%E7%99%BC%E5%B1%80%E6%8A%951200%E8%90%AC%E6%8E%A8%E5%BB%A3-%E5%9C%B0%E9%90%B5%E8%A1%97%E7%87%88%E6%8F%9B%E7%B4%85%E7%99%BD%E8%97%8D%E8%A3%9D%E9%A3%BE>



Kowloon from a brand-new angle<sup>92</sup>. Due to the pandemic, many countries have continued to implement travel and disease control measures. This diverse array of local in-depth tours has provided Hong Kong citizens with new travel experiences despite these measures.

### **(iii) Cultural experience tours**

Hong Kong is home to many villages and regions with historical characteristics. The HKSAR Government has implemented a number of measures to revitalise heritage buildings and sites, and promote the development of local cultural experience tours. For example, a conservation organisation has applied to restore 14 village houses in Lai Chi Wo, Sha Tau Kok<sup>93</sup> under the name "Hakka Life Experience Village". To give tourists a deeper understanding of the culture, history and customs of a destination, cultural experience tours must be led and explained by professional guides. As a result, there is currently a strong demand for tourism courses on the history and culture of Hong Kong.

### **(iv) Lantau Island Leisure and Tourism Development Plan**

The HKSAR Government is committed to developing Lantau Island as a diverse recreational and tourist destination, including tapping the natural and cultural resources of Lantau Island and adding diversified tourism infrastructure projects to the mix. The development of Lantau Island can expand Hong Kong's capacity to receive tourists, alleviate the impact brought about by tourists to local communities while increasing employment opportunities and promoting the local economy.

## **(3) Ethical aspects**

### **(i) “Zero-fare” tours**

“Zero-fare” tours refer to the reception services for inbound tours groups at zero fare provided by Hong Kong’s travel agencies and tourist guides. They rely on commissions from tourists’ consumption to maintain costs, so the itineraries of these tours mainly focus on shopping and ignore the sightseeing part. Some travel agencies operating “zero-fare” tours even require tourist guides to advance reception fees, and those tourist guides who accept such arrangement will generally promote products to tourists and arrange self-paid activities in order to earn more commissions<sup>94</sup>. However, forced consumption displeases tourists. There were also incidents in which tourist who had refused to purchase were abandoned by the tourist guide. Therefore, the “zero-fare” model ultimately harms the long-term and healthy development of the travel industry in Hong Kong.

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<sup>92</sup> Hong Kong Tourism Board (2021) ◦ HKTb Extends “Hong Kong Neighbourhoods” to Launch “West Kowloon” for Promoting Art and Culture Tourism of the Neighbourhood ◦ Retrieved October 20, 2021, from [https://www.discoverhongkong.com/content/dam/dhk/zh\\_tc/corporate/newsroom/press-release/hktb/2021/09-west-kowloon-neighbourhood-C.pdf](https://www.discoverhongkong.com/content/dam/dhk/zh_tc/corporate/newsroom/press-release/hktb/2021/09-west-kowloon-neighbourhood-C.pdf)

<sup>93</sup> Oriental Daily News (2018). 鄉郊基金再提申請荔枝窩 14 村屋改建度假屋. Retrieved February 12, 2019, from [https://hk.on.cc/hk/bkn/cnt/news/20181218/bkn-20181218202828023-1218\\_00822\\_001.html](https://hk.on.cc/hk/bkn/cnt/news/20181218/bkn-20181218202828023-1218_00822_001.html)

<sup>94</sup> Panel on Economic Development, Legislative Council (2006). Tackling Market Malpractices related to Mainland "Zero Fare" Tours to Hong Kong. Retrieved June 1, 2021, from <https://www.legco.gov.hk/yr06-07/english/panels/es/papers/es1127cb1-344-7-e.pdf>

To improve the service quality and increase market transparency, shops that are arranged to be visited by inbound tour groups must be registered with the TIC in advance, with pledges to provide a 100% refund within a limited period. If a registered shop violates the pledge of refund, the TIC will suspend or cancel its registration<sup>95</sup>. Tourist guides who violate the code of conduct will be subject to the TIC's disciplinary sanctions, and may even have their Tourist Guide Pass revoked in severe cases. The industry should consider providing more suitable training courses to enhance the service quality and professional ethics of tourist guides.

As for large-scale, mature travel agencies, many of them have obtained the ISO 9001 certification issued by the Hong Kong Quality Assurance Agency, meaning that they have successfully implemented quality management in accordance with international standards to further strengthen their consumer protections.

## **(ii) Travel protection**

All licensed travel agencies must pay levies for outbound fares under the current law. Travellers with a receipt of levy stamp can enjoy the protection of the Travel Industry Compensation Fund, including an ex gratia payment equivalent to 90% of outbound fares due to the closing down of business of travel agencies, or compensation and financial assistance<sup>96</sup> in the case of an accident during the outbound trip. Travel agencies have the responsibility to clearly explain to travellers whether the relevant travel services are covered by the Travel Industry Compensation Fund and the scope of protection. In addition, travel agencies should also remind travellers to purchase travel insurance for the most comprehensive protection.

Therefore, travel practitioners should have the latest knowledge of travel protection so that they can provide travellers with the most appropriate advice and arrangements in the event of an emergency.

## **(iii) Crisis management**

Crisis management is exceptionally challenging. In the event of emergencies (such as coach traffic accidents, flight delays and property loss), tourism practitioners should provide travellers with the most appropriate advice and assistance in accordance with the Crisis Management Guidelines, and are responsible for seeking compensation from the relevant units. Thus, they must have a good knowledge of crisis management, first aid and insurance. The industry should formulate clearer Crisis Management Guidelines for travel professionals, and should conduct regular reviews and updates.

## **(iv) The challenges that improper business practices by travel agencies pose to the development of the travel industry in Hong Kong**

In recent years, incidents involving unscrupulous tourist reception services happened one after another, seriously damaging the image and reputation of the travel industry in Hong Kong. From 2012 to 2016, the Consumer Council received between 2,000 and 3,000 complaints from

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<sup>95</sup> Travel Industry Council of Hong Kong (2021). Advice for Inbound Travellers. Retrieved June 1, 2021, from <https://www.tichk.org/en/travellers/inbound-advice>

<sup>96</sup> Travel Industry Council of Hong Kong (2021). Advice for Outbound Travellers. Retrieved June 1, 2021, from <https://www.tichk.org/en/travellers/outbound-advice/before-journey>

tourists<sup>97</sup> each year, and disputes between tourists and shops have also increased. In order to help tourists choose reliable shops and improve the overall service level of the industry, the HKTb has implemented the Quality Tourism Services Scheme. As of June 2021, 477 restaurants, 650 retailers and 241 hotels have been certified<sup>98</sup> under this Scheme.

### **III. Summary and Outlook**

Based on the above analysis, the travel industry of Hong Kong should leverage big data to develop diversified ecological and cultural tourism products based on tourist preferences. With regard to ethical matters, the industry should impose self-regulation, comply with the code of conduct of the industry, and avoid undermining the good reputation built up by predecessors for the sake of making profits. In addition, to prevent accidents, it is necessary for outbound travellers to carefully select reliable receiving travel agencies and arrange for travel practitioners who have received training in risk and crisis management to escort the tours. The industry should aim to provide quality services and maintain the status of the "Hong Kong" brand in the international market.

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<sup>97</sup> Consumer Council (2017). Consumer Council's Views on Travel Industry Bill. Retrieved February 26, 2019, from <https://www.consumer.org.hk/en/advocacy/consultation-papers/20170509>

<sup>98</sup> Hong Kong Tourism Board (2021). Quality Tourism Services (QTS) Scheme. Retrieved June 1, 2021, from <https://www.discoverhongkong.com/eng/plan/qts.html>

# **Chapter Three**

## **Qualifications Framework**

### **Hong Kong Qualifications Framework**

1. The Travel Industry Training Advisory Committee (ITAC) set up by the Education Bureau on 1 January 2018 provides a platform for the stakeholders to put Qualifications Framework (QF) into implementation and to exchange views on the training needs and manpower development in the industry. QF is a seven-level hierarchy that provides benchmarks for determining the level of complexity and difficulty of individual competencies. It is also used to order and support qualifications of different natures and titles. The QF has in place an independent quality assurance (QA) system that would enhance recognition and acceptance of the qualifications in the industry, irrespective of the mode and source of learning.
2. The Travel ITAC is responsible for the development of its industry-specific, task-based SCS for the identified core functional areas. The SCS, in the form of Units of Competencies (UoCs), provides not only quantitative and qualitative specifications on the competencies required for specific tasks, but also the integrated outcome standards required as well as information on the QF level and credits.
3. The SCS may be used to aid vocational curriculum designed by vocational education and training providers, or in-service employee development by HR personnel, or best practice recognition and qualifications by awarding bodies within the industry. SCS is the cornerstone to enhance workforce competitiveness and industry sustainability in the long run.
4. The QF aims to provide clear learning pathways for individuals to draw up their own roadmaps to obtain quality assured qualifications. Learners can either pursue a specific learning pathway to upgrade their skills in a particular area of specialisation in a gradual and orderly manner (vertical development), or progress through traversing learning pathways to become multi-skilled (horizontal development). Through the full-scale implementation of the QF, we will foster a vocational environment and culture conducive to lifelong learning and continuing education in the industry. With the active participation of employers and employees as well as the wide acceptance of the industry, the QF will also encourage the development of quality training programmes by providers to meet the needs of the community and the industry.

### **QF Level**

5. The QF has seven levels, from level 1 to level 7, where level 1 is the lowest and level 7 the highest. The outcome characteristic of each level is depicted by a set of generic level descriptors (GLD) (Appendix 1). The GLD specifies for each QF level its generic complexity, demand and challenges in the four dimensions below:
  - a. Knowledge and intellectual skills;
  - b. Processes;
  - c. Autonomy and accountability; and
  - d. Communication, ICT and numeracy
6. In the Specification of Competency Standards of Travel Industry, the UoCs are benchmarked to the QF levels in accordance with the GLD. It is worth to note that competency elements in a UoC

may fall in some or all of the GLD dimensions as what it naturally should be. The QF level assignment is essentially a holistic judgement on the unit's integrated outcome requirement.

7. QF levels are discrete. That is, there cannot be assignment of UoC in-between QF levels. Also, a UoC that cannot fully match the competency requirements of one or more dimensions of a level would be assigned to the next lower level.

### **QF Credit**

8. QF credit is a measure of the size or volume of learning. It provides a common currency in the QF which enables learners to know the effort and time expected of an average learner to complete the learning process successfully and attain the learning outcomes. QF credit is expressed in notional learning time and 1 QF credit consists of 10 notional learning hours. It takes into account the total time likely to be spent by an average learner in all modes of learning to achieve the learning outcomes, including attendance in classes, tutorials, experiments in laboratories, practical learning in workshops, self-studying a library or at home, and also the assessments or examinations.

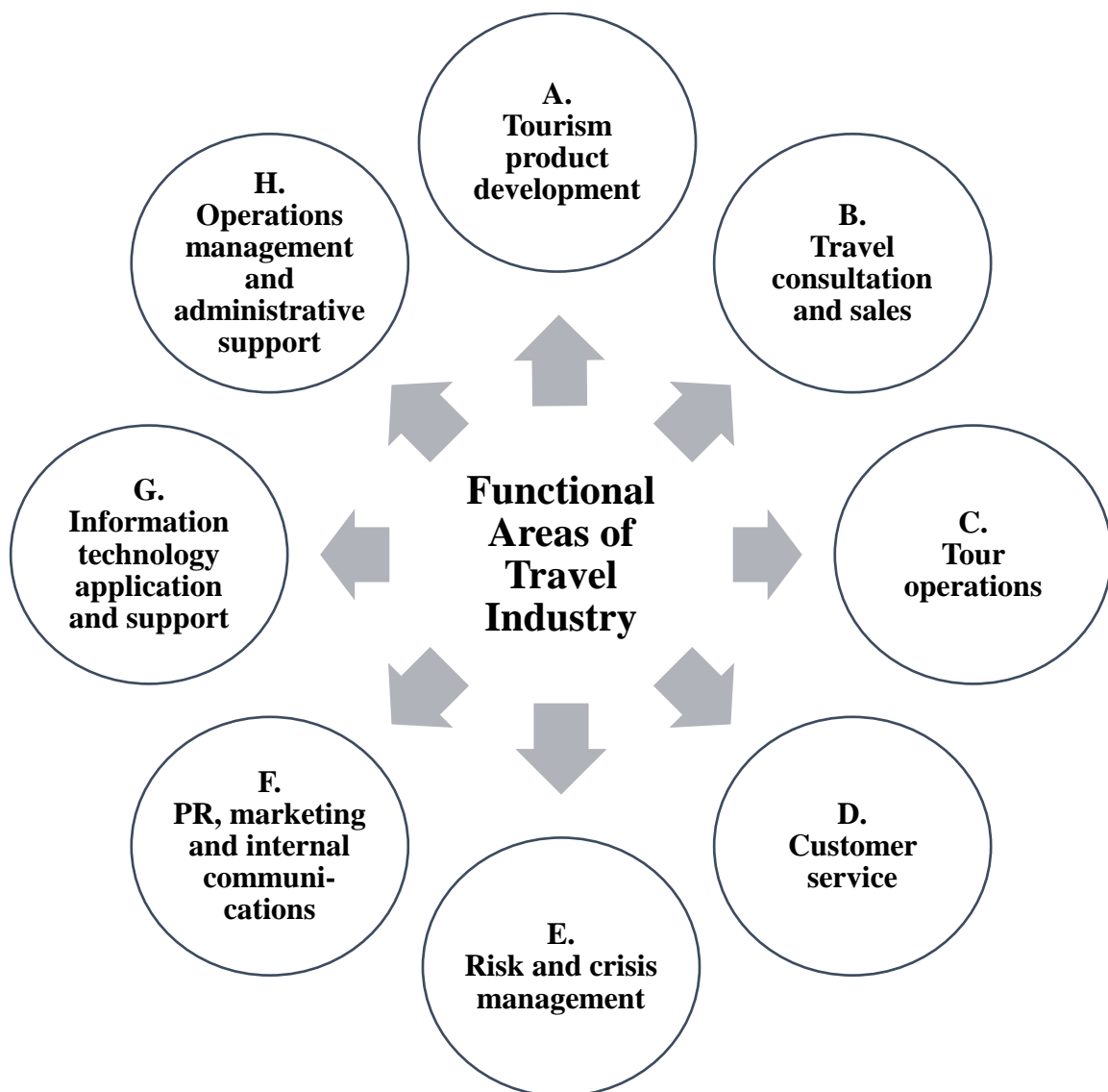
## Chapter Four

### Major Functional Areas for the Travel Industry in Hong Kong

#### 1. Suggested major functional areas for the travel industry

After conducting the P.E.S.T.L.E. macro-environment analysis, Travel ITAC suggested the functional areas of the travel industry in Hong Kong can be roughly categorised into the following three parts:

- (i) Functions related to product development and sales (functional areas A, B, C)
- (ii) Functions related to customers and marketing (functional areas D, E, F)
- (iii) Functions related to daily operations of travel agencies (functional areas G, H)



## **2. Suggested major functional areas for the travel industry – definitions**

### **(i) Functions related to product development and sales**

#### **A. Tourism product development**

The scope includes reviewing, collecting and analysing existing tourism products; planning and developing new tourism products; designing itineraries and marketing activities; and supervising and reviewing tourism products. The objective is to provide brand-new travel itineraries and keep existing travel products up-to-date, delivering a higher quality of service while promoting travel trends.

#### **B. Travel consultation and sales**

The scope includes receiving customers, promoting tourism products, and handling daily customer enquiries. The objective is to scrutinise the operating environment of the markets and the competition in the industry, so as to gain a thorough understanding of what the markets and customers need that can be used to formulate specific sales plans.

#### **C. Tour operations**

The scope includes the everyday operations of different tourism products. The objective is to enable tourism practitioners to fully understand the pre-planning of various tourism activities and the services to be provided during the journey, as well as the follow-up work, so as to ensure that customers are provided with high-quality tourism services.

### **(ii) Functions related to customers and marketing**

#### **D. Customer service**

The scope includes solving customer problems, meeting their needs and handling their complaints. The objective is to provide high-quality services and improve customer satisfaction, as well as to build up and manage customer relationships, so as to create loyal customers for travel agencies.

#### **E. Risk and crisis management**

The scope includes crisis analysis and evaluation of tourism products; devising crisis prevention and control plans; onsite crisis handling and command centre support; and follow-up work. The objective is to deliver smooth journeys under safe conditions.

#### **F. Public relations, marketing and internal communications**

The scope includes building travel agency brands; formulating marketing plans for tourism products; arranging promotional events with social media and electronic business systems; and strengthening internal communications and knowledge management. The objective is to expand the market share of the travel industry, increase sales and brand awareness, and strengthen internal communication channels for travel agencies.

### **(iii) Functions related to travel agencies' daily operations**

#### **G. Information technology application and support**

The scope includes developing various electronic business systems; managing various ticketing channels; monitoring transactions; and protecting customer data, as well as analysing business data. The objective is to create a competitive advantage for travel agencies and enhance their operating efficiency using the latest information technology.

#### **H. Operations management and administrative support**

The scope includes the daily operations of travel agencies, including their administration, accounting and human resource management. The objective is to effectively coordinate the division of labour among various departments, so that finance, accounting, information technology, marketing and human resources support teams can operate in compliance with laws and regulations.

The following sections describe the relations between the P.E.S.T.L.E. analysis and the major functional areas of the travel industry.



### 3. The relationship between the political factors and these functional areas

As a beneficiary of the Belt and Road Initiative and GBA connectivity promoted by China, Hong Kong can leverage its advantages as a focal city and transport hub in Asia and the GBA to develop new world-class tourist attractions, and design distinctive Guangdong-Hong Kong-Macao tourist routes that will expand different markets.

The travel industry in Hong Kong therefore needs to train talent with the following abilities:

Functional areas		Future development needs of the travel industry in Hong Kong
A	Tourism product development	Able to make use of the Belt and Road Initiative and GBA connectivity to develop more tourism products and plan appropriate marketing activities that will enhance the popularity of the Hong Kong brand and its tourism products.
B	Travel consultation and sales	Able to consult with customers, assist in formulating appropriate sales strategies to meet tourists' needs, and provide customers with detailed and up-to-date travel information when selling products.
C	Tour operations	According to the HKSAR Government's "Development Blueprint for Hong Kong's Tourism Industry", the travel industry needs to recruit more professional event management talent to assist in organising branded tourism events, including promoting the development of MICE travel.
E	Risk and crisis management	In the face of a changing global political landscape, travel agencies must strengthen the training of travel practitioners to ensure they can properly handle crises and minimise risks when travelling abroad.

#### 4. The relationship between the economic factors and these functional areas

Due to the economic boom in China, the national income has soared and foreign tourist arrivals have repeatedly set new highs, spurring tremendous development in the travel industry in Hong Kong. With the recent completion of large-scale infrastructure projects such as HZMB, XRL, and the Cruise Terminal, as well as new visa exemption arrangements, the industry should design more products like multi-destination tourism and specialty tours, and strive to establish Hong Kong as a world-class tourist destination. Meanwhile, MICE tours have their unique advantages, and the industry should also step up its promotion to drive the growth of overnight visitors to Hong Kong and create more revenue for its travel industry.

Therefore, the travel industry in Hong Kong needs to train talent with the following abilities:

Functional areas		Future development needs of the travel industry in Hong Kong
A	Tourism product development	Able to develop featured tourism products that complement multi-destination tourism, and possess related travel consultation and sales knowledge.
B	Travel consultation and sales	
C	Tour operations	As many international enterprises select Hong Kong as their MICE destination, the travel industry needs to recruit and train more related talent.
D	Customer service	Able to leverage their event management knowledge and provide customised services to support MICE travel development.
G	Information technology application and support	Facing the challenges of online travel agencies, traditional agencies need more IT talent who are able to complete their transformation and assist in the development of various computer applications and online platforms.
H	Operations management and administrative support	Able to support the thriving development of online travel services and leverage their IT knowledge to assist travel agencies with their operations management & administrative support.

## 5. The relationship between the social factors and these functional areas

To cater to the rise of "silver-haired" tourists and school study tours, as well as the changes in the travel consumer behaviour of young people, travel agencies should take care of the needs of different customers and make appropriate preventive measures and contingency arrangements when arranging travel itineraries and activities. Meanwhile, frequent terrorist attacks and emergencies in recent years have increased the needs for tourism practitioners to enhance their crisis awareness and problem-solving skills.

Therefore, the travel industry in Hong Kong needs to train talent with the following abilities:

Functional areas		Future development needs of the travel industry in Hong Kong
A	Tourism product development	<ul style="list-style-type: none"><li>• Able to develop and customise tourism products for "silver-haired" and young tourists based on tourism knowledge and experience.</li><li>• Able to strengthen their agency's contact with airlines around the world, convince them to launch new routes to Hong Kong, and develop diversified tourism products using the multi-destination tourism concept in the GBA to counter the rising popularity of budget airlines.</li><li>• Able to cooperate with reputable school-sponsoring bodies when organising study tours to ensure proper local reception arrangements.</li></ul>
B	Travel consultation and sales	Able to answer customers' questions and concerns in detail during sales promotion, to increase customers' confidence in travel products.
C	Tour operations	<ul style="list-style-type: none"><li>• For inbound tours, tourist guides should be able to make proper arrangements for the itineraries and activities of their tours, to avoid affecting the daily lives of Hong Kong residents.</li><li>• For study tours, travel practitioners should have the ability to deal with emergencies.</li></ul>
E	Risk and crisis management	

## 6. The relationship between the technological factors and these functional areas

With the popularisation of online sales, traditional travel agencies should accelerate their transformation and recruit IT talent to build up online operations and sales systems to support new trends in travel consumer behaviour.

Therefore, the travel industry in Hong Kong needs to train talent with the following abilities:

Functional Areas		Future development needs of the travel industry in Hong Kong
B	Travel consultation and sales	Able to continuously improve their tourism knowledge so as to support online customer service, and provide customers with accurate information which can help plan their itineraries and solve their travel problems.
D	Customer service	
E	Risk and crisis management	Able to formulate network security and risk management strategies to protect the personal data of customers.
G	Information technology application and support	Able to use big data to analyse preferences of visitors and formulate personalised itineraries and promotional strategies which match the new trends in travel consumer behaviour.
H	Operations management and administrative support	In response to the advent of the big data era, logistics support staff should be able to collect and analyse data to help improve operational efficiency and provide appropriate support.

## 7. The relationship between the regulatory factors and these functional areas

To attract new, young talent, the HKSAR Government has committed to elevating professionalism in the travel industry. This includes enhancing travel practitioners' knowledge of the competition law, the Trade Descriptions Ordinance and the Personal Data (Privacy) Ordinance; establishing a comprehensive and rigorous regulatory and licensing system through the establishment of the TIA; and nurturing high-quality tourist guides and tour escorts.

Therefore, the travel industry in Hong Kong needs to train talent with the following abilities:

Functional areas		Future development needs of the travel industry in Hong Kong
B	Travel consultation and sales	<ul style="list-style-type: none"><li>• By encouraging travel practitioners to further their studies, they can elevate their knowledge of sales-related regulations, Hong Kong's culture and history, customer service, and crisis management, as well as improve their language skills, thus meeting the travel consultation and customer service needs of visitors from all over the world.</li></ul>
D	Customer service	<ul style="list-style-type: none"><li>• As different kinds of tourism products will be developed for international tourists in the future, Hong Kong needs to train more tourist guides who are fluent in foreign languages, while also providing them with training about Hong Kong's culture and history, as well as in-depth and themed travel.</li><li>• Able to set up a tourist guide qualification system for specific attractions, and cooperate with relevant training to enhance the professionalism of travel practitioners.</li></ul>
F	PR, marketing & internal communications	Able to provide customers with accurate information when conducting marketing and product promotion campaigns; avoid violating the Trade Descriptions Ordinance; and sell travel products to existing customers in accordance with the provisions of the Personal Data (Privacy) Ordinance.

## 8. The relationship between the environmental and ethical factors and these functional areas

The HKSAR Government has been committed to promoting ecological, cultural and regional in-depth tourism, as well as organising major events that will help develop Hong Kong into a world-class tourist destination. To maintain the Hong Kong brand as a quality tourist destination, the government must strictly crack down on travel agencies and travel practitioners operating with unscrupulous practices.

Therefore, the travel industry in Hong Kong needs to train talent with the following abilities:

Functional areas		Future development needs of the travel industry in Hong Kong
A	Tourism product development	Able to use the HKSAR Government's policies to develop more tourism products related to ecology, culture and regional in-depth travel.
E	Risk and crisis management	Able to select good, local reception parties when travelling abroad and reduce travel risks through crisis management training.
F	PR, marketing & internal communications	Able to strictly comply with industry ethics, rather than undermining the reputation built up by their predecessors for the sake of profit. Travel agencies also need to emphasise the construction and management of their quality tourism brands.
H	Operations management and administrative support	To improve operations management, travel agencies need to establish an effective administrative support system that can assist with marketing and the implementation of quality assurance.

## Chapter Five

### Challenges Faced by the Travel Industry in Hong Kong and Suggestions

Based on the above analysis, we present the following suggestions for the future development of the travel industry in Hong Kong:

#### **A. Coping with the impact of online travel agencies**

##### **(1) Developing online business and exploring local and overseas short-haul tours**

According to a 2016 research report published by a well-known travel search engine company, Hong Kong residents no longer prefer to mainly visit physical travel agencies, with most of them switching to online booking<sup>99</sup>. Meanwhile, social movements and the pandemic have also accelerated the development of electronic trade. The biggest difficulty for traditional travel agencies now, therefore, is to tackle the competition from online travel agencies.

##### **❖ For outbound tours**

With the development of technology, tourists can easily plan their itineraries and book air tickets and hotels online. Take Japanese travel as an example. Many tourists opt to travel as individuals, but they also take excursion tours organised locally, which saves them the trouble of making transport, attraction ticket and catering arrangements while making their travel even more enjoyable. As traditional travel agencies have accumulated a wealth of travel experience, they can arrange travel consultants to conduct inspections in popular tourist spots, and introduce special excursions tailored to individual tourists in these places. They can also use their websites and online platforms to release the latest travel information, as well as promotional materials to stimulate consumption.

##### **❖ For inbound tours**

In response to the opening of HZMB and XRL, travel agencies should design more distinctive short-haul, multi-destination tours in the Greater Bay Area to attract locals and tourists. Given the HKSAR Government's mission to develop featured local tours, travel agencies can also organise in-depth experience tours, such as short excursions that explore Hong Kong's traditional culture and food. Furthermore, as many countries have continued to implement tourist and safety measures in response to the ongoing COVID-19 prevention control measures, the demand for local featured tours has surged, directly spurring economic growth.

As for promotion, online platforms, tourist information centres and hotel concierges are all ideal choices.

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<sup>99</sup> Bauhinia Foundation Research Centre (2017). Travel better for less: How to regulate online travel agencies? Retrieved June 1, 2021, from <http://www.bauhinia.org/index.php/english/analyses/565>

In response to these developments, the industry should enhance training in the following functional areas:

(A) Tourism product develop- ment	(B) Travel consultation and sales	(C) Tour operations	(D) Customer service	(E) Risk and crisis management	(F) PR, marketing & internal communi- cations	(G) Information technology application & support	(H) Operations management & administrative support
•	•	•	•	•	•	•	•

## (2) Enhancing customer service

Most tourists currently prefer to buy tourism products online. They tend to opt for suppliers who have a good reputation and offer good service, and will also consider added value and after-sales service, as well as the convenience of consumption. For example, when travelling abroad, tourists want to be able to contact travel consultants at any time via their mobile apps and booking reference numbers, so they can get their help with solving problems that arise on the trip. Travel practitioners should therefore enhance their professionalism and customer service to meet customer needs, which will help them cope with the fierce competition in the future market.

In response to these developments, the industry should enhance training in the following functional areas:

(A) Tourism product develop- ment	(B) Travel consultation and sales	(C) Tour operations	(D) Customer service	(E) Risk and crisis management	(F) PR, marketing & internal communi- cations	(G) Information technology application & support	(H) Operations management & administrative support
		•	•	•	•	•	•

## (3) Exploring business opportunities with innovative tourism products

Although traditional travel agencies have come to understand the importance of developing online business, sales methods remain the biggest issue. Switching to focusing on the sales of individual tour packages may be a way out. Over the years, traditional travel agencies have accumulated a wealth of travel experience, so they should make the most of their advantages by trying to procure attractive travel packages at lower prices from major suppliers, and providing customers with one-stop service to tap new business opportunities.



In response to these developments, the industry should enhance training in the following functional areas:

(A) Tourism product develop- ment	(B) Travel consultation and sales	(C) Tour operations	(D) Customer service	(E) Risk and crisis management	(F) PR, marketing & internal communi- cations	(G) Information technology application & support	(H) Operations management & administrative support
•	•	•			•	•	•

## **B. The future development of business and MICE travel**

Due to the fierce competition in online sales, traditional travel agencies must transform and develop different businesses to ensure their sustainable development.

Business exchanges around the world occur with great frequency today. Many large international companies still rely on traditional travel agencies to help them handle the details of business and MICE travel, such as allocating plane seats and hotel rooms according to their rank in their company, as well as catering and specific local activities. Since corporate customers generally need complete quotations and detailed event planning, and tend to choose service providers who have a good reputation and experience, traditional travel agencies still have an edge compared to online sales service providers. Therefore, traditional travel agencies must train up talent who possess a strong knowledge of business and MICE travel to meet their future needs.

In response to these developments, the industry should enhance training in the following functional areas:

(A) Tourism product develop- ment	(B) Travel consultation and sales	(C) Tour operations	(D) Customer service	(E) Risk and crisis management	(F) PR, marketing & internal communi- cations	(G) Information technology application & support	(H) Operations management & administrative support
•	•	•	•	•	•		

## **C. Building a professional image and attracting young talent to the industry**

To recruit more outstanding young talent, the travel industry should improve professionalism of travel work, including using knowledge, experience and skills more systematically to develop and sell tourism products, handle tour arrangements and support administrative work. To establish this professional image, the industry should introduce a strict regulatory system, requiring travel practitioners to further their education and encouraging them to optimise their services. In addition, the industry should set out clear paths for progression and provide formal training to help young people plan their careers and prepare them for the industry.

In response to these developments, the industry should enhance training in the following functional areas:

(A) Tourism product develop- ment	(B) Travel consultation and sales	(C) Tour operations	(D) Customer service	(E) Risk and crisis management	(F) PR, marketing & internal communi- cations	(G) Information technology application & support	(H) Operations management & administrative support
•	•	•	•	•	•	•	•

## Chapter Six

### Overview of Competency Standards of Travel industry

#### Tourism Product Development

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Collect tourism product information	110604L2	2	3	6-12
Compare tourism products	110605L4	4	4	6-13
Analyse the needs and trends of the travel market	110606L4	4	4	6-14
Analyse factors that affect travel	110607L4	4	4	6-15
Formulate and update tourism product goals and publicity strategies	110608L5	5	4	6-17
Establish a good relationship with overseas tourism boards	110609L4	4	4	6-18
Manage travel service providers	110610L4	4	4	6-19
Formulate the development direction of tourism products	110611L5	5	5	6-20
Research the feasibility of developing new tourism products	110612L6	6	6	6-21
Formulate solutions to develop and optimise tour group products	110613L5	5	5	6-22
Formulate development and optimisation solutions for tourism products (air tickets / hotels / travel packages)	110614L5	5	5	6-23
Formulate development and optimisation solutions for business tourism products	110615L5	5	5	6-24
Formulate development and optimisation solutions for distinctive tourism products	110616L5	5	5	6-25
Formulate development and optimisation solutions for MICE tourism products	110617L5	5	5	6-26
Formulate development and optimisation solutions for online tourism products	110618L5	5	5	6-27
Review and continuously improve the quality of tourism products	110619L6	6	6	6-28

## Overview of Competency Standards of Travel industry

### Travel consultation and sales

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Maintain up-to-date information on local and international tourism products	110620L3	3	3	6-29
Get familiar with the tourism product information of major competitors	110621L3	3	3	6-30
Analyse the characteristics and selling points of tourism products	110622L4	4	4	6-31
Collect customer opinions on tourism products	110623L3	3	3	6-32
Analyse customers' requirements and expectations for tourism products	110624L4	4	4	6-33
Compare different sales strategies in practice	110625L4	4	4	6-34
Formulate suitable sales strategies	110626L5	5	5	6-35
Understand the factors that influence customers to purchase tourism products	110627L3	3	2	6-36
Recommend tourism products and information that meet customer needs	110628L3	3	2	6-37
Sell tourism products	110629L3	3	3	6-38
Use the sales system to book tourism products and services	110630L3	3	3	6-39
Provide after-sales service for tourism products	110631L3	3	2	6-40
Improve the sales skills of employees	110632L4	4	4	6-41
Strengthen employee knowledge of tourism products	110633L4	4	3	6-42
Provide the latest online information on tourism products	110634L3	3	3	6-43
Answer customer enquiries online	110635L3	3	3	6-44
Design online sales promotion activities	110636L4	4	5	6-45
Look for potential customers	110637L3	3	3	6-46
Write tenders for campaigns	110638L3	3	5	6-47
Master bidding skills and conduct bidding work	110639L3	3	3	6-48
Master effective presentation skills	110640L3	3	2	6-49
Analyse sales data and sales strategies	110641L4	4	4	6-50
Identify popular tourism products based on the comparison results	110642L4	4	4	6-51

## Overview of Competency Standards of Travel industry

### Tour Operations

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Make preliminary preparations prior to tour departure	110643L2	2	3	6-52
Collect up-to-date travel information about destinations	110644L2	2	3	6-53
Contact travel service providers to ensure a smooth journey	110645L3	3	3	6-54
Provide frontline staff with up-to-date information of travel destination	110646L3	3	3	6-55
Make preliminary preparations prior to the departure of the outbound tour groups	110647L3	3	2	6-56
Provide customer service to outbound tour group during a tour	110648L3	3	2	6-57
Provide hotel information and check-in service to outbound tour groups	110649L3	3	2	6-59
Arrange catering, guided sightseeing and shopping activities for outbound tour groups	110650L3	3	2	6-60
Manage outbound tour return arrangements and conclude the tour	110651L3	3	2	6-62
Provide chartered tour services	110652L3	3	3	6-63
Make preliminary preparations prior to receiving inbound tours groups	110653L3	3	2	6-64
Provide customer service to inbound tour group during a tour	110654L3	3	2	6-65
Provide hotel information and check-in service to inbound tour groups	110655L3	3	2	6-67
Arrange catering, guided sightseeing and shopping activities for inbound tour groups	110656L3	3	2	6-69
Manage inbound tour return arrangements and conclude the tour	110657L3	3	2	6-70
Understand the historical background, tourist attractions and social situation of Hong Kong	110658L3	3	2	6-71
Understand the culture and habits of international tourists	110659L3	3	1	6-72
Sales of air ticket / hotel / travel packages	110660L3	3	4	6-73
Provide personal tourism products and services	110661L3	3	3	6-74

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Provide pre-departure services for business travel clients	110662L3	3	3	6-75
Provide itinerary booking services to business travel clients	110663L3	3	3	6-76
Provide services for business travel clients during their journey	110664L3	3	4	6-77
Provide post-journey services to business travel clients	110665L3	3	3	6-78
Perform cultural tour operations	110666L3	3	5	6-79
Perform ecological and green tour operations	110667L3	3	2	6-80
Perform cruise tour operations	110668L3	3	5	6-81
Perform study and exchange tour operations	110669L3	3	5	6-82
Perform the preparatory work for MICE tour	110670L3	3	3	6-83
Perform the workflow of MICE tour	110671L3	3	5	6-84
Perform the post MICE tour work	110672L3	3	3	6-86
Review and optimise the operations of different tourism products	110673L6	6	6	6-87

## Overview of Competency Standards of Travel industry

### Customer service

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Provide value-added services	110674L2	2	1	6-89
Solve common customer problems	110675L3	3	1	6-90
Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2	6-91
Implement customer service excellence programmes	110677L4	4	3	6-93
Design customer service excellence programmes (such as Mystery Shoppers Programme)	110678L5	5	5	6-94
Enhance customer satisfaction with tourism products and services	110679L3	3	3	6-96
Build and manage customer relationships	110680L4	4	3	6-97
Implement customer relationship management	110681L4	4	4	6-98
Operate the membership data system	110682L3	3	3	6-99
Maintain relationships with members	110683L3	3	3	6-100
Establish and manage a membership system	110684L4	4	4	6-101
Establish a membership data system	110685L4	4	4	6-102
Design member discount and reward programmes	110686L4	4	4	6-103
Handle and follow-up on customer complaints	110687L3	3	3	6-104
Formulate complaint prevention plans	110688L5	5	4	6-106
Review and improve service quality	110689L6	6	5	6-107

## Overview of Competency Standards of Travel industry

### Risk and crisis management

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Recognise the potential risks of various tourism activities	110690L3	3	2	6-108
Conduct risk analysis and assessment of tourism activities	110691L5	5	4	6-109
Choose suitable tourism resource providers	110692L4	4	4	6-110
Process the service agreements of tourism resource providers	110693L4	4	3	6-111
Improve the knowledge of crisis management and first aid among tourism practitioners	110694L4	4	4	6-112
Establish a crisis response team	110695L5	5	5	6-113
Formulate crisis prevention and control plans	110696L5	5	6	6-115
Perform marketing and sales risk management	110697L4	4	3	6-116
Perform risk management of transportation and vehicle operators	110698L3	3	3	6-118
Perform risk management for hotels and restaurants	110699L3	3	2	6-120
Perform risk management of itinerary activities and sightseeing spots	110700L3	3	2	6-121
Perform risk management of tourist guides or tour escorts	110701L3	3	2	6-123
Formulate risk management for tourist group coaches and drivers	110702L4	4	4	6-124
Formulate risk management for chartered ships and sightseeing ships	110703L4	4	4	6-125
Formulate risk management for hotels and restaurants	110704L4	4	4	6-126
Formulate risk management for itinerary activities and sightseeing spots	110705L4	4	4	6-127
Formulate risk management for tourist guides or tour escorts	110706L4	4	4	6-128
Handle tourist disputes and complaints	110707L3	3	3	6-129
Follow-up on travel insurance compensation and refund matters	110708L3	3	1	6-131
Master basic first aid knowledge	110709L3	3	1	6-132
Handle unexpected incidents	110710L4	4	3	6-133



<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Liaise with the media and arrange for the distribution of press releases	110711L5	5	4	6-135
Review the implementation details for the crisis prevention and control plans	110712L6	6	5	6-137

## Overview of Competency Standards of Travel industry

### Public relations, marketing and internal communications

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Explore the characteristics of tourism product consumers	110713L3	3	3	6-138
Analyse market strengths	110714L4	4	4	6-139
Implement brand promotion strategy	110715L3	3	2	6-140
Plan brand promotion strategies	110716L5	5	5	6-141
Evaluate the effectiveness of brand promotion strategies	110717L6	6	4	6-142
Analyse the characteristics of the tourism product market	110718L4	4	4	6-143
Formulate marketing strategies	110719L5	5	6	6-144
Launch an online marketing campaign	110720L3	3	5	6-145
Provide the latest online sales information	110721L3	3	4	6-146
Set up of online sales platform	110722L4	4	4	6-147
Review the effectiveness of online marketing	110723L6	6	4	6-148
Conduct promotion activities	110724L3	3	2	6-149
Formulate a sales promotion strategy	110725L5	5	5	6-150
Review the effectiveness of a sales promotion	110726L4	4	4	6-151
Implement internal communication and knowledge management	110727L5	5	6	6-152
Evaluate the effectiveness of communication channels	110728L6	6	5	6-153

## Overview of Competency Standards of Travel industry

### Information technology application and support

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Identify development trends in current information technology	110729L3	3	3	6-155
Explore the pros and cons of using the latest information technology	110730L3	3	4	6-156
Assess the effectiveness of various new IT systems	110731L5	5	5	6-157
Set up IT networks and support systems	110732L5	5	5	6-158
Monitor and assess the effectiveness of IT systems	110733L5	5	4	6-160
Develop or upgrade existing e-commerce systems	110734L5	5	5	6-162
Assess the effectiveness of the service providers of various e-commerce websites	110735L5	5	4	6-163
Monitor and assess the performance of e-commerce systems	110736L5	5	4	6-164
Use IT systems to sell tourism products	110737L3	3	4	6-165
Use IT systems to provide customer service	110738L3	3	4	6-166
Use IT systems for marketing purposes	110739L3	3	4	6-167
Use IT systems to perform operation management	110740L3	3	4	6-168
Analyse customers' online consumption data	110741L4	4	4	6-169
Use information technology to identify business opportunities	110742L4	4	3	6-170
Analyse website data and write reports	110743L4	4	4	6-171
Develop business data analysis strategies	110744L5	5	6	6-172
Monitor and assess the effectiveness of business data applications	110745L5	5	4	6-173
Master computer virus detection and prevention technology	110746L4	4	5	6-174
Master personal privacy protection and management techniques	110747L4	4	5	6-175
Understand the legal knowledge related to online transaction security	110748L4	4	3	6-177
Develop a network security strategy	110749L5	5	6	6-178
Develop an overall plan for website security	110750L5	5	5	6-179
Monitor and assess the effectiveness of cybersecurity policies	110751L5	5	4	6-180
Develop outsourcing policies for IT systems	110752L5	5	4	6-181
Monitor and assess the effectiveness of outsourcing	110753L5	5	4	6-182

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Develop regular updates and improvement plans based on the performance of the IT system	110754L6	6	5	6-183

## Overview of Competency Standards of Travel industry

### Operations management and administrative support

<b>Title of Unit of Competency</b>	<b>Code</b>	<b>QF level</b>	<b>QF credit</b>	<b>Page</b>
Master and apply the latest management and leadership skills	110755L4	4	4	6-184
Implement operational management policies	110756L4	4	3	6-186
Develop operational management policies	110757L5	5	5	6-188
Review operational efficiency	110758L6	6	5	6-189
Implement payment standards	110759L3	3	3	6-190
Set up and improve financial arrangements	110760L5	5	5	6-191
Review financial policies	110761L6	6	5	6-193
Perform human resources functions	110762L3	3	3	6-195
Implement an employee training plan	110763L3	3	4	6-197
Develop a human resource development strategy	110764L5	5	5	6-198
Review the human resources policy	110765L6	6	5	6-200
Oversee the daily operations of a branch store	110766L3	3	3	6-201
Plan the site selection and layout of a branch store	110767L5	5	4	6-203
Supervise and manage the daily operations of branch stores	110768L5	5	4	6-205
Review branch store operations and propose improvement plans	110769L6	6	5	6-207
Abide by professional ethics	110770L1	1	1	6-208
Enhance the staff's compliance awareness	110771L4	4	4	6-209
Monitor the behaviour of subordinates to ensure the professionalism of employees	110772L4	4	4	6-211
Conduct management in accordance with travel industry regulations	110773L4	4	3	6-213
Handle non-compliance cases	110774L4	4	3	6-214
Formulate compliance policies	110775L5	5	6	6-215
Collect operational performance data regularly from different departments	110776L5	5	3	6-216
Develop sustainable operational plans based on performance data	110777L5	5	5	6-217

## A. Tourism product development

1. Title	Collect tourism product information
2. Code	110604L2
3. Range	This unit of competency involves the ability to gather and research data. Practitioners should be able to identify the advantages and disadvantages of different data collection methods, to apply data management to understand the needs of customers for tourism products, as well as to implement feasible data collection and data management programmes.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of collecting tourism product information</p> <ul style="list-style-type: none"> <li>• Understand the different methods of collecting feedback on tourism products <ul style="list-style-type: none"> <li>○ Methods of collecting opinions, such as telephone, face-to-face interviews, online surveys, online reviews, newspapers, travel magazines, TV travel programmes, service providers, information issued by the Hong Kong Tourism Board, etc.</li> </ul> </li> <li>• Understand the advantages and disadvantages of different collection methods</li> </ul> <p>6.2 Use different channels to collect feedback from stakeholders on different existing tourism products</p> <ul style="list-style-type: none"> <li>• Hold a meeting to review tourism products <ul style="list-style-type: none"> <li>○ Invite different stakeholders, including tour escorts, tourist guides, service providers, frontline salespeople and customers, etc. to express their opinions</li> </ul> </li> <li>• Use company website to collect customers' feedback on tourism products <ul style="list-style-type: none"> <li>○ Establish an online platform and database for collecting customer opinions</li> </ul> </li> <li>• Collect different kinds of information on existing tourism products <ul style="list-style-type: none"> <li>○ Collect information on the sales amount and quantity of different existing tourism products, such as the number of tour members and types of tours, etc.</li> <li>○ Collect data on changes in the costs of different products, such as wages, exchange rates, price adjustments by service providers, and discounts offered by reception agents at the travel destinations, etc.</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the methods of collecting tourism product information;</li> <li>• Use different channels to collect feedback from stakeholders on existing tourism products; and</li> <li>• Apply data management methods to understand customer demand for tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Compare tourism products
2. Code	110605L4
3. Range	This unit of competency involves the ability to collect data; to analyse the different elements contained in the tourism products provided by competitors as well as their advantages and disadvantages; to use data to analyse changes in the pricing strategies of competitors and customer demand for their tourism products; and to formulate feasible data collection and data analysis management programmes.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of collecting and comparing similar tourism products provided by competitors</p> <ul style="list-style-type: none"> <li>• Make detailed comparisons of the different elements contained in the tourism products provided by competitors, including itineraries, number of travel days, sightseeing activities, accommodation and dining arrangements, and prices, etc.</li> <li>• Understand the advantages and disadvantages of tourism products offered by competitors, such as analyse strengths and weaknesses, corporate market positioning, etc.</li> <li>• Understand competitors at other travel destinations</li> </ul> <p>6.2 Use data on the sales of various tourism products to identify reasons for changes in demand, and take follow-up actions</p> <ul style="list-style-type: none"> <li>• Make detailed comparisons of the different elements contained in the tourism products provided by competitors, including itineraries, number of travel days, sightseeing activities, accommodation and dining arrangements, and prices, etc.</li> <li>• Increase manpower arrangements to sell best-selling tourism products</li> <li>• Adjust the prices of popular tourism products to obtain higher returns</li> <li>• Adjust prices or provide discounts for slow-selling tourism products to attract customers</li> <li>• Cancel slow-selling tourism products</li> <li>• Analyse cost changes and the reasons</li> <li>• Explain the changes in customer volume and the reasons</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Adopt a highly sensitive attitude towards the sales-effectiveness of competitors' tourism products</li> <li>• Pay attention to the publicity and promotions of competitors in different media</li> <li>• Investigate the sales and number of tours dispatched by competitors' tourism products from different channels</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the methods of collecting and comparing similar tourism products provided by competitors; and</li> <li>• Apply data management to analyse changes in customer pricing strategies and demand for their customer tourism products, so as to respond with the correct measures</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Analyse the needs and trends of the travel market
2. Code	110606L4
3. Range	This unit of competency involves mastering the ability to analyse customer demand for tourism products, and understand the market trends by studying the data on customer demand changes for various tourism products.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customer demand for tourism products</p> <ul style="list-style-type: none"><li>• Identify the channels through which customers obtain tourism product information</li><li>• Understand the online browsing habits of customers</li></ul> <p>6.2 Analyse the market trends by studying data on customer demand changes for various tourism products</p> <ul style="list-style-type: none"><li>• Obtain the number of inbound and outbound arrivals from the overseas tourism boards for analysis</li><li>• Obtain information on tourist attractions from the media, including popular TV travel programmes, etc.</li><li>• Regularly communicate with different departments to understand the needs of customers, including branch manager, frontline salesperson, tour escorts/tourist guides, and marketing staff, etc.</li><li>• Collect reports on world tourism trends issued by the World Tourism Organization</li><li>• Collect tourist spending trend reports issued by the major international credit card issuers</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Stay alert to demand for and changes in tourism products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Identify the channels through which customers acquire information about tourism products and analyse customer browsing habits; and</li><li>• Collect data through different channels to analyse changes in customer needs, so as to understand market trends</li></ul>
8. Remarks	



## A. Tourism product development

1. Title	Analyse factors that affect travel
2. Code	110607L4
3. Range	This unit of competency involves the ability to analyse factors that affect travel, and to master the knowledge of identifying different factors in the market environment, as well as to analyse the impact of different factors on tourism products.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the ability to identify different factors in the market environment</p> <ul style="list-style-type: none"> <li>• Understand the factors that affect the development of tourism products, such as: <ul style="list-style-type: none"> <li>○ Patterns of customer source segmentation</li> <li>○ Impact of economic factors</li> <li>○ Changes in exchange rates</li> <li>○ Regional recognition</li> <li>○ Political atmosphere of origin and travel destination</li> <li>○ The safety of the travel destination, such as public security and epidemics</li> </ul> </li> <li>• Understand the impact of development costs on the research and development of tourism products</li> <li>• Understand the importance of market factors to the research and development of tourism products</li> </ul> <p>6.2 Conduct analyses of different factors affecting tourism</p> <ul style="list-style-type: none"> <li>• Analyse the capabilities of service providers to procure travel resources <ul style="list-style-type: none"> <li>○ Obtain comprehensive travel information and resources</li> <li>○ Leverage the procurement advantage in the prices of travel resource</li> <li>○ Strive to obtain exclusive preferential prices for travel resources</li> <li>○ Obtain the controllability of travel resources in operation</li> </ul> </li> <li>• Analyse prices and sales strategies <ul style="list-style-type: none"> <li>○ Determine whether to provide promotional offers , etc. based on gross profit analysis, exchange rate changes, market sales, etc.</li> <li>○ Analyse whether the content on the promotional leaflet (such as the activities and prices of tourism products, and self-paid activities) is competitive and attractive</li> </ul> </li> <li>• Analyse and review customer feedback collected from different channels <ul style="list-style-type: none"> <li>○ Identify the gap between customer expectations of and satisfaction with tourism products before and after joining the tour</li> <li>○ Review the feedback of customers on tourism products after joining the tour, including: <ul style="list-style-type: none"> <li>▪ Inviting customers to fill out suggestion forms</li> <li>▪ Inviting customers to join focus group discussions</li> <li>▪ Conducting telephone sampling surveys</li> <li>▪ Completing the tour escort/tourist guide report</li> </ul> </li> </ul> </li> <li>• Analyse how information technology can meet customer needs during inbound and outbound travel <ul style="list-style-type: none"> <li>○ Understand the importance of information technology to inbound and outbound travel</li> <li>○ Understand the free Wi-Fi services provided by hotels and restaurants</li> <li>○ Use card roaming data as a communication tool</li> <li>○ Use GPS to identify the location of tour members</li> <li>○ Master the use of other travel-related mobile apps</li> <li>○ Understand the level of demand for information technology from customer segments</li> </ul> </li> </ul>

	6.3 Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>Carefully and accurately analyse different travel factors to design tourism products that meet customer expectations</li> </ul>
7. Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none"> <li>Analyse the resource procurement capabilities of service providers;</li> <li>Analyse how information technology can meet customer needs during inbound and outbound travel;</li> <li>Analyse customer feedback collected from different channels; and</li> <li>Use the analysis results of factors affecting travel as a reference to determine the prices and sales strategy for new tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate and update tourism product goals and publicity strategies
2. Code	110608L5
3. Range	This unit of competency involves the ability to update tourism product information, and to use data analysis to formulate and update tourism product goals as well as publicity strategies.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of using data collection and data analysis to update tourism products</p> <ul style="list-style-type: none"> <li>Formulate tourism product retention or modification strategies based on collected data and analysis</li> <li>Collect feedback on the quality of existing tourism products in the market</li> <li>Develop a review mechanism for slow-selling tourism products</li> </ul> <p>6.2 Use data analysis to formulate and update the goals as well as publicity strategies for tourism products</p> <ul style="list-style-type: none"> <li>Develop a publicity strategy for updated tourism products <ul style="list-style-type: none"> <li>Formulate promotion budgets</li> <li>Research the characteristics of the publicity information in the source market according to the segmented tourism product market</li> <li>Select appropriate publicity channels according to customer media-use habits and publicity budgets</li> <li>Compare the selling points and prices, etc. of the updated tourism products with those of competitors in the industry, compiling comparison tables and analyses</li> <li>Update the content of tourism products on the company website</li> <li>Update tourism product information in the sales system</li> </ul> </li> <li>Provide updated information on the regional division ratio, number of travel days, price, and uniqueness, etc. of the updated tourism products</li> <li>Elevate employee awareness of tourism products <ul style="list-style-type: none"> <li>Understand the difficulties in how employees perceive different tourism products</li> <li>Train employees to be aware of updated tourism products</li> <li>Test employee awareness of tourism products after training</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Carefully analyse the advantages and disadvantages of existing tourism products, update and improve slow-selling tourism products, and effectively convey updated information to employees</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Provide updated information on the regional division ratio, number of travel days, price, and uniqueness, etc. of the updated tourism products;</li> <li>Formulate different business indicators based on the functions of different departments of the company; and</li> <li>Develop a promotion strategy for updated tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Establish a good relationship with overseas tourism boards
2. Code	110609L4
3. Range	This unit of competency involves the ability to establish a good relationship with overseas tourism boards, and to obtain tourism resources and products on travel destinations through these relationships.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the latest travel destination trends provided by overseas tourism boards</p> <ul style="list-style-type: none"><li>• Understand the available tourism resources and products</li><li>• Understand whether the latest travel destination trends are in line with the development of the company and local market demand</li><li>• Formulate the development direction of tourism products</li></ul> <p>6.2 Apply knowledge and experience to establish a good relationship with overseas tourism boards through different channels</p> <ul style="list-style-type: none"><li>• Meet and exchange ideas regularly with overseas tourism boards</li><li>• Participate in study tours organised by overseas tourism boards to strengthen communication</li><li>• Attend tourism product promotion event sponsored by overseas tourism boards</li><li>• Improve understanding of travel destinations and market trends by management</li><li>• Strive for the development of new tourism products by overseas tourism boards, and provide subsidies for corporate promotions</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Actively participate in publicity activities and tourism product promotion event organised by overseas tourism boards</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Analyse whether the knowledge obtained from overseas tourism boards is compatible with the development of company's tourism products;</li><li>• Apply knowledge and experience to establish a good relationship with overseas tourism boards; and</li><li>• Master the tourism resources and products provided by the overseas tourism boards, and formulate the development direction of tourism products</li></ul>
8. Remarks	

## A. Tourism product development

1. Title	Manage travel service providers
2. Code	110610L4
3. Range	This unit of competency involves the ability to select and procure from different service providers, to analyse the advantages and disadvantages of different service providers, and to use different channels to analyse the performance of service providers and see whether they are up to standard.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of selecting and procuring from different service providers</p> <ul style="list-style-type: none"> <li>• Procure and compare from more than one service provider of the same tourism product</li> <li>• Understand the qualifications of service providers and whether they meet the requirements and specifications of the company (with price not the only consideration)</li> <li>• Regularly check and ensure that the service provider holds a valid licence and appropriate insurance</li> <li>• Contact appropriate service providers and sign procurement contracts</li> </ul> <p>6.2 Analyse the performance of service providers through different channels and determine whether they satisfy the requirements</p> <ul style="list-style-type: none"> <li>• Regularly review the service standards of service providers, including: <ul style="list-style-type: none"> <li>○ The report of the tour escort/ tourist guide</li> <li>○ The feedback reflected in the suggestion form filled out by the customers</li> <li>○ Check and verify whether the contents and services of tourism products meet the legal requirements of the travel destination and company guidelines, such as the experience of the driver and whether adequate insurance was purchased, etc.</li> </ul> </li> <li>• Hold regular meetings with service providers, tour escorts, tourist guides, etc. to understand customers' requirements</li> <li>• Regularly review contracts with service providers</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Proactively communicate with service providers on a regular basis to ensure that the service quality meets all standards, report any service deficiencies to the service providers, and request improvements</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Compare the performance of different service providers with regard to tourism products to choose the appropriate service providers; and</li> <li>• Provide suggestions to service providers to improve services and follow up in a timely manner</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate the development direction of tourism products
2. Code	110611L5
3. Range	This unit of competency involves the ability to formulate the development direction of tourism products, to use different channels to gauge the demand for potential tourism products, and to select suitable partners.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the latest travel development direction and information</p> <ul style="list-style-type: none"> <li>• Understand the advantages of different tourism products</li> <li>• Understand the sustainability of tourism products</li> <li>• Compare the strengths of competitors to formulate the development direction of the tourism products</li> <li>• Understand the available tourism resources and products</li> </ul> <p>6.2 Use different channels to gauge the demand for potential tourism products and select suitable partners</p> <ul style="list-style-type: none"> <li>• Participate regularly in international travel exhibitions to get acquainted with service providers</li> <li>• Identify service providers with potential tourism resources and products</li> <li>• Collect tourism product information through the recommendations of overseas tourism board</li> <li>• Participate in study tours organised by the industry and collect information on tourism products with potential needs</li> <li>• Adjust tourism products in a timely manner in response to market changes to create a new travel model</li> <li>• Be familiar with travel novelties and information on different travel media platforms</li> <li>• Integrate the various strengths to develop competitive tourism products</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Actively participate in tourism product seminars organised by the industry</li> <li>• Proactively contact overseas tourism boards to obtain the latest tourism product information</li> <li>• Form strategic alliances with tourism boards, tourism organisations or tourism product agencies</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Analyse the strengths of the company and the advantages of its tourism products;</li> <li>• Understand the available tourism resources and products, as well as analyse their sustainability; and</li> <li>• Use the analysis results to formulate the development direction of tourism products and develop competitive tourism products.</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Research the feasibility of developing new tourism products
2. Code	110612L6
3. Range	This unit of competency involves the ability to research the feasibility of developing new tourism products, and to analyse the attractiveness and applicability of the new tourism products from different perspectives, while using data to analyse customer demand for newly developed tourism products.
4. Level	6
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the tourist-attracting elements of a travel destination and consumer demand for new tourism products</p> <ul style="list-style-type: none"> <li>• Understand whether the sea, land and air transportation means of a travel destination can cope with passenger volume</li> <li>• Use data analysis to determine consumer demand for new tourism products</li> <li>• Compare the elements of different tourism products that can attract customers</li> </ul> <p>6.2 Apply macro and micro analysis models to study the feasibility of new tourism products</p> <ul style="list-style-type: none"> <li>• Conduct macro analysis from political, economic, social, technological, environmental and legal perspectives to understand the feasibility of developing new tourism products</li> <li>• Conduct micro analysis to identify the customer-attracting elements of a travel destination, including facilities at the destination that provide sufficient dining, accommodation, transportation, sightseeing, shopping, and entertainment</li> <li>• Understand whether the travel destination provides convenient visa procedure arrangements for tourists</li> <li>• Understand whether the tourism board provides funding for new tourism products, including hotels, service providers, or air tickets, etc.</li> <li>• Understand the major considerations for designing itineraries of new tourism products, such as the itinerary should not be too tight, etc.</li> <li>• Analyse the effectiveness of organising small tour groups to evaluate new tourism products</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Maintain a passion for tourism product innovation and provide customers with more new travel experiences</li> <li>• Explore new tourism products, identify potential difficulties and formulate solutions, such as identifying alternatives, etc.</li> <li>• Continuously develop new tourism products to improve company profitability</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Use macro analysis to explore the feasibility of developing new tourism products; and</li> <li>• Use micro-analysis of customer-attracting elements of travel destinations as the basis for developing new tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate solutions to develop and optimise tour group products
2. Code	110613L5
3. Range	This unit of competency involves the ability to collect the latest information of travel destination , and to apply data management to research and analyse customer demand for new tour group products.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of collecting the latest information of travel destination</p> <ul style="list-style-type: none"><li>• Conduct comprehensive research on new tourist attractions and itinerary activities promoted by overseas tourism boards</li><li>• Research the data about customer demand for new tour group products</li></ul> <p>6.2 Use data to analyse the development potential of new tour group products</p> <ul style="list-style-type: none"><li>• Analyse whether travel destinations have suitable transportation means and networks to cope with the operation of the new tour groups, including new tourist group coaches, complete railway and highway networks, etc.</li><li>• Conduct site visits to evaluate how smoothly new tour group products operate</li><li>• Formulate the budget and pricing of new tour group products</li><li>• Design the promotion strategy of new tour group products</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Obtain the quota for suitable transportation means</li><li>• Check whether sufficient hotel room supply can be obtained during peak tourist seasons</li><li>• Actively and continuously develop new tour group products to provide customers with more diversified choices</li><li>• Optimise the content of new tour group products according to customer needs</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Use data analysis to check whether a travel destination has suitable transportation and infrastructure as well as sufficient hotel rooms to support the operation of new tour groups;</li><li>• Combine field trip observations and data to determine whether the new tour group products can operate normally;</li><li>• Analyse customer demand data to formulate plans for optimising new tour group products; and</li><li>• Use effective publicity strategies to promote new tour group products.</li></ul>
8. Remarks	



## A. Tourism product development

1. Title	Formulate development and optimisation solutions for tourism products (air tickets / hotels / travel packages)
2. Code	110614L5
3. Range	This unit of competency involves the ability to master ordering different tickets (such as transportation and tourist attractions) and making hotel reservations, to understand the trend of customers switching to ordering tourism products online, and to use data analysis to source or search suitable sales channels of travel package to promote tourism products.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge and practice of ordering different tickets (such as transportation, tourist attractions) and making hotel reservations</p> <ul style="list-style-type: none"> <li>• Compare the prices of travel packages and similar tourism products on the market</li> <li>• Recommend suitable restaurants and arrange reservations</li> <li>• Identify suitable sales channels of travel package to promote tourism products</li> <li>• Understand the trend of customers switching to ordering tourism products online</li> <li>• Be familiar with tourist hotspots, shopping locations, etc. and other information</li> </ul> <p>6.2 Apply professional knowledge to provide customers with quality services</p> <ul style="list-style-type: none"> <li>• Suggest the most suitable transportation and provide the transport information of travel destination</li> <li>• Provide customers with options for different tourism product combinations</li> <li>• Introduce popular travel packages in response to market demand</li> <li>• Provide a 24-hour enquiry hotline and emergency support services during the journey, such as changing transportation arrangements</li> <li>• Use different service providers to provide customers with the best choice of tourism products</li> <li>• Provide car rental or self-driving tour services, taking into account car insurance and car rental company safety records, etc. factors</li> <li>• Arrange hotel accommodation in a location with well-equipped transportation facilities</li> <li>• Provide hotel information, such as hotel grades, facilities, restaurants, lounges, leisure activities and other charges, etc.</li> <li>• Provide airport shuttle and value-added services, such as a theme park ticket reservation service</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Establish a good, trusted relationship with customers</li> <li>• Strive to provide value-added services, such as additional theme park packages, etc.</li> <li>• Optimise the content of tourism products according to customer needs</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Use different booking systems and professional knowledge to provide customers with the best choice of tourism products;</li> <li>• Understand travel information and provide high-quality travel services to customers to meet customer demand for tourism products; and</li> <li>• Analyse customer needs to formulate plans for optimising tourism products.</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate development and optimisation solutions for business tourism products
2. Code	110615L5
3. Range	This unit of competency involves the ability to meet the strict requirements of customers for business travel, and to provide one-stop travel services and credit management for business travel customers.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge to meet the strict requirements of customers for business travel</p> <ul style="list-style-type: none"><li>• Provide customers with one-stop travel services and cost management services</li><li>• Simplify booking procedures for customers</li><li>• Perform appropriate management for revenues and expenditures</li><li>• Negotiate payment arrangements acceptable by both parties</li></ul> <p>6.2 Apply professional knowledge to provide high-quality services to business travel customers</p> <ul style="list-style-type: none"><li>• Use advanced reservation system to provide customers with round-the-clock ordering service</li><li>• Provide 24-hour enquiry hotline and emergency support services during the journey</li><li>• Provide concierge pick-up service</li><li>• Provide reservation system login service to help customers order hotels and air tickets on their own, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Endeavour to help customers solve any difficulties in business travel</li><li>• Strive to provide customers with instant value-added services, such as revising customer lists, hotels and air tickets, etc.</li><li>• Optimise the content of tourism products based on customer needs</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Use advanced reservation system to provide customers with round-the-clock year-round ordering service;</li><li>• Solve any difficulties in business travel for customers; and</li><li>• Analyse customer needs to formulate solutions for optimising tourism products</li></ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate development and optimisation solutions for distinctive tourism products
2. Code	110616L5
3. Range	This unit of competency involves the ability to master the operating modes of different distinctive tours, and to understand the market development trends of these tours and customer needs.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the operation modes of different distinctive tours</p> <ul style="list-style-type: none"> <li>• Gain insights into the market development trends of different distinctive tours, and identify suitable themes</li> <li>• Select strictly professional and reliable service providers of distinctive tourism</li> <li>• Understand the needs, dos and don'ts for different distinctive tour customers, such as foreign visa arrangements on cruise routes, etc.</li> <li>• Pay attention to government subsidy programmes and funding, etc. provided by different organisations, such as study and exchange tours</li> </ul> <p>6.2 Apply professional knowledge to provide professional services for distinctive tour customers</p> <ul style="list-style-type: none"> <li>• Provide qualified and professional tour escorts/tourist guides when appropriate, such as ecological tours and archaeological tours, etc.</li> <li>• Invite well-known travel experts to join the tour to attract customers</li> <li>• Sell suitable travel insurance products, such as distinctive tours with higher-risk activities</li> <li>• Clearly explain to customers the details of, and dos and don'ts for the itinerary, such as following the safety rules and using required equipment when participating in higher-risk activities such as mountain climbing or diving, etc.</li> <li>• Design itineraries with different types of distinctive activities</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Enhance safety awareness to protect the personal safety of customers when organising distinctive tours with higher risks</li> <li>• Optimise the content of tourism products based on customer needs</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Identify the appropriate themes of distinctive tours in the market to design different types of itineraries for distinctive tours;</li> <li>• Select professional and reliable service providers of distinctive tourism based on the needs of different distinctive tour customers; and</li> <li>• Analyse customer needs to formulate solutions for optimising tourism products.</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate development and optimisation solutions for MICE tourism products
2. Code	110617L5
3. Range	This unit of competency involves the ability to provide professional advice according to customers' requirements of MICE travel activities, and to design the activity plan for the customers.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of transportation, hotel, venue facility, reception, local immigration procedures and event management</p> <ul style="list-style-type: none"> <li>• Provide professional advice based on the corporate brand and image of customers</li> <li>• Develop project plan</li> <li>• Arrange sufficient manpower based on customer's scale of MICE travel events</li> <li>• Explain the production process, such as the configuration of stage design, lighting and sound effects, etc.</li> <li>• Establish a good relationship with foreign travel agencies and organisers</li> <li>• Participate regularly in MICE travel exhibitions held around the world to expand professional knowledge</li> </ul> <p>6.2 Apply professional knowledge to design activities according to customers' requirements to meet customer needs</p> <ul style="list-style-type: none"> <li>• Develop project plan</li> <li>• Identify suitable service providers, such as hotels, wedding venues and restaurants, etc. and conduct on-site inspections when necessary</li> <li>• Calculate activity expenditures</li> <li>• Formulate proposals and quotations for MICE travel activities</li> <li>• Arrange basic meetings, team building activities and themed banquets for customers</li> <li>• Provide customer service before, during and after the event at the travel destination</li> <li>• Assist activity organisers in dealing with on-site requirements and emergencies</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Use creativity in arrangements to bring surprises to customers</li> <li>• Optimise the content of tourism products according to customer needs</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply professional knowledge to arrange meetings, team building activities and themed banquets for customers;</li> <li>• Calculate activity project expenditures, and formulate MICE travel activities' proposals and quotations according to customers' requirements;</li> <li>• Provide customer service before, during and after the event at the travel destination; and</li> <li>• Analyse customer needs to formulate solutions for optimising tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Formulate development and optimisation solutions for online tourism products
2. Code	110618L5
3. Range	This unit of competency involves the ability to develop online tourism products, to understand the operations of ticket ordering platforms of different tourism product suppliers, and to analyse the online browsing habits of customers and consumption trends.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of developing online tourism products</p> <ul style="list-style-type: none"> <li>Understand the basic knowledge of customers' online browsing habits and consumption trends</li> <li>Understand the operation of different hotel and transportation ticketing platforms</li> </ul> <p>6.2 Apply professional knowledge to design suitable tourism products</p> <ul style="list-style-type: none"> <li>Design online tourism products <ul style="list-style-type: none"> <li>Master the skills to obtain the latest information from different hotels and transportation ticketing platforms</li> <li>Transform data into information that customers can easily understand</li> <li>Design different travel packages that combine transport and accommodation</li> <li>Have a basic understanding of online webpage design, and appropriately lead colleagues to design beautiful website layouts to attract customers</li> <li>Simplify the process of ordering online tourism products</li> </ul> </li> <li>Apply professional knowledge to choose the appropriate channels for launching online tourism products, and consider using multiple online platforms for sales <ul style="list-style-type: none"> <li>Formulate marketing strategies and budgets for search engines</li> <li>Organise promotional activities to spread the news of online tourism product sales</li> <li>Launch publicity on mobile apps</li> <li>Use an online payment platform</li> <li>Provide online customer support services</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Continuously innovate to bring customers a more convenient experience</li> <li>Strengthen security awareness regarding online transactions, and protect customers' transactions and personal data</li> <li>Optimise the content of tourism products according to customer needs</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Be familiar with the operation of hotel and transportation ticketing platforms;</li> <li>Design online tourism products that can attract customers;</li> <li>Choose appropriate channels to launch online tourism products;</li> <li>Use different online platforms to sell products with the assurance of safe transactions for customers; and</li> <li>Analyse customer needs to formulate solutions for optimising tourism products</li> </ul>
8. Remarks	

## A. Tourism product development

1. Title	Review and continuously improve the quality of tourism products
2. Code	110619L6
3. Range	This unit of competency involves the ability to understand tourism product development trends, to review the advantages and disadvantages of existing tourism products, and to conduct reviews and make adjustments.
4. Level	6
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of tourism product development trends</p> <ul style="list-style-type: none"><li>• Continuously review the sales of existing tourism products and make timely adjustments when launching new tourism products</li><li>• Examine the sustainability of tourism products</li></ul> <p>6.2 Use different channels to review the quality of existing tourism products</p> <ul style="list-style-type: none"><li>• Implement quality assurance measures</li><li>• Hold regular meetings with employees to discuss ways to improve tourism products</li><li>• Conduct different forms of surveys, such as online questionnaires, focus groups, face-to-face interviews, and telephone interviews, etc. to collect tourism product feedback from customers and other stakeholders</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Continuously improve the quality and innovation of tourism products to enhance customer satisfaction with the products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Use different methods to examine the quality of existing tourism products; and</li><li>• Implement quality assurance measures for tourism products to continuously improve their quality and innovation, as well as enhance customer satisfaction</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Maintain up-to-date information on local and international tourism products
2. Code	110620L3
3. Range	This unit of competency involves the ability to collect and maintain up-to-date information on tourism products. Practitioners should be able to identify and take out expired tourism products, and provide the latest information on tourism products to ensure timeliness and accuracy.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of changes in local and international tourism products</p> <ul style="list-style-type: none"><li>• Understand new measures for inbound and outbound travellers in both local and overseas settings, including. visa arrangements and quarantine restrictions, etc.</li><li>• Understand new changes in local and overseas transportation, including air flights, cruise ships, and high-speed railways, etc.</li><li>• Keep abreast of new tourist attractions and facilities both locally and abroad, including theme parks, tourist attractions, hotels and resorts, etc.</li><li>• Understand new trends in local and international tourism products, such as sightseeing and shopping, culinary tours, cultural experience activities, ecological tours and adventure tours, etc.</li></ul> <p>6.2 Use different channels to collect the latest information on local and international tourism products</p> <ul style="list-style-type: none"><li>• Check or receive information from overseas tourism boards, airlines, tourist attractions, cruise companies or other service providers</li><li>• Effectively convey tourism information to relevant departments through the company's internal communication system</li><li>• Collect the latest information on various tourism products and disseminate it to relevant departments and employees via the company's intranet database, emails, website links, mobile instant messaging applications, etc.</li><li>• Update the existing information on the company's tourism products in a timely manner</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Provide customers with accurate and up-to-date information on tourism products with a positive and proactive attitude</li><li>• Constantly update information releases to showcase the image of a company that moves with the times</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Fully master the latest information about tourism products, and communicate it to relevant departments in a timely and effective manner; and</li><li>• Positively and proactively provide employees with accurate, up-to-date tourism information that is consistent with the company's actual operational conditions</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Get familiar with the tourism product information of major competitors
2. Code	110621L3
3. Range	This unit of competency involves the ability to identify various tourism products of the company and its major competitors. Practitioners should be able to apply the collected information and data to implement the company's marketing policies and plans, so as to maintain its competitiveness in the market.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of tourism products on the market, and familiar with the tourism products of major competitors</p> <ul style="list-style-type: none"><li>• Understand the promotional strategies and privilege policies, etc. of the tourism products from major competitors, including early bird discounts, member discounts, peer discounts, employee prices, gift vouchers and gifts</li><li>• Understand the characteristics of various tourism products</li><li>• Understand the tourism products of major competitors, in terms of each product's pros and cons, prices, market positioning, targeted customers, etc.</li><li>• Understand the ways in which major competitors sell tourism products, including stores, the Internet, credit card companies, and other agents, etc.</li></ul> <p>6.2 Use different channels to collect and distribute the latest information about the tourism products of major competitors</p> <ul style="list-style-type: none"><li>• Implement the company's marketing strategies in response to changes made by major competitors, including enhancing the content of tourism products, sales promotions, publicity strategies, and additional value-added options, etc</li><li>• Share the latest information with other employees via the company's internal communication system and channels</li><li>• Collect and integrate the latest changes in and publicity strategy information about the tourism products of major competitors through different channels, such as media advertising, online promotional materials, tourism product launches and seminars, etc.</li><li>• Collect information about the tourism products of major competitors in different ways, including telephone calls, online enquiries, and visits to stores</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively master first-hand market information through different channels</li><li>• Respond quickly and positively to market changes</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Integrate tourism product information collected from various channels to understand the performance of major competitors; and</li><li>• Forecast market development trends based on the market situation of tourism products, and implement the company's marketing strategy in response to changes in major competitors</li></ul>
8. Remarks	



## B. Travel consultation and sales

1. Title	Analyse the characteristics and selling points of tourism products
2. Code	110622L4
3. Range	This unit of competency involves the ability to master rich knowledge and differentiate tourism products, etc. Practitioners should be able to analyse the advantages and disadvantages of the company's tourism products, and recommend suitable tourism products to meet customer needs.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of analysing the characteristics of tourism products</p> <ul style="list-style-type: none"><li>• Collect online information and participate in different types of activities (such as tourism product promotion events, expos, and seminars, etc.) to understand the market demand and trends for tourism products</li><li>• Understand the differentiation and selling points of tourism products</li><li>• Understand the characteristics of tourism products and their target markets</li></ul> <p>6.2 Analyse the advantages and disadvantages of the company's tourism products, and recommend suitable tourism products to meet customer needs</p> <ul style="list-style-type: none"><li>• Compare other similar tourism products on the market to consolidate the advantages and characteristics of the company's tourism products</li><li>• Recommend suitable tourism products to meet customer needs</li><li>• Establish a database of tourism products and systematically manage product information</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Patiently provide customers with a professional analysis of tourism products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Fully analyse and evaluate the advantages and disadvantages of the company's tourism products; and</li><li>• Patiently and effectively provide customers with suitable tourism products in line with market conditions</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Collect customer opinions on tourism products
2. Code	110623L3
3. Range	This unit of competency involves the ability to collect opinions and execute basic organisational skills. Practitioners should be able to objectively integrate customer opinions on the company's tourism products, and make recommendations for optimising overall product performance.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of collecting customer opinions on the company's tourism products</p> <ul style="list-style-type: none"><li>• Understand the channels for collecting customer opinions<ul style="list-style-type: none"><li>○ Collect customer opinions through frontline staff, including travel consultants, branch managers, tour escorts and tourist guides, etc.</li><li>○ Proactively collect customer opinions via such as telephone interviews, on-site questionnaires in branches, online enquiries, gatherings with old customers, complaints, and compliment letters, etc.</li><li>○ Commission a professional consultancy to collect customer opinions</li></ul></li><li>• Understand customers' criticism, appreciation and suggestions regarding the tourism product, and the reasons for each</li></ul> <p>6.2 Integrate collected customer opinions and propose optimisation suggestions for overall product performance</p> <ul style="list-style-type: none"><li>• Integrate customer feedback</li><li>• Adjust the marketing research strategy, including tourism product positioning, promotion, price, and targeted customers, etc.</li><li>• Advise the product development department to design suitable tourism products based on the opinions provided by customers, and improve the quality of existing tourism products</li><li>• Convey customer opinions to the person(s) in charge of related tourism products for improvement via the company's internal communication channels</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Treat customer opinions in an objective manner</li><li>• Actively optimise overall product performance to enhance market position and competitiveness, based on customer opinions on the company's tourism products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of customer opinions on the company's tourism products; and</li><li>• Objectively integrate collected customer opinions and propose optimisation suggestions for overall product performance</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Analyse customers' requirements and expectations for tourism products
2. Code	110624L4
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master knowledge of customers' requirements and expectations for tourism products</p> <ul style="list-style-type: none"><li>• Evaluate whether the tourism products on the market meet customers' requirements and expectations<ul style="list-style-type: none"><li>○ Establish internal communication channels within the company to cultivate the market sense of employees at all levels</li><li>○ Establish communication channels for customers, including a complaint hotline, issue report hotline, and questionnaires, etc.</li></ul></li><li>• Understand the importance of customers' requirements and expectations to the successful sales of tourism products</li></ul> <p>6.2 Analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company</p> <ul style="list-style-type: none"><li>• Analyse customers' requirements and expectations for tourism products by studying data, such as types of tourism products, travel destinations, transportation, number of travel days, budgets, and age groups of customers, etc</li><li>• Analyse whether the company's tourism products meet customers' requirements and expectations, and make improvements accordingly</li><li>• Hold regular internal meetings to strengthen communication between frontline staff and the product development department, in order to design new tourism products to meet customers' requirements and expectations</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Objectively analyse customers' requirements and expectations for tourism products</li><li>• Diligently explore new markets for tourism products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the methods of collecting customer opinions; and</li><li>• Analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Compare different sales strategies in practice
2. Code	110625L4
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to familiarise themselves with the market and the various marketing plans of the company, and can apply data analysis to formulate effective sales strategies for the company.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the different sales strategies currently adopted by the company</p> <ul style="list-style-type: none"><li>• Understand the market positioning and market share of the company</li><li>• Understand the resource budget for marketing the company, such as advertising budget, labour, and other promotional expenses</li></ul> <p>6.2 Compare and analyse the effectiveness of the current sales strategies of the company, and make suggestions for improvement</p> <ul style="list-style-type: none"><li>• Analyse the sales strategies of the company's tourism products, as well as the effectiveness of the strategies<ul style="list-style-type: none"><li>○ Analyse the marketing mix of tourism products, including the product types, prices, promotions, and sales channels</li><li>○ Master effective promotional methods and sales channels for various tourism products</li><li>○ Analyse the cost of each sales strategy and the turnover of tourism products for understanding the effectiveness of different strategies</li></ul></li><li>• Compare the sales strategies of other competitors in the market, including media advertising, privilege policies, membership systems, and other means of publicity, etc.</li><li>• Compare the effectiveness of promoting and selling tourism products by different business partners, and reach out to customers at different levels through multiple channels</li><li>• Hold regular internal meetings to discuss the benefits of the current sales strategies with the person(s) in charge of tourism products, and make suggestions for improvement</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Apply systematic data analysis to formulate effective sales strategies for the company.</li><li>• Use company resources in a cost-effective manner</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Systematically collect sales data of the company's tourism products; and</li><li>• Compare and analyse the effectiveness of the current sales strategies of the company, and make suggestions for improvement</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Formulate suitable sales strategies
2. Code	110626L5
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to analyse the latest tourism products and market conditions, and formulate suitable sales strategies for the company.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the latest tourism products and market conditions</p> <ul style="list-style-type: none"><li>Analyse the characteristics of tourism products, targeted customer groups, market positioning, profit margins, etc.</li><li>Analyse the various marketing techniques of major competitors</li><li>Evaluate the advantages, disadvantages and continuity of tourism products</li></ul> <p>6.2 Apply analysis results to formulate suitable sales strategies for the company</p> <ul style="list-style-type: none"><li>Conduct market research to obtain more data to assist in formulating suitable sales strategies, especially for the sales of new tourism products</li><li>Determine the company's resource budget for the sales strategies, including advertising expenses, human resources, sales channels, and percentage of turnover or profit, etc.</li><li>Calculate the cost of each sales strategy, and adjust the sales strategy according to the percentage of turnover or profit of the company</li><li>Analyse customer and sales data, including the effectiveness of various sales strategies, customer age groups, consumption patterns, payment methods and market shares, etc.</li><li>Evaluate collaborations with other business partners to launch sales plans and develop new markets, including websites, tourism boards, airlines, credit card companies, banks, and insurance companies, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>Develop targeted sales strategies based on the targeted customer groups and characteristics of tourism products (such as price and timing)</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>Analyse the latest tourism products, market conditions and company sales data;</li><li>Apply analysis results to formulate suitable sales strategies for the company; and</li><li>Develop targeted sales strategies based on the targeted customer groups and characteristics of tourism products</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Understand the factors that influence customers to purchase tourism products
2. Code	110627L3
3. Range	This unit of competency involves identification and evaluation skills. Practitioners should be able to master the factors that influence customers to purchase tourism products, so as to improve the success rate of tourism product sales.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the factors that influence customers to purchase tourism products</p> <ul style="list-style-type: none"><li>• Understand the characteristics of the consumers, such as buying roles:<ul style="list-style-type: none"><li>○ Initiator</li><li>○ Influencer</li><li>○ Decider</li><li>○ Buyer</li><li>○ User</li></ul></li><li>• Understand the relevant knowledge of consumer buying behaviour, such as the decision-making process:<ul style="list-style-type: none"><li>○ Problem recognition</li><li>○ Information search</li><li>○ Evaluation of alternatives</li><li>○ Purchase decision</li><li>○ Post-purchase behaviour</li></ul></li><li>• Understand the key decision-making factors of consumers, such as:<ul style="list-style-type: none"><li>○ Price</li><li>○ Uniqueness (such as niche, exclusive, etc.)</li><li>○ Number of travel days</li></ul></li></ul> <p>6.2 Apply knowledge of customer consumption behaviour and sales promotion skills to improve the success rate of tourism product sales</p> <ul style="list-style-type: none"><li>• Provide suitable tourism products and service recommendations based on the characteristics of customer consumption behaviour, to encourage customers to make purchase decisions faster</li><li>• Master the sales and promotional skills for general tourism products and services</li><li>• Identify the advantages and disadvantages of the tourism products and services of competitors</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Have a customer-oriented attitude and provide tourism products and services that satisfy customers</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the factors that influence customers to purchase tourism products; and</li><li>• Apply knowledge of customer consumption behaviour to improve the success rate of tourism product sales</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Recommend tourism products and information that meet customer needs
2. Code	110628L3
3. Range	This unit of competency involves sales and communication skills. Practitioners should be able to recommend suitable tourism products and information to customers, and improve overall service satisfaction.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of tourism products</p> <ul style="list-style-type: none"><li>• Understand the characteristics and market positioning of the company and of the tourism products on the market</li><li>• Understand customer needs for tourism products</li><li>• Collect information on various tourism products through the Internet and internal company information</li></ul> <p>6.2 Apply sales skills to understand customer needs, and recommend suitable tourism products and information</p> <ul style="list-style-type: none"><li>• Understand customers' requirements for travel destinations, methods of travelling, budgets, dates, transportation, accommodation, sightseeing and shopping, number of companions, special arrangements, etc.</li><li>• Proactively recommend suitable tourism products according to customer needs, providing detailed explanations of each product's content, advantages and disadvantages, with additional information to increase persuasiveness, including brochures, photos and short videos, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Carefully and professionally recommend suitable tourism products to customers to improve overall service satisfaction</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the characteristics and market positioning of the company and the tourism products on the market; and</li><li>• Proactively and positively recommend suitable tourism products to customers that are in line with the sales strategies of the company</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Sell tourism products
2. Code	110629L3
3. Range	This unit of competency involves the ability to master the strategies and skills of selling tourism products. Practitioners should be able to apply effective sales skills to recommend suitable tourism products to customers and facilitate transactions.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the strategies and skills of selling tourism products</p> <ul style="list-style-type: none"><li>• Understand different sales strategies and skills</li><li>• Understand the content and sales policies of the company's tourism products, including:<ul style="list-style-type: none"><li>○ The price of tourism products and other expenses, such as taxes, peak season surcharges, and single room surcharges, etc.</li><li>○ Privilege policies, such as member discounts, early bird discounts, peer discounts, and promotion period discounts, etc.</li></ul></li></ul> <p>6.2 Apply effective sales skills to recommend suitable tourism products to customers to facilitate transactions</p> <ul style="list-style-type: none"><li>• Provide suitable tourism products for selection in response to customers' requirements</li><li>• Recommend tourism products according to the company's sales policy, such as strengthening the promotion of new tourism products</li><li>• Explain items included or excluded in the fees, payment deadlines, payment methods accepted by the company, and refund terms, etc.</li><li>• Ensure that eligible tourism products have been paid the levy for the Travel Industry Compensation Fund</li><li>• Verify customers' types of travel documents, validity periods, and visa arrangements, etc.</li><li>• Advise customers to purchase suitable travel insurance</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Successfully sell tourism products for the company and increase turnover</li><li>• When selling tourism products, maintain a professional service attitude and comply with the regulations of the "Trade Descriptions Ordinance"</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the strategies and skills of selling tourism products, as well as the regulations of the "Trade Descriptions Ordinance"; and</li><li>• Apply effective sales skills in line with the sales strategies of the company to recommend suitable tourism products to customers and facilitate transactions</li></ul>
8. Remarks	



## B. Travel consultation and sales

1. Title	Use the sales system to book tourism products and services
2. Code	110630L3
3. Range	This unit of competency involves the ability to master the operation of the sales and reservation systems of the company and the market. Practitioners should be able to order tourism products and services for customers through the sales and reservation systems to facilitate transactions.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the operation of the sales and reservation systems</p> <ul style="list-style-type: none"><li>• Understand the operation of the sales and reservation systems of the company<ul style="list-style-type: none"><li>○ Seek related information about tourism products</li><li>○ Print materials, such as tour itineraries, receipts, and promotional materials for tourism products, etc.</li><li>○ Enter data and make reservations</li></ul></li><li>• Understand the operation of the global computer reservation systems</li></ul> <p>6.2 Order tourism products and services for customers through the sales and reservation systems to facilitate transactions</p> <ul style="list-style-type: none"><li>• Use the online sales platforms for tourism products to check the latest prices and content of tourism products for reference</li><li>• Before quoting, confirm the price and details of the tourism products on the system again, including the price validity period, aircraft/hotel class, various taxes, peak season surcharges, travel insurance, and related expenses, etc.</li><li>• When making a reservation, check that the information entered into the system is correct, including customer information, tourism product items, and customer special requirements, etc.</li><li>• Provide after-sales service to customers, including making flight enquiries, reserving flight seats/hotels/transportation, issuing air tickets, and providing detailed reservation information</li><li>• Take adequate measures to protect all personal data that is collected, including the name, gender, date of birth, type and number of travel documents, contact number, and address, etc.</li><li>• Handle payment procedures, issue company receipts, remind customers of remaining payment deadlines (if any), and keep receipts properly</li><li>• Ensure that customers have valid travel documents, and understand the visa and quarantine requirements issued by various travel destinations</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Skilfully operate the sales and reservation systems of the company and market</li><li>• Provide customers with accurate and efficient service with a sincere attitude</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Skilfully operate the sales and reservation systems of the company and in the market; and</li><li>• Order tourism products and services for customers through the sales and reservation systems to facilitate transactions</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Provide after-sales service for tourism products
2. Code	110631L3
3. Range	This unit of competency involves communication skills. Practitioners should be able to provide high-quality after-sales service after selling tourism products, and maintain a good relationship with customers.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the types and importance of after-sales service for tourism products</p> <ul style="list-style-type: none"><li>• Understand different types of after-sales service</li><li>• Understand the importance of after-sales service to the sales process</li></ul> <p>6.2 Provide high-quality after-sales service and maintain a good relationship with customers</p> <ul style="list-style-type: none"><li>• Regularly and proactively recommend the latest fads and trends in tourism products in the market to customers</li><li>• Master customer preferences for tourism products according to the classification of the tourism products they purchase, including travel destinations, timeliness, travel packages or tour groups, etc. and compile a customer database for future reference and contact</li><li>• Use e-mail or mobile communication software to make appropriate reminders to customers before departure, such as the flight schedule and weather conditions of the travel destination, etc.</li><li>• Promptly collect the customer feedback after using tourism products, and handle customer complaints through channels, such as e-mail, SMS, mobile communication software, and phone call, etc.</li><li>• Maintain regular contact with customers<ul style="list-style-type: none"><li>○ Regularly send the latest information on the company's tourism products to customers according to their preferences</li><li>○ Provide special privileges according to the regulations of the company to attract return customers</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Consolidate the existing customer base with professional after-sales service</li><li>• Proactively win word of mouth to open up new sources of customers</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the types and importance of after-sales service for tourism products; and</li><li>• Provide high-quality after-sales service after selling tourism products, and maintain a good relationship with customers</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Improve the sales skills of employees
2. Code	110632L4
3. Range	This unit of competency involves sales and communication skills. Practitioners should be able to master the current sales situation of employees, and develop suitable plans to strengthen their sales skills.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the current sales situation of employees</p> <ul style="list-style-type: none"><li>• Understand the difficulties encountered by employees in the sales process</li><li>• Understand employees' level of understanding of the company's tourism products</li></ul> <p>6.2 Develop suitable plans to strengthen the sales skills of employees</p> <ul style="list-style-type: none"><li>• Hold regular meetings with employees to discuss the sales situation and solve sales problems</li><li>• Develop or identify suitable courses to improve the sales skills and customer service skills of employees</li><li>• Encourage employees to take external courses after work for self-improvement</li><li>• Master the current staff training system and understand its shortcomings</li><li>• Create a sales manual (electronic or text) to help employees grasp the latest information on tourism products and solve common problems in sales</li><li>• Review the internal information transmission and feedback system of the company<ul style="list-style-type: none"><li>○ Ensure that employees have correct, up-to-date information on tourism products to support the sales process</li><li>○ Ensure that employees can reflect on problems encountered in the sales process in a timely manner</li></ul></li><li>• Establish good relationships with service providers<ul style="list-style-type: none"><li>○ Obtain the latest information on tourism products to help sales</li><li>○ Regularly invite service providers to the company to introduce tourism products, so as to increase employee knowledge</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly review the sales situation and turnover of employees, and provide guidance in a timely manner</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the difficulties employees encounter in the sales process and their level of understanding of the company's tourism products; and</li><li>• Develop suitable plans to strengthen the sales skills of employees, and provide timely guidance to them</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Strengthen employee knowledge of tourism products
2. Code	110633L4
3. Range	This unit of competency involves the ability to master the knowledge of various tourism products. Practitioners should be able to provide diversified training activities and channels for frontline salespersons for strengthening their knowledge of tourism products, as well as maintaining the professional image of the company and improving sales effectiveness.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of various tourism products</p> <ul style="list-style-type: none"><li>• Understand the characteristics, prices, market positioning, and targeted customers of the company's tourism products, etc.</li><li>• Understand the advantages and disadvantages of the tourism products provided by competitors in the market</li></ul> <p>6.2 Strengthen employees' knowledge of tourism products through diversified training activities and channels</p> <ul style="list-style-type: none"><li>• Compare the tourism products of major competitors to enable employees to understand the market position of tourism products of the company</li><li>• Encourage employees to travel more and experience the company's tourism products to understand the characteristics of various tourism products</li><li>• Establish an internal database system in the company to store tourism information, and encourage employees to share the latest tourism information, including travel books, travel videos, pictures, industry newsletters, and promotional videos, etc. provided by service providers</li><li>• Arrange or encourage employees to participate in training courses, tourism seminars, tourism product launches and tourism expos, etc. held by external organisations</li><li>• Regularly hold tourism product meetings or training courses to strengthen employees' understanding of tourism products<ul style="list-style-type: none"><li>○ Deepen employees' understanding of tourism products through explanations, supplemented by videos and pictures</li><li>○ Invite professionals to introduce the characteristics of tourism products, including service providers and tourism boards, etc.</li><li>○ When launching new tourism products, ensure that employees can understand accurate information and suitable sales strategies for them</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Strengthen employees' knowledge of tourism products in a timely manner, so as to maintain the professional image of the company and improve sales effectiveness</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Provide diversified training activities and channels to strengthen employees' knowledge of tourism products, so as to maintain the professional image of the company and improve sales effectiveness</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Provide the latest online information on tourism products
2. Code	110634L3
3. Range	This unit of competency involves sales skills and good knowledge of information technology. Practitioners should be able to master the sales strategies and methods of leveraging online platforms, and use online channels to disseminate the latest information on tourism products externally to increase sales volume.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the sales strategies and methods of online platforms</p> <ul style="list-style-type: none"><li>• Understand the targeted customer groups and their needs for various tourism products and services</li><li>• Understand the sales strategies and methods of online platforms, and how to align them with the promotion of the company's tourism products</li></ul> <p>6.2 Use online channels to disseminate the latest information on tourism products externally to increase sales volume</p> <ul style="list-style-type: none"><li>• Collect the latest information on the company's tourism products, including the content of new tourism products, price changes, discounts, and sales promotions, etc.</li><li>• Produce and regularly disseminate short videos featuring tourism information</li><li>• Disseminate the latest information on tourism products via email or mobile application</li><li>• Ensure the quick and accurate dissemination of online information on tourism products</li><li>• Use keyword searches to guide customers to a dedicated webpage to view the latest information on tourism products</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly update online information on tourism products to ensure that it is not out of date</li><li>• Disseminate information on tourism products to potential customers in a timely manner to stimulate their purchase intentions</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the sales strategies and methods of online platforms;</li><li>• Use online channels to disseminate the latest information on tourism products externally to increase sales volume; and</li><li>• Regularly update online information on tourism products to ensure that it is not out of date</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Answer customer enquiries online
2. Code	110635L3
3. Range	This unit of competency involves computer skills and a good knowledge of tourism products. Practitioners should be able to master the knowledge required for answering online enquiries and use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge required for of answering online enquiries</p> <ul style="list-style-type: none"><li>• Familiar with the tourism products and system of the company</li><li>• Master a wealth of knowledge about tourism products</li><li>• Master computer skills</li><li>• Understand the process of handling online enquiries</li></ul> <p>6.2 Use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction</p> <ul style="list-style-type: none"><li>• Understand the content of customer enquiries</li><li>• Respond to enquiries as soon as possible, using dedicated webpages, specialists, videos and graphics to supplement the answers</li><li>• Contact relevant colleagues for assistance when customer enquiries cannot be answered immediately</li><li>• If customers ask for tourism products that the company does not offer, report these to the product development department so they can design products to meet market demand</li><li>• Forward complaints involving tourism products or services to the responsible department for follow-up</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Recommend the company's tourism products and after-sales service to customers in a proactive and timely manner, and build customer loyalty with caring service, such as providing golf carts or arranging wheelchairs for the elderly</li><li>• Ensure that online enquiries from customers are answered within a short period of time</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge required for answering online enquiries;</li><li>• Use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction; and</li><li>• Recommend the company's tourism products and after-sales service to customers in a proactive and timely manner</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Design online sales promotion activities
2. Code	110636L4
3. Range	This unit of competency involves online sales and marketing skills. Practitioners should be able to use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover.
4. Level	4
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the basic knowledge of online sales and promotions</p> <ul style="list-style-type: none"><li>• Design attractive web content to assist sales promotions</li><li>• Master the budget for the online sales promotion activities of the company</li></ul> <p>6.2 Use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover</p> <ul style="list-style-type: none"><li>• Broaden the level of online promotion, including collaborating with travel experts or online travel media, to promote tourism products and activities through different online channels and high-traffic platforms</li><li>• Understand that online promotion activities start with search engine advertising, combined with travel search platforms for promotion<ul style="list-style-type: none"><li>○ Single tourism products (such as travel insurance) can be directly promoted, enquired and purchased online</li><li>○ More complex tourism products should be promoted in conjunction with newspapers, print media or online advertising<ul style="list-style-type: none"><li>▪ When advertising tourism products in newspapers or magazines, provide the tour group number or QR code to facilitate information checking</li><li>▪ Promote suitable tourism products to customers through dedicated webpages or social media</li></ul></li></ul></li><li>• Based on the habits and preferences of online customers, design an online marketing mix with fast ordering methods and privilege prices</li><li>• Design online sales promotion activities for targeted customer groups</li><li>• Analyse the online sales promotion activities of major competitors</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Always keep abreast of market trends, and conduct online sales promotion activities according to the nature of various tourism products</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the basic knowledge of online sales and promotion; and</li><li>• Use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Look for potential customers
2. Code	110637L3
3. Range	This unit of competency involves sales and marketing skills. Practitioners should be able to master the sales strategies and the characteristics of the company's tourism products, etc and use different channels to develop new customer sources to increase the market share.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the sales strategies and the characteristics of the company's tourism products</p> <ul style="list-style-type: none"><li>• Understand the market positioning</li><li>• Understand the characteristics of tourism products and targeted customer groups of the company</li></ul> <p>6.2 Use different channels to develop new customer sources to increase the market share</p> <ul style="list-style-type: none"><li>• Produce promotional materials for the company and its tourism products, including short videos and leaflets, etc. and disseminate them to targeted customers for promotion</li><li>• Organise promotional activities for tourism products, including exhibitions, seminars, mailing leaflets, online platforms, and media advertising, etc.</li><li>• If the targeted customer is an individual company or organisation, search for contact information on the Internet and take the initiative to contact them</li><li>• Co-organise promotional activities with well-known service providers or companies in the market to enhance the company's image and the attractiveness of the activities, including airlines, cruise companies, tourism boards, hotel resorts, tourist attractions, and insurance companies, etc.</li><li>• Interact with the industry frequently to keep abreast of the latest market information</li><li>• Provide privileges and promotions to potential customers</li><li>• Integrate the data obtained from the company's website and social media to evaluate customers' tourism preferences, such as posts, click-through rates for tourism products, page views, and the number of shares, etc.</li><li>• Search for data on tourism-related keywords on different social media to master the needs of potential customers</li><li>• Recommend tourism products or services to customers via email, SMS, and mobile app</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively develop new customer sources to accelerate opening the market to potential customers</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the sales strategies and the characteristics of the company's tourism products; and</li><li>• Use different channels to develop new customer sources to increase the market share</li></ul>
8. Remarks	



## B. Travel consultation and sales

1. Title	Write tenders for campaigns
2. Code	110638L3
3. Range	This unit of competency involves cost organisation and writing skills. Practitioners should be able to master the requirements of tenders for campaigns, collect relevant information, and write attractive and competitive tenders for campaigns.
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of writing tenders for campaigns</p> <ul style="list-style-type: none"> <li>• Familiar with tourism products and market operations</li> <li>• Understand the content, requirements and submission deadlines of tenders for campaigns</li> </ul> <p>6.2 Write attractive and competitive tenders for campaigns by collecting relevant information</p> <ul style="list-style-type: none"> <li>• Calculate the costs involved in the company, including pre-departure familiarisation trip arrangements, briefing sessions, event filming and post-production, gifts, tour escorts, tourist guides, other labour, related government levy, and other special arrangements, etc.</li> <li>• Provide additional information to increase the attractiveness of tenders for campaigns <ul style="list-style-type: none"> <li>○ In addition to text explanation, provide pictures or web links to help customers understand the content of the tenders for campaigns</li> <li>○ List the characteristics and selling points of the itinerary, emphasising exclusive arrangements</li> </ul> </li> <li>• Ask for quotations from local travel agencies or other service providers at the travel destination, including transportation, accommodation, meals, tickets for tourist attractions, tourist guides, and other special arrangements, etc.</li> <li>• Obtain supporting documents from service providers at the travel destination, such as transportation, accommodation, meals, licences and insurance of staff, etc.</li> <li>• Arrange activities according to the requirements of tenders for campaigns <ul style="list-style-type: none"> <li>○ Take references from past events of the same type</li> <li>○ Discuss the feasibility of activities with local travel agencies or other service providers at the travel destination</li> </ul> </li> <li>• Calculate the cost of the campaign and set the selling price</li> <li>• Set payment deadlines and contract terms</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Apply travel experience and tourism knowledge to write attractive and competitive tenders for campaigns to increase the chances of winning</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of writing tenders for campaigns; and</li> <li>• Write attractive and competitive tenders for campaigns by collecting relevant information</li> </ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Master bidding skills and conduct bidding work
2. Code	110639L3
3. Range	This unit of competency involves understanding the provisions and rules, comprehension skills, and familiarity with company information. Practitioners should be able to master the tender conditions, ensure that the company meets the qualifications, and bid according to the requirements of the tender documents.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the tender conditions</p> <ul style="list-style-type: none"> <li>• Content of tender documents and bidding qualifications</li> <li>• Deadline and methods of tender submission</li> </ul> <p>6.2 Bid according to the requirements of the tender documents</p> <ul style="list-style-type: none"> <li>• Master the main provisions listed in the tender documents and write the tenders, including the tender opening time, notification of tender award, payment method, and contact information</li> <li>• Ensure that the tender is signed by a qualified person of the company and stamped with the company seal</li> <li>• Double-check the content of the tender and the submitted supporting documents to ensure that the information is correct, including the date, transportation and schedules, cost, payment deadline, contract terms, Business Registration Certificate of the company, and Travel Agents Licence, etc.</li> <li>• Keep a copy of the tender for the records</li> <li>• Ensure that tenders are delivered according to the specified requirements before the deadline, such as email, by post, placing in the designated tender box, or in-person delivery to the organisation</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the company is eligible to bid, such as limited companies, non-profit organisations, contract organisations, or certain specific conditions, etc.</li> <li>• Prepare tenders that meet the requirements, and complete the tenders on time</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Prepare the content of the tenders and related supporting documents according to the requirements of the tender documents; and</li> <li>• Submit tenders according to the specified requirements before the deadline</li> </ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Master effective presentation skills
2. Code	110640L3
3. Range	This unit of competency involves presentation and speaking skills. Practitioners should be able to master information about the audience, and use effective presentation skills to clearly explain the relevant content to the audience.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of presentation skills and information about the audience</p> <ul style="list-style-type: none"><li>• Master the knowledge of presentation skills<ul style="list-style-type: none"><li>○ Dress properly and groom neatly when attending the presentation</li><li>○ Prepare information for the content of the presentation, list the outline of the presentation, and calculate the time required</li><li>○ Be clear when making a presentation, including speaking at a moderate speed, controlling voice and tone, using uniform and concise wordings, and avoiding industry jargon</li><li>○ Smile and use appropriate body language to show politeness, including gestures, movements, expressions and eye contact</li><li>○ Know how to use and operate auxiliary tools, such as microphones, computers, projectors, and laser pointers, etc.</li><li>○ Be engaging in the presentation, such as blending emotions into the voice, and showing confidence</li><li>○ Make the presentation detailed and concise, but not lengthy</li></ul></li><li>• Understand the background and expectations of the audience, including occupations, positions, education levels, number of participants, and reasons for participating in the event, etc.</li></ul> <p>6.2 Use effective presentation skills to clearly explain relevant content to the audience</p> <ul style="list-style-type: none"><li>• Provide accurate information</li><li>• Arrange the presentation format and depth of content based on the background of the audience. Observe audience reactions at all times, and adjust the flow of the presentation in a timely manner</li><li>• Familiar with the content of the presentation, and set aside time to receive feedback from the audience and respond to questions</li><li>• Create presentation content with text and pictures</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Continuously improve presentation skills and show a professional image</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of presentation skills and information about the audience; and</li><li>• Use effective presentation skills to clearly explain relevant content to the audience</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Analyse sales data and sales strategies
2. Code	110641L4
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Collect information on the operating data and sales strategies of the company</p> <ul style="list-style-type: none"><li>• Understand the current sales strategies of the company<ul style="list-style-type: none"><li>○ Collect information on sales strategies from the marketing department according to a specific period in the past</li><li>○ Calculate the resource deployment data for each sales strategy</li></ul></li><li>• Understand the sales situation of the company's tourism products<ul style="list-style-type: none"><li>○ Collect sales data from the sales department and finance department on a daily, weekly and monthly basis</li></ul></li></ul> <p>6.2 Compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan</p> <ul style="list-style-type: none"><li>• Analyse sales data according to tourism products, quantity, turnover and sales channels</li><li>• Compare the effectiveness of various sales strategies, including media advertising, privilege policies, membership systems, and other promotion methods, etc.</li><li>• Evaluate the reasons why online views are not proportional to sales</li><li>• Apply analysis results to propose suggestions for optimising the overall sales plan of the company</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Continuously review the effectiveness of sales strategies to increase the market share</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect information on the operating data and sales strategies of the company; and</li><li>• Compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan</li></ul>
8. Remarks	

## B. Travel consultation and sales

1. Title	Identify popular tourism products based on the comparison results
2. Code	110642L4
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to master the sales situation of the company's tourism products, identify popular tourism products, and consolidate their quality and market share.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the sales situation of the company's tourism products</p> <ul style="list-style-type: none"><li>• Understand the types, characteristics and target markets of the company's tourism products</li><li>• Collect sales data from the sales department and finance department on a daily, weekly and monthly basis<ul style="list-style-type: none"><li>○ Types of tourism products</li><li>○ Departure date</li><li>○ Number of transactions</li><li>○ Transaction date</li><li>○ Turnover</li></ul></li></ul> <p>6.2 Identify popular tourism products and consolidate their quality and market share</p> <ul style="list-style-type: none"><li>• Integrate and analyse sales data according to the following classifications<ul style="list-style-type: none"><li>○ Types of tourism products, such as tour groups, travel packages, air tickets , and cruises, etc.</li><li>○ Travel destinations, such as long or short-haul, region, country</li><li>○ Departure time, such as month, season, holiday</li><li>○ Product prices (different levels)</li></ul></li><li>• Apply analysis results to identify popular tourism products, consolidate their quality and strengthen their publicity, so as to maintain a market advantage</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively and continuously review popular tourism products to maintain a market advantage</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the sales situation of the company's tourism products; and</li><li>• Identify popular tourism products and consolidate their quality and market share</li></ul>
8. Remarks	

## C. Tour Operations

1. Title	Make preliminary preparations prior to tour departure
2. Code	110643L2
3. Range	This unit of competency involves the ability to execute the work process proficiently. Practitioners should be able to apply solid work process management experience to implement a complete work process management plan.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how to make preliminary travel preparations</p> <ul style="list-style-type: none"> <li>Understand the nature of the participation of customers in the tour group and the main purpose of the trip</li> <li>Understand the special requests of customers and how to satisfy them</li> </ul> <p>6.2 Apply tour operation process management skills to ensure proper arrangements</p> <ul style="list-style-type: none"> <li>Verify the customer's travel document types, validity periods and visa arrangements, etc.</li> <li>Verify the transportation reservations of the tour group, such as the air, express rail or ferry tickets, etc.</li> <li>Verify the class of the hotels as well as the number and types of rooms, etc.</li> <li>Verify the contents of the itineraries and arrangements for each activity</li> <li>Comply with the sanitation requirements of the tour as well as prepare hygiene and disinfecting supplies</li> <li>Confirm any customer special requests, including special meal arrangements, wheelchairs for tourists with disabilities, etc.</li> <li>Arrange for qualified tourist guides and tour escorts</li> <li>Verify the number of tables and menus in the restaurant, etc.</li> <li>Verify any customer special arrangements, such as honeymoon couples, requests for single rooms, and birthday or wedding anniversary celebrations, etc.</li> <li>Divide customers into groups, such as placing family members or relatives and friends in the same group, etc.</li> <li>Arrange a tourist group coach with a suitable passenger capacity and a driver for pick up and drop off for the tour</li> <li>Arrange a pre-departure briefing, such as a tea session (if applicable) and/or an online video</li> <li>Hold a tourism product review meeting</li> <li>Have a good understanding of the tour group's itineraries, destinations, transportation, accommodation and all other arrangements</li> <li>Have a good understanding of the potential risks and problems, and solutions thereof, associated with the journey</li> <li>Master the knowledge and information that will be needed for the journey</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Carefully verify each part of the work process to ensure the arrangements are correct</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Understand the customer needs so as to provide the necessary services; and</li> <li>Formulate a workflow table and carefully verify the details of each item in the work flow to ensure that the arrangements are correct</li> </ul>
8. Remarks	

### C. Tour Operations

1. Title	Collect up-to-date travel information about destinations
2. Code	110644L2
3. Range	This unit of competency involves the ability to obtain the up-to-date travel information from different channels.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how to obtain up-to-date travel information on destinations from different media and organisations</p> <ul style="list-style-type: none"><li>• Obtain the latest information on destinations from the news, magazines, the Internet, TV travel programmes, travel books, destination service providers and tourism boards, etc.</li></ul> <p>6.2 Collect the up-to-date travel information on destinations from different channels</p> <ul style="list-style-type: none"><li>• Collect information about weather, time differences, immigration procedures, flight transfers, exchange rates, store opening hours, opening hours and closed days for tourist spots, renowned local products, customs, taboos, etc. and other related details on destinations</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Collect accurate and up-to-date travel information on destinations</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect up-to-date travel information on destinations through different media and local tourist organisations; and</li><li>• Store this collected information by category and regularly update it</li></ul>
8. Remarks	

## C. Tour Operations

1. Title	Contact travel service providers to ensure a smooth journey
2. Code	110645L3
3. Range	This unit of competency involves the ability to maintain a stable supply of tourism products, and to use a broad network of business operations to ensure a smooth customer journey for customers.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Obtain and store the contact information of destination suppliers and service providers</p> <ul style="list-style-type: none"> <li>• Prepare and keep the information about the destination suppliers and service providers, such as the addresses, contact numbers, manager, tour guides and tour escorts, etc.</li> </ul> <p>6.2 Use the operating system and technology of the organisation to search and store the contact information of the suppliers or service providers.</p> <ul style="list-style-type: none"> <li>• Verify the qualifications of service providers, such as licenses for tour guides, good driving records for drivers, compliant tour coaches, etc.</li> <li>• Use GPS or the most up-to-date destination maps to ascertain the locations of relevant hotels, restaurants, tourist attractions and the surrounding environment</li> <li>• Understand the content of self-paid activities, the performance and experience of the service provider of each activity, and the risks involved</li> <li>• Prepare a list of designated shops</li> <li>• Review the past performance records of service providers, including their strengths and weaknesses, and identify items that require special attention</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Maintain close contact with destination suppliers and service providers to ensure a smooth journey</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Through the established collaborative relationship with service providers to ensure that the service quality meets the required standards; and</li> <li>• Maintain and regularly update a database of service providers in various destinations to ensure a smooth journey</li> </ul>
8. Remarks	



### C. Tour Operations

1. Title	Provide frontline staff with up-to-date information of travel destination
2. Code	110646L3
3. Range	This unit of competency involves the ability to conduct data research and communicate information, and to operate a system capable of data research and information updates
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how to research up-to-date information of travel destination</p> <ul style="list-style-type: none"><li>• Maintain up-to-date information of travel destination</li><li>• Accurately and effectively communicate this information to frontline staff</li></ul> <p>6.2 Provide frontline staff with up-to-date information of travel destination</p> <ul style="list-style-type: none"><li>• Report any emergencies at the destination, such as changes in customs and immigration clearance procedures</li><li>• Provide up-to-date environmental information about the destination, such as law and order situation and epidemic situations, etc.</li><li>• Provide up-to-date information on any changes in destination transportation, such as flights, railways, etc.</li><li>• Provide up-to-date information on any changes in destination hotels</li><li>• Provide up-to-date information on any destination weather changes and remind customers to bring proper clothing</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Keep abreast of travel destination information and ensure that frontline staff are informed so they can relay this information to customers</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Provide frontline staff with up-to-date information of travel destination for use; and</li><li>• Update information of travel destination in a timely manner to ensure that frontline staff get accurate information to provide to customers</li></ul>
8. Remarks	

## C. Tour Operations

1. Title	Make preliminary preparations prior to the departure of the outbound tour groups
2. Code	110647L3
3. Range	This unit of competency involves the ability to make and preliminary preparations prior to the departure of an outbound tour, and execute them accurately based on the established workflow
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the established workflow before outbound tour groups' departure</p> <ul style="list-style-type: none"> <li>Review the pre-departure preparation checklist to ensure that the work is correct</li> </ul> <p>6.2 Review the workflow by verifying against the pre-departure preparation checklist</p> <ul style="list-style-type: none"> <li>Ensure that the services provided by the service providers are consistent with the itinerary activities</li> <li>Confirm the details of customer's special needs, etc.</li> <li>Verify all tour member information, such as their names on the air tickets</li> <li>Confirm the catering and accommodation arrangements at all destinations</li> <li>Collect and provide customers with useful daily travel information, including weather, traffic conditions and society's safety at the travel destinations, etc.</li> <li>Ensure that the departure time is consistent with the information on assembling provided by the company</li> <li>Use appropriate methods of communication and reception</li> <li>Prepare and keep the information about the destination service suppliers, such as the addresses, contact numbers, manager, tourist guides and tour escorts information, etc.</li> <li>Prepare a contingency plan for managing potential risks and issues related to the journey</li> <li>Comply with the sanitation requirements of the tour as well as prepare hygiene and disinfecting supplies</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Carefully manage every detail of the workflow</li> <li>Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Review the workflow by verifying against the pre-departure preparation checklist; and</li> <li>Comply with the principles of professional ethics and employee codes of conduct, and carefully manage every detail of the workflow</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide customer service to outbound tour group during a tour
2. Code	110648L3
3. Range	This unit of competency involves the ability of the tour escort to provide quality services to customers during an outbound tour trip, and to master the roles of the tour escort and perform detailed duties of escorting the tour group
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how tour escorts provide services to customers when escorting a tour group</p> <ul style="list-style-type: none"> <li>• Understand the roles of the tour escort and its detailed duties when escorting a tour group</li> <li>• Obtain and follow destination immigration procedures, customs declarations and tax exemption information</li> <li>• Be familiar with items which are prohibited in the checked and carry-on luggage of customers</li> <li>• Be familiar with the history, culture, economy, society, leisure, entertainment, dining, sightseeing and shopping, etc. of the travel destination being visited</li> </ul> <p>6.2 Apply tour escort knowledge and experience to provide quality services to customers</p> <ul style="list-style-type: none"> <li>• Assist customers in handling various departure and entry procedures at airports, railways, cruise ships and cross-border tour coaches, etc.</li> <li>• Provide services during the trip, such as flight and restaurant seat allocation, arrangements for special meals, etc.</li> <li>• Assist, monitor and support the work of destination tour guides</li> <li>• Monitor the quality of destination service providers</li> <li>• Provide foreign currency exchange information</li> <li>• Provide time to assemble for gathering at tourist attractions, hotels, restaurants and tourist coaches, etc.</li> <li>• Handle emergencies during the journey, including flight delays, illness of the customer, loss of property or accidental injury, etc. If a flight transfer is needed, assess whether there is sufficient time, using different airlines' past records as a reference</li> <li>• Confirm the number of customers and luggage on the tourist coach before leaving</li> <li>• Remind customers to bring along their travel documents and valuables when changing hotels</li> <li>• Explain to customers the importance of travel insurance and assist them in obtaining the information and documents required for insurance claims when necessary</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>• Manage every detail of the work carefully</li> <li>• When performing duties, respect personal privacy as well as maintain a fair and just professional attitude</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply tour escort's knowledge and experience to provide customers with quality service;</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and manage every detail of the work carefully; and</li> </ul>

	<ul style="list-style-type: none"> <li>• Master the knowledge of providing services to customers when escorting a tour group</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide hotel information and check-in service to outbound tour groups
2. Code	110649L3
3. Range	This unit of competency involves the ability to provide outbound tour customers with hotel information, to properly check-in for them, and to cooperate with the check-in requirements of different hotels.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of various hotel check-in procedures</p> <ul style="list-style-type: none"> <li>• Understand the different check-in procedures for different hotels</li> <li>• Record all specific information and check-in methods for the featured hotels in advance</li> </ul> <p>6.2 Apply tour escort knowledge and experience to provide customers with accurate information about the check-in procedures at different types of hotels</p> <ul style="list-style-type: none"> <li>• Appropriately allocate destination hotel rooms</li> <li>• Provide customers with hotel information, such as breakfast location, mealtime, and facilities, etc.</li> <li>• Explain the activities, charges for services of the hotel, as well as its surrounding environment and community facilities, etc.</li> <li>• Explain the hotel room items that will incur a charge, including pay TV, beverages, non-disposable items (such as bath towels), pyjamas, etc.</li> <li>• Assist customers with hotel check-out and settlement of charges</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>• Carefully explain the details of each hotel service</li> <li>• Maintain good communication and coordination with hotel staff</li> <li>• When performing duties, respect personal privacy and maintain a fair and just professional attitude</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply tour escort knowledge and experience to provide customers with accurate information on the check-in procedures at different hotels;</li> <li>• Understand customers' requirements and coordinate with the hotel to provide the services they require; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct when performing duties</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Arrange catering, guided sightseeing and shopping activities for outbound tour groups
2. Code	110650L3
3. Range	This unit of competency involves the tour escort's ability to arrange catering, guided sightseeing and shopping activities for outbound tours, and to master the knowledge of the travel destination's dining culture, guided sightseeing and shopping information, understand customer needs and provide quality services
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge related to the dining culture, guided sightseeing and shopping information at the travel destinations</p> <ul style="list-style-type: none"> <li>• Acquire knowledge of the geography, history and culture, etc. related to the tourist attractions</li> <li>• Understand the dining culture and etiquette at the travel destinations</li> <li>• Collect information on the popular shopping hotspots and latest travel information on the destinations</li> </ul> <p>6.2 Apply tour escort knowledge and experience to arrange dining, guided sightseeing and shopping activities</p> <ul style="list-style-type: none"> <li>• Arrange visits to designated tourist attractions</li> <li>• Remind customers about relevant tourist attraction restrictions, such as prohibitions against taking photos, proper dress code for churches and temples, etc.</li> <li>• Arrange designated self-paid activities and clearly explain the charges involved</li> <li>• Remind customers to avoid participating in high-risk activities, especially if they are elderly or study tour students</li> <li>• Explain the dining culture and etiquette at the travel destinations</li> <li>• Assist in providing special meals to customers with special needs, such as avoiding prickly foods for the elderly, making special arrangements for vegetarians and those who are allergic to certain types of food, etc.</li> <li>• After arriving at the restaurant, confirm that the menu is the same as what was stated in the contract, and monitor the service for any incorrect arrangements</li> <li>• Arrange shopping activities as designated by the company</li> <li>• Clearly explain the limit of duty-free goods and any restrictions on bringing goods that are prohibited</li> <li>• Explain the tax refund procedure process (if applicable)</li> <li>• Stay vigilant and always observe the condition of the driver, car and road to ensure safety, etc. and provide assistance to customers with special needs</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Fully dedicated to the service to elevate the satisfaction of customers</li> <li>• When carrying out the duties comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply tour escort knowledge and experience to properly arrange catering, guided sightseeing and shopping activities;</li> <li>• When carrying out the duties, comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image; and</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide meticulous and professional services to customers for enhancing customers' confidence</li> </ul>
8. Remarks	

### C. Tour Operations

1. Title	Manage outbound tour return arrangements and conclude the tour itinerary
2. Code	110651L3
3. Range	This unit of competency involves the ability to manage an outbound tour's return arrangements and to conclude the tour itinerary
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how to make an outbound tour's return arrangements and the workflow for concluding the tour itinerary</p> <ul style="list-style-type: none"> <li>Understand that the end of the journey is the most critical moment of the tour</li> </ul> <p>6.2 Apply the established return workflow guidelines of the company to implement the tour's return arrangements and submit a report upon the tour's conclusion</p> <ul style="list-style-type: none"> <li>Assist customers with departure and boarding procedures</li> <li>Record any emergencies during the journey</li> <li>Arrange and allocate seats for customers</li> <li>Assist customers with luggage retrieval and ensure that it is to successfully retrieve all luggage</li> <li>Collect customer survey forms or encourage customers to submit online customer survey forms</li> <li>Assist customers in handling lost or damaged luggage claims procedure</li> <li>Assist customers in handling tax refund procedures at the airport (if applicable)</li> <li>Introduce other popular tour routes to customers</li> <li>Compile and submit a report upon the tour's conclusion</li> <li>Follow up on customer complaints (if applicable)</li> <li>Follow up on travel insurance and refund matters (if applicable)</li> <li>Identify any matters and circumstances that may affect the return journey, and take corresponding measures</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>Ensure smooth return arrangements and create good memories for customers</li> <li>Create a memorable end to a successful journey for customers</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Apply the knowledge of return trip arrangements and tour conclusion workflow; and</li> <li>Comply with the principles of professional ethics and employee codes of conduct, and use the company's established return trip workflow guidelines to implement return trip arrangements</li> </ul>
8. Remarks	



## C. Tour Operations

1. Title	Provide chartered tour services
2. Code	110652L3
3. Range	This unit of competency involves the ability to master the operation process for selling a chartered tour, and to understand the needs of the tour group organisers so as to provide suitable tourism products
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the operation process for selling a chartered tour</p> <ul style="list-style-type: none"> <li>Understand the differences between chartered tours and general tours, and the advantages of chartered tours</li> <li>Understand the reasons for the price difference between chartered tours and general tours</li> </ul> <p>6.2 Apply chartered tour sales techniques and offer suitable tourism products based on the needs of the chartered tour organisers</p> <ul style="list-style-type: none"> <li>Understand and listen to customers' travel requirements</li> <li>Tailor-make chartered tourism products for customers</li> <li>Plan itineraries and activities and provide quotations based on customers' requirements</li> <li>Select suitable service providers, such as for hotels, catering, transportation, etc.</li> <li>Source suitable tourism products and services, etc.</li> <li>Charge and receive a deposit upon confirming the quotation</li> <li>Make reservations for the chartered tourism products, including air tickets, hotels, transportation, admission to tourist attractions and restaurants reservations, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Provide high-quality services and establish a long-term collaborative relationship with tour group organisers</li> <li>Comply with the principles of professional ethics and employee codes of conduct to establish a professional image, and manage important information provided by different stakeholders based on the company's principles of confidentiality.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Establish a long-term collaborative relationship with the tour group organisers;</li> <li>Understand and listen to customers' travel requests as well as apply appropriate chartered tour sales techniques; and</li> <li>Comply with the principles of professional ethics and employee codes of conduct, and provide customers with tailor-made chartered tourism products and high-quality services</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Make preliminary preparations prior to receiving inbound tours groups
2. Code	110653L3
3. Range	This unit of competency involves the ability to make preliminary preparations before receiving inbound tours groups
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the established workflow before inbound tours' arrival</p> <ul style="list-style-type: none"> <li>Review the pre-arrival preparation checklist to ensure that the work is correct</li> </ul> <p>6.2 Review the workflow by verifying against the pre-arrival preparation checklist</p> <ul style="list-style-type: none"> <li>Confirm the itinerary and activity arrangements with the overseas travel agencies</li> <li>Confirm the arrival time and the number of passengers of the transport used by the customers</li> <li>Confirm the details of any customer special requests, etc.</li> <li>Choose a suitable tour guide for reception, such as foreign language requirements</li> <li>Confirm the dining locations, reservation times, menus, accommodation and sightseeing arrangements</li> <li>Confirm the passenger capacity of the booked tourist coach, and the time and place of the vehicle's arrival</li> <li>Collect and provide customers with daily travel information, such as the local weather, traffic conditions and society's safety, etc.</li> <li>Have a good understanding of the itinerary activities, destinations, places to visit, transportation, accommodation and all related arrangements</li> <li>Understand the potential risks and problems associated with the journey, and prepare solutions</li> <li>Master the information needed for the journey</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Carefully manage every detail of the workflow</li> <li>Comply with the principles of professional ethics and employee codes of conduct to establish a professional image.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of the workflow before the arrival of inbound tour passengers;</li> <li>Review the workflow by verifying against the pre-arrival preparation checklist to ensure that no mistakes are made; and</li> <li>Comply with the principles of professional ethics and employee codes of conduct to provide preliminary arrangements for customers of inbound tours.</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide customer service to inbound tour group during a tour
2. Code	110654L3
3. Range	This unit of competency involves the ability of the tour guide to provide quality services to customers during an inbound tour trip, and to master the roles of a tourist guide and assume detailed duties for guiding the tour groups.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of tour guides to provide quality services to customers when escorting a tour group</p> <ul style="list-style-type: none"> <li>• Understand the detailed duties of a tour guide, including helping customers when entering and leaving a country, making transportation and accommodation arrangements, arranging sightseeing and shopping, providing explanation and handling emergencies during the journey</li> </ul> <p>6.2 Provide quality customer service by applying tour guide knowledge and experience</p> <ul style="list-style-type: none"> <li>• Provide escorting work for arrival and pick-up and drop off, etc. such as confirming the tour number, the number of customers and the customer list</li> <li>• Assist customers in handling various entry and departure procedures, such as airports, railways, cruise ships and cross-border tour coaches, etc.</li> <li>• Maintain collaborative relationship with tour escorts, drivers and other tourist staff</li> <li>• Comply with the sanitation requirements of the tour as well as prepare hygiene and disinfecting supplies</li> <li>• Perform tour guide work on the tour coach, including: <ul style="list-style-type: none"> <li>○ Count the number of passengers</li> <li>○ Introduce oneself briefly when meeting the tour participants for the first time</li> <li>○ Confirm the itinerary, activity outline and accommodation hotel</li> <li>○ Inform customers on the time that it will take to get to the destination</li> <li>○ Explain things to note (the weather, taboos, traffic regulations, water, local currency and exchange rates, etc.)</li> <li>○ Introduce local customs, landscapes and scenery along the way to the customer</li> <li>○ At the end of a day's travel activities, inform customers of the next day's itinerary activities, breakfast time and location, departure time and other related matters</li> </ul> </li> <li>• Provide necessary explanations before getting off the tour coach, including: <ul style="list-style-type: none"> <li>○ Provide all necessary information about the tourist attractions, activity arrangements, habits and taboos of the places being visited (such as no photography in museums), etc.</li> <li>○ Explain how long the tour will stay at the attraction, and the time and location to assemble (including repeating the coach plate number and reminding customers to carry with them and take good care of their valuables) as well as toilet location, etc.</li> <li>○ Confirm that customers understand all of your information, and remind them to return to the tourist coach on time</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image.</li> <li>• Manage every detail of the workflow carefully</li> <li>• When performing duties, respect personal privacy and maintain a fair and just professional attitude</li> </ul>

7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of providing services to customers when escorting a tour group</li> <li>• Apply tour guide knowledge and experience to provide high-quality service to customers; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and carefully manage every detail of the work</li> </ul>
8. Remarks	

### C. Tour Operations

1. Title	Provide hotel information and check-in service to inbound tour groups
2. Code	110655L3
3. Range	This unit of competency involves the ability to provide inbound tour groups with hotel information and check-in service
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of different hotel check-in procedures</p> <ul style="list-style-type: none"> <li>• Understand the different check-in procedures for different hotels</li> <li>• Record information and check-in methods of featured hotels in advance</li> </ul> <p>6.2 Apply tourist guide knowledge and experience to provide customers with accurate information on the hotel check-in procedures</p> <ul style="list-style-type: none"> <li>• Give the hotel a rooming list that states the number of rooms and their requirements (such as a double bed or triple room / smoking or non-smoking room, etc.)</li> <li>• Communicate the itinerary activities to the tour escort and ask for the opinions about the tour from the tour leader</li> <li>• Wait in the lobby for half an hour to confirm that all luggage has been delivered to the rooms of the customers</li> <li>• Arrange the rooms appropriately, such as assigning the elderly and disabled rooms close to the elevator; in addition, arrange the floors and categories of rooms appropriately according to customer mix, age, rank, seniority, etc. and other information</li> <li>• Assist customers with hotel check-out and charge settlement</li> <li>• Inform customers of the location and use of in-room facilities, including the safe, telephone (domestic/overseas calls, room-to-room calls), keys, drinking water, and electrical appliances (such as hair dryers and air conditioners)</li> <li>• Remind customers to bring along extra clothes, shoes for change and other items for use, depending on the activity</li> <li>• Inform customers of charges for any in-room facilities, including long-distance phone calls, refrigerator and TV</li> <li>• Remind customers to comply with all hygiene requirements</li> <li>• Hand out room keys to customers, and repeat the time of the morning call and breakfast arrangement (mealtime and location), time and location to assemble, luggage collection time and departure time of the next day</li> <li>• Inform customers about general practices for staying at a hotel, such as not wearing pyjamas for activities in public areas of the hotel, etc.</li> <li>• Instruct customers on how to use the lift (such as pressing “L” for Lobby and “G” for ground floor)</li> <li>• Provide instruction to customers on how to get to their rooms</li> <li>• Give the baggage service centre a list of the customers with their complete and correct room numbers for baggage delivery, and pay the standard tips</li> <li>• Confirm with the hotel the morning call time, time and location to assemble, and luggage collection time</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Carefully explain every detail of each hotel service</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>• Maintain good communication and coordination with the hotel</li> <li>• When performing duties, respect personal privacy and maintain a fair and just professional attitude</li> </ul>

7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply tour guide knowledge of hotel check-in procedures for different types of hotels;</li> <li>• Provide customers with accurate information on the check-in procedures for different types of hotels; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and carefully explain to customers every key point relating to their stay at a hotel</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Arrange catering, guided sightseeing and shopping activities for inbound tour groups
2. Code	110656L3
3. Range	This unit of competency involves the ability to arrange catering, guided sightseeing and shopping activities for inbound tour groups
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the dining culture, guided sightseeing and shopping activities of Hong Kong</p> <ul style="list-style-type: none"> <li>Acquire knowledge of the geography, history and culture, etc. related to the tourist attractions</li> <li>Understand the dining culture and etiquette at the travel destinations</li> <li>Collect information on popular shopping hotspots and latest travel information on the destinations</li> </ul> <p>6.2 Apply tourist guide knowledge and experience to arrange catering, guided sightseeing and shopping activities</p> <ul style="list-style-type: none"> <li>Arrange visits to designated tourist attractions</li> <li>Explain the geography, history and culture, etc. related to the tourist attractions</li> <li>Explain the dining culture and etiquette in Hong Kong</li> <li>Remind customers about relevant tourist destination restrictions, including prohibitions against taking photos, dress code for churches and temples, etc.</li> <li>Assist in providing special meals to customers with special needs, such as avoiding prickly foods for the elderly, making special arrangements for vegetarians and those who are allergic to certain types of food, etc.</li> <li>Arrange designated self-paid activities and clearly explain the charges involved</li> <li>Avoid participating in high-risk activities, especially the elderly and study tour students</li> <li>Arrange shopping activities as designated by the company</li> <li>Clearly explain the limits of duty-free goods and restrictions on items that are prohibited from being taken out of Hong Kong</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Fully dedicated to elevating customer satisfaction</li> <li>When carrying out the duties, comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of the dining culture, guided sightseeing and shopping activities of Hong Kong;</li> <li>Apply tourist guided knowledge and experience to arrange catering, guided sightseeing and shopping activities; and</li> <li>When carrying out the duties, comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Manage inbound tour return arrangements and conclude the tour
2. Code	110657L3
3. Range	This unit of competency involves the tour guide's ability to manage inbound tour group return arrangements and to conclude the tour, as well as to understand how the closing arrangements will affect the customers' perception of the entire journey.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of how to make the tour's return arrangements and the workflow for concluding the tour</p> <ul style="list-style-type: none"> <li>Understand that the end of the journey is the most critical moment of the tour</li> </ul> <p>6.2 Apply the company's established return workflow guidelines to implement the return arrangements and submit a report upon the tour's conclusion</p> <ul style="list-style-type: none"> <li>Important notes to customers the night before departure <ul style="list-style-type: none"> <li>Remind customers to pack their luggage properly and avoid putting travel documents, air tickets, or chargers, etc. in their checked luggage</li> <li>Compile and submit a report upon the tour's conclusion</li> <li>Inform customers of the location and time to assemble the next day, so that the hotel can make suitable arrangements</li> <li>Assist customers with departure procedures</li> <li>Remind customers about the next-day baggage collection time, and notify the hotel to facilitate collection</li> <li>Remind customers to pay for their personal consumption (such as in-room beverages and phone call bills)</li> <li>Remind customers to comply with all hygiene requirements</li> <li>Make reservations and fix the time of departure for tourist coaches baggage trucks at the time of departure</li> <li>Collect the customer survey forms</li> <li>Introduce other popular tour routes to customers</li> <li>Arrange and allocate seats for customers</li> <li>Inform the hotel about the departure time, so that the hotel can make appropriate arrangements (luggage collection, settlement of expenses, service checkout)</li> </ul> </li> <li>Manage all arrangements on the tour's closing day <ul style="list-style-type: none"> <li>Record any emergencies during the trip</li> <li>Assist customers to successfully retrieve all luggage</li> <li>Follow up on customer complaints (if applicable)</li> <li>Collect tips with a positive attitude</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Ensure smooth return arrangements and create good memories for customers</li> <li>Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>Create a memorable end to a successful journey for customers</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Apply the knowledge of the company's established return trip workflow guidelines to implement the tour's return arrangements, and submit a tour completion report; and</li> <li>Comply with the principles of professional ethics and employee codes of conduct to create a memorable end to the journey</li> </ul>
8. Remarks	



### C. Tour Operations

1. Title	Understand the historical background, tourist attractions and social situation of Hong Kong
2. Code	110658L3
3. Range	This unit of competency involves the understanding of Hong Kong
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the general situation of Hong Kong</p> <ul style="list-style-type: none"><li>Fully understand all aspects of the information and data of Hong Kong</li></ul> <p>6.2 Tourist guides make use of essential information and data for visitors to Hong Kong</p> <ul style="list-style-type: none"><li>Explain the basic information about Hong Kong, including its geography, population, and climate, etc.</li><li>Explain the historical development of Hong Kong, from prehistory to the present</li><li>Describe the general situation of Hong Kong's travel industry</li><li>Introduce the tourist attractions in Hong Kong</li><li>Introduce the relationship and development between Hong Kong and Mainland China</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>Ensure that tour guides have professional knowledge</li><li>Tourist guides can give tourists a deeper understanding of Hong Kong through talks and explanation</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>Master the knowledge of all aspects of the information and data of Hong Kong; and</li><li>Use and explain this information and data to give customers a deeper understanding of Hong Kong</li></ul>
8. Remarks	

### C. Tour Operations

1. Title	Understand the culture and habits of international tourists
2. Code	110659L3
3. Range	This unit of competency involves the tour guides' understanding of the culture and habits of international tourists
4. Level	3
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of cultural information of international tourists</p> <ul style="list-style-type: none"><li>• Understand the cultural differences among international tourists</li></ul> <p>6.2 Apply the general information on dealing with international tourists</p> <ul style="list-style-type: none"><li>• Understand the dining cultures, customs, religions and taboos, etc. of international tourists</li><li>• Harmonise so that international tourists can get along</li><li>• Respect the habits of international tourists</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that international tourists are provided with professional international tour guide service</li><li>• Make international tourists feel respected</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the essential information about the culture and habits of international tourists; and</li><li>• Manage cultural differences among international tourists</li></ul>
8. Remarks	

### C. Tour Operations

1. Title	Sales of air ticket / hotel / travel packages
2. Code	110660L3
3. Range	This unit of competency involves the ability to sell air ticket / hotel / tour packages.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of selling air ticket / hotel / travel packages</p> <ul style="list-style-type: none"> <li>• Understand needs of customers</li> <li>• Understand the characteristics of each tour package product</li> <li>• Sell tourism products that are suitable for customers</li> <li>• Master the travel information and knowledge of the destinations</li> </ul> <p>6.2 Use the air ticket and hotel sales systems of the organisations to search for tourism products that meet customer needs</p> <ul style="list-style-type: none"> <li>• Master the operation of the reservation systems for global air tickets, hotels, transportation, etc.</li> <li>• Provide suitable air ticket, hotel or tour package quotations based upon customer needs</li> <li>• Compare the advantages and disadvantages of similar tour packages</li> <li>• Compare the information and prices of different airlines/flights</li> <li>• Explain the related air ticket and mileage points arrangements</li> <li>• Understand the membership information for different airline alliances</li> <li>• Compare the location, quality and price of different hotels</li> <li>• Clearly list the items included in the price to customers, such as breakfast, hotel spa and massage services, etc.</li> <li>• Answer customer queries</li> <li>• Implement appropriate procedures to protect the customer's personal data</li> <li>• Arrange for immigration visas</li> <li>• Provide suitable and comprehensive travel insurance products</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Carefully listen to customer needs</li> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Use the airline ticket and hotel sales systems of the company to search for tourism products that customers need; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and sell suitable tourism products to customers</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide personal tourism products and services
2. Code	110661L3
3. Range	This unit of competency involves the ability to provide personal tourism products and services.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of different service combinations of personal tourism products</p> <ul style="list-style-type: none"> <li>• Understand the diversity and flexibility of tourism products</li> <li>• Understand customers' different requirements for the quality of tourism products</li> </ul> <p>6.2 Apply sales techniques to promote tourism products to customers and collect feedback</p> <ul style="list-style-type: none"> <li>• Order suitable flights and hotels according to customers' requirements</li> <li>• Provide two-way transport arrangements between airport and hotel</li> <li>• Provide sightseeing arrangements</li> <li>• Provide booking arrangements for attraction or theme park tickets, etc.</li> <li>• Recommend dining and shopping locations</li> <li>• Explain and recommend customers to take out suitable travel insurance from employees who are qualified Travel Insurance Agents</li> <li>• Advise customers to purchase appropriate value-added products, including phone cards</li> <li>• Establish a relationship of mutual trust with customers</li> <li>• Provide global support services during the journey, such as a 24-hour enquiry hotline and emergency support services</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality.</li> <li>• Provide suitable tourism products according to customers' requirements</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of different service combinations of personal tourism products</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and apply sales techniques to provide customers with suitable tourism products based on the customers' feedback on recommended tourism products</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide pre-departure services for business travel clients
2. Code	110662L3
3. Range	This unit of competency involves the ability to provide services before departure for business travel clients
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of pre-departure check-list services needed by business travel clients</p> <ul style="list-style-type: none"> <li>• Understand the travel policies formulated by different companies</li> <li>• Understand the special requirements of clients' business travellers each time</li> </ul> <p>6.2 Apply professional knowledge to provide business travel customers with safe and reliable services</p> <ul style="list-style-type: none"> <li>• Assist clients in identifying suitable service providers</li> <li>• Provide travel arrangements for tourism products that clients have ordered</li> <li>• Provide clients with the latest information of travel destination</li> <li>• Arrange pre-departure field inspection services according to clients' requirements</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Carefully arrange for services that business travel clients need</li> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Use the knowledge of pre-departure services required by business travel customers to assist customers in identifying suitable service providers;</li> <li>• Apply professional knowledge to provide clients with safe and reliable business travel services; and</li> <li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide itinerary booking services to business travel clients
2. Code	110663L3
3. Range	This unit of competency involves the ability to provide business travel clients with itinerary booking services.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge needed to book itineraries for business travel clients</p> <ul style="list-style-type: none"> <li>Understand how to implement the travel policies formulated by the company</li> </ul> <p>6.2 Apply professional knowledge to handle itinerary bookings for business travel clients</p> <ul style="list-style-type: none"> <li>Understand the immigration policies at different travel destinations, such as visas (including transit visas), health declarations and customs regulations, etc.</li> <li>Order air tickets, hotels, transportation and restaurants, etc. through designated service providers</li> <li>Implement travel management based on corporate policies, such as arrange specific airlines and class of hotels according to ranks, etc.</li> <li>Reserve airline seats and hotel rooms in response to customers' requirements</li> <li>Explain the related air ticket and mileage points arrangements</li> <li>Understand customer-related frequent-flyer memberships and make good use of the rights and interests for customers</li> <li>Provide services for itinerary changes</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Pay attention to the details of each reservation to ensure faultless arrangements</li> <li>Treat customers with discretion, and manage their changes and requests politely and patiently</li> <li>Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge necessary to book itineraries for business travel clients</li> <li>Become familiar with the execution of the travel policies formulated by the company</li> <li>Apply professional knowledge to handle itinerary bookings for business travel clients</li> <li>Pay attention to the details of each reservation to ensure faultless arrangements; and</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide services for business travel clients during their journey
2. Code	110664L3
3. Range	This unit of competency involves the ability to provide services for business travel clients during their journey.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the services needed for business travel clients during their journey</p> <ul style="list-style-type: none"> <li>Understand the client needs to make frequent itinerary changes during their trip, and to make instant adjustments when such needs arise</li> </ul> <p>6.2 Apply professional knowledge to deal with emergencies during the journey</p> <ul style="list-style-type: none"> <li>Handle arrangements for sudden changes in itinerary activities during the trip</li> <li>Provide a 24-hour enquiry hotline and emergency support services</li> <li>Provide clients with value-added services, such as aircraft and hotel room upgrades, Wi-Fi rental, and birthday party arrangements, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Leverage professional knowledge to assist business travel clients with emergencies during the journey</li> <li>Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of the services required by business travel clients during the trip, and be prepared to make instant adjustments when there are sudden changes in itinerary activities for business travel clients during the trip;</li> <li>Apply professional knowledge and experience to help deal with emergencies during the journey as well as provide 24-hour support services; and</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Provide post-journey services to business travel clients
2. Code	110665L3
3. Range	This unit of competency involves the ability to provide post-journey services to business travel clients
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of services required by business travel clients after completing their journey</p> <ul style="list-style-type: none"> <li>Understand clients' service needs after completing their journey</li> </ul> <p>6.2 Apply professional knowledge to provide services for business travel clients after completing their journey</p> <ul style="list-style-type: none"> <li>Submit business expenditure reports regularly</li> <li>Manage the travel expenditure accounts of client companies</li> <li>Collect client feedback, such as from business travellers and corporate business assistants, etc.</li> <li>Follow up with client complaints</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Accurately prepare expenditure reports for business travel customers</li> <li>Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of the services needed after completion of a business travel trip;</li> <li>Apply professional knowledge to provide services for business travel customers after completing their journey</li> <li>Follow up on complaints from business travel customers, and address service issues to make improvements; and</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>
8. Remarks	



## C. Tour Operations

1. Title	Perform cultural tour operations
2. Code	110666L3
3. Range	This unit of competency involves the ability to perform cultural tour operations.
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of cultural factors that need to be considered when designing cultural tour activities</p> <ul style="list-style-type: none"> <li>• Understand the differences and diversity of ethnic cultures</li> <li>• Understand the customs, norms and traditions of the destinations to visit, and avoid behaviours that may offend local residents</li> <li>• Understand the importance of respecting cultural resources, and respect local arts, historical sites and cultural heritage when going on cultural experience activities</li> </ul> <p>6.2 Comply with the principles of respecting local cultures, realise the principles of protecting local cultures</p> <ul style="list-style-type: none"> <li>• Respect the culture of the travel destination during visits, such as understanding the customs and habits of Hong Kong and other regions</li> <li>• Conduct activity flow and provide suggestions for improving cultural activity arrangements</li> <li>• Evaluate the operational arrangements of cultural experience activities and collect opinions from various stakeholders</li> <li>• Become familiar with local laws to ensure not to commit any criminal offences against the law of the country</li> <li>• Promote economic and social developments, purchase special products of the local destinations</li> <li>• Avoid illegal trafficking in antiques or protected national cultural relics</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Adhere to the principle of protecting the culture of the travel destination when conducting cultural experience activities</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> <li>• Adopt an open attitude towards other cultures and traditions</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of cultural factors that need to be considered when designing cultural tour activities</li> <li>• Comply with the principles of respecting and protecting local cultures during cultural experience activities</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and adopt an open attitude towards other cultures and traditions</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Perform ecological and green tour operations
2. Code	110667L3
3. Range	This unit of competency involves the ability to perform ecological tour operations
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the geographical knowledge of various types of ecological and green tour</p> <ul style="list-style-type: none"> <li>• Understand that ecological and green tour not only takes into account the safety and satisfaction of customers, but also other different elements, including the conservation of environmental resources, environmental protection, environmental education and community well-being, etc.</li> <li>• Possess basic knowledge of ecological tourism and green and avoid turning it into mass tourism</li> <li>• Recommend unique and educational ecological activities to customers</li> </ul> <p>6.2 Use ecological conservation, environmental protection, environmental education and community well-being modes of tour as guidelines to operate ecological and green tour activities</p> <ul style="list-style-type: none"> <li>• Consider the potential risks of different ecological and green tours</li> <li>• Help protect the natural environment and wild animals as well as their habitats, and do not buy products made from endangered plants or animals</li> <li>• Arrange professional tour guides for guidance and explanation</li> <li>• Observe customer behaviour and correct improper actions when observed (such as breaking off flowers or branches, or catching animals) in a timely and appropriate manner</li> <li>• Possess travel insurance and first aid knowledge</li> <li>• Regularly adjust the routes and content of ecological and green tours</li> <li>• Ensure compliance with the regulations of ecological and green tourist attractions and ensure that it will not cause damage to ecological and green tourist attractions</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Care for the earth, practise environmental protection, and implement the principles of ecological tourism</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master and apply all kinds of geographical knowledge of ecological and green tour</li> <li>• Use tourism that benefits ecological conservation, environmental protection, environmental education and community well-being as guidelines for operating ecological and green tour activities; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to provide meaningful ecological and green tour activities to customers</li> </ul>
8. Remarks	

## C. Tour Operations

1. Title	Perform cruise tour operations
2. Code	110668L3
3. Range	This unit of competency involves the ability to perform cruise tour operations
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the differences between cruise tourism products and general land tourism products</p> <ul style="list-style-type: none"> <li>• Understand the characteristics of various types of cruise</li> <li>• Understand the key routes of various types of cruise</li> </ul> <p>6.2 Apply cruise tour knowledge to arrange a memorable ocean holiday for customers</p> <ul style="list-style-type: none"> <li>• Provide customers with information on cruise ships, such as their launch year, displacement, passenger capacity and cruise facilities, etc.</li> <li>• Clearly explain the costs of consumption, such as: personal shopping expenses, drinks, special performances, spa services, tips for waiters, and shore excursions, etc.</li> <li>• Book air tickets for customers to and from the travel destination for embarkation and disembarkation, such as embarkation or disembarkation in a foreign country, etc.</li> <li>• Provide transportation connection arrangements, such as airport and port transfers</li> <li>• Recommend and arrange shore excursions for customers, such as private tours</li> <li>• Manage the sales of and reservations for various shore excursions arranged by the cruise ships</li> <li>• Inform customers about special onboard events or restaurant dress codes before departure</li> <li>• Provide entry and exit information for various ports, such as visa requirements</li> <li>• Provide consulting services on board</li> <li>• Remind customers to comply with various sanitation requirements on cruise ships</li> <li>• Arrange and allocate cabin accommodation for group customers</li> <li>• Arrange for customers to purchase suitable travel insurance</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Create an extraordinary ocean holiday for customers with passion</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Understand the characteristics and main routes of various types of cruise ships;</li> <li>• Apply the cruise travel knowledge to arrange a memorable ocean holiday for customers; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to arrange for customers every detail for a cruise journey.</li> </ul>
8. Remarks	

### C. Tour Operations

1. Title	Perform student study and exchange tour operations
2. Code	110669L3
3. Range	This unit of competency involves the ability to perform student study and exchange tour operations
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of study and exchange tour operations</p> <ul style="list-style-type: none"><li>• Understand the operation process for study and exchange tours</li><li>• Understand the differences between study and exchange tours and general tourism products</li></ul> <p>6.2 Apply study and exchange tour knowledge to implement operating procedures and working details</p> <ul style="list-style-type: none"><li>• Strictly select suitable partners or agents for the study tour</li><li>• Recommend suitable study tours to different types of schools</li><li>• Draft study tour proposals</li><li>• Explain the content of the study tour proposals to customers</li><li>• Conduct the tendering exercise</li><li>• Prepare tender documents that meet the requirements</li><li>• Confirm the winning bid and prepare the invoice to collect the deposit</li><li>• Order tourism products from service providers, such as hotels, air tickets, and tourist coaches, etc.</li><li>• Collect the emergency contact numbers from students and parents</li><li>• Hold briefing sessions for students, teachers and parents</li><li>• Collect information on the special needs of students, such as medicine and food allergies, etc.</li><li>• Arrange for students to purchase suitable travel insurance</li><li>• Arrange suitable tour guides and tour escorts</li><li>• Arrange suitable transportation</li><li>• Provide accompanying parents with travel arrangements (if applicable)</li><li>• Provide services and emergency support for teachers leading the tour and student caregivers</li><li>• Explain the fire escape procedures on each of the first night of stay at a hotel</li><li>• Ensure compliance with all guidelines on student travel by regulatory agencies</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Carefully manage every detail of the work to ensure the personal safety of the participants as well as the physical and mental health of the people taking care of the participants, so that the parents of the participants can feel at ease</li><li>• When performing duties, maintain a fair and just professional attitude</li><li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the operational process of study and exchange tours, and the differences between study and exchange tours and general tourism products;</li><li>• Apply study and exchange tour knowledge to implement operating procedures and work details; and</li><li>• Comply with the principles of professional ethics and employee codes of conduct, and ensure the personal safety as well as the physical and mental health of the people taking care of the participants, so that the parents of the participants can feel at ease</li></ul>
8. Remarks	

### C. Tour Operations

1. Title	Perform the preparatory work for MICE tour
2. Code	110670L3
3. Range	This unit of competency involves the ability to perform preparatory work for MICE tour.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of preparatory work for MICE tour</p> <ul style="list-style-type: none"><li>• Understand the operation process and team's division of labour for the preparatory work of MICE travel</li></ul> <p>6.2 Apply MICE tour operational experience and knowledge to perform detailed preparatory procedures and arrangements</p> <ul style="list-style-type: none"><li>• Contact service providers (such as transportation, hotels, and conference venues, etc.) to confirm the booking information is correct</li><li>• Arrange preliminary inspections</li><li>• Collect information to provide arrangements for additional pre and post conference sightseeing activities</li><li>• Register and collect participant information</li><li>• Verify participant information and itinerary activities</li><li>• Assist clients with applying for visas, and immigration documents</li><li>• Conduct site inspections on the eve of the event, such as arrange venue setup a day before the event</li><li>• Arrange the production of venue setup and transportation</li><li>• Perform a pre-banquet assessment, such as arrange venue setup in the morning</li><li>• Assess the safety of activities, such as crowd control, safety of special effects, etc.</li><li>• Contact and make arrangements for participants to attend the event</li><li>• Arrange appropriate labour to meet relevant work needs, such as simultaneous interpreters and security, etc.</li><li>• Arrange a live broadcast of events if requested</li><li>• Provide multimedia technical support, such as arrange virtual meetings and QR codes for pre-registration, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Carefully supervise the quality of service providers to ensure the activities are conducted smoothly</li><li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality</li><li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the operation process and team's division of labour for the preparatory work of MICE tour;</li><li>• Apply MICE tour operational experience to perform preparatory procedures and arrangements;</li><li>• Carefully supervise the quality of service providers to ensure the activities are conducted smoothly;</li><li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li></ul>
8. Remarks	

## C. Tour Operations

1. Title	Perform the workflow of MICE tour
2. Code	110671L3
3. Range	This unit of competency involves the ability to perform MICE tour operations
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of performing MICE tour operations</p> <ul style="list-style-type: none"> <li>Understand the important principles of performing the operational process and teamwork division of MICE tour.</li> </ul> <p>6.2 Apply the knowledge of and experience of performing MICE tour operations to complete the work process</p> <ul style="list-style-type: none"> <li>Arrange pre-event briefings</li> <li>Review the event-day venue setup</li> <li>Conduct an on-site rehearsal</li> <li>Notify related destination organisations, such as large-scale traffic and the flow of people arrangements, etc.</li> <li>Comply with destination laws, such as the use of drone photography and food hygiene, etc.</li> <li>Check if the necessary equipment for, such as stage, sound, lighting and meeting equipment, etc. is functioning normally</li> <li>Meet customers' detailed requirements for the event arrangements</li> <li>Master the process of arranging banquets, such as preparing scripts for speeches and presentations, arranging emcees, presenting souvenirs, etc.</li> <li>Perform on-site operation, coordination and support services, such as arranging signage, an enquiry counter and reception counter, etc.</li> <li>Arrange security for venues and events</li> <li>Purchase appropriate public safety insurance</li> <li>Monitor the safety of the venue and participants</li> <li>Assist in handling emergencies according to established guidelines</li> <li>Provide suitable outdoor facilities according to the venue's requirements, such as setting up mobile toilets and arranging smoking areas, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Ensure that the activities are conducted smoothly in accordance with the work process and under safe conditions</li> <li>Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Understand the important principles of performing the operational process and teamwork division of MICE tour;</li> <li>Apply the knowledge and experience of performing MICE tour operations to complete the work process;</li> <li>Ensure that the activities are conducted smoothly in accordance with the work process and under safe conditions; and</li> <li>Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>

8. Remarks	
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## C. Tour Operations

1. Title	Perform the post MICE tour work
2. Code	110672L3
3. Range	This unit of competency involves the ability to perform the post MICE tour work
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of performing the post MICE tour work</p> <ul style="list-style-type: none"> <li>• Understand the importance of post MICE tour work</li> <li>• Understand how reviewing the post-journey work can improve future operations and enhance service standards</li> </ul> <p>6.2 Use different channels to collect and consolidate feedback from clients and participants regarding the arrangements for the entire event</p> <ul style="list-style-type: none"> <li>• Collect feedback regarding the event arrangements from different stakeholders, including service providers, frontline staff, clients and participants, etc.</li> <li>• Review the conditions of flights, hotels, transports and event venues</li> <li>• Record the performance of service providers and staff in a timely manner</li> <li>• Follow up on customer complaints</li> <li>• Draft activities and financial reports</li> <li>• Seek endorsement from the event organiser and request a proof of the event from the organisation</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality</li> <li>• Sincere efforts to identify the shortcomings and propose ways to improve on them.</li> <li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Understand that the post MICE tour work is key to improving future operations and elevating service standards;</li> <li>• Use different channels to collect and consolidate feedback from clients and participants regarding the arrangements of the entire event and propose optimisation plans; and</li> <li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image</li> </ul>
8. Remarks	



## C. Tour Operations

1. Title	Review and optimise the operations of different tourism products
2. Code	110673L6
3. Range	This unit of competency involves the ability to review and optimise the operations of various tourism products, and to analyse the advantages and disadvantages of these tourism products. Based on the company's resources, they should consider using the International Organization for Standardization (ISO) quality management system as the standard for the quality assurance system, as well as a tool to improve productivity and optimise operational efficiency management plan.
4. Level	6
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reviewing and optimising the operations of various tourism products</p> <ul style="list-style-type: none"> <li>• Collect feedback from customers and frontline staff on the operations of tourism products</li> <li>• Identify problems in the operations process and make improvements</li> <li>• Review the operational systems of competitors and apply that knowledge to optimise operations and make up for deficiencies</li> </ul> <p>6.2 Use different channels to collect feedback from stakeholders on the operations of existing tourism products</p> <ul style="list-style-type: none"> <li>• Hold a meeting to review tourism product operations and get feedback from different stakeholders, including tour escorts, tourist guides, frontline sales, business operations department, marketing department and IT department staff, etc.</li> <li>• Follow-up on the opinions of different stakeholders, and put forward proposals to improve operational efficiency and improve service quality</li> <li>• Explore how to use the latest information technology to improve the efficiency of tour operations</li> <li>• Review the performance of each service provider, determine whether it can help optimise operations, and conduct quality management</li> <li>• Based on institutional resources, use the ISO quality management system as the standard for the quality assurance system, and as a tool to improve productivity and operational efficiency management plan</li> <li>• Consider environmental protection factors to improve the sustainability of various tourism products and projects</li> <li>• Keep abreast of travel trends and understand changes in customer demand for tourism products to improve tour operations, so as to provide more personalised services and enhance customer satisfaction</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Identify operational shortcomings, improve continuously, be customer-oriented, and optimise the service in a proactive manner</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of reviewing and optimising the operations of different tourism products;</li> <li>• Use different channels to collect stakeholder feedback from stakeholders on the operations of existing tourism products as a reference for optimising the operations of the products; and</li> <li>• Identify operational shortcomings, improve continuously, be customer-oriented, and optimise the service in a proactive manner.</li> </ul>

8. Remarks	
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#### D. Customer service

1. Title	Provide value-added services
2. Code	110674L2
3. Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of value-added services and provide customers with suitable value-added services to improve service satisfaction.
4. Level	2
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of value-added services</p> <ul style="list-style-type: none"><li>• Understand customer needs and the importance of value-added services</li><li>• Understand the types and characteristics of the company's value-added services</li><li>• Master the changes of value-added services in the market</li></ul> <p>6.2 Provide customers with suitable value-added services to improve service satisfaction</p> <ul style="list-style-type: none"><li>• Provide suitable value-added services in accordance with customer needs<ul style="list-style-type: none"><li>○ Give or sell tourism products at privilege prices, such as travel insurance, Internet data card, and power adapter for travel destination</li><li>○ Collaborate with overseas tourism boards to distribute tourist information about travel destinations, including tourist attractions, brochures, maps and souvenirs, etc.</li><li>○ Provide rental service for foreign portable wireless routers at a privileged price</li><li>○ Offer cash coupons to encourage customers to purchase tourism products or services again</li><li>○ Provide special service arrangements for customers, such as birthday cards, souvenirs, and wheelchair services for the elderly</li><li>○ Provide pick-up and drop-off services for customers of high-spending tourism products, such as cruise vacations</li><li>○ Provide guided headsets to customers who participate in tour groups</li><li>○ Provide a luggage consignment service to customers who participate in hiking tours or cycling tours, to avoid returning on the same route</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively provide customers with value-added services that exceed expectations and give value for money</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of value-added services; and</li><li>• Provide customers with suitable value-added services to improve service satisfaction</li></ul>
8. Remarks	

## D. Customer service

1. Title	Solve common customer problems
2. Code	110675L3
3. Range	This unit of competency involves customer service and communication skills. Practitioners should be able to apply excellent customer service skills and solve common customer problems in accordance with the company's customer service policy, so as to enhance the company's image and sales effectiveness.
4. Level	3
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master excellent customer service skills and the company's customer service policy</p> <ul style="list-style-type: none"><li>• Understand the importance of excellent customer service to maintaining good customer relationships</li><li>• Understand the company's customer service policy</li><li>• Understand the company's established response guidelines, including<ul style="list-style-type: none"><li>○ Content of tourism products and reservation procedures</li><li>○ Items included and excluded in the fees, taxes, surcharges, payment methods, and deadlines</li><li>○ Refund arrangements and cancellation terms</li><li>○ Visa arrangements</li><li>○ Other tourism-related matters, such as information about internet access and power sockets at travel destinations, etc.</li></ul></li></ul> <p>6.2 Apply excellent customer service skills to solve common customer problems, so as to enhance the company's image and sales effectiveness</p> <ul style="list-style-type: none"><li>• Classify customer enquiries, identify common customer problems, and report them to the company</li><li>• When handling customer enquiries, respond in accordance with the company's established response guidelines to ensure that the information is accurate and consistent</li><li>• Answer customer enquiries within the time required by the company to avoid delays</li><li>• Refer to past cases when proposing solutions to customers to avoid recurrence of the same problem, and provide a deadline for a reply if the customer enquiry cannot be answered immediately</li><li>• Handle customer enquiries that involve other departments collaboratively so that customer problems can be solved as soon as possible</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Be proactive, enthusiastic, confident and persuasive when responding to customers</li><li>• Respond to customer enquiries in accordance with the company's established guidelines</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master excellent customer service skills and the company's customer service policy; and</li><li>• Apply excellent customer service skills to solve common customer problems, so as to enhance the company's image and sales effectiveness</li></ul>
8. Remarks	

## D. Customer service

1. Title	Arrange cancellation/transfer of tour group and refunds of tourism products
2. Code	110676L3
3. Range	This unit of competency involves data processing and communication skills. Practitioners should be able to arrange cancellations/transfers of tour group or refunds of tourism products for customers in accordance with the company's established policies and procedures.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of cancellations/transfers of tour group and refunds of tourism products</p> <ul style="list-style-type: none"> <li>Understand the company's policies and procedures for cancellations/transfers of tour group and refunds</li> <li>Understand the industry's regulations regarding cancellations/transfers of tour group and refunds</li> </ul> <p>6.2 Arrange cancellations/transfers of tour group or refunds of tourism products for customers in accordance with the company's established policies and procedures</p> <ul style="list-style-type: none"> <li>Ensure that customers who request cancellations/transfers of tour group or refunds meet the required conditions (such as deadlines, reasons, etc.), and clearly communicate the handling fee involved in accordance with the contract or the terms of their registration</li> <li>Understand whether a customer's travel insurance meets the compensation items for "trip cancellation" to reduce losses</li> <li>Arrange refunds (if applicable) <ul style="list-style-type: none"> <li>Confirm the required time and method of refund with the customer, such as cash, cheque, credit card refund, online transfer, mail, or in-person collection</li> <li>For company tour group cancellations <ul style="list-style-type: none"> <li>Comply with the regulations of the relevant regulatory bodies and notify customers of the tour group cancellation arrangements before the deadline, so as to avoid the fine for overdue notifications</li> <li>Explain the reason for the cancellation and encourage customers to transfer to other tour groups</li> <li>Issue refunds for customers who decide to cancel the tour within the specified time, and in compliance with the regulations of the relevant regulatory bodies</li> </ul> </li> </ul> </li> <li>Assist customers with filling out the relevant application forms, submit them for approval by a supervisor, and ensure that the refund or transfer applications are received by the appropriate department responsible for handling them</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Follow up on all refund or transfer cases in a timely manner to ensure customer satisfaction</li> <li>Clearly inform customers of the time required for refunds, so as to maintain a positive relationship and encourage return business</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of cancellations/transfers of tour group and refunds of tourism products;</li> <li>Arrange cancellations/transfers of tour group or refunds of tourism products for customers in accordance with the company's established policies and procedures; and</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure that customers are satisfied with the refund arrangement of tourism products or transfer arrangement of tour group</li> </ul>
8. Remarks	

## D. Customer service

1. Title	Implement customer service excellence programmes
2. Code	110677L4
3. Range	This unit of competency involves customer service and human resources management. Practitioners should be able to master the knowledge of customer service excellence programmes, and implement the customer service excellence programme to improve the company's overall service level.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customer service excellence programmes</p> <ul style="list-style-type: none"><li>• Understand the objectives and content of the customer service excellence programme</li><li>• Implement the process of the customer service excellence programme</li></ul> <p>6.2 Implement the customer service excellence programme to improve the company's overall service level</p> <ul style="list-style-type: none"><li>• Formulate work guidelines in accordance with the requirements of the customer service excellence programme<ul style="list-style-type: none"><li>○ List the work requirements of each department and each process</li><li>○ Enable employees to understand the content of the customer service excellence programme through meetings and trainings</li><li>○ Regularly review services and correct deficiencies</li></ul></li><li>• Collect opinions from customers and tourism product inspectors, i.e. mystery shoppers, and forward them to the relevant departments to formulate improvement measures</li><li>• Motivate staff morale by commending employees for excellent service<ul style="list-style-type: none"><li>○ Organise employee competitions for excellent service</li><li>○ Recognise employees who have been commended by customers for excellent service</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Implement the customer service excellence programme in a professional manner</li><li>• Make timely adjustments to the customer service excellence programme</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of customer service excellence programmes; and</li><li>• Implement the customer service excellence programme to improve the company's overall service level</li></ul>
8. Remarks	

## D. Customer service

1. Title	Design customer service excellence programmes (such as Mystery Shoppers Programme)
2. Code	110678L5
3. Range	This unit of competency involves the ability to plan and design a programme. Practitioners should be able to design suitable customer service excellence programmes that enable the company to maintain its competitive advantages and receive positive reputation in the market.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of designing customer service excellence programmes</p> <ul style="list-style-type: none"> <li>• Understand the importance of providing services that exceed customer expectations and needs</li> <li>• Understand how to improve customer service <ul style="list-style-type: none"> <li>○ Ensure that sufficient labour is arranged to handle customer enquiries, and the required information and tourism products are provided quickly and accurately</li> <li>○ Ensure a smooth sales process and simple procedures <ul style="list-style-type: none"> <li>▪ Provide incentives to encourage online transactions to reduce the pressure on stores</li> <li>▪ Provide diversified payment methods</li> <li>▪ Assign a dedicated person to control the flow of people in the store and shorten customer's wait times</li> <li>▪ Set up ticket dispensers in the stores so that customers can sit in the waiting area after taking the tickets, without having to queue</li> <li>▪ Set up comfortable seats in the waiting area and display promotional videos of the company and its tourism products</li> </ul> </li> <li>○ Regularly arrange tourism product auditors to evaluate the company's tourism products and services, such as Mystery Shoppers Programme <ul style="list-style-type: none"> <li>▪ Review staff service levels for online enquiries and transactions</li> <li>▪ Review store service levels, such as wait times and staff performance</li> <li>▪ Review the quality of the company's tourism products (such as tour groups), to ensure that they are in compliance with the "Trade Descriptions Ordinance"</li> </ul> </li> <li>○ Provide value-added services that exceed expectations and give value for money</li> <li>○ Provide good after-sales service to maintain good relationships with customer and enhance customer loyalty <ul style="list-style-type: none"> <li>▪ Regularly use different channels to disseminate the latest information on tourism products to customers, such as online platforms, mobile applications, emails, or media advertising, etc.</li> </ul> </li> <li>○ Review the service levels of tour escorts and tourist guides <ul style="list-style-type: none"> <li>▪ Compliance with codes of professional ethics, employee policies, and related laws and regulations</li> <li>▪ Level of language proficiency</li> <li>▪ Service attitude when escorting a tour group, such as sincere and polite, proactive and positive</li> </ul> </li> </ul> </li> </ul> <p>6.2 Design suitable customer service excellence programmes that enable the company to maintain its competitive advantages</p> <ul style="list-style-type: none"> <li>• Establish quantitative evaluation indicators for various services</li> <li>• Establish programme objectives and content for various departments</li> <li>• Set a timetable for the implementation of the programme</li> </ul>



	<ul style="list-style-type: none"> <li>• Evaluate the resources and cost of the programme</li> <li>• Regularly review the effectiveness of the programme</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Pursue excellent service levels and enable the company to maintain its positive reputation in the market</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of designing customer service excellence programmes; and</li> <li>• Design suitable customer service excellence programmes that enable the company to maintain its competitive advantages</li> </ul>
8. Remarks	

## D. Customer service

1. Title	Enhance customer satisfaction with tourism products and services
2. Code	110679L3
3. Range	This unit of competency involves customer service and data collection skills. Practitioners should be able to integrate customer satisfaction with the company's tourism products and services, and use effective methods to improve the quality of the company's tourism products and services.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Collect customer satisfaction data about the company's tourism products and services</p> <ul style="list-style-type: none"><li>• Use various methods to understand customers' satisfaction and dissatisfaction with the company's tourism products and services<ul style="list-style-type: none"><li>○ Mystery Shoppers Programmes</li><li>○ On-site questionnaire surveys</li><li>○ Complaints</li></ul></li><li>• Understand the position of the company's tourism products in the market and their respective shortcomings</li></ul> <p>6.2 Apply the collected information in effective ways to improve the quality of the company's tourism products and services, so as to enhance customer satisfaction</p> <ul style="list-style-type: none"><li>• Implement customer service excellence programmes</li><li>• Strengthen the training of employees to improve their sales skills and knowledge of tourism products</li><li>• Regularly review the quality of the company's tourism products and services, and compare the changes in customer satisfaction</li><li>• Handle customer comments or complaints promptly and propose measures for improvement</li><li>• Take the initiative to thank customers who express opinions, such as thank you letters or gifts</li><li>• Proactively solve customer problems</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Maintain a sustainable relationship between the company and customers through professional and excellent services, so that the company can continue to grow</li><li>• Stay abreast of market changes to ensure that the company's tourism products and services are up to date</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect customer satisfaction data about the company's tourism products and services; and</li><li>• Integrate the collected information and use effective methods to improve the quality of the company's tourism products and services, so as to enhance customer satisfaction</li></ul>
8. Remarks	

## D. Customer service

1. Title	Build and manage customer relationships
2. Code	110680L4
3. Range	This unit of competency involves customer service and marketing skills. Practitioners should be able to master the knowledge of building and managing customer relationships and formulate the company's customer relationship programmes to increase customer loyalty.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of building and managing customer relationships</p> <ul style="list-style-type: none"><li>• Understand various methods of building customer relationships</li><li>• Understand the importance of managing customer relationships</li></ul> <p>6.2 Formulate the company's customer relationship programmes to increase customer loyalty</p> <ul style="list-style-type: none"><li>• Ensure that the company's hardware, facilities and equipment provide value-added services in a timely manner</li><li>• Provide after-sales service<ul style="list-style-type: none"><li>○ Gather customer opinions on tourism products in a timely manner</li><li>○ Handle and follow up on customer complaints in a professional manner</li></ul></li><li>• Maintain contact with customers through different channels to encourage return business, such as emails promoting the latest information on tourism products</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Adjust the company's customer relationship programmes in a timely manner, in accordance with the current market situation</li><li>• Apply professional knowledge and a positive attitude when providing services to build customers' trust and confidence</li><li>• Provide customers with promised services in a reliable and prompt manner</li><li>• Maintain empathy and understand customers' feelings when responding to customer enquiries and requests</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of building and managing customer relationships;</li><li>• Formulate the company's customer relationship programmes to increase customer loyalty; and</li><li>• Adjust the company's customer relationship programmes in a timely manner, in accordance with the current market situation</li></ul>
8. Remarks	

## D. Customer service

1. Title	Implement customer relationship management
2. Code	110681L4
3. Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of customer relationship management, and implement the company's established service requirements.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customer relationship management</p> <ul style="list-style-type: none"><li>• Understand the company's customer relationship policies</li><li>• Understand the standards for improving service quality</li></ul> <p>6.2 Implement the company's customer relationship management requirements</p> <ul style="list-style-type: none"><li>• Follow the workflow of customer relationship management<ul style="list-style-type: none"><li>○ Clearly understand the work guideline requirements related to customer relationship management</li><li>○ Enable employees to understand customer relationship management through meetings and trainings</li></ul></li><li>• Conduct regular opinion surveys, apply data analysis to compare the changes in customer satisfaction among various services, and relay customer opinions to the relevant departments for follow-up</li><li>• Interact with customers with courtesy and clear speech, pay attention to customer reactions, and provide heartfelt hospitality</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Maintain the company's image and established requirements when interacting with customers</li><li>• Maintain a customer-oriented service attitude</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of customer relationship management; and</li><li>• Implement the company's customer relationship management requirements</li></ul>
8. Remarks	

#### D. Customer service

1. Title	Operate the membership data system
2. Code	110682L3
3. Range	This unit of competency involves the ability to operate a system. Practitioners should be able to use the company's membership data system to help sell and design tourism products.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the functions of the membership data system</p> <ul style="list-style-type: none"><li>• Access the reports and data analysis of members' personal data</li><li>• Send information to members by category</li><li>• Properly store the collected member information to help promote tourism products</li></ul> <p>6.2 Use the company's membership data system to help sell and design tourism products</p> <ul style="list-style-type: none"><li>• View the system's data analysis reports and design or strengthen the promotion of tourism products in accordance with the travel preferences of members</li><li>• Send information on tourism products to targeted members, based on such as customer age, travel destinations and preferences, number and time of outbound trips, and travel budget, etc.</li><li>• Contact members to promote tourism products</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when using members' personal data</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the functions of the membership data system;</li><li>• Use the company's membership data system to help sell and design tourism products; and</li><li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations</li></ul>
8. Remarks	

#### D. Customer service

1. Title	Maintain relationships with members
2. Code	110683L3
3. Range	This unit of competency involves customer service and event organisation skills. Practitioners should be able to master the knowledge of maintaining relationships with members, and maintain regular contact with members through various channels and activities.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the methods of maintaining relationships with members</p> <ul style="list-style-type: none"><li>• Master the travel preferences and needs of members</li><li>• Provide member discounts and reward programmes</li><li>• Understand the resources invested by the company to maintain relationships with members</li></ul> <p>6.2 Maintain regular contact with members through various channels and activities</p> <ul style="list-style-type: none"><li>• Disseminate the latest tourism information and member newsletters to members regularly via the Internet, email, mobile applications or SMS</li><li>• Invite members to attend seminars on tourism topics, and invite tourism experts to be speakers</li><li>• Send greeting emails or gifts to members on holidays or birthdays</li><li>• Organise member activities, such as dining together, local ecological tours, short-term outbound tours, and short-term cruise vacations, etc.</li><li>• Invite members to attend events co-organised with other organisations</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when using members' personal data</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of maintaining relationships with members;</li><li>• Keep regular contact with members through different channels and activities; and</li><li>• Comply with all related instructions and laws when using members' personal data</li></ul>
8. Remarks	

## D. Customer service

1. Title	Establish and manage a membership system
2. Code	110684L4
3. Range	This unit of competency involves data processing and planning skills. Practitioners should be able to establish a membership system that meets the company's requirements, maintain regular contact with members, and review the effectiveness of the system.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of establishing a membership system</p> <ul style="list-style-type: none"> <li>• Resource allocation, such as cost and labour</li> <li>• Set up a member service department and designate colleague(s) to handle member affairs</li> <li>• Create a membership database to store customers' personal data in an organised manner</li> <li>• Formulate membership fee policies, such as registration fees and annual fees</li> <li>• Set up member discounts and reward programmes</li> </ul> <p>6.2 Establish a membership system that meets the company's requirements, maintain regular contact with members, and review the effectiveness of the system</p> <ul style="list-style-type: none"> <li>• Understand the company's system for collecting, storing and classifying customer information, including customer name, gender, age, contact methods, and purchased tourism products, etc.</li> <li>• Establish a membership system and database, divided into two categories <ul style="list-style-type: none"> <li>○ Old customers, who will be invited to become the first members</li> <li>○ New customers, who can be referred by old customers or invited by the company to join as members</li> </ul> </li> <li>• Establish communication channels for maintaining contact with members, including the internet, email, mobile applications and letters, etc.</li> <li>• Regularly send member newsletters and the latest information on tourism products</li> <li>• Set up a dedicated telephone line or a dedicated online service to answer enquiries and make reservations for members</li> <li>• Set up dedicated member counters in stores to shorten the wait time for members</li> <li>• Regularly review the effectiveness of the membership system</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when collecting and using members' personal data</li> <li>• Use the membership system to consolidate the existing customer base and make customers a part of the company's assets</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of establishing a membership system;</li> <li>• Establish a membership system that meets the company's requirements, maintain regular contact with members, and regularly review the effectiveness of the system; and</li> <li>• Comply with all related instructions and laws when collecting and using members' personal data</li> </ul>
8. Remarks	

## D. Customer service

1. Title	Establish a membership data system
2. Code	110685L4
3. Range	This unit of competency involves the ability to design a data system. Practitioners should be able to establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of membership data systems</p> <ul style="list-style-type: none"><li>• Understand the hardware, operation and setting requirements of the membership data system</li><li>• Understand the importance of membership data systems to sales</li></ul> <p>6.2 Establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans</p> <ul style="list-style-type: none"><li>• Prepare a membership application form to collect information, including<ul style="list-style-type: none"><li>○ Personal information</li><li>○ Favourite travel modes, such as tour groups, self-guided tours, cruise vacations, and self-driving tours, etc.</li><li>○ Favourite travel destinations</li><li>○ Number and duration of outbound trips per year</li><li>○ Annual travel budget</li></ul></li><li>• Establish a data system, properly store collected member information, and provide default information and analysis reports to help promote the sales of tourism products, such as customer age, purchased tourism products, payment methods, and usual contact methods, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when collecting and storing members' personal data</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of membership data systems;</li><li>• Establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans; and</li><li>• Comply with all related instructions and laws when collecting and storing members' personal data</li></ul>
8. Remarks	



## D. Customer service

1. Title	Design member discount and reward programmes
2. Code	110686L4
3. Range	This unit of competency involves customer service and planning skills. Practitioners should be able to formulate suitable member discount and reward programmes for the company to help build a long-term and stable customer base.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the considerations for designing member discount and reward programmes</p> <ul style="list-style-type: none"><li>• Understand the background and preferences of members</li><li>• Understand the company's current privilege policies</li><li>• Understand the budget and resources provided by the company</li></ul> <p>6.2 Formulate suitable member discount and reward programmes to help build a long-term and stable customer base</p> <ul style="list-style-type: none"><li>• Establish a point reward programme where members can earn points in accordance with consumption conditions, and redeem gifts with points</li><li>• Provide member privilege prices and peer discounts</li><li>• Regularly provide member-exclusive tourism products, such as special priced tours and cruise vacations</li><li>• Offer coupons to encourage new members to join</li><li>• Collaborate with other groups and organisations to provide members with sponsorships, discounts or activities, such as tourism boards, service providers, partners, and commercial organisations</li><li>• Collaborate with credit card companies, banks, online payment platforms, etc. to provide members with more convenient payment services and discounts</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively design distinctive discount and reward programmes that make members feel distinguished and valued</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the considerations for designing member discount and reward programmes; and</li><li>• Formulate suitable member discount and reward programmes for the company to help build a long-term and stable customer base</li></ul>
8. Remarks	

## D. Customer service

1. Title	Handle and follow-up on customer complaints
2. Code	110687L3
3. Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of handling and following-up on complaints in accordance with the company's established procedures, so as to restore customer confidence and maintain the company's image.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of handling and following up on complaints</p> <ul style="list-style-type: none"> <li>• Master the skills of handling complaints</li> <li>• Understand the company's established procedures for handling and following-up on complaints</li> </ul> <p>6.2 Properly handle and follow up complaints in accordance with the company's established procedures</p> <ul style="list-style-type: none"> <li>• Explain the company's complaint handling policy</li> <li>• Contact the complainant (by phone, email, mobile application or letter) to understand the complaint's specific content and demand, and promise to investigate and reply within a specified time</li> <li>• Ensure that the complaint's content and follow-up dialogue are recorded in writing or an audio recording, with the complainant's consent to this obtained in advance</li> <li>• Investigate the complaint <ul style="list-style-type: none"> <li>○ Collect information from department heads or employees about the details of complaint (relating to the departmental service or tourism product)</li> <li>○ In the case of a complaint about a tour group, collect information from other group members to understand the incident relevance from multiple angles</li> <li>○ Integrate the collected information to determine the authenticity of the complaint</li> </ul> </li> <li>• If the complaint is accurate, discuss the complaint with the department head and follow-up on the complainant's demand <ul style="list-style-type: none"> <li>○ If the complainant's demand is accepted, arrange compensation (such as a refund) within a short time, and express gratitude to the complainant</li> <li>○ If the complainant's demand is not accepted, continue discussions with the complainant, hoping to reach an agreement</li> </ul> </li> <li>• If the complaint is unfounded, provide the complainant with a sincere, detailed explanation, with relevant supporting documents attached to improve persuasiveness</li> <li>• If the complainant is not satisfied with the company's final decision, they may file a further complaint with the Travel Industry Council of Hong Kong, the Consumer Council, and the Customs and Excise Department of Hong Kong, or prepare and initiate a civil lawsuit</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Treat the complainant with sincerity and courtesy, and maintain good communication</li> <li>• Properly handle and follow-up on complaints in accordance with the company's established procedures, so as to restore customer confidence and maintain the company's image</li> </ul>
7. Assessment	The integrated outcome requirement(s) of this unit of competency is/are:

Criteria	<ul style="list-style-type: none"> <li>• Master the knowledge of handling and following-up on complaints; and</li> <li>• Handle and follow-up on complaints in accordance with the company's established procedures</li> </ul>
8. Remarks	

#### D. Customer service

1. Title	Formulate complaint prevention plans
2. Code	110688L5
3. Range	This unit of competency involves research and analytical skills. Practitioners should be able to analyse past complaints about the company and formulate effective complaint prevention plans to protect the company's long-term image and market position.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customer service</p> <ul style="list-style-type: none"><li>• Understand customer expectations of tourism products or services</li><li>• Understand customers' common questions about tourism products or services</li></ul> <p>6.2 Analyse past complaints about the company and formulate effective complaint prevention plans</p> <ul style="list-style-type: none"><li>• Classify past complaint cases and integrate their methods of handling and following-up</li><li>• Interview the department or employee who was the subject of the complaint, to understand how to avoid having a similar complaint occur</li><li>• Develop clear work guidelines and require employees to strictly follow them</li><li>• Hold regular meetings with department heads to understand the difficulties that frontline employees encounter with customers, and provide solutions</li><li>• Investigate whether a gap exists between the company's tourism products and services and customers' requirements and expectations, and make improvements based on the investigation results</li><li>• Strengthen the training of frontline staff, including with regards to the "Trade Descriptions Ordinance", and the regulations and codes of the Travel Industry Council of Hong Kong</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Proactively research and analyse the causes of customer complaints, and find solutions to avoid their recurrence</li><li>• Develop effective complaint prevention plans to protect the company's long-term image and market position</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of customer service; and</li><li>• Analyse past complaints about the company and formulate effective complaint prevention plans</li></ul>
8. Remarks	

#### D. Customer service

1. Title	Review and improve service quality
2. Code	110689L6
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to master the knowledge of customers' opinions on the company's tourism products and services, apply analytical skills to continuously review the quality of the company's tourism products and services, and make suggestions for improvement.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customers' opinions on the company's tourism products and services</p> <ul style="list-style-type: none"><li>• Understand customer satisfaction with the tourism products and services</li><li>• Understand the market positioning of the tourism products and services</li></ul> <p>6.2 Apply analytical skills to review the quality of the company's tourism products and services, and make suggestions for improvement</p> <ul style="list-style-type: none"><li>• Collect customers' opinions or complaints about the tourism products and services, relay the information to the relevant departments, and request that they review the data and submit improvement plans before the deadline</li><li>• Compare the company's tourism products and services to those of its major competitors to ensure that both sides are neck-and-neck, with the goal of surpassing the competitors</li><li>• Investigate whether a gap exists between the company's tourism products and services and customers' requirements and expectations, and request the relevant department heads review and submit improvement plans based on the investigation results</li><li>• Review and enhance the company's value-added services</li><li>• Arrange for tourism product inspectors (such as Mystery Shoppers Programme) to evaluate the company's tourism products and services as well as those of its major competitors, according to the company's current needs</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that the company's tourism products and services continue to grow and evolve to meet market demand</li><li>• Continue to self-improve and maintain the company's competitiveness in the market</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of customers' opinions on the company's tourism products and services; and</li><li>• Apply analytical skills to continuously review the quality of the company's tourism products and services, and make suggestions for improvement</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Recognise the potential risks of various tourism activities
2. Code	110690L3
3. Range	This unit of competency involves observation and judgement skills. Practitioners should be able to understand the potential risks of various tourism activities, and implement measures to reduce the risks of tourism activities.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the potential risks of various tourism activities</p> <ul style="list-style-type: none"><li>• Recognise the potential risks of various tourism activities, such as:<ul style="list-style-type: none"><li>○ Tourism activities</li><li>○ Water activities</li><li>○ Beach activities</li><li>○ Night activities</li><li>○ Car rental activities</li></ul></li><li>• Identify the types of risks for major tourism activities, such as:<ul style="list-style-type: none"><li>○ Equipment risks</li><li>○ Financial risks</li><li>○ Physical risks</li><li>○ Psychological risks</li><li>○ Satisfaction risks</li><li>○ Time risks</li></ul></li><li>• Understand the impact of local and international travel alerts on the risks of tourism activities</li></ul> <p>6.2 Implement measures to reduce the risks of tourism activities in accordance with the company's established work procedures</p> <ul style="list-style-type: none"><li>• Strictly implement the company's established work procedures</li><li>• Have licensed tourism practitioners to explain the coverage and exclusions of travel insurance</li><li>• Ensure that customers clearly understand the precautions for going to dangerous or epidemic areas, such as vaccinations</li><li>• Remind tour group members about the safety of the surrounding environment</li><li>• Allow a flexible schedule of activities</li><li>• Prepare contingency plans and provide emergency contact methods to customers</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Always remind customers to pay attention to their personal safety, documents and belongings, etc. and to avoid high-risk activities (such as swimming on beaches without lifeguards)</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the potential risks of various tourism activities; and</li><li>• Implement measures to reduce the risks of tourism activities</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Conduct risk analysis and assessment of tourism activities
2. Code	110691L5
3. Range	This unit of competency involves analytical and assessment skills. Practitioners should be able to master the risk management knowledge of tourism activities, perform risk analysis and assessment procedures, and formulate corresponding measures to reduce the impact on the company's business and operations.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the risk management knowledge of tourism activities</p> <ul style="list-style-type: none"> <li>• Understand the risk management objectives and criteria of tourism activities</li> <li>• Master the risk management steps of tourism activities <ul style="list-style-type: none"> <li>○ Identify risks</li> <li>○ Analyse and assess risks</li> <li>○ Ways to handle risks</li> <li>○ Review arrangements</li> </ul> </li> </ul> <p>6.2 Perform risk analysis and assessment procedures for tourism activities</p> <ul style="list-style-type: none"> <li>• Assess the risks before travel <ul style="list-style-type: none"> <li>○ Review the latest situation of the travel destination, such as: <ul style="list-style-type: none"> <li>▪ Natural disasters</li> <li>▪ Social disasters</li> <li>▪ Epidemics</li> <li>▪ Political incidents</li> <li>▪ Tourism accidents</li> </ul> </li> <li>○ Review global travel alerts and their impact</li> <li>○ Review relevant travel insurance coverage</li> </ul> </li> <li>• Assess the risks during the journey <ul style="list-style-type: none"> <li>○ Transportation arrangements</li> <li>○ Itinerary activities</li> <li>○ Hotel and catering arrangements</li> </ul> </li> <li>• Regularly write reports to review and assess the risks of tourism activities, and formulate corresponding measures to reduce the impact on the company's business and operations</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Always raise safety awareness, and ask customers to avoid participating in high-risk activities</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the risk management knowledge of tourism activities;</li> <li>• Perform risk analysis and assessment procedures for tourism activities; and</li> <li>• Based on the risk assessment results, formulate corresponding measures to reduce the impact on the company's business and operations</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Choose suitable tourism resource providers
2. Code	110692L4
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to choose suitable tourism resource providers and establish service agreements.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the considerations for choosing a suitable tourism resource provider, including</p> <ul style="list-style-type: none"> <li>• Good reputation</li> <li>• Rich experience (such as operating for five years or more)</li> <li>• Good financial situation</li> <li>• Equipped with professional qualifications</li> <li>• Good past records, such as no serious accidents or major claims, etc.</li> </ul> <p>6.2 Establish service agreements with suitable tourism resource providers in accordance with the company's established work procedures</p> <ul style="list-style-type: none"> <li>• Providers must comply with regulatory requirements related to insurance, employment, licenses and safety, etc. and provide relevant supporting documents</li> <li>• Providers must appoint qualified tourist guides or tour escorts to accompany tour groups</li> <li>• When arranging services (such as transportation, hotels, catering, tourism and entertainment facilities, etc.), providers must comply with all relevant regulatory requirements</li> <li>• Providers must have standard procedures for handling customer complaints</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Prevention of Bribery Ordinance" and choose suitable tourism resource providers in a fair manner</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Choose suitable tourism resource providers; and</li> <li>• Comply with the "Prevention of Bribery Ordinance" and establish service agreements with suitable tourism resource providers</li> </ul>
8. Remarks	



## E. Risk and crisis management

1. Title	Process the service agreements of tourism resource providers
2. Code	110693L4
3. Range	This unit of competency involves word processing and communication skills. Practitioners should be able to master and implement the details of the service agreements of the tourism resource providers, and regularly review their service quality.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the content of the service agreements of the tourism resource providers</p> <ul style="list-style-type: none"><li>• Understand the terms and conditions of the service agreements</li><li>• Understand the quality requirements and safety standards of the services</li></ul> <p>6.2 Implement the details of the service agreements of the tourism resource providers, and regularly review their service quality</p> <ul style="list-style-type: none"><li>• Sign a confirmation of tourism arrangements with the providers</li><li>• Record signed contracts and exemptions</li><li>• Record itinerary activity change notices from the providers</li><li>• Record all the meetings, communications and tourism arrangements related to the providers</li><li>• Record the special requirements and arrangements of customers</li><li>• Record violations and enforce penalties</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Handle important information provided by various stakeholders in accordance with the company's principles of confidentiality</li><li>• Handle irregularity in a conscientious manner</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the content of the service agreements of the tourism resource providers; and</li><li>• Implement the details of the service agreements of the tourism resource providers, and regularly review their service quality</li></ul>
8. Remarks	Record the content of communications and meetings with service providers, including name of contact person, contact date and time, and brief remarks

## E. Risk and crisis management

1. Title	Improve the knowledge of crisis management and first aid among tourism practitioners
2. Code	110694L4
3. Range	This unit of competency involves judgment and adaptability skills. Practitioners should be able to master the basic knowledge of crisis management and first aid, as well as formulate and implement the company's travel safety and preventive measures.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the basic knowledge of crisis management and first aid</p> <ul style="list-style-type: none"><li>• Understand common infectious diseases, such as:<ul style="list-style-type: none"><li>○ Cholera</li><li>○ Rat plague</li><li>○ Yellow fever</li></ul></li><li>• Understand the principles of artificial respiration and cardiopulmonary resuscitation</li><li>• Understand various common symptoms and first aid methods, such as:<ul style="list-style-type: none"><li>○ Motion sickness/seasickness</li><li>○ Fainting</li><li>○ Heat stroke</li><li>○ Mountain sickness</li><li>○ Sunburn/frostbite</li></ul></li></ul> <p>6.2 Formulate and implement the company's travel safety and preventive measures</p> <ul style="list-style-type: none"><li>• Preventive measures for infections caused by diet</li><li>• Preventive measures for droplet-borne diseases</li><li>• Preventive measures for diseases transmitted by insects or animals</li><li>• Preventive measures for food allergy</li><li>• Emergency procedures (such as political and social events), such as helping customers in emergency evacuation, and assisting the injured in first aid</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• In the event of an accident, stay calm, seek help immediately, and arrange for the injured to be sent to the hospital</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the basic knowledge of crisis management and first aid; and</li><li>• Formulate and implement the company's travel safety and preventive measures</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Establish a crisis response team
2. Code	110695L5
3. Range	This unit of competency involves management and planning skills. Practitioners should be able to establish a crisis response team, formulate crisis response plans, and implement crisis response decisions.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of crisis response teams</p> <ul style="list-style-type: none"> <li>• The objectives of establishing a crisis response team</li> <li>• Understand the responsibilities and selection factors of crisis response team members</li> <li>• Understand the operation of the crisis response team</li> </ul> <p>6.2 Formulate crisis response plans and implement crisis response decisions</p> <ul style="list-style-type: none"> <li>• The crisis response team should be composed of management and executives in various positions of the company, such as: <ul style="list-style-type: none"> <li>○ A crisis team leader (such as company management) whose responsibilities include: <ul style="list-style-type: none"> <li>○ Before an accident, lead the crisis response team to formulate different types of crisis response plans, regularly arrange crisis response training, and review the plans and the defined crisis alert levels</li> <li>○ In the event of an accident, lead the crisis response team to evaluate and decide whether to activate the crisis response plan</li> </ul> </li> <li>○ On-site crisis personnel (such as tourist guides or tour escorts) whose responsibilities include: <ul style="list-style-type: none"> <li>○ Take immediate urgent action to handle accidents involving physical injury, and prevent the injury from worsening</li> <li>○ At the scene of an accident, coordinate arrangements for the family members of the tour group</li> <li>○ Arrange for emergency evacuation and the required documents</li> <li>○ Contact the police and other authorities who deal with emergencies</li> <li>○ Notify the crisis response team leader regularly with the latest updates of the incident</li> </ul> </li> <li>○ A spokesperson (such as company management) whose responsibilities include: <ul style="list-style-type: none"> <li>○ Contact various units on behalf of the company</li> <li>○ Depending on the situation, one or more executives can serve as spokespersons and be responsible for contacting different groups of people, such as: <ul style="list-style-type: none"> <li>▪ Media, government departments, and service providers</li> <li>▪ Tourists and their families</li> <li>▪ Company employees</li> </ul> </li> </ul> </li> <li>○ Insurance representatives appointed by the insurance agent</li> <li>○ General support staff, whose responsibilities include <ul style="list-style-type: none"> <li>○ Provide required information for crisis response team members</li> <li>○ Assist the team leader in disseminating messages to employees, as well as handling accident status reports and incident records</li> <li>○ Provide general support services and liaison arrangements, such as arranging transportation and accommodation, etc. for the family members of the tour group and crisis response team members</li> <li>○ Notify government departments and the media with the latest</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>updates about the incident</li> <li>○ File a claim with the insurance agent</li> <li>○ The Chief Financial Officer, whose responsibilities include</li> <li>○ Manage the emergency fund so that when a crisis occurs, it can provide immediate financial support</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Prioritise the life safety of tourists above all other priorities, and properly handle crises</li> <li>• Regularly review the content of crisis response plans to ensure effectiveness</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of establishing a crisis response team; and</li> <li>• Formulate crisis response plans and implement crisis response decisions</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Formulate crisis prevention and control plans
2. Code	110696L5
3. Range	This unit of competency involves planning, analytical and judgment skills. Practitioners should be able to understand the risks posed by different types of events, and formulate crisis prevention and control plans to minimise the company's risks.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the risks posed by different types of events</p> <ul style="list-style-type: none"> <li>• Master the potential risks of travel destinations in advance, including extreme weather, political disturbances, terrorist attacks, earthquakes, tsunamis, and incidents related to personal safety</li> <li>• Understand that the above events have significant negative impact on travel destinations and tourism activities</li> </ul> <p>6.2 Formulate crisis prevention and control plans to minimise the company's risks</p> <ul style="list-style-type: none"> <li>• Formulate crisis prevention and control plans based on the data and information collected by the company <ul style="list-style-type: none"> <li>○ Identify the cause, frequency, rate of outbreak, scope of impact, and potential destructive power of the crisis</li> <li>○ Identify the types of potential crises, such as natural disasters, accidents, itinerary arrangements, food poisoning, social movements, and political events, etc.</li> <li>○ Draw up crisis prevention and control plans to avoid a crisis as early as possible, and if a crisis occurs, enable employees to follow the guidelines to handle the incident</li> <li>○ Review whether the company should purchase professional liability insurance to achieve risk transfer</li> </ul> </li> <li>• Train employees to execute crisis prevention and control plans in a professional manner <ul style="list-style-type: none"> <li>○ Ensure that employees are familiar with the plan details, such as crisis types, impact, resources and labour arrangements, response methods, timelines, reporting and monitoring processes, etc.</li> <li>○ Require employees to understand how to communicate with other company employees, travel destination governments and support departments when a crisis occurs</li> </ul> </li> <li>• Repeatedly evaluate the effectiveness of crisis prevention and control plans</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Formulate effective crisis prevention and control plans with a rigorous attitude</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Understand the risks posed by different types of events; and</li> <li>• Formulate crisis prevention and control plans to minimise the company's risks</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Perform marketing and sales risk management
2. Code	110697L4
3. Range	This unit of competency involves communication and risk management skills. Practitioners should be able to master the knowledge of reducing marketing and sales risks, and implement relevant risk management measures to minimise the company's risks.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reducing marketing and sales risks</p> <ul style="list-style-type: none"> <li>• Master the details of risk acceptance statements and disclaimers</li> <li>• Understand the codes and regulations related to marketing and sales</li> </ul> <p>6.2 Implement marketing and sales risk management measures to minimise the company's risks</p> <ul style="list-style-type: none"> <li>• Formulate risk acceptance statements and disclaimers <ul style="list-style-type: none"> <li>○ Clearly specify the scope of the company's responsibilities to tourists in advance <ul style="list-style-type: none"> <li>▪ Print the terms and conditions on the tour group brochures, such as "You have signed up for this tour group. The standard terms and conditions of our travel agency are applicable to this tour group. Please make sure you understand those terms and conditions before departure."</li> <li>▪ To avoid future disputes, explain the arrangements for cancelling the tour group due to force majeure to tourists, including severe weather, natural disasters, strikes, fires, mechanical failures of aircraft or land vehicles, etc.</li> <li>▪ To reduce future tourist complaints and claims against the company, explain the travel risks and regulations on visas, passports and health checks to tourists</li> <li>▪ Require tourists to purchase travel insurance to avoid accidental losses and disputes with the company</li> </ul> </li> <li>○ Clearly explain to tourists the general policy for cancelling or changing a tour group <ul style="list-style-type: none"> <li>▪ Explain the refund amount and related conditions</li> <li>▪ Explain the conditions of the surcharge</li> </ul> </li> <li>○ Require all tour group participants to formally sign a risk acceptance statement and a disclaimer <ul style="list-style-type: none"> <li>▪ Confirm that the participant has a clear understanding of the risks of the entire journey, and specify the company's liability terms and conditions</li> <li>▪ Keep a copy of the risk acceptance statement and the disclaimer for the company's records</li> <li>▪ Require participants to sign an additional risk acceptance statement and a disclaimer for higher-risk activities, such as adventure tours</li> </ul> </li> </ul> </li> <li>• Ensure that the marketing and sales activities do not violate the "Trade Descriptions Ordinance", the "Personal Data (Privacy) Ordinance", the "Copyright Ordinance", and the codes and regulations formulated by the regulatory bodies of tourism industry (such as the Travel Industry Council, the Tourism Commission, and the Travel Industry Authority, etc.)</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Carefully and clearly explain the responsibilities of the travel agency and</li> </ul>

	<p>individuals to tourists</p> <ul style="list-style-type: none"> <li>• Before participating in higher-risk activities, repeatedly remind tourists to pay attention to the risks</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of reducing marketing and sales risks; and</li> <li>• Implement marketing and sales risk management measures to minimise the company's risks</li> </ul>
8. Remarks	<p>Participants of tour groups are required to sign a risk acceptance statement and a disclaimer, to express their agreement to the disclaimer clauses of the travel agency and to acknowledge their personal responsibilities</p>

## E. Risk and crisis management

1. Title	Perform risk management of transportation and vehicle operators
2. Code	110698L3
3. Range	This unit of competency involves judgement and communication skills. Practitioners should be able to choose compliant transportation and vehicle operators, and implement relevant risk management measures to minimise travel risks.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing transportation and vehicle operators</p> <ul style="list-style-type: none"> <li>• Understand the basic characteristics of general transportation</li> <li>• Understand the legal requirements for vehicle operators in various places</li> <li>• Understand the qualification requirements for vehicle operators</li> </ul> <p>6.2 Implement risk management measures for transportation and vehicle operators to minimise travel risks</p> <ul style="list-style-type: none"> <li>• Choose vehicles that pass inspections and are equipped with safety facilities, including a suitable luggage storage space</li> <li>• Hire qualified vehicle operators <ul style="list-style-type: none"> <li>○ Possess a valid driving license</li> <li>○ Possess rich driving experience and a good driving record</li> </ul> </li> <li>• Hire vehicle operators who demonstrate a good driving attitude, including <ul style="list-style-type: none"> <li>○ Before departure, during the journey and at the end of the journey, regularly check the vehicle to ensure its normal operation</li> <li>○ In the event of a mechanical failure, stop using the vehicle immediately and request a replacement</li> <li>○ Familiar with and choose a safe driving route, and learn relevant traffic information in advance before driving on a new route</li> <li>○ Always pay attention to the road and waterway conditions, and follow the safety rules of the vehicles</li> <li>○ While driving, the vehicle operator must <ul style="list-style-type: none"> <li>▪ Stay alert at all times and refrain from drinking, smoking or taking drugs that can affect their mental state</li> <li>▪ Avoid talking to staff and passengers</li> <li>▪ Avoid using mobile phones. If necessary, use a hands-free device to talk on the phone</li> <li>▪ Avoid speeding and driving for a long time, and take appropriate breaks in accordance with the driving hours regulations</li> </ul> </li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• The tourist guide or tour escort should <ul style="list-style-type: none"> <li>○ While driving, remind the tour group members to fasten their seat belts and remain vigilant at all times</li> <li>○ Supervise the tourist group coach's safety and the vehicle operator's driving attitude, handle any inappropriate situations that arise immediately, and report them to the company in a timely manner</li> <li>○ In the event of a traffic accident, assist in handling the injured and the aftermath in accordance with traffic rules and safety control regulations</li> </ul> </li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of choosing transportation and vehicle operators; and</li> <li>• Implement risk management measures for transportation and vehicle operators to minimise travel risks</li> </ul>



8. Remarks	
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## E. Risk and crisis management

1. Title	Perform risk management for hotels and restaurants
2. Code	110699L3
3. Range	This unit of competency involves judgement and information integration skills. Practitioners should be able to choose compliant hotels and restaurants, and implement relevant risk management measures to minimise travel risks.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing hotels and restaurants</p> <ul style="list-style-type: none"> <li>Understand the conditions and requirements for choosing hotels</li> <li>Understand the conditions and requirements for choosing restaurants</li> </ul> <p>6.2 Implement risk management measures for hotels and restaurants to minimise travel risks</p> <ul style="list-style-type: none"> <li>Evaluate and select compliant hotels <ul style="list-style-type: none"> <li>Equipped with safety facilities, including firefighting equipment, fire alarm devices, automatic sprinkler systems, emergency exits, and CCTV monitoring systems, etc.</li> <li>Have the fire escape route map, emergency exit map and emergency procedures displayed in a conspicuous location</li> <li>Confirm that guest room doors are able to open, close and lock properly</li> <li>Ensure that there are sufficient security guards, as well as lifeguards when the swimming pool is open</li> <li>Confirm that the hotel has not recently violated safety or hygiene regulations, and has not been warned or prosecuted locally</li> </ul> </li> <li>Evaluate and select compliant restaurants <ul style="list-style-type: none"> <li>Possesses a valid food and beverage license</li> <li>Meets the environmental sanitation standards of the travel destinations</li> <li>Must be equipped with safety facilities, including firefighting equipment and emergency exits</li> <li>Have not recently violated safety or hygiene regulations, or have been warned or prosecuted locally</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Always pay attention to the environment of hotels and restaurants, and remind tourists to be vigilant</li> <li>Provide tour group members with emergency exit locations for hotels and restaurants, for use in emergency situations</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Master the knowledge of choosing hotels and restaurants; and</li> <li>Implement risk management measures for hotels and restaurants to minimise travel risks</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Perform risk management of itinerary activities and sightseeing spots
2. Code	110700L3
3. Range	This unit of competency involves judgement and planning skills. Practitioners should be able to arrange compliant itinerary activities and sightseeing spots, and implement relevant risk management measures to minimise travel risks.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing itinerary activities and sightseeing spots</p> <ul style="list-style-type: none"> <li>• Understand the factors to consider when choosing itinerary activities and sightseeing spots, including legally operating service providers, as well as compliance with safety standards and other regulations</li> </ul> <p>6.2 Implement risk management measures for itinerary activities and sightseeing spots to minimise travel risks</p> <ul style="list-style-type: none"> <li>• Anticipate travel risks, including reviewing the latest situation at the travel destination, such as: <ul style="list-style-type: none"> <li>○ Natural disasters</li> <li>○ Social disasters</li> <li>○ Epidemic</li> <li>○ Political events</li> <li>○ Tourism accidents</li> </ul> </li> <li>• Implement risk management measures for self-paid activities <ul style="list-style-type: none"> <li>○ Choose self-paid activity providers with valid commercial licenses</li> <li>○ Before arranging self-paid activities, ensure that the tourist group coach driver has enough rest time and will not exceed the legal driving hours</li> <li>○ Providers should provide proper arrangements for tour group members who do not participate in self-paid activities</li> </ul> </li> <li>• Implement risk management measures for itinerary activities and sightseeing spots <ul style="list-style-type: none"> <li>○ Visit compliant theme parks and sightseeing spots</li> <li>○ Ensure that amusement rides in theme parks are operated by qualified personnel, and safety or warning signs are displayed in appropriate locations</li> <li>○ Arrange for tourist group coach drivers to let tour group members disembark at a safe location, such as at a sightseeing spot or at the entrance of a restaurant. When getting off the coach, the tourist guide or tour escort should stand next to the coach and assist all tour group members to leave safely before proceeding with other activities</li> <li>○ Remind tour group members to obey the traffic rules when crossing the road</li> <li>○ Remind tour group members to judge whether they are suitable for participating in certain activities based on their own health and physical condition, such as hot springs, skiing, rapids, amusement rides, and other high-risk activities, etc.</li> <li>○ If tour safety is endangered due to sudden changes in weather (such as water activities), the tourist guide or tour escort should change the itinerary activity appropriately, and report this change to the company</li> <li>○ Refuse entry to the coach to non-tour-group members, especially those who are not covered by the tourist group coach insurance</li> <li>○ Distribute safety rules for itinerary activities</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Even if the tourists agree to sign the risk acceptance statement and the disclaimer, avoid arranging itinerary activities involving human fatalities, such as hot air balloon rides, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• When participating in activities, always remind tour group members to pay attention to safety</li> <li>• Adapt to changing circumstances to minimise travel risks, in accordance with the actual situation</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of choosing itinerary activities and sightseeing spots; and</li> <li>• Implement risk management measures for itinerary activities and sightseeing spots to minimise travel risks</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Perform risk management of tourist guides or tour escorts
2. Code	110701L3
3. Range	This unit of competency involves the human resources management skills. Practitioners should be able to master the basic qualifications and responsibilities of tourist guides and tour escorts, and hire qualified tourist guides and tour escorts to minimise travel risks.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the basic qualifications and responsibilities of tourist guides and tour escorts</p> <ul style="list-style-type: none"> <li>• Understand the basic qualifications for tourist guides and tour escorts</li> <li>• Understand the responsibilities of tourist guides and tour escorts</li> </ul> <p>6.2 Hire qualified tourist guides and tour escorts to minimise travel risks</p> <ul style="list-style-type: none"> <li>• Maintain a strict compliance with professional ethics</li> <li>• Familiar with the language of the tour group members, and be able to fluently speak and make explanations in that language</li> <li>• Dress neatly and properly, and pay attention to appearances</li> <li>• Maintain a good state of health, and refrain from operating a tour group when injured or sick, so as not to affect the service quality</li> <li>• Be punctual and responsible, and do not leave the tour group without permission</li> <li>• Provide a detailed introduction at each sightseeing spot, and take care of the tour group members attentively</li> <li>• Must conduct the tour according to the contract terms, including arranging the itinerary activities and visiting the designated stores for shopping in accordance with the company's requirements</li> <li>• When escorting a tour group <ul style="list-style-type: none"> <li>○ Do not drink alcohol, abuse drugs or smoke</li> <li>○ Do not borrow from or discuss any financial-related matters with tour group members</li> <li>○ Do not disclose information about the company or other tourists to any organisation or individual</li> <li>○ Do not treat or mock tour group members in a negative manner</li> <li>○ Do not change itinerary activities without authorisation to arrange additional self-paid activities, or force tour group members to participate in self-paid activities</li> <li>○ Do not arbitrarily collect, refuse or pursue tips, nor discriminate against tour group members who pay less</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly arrange training activities for tourist guides and tour escorts, and manage those who do not meet the standards</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the basic qualifications and responsibilities of tourist guides and tour escorts; and</li> <li>• Hire qualified tourist guides and tour escorts to minimise travel risks</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Formulate risk management for tourist group coaches and drivers
2. Code	110702L4
3. Range	This unit of competency involves critical and analytical skills. Practitioners should be able to master the knowledge of choosing tourist group coaches and drivers, formulate risk management guidelines for tourist group coaches and drivers for the company, and make regular reviews and adjustments.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing tourist group coaches and drivers</p> <ul style="list-style-type: none"> <li>• Understand the basic characteristics of general tourist group coaches</li> <li>• Understand the legal requirements for operating tourist group coaches in various places</li> <li>• Understand the requirements of tourist group coach drivers</li> </ul> <p>6.2 Formulate risk management guidelines for tourist group coaches and drivers</p> <ul style="list-style-type: none"> <li>• Formulate guidelines for choosing a tourist group coach company <ul style="list-style-type: none"> <li>○ Choose a licensed tourist group coach company with a good reputation and third-party liability insurance</li> <li>○ Make sure the company has the appropriate car licenses to pick up passengers</li> <li>○ Confirm that the company conducts regular inspections and maintenance for the tourist group coaches, and can provide annual inspection records</li> </ul> </li> <li>• Formulate guidelines for choosing a tourist group coach <ul style="list-style-type: none"> <li>○ The vehicle's age must not exceed the upper limit of the standard for the travel destination</li> <li>○ The vehicle must have sufficient seating, and have a first aid kit and sufficient emergency medicine</li> <li>○ The windows must be intact and undamaged, and windscreens must be equipped with anti-cold and anti-frost devices in winter</li> <li>○ There should be no water leakage. The vehicle should have emergency exits for use in emergency situations</li> <li>○ For tour groups whose driving route passes through rugged mountain roads, the tourist group coach must be appropriate for the driving conditions</li> <li>○ The tires must be replaced regularly and the tire surface must not be damaged. Tourist group coaches that will drive on snow must use suitable tires and related auxiliary equipment</li> </ul> </li> <li>• Formulate guidelines for choosing a tourist group coach driver <ul style="list-style-type: none"> <li>○ Possess a valid driving license</li> <li>○ Possess rich experience in driving tourist group coaches and a good driving record</li> <li>○ Possess good communication and language skills, such as English</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly review the risk management guidelines for tourist group coaches and drivers, and make appropriate adjustments</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of choosing tourist group coaches and drivers; and</li> <li>• Formulate risk management guidelines for tourist group coaches and drivers, and make regular reviews and adjustments</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Formulate risk management for chartered ships and sightseeing ships
2. Code	110703L4
3. Range	This unit of competency involves critical and analytical skills. Practitioners should be able to master the knowledge of choosing chartered and sightseeing ships, formulate risk management guidelines for chartered and sightseeing ships for the company, and make regular reviews and adjustments.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing chartered and sightseeing ships</p> <ul style="list-style-type: none"><li>• Understand the basic characteristics of general chartered ships and sightseeing ships</li><li>• Understand the legal requirements for operating chartered and sightseeing ships in various places</li><li>• Understand the requirements of the captain and crew</li></ul> <p>6.2 Formulate risk management guidelines for chartered and sightseeing ships</p> <ul style="list-style-type: none"><li>• Choose ship companies with valid licenses to sail and pick up passengers</li><li>• Possess third-party liability insurance</li><li>• Must conduct regular inspections and maintenance in accordance with the legal requirements of the travel destination</li><li>• Must be equipped with sufficient lighting equipment, firefighting equipment and safety equipment, such as lifebuoys, safety belts, first aid kits, life jackets, and lifeboats, etc.</li><li>• All passengers and staff must put on life jackets (if applicable) before setting sailing</li><li>• The vessel's maximum carrying capacity must be displayed in a conspicuous position</li><li>• Avoid choosing ship companies with records of overloading or accidents</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly review the risk management guidelines for chartered and sightseeing ships, and make appropriate adjustments</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of choosing chartered and sightseeing ships; and</li><li>• Formulate risk management guidelines for chartered and sightseeing ships, and make regular reviews and adjustments</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Formulate risk management for hotels and restaurants
2. Code	110704L4
3. Range	This unit of competency involves critical and analytical skills. Practitioners should be able to master the knowledge of choosing hotels and restaurants, formulate risk management guidelines for hotels and restaurants for the company, and make regular reviews and adjustments.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing hotels and restaurants</p> <ul style="list-style-type: none"> <li>• Conditions and requirements for choosing a hotel</li> <li>• Conditions and requirements for choosing a restaurant</li> </ul> <p>6.2 Formulate risk management guidelines for hotels and restaurants</p> <ul style="list-style-type: none"> <li>• Formulate guidelines for choosing a hotel <ul style="list-style-type: none"> <li>○ Must be equipped with safety facilities, including firefighting equipment, fire alarm devices, automatic sprinkler systems, emergency exits, and CCTV monitoring systems</li> <li>○ Must display the fire escape route map, emergency exit map and emergency evacuation procedures in a conspicuous location in the hotel</li> <li>○ Hotel guest room doors must be able to open, close and lock properly</li> <li>○ Must have sufficient security guards and lifeguards when the swimming pool is open</li> <li>○ Must not have recently violated safety or hygiene regulations, or have been warned or prosecuted locally</li> </ul> </li> <li>• Formulate guidelines for choosing a restaurant <ul style="list-style-type: none"> <li>○ Must hold valid food and beverage licenses and meet the environmental hygiene standards of the travel destination</li> <li>○ Must be equipped with safety facilities, including firefighting equipment and emergency exits</li> <li>○ Must not have recently violated safety or hygiene regulations, or have been warned or prosecuted locally</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly review the risk management guidelines for hotels and restaurants, and make appropriate adjustments</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of choosing hotels and restaurants; and</li> <li>• Formulate risk management guidelines for hotels and restaurants, and make regular reviews and adjustments</li> </ul>
8. Remarks	



## E. Risk and crisis management

1. Title	Formulate risk management for itinerary activities and sightseeing spots
2. Code	110705L4
3. Range	This unit of competency involves critical and analytical skills. Practitioners should be able to master the knowledge of choosing itinerary activities and sightseeing spots, formulate risk management guidelines for itinerary activities and sightseeing spots for the company, and make regular reviews and adjustments.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of choosing itinerary activities and sightseeing spots</p> <ul style="list-style-type: none"><li>• Factors to consider when choosing itinerary activities and sightseeing spots, including legally operating service providers, as well as compliance with safety standards and other regulations</li></ul> <p>6.2 Formulate risk management guidelines for itinerary activities and sightseeing spots</p> <ul style="list-style-type: none"><li>• Formulate safety rules for itinerary activities</li><li>• Ensure that theme parks and sightseeing spots are operating legally and hold a safety certificate from the travel destination or tourism board</li><li>• Inspect the facilities of theme parks or sightseeing spots to ensure that adequate and effective safety equipment is provided</li><li>• Choose hot springs and ski resorts that meet the health condition and activity level of tour group members</li><li>• Ensure that the amusement rides in the theme parks are regularly inspected and have a complete maintenance system</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Review the risk management guidelines for itinerary activities and sightseeing spots on a regular basis, and make appropriate adjustments</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of choosing itinerary activities and sightseeing spots; and</li><li>• Formulate risk management guidelines for itinerary activities and sightseeing spots, and make regular reviews and adjustments</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Formulate risk management for tourist guides or tour escorts
2. Code	110706L4
3. Range	This unit of competency involves critical and analytical skills. Practitioners should be able to master the basic qualifications and responsibilities of tourist guides and tour escorts, formulate professional and ethical requirements for tourist guides and tour escorts for the company, and make regular reviews and adjustments.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the basic qualifications and responsibilities of tourist guides and tour escorts</p> <ul style="list-style-type: none"> <li>• Understand the basic qualifications for tourist guides and tour escorts</li> <li>• Understand the responsibilities of tourist guides and tour escorts</li> </ul> <p>6.2 Formulate professional and ethical requirements for tourist guides and tour escorts</p> <ul style="list-style-type: none"> <li>• Must strictly abide by professional ethics. Tourist guides and tour escorts whose age exceeds the general retirement age should submit a health certificate every year to ensure tourists' safety</li> <li>• Familiar with the language of the tour group member, and able to fluently use the language to explain</li> <li>• Must dress neatly and properly and pay attention to appearance</li> <li>• Be in good health condition, and refrain from operating a tour group when sick or injured, so as not to affect the service quality</li> <li>• Be punctual and responsible, and do not leave the tour group without permission</li> <li>• Be able to give a detailed introduction to each sightseeing spot, and take care of the tour group members attentively</li> <li>• Must conduct the tour according to the contract terms, including arranging the itinerary activities and visiting the designated stores for shopping in accordance with the company's requirements</li> <li>• When escorting a tour group <ul style="list-style-type: none"> <li>○ Do not drink alcohol, abuse drugs or smoke</li> <li>○ Do not borrow from or discuss any financial-related matters with tour group members</li> <li>○ Do not disclose information about the travel agency or other tourists to any organisation or individual</li> <li>○ Do not treat or mock tour group members in a negative manner</li> <li>○ Do not change itinerary activities without authorisation to arrange additional self-paid activities, or force tour group members to participate in self-paid activities</li> <li>○ Do not arbitrarily collect, refuse or pursue tips, nor discriminate against tour group members who pay less</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly review the professional and ethical requirements for tourist guides and tour escorts, and make appropriate adjustments</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the basic qualifications and responsibilities of tourist guides and tour escorts; and</li> <li>• Formulate professional and ethical requirements for tourist guides and tour escorts, and make regular reviews and adjustments</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Handle tourist disputes and complaints
2. Code	110707L3
3. Range	This unit of competency involves communication and adaptability skills. Practitioners should be able to master the knowledge of handling tourist disputes and complaints, and properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of handling tourist disputes and complaints</p> <ul style="list-style-type: none"> <li>• Understand the psychological changes of tourists and how to handle them <ul style="list-style-type: none"> <li>○ Understand the background and behavioural intentions of tourists</li> <li>○ Master the psychological changes of tourists during sightseeing, such as: <ul style="list-style-type: none"> <li>▪ Changes in interest</li> <li>▪ Changes in mood</li> </ul> </li> </ul> </li> <li>• Master the skills for handling tourist complaints <ul style="list-style-type: none"> <li>○ Understand the company's complaint handling guidelines</li> <li>○ Reflect to company management about complaints that affect the company's reputation, or involve litigation crises or violation of law</li> <li>○ Understand that settlement agreements are legally valid, so their terms must be carefully established and both parties must sign and keep records</li> </ul> </li> </ul> <p>6.2 Properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company</p> <ul style="list-style-type: none"> <li>• Handling tourist disputes <ul style="list-style-type: none"> <li>○ Observe the abnormal behaviour of tourists at all times</li> <li>○ Provide tourists with appropriate mediation and counselling during the journey, and handle disputes between tourists and service providers</li> </ul> </li> <li>• Handling tourist complaints <ul style="list-style-type: none"> <li>○ Listen carefully to the content of tourist complaints, and try to arrange a comfortable place (such as a meeting room) for the meeting</li> <li>○ Seek assistance from management or senior colleagues based on the nature or severity of the incident</li> </ul> </li> <li>• Handling complaints against service providers <ul style="list-style-type: none"> <li>○ Ensure that the company has provided suitable service providers for tourists</li> <li>○ When talking to service providers, be polite, firm, and fact-oriented</li> <li>○ Show tourists the company's efforts to negotiate with service providers</li> <li>○ Establish a central record system to record all tourist complaints against service providers, so as to regularly follow-up on their performance and service quality</li> <li>○ Regularly update the service provider agreements to ensure that the terms are appropriate</li> <li>○ Provide records of related complaints for employee reference</li> </ul> </li> <li>• Safeguard the company's stance and interests, and do not make bottomless concessions for tourists who make unreasonable and excessive demands</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• When handling complaints or claims, treat customers with courtesy and a caring attitude to ensure that they are satisfied with the service</li> <li>• Rely on facts, remain objective and neutral, and never guess or make accusations</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of handling tourist disputes and complaints; and</li> </ul>

	<ul style="list-style-type: none"> <li>• Properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Follow-up on travel insurance compensation and refund matters
2. Code	110708L3
3. Range	This unit of competency involves the ability to master the knowledge of travel insurance. Practitioners should be able to apply the knowledge of travel insurance to provide customers with a comprehensively covered journey, and properly follow-up on insurance compensation and refund matters.
4. Level	3
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of travel insurance</p> <ul style="list-style-type: none"> <li>• Understand the importance of travel insurance to various stakeholders, including travel agencies, tour escorts, tourist guides, and customers</li> <li>• Understand the protection provided by travel insurance for customers before, during and after the journey</li> <li>• Understand the claim procedures for various types of travel insurance</li> </ul> <p>6.2 Apply the knowledge of travel insurance to provide customers with a comprehensively covered journey, and properly follow-up on insurance compensation and refund matters</p> <ul style="list-style-type: none"> <li>• Clearly explain to customers the coverage and exclusions of travel insurance</li> <li>• Arrange for tourism practitioners who are qualified as travel insurance agents to sell travel insurance and explain the content of the insurance policy</li> <li>• Assist customers in filing claims with insurance companies, remind customers to keep all the receipts and prepare the required supporting documents, such as the flight reschedule or cancellation certificate issued by the airline, or the property theft record issued by the local police, etc.</li> <li>• Require customers to directly enquire about compensation claims with the insurance company to avoid making any promises or uncertain responses</li> <li>• Customers who need to return to Hong Kong for medical treatment due to physical discomfort or accidental injury during the trip must obtain a certificate from a local doctor in order to claim compensation from the insurance company after returning to Hong Kong</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Strive to assist customers in handling travel insurance claims</li> <li>• Process important information provided by various stakeholders in accordance with the company's principles of confidentiality</li> <li>• Comply with the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance" in the performance of duties</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of travel insurance; and</li> <li>• Apply the knowledge of travel insurance to provide customers with a comprehensively covered journey, and properly follow-up on insurance compensation and refund matters</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Master basic first aid knowledge
2. Code	110709L3
3. Range	This unit of competency involves the ability to master basic first aid knowledge. Practitioners should be able to provide first aid to the injured before medical staff arrives, so as to minimise the level of casualties.
4. Level	3
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master basic first aid knowledge</p> <ul style="list-style-type: none"><li>• Understand basic first aid principles</li><li>• Understand the emergency treatment methods used in different special situations</li></ul> <p>6.2 Provide first aid to the injured before medical staff arrives, so as to minimise the level of casualties</p> <ul style="list-style-type: none"><li>• Understand that first aid is meant to maintain the life of the injured and prevent an injury from getting worse</li><li>• Observe the injured and the environment, then immediately call the police and report the conditions to the medical staff, such as the safety of environment, stability of the injured, the number and age of the injured, etc.</li><li>• Perform first aid procedures for the injured, such as checking their responses, maintaining their smooth breathing, and seeking professional assistance, etc.</li><li>• Comfort the injured and wait for rescue</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Minimise casualties as much as possible and assist related parties with handling the injured</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master basic first aid knowledge; and</li><li>• Provide first aid to the injured before medical staff arrives, so as to minimise the level of casualties</li></ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Handle unexpected incidents
2. Code	110710L4
3. Range	This unit of competency involves thinking and evaluation skills. Practitioners should be able to master the knowledge of handling unexpected incidents and implement the company's risk management measures in the event of an unexpected incident, so as to minimise the company's losses and the impact on tourists.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of handling unexpected incidents</p> <ul style="list-style-type: none"> <li>• Understand the company's risk management measures</li> <li>• Master the severity of unexpected incidents, such as car accidents</li> <li>• Understand that the procedures for handling unexpected incidents are based on the nature, location, time, environment, and people involved in the incident</li> <li>• Understand the difference between liable incidents and non-liable incidents <ul style="list-style-type: none"> <li>○ Liable incidents are caused by the negligence of the travel agency, such as: <ul style="list-style-type: none"> <li>▪ Delays and missed pick-ups, such as flights, trains, and sightseeing ships, etc.</li> <li>▪ Insufficient seats</li> <li>▪ Tourist group coach breakdowns</li> <li>▪ Changes in itinerary activities, catering and accommodation caused by insufficient communication with the reception agency at the travel destination</li> </ul> </li> <li>○ Non-liable incidents are caused by weather changes or natural disasters, such as earthquakes and typhoons</li> </ul> </li> </ul> <p>6.2 Implement the company's risk management measures to handle unexpected incidents, so as to minimise the company's losses and the impact on tourists</p> <ul style="list-style-type: none"> <li>• In the event of a traffic accident, carefully explain to tourists the backup arrangements due to delays or cancellations in the itinerary</li> <li>• If a tourist is found to be missing, immediately call the police for assistance, and settle other tourists</li> <li>• In the event of natural disasters during the journey (such as earthquakes and typhoons), call on the tourists to stay calm and find a safe place to take shelter</li> <li>• In the event of a public security incident (such as fraud, theft, robbery or loss of property), immediately report to the local police station and obtain a police report, so that a compensation claim can be made to the insurance company after returning to Hong Kong</li> <li>• In the case of insufficient hotel rooms, take the initiative to explain the situation to the tourists and make appropriate arrangements, such as arranging to stay in another hotel</li> <li>• In the case of tourist disputes, maintain an objective and neutral attitude, and try to mediate</li> <li>• If tourists make a complaint, explain patiently and promise to follow-up</li> <li>• If tourists become ill or have food poisoning, arrange a doctor for consultation and treatment as soon as possible</li> <li>• Adjust the itinerary activities and activity time based on the special circumstances at that time, and take the initiative to explain the reasons to the tourists</li> <li>• In the event of travel document loss, assist tourists in contacting the local consulate to complete the reissue procedures, and report the situation to the company</li> <li>• If an accidental injury occurs during the journey, immediately report to the police</li> </ul>

	<p>for assistance, call an ambulance to take the injured to a hospital for treatment, and then report the situation to the company and the insurance company.</p> <ul style="list-style-type: none"> <li>• In the unfortunate event of a tourist's death, calm the emotions of tour group members first and report the situation to the company, then contact the family of the deceased and seek assistance from the insurance company</li> <li>• Fill out the incident report and record the incident in detail so that the company can follow-up on and review it in the future</li> <li>• In the event of any difficulties encountered abroad, call the emergency contact agencies in Hong Kong for assistance</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Accurately judge the priority order of crisis management, and keep everyone calm</li> <li>• Patiently comfort the tour group members and report the situation to the company in a timely manner</li> <li>• Always remember to put the safety of customers first, stay calm and wait for rescue</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of handling unexpected incidents; and</li> <li>• Implement the company's risk management measures to handle unexpected incidents, so as to minimise the company's losses and the impact on tourists</li> </ul>
8. Remarks	



## E. Risk and crisis management

1. Title	Liaise with the media and arrange for the distribution of press releases
2. Code	110711L5
3. Range	This unit of competency involves presentation and communication skills. Practitioners should be able to master the knowledge of liaising with the media and arranging for the distribution of press releases, to formulate procedures for distributing press releases, and to manage media interviews and information releases.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of liaising with the media and arranging for the distribution of press releases</p> <ul style="list-style-type: none"> <li>• Master the skills for establishing collaborative relationships with the media</li> <li>• Write press releases to clearly explain the incidents</li> <li>• Master good presentation skills</li> </ul> <p>6.2 Formulate procedures for distributing press releases, as well as managing media interviews and information releases</p> <ul style="list-style-type: none"> <li>• Establish a media centre <ul style="list-style-type: none"> <li>○ After a crisis, set up a media centre and arrange spokespersons to maintain contact with headquarters</li> <li>○ Collaborate with on-site security personnel to assist TV reporters in obtaining suitable broadcast locations</li> </ul> </li> <li>• Explain the contingency plan <ul style="list-style-type: none"> <li>○ Be honest, trustworthy, and maintain transparency of information. Ensure integrity by adopting the principle of openness for known and unknown matters</li> </ul> </li> <li>• Provide information about the accident to the media as soon as possible <ul style="list-style-type: none"> <li>○ Provide five key pieces of information <ul style="list-style-type: none"> <li>▪ The people involved</li> <li>▪ What happened</li> <li>▪ The location of the accident</li> <li>▪ The time of the accident</li> <li>▪ The cause of the accident</li> </ul> </li> <li>○ If part of the information is uncertain, briefly explain to the reporter and promise to reply as soon as possible</li> </ul> </li> <li>• Keep the victims in mind <ul style="list-style-type: none"> <li>○ If the incident involves casualties, the press release should include support for the victims to show the compassionate side of the travel agency</li> </ul> </li> <li>• Avoid guessing at the cause of the incident or shirk responsibility, which damages the company's integrity</li> <li>• Deny false media reports <ul style="list-style-type: none"> <li>○ If a media report is found to be inaccurate, contact the relevant media immediately to clarify the facts</li> <li>○ Do not respond to hypothetical questions</li> </ul> </li> <li>• Publish news information on the company website <ul style="list-style-type: none"> <li>○ Communicate directly with the public through the company website to explain the truth about the incident and the company's efforts to end the crisis</li> </ul> </li> <li>• Collaborate with other stakeholders to release messages <ul style="list-style-type: none"> <li>○ Proactively provide the latest messages to organisations related to the incident to ensure the consistency of information transmission, including the police, Travel Industry Council, airlines, and Hotels Association, etc.</li> </ul> </li> </ul>

	6.3 Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Tell the facts frankly and sincerely. Never try to cover up the incident or lie</li> </ul>
7. Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none"> <li>• Master the knowledge of liaising with the media and arranging for the distribution of press releases; and</li> <li>• Formulate procedures for distributing press releases, as well as managing media interviews and information releases</li> </ul>
8. Remarks	

## E. Risk and crisis management

1. Title	Review the implementation details for the crisis prevention and control plans
2. Code	110712L6
3. Range	This unit of competency involves critical, analytical and review skills. Practitioners should be able to invite various stakeholders to conduct a comprehensive review after a crisis incident, and make suggestions for improvement of the crisis prevention and control plans.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reviewing crisis prevention and control plans</p> <ul style="list-style-type: none"><li>• Review the ways of crisis incidents</li><li>• Improve crisis prevention and control plans</li><li>• Update crisis prevention and control measures</li></ul> <p>6.2 Invite various stakeholders to conduct a comprehensive review after a crisis incident, and make suggestions for improvement of the crisis prevention and control plans</p> <ul style="list-style-type: none"><li>• Analyse the opinions of all crisis managers, then review and update the crisis prevention and control plans</li><li>• Formulate effective procedures and standards of crisis prevention and control with representatives of various businesses and units</li><li>• Design suitable training courses to enhance the crisis prevention and control awareness of tourism practitioners</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly review the procedures for crisis prevention and control in order to find operational problems or loopholes and recommend remedial measures</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of reviewing crisis prevention and control plans; and</li><li>• Invite various stakeholders to conduct a comprehensive review after a crisis incident, and make suggestions for improvement of the crisis prevention and control plans</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Explore the characteristics of tourism product consumers
2. Code	110713L3
3. Range	This unit of competency involves the ability to integrate data. Practitioners should be able to master the different characteristics of tourism product consumers, so as to understand the market positioning of the company.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of consumers' consumption of tourism products</p> <ul style="list-style-type: none"><li>• Understand the consumption patterns of consumers when purchasing tourism products, such as:<ul style="list-style-type: none"><li>○ Consumers' profiles, including gender, age, location, income, etc.</li><li>○ Consumers' psychology, including travel motivation, needs and preferences, etc.</li><li>○ External factors that affect tourism consumption</li></ul></li><li>• Understand consumers' purchasing modes of tourism products, including:<ul style="list-style-type: none"><li>○ Access to information about tourism products</li><li>○ Consumers' decision-making process</li><li>○ Factors that affect consumers' decisions, including their profiles, perception of travel, and information about the travel destination, itineraries and activities, etc.</li><li>○ Sales channels for purchasing tourism products, including retail shops, personal travel consultants, online travel agencies, etc.</li></ul></li></ul> <p>6.2 Assess consumers' behaviour regarding tourism products</p> <ul style="list-style-type: none"><li>• Assess and categorise consumers according to their consumption characteristics, experiences and decision-making processes</li><li>• Provide information and promote tourism products to various consumer groups according to their characteristics and decision-making processes</li><li>• Conduct price sensitivity assessments</li><li>• Maintain close contact with travel practitioners (including overseas practitioners) to enhance awareness of market developments and conditions</li><li>• Attend trade seminars and online business events to understand the market conditions</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Personal Data (Privacy) Ordinance" when collecting data</li><li>• Use appropriate methods and attitude when collecting information about tourism product consumers</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Accurately collect information related to the characteristics of tourism product consumers; and</li><li>• Assess tourism product consumers' behaviour to help promote and develop tourism products</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Analyse market strengths
2. Code	110714L4
3. Range	This unit of competency involves the ability to conduct analyses and exercise judgement. Practitioners should be able to thoroughly analyse the positioning of the company and the overall tourism product market, as well as to master the current situation and development trends, so as to lay a foundation for tourism product development and marketing planning.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the development trends of the tourism product market</p> <ul style="list-style-type: none"> <li>Review the market positioning and strengths of the company</li> <li>Understand various quantitative and qualitative market research methods and tools for collecting data, including questionnaires, telephone interviews, face-to-face interviews, focus groups with established customers, online surveys, etc.</li> <li>Understand the advantages and disadvantages of various research methods and tools</li> </ul> <p>6.2 Analyse the market</p> <ul style="list-style-type: none"> <li>Conduct research on data collected from international tourism organisations</li> <li>Apply appropriate market analysis methods to the collected data, including SWOT analysis, five forces analysis, etc.</li> <li>Analyse the data of the company and the market environment, determine the development trends of the tourism product market, and identify potential developing markets and areas</li> <li>Conduct competitor analysis to identify the characteristics of competitors' tourism products</li> <li>Compare the company's tourism products to those of its competitors to identify the market positioning and competitive advantages, including value for money, distinctive itineraries and activities, etc.</li> <li>Communicate the market data effectively to the product development department</li> <li>Leverage on the company's competitive advantages effectively to increase market share</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Collect data by applying effective and reliable methods and tools</li> <li>Conduct market and competitor analysis with an objective attitude</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Conduct a macro analysis of the tourism product market to understand the current situation of the company and the market development trends; and</li> <li>Identify the company's market strengths and lay a foundation for tourism product development and marketing by collecting market data through research</li> </ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Implement brand promotion strategy
2. Code	110715L3
3. Range	This unit of competency involves project management and execution abilities. Practitioners should be able to implement the established brand promotion strategy and promote the brand through various media, so as to establish a clear brand image in consumers' minds.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of brand promotion</p> <ul style="list-style-type: none"> <li>• Understand the established brand image and promotion strategy of the company</li> <li>• Understand various brand promotion strategies, media and their characteristics</li> </ul> <p>6.2 Implement brand promotion strategy</p> <ul style="list-style-type: none"> <li>• Make use of the appropriate branding strategies and media to promote the brand, including: <ul style="list-style-type: none"> <li>○ Advertising</li> <li>○ Online marketing</li> <li>○ Media releases</li> <li>○ Public relations activities</li> </ul> </li> <li>• Arrange and participate in various media events to build the company's image, including: <ul style="list-style-type: none"> <li>○ News or press conferences</li> <li>○ Lectures on tourism products</li> <li>○ Speaking at sales meetings</li> <li>○ Tourism seminars</li> <li>○ Tourism product trade fairs and exhibitions</li> <li>○ Event title sponsorship or travel programmes in various media</li> <li>○ Public welfare activities and social corporate responsibility activities</li> <li>○ Celebrity endorsements for tourism products</li> <li>○ Affiliated marketing collaborations with various industries</li> </ul> </li> <li>• Ensure a unified brand image across various branding strategies</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li> <li>• Take the initiative to arrange and participate in various media events to build the company's image</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Make use of various strategies and media for company brand promotion, so as to establish a clear brand image in consumers' minds</li> </ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Plan brand promotion strategies
2. Code	110716L5
3. Range	This unit of competency involves planning and project management abilities. Practitioners should be able to master the tourism market and the positioning of tourism products to establish the company's brand image, and develop relevant brand promotion strategies according to market research analysis results.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the company's brand image and promotion</p> <ul style="list-style-type: none"><li>• Understand the company's brand value, image and market positioning</li><li>• Understand the types, characteristics of the company's tourism products and target customer groups</li><li>• Understand brand awareness, brand loyalty, brand perception, quality and brand associations of the company's main sales target groups</li><li>• Understand various brand promotion strategies, media and their characteristics, including:<ul style="list-style-type: none"><li>○ Advertising</li><li>○ Online marketing</li><li>○ Media releases</li><li>○ Public relations activities</li></ul></li></ul> <p>6.2 Develop brand promotion strategies</p> <ul style="list-style-type: none"><li>• Analyse and determine the market positioning of the company's brand</li><li>• Establish the company's brand image and its objectives</li><li>• Conduct market research and data analysis</li><li>• Plan the brand promotion strategies and activities of the company</li><li>• Understand the brand architecture and develop strategies to enhance brand equity</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Identify the company's brand image and develop promotion strategies with an objective attitude.</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Establish the brand image according to market research results and the company's market positioning; and</li><li>• Actively plan the brand promotion strategies and activities for the company</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Evaluate the effectiveness of brand promotion strategies
2. Code	110717L6
3. Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of brand promotion strategies through market research results, and make adjustments and optimisations for future strategies.
4. Level	6
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the requirements for effective brand promotion activities</p> <ul style="list-style-type: none"><li>• Understand the objectives of the company's brand promotion strategy</li><li>• Understand the standards for brand promotion strategies</li><li>• Master various market research methods</li></ul> <p>6.2 Review the effectiveness of brand promotion strategy</p> <ul style="list-style-type: none"><li>• Through market research to collect indicator data, such as page views</li><li>• Set up performance measures and metrics, including brand awareness, brand loyalty, customer feedback, media coverage, etc.</li><li>• Evaluate whether the brand promotion strategies meet the indicator requirements, and review the reasons for any identified discrepancies</li><li>• Propose methods to adjust and optimise existing promotion strategies</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li><li>• Take the initiative to measure whether the brand promotion strategies meet the indicator requirement</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect data from different brand promotion strategies and performance metrics; and</li><li>• Evaluate the effectiveness of brand promotion strategies and propose adjustments and ways of optimisation</li></ul>
8. Remarks	



## F. Public relations, marketing and internal communications

1. Title	Analyse the characteristics of the tourism product market
2. Code	110718L4
3. Range	This unit of competency involves the ability to conduct analyses and exercise judgement. Practitioners should be able to use different segmentation methods to segment the tourism product market based on consumers' characteristics and needs, and set accurate targets for marketing strategies.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of market segmentation strategies for tourism products</p> <ul style="list-style-type: none"><li>• Understand the market segmentation for tourism products, including population, economy, geography, psychology, behaviour, purpose of tour, price, etc.</li><li>• Understand the characteristics of market segments, as well as customer needs and preferences</li></ul> <p>6.2 Implement market segmentation strategies</p> <ul style="list-style-type: none"><li>• Apply market segmentation methods to analyse, including income, age, location, buying behaviour, etc.</li><li>• Identify the market segments for various tourism products</li><li>• Design relevant tourism products for various market segments and carry out appropriate market positioning</li><li>• Develop appropriate marketing strategies for targeted market segments to meet demand</li><li>• Design optimal income mix for target market segments</li><li>• Set target customer groups for marketing strategies</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Actively use segmentation criteria to accurately segment the market according to various criteria</li><li>• Define target customer groups objectively to support targeted marketing strategies</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Accurately delineate the tourism product market according to appropriate segmentation criteria and reflect market demand; and</li><li>• Analyse different tourism markets and develop feasible market positioning and marketing strategies for the company.</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Formulate marketing strategies
2. Code	110719L5
3. Range	This unit of competency involves planning and project management abilities. Practitioners should be able to plan and design a marketing mix strategy according to the tourism product market, the characteristics of the tourism products and the company's market development objectives, so as to strengthen the company's sales performance and hasten its business development
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of marketing mix strategy</p> <ul style="list-style-type: none"> <li>• Understand the 7 Ps of marketing: including product, price, place, promotion, people, process, and physical presence</li> <li>• Understand the concept of tourism market segmentation</li> <li>• Understand the design and characteristics of tourism products</li> </ul> <p>6.2 Design a marketing mix strategy</p> <ul style="list-style-type: none"> <li>• Determine the marketing objectives and mix of tourism products, including increasing the sales volume, expanding the market share, etc.</li> <li>• Select a sales network of the marketing mix of tourism products</li> <li>• Formulate a pricing strategy according to the cost, demand and competition of tourism products</li> <li>• Develop various promotion methods and combinations, including media advertising, direct marketing, public relations activities, promotion, KOL promotion, travel consultant promotion, etc.</li> <li>• Manage physical displays (including brochures, leaflets and souvenirs, etc.) to provide information on tourism products and promote the brand image</li> <li>• Select suitable travel consultants, guides and tour escorts for tour services</li> <li>• Ensure that the overall quality of the tour will meet customers' requirements and expectations</li> <li>• Evaluate the cost-effectiveness of different promotion methods and strategies</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with all relevant regulatory rules and regulations relating to designing marketing strategies, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Analyse information from different market surveys and develop appropriate marketing mix objectives; and</li> <li>• Develop a marketing mix strategy according to marketing mix objectives</li> </ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Launch an online marketing campaign
2. Code	110720L3
3. Range	This unit of competency involves project management and execution abilities. Practitioners should be able to conduct online marketing activities in different online channels to improve sales performance, by taking advantage of the characteristics of online sales platforms and choosing the right online sales model.
4. Level	3
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of online marketing</p> <ul style="list-style-type: none"> <li>• Understand the company's overall marketing strategy</li> <li>• Understand the features and applications of online sales platforms, including corporate websites, tourism websites, social media, email, etc.</li> <li>• Identify the differences between online and traditional sales</li> <li>• Master the psychology and behaviour of online consumers</li> </ul> <p>6.2 Plan and implement online marketing activities</p> <ul style="list-style-type: none"> <li>• Select and partner with advertising agencies or marketing companies to implement online marketing programs</li> <li>• Implement different forms of online and social media marketing, including online advertising, direct email, online videos, online influencers, etc. in accordance with the characteristics of tourism products and the habits of online consumers in using online media</li> <li>• Choose online sales modes, including business to business or business to customer</li> <li>• Determine what kind of online sales platforms to deploy, including corporate websites, tourism websites, mobile apps, search engines, social media, or other online e-commerce platforms, etc.</li> <li>• Use various forms of search engine marketing, including search engine optimisation, paid search engine advertising, keyword advertising, etc. based on tourism product characteristics and consumers' online information-search behaviour</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with all regulatory rules and regulations relating to marketing, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Choose the right online sales tools; and</li> <li>• Implement promotional campaign in various online channels and sales platforms to connect with relevant online consumer groups</li> </ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Provide the latest online sales information
2. Code	110721L3
3. Range	This unit of competency involves project management abilities. Practitioners with this competency should be able to use appropriate words and images to publish information about tourism products on the internet.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of different online sales platforms</p> <ul style="list-style-type: none"><li>• Compare the advantages and disadvantages of different online information promotion channels</li></ul> <p>6.2 Release sales information of online tourism products</p> <ul style="list-style-type: none"><li>• Establish information release strategies based on the habits of online consumer groups in various media and the characteristics of online promotion channels, including:<ul style="list-style-type: none"><li>○ Writing online publicity materials including travel notes, celebrity tours, etc.</li><li>○ Adopting online group terminology and expressions</li><li>○ Creating attractive travel photos</li><li>○ Producing informative and interesting online travel information videos</li><li>○ Writing personalised messages such as travel advice</li><li>○ Implementing an information release and update schedule</li></ul></li><li>• Implement a content management system to manage and publish sales information about tourism products on the internet</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the regulatory rules and regulations of the "Trade Descriptions Ordinance" to provide accurate information about tourism products on the internet</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Choose and use the appropriate on-line terminology and expressions to release sales information about tourism products through the internet in a timely manner.</li></ul>
8. Remarks	

**F. Public relations, marketing and internal communications**

1. Title	Set up of online sales platform
2. Code	110722L4
3. Range	This unit of competency involves project planning and management abilities. Practitioners should be able to understand the characteristics of online sales platforms for tourism products, and set up a good sales platform for marketing.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of online sales systems</p> <ul style="list-style-type: none"><li>• Understand basic knowledge about online sales platform operations</li><li>• Understand the importance of network to overall market sales</li><li>• Understand the system settings used by online sales platforms for tourism products, including the ordering, settlement, distribution systems, etc.</li></ul> <p>6.2 Develop an e-commerce model</p> <ul style="list-style-type: none"><li>• Design an online sales platform for tourism products with appropriate services, such as:<ul style="list-style-type: none"><li>○ Provide information on tourism products and value-added services</li><li>○ Provide order confirmation and delivery procedures</li><li>○ Provide on-line payment and electronic currency settlement services</li><li>○ Provide customer support services</li><li>○ Provide a user-friendly platform interface</li><li>○ Provide online security measures such as protecting transactions and personal data</li></ul></li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Establish an online sales platform for tourism products that meets customer needs</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Review the effectiveness of online marketing
2. Code	110723L6
3. Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of online marketing strategies and apply the latest technology to adjust and optimise future strategies.
4. Level	6
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of online marketing</p> <ul style="list-style-type: none"><li>• Understand the company's established online marketing strategy and objectives</li><li>• Understand the operations of online sales platforms</li></ul> <p>6.2 Evaluate online business</p> <ul style="list-style-type: none"><li>• Collect information and data on the use of online sales platforms, including the number of targeted customers, number of registered users, number of logins, click rate, page views, browsing time, user engagement rate, numbers of shares, etc.</li><li>• Apply site analysis tools and reports to analyse the relationship between consumers and online sales platforms</li><li>• Recommend strategies for adjusting and optimising future promotion strategies based on the comprehensive analysis results</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Stay current with online sales platforms and technological developments, and apply the latest technology to market promotion</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect and analyse usage data for various online marketing campaigns; and</li><li>• Evaluate online marketing strategies and propose suggestions for adjusting and optimising future strategies</li></ul>
8. Remarks	

**F. Public relations, marketing and internal communications**

1. Title	Conduct promotion activities
2. Code	110724L3
3. Range	This unit of competency involves project management and execution abilities. Practitioners should be able to implement the company's established marketing and promotion strategies to achieve its marketing promotion objectives.
4. Level	3
5. Credit	2 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of promotion activities</p> <ul style="list-style-type: none"><li>• Understand various types of sales promotion activities</li><li>• Understand consumers' consumption habits in various media</li></ul> <p>6.2 Implement the company's established marketing promotion strategy</p> <ul style="list-style-type: none"><li>• Select appropriate media channels for promotions according to consumers' consumption habits</li><li>• Integrate promotion information and content</li><li>• Implement sales promotion activities according to the company's market sales promotion budget</li><li>• Establish a detailed promotion plan and schedule</li><li>• Organise promotion activities, such as travel fairs, promotions in shopping mall, early-bird offers and booking discounts, limited-time offers on social media and mobile apps, gift giveaways, lucky draw, etc.</li><li>• Actively promote related tourism products (such as photography, food, flower tours, etc.) in accordance with consumers' preferences</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with all regulatory rules and regulations relating to sales, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Implement appropriate sales promotion activities to communicate promotion information and content to targeted consumers in an effective manner</li></ul>
8. Remarks	

**F. Public relations, marketing and internal communications**

1. Title	Formulate a sales promotion strategy
2. Code	110725L5
3. Range	This unit of competency involves project planning and management abilities. Practitioners should be able to set promotion objectives and design appropriate promotion strategies.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of market sales promotion strategies</p> <ul style="list-style-type: none"><li>• Understand the design and characteristics of tourism products</li><li>• Understand consumers' characteristics and consumption behaviour</li><li>• Understand competitors' market sales promotion strategies</li></ul> <p>6.2 Formulate a sales promotion strategy</p> <ul style="list-style-type: none"><li>• Establish promotion tourism products and strategies according to various factors, including tourism product cost variation, service provider discounts, promotion activities by tourism authorities, seasonal changes, etc.</li><li>• Determine the budget for the market sales promotion strategy</li><li>• Set up a consumer group to promote sales of tourism products to consumers</li><li>• Select appropriate media and forms for the promotion</li><li>• Apply creative thinking techniques to design promotion and sales campaigns</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Develop cost-effective market sales promotion strategies to achieve market sales promotion objectives</li></ul>
8. Remarks	



## F. Public relations, marketing and internal communications

1. Title	Review the effectiveness of a sales promotion
2. Code	110726L4
3. Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of market sales promotion strategies, and make adjustments and optimisations for future sales promotion strategies.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of sales promotion activities</p> <ul style="list-style-type: none"><li>• Understand the objectives of various market sales promotion strategies</li><li>• Understand the company's current market sales promotion strategies and activities</li></ul> <p>6.2 Evaluate the effectiveness of a sales promotion</p> <ul style="list-style-type: none"><li>• Monitor sales performance such as number of participants enrolled for a tour, such as a specific tour group's number of , number of group tours departures, etc. and compare these data to the company's sales promotion targets</li><li>• Evaluate the impact of promotional pricing on the overall sales performance of tourism products</li><li>• Evaluate the impact of promotional activities on the company's brand image</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li><li>• Objectively evaluate the effectiveness of promotion strategies and campaigns</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Collect sales performance data for various sales promotion strategies and activities; and</li><li>• Evaluate the effectiveness of sales promotion strategies and activities, and put forward adjustment and improvement proposals</li></ul>
8. Remarks	

**F. Public relations, marketing and internal communications**

1. Title	Implement internal communication and knowledge management
2. Code	110727L5
3. Range	This unit of competency involves data integration, monitoring, management and execution abilities. Practitioners should be able to integrate information from various company departments, use the appropriate communication channels effectively, and accurately convey the integrated information to all employees.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the skills of internal communication and knowledge management</p> <ul style="list-style-type: none"><li>• Understand the various functions and importance of intranets in corporate communications</li><li>• Understand the content and sales information of the company's tourism products</li></ul> <p>6.2 Effectively communicate tourism product knowledge and sales information to all employees through communication channels</p> <ul style="list-style-type: none"><li>• Establish and manage travel information database</li><li>• Use the company's intranet and internal communications system to share the latest tourism product and sales information</li><li>• Strategically design the sales areas intended to be covered for the products to ensure that the contents match the company's business strategy and objectives</li><li>• Regularly distribute information about tourism products and travel destinations</li><li>• Regularly update information on the company's intranet</li><li>• Regularly train staff to ensure an accurate understanding of tourism products and their contents, including using role-play to enhance sales skills, etc.</li><li>• Invite travel service providers and Tourism Boards to provide training to staff</li><li>• Manage the company's intranet discussion forums</li><li>• Create a list of Frequently Asked Questions (FAQ) and responses</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Pay attention to the accuracy and timeliness of tourism product knowledge</li><li>• Take the initiative to review and respond to internal distribution regularly</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Effectively manage the company's internal information distribution; and</li><li>• Select appropriate communication channels and distribute accurate information to all employees of the company in a timely manner</li></ul>
8. Remarks	

## F. Public relations, marketing and internal communications

1. Title	Evaluate the effectiveness of communication channels
2. Code	110728L6
3. Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to evaluate the effectiveness of internal and external communication channels based on the overall marketing communications strategy, so as to enhance marketing and the dissemination of marketing and internal communication information
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of communication channels</p> <ul style="list-style-type: none"> <li>Understand the characteristics of various communication channels</li> <li>Understand the company's internal and external communication channels</li> </ul> <p>6.2 Review the effectiveness of various communication channels</p> <ul style="list-style-type: none"> <li>Accurately collect indicators and data from various communication channels</li> <li>Evaluate the effectiveness of advertising communications channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> <li>Sales performance</li> <li>Number of targeted customers</li> </ul> </li> <li>Evaluate the effectiveness of online media channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> <li>Number of targeted customers</li> <li>Number of registered users</li> <li>Number of visitors</li> <li>Browsing rate and time</li> <li>User engagement rate</li> <li>Number of shares</li> <li>Sale performance</li> </ul> </li> <li>Evaluate the effectiveness of public relations communication channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> <li>Number of targeted customers</li> <li>Company's brand image</li> <li>Frequency of media coverage</li> </ul> </li> <li>Evaluate the effectiveness of internal communication and knowledge management according to various metrics and objectives, such as: <ul style="list-style-type: none"> <li>Staff awareness of tourism product content and sales information</li> </ul> </li> <li>Select appropriate communication channels for information dissemination after reviewing the overall marketing communications strategy</li> <li>Develop the best communication channel mix for the company</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Regularly evaluate the method of collecting indicators and data to ensure its effectiveness</li> <li>Actively evaluate the effectiveness of communication channels and provide proposals for improvement</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Understand the overall market communication strategy and objectives, as well as the types of communication channels;</li> </ul>

	<ul style="list-style-type: none"> <li>• Accurately collect indicators and data from various communication channels for evaluation; and</li> <li>• Review the effectiveness of different communication channels and make adjustments and recommendations for improvement</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Identify development trends in current information technology
2. Code	110729L3
3. Range	This unit of competency involves IT skills. Practitioners should be able to master the knowledge of IT trends related to the travel industry, for the long-term development of the company's business.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of IT development trends related to the travel industry</p> <ul style="list-style-type: none"><li>• Understand the travel industry's current requirements for IT equipment, such as type, function and technology</li><li>• Understand the features of and applications for new IT in the travel industry</li><li>• Master the knowledge of IT trends in the international travel industry</li></ul> <p>6.2 Assess the impact of new information technologies on the company's business development</p> <ul style="list-style-type: none"><li>• Search and integrate new IT products that are relevant to the company's business</li><li>• Assess the impact of new IT trends on the company's business development</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Understand IT trends and government-related legislative requirements</li><li>• Identify company's development direction to match future IT trends</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand IT trends and government-related legislative requirements; and</li><li>• Assess the impact of IT trends on the company's business development</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Explore the pros and cons of using the latest information technology
2. Code	110730L3
3. Range	This unit of competency involves IT skills. Practitioners should be able to identify the pros and cons of applying the latest IT developments to the travel industry, and apply appropriate new information technology to enhance and improve the company's business in accordance with its corporate policies and procedures, codes of practice and regulations.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the latest IT developments in the travel industry</p> <ul style="list-style-type: none"><li>• Master the knowledge of IT products related to the travel industry</li><li>• Understand the service standards, procedures and practices of the local and international travel industry</li></ul> <p>6.2 Identify the pros and cons of applying the latest information technology to the travel industry</p> <ul style="list-style-type: none"><li>• Regularly analyse the feasibility of applying the latest information technology to the travel industry, as well as its effectiveness in industry operations</li><li>• Compare the pros and cons of new IT systems with the company's existing system</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Propose initiatives to apply the latest information technology to enhance and improve the company's business in accordance with its policies and standards</li><li>• Determine the accuracy of information regarding the latest IT developments and analyse their feasibility for use according to various factors, including financial, legal, social and environmental, etc.</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of the latest IT developments in the travel industry; and</li><li>• Recommend the use of the latest information technology when it will enhance and improve the company's business in accordance with its policies and standards</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Assess the effectiveness of various new IT systems
2. Code	110731L5
3. Range	This unit of competency involves IT skills and analytical abilities. Practitioners should be able to analyse the effectiveness of new IT systems on the company's businesses and functions, including operations, management, marketing, promotion, finance, cost effectiveness and long-term development, etc.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of various new IT systems</p> <ul style="list-style-type: none"><li>• Understand the new features of new IT systems</li></ul> <p>6.2 Assess the effectiveness of various new IT systems</p> <ul style="list-style-type: none"><li>• Analyse the business effectiveness of new IT systems in areas, including:<ul style="list-style-type: none"><li>○ Operations and management</li><li>○ Marketing and promotion</li><li>○ Finance and cost effectiveness</li><li>○ Long-term development</li></ul></li><li>• Analyse the risks and vulnerabilities of existing IT systems</li><li>• Compare the pros and cons of new IT systems with the company's existing system</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Collect information related to new IT systems from different information channels to make sure a new IT system will benefit the company's long-term development</li><li>• Ensure that new IT systems are compatible with the company's existing system</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Analyse the long-term effectiveness of various new IT systems; and</li><li>• Based on this analysis, recommend and develop plans to implement new IT systems that will enhance the company's business performance</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Set up IT networks and support systems
2. Code	110732L5
3. Range	This unit of competency involves system planning, analysis and design abilities. Practitioners should be able to master the IT network and support system required for the company's daily operations and plan the installation of appropriate equipment to facilitate business development.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the IT network and support system requirements for the company's daily operations</p> <ul style="list-style-type: none"> <li>• Master the knowledge of the company's business scope, operational strategy and objectives, as well as business development plan and direction</li> <li>• Understand the financial and administrative procedures of the company</li> <li>• Collect data on the IT networks and support systems for the company's daily operations, including the infrastructure and supporting facilities, equipment type, technology and function <ul style="list-style-type: none"> <li>○ The point-of-sale operation system, commonly used hardware and software types, features and functions, including tourism product searches and the purchase process, etc.</li> <li>○ The Internet and networking systems, including broadband, websites, wireless access points, intranets and extranets, etc.</li> <li>○ The retail sales security system, such as closed-circuit television (CCTV)</li> <li>○ The network security system</li> <li>○ The common formats, hardware and software types, features and functions of the company's website</li> </ul> </li> <li>• Master the IT project management skills and knowledge for assessing fraud and trading risks</li> </ul> <p>6.2 Establish appropriate IT networks and support systems</p> <ul style="list-style-type: none"> <li>• Analyse the company's daily operational needs and establish appropriate IT networks and support systems, including <ul style="list-style-type: none"> <li>○ Requirements for equipment type and quality</li> <li>○ Network service providers</li> <li>○ Requirements of system functions and application scope</li> <li>○ Hours of use, number of users and relevant departments</li> <li>○ Financial budget</li> </ul> </li> <li>• Assess how changes in new IT networks and support systems will impact existing operations, including: <ul style="list-style-type: none"> <li>○ The company's business development</li> <li>○ IT-related legislation and codes compliance</li> <li>○ Financial budget</li> </ul> </li> <li>• Formulate a comprehensive improvement plan for the IT network and support system, and report it to management in an accurate and timely manner to facilitate the company's business development</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Maintain a professional attitude while ensuring that proposed IT networks and support systems will meet the company's actual needs</li> <li>• Ensure that IT networks and support systems to be used will comply with legislative requirements, such as international software application ordinances, etc.</li> </ul>



7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Analyse the company's daily operational needs and establish appropriate IT networks and support systems; and</li> <li>Formulate a comprehensive improvement plan for the IT network and support system and report it to management in an accurate and timely manner to facilitate the company's business development</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Monitor and assess the effectiveness of IT systems
2. Code	110733L5
3. Range	This unit of competency involves monitoring and analytical abilities. Practitioners should be able to analyse the impact of IT systems on the company's operations, cost-effectiveness and long-term development, etc.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of monitoring and assessing IT systems</p> <ul style="list-style-type: none"> <li>• Understand IT systems and relevant legislation applicable to online marketing, including: <ul style="list-style-type: none"> <li>○ Global distribution systems for the travel industry</li> <li>○ Website architecture and application scopes</li> <li>○ Web interfaces and user experiences</li> <li>○ Mobile applications</li> <li>○ Difference between cloud and custom servers</li> <li>○ Legislation relating to online businesses</li> </ul> </li> <li>• Understand retail sales-related IT systems, including: <ul style="list-style-type: none"> <li>○ Reservation systems for tourism products</li> <li>○ Financial systems</li> <li>○ Network architecture and management</li> <li>○ Intranet systems (files and printing, etc.)</li> </ul> </li> <li>• Understand the customer service guidelines, procedures and practices of the company</li> <li>• Master the skills for IT project management</li> </ul> <p>6.2 Monitor and assess the effectiveness of IT systems</p> <ul style="list-style-type: none"> <li>• Regularly monitor the performance of IT systems to ensure that they meet the requirements of industry and the company, including: <ul style="list-style-type: none"> <li>○ System stability and security</li> <li>○ Ability to adapt to new IT technology developments</li> <li>○ Compliance with IT-related legislation and codes</li> <li>○ Alignment with the company's business development plan and operational strategy</li> <li>○ Compatibility with other industry IT systems, such as global distribution systems, hotels and airlines, etc.</li> </ul> </li> <li>• Analyse and assess the effectiveness of IT systems, including: <ul style="list-style-type: none"> <li>○ Customer evaluations</li> <li>○ Employee satisfaction</li> <li>○ Service commitment fulfilment</li> <li>○ Server usage</li> <li>○ Website traffic</li> <li>○ Annual assessments</li> </ul> </li> <li>• Study and formulate a long-term IT system optimisation plan according to the company's actual needs and new trends in IT development</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Maintain a professional and rigorous attitude in assessing the effectiveness of IT systems</li> <li>• Ensure that the company resources be used efficiently and properly</li> </ul>
7. Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are:

	<ul style="list-style-type: none"> <li>Analyse and assess the performance and effectiveness of IT systems to see if they meet the requirements of the company and industry; and</li> <li>Study and formulate a long-term IT system optimisation plan according to the company's actual needs and new trends in IT development</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Develop or upgrade existing e-commerce systems
2. Code	110734L5
3. Range	This unit of competency involves IT skills and project management abilities. Practitioners should be able to develop or upgrade existing e-commerce systems according to the company's development direction and legal requirements.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of developing e-commerce systems</p> <ul style="list-style-type: none"> <li>• Understand the importance of protecting website users and online transactions</li> <li>• Master the process of customer searches for information and tourism products</li> <li>• Understand the overall architecture of website content, including website layout, user interface and experience design, website functionality, system capacity and bandwidth, etc.</li> <li>• Understand customer support and channels for expressing opinions</li> </ul> <p>6.2 Develop or upgrade existing e-commerce systems</p> <ul style="list-style-type: none"> <li>• Organise and categorise information on e-commerce systems for analysis</li> <li>• Design appropriate e-commerce systems based on the company's business scope, business objectives, etc. factors</li> <li>• Review existing e-commerce systems and propose improvement plans</li> <li>• Determine how the website will be managed and user data will be stored</li> <li>• Understand the sources of security threats to e-commerce systems and develop network security and risk management solutions that are suitable for the company</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Develop website content in accordance with the company's development requirements and comply with relevant legislative requirements, such as e-commerce, copyright, and personal privacy, as well as the "Trade Descriptions Ordinance", etc.</li> <li>• Ensure that user data is secure by identifying security threats to the system and applying appropriate data protection measures</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Develop or upgrade existing e-commerce systems according to the company's development direction and legislative requirements; and</li> <li>• Ensure that e-commerce systems meet network security and risk management requirements to protect user data security</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Assess the effectiveness of the service providers of various e-commerce websites
2. Code	110735L5
3. Range	This unit of competency involves assessment and analytical abilities. Practitioners should be able to analyse the service providers of various e-commerce websites, understand their service scope, technical advantages and system compatibility, and select the most suitable service providers according to the company's requirements.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the service information about service providers on e-commerce websites</p> <ul style="list-style-type: none"><li>• Assess the various strengths of service providers, including brand promotion service scope, e-commerce website design experience, marketing strategy of tourism products, logistics support, customer service system and payment system, etc.</li><li>• Understand the service provider's charging model</li></ul> <p>6.2 Assess the effectiveness of e-commerce website service providers</p> <ul style="list-style-type: none"><li>• Apply data to analyse the performance of service providers and select service providers whose results are in-line with the company's interests<ul style="list-style-type: none"><li>○ Website traffic and stability</li><li>○ Time required to successfully book or purchase a tourism product</li><li>○ After-sales service</li><li>○ Percentage of complaints</li></ul></li><li>• Assess the compatibility of service providers' systems with existing systems, such as those of the company and its partners</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Select service providers by objectively analysing whether they meet the company's development requirements, so as to provide a maximum benefit to the company</li><li>• Ensure that service providers comply with all relevant legislative requirements</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Analyse the service providers of various e-commerce websites to understand their service scope, technical advantages, system compatibility and reputation; and</li><li>• Select the most suitable e-commerce website service providers according to the company's requirements</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Monitor and assess the performance of e-commerce systems
2. Code	110736L5
3. Range	This unit of competency involves monitoring and evaluating abilities. Practitioners should be able to understand the operation mode of various e-commerce systems, monitor their performance through various assessment methods and indicators, and formulate improvement plans.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of monitoring and assessing e-commerce systems</p> <ul style="list-style-type: none"> <li>• Master the customer transaction data of e-commerce systems</li> <li>• Master e-commerce system management, content architecture and operation mode, user interface and experience design, system capacity and bandwidth data, etc.</li> </ul> <p>6.2 Monitor and assess the performance of e-commerce systems</p> <ul style="list-style-type: none"> <li>• Analyse the performance of e-commerce systems based on the company's business scope and sales targets, etc.</li> <li>• Analyse various customers and their transaction data</li> <li>• Analyse website usage, user browsing habits, and their relationship to successful tourism product sales</li> <li>• Analyse the effectiveness of website advertising and promotion activities</li> <li>• Assess whether the customer support, complaint and service requirements are up to standard</li> <li>• Research the impact of new cyber threats on the security of e-commerce systems</li> <li>• Develop improvement plans based on the performance analysis results of e-commerce systems</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure compliance with relevant legislative requirements, such as e-commerce, copyright, and personal privacy, as well as the "Trade Descriptions Ordinance", etc.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Analyse e-commerce systems' data to monitor and assess their performance, so as to meet the company's development requirements;</li> <li>• Monitor e-commerce systems' compliance with relevant legislative requirements; and</li> <li>• Develop improvement plans based on the performance analysis results of e-commerce systems</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Use IT systems to sell tourism products
2. Code	110737L3
3. Range	This unit of competency involves IT skills and marketing abilities. Practitioners should be able to understand the operation of IT systems and coordinate with various sales and operational processes.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of using IT systems to sell tourism products</p> <ul style="list-style-type: none"> <li>• Understand the tour group system (inbound and outbound) <ul style="list-style-type: none"> <li>○ Handle customer enquiries and bookings</li> <li>○ Determine the maximum group size</li> <li>○ Divide participants into tour groups</li> <li>○ Follow-up on customers' special service requests</li> <li>○ Arrange hotel rooms</li> <li>○ Arrange transport services</li> <li>○ Set flexible charges and discounts</li> </ul> </li> <li>• Understand the independent travel reservation system <ul style="list-style-type: none"> <li>○ Understand that air ticket and hotel reservation systems must be compatible with systems in other industries, including global distribution systems, airlines and hotels, etc.</li> <li>○ Book destination transport services, including trains, buses and ferries, etc.</li> <li>○ Book a car rental service</li> <li>○ Book tickets and other activities</li> </ul> </li> <li>• Understand the types of related tourism products, including Internet data cards and travel insurance, etc.</li> <li>• Understand that IT systems should set up an appropriate workflow to process changes in itineraries and activities</li> </ul> <p>6.2 Use IT systems to sell tourism products</p> <ul style="list-style-type: none"> <li>• Ensure that the retail sales system matches the operation processes</li> <li>• Collect and evaluate sales data and customer feedback to improve service and resource allocation</li> <li>• Ensure that the online booking system operates in accordance with customer expectations</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the system balances the interests of the customer and the overall interests of the company</li> <li>• Regularly update and optimise the online booking system based on customer feedback</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the IT system's operation process for selling various tourism products and integrate data to evaluate improvements into the system operation; and</li> <li>• Collect customer and employee feedback on the sales system, so as to continuously improve system performance</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Use IT systems to provide customer service
2. Code	110738L3
3. Range	This unit of competency involves IT skills and customer service abilities. Practitioners should be able to use the customer service system to coordinate various customer service processes.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of customer service systems</p> <ul style="list-style-type: none"><li>• Understand how to integrate customers' general service requirements and solutions</li><li>• Understand how to integrate customers' specific needs and complaint handling solutions</li><li>• Collect and process customer service information</li></ul> <p>6.2 Use the customer service system</p> <ul style="list-style-type: none"><li>• Understand online customer needs, so as to establish or modify sales strategies for tourism products</li><li>• Analyse customer sales data to develop a customer relationship improvement plan that will increase customer loyalty</li><li>• Manage customer complaints</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly analyse customer service system data to identify potential customers</li><li>• Ensure that the interests of both the company and its customers are taken into account when handling customer relations, and that the "Personal Data (Privacy) Ordinance" is observed</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Analyse customer service system data and comments collected from other sources (such as social media), and review customer requirements for the system's operation to make improvements; and</li><li>• Collect employee feedback on the customer service system, assess its performance and implement improvements</li></ul>
8. Remarks	



## G. Information technology application and support

1. Title	Use IT systems for marketing purposes
2. Code	110739L3
3. Range	This unit of competency involves IT skills and marketing abilities. Practitioners should be able to master the pros and cons of traditional and new media marketing and match them to the marketing process.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of applying the IT system to marketing</p> <ul style="list-style-type: none"> <li>• Understand the company's background, brand image and market positioning</li> <li>• Understand the management system of the company website</li> <li>• Understand how to combine traditional and online promotion methods</li> <li>• Cooperate with the customer service system to collect information on customers' travel preferences</li> <li>• Use search engines to promote and market products</li> <li>• Master promotion methods on social platforms</li> </ul> <p>6.2 Apply IT systems to marketing activities</p> <ul style="list-style-type: none"> <li>• Synthesise the company's business profile, sales/market share, promotion spending/advertising share, and sales records for tourism products</li> <li>• Assess the compatibility of various online promotion programs with the company's development goals</li> <li>• Choose an online promotion plan appropriate to the situation</li> <li>• Use IT systems to help the company implement marketing initiatives</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly apply data from IT systems to identify potential customers</li> <li>• Comply with the "Personal Data (Privacy) Ordinance" when conducting marketing activities</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Apply IT systems to the marketing process according to the company's background, brand image and market positioning, and assess the compatibility of various online marketing solutions with the company's development objectives</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Use IT systems to perform operation management
2. Code	110740L3
3. Range	This unit of competency involves IT skills and data integration abilities. Practitioners should be able to use IT systems to manage the company's business processes in line with the company's development goals and regulations.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of applying IT systems to the company's daily operations</p> <ul style="list-style-type: none"><li>• Understand the customer service systems</li><li>• Understand the management system of tourism products</li><li>• Understand the financial and accounting management systems</li><li>• Understand the personnel and payroll management systems</li><li>• Understand the company's Intranet and internal communication systems</li><li>• Understand the management systems of service providers</li></ul> <p>6.2 Apply IT systems to the company's operation and management</p> <ul style="list-style-type: none"><li>• Understand the company's business and financial status, and integrate IT system operational data to recommend directions for development</li><li>• Collect views about IT systems from various departments, and provide suggestions for improvement</li><li>• Collect data on the outsourcing system's performance and set a timetable for system improvement</li><li>• Reserve space to develop IT systems for future integration with other new systems</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that the IT systems operate in strict compliance with business laws and regulations</li><li>• Ensure that the security settings of each system meet the requirements of the company and laws</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Integrate IT systems into the company's operation management and understand the interconnections of the systems; and</li><li>• Ensure that the security settings of each system meet the requirements of the company and all relevant laws</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Analyse customers' online consumption data
2. Code	110741L4
3. Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master and analyse customers' online consumption data, and provide improvement suggestions that match the company's development goals and marketing strategies.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand and master customers' online consumption patterns</p> <ul style="list-style-type: none"><li>• Understand the sources of customers' orders</li><li>• Understand the mode and process of purchasing various tourism products, including:<ul style="list-style-type: none"><li>○ Retail sales and online consumption patterns</li><li>○ Categories of orders and additional tourism products purchased</li><li>○ Destinations, transport, accommodation and other travel options</li></ul></li></ul> <p>6.2 Analyse customers and consumption patterns</p> <ul style="list-style-type: none"><li>• Analyse the frequency and cycle of customers' tourism product purchases to understand their loyalty</li><li>• Integrate and analyse customers' online consumption data and suggest sales model optimisations based on the results</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly analyse customers' online spending patterns and adjust marketing strategies as appropriate</li><li>• Comply with the "Personal Data (Privacy) Ordinance" when collecting personal data</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Analyse whether the consumption patterns of online customers match the company's development directions, and adjust the marketing strategy appropriately based on the background, brand image, market positioning and tourism product types of the company</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Use information technology to identify business opportunities
2. Code	110742L4
3. Range	This unit of competency involves IT skills. Practitioners should be able to understand and apply data analysis, so as to identify and develop new business opportunities in line with the company's development goals.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the concept of business intelligence</p> <ul style="list-style-type: none"><li>• Understand the application scope of business intelligence to the travel industry</li><li>• Use data science techniques to master useful data</li><li>• Set targets for business data analysis to collect required data and set collection models</li><li>• Review the latest developments in databases, data mining, online analytics, etc. technologies to develop business data analysis policies</li></ul> <p>6.2 Conduct business intelligence and analysis</p> <ul style="list-style-type: none"><li>• Master business data and conduct regular analysis to support business decisions, using techniques, such as data mining and online analysis, etc.</li><li>• Analyse data collected from different aspects, and study the natures and operation modes of different social platforms to help market and promote tourism products, including brand management, consumer behaviour and cost control, etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Comply with the "Personal Data (Privacy) Ordinance" when collecting data</li><li>• Ensure that business intelligence analysis is socially responsible and that the professional code is observed</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of IT techniques and business data analysis methods that apply to the travel industry; and</li><li>• Regularly extract useful information from data analysis and apply it to the company's business objectives, so as to help the company forecast and plan its development</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Analyse website data and write reports
2. Code	110743L4
3. Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master and integrate website data, use various models to analyse data and write reports, and provide management with customer preferences to help the company set development goals based on the analysis results.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the method of building data analysis models</p> <ul style="list-style-type: none"><li>• Understand the basic models for website data analysis and the common data metrics for each model</li><li>• Determine the business analysis perspective, build a data analysis model according to the analysis objectives, and select useful data for analysis</li></ul> <p>6.2 Use words and charts to express the analysis results</p> <ul style="list-style-type: none"><li>• Analyse the data to understand the website's strengths and weaknesses and provide solutions to problems identified by the analysis</li><li>• Use appropriate language and charts to express the analysis results and write reports</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly analyse website data on spending to ensure its accuracy</li><li>• Adhere to ethical principles and write analysis reports with integrity</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master, integrate and analyse website data, and apply different models to write reports; and</li><li>• Provide customers' preferences to management to help the company set development goals based on the analysis results</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Develop business data analysis strategies
2. Code	110744L5
3. Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master different data analysis methods and develop data analysis strategies according to the company's business objectives to help make forecasts and development plans.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of formulating business data analysis strategies</p> <ul style="list-style-type: none"> <li>• Study different types of business data analysis methods, including operational, strategic, marketing and seasonal factors, etc.</li> <li>• Master data analysis tools and techniques, such as predictive analysis tools</li> <li>• Understand the theories and models of data analysis methods and their applications to the travel industry</li> <li>• Master the knowledge of business and market analysis</li> <li>• Understand the company's business and marketing strategy</li> </ul> <p>6.2 Develop business data analysis strategies</p> <ul style="list-style-type: none"> <li>• Determine the objectives of data analysis</li> <li>• Understand the company's scope of business and assess the most suitable analysis projects</li> <li>• Develop guidelines for data analysis and use the industry's common analysis models</li> <li>• Develop a data management plan to effectively collect, analyse and store data</li> <li>• Improve the customer experience by developing data collection procedures and conducting data analysis on various factors, including customer behaviour, customer preferences, digital marketing campaign effectiveness, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Personal Data (Privacy) Ordinance" and principles of business ethics when collecting data</li> <li>• Conduct regular data analysis to provide the company with more targeted and meaningful suggestions and achieve greater benefits</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master business data analysis skills and develop appropriate data analysis reports (such as sales forecasts) according to the company's business objectives and for the reference of the relevant departments (such as sales department); and</li> <li>• Extract useful information from data analysis to help the company forecast and plan its growth</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Monitor and assess the effectiveness of business data applications
2. Code	110745L5
3. Range	This unit of competency involves the ability to monitor and assess analysis results. Practitioners should be able to compare actual situations to the forecasted results of commercial data analysis, and evaluate the effectiveness and accuracy of the data analysis.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of monitoring and assessing business data analyses</p> <ul style="list-style-type: none"><li>• Develop theories for business management models</li><li>• Understand how data analytics can help and impact a company's business</li><li>• Assess the methods for evaluating the effectiveness of data analysis, such as comparing an actual situation to the predicted results of commercial data analysis</li><li>• Understand the knowledge of data and information security, as well as technical risk management</li></ul> <p>6.2 Monitor and assess the effectiveness of business data analysis</p> <ul style="list-style-type: none"><li>• Apply various assessment methods to compare an actual situation with its predicted results, so as to determine the effectiveness of the data analysis and propose improvements to the data analysis model</li><li>• Regularly perform periodic data analysis to determine the accuracy of the analytical model and make adjustments as appropriate</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Study new data analysis models and techniques, and compare them with existing models to verify the accuracy of the analysis</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of monitoring and evaluating business data analyses; and</li><li>• Compare an actual situation with the forecast results of commercial data analysis, monitor and assess the effectiveness of data analysis, and recommend improvements</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Master computer virus detection and prevention technology
2. Code	110746L4
3. Range	This unit of competency involves IT skills. Practitioners should be able to master computer virus detection and protection techniques to handle daily defence and system updates, and prepare emergency response measures
4. Level	4
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the basic knowledge of computer viruses</p> <ul style="list-style-type: none"> <li>• Understand the basic operation principles, operation mechanisms, classifications and structures of computer viruses</li> <li>• Understand strategies for preventing computer virus infections</li> </ul> <p>6.2 Implement computer virus detection and protection technology</p> <ul style="list-style-type: none"> <li>• Select and implement computer virus detection methods including: <ul style="list-style-type: none"> <li>○ Install and keep up-to-date the latest anti-virus and repair software, as well as the latest computer virus identifiers</li> <li>○ Review all records of routers and firewalls</li> <li>○ Configure an intrusion prevention system to identify activities associated with computer virus infection</li> </ul> </li> <li>• Select and implement computer virus protection techniques including: <ul style="list-style-type: none"> <li>○ Install patches to correct bugs in the computer operating system and software</li> <li>○ Install anti-virus software and firewall products and regularly update them</li> <li>○ Avoid opening unknown links, files and applications, and perform automatic file decompression</li> <li>○ Implement anti-virus technology, real-time monitoring technology, and full platform anti-virus technology</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly review computer virus detection and protection technologies to ensure that those used are in the company's best interests</li> <li>• Ensure that the computer virus detection and protection strategy developed complies with Hong Kong's legal requirements</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Select and use appropriate computer virus detection and protection technologies, and develop operational procedures for daily defence and system updates; and</li> <li>• Regularly review and formulate contingency measures to prepare for the immediate response to and recovery of system operations in the event of an emergency, thereby minimising the impact on the company's operations</li> </ul>
8. Remarks	



## G. Information technology application and support

1. Title	Master personal privacy protection and management techniques
2. Code	110747L4
3. Range	This unit of competency involves IT skills and the ability to understand legal provisions. Practitioners should be able to assess whether the security and potential risks of the personal data protection of the company's operating systems are in accordance with the provisions of the "Personal Data (Privacy) Ordinance", so as to ensure that the company can effectively protect the personal privacy of its customers.
4. Level	4
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Understand the basic concepts of personal data protection</p> <ul style="list-style-type: none"> <li>• Master the principles and focuses of the "Personal Data (Privacy) Ordinance"</li> <li>• Understand the personal privacy laws and requirements of other countries and partners</li> <li>• Understand the purpose for which personal data are collected</li> <li>• Understand the requirements for the use and disclosure of personal data</li> <li>• Avoid excessive collection of personal data</li> <li>• Identify the security and potential risks of personal data protection on various platforms</li> <li>• Understand the data security requirements of websites and mobile applications</li> <li>• Understand the disposal arrangements for computer equipment</li> </ul> <p>6.2 Implement personal privacy protection management</p> <ul style="list-style-type: none"> <li>• Select and implement appropriate network and Internet security authentication technologies, including: <ul style="list-style-type: none"> <li>○ Network identification</li> <li>○ E-commerce certification</li> <li>○ Online payment</li> <li>○ Customer database security technology</li> </ul> </li> <li>• Select and implement appropriate Internet security and management technologies, including: <ul style="list-style-type: none"> <li>○ Anti-virus software</li> <li>○ Automated data entry function</li> <li>○ Transport layer security protocol</li> <li>○ Encryption technology</li> </ul> </li> <li>• Select and implement protection and management technologies for mobile applications, including: <ul style="list-style-type: none"> <li>○ Anti-virus software, anti-theft software</li> <li>○ Secure passwords</li> <li>○ Geotagging</li> <li>○ QR codes</li> </ul> </li> <li>• Select and implement protection and management technologies for social networks, including: <ul style="list-style-type: none"> <li>○ Choosing the right social network</li> <li>○ Managing and setting up account privacy and protection features</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly review the use of customers' personal data to ensure that they are not used for any purposes without their consent</li> <li>• Ensure that the company's personal privacy protection and management techniques comply with legal requirements</li> </ul>

7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Assess whether the security and potential risks of the personal data protection of the company's operating systems are in accordance with the provisions of the "Personal Data (Privacy) Ordinance", so as to ensure that the company can effectively protect the personal privacy of its customers; and</li> <li>• Regularly review the use of customers' personal data to ensure that they are not used for any purposes without consent</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Understand the legal knowledge related to online transaction security
2. Code	110748L4
3. Range	This unit of competency involves the ability to assess and understand legal provisions. Practitioners should be able to master the application scope of online transactions and the legal knowledge related to online transaction security, so as to ensure that the company's online transactions can meet the legal requirements of the operating country or region.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the legal knowledge related to online transaction security</p> <ul style="list-style-type: none"> <li>• Understand the statutory requirements related to online transactions and digital signatures <ul style="list-style-type: none"> <li>○ Mode of transaction <ul style="list-style-type: none"> <li>▪ Online payment and online delivery</li> <li>▪ Online payment and offline delivery</li> <li>▪ Offline payment and offline delivery</li> </ul> </li> <li>○ Statutory requirements for digital signatures <ul style="list-style-type: none"> <li>▪ Legal requirements for digital signatures and electronic authentication</li> <li>▪ Legal status of digital signature security certification bodies</li> <li>▪ Legal effect of digital signatures</li> </ul> </li> </ul> </li> <li>• Understand Hong Kong, Mainland and international laws on online transaction security</li> </ul> <p>6.2 Apply legal knowledge related to online transaction security</p> <ul style="list-style-type: none"> <li>• Master the knowledge of the legal relationship of participants in online transactions <ul style="list-style-type: none"> <li>○ Understand the rights and obligations of buyers and sellers in e-commerce transactions, as well as their legal relationships</li> <li>○ Understand the obligations and responsibilities of both parties in the event of a breach, and the remedies available to them</li> <li>○ Understand the legal status of Internet trading centres</li> </ul> </li> <li>• Master relevant laws on the protection of intellectual property rights, including: <ul style="list-style-type: none"> <li>○ Copyrights</li> <li>○ Patent rights</li> <li>○ Trademark rights</li> <li>○ Domain name protection</li> </ul> </li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly assess online transactions to ensure that the company and customers do not violate the laws of relevant countries or regions</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the legal knowledge related to online transaction security; and</li> <li>• Regularly assess online transactions to ensure that the company and customers do not violate the laws of relevant countries or regions</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Develop a network security strategy
2. Code	110749L5
3. Range	This unit of competency involves design and assessment abilities, and IT skills. Practitioners should be able to master the company's overall business model develop appropriate network security strategies, and regularly review the network security status of various systems.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of network security</p> <ul style="list-style-type: none"> <li>• Understand network security policies, principles and operational methods</li> <li>• Familiarise with network infrastructure systems, support services, service requirements, safety practices and risks</li> <li>• Manage emergent cybersecurity incidents according to established guidelines</li> <li>• Configure different network security components based on network management risk principles</li> <li>• Master the encryption technology concepts and terms that are commonly used in networks and the internet</li> </ul> <p>6.2 Develop appropriate network security policies</p> <ul style="list-style-type: none"> <li>• Assess the company's network security, potential risks and vulnerabilities, and remediation methods</li> <li>• Develop a network security plan and submit it for approval</li> <li>• Develop deployment plans for targeted network security technologies (including firewalls, intrusion detection systems, etc.), as well as security components, and propose requirements for human resources</li> <li>• Use appropriate network security components to protect the company's assets, including physical security, network security, connection control, identity authentication, encryption arrangements, and password management, etc.</li> <li>• Develop a cybersecurity contingency plan that is in line with the disaster recovery and business continuity strategy of the company, including determining an acceptable downtime if network services are affected and analysing the after-effects of service disruptions</li> <li>• Ensure that cybersecurity expenditures are budgeted in accordance with the estimated risk expectations</li> <li>• Assess whether the IT systems of the company and other partner organisations are compatible with the network security strategies of each other</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Focus on the development of network security technology, and master its development trends as well as updates to relevant legislation regularly</li> <li>• Ensure that all network security documents are complete and meet the company's standards</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the company's overall business model, formulate appropriate network security strategies, and regularly review the network security status of various systems; and</li> <li>• Assess whether the IT systems of the company and other partner organisations are compatible with the network security strategies of each other</li> </ul>
8. Remarks	

## G. Information technology application and support

1. Title	Develop an overall plan for website security
2. Code	110750L5
3. Range	This unit of competency involves IT skills and planning abilities. Practitioners should be able to make an overall plan for website security that meets legal website security requirements and the company's needs, and regularly monitor and assess the situation.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of planning website security</p> <ul style="list-style-type: none"><li>• Understand the importance of website security<ul style="list-style-type: none"><li>○ Assess the damage caused by a website attack, according to including company size, customer needs and website functions, etc.</li><li>○ Use penetration testing tools to understand whether a website is sufficiently secure</li></ul></li><li>• Master the latest network security technologies</li><li>• Understand and analyse the company's overall e-commerce situation, including business model, IT and network utilisation, website content, and online marketing strategy, etc.</li></ul> <p>6.2 Establish a mechanism to monitor website security</p> <ul style="list-style-type: none"><li>• Determine priorities for the website security plan, including:<ul style="list-style-type: none"><li>○ Protection of sensitive information</li><li>○ Encryption of data</li><li>○ Identity authentication</li><li>○ Firewall technology</li></ul></li><li>• Establish and evaluate the website's security monitoring mechanisms<ul style="list-style-type: none"><li>○ Establish a proactive safety inspection mechanism</li><li>○ Provide effective intrusion protection</li><li>○ Establish a timely response mechanism for website security issues</li></ul></li><li>• Develop implementation details and conduct monitoring</li><li>• Prepare relevant financial plans and analyse budget proposals</li><li>• Monitor and evaluate website security regularly</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that the website system's overall performance and non-technical factors such as cost, etc. are taken into account when designing the website security plan</li><li>• Strictly comply with the legal requirements for website security</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master the knowledge of website security planning and the latest network security technology; and</li><li>• Formulate an overall website security plan, and regularly monitor and evaluate security according to the legal requirements for website security and the company's needs</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Monitor and assess the effectiveness of cybersecurity policies
2. Code	110751L5
3. Range	This unit of competency involves monitoring and assessment abilities, and IT skills. Practitioners should be able to master network security policies and standards, monitor and assess their effectiveness, and correct identified security loopholes.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master network security policies and standards</p> <ul style="list-style-type: none"><li>• Master the latest developments in network security, including technology and security incidents</li><li>• Understand the strategies, standards, guidelines and procedures for dealing with cybersecurity incidents</li></ul> <p>6.2 Monitor and assess the effectiveness of network security policies</p> <ul style="list-style-type: none"><li>• Conduct a detailed assessment of the best practice applications</li><li>• Conduct independent reviews of network security measures and performance</li><li>• Analyse known network security system problems (such as hardware or software defects) identify the impact of their operation and make corrections</li><li>• Regularly apply penetration testing tools to study and identify network security vulnerabilities, and reduce or eliminate the chances that identified risks will occur</li><li>• Review the response strategies for each risk</li><li>• Conduct a network security assessment</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Regularly assess network security policies to understand the difference between the actual situation and the company's expectations</li><li>• Honestly assess and report deficiencies in current policies, and actively seek improvements</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Master network security policies and standards, monitor and assess the effectiveness of network security policies, and correct security loopholes</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Develop outsourcing policies for IT systems
2. Code	110752L5
3. Range	This unit of competency involves IT skills, and assessment and planning abilities. Practitioners should be able to understand the service requirements, scope and standards for IT system contractors of the company and formulate appropriate outsourcing policies.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master service requirements, scope and standards for IT system subcontractors of the company</p> <ul style="list-style-type: none"><li>• Understand the company's goals and requirements</li><li>• Understand the importance of close coordination with subcontractors to maximize returns for the company as a whole</li><li>• Understand the pros and cons of outsourcing services to the travel industry</li><li>• Understand the criteria for selecting an outsourcing company</li><li>• Understand the management standards of the outsourcing company and make contact with employees</li></ul> <p>6.2 Develop outsourcing policies for IT systems</p> <ul style="list-style-type: none"><li>• Develop criteria for selecting an outsourcing company</li><li>• Develop the service scope and standard requirements for outsourcing companies according to the company's IT system requirements</li><li>• Develop clear guidelines for managing subcontractors, including penalty procedures, etc.</li><li>• Train staff to understand the service scope and standards of the subcontractors, so as to monitor their performance</li><li>• Regularly communicate with outsourcing companies to keep abreast of their latest progress and services</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Balance the company's interests with those of the outsourcing company and the client</li><li>• Ensure that selected outsourcing companies are stable</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Understand the service requirements, scope and standards for IT system contractors of the company; and</li><li>• Develop outsourcing policies for IT systems</li></ul>
8. Remarks	

## G. Information technology application and support

1. Title	Monitor and assess the effectiveness of outsourcing
2. Code	110753L5
3. Range	This unit of competency involves monitoring and evaluating abilities. Practitioners should be able to regularly assess the performance of subcontractors against the scope of services and standards specified in the contract, and require continuous improvement from the subcontractors.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of monitoring and assessing an outsourced task</p> <ul style="list-style-type: none"><li>• Understand the company's business objectives and operations</li><li>• Understand the objectives and standards of outsourcing services</li><li>• Understand the requirements, procedures and guidelines for tendering and contract preparation</li><li>• Understand the management strategy and security risks of outsourcing</li></ul> <p>6.2 Monitor and assess the effectiveness of an outsourced task according to the scope of services and standards specified in the contract</p> <ul style="list-style-type: none"><li>• Collect service information from subcontractors, conduct regular independent reviews of subcontractors' service quality and performance, and take disciplinary actions for any breaches of contract</li><li>• Assess whether the outsourcing company has provided adequate human resources and has been properly trained to perform the relevant task</li><li>• Hold regular meetings with the outsourcing company to review and enhance services</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Monitor subcontractors' performance in accordance with the established policies, procedures and guidelines of the company, and demand continuous improvement</li><li>• Properly maintain subcontractor service records to review problems and resolution measures, etc.</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Regularly assess the subcontractor's performance against the scope and standards of the contract, and require the subcontractor to make continuous improvement</li></ul>
8. Remarks	



## G. Information technology application and support

1. Title	Develop regular updates and improvement plans based on the performance of the IT system
2. Code	110754L6
3. Range	This unit of competency involves IT skills, as well as the ability to review and analyse data and IT systems. Practitioners should be able to review existing IT systems against the company's business objectives and development requirements, and formulate regular updates and improvements to enhance system performance.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the business objectives and development requirements of the company</p> <ul style="list-style-type: none"> <li>• Understand the importance of well-designed IT systems to business operations and overall company profitability</li> <li>• Master the company's business strategy and objectives, market position and competitiveness</li> <li>• Understand customers' demand for tourism products, including transportation, hotel, human resources, seasonality, and travel trends, etc.</li> <li>• Understand the company's relationship with various business partners</li> </ul> <p>6.2 Review existing IT systems in accordance with the business objectives and development requirements of the company, and develop regular updates and improvements to enhance system performance</p> <ul style="list-style-type: none"> <li>• Review the performance of existing IT systems <ul style="list-style-type: none"> <li>○ Database performance, including collection and collation of detailed business information</li> <li>○ Performance of data analysis; including <ul style="list-style-type: none"> <li>▪ The company's business situation</li> <li>▪ The sales, customer satisfaction and quality of various tourism products</li> <li>▪ Reasons affecting the sales of tourism products</li> <li>▪ Future market demand for tourism products, so as to assess the relationship with various tourism partners, and review and propose improvement proposals</li> </ul> </li> </ul> </li> <li>• Submit reports to management regularly based on the analysis results, including the operating system's performance, proposals for tourism products to be newly-added/enhanced/improved/cancelled, additional resources required, changes in staffing and operating costs, and optimisation plans, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Protect the company's interests in improving the performance of its IT systems by preventing any abuses or malpractices, such as the misuse/misappropriation of company assets and theft, etc.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the company's business objectives and development requirements; and</li> <li>• Review existing IT systems, and develop regular updates and improvements to enhance system performance</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Master and apply the latest management and leadership skills
2. Code	110755L4
3. Range	This unit of competency involves analytical, evaluation and effective leadership skills. Practitioners should be able to apply the latest management knowledge to develop and implement a feasible management plan based on the vision, mission, business plan and operation plan, etc. of the company, so as to optimise the company's governance in the long run.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the latest management knowledge and leadership skills</p> <ul style="list-style-type: none"> <li>• Understand the regulatory and restrictive measures imposed on the travel industry by laws and regulatory bodies</li> <li>• Understand the theory of leading and developing teams</li> <li>• Understand the resources needed to manage and implement the company's goals and policies</li> <li>• Understand the management essentials of modernising the company system</li> <li>• Understand the importance of corporate social responsibility and customer interest</li> <li>• Understand the company's crisis management strategy</li> <li>• Understand the strategies and management systems of different service providers</li> </ul> <p>6.2 Apply the latest management and leadership skills to manage the company's development policies</p> <ul style="list-style-type: none"> <li>• Master the key points of management in various areas of the company, including: <ul style="list-style-type: none"> <li>○ Company's vision</li> <li>○ Company's mission</li> <li>○ Company's business strategy</li> <li>○ Company's operational plan</li> <li>○ Company's market positioning</li> </ul> </li> <li>• Demonstrate proficiency in business management and leadership skills, including: <ul style="list-style-type: none"> <li>○ Personnel management</li> <li>○ Change management</li> <li>○ Negotiation and business management communications skills</li> </ul> </li> <li>• Lead and develop the team <ul style="list-style-type: none"> <li>○ Understand the principles of team building and management</li> <li>○ Understand the company's operational policies and procedures</li> <li>○ Establish performance standards and requirements with team members</li> <li>○ Assign tasks based on team members' professional knowledge, capabilities, and availability</li> <li>○ Explain tasks and confirm the work steps with relevant team members, so as to ensure compliance with company requirements and effective execution of work</li> </ul> </li> <li>• Understand the social and customer expectations of the company</li> <li>• Understand the similar management policies of other competitors</li> <li>• Understand the impact of implementing relevant management policies</li> <li>• Develop an organisational structure that is aligned with the business strategy and goals of the company</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Strictly comply with laws and restrictions relating to the company</li> <li>• Develop management policies to prevent the abuse of authority or fraud, misuse</li> </ul>

	of company assets and theft, etc.
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Actively apply the latest management and leadership knowledge to effectively manage and develop the company according to its vision, mission, business plan and operational plan, etc; and</li> <li>• Optimise corporate governance for the long-term by continuously updating management plans</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Implement operational management policies
2. Code	110756L4
3. Range	This unit of competency involves analytical and monitoring abilities. Practitioners should be able to identify and correct irregularities to ensure smooth business operations.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of implementing operational management</p> <ul style="list-style-type: none"> <li>• Understand ways to improve the efficiency and effectiveness of company management</li> <li>• Understand the concepts and principles of operational management and service quality, including: <ul style="list-style-type: none"> <li>○ Total Quality Management</li> <li>○ Continuous Quality Improvement Theory</li> <li>○ Six Sigma</li> <li>○ Business Process Reengineering</li> <li>○ Quality Assurance</li> <li>○ Certified in Data Protection</li> </ul> </li> </ul> <p>6.2 Implement operational management</p> <ul style="list-style-type: none"> <li>• Manage daily operations in accordance with the operational management and quality assurance policies of the company: <ul style="list-style-type: none"> <li>○ Ensure that all staff perform their work procedures in accordance with each item in the established company standards and guidelines</li> <li>○ Use company-standard forms and templates</li> <li>○ Properly record customer and transaction information</li> </ul> </li> <li>• Master appropriate customer data processing methods</li> <li>• Develop indicators to measure key performance</li> <li>• In accordance with regulatory requirements, follow up and implement operational management improvement plans on a regular basis: <ul style="list-style-type: none"> <li>○ Identify irregularities and make corrections</li> </ul> </li> <li>• Monitor the company's services to ensure compliance with quality standards, including: <ul style="list-style-type: none"> <li>○ Rectify unsatisfactory staff performance promptly and regularly monitor the levels of staff service and customer satisfaction to ensure smooth operations that meet the company's standards</li> <li>○ Understand customers' level of satisfaction with the service and ensure that the service meets their needs</li> <li>○ Conduct regular staff training to ensure that the efficiency and performance of the staff meet the company's standards</li> </ul> </li> <li>• Properly record and retain information relating to the operations and service quality of the company for future review and improvement</li> <li>• Conduct regular internal audits to examine the operational efficiency and service quality of each unit</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Regularly assess the practicality and reachability of operating standards</li> <li>• Establish a professional image by reminding staff to comply with ethical principles and staff codes</li> </ul>
7. Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are:

	<ul style="list-style-type: none"> <li>• Effectively implement the company's operational procedures, by identifying abnormal issues, making corrections, and immediately correcting employees' unsatisfactory performance; and</li> <li>• Conduct regular internal audits throughout the operation process to examine the operational efficiency of units and ensure the quality of service, based on an analysis of the characteristics and requirements of different customer groups</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Develop operational management policies
2. Code	110757L5
3. Range	This unit of competency involves the ability to critically analyse, reorganise, assess, and integrate various aspects of information. Practitioners should be able to effectively develop operational management policies to meet the changing business environment.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the company's operational management knowledge</p> <ul style="list-style-type: none"> <li>• Understand the content and process of various tourism services</li> <li>• Understand the requirements and standards of various tourism products and services</li> <li>• Understand the company's operating systems</li> <li>• Understand the company's management culture</li> <li>• Understand the concept of quality assurance</li> </ul> <p>6.2 Develop operational management policies for the company</p> <ul style="list-style-type: none"> <li>• Formulate operational management policies and regulatory measures in accordance with the operations, business development strategies and external regulations of the company</li> <li>• Develop operational procedures standards that meet the company's operational management requirements including <ul style="list-style-type: none"> <li>○ Develop targets and performance pledges for each tourism product and service</li> <li>○ Develop standard procedures for each service</li> <li>○ Develop an implementation manual for each service</li> <li>○ Develop appropriate templates and forms for each service</li> <li>○ Ensure the company's operation is in compliance with regulatory and legislative requirements, such as certification requirements</li> </ul> </li> <li>• Review the company's current operational management policies in light of tourism trends and identify areas for improvement</li> <li>• Compare various methods and select the most appropriate improvement solution according to the travel industry's current state</li> <li>• Master operational management principles and best practices</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the contents of standards for operational procedures and quality assurance are updated to meet regulatory and internal requirements</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Establish an effective operating standard and management system in accordance with the company's operational management requirements, business development strategy and external regulations; and</li> <li>• Establish clear standards for operating procedures to ensure that they adhere to the company's operational objectives and service quality standards</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Review operational efficiency
2. Code	110758L6
3. Range	This unit of competency involves analytical and assessment abilities. Practitioners should be able to analyse the operating data from various departments of the company, and make recommendations to improve the company's overall operating performance.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reviewing and improving the operational efficiency and service quality of the company</p> <ul style="list-style-type: none"> <li>• Understand the company's business strategy</li> <li>• Understand the company's quality management policy</li> <li>• Understand the various service quality standards established by the company</li> <li>• Understand ways to review and improve operational efficiency and service quality</li> </ul> <p>6.2 Review and improve the company's operational efficiency and service quality</p> <ul style="list-style-type: none"> <li>• Analyse the collected data and information according to the operating efficiency and service quality standards set by the company, so as to check whether its operating efficiency and service quality standards are met</li> <li>• Integrate information on operational efficiency and service quality from various aspects to identify areas in the company's services that can be improved</li> <li>• Investigate the causes affecting service quality and prioritise improvement actions</li> <li>• Collect information on operational efficiency and service quality through various channels, including: <ul style="list-style-type: none"> <li>○ Collect operational efficiency data and staff performance records in various departments</li> <li>○ Collect feedback from customers and service users on service satisfaction</li> <li>○ Consult with employees in different units and positions to understand the problems in daily operations</li> </ul> </li> <li>• Formulate specific, feasible improvement measures based on areas and priorities for improvement, and submit improvement plans to management</li> <li>• Conduct an operational audit, which can be arranged either internally or by professionals</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Understand the importance of continuously improving operational efficiency and service quality for the company's development</li> <li>• Analyse information about the quality of operations and services based on fair and objective criteria</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Review operational plans, analyse various performance indicators, and identify factors affecting operational and business performance; and</li> <li>• Analyse the review's conclusions, assess market trends, and make recommendations for improvement</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Implement payment standards
2. Code	110759L3
3. Range	This unit of competency involves organisational and evaluation abilities. Practitioners should be familiar with the company's standard transaction procedures, and be able to manage tasks relating to different types of collections, refunds, price modifications, and cancellations, etc.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of retail sales operations, online sales, and payment systems</p> <ul style="list-style-type: none"> <li>Understand the operations of retail sales, online sales and payment systems</li> <li>Understand the skills in designing various transaction forms, including cash/credit card statistical tables, daily sales reports, etc.</li> </ul> <p>6.2 Master the function, characteristics and structure of the travel industry's sales and payment systems</p> <ul style="list-style-type: none"> <li>Understand the operating procedures of retail sales operations, online sales, and payment systems, including: <ul style="list-style-type: none"> <li>Setting user authorised limits and identification codes</li> <li>Managing security procedures for logging in/out of the system</li> <li>Managing sales and tour group offers</li> <li>Processing member transactions, including discounts, rewards redemption, points recording, etc.</li> <li>Managing refunds, price modifications, and transaction cancellations</li> <li>Checking credit card receipts</li> <li>Processing fraudulent credit card information, including online and branch sales transactions</li> <li>Managing cash counting and acceptance</li> <li>Preparing records of operational cash flow</li> <li>Preparing daily sales statements</li> </ul> </li> <li>Implement contingency procedures and measures for sales and payment systems, including: <ul style="list-style-type: none"> <li>Sales and payment system failure</li> <li>Power interruption</li> </ul> </li> <li>Manage the security procedures for personal and transaction data</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Comply with the "Personal Data (Privacy) Ordinance" when recording transactions</li> <li>Regularly evaluate the effectiveness of the operating procedures for the sales and payment system, and make adjustments as needed</li> <li>Ensure that the operating procedures for the sales and payment system meet the company's operational needs</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Manage various types of collections, refunds, price modifications and transaction cancellations, etc; and</li> <li>Record information on transaction forms in accordance with the company's business policies and the requirements of the "Personal Data (Privacy) Ordinance"</li> </ul>
8. Remarks	



## H. Operations management and administrative support

1. Title	Set up and improve financial arrangements
2. Code	110760L5
3. Range	This unit of competency involves analytical, evaluation and innovation, etc. skills. Practitioners should be able to analyse complex data related to the financial management of various departments in the company, and use the information/data related to costs, expenses and profitability to plan and improve the company's financial management policies and programs to maximise its economic benefits.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of financial budgeting and management</p> <ul style="list-style-type: none"> <li>• Understand financial budgeting and management, including foreign exchange</li> <li>• Understand how to analyse financial statements</li> <li>• Understand accounting principles, internal audit principles and procedures of limited companies</li> <li>• Understand the IT applications in financial budgeting and management</li> <li>• Understand government tax policies relating to the travel industry</li> </ul> <p>6.2 Develop a financial budget and management strategy according to the work process of tourism products and services</p> <ul style="list-style-type: none"> <li>• Develop working capital management strategies, including: <ul style="list-style-type: none"> <li>○ Develop the business cycle process</li> <li>○ Calculate the project cash flow</li> <li>○ Calculate the cash flow from operations</li> <li>○ Prepare the monthly operating budgets for the coming year</li> </ul> </li> <li>• Set goals for financial management <ul style="list-style-type: none"> <li>○ Analyse past operating data and statistics to calculate operating expenses, including: <ul style="list-style-type: none"> <li>▪ Cost of sales</li> <li>▪ Rent</li> <li>▪ Taxes</li> <li>▪ Human resources</li> <li>▪ Marketing and advertising</li> </ul> </li> <li>○ Forecast the cash flow based on sales and expenses</li> </ul> </li> <li>• Develop and prepare financial analysis statements, including: <ul style="list-style-type: none"> <li>○ Balance sheets</li> <li>○ Profit and loss statements</li> <li>○ Flow charts and ratio analysis reports, etc.</li> </ul> </li> <li>• Develop and prepare forecast statements, including: <ul style="list-style-type: none"> <li>○ Capital budgets</li> <li>○ Cash budgets</li> <li>○ Profitability indices</li> </ul> </li> <li>• Master the use of computer software to prepare budget documents</li> <li>• Manage and control payments to improve cash flow</li> <li>• Develop risk management plans, including insurance plans and professional indemnity insurance, etc.</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Act honestly and ethically to prevent any abuse or fraud through financial budgeting and planning</li> <li>• Manage financial budgets and plans according to company targets</li> </ul>

7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Analyse and evaluate the company's financial situation; and</li> <li>Effectively propose plans to improve the company's financial management policies in line with the company's actual operating condition</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Review financial policies
2. Code	110761L6
3. Range	This unit of competency involves analytical and evaluation abilities. Practitioners should be able to view the financial performance of the company's operations, integrate information on its overall financial performance and recommend improvements.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reviewing financial management</p> <ul style="list-style-type: none"> <li>• Understand capital and financial management skills in the travel industry</li> <li>• Understand financial planning and forecasting methods</li> </ul> <p>6.2 Apply professional knowledge to optimise financial policies</p> <ul style="list-style-type: none"> <li>• Monitor the company's financial performance <ul style="list-style-type: none"> <li>○ Determine the objectives and scope of financial monitoring</li> <li>○ Set up key performance indicators for monitoring important financial information and statistics, including: <ul style="list-style-type: none"> <li>▪ Gross profit</li> <li>▪ Operating profit margin</li> <li>▪ Net profit margin, etc.</li> <li>▪ Growth rate for retail sales</li> <li>▪ Business travel clients' sales increase rate</li> </ul> </li> </ul> </li> <li>• Use ratio analysis and other techniques while monitoring the company's financial performance, including: <ul style="list-style-type: none"> <li>○ Conduct fixed asset to total asset analysis</li> <li>○ Conduct sales profit analysis</li> <li>○ Conduct relevant risk assessments to control financial risks</li> <li>○ Conduct relevant financial analyses and prepare financial reports</li> </ul> </li> <li>• Strengthen the company's financial management policies: <ul style="list-style-type: none"> <li>○ Review and optimise the capital budgeting policies</li> <li>○ Review and optimise the cost monitoring policies, such as airline and service provider policies</li> <li>○ Review and optimise the business cycle processes and cash flow</li> <li>○ Review and optimise the credit policies</li> <li>○ Review and optimise the plans on IT applications in financial management</li> </ul> </li> <li>• Regularly prepare financial policy review reports and submit them to management</li> <li>• Manage and control the impact of seasonal factors on corporate financing</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure the accuracy of all financial performance information</li> <li>• Comply with the company's guidelines and requirements to protect the company's and the stakeholders' long-term interests while monitoring its financial performance</li> <li>• Prevent any abuse of authority or fraud through financial management policies in a professional manner</li> <li>• Prepare financial and accounting analysis reports in compliance with legal and tax regulations</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Review the company's financial performance and analyse relevant data to achieve the effective use of financial resources; and</li> </ul>

	<ul style="list-style-type: none"> <li>Comprehensively analyse the company's financial situation, operating mode and factors that affect its financial health, and recommend improvements</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Perform human resources functions
2. Code	110762L3
3. Range	This unit of competency involves organisational and communication skills. Practitioners should be able to understand the company's human resources policy and overall human resources status, effectively perform human resources duties, and improve employee morale and performance.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of performing human resources duties</p> <ul style="list-style-type: none"> <li>• Understand the company's overall operational policy and strategy</li> <li>• Understand the technical and competency requirements of each position</li> <li>• Understand the company's organisational structure and the functions of each department</li> </ul> <p>6.2 Implement human resources policies</p> <ul style="list-style-type: none"> <li>• Communicate and explain the company's human resources policies to employees through appropriate channels</li> <li>• Conduct daily personnel management fairly in accordance with the company's human resources management policies and relevant laws and regulations, etc., while applying good communication and interpersonal skills, including <ul style="list-style-type: none"> <li>○ Implement recruitment procedures</li> <li>○ Arrange employee training</li> <li>○ Enforce disciplinary procedures</li> <li>○ Manage employee grievances</li> <li>○ Deploy employees</li> <li>○ Conduct performance appraisals</li> </ul> </li> <li>• Organise and arrange staff activities that enhance staff's engagement in work and their sense of belonging to the company</li> <li>• Maintain positive staff's team spirit, set up appropriate channels for staff's feedback in order to understand their degree of acceptance of or feedback on policies</li> <li>• Monitor and assess possible resistance to the implementation of revised human resources policies, and make appropriate recommendations to superiors as necessary</li> <li>• Regularly monitor and evaluate the effectiveness of the implementation of procedures and make revisions according to the company's needs and changes in legislation</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the company's human resources strategies can retain talent, so as to avoid brain drain and labour shortages</li> <li>• Implement human resources policies fairly and objectively</li> <li>• Ensure strict compliance with the statutory requirements of the "Sex Discrimination Ordinance", the "Family Status Discrimination Ordinance" and the "Disability Discrimination Ordinance", etc. while implementing human resources strategies</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Implement human resources strategies according to company's development goals and resources; and</li> <li>• Coordinate with the company's business development to ensure that the human resources strategies can retain talent, so as to avoid brain drain and labour shortages</li> </ul>

8. Remarks	
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## H. Operations management and administrative support

1. Title	Implement an employee training plan
2. Code	110763L3
3. Range	This unit of competency involves the ability to judge and evaluate. Practitioners should be able to assess staff's training needs and develop a suitable training programme to enhance their quality and professionalism.
4. Level	3
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of human resources training</p> <ul style="list-style-type: none"><li>• Understand keep abreast of the company's latest tourism product information and service quality requirements</li><li>• Understand the training models for the travel industry</li><li>• Understand relevant regulatory requirements, including licensing requirements for tour guides or tour escorts, the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li></ul> <p>6.2 Implement a staff training plan</p> <ul style="list-style-type: none"><li>• Understand the theories, objectives, methods, evaluation methods and systems for staff training, etc.</li><li>• Work with business units to identify deficiencies in employees' skills and capabilities</li><li>• Assess compliance enforcement and management awareness in different departments of the company</li><li>• Conduct compliance training courses that are in-line with the company's development goals</li><li>• Work with the training department to plan training courses</li><li>• Seek help from professionals if the training department lacks the appropriate professional knowledge</li><li>• Collect feedback after a course is completed</li><li>• Assess the effectiveness of the programme with business units</li><li>• Optimise future training plans based on evaluation results</li><li>• Systematically follow-up on and measure the training's effectiveness, including its cost-effectiveness</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that business units can identify relevant training needs</li><li>• Ensure that training programmes help to improve staff quality and are in line with the company's needs and industry trends</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Arrange appropriate training activities according to staff's training needs; and</li><li>• Implement staff training programmes to enhance performance and professionalism</li></ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Develop a human resource development strategy
2. Code	110764L5
3. Range	This unit of competency involves careful analysis and judgment abilities. Practitioners should be able to analyse the company's development and staff's training needs, and develop a set of appropriate and effective human resources strategies that are in line with the company's business development.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of human resources development strategies</p> <ul style="list-style-type: none"> <li>• Understand the development trends in the travel industry</li> <li>• Understand the methods for evaluating human resources operations in corporations</li> <li>• Understand the legal requirements that affect human resources management in the travel industry</li> </ul> <p>6.2 Develop policies for human resources management in various aspects of the travel industry</p> <ul style="list-style-type: none"> <li>• Analyse the supply and demand situation of human resources in the travel industry</li> <li>• Assess future compensation and benefits trends in the human resources market</li> <li>• Analyse whether the company's current human resources can meet its business needs, based on its short, medium and long-term development plans and operational strategies</li> <li>• Identify future expansion or austerity policies for the company, and assess the type and number of positions that will need to be added or reduced</li> <li>• Formulate an appropriate human resources strategy to meet the company's development needs according to its operational policy and development strategy</li> <li>• Assess the company's additional staffing needs, based on factors such as turnover, retirement, suspension, leave of absence, further education, etc.</li> <li>• Develop strategic human resources management policies, guidelines, procedures and systems</li> <li>• Develop fair compensation and effective employee incentive plans</li> <li>• Design appropriate compensation and commission policies</li> <li>• Review the company's recruitment policy and assess the effectiveness of its incentive system</li> <li>• Assess the company's staff training and development needs</li> <li>• Develop communication strategies to convey information on human resources policies, guidelines and procedures, including staff manuals, meetings and events, etc.</li> <li>• Regularly review the company's human resources systems, staffing allocation and other activities with its business and operating units, and update policies as necessary</li> <li>• Develop a career development plan</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the company's human resources strategies can retain talent, so as to avoid brain drain and labour shortages</li> <li>• Ensure all human resources strategies that are developed strictly comply with the requirements of the "Sex Discrimination Ordinance", the "Family Status Discrimination Ordinance" and the "Disability Discrimination Ordinance", etc.</li> </ul>



7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Develop human resources development strategies according to the company's development and operating objectives; and</li> <li>• Update employee training content according to industry changes and regulatory requirements</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Review the human resources policy
2. Code	110765L6
3. Range	This unit of competency involves critical analysis and judgment abilities. Practitioners should be able to review and improve a human resources development plan according to the company's development objectives and available resources, so as to enhance the staff's skills and knowledge and facilitate the company's business development.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of human resources policy reviews</p> <ul style="list-style-type: none"><li>• Understand the travel industry and its human resources needs</li><li>• Understand the company's development strategy</li><li>• Understand the legal requirements that affect human resources management in the travel industry</li><li>• Understand the methods for conducting human resources reviews</li></ul> <p>6.2 Review the policies for human resources development</p> <ul style="list-style-type: none"><li>• Assess the foreseeable human resources and technical requirements in relation to the development trends of the travel industry</li><li>• Ensure that competitive human resources, remuneration and commission policies are in place</li><li>• Closely monitor and review employee turnover and take remedial measures</li><li>• Assess the level of competence of employees according to the functional needs of various departments</li><li>• Reorganise and revise training plans according to training results</li><li>• Adjust the human resources development strategies in response to feedback and the changing market environment</li><li>• Report to a superior regularly and propose improvements to the human resources development plan</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that the company's human resources policies are effective in meeting the human resources needs of all business units</li><li>• Ensure that the company's human resources policies are in line with regulatory requirements</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Establish and use an effective communication mechanism to collect data from various departments to facilitate long-term human resources planning; and</li><li>• Develop long-term human resources development plans according to the company's development objectives and resources, provide useful skills and knowledge training to staff, enhance staff quality and professionalism, and promote the company's business development</li></ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Oversee the daily operations of a branch store
2. Code	110766L3
3. Range	This unit of competency involves innovation and good communication skills. Practitioners should be able to organise and arrange promotional activities including for various tourism products and services within the branch store, as well as handle frontline sales and service issues.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the branch store's daily operations</p> <ul style="list-style-type: none"> <li>• Understand the branch store's staff roster and management</li> <li>• Understand the tourism products and services provided by the branch store, so as to ensure the smooth operation of its front line</li> <li>• Understand the knowledge of sales management, as well as the content management of tourism products in online stores</li> <li>• Understand the branch store's operational process and requirements, and provide excellent service to customers</li> <li>• Understand the knowledge of online sales and the on-time delivery of tourism products</li> </ul> <p>6.2 Carry out the branch store's daily operations</p> <ul style="list-style-type: none"> <li>• Maintain effective communication between headquarters and branch stores, as well as among branch stores</li> <li>• Supervise the branch store's daily operations and sales activities to ensure that all staff comply with the travel industry's guidelines and the company's operational standards, procedures and regulatory requirements of the company</li> <li>• Determine the requirements and design of the branch store's layout in accordance with the company's marketing strategy, including promotional materials for tourism products, the promotion period, special offers, seasonal/festival factors, promotional posters, etc.</li> <li>• Deploy suitable staff to support promotional activities, such as introducing tourism products' features, discounts, benefits to customers, etc.</li> <li>• Develop and maintain relationships with various types of branch store customers by proactively providing value-added services</li> <li>• Manage any operational problems or customer complaints and resolve their grievances</li> <li>• Provide feedback to customers and suggest alternative channels for branch store service</li> <li>• Assist customers on using the tourism products and services on various online platforms</li> <li>• Promote service across all channels to increase customer traffic, improve service efficiency and provide a better customer experience</li> <li>• Study trends in customer enquiries, complaints and feedback on tourism products and services, and adjust current operating processes accordingly</li> <li>• Supervise, educate and review the performance of branch store employees to ensure compliance with established service standards</li> <li>• Use different levels of confidentiality systems to ensure the confidentiality of all tasks, instructions, documents and reports</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that branch store staff comply with the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor the ethics of branch store staff and ensure that recommended tourism products or services meet customer needs</li> <li>• Respond effectively and correctly to customer enquiries and requests</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Provide appropriate resources to conduct branch store promotional activities; and</li> <li>• Implement improvement actions as required to ensure the branch store's smooth operations</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Plan the site selection and layout of a branch store
2. Code	110767L5
3. Range	This unit of competency involves the ability to execute, plan and design. Practitioners should be able to design a branch store and work out a renovation plan according to the company's image, as well as managing and supervising the contractor and staff in charge of the renovations, so as to ensure the timely and proper completion of the renovation to facilitate the store's smooth running of the sales business.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge about the site selection and layout of a branch store</p> <ul style="list-style-type: none"> <li>• Understand the business strategy and marketing plan of the company</li> <li>• Understand the company's requirements for the site selection and property specifications of a branch store</li> <li>• Understand branch store design and layout</li> </ul> <p>6.2 Apply the knowledge about site selection to evaluate the suitability of various locations for the company</p> <ul style="list-style-type: none"> <li>• Identify and explore suitable locations for branch stores according to the company's business objectives and resources, etc. considerations</li> <li>• Understand the owner's requirements for site selection, including: <ul style="list-style-type: none"> <li>○ The floor area of the branch store</li> <li>○ The location area</li> <li>○ The position (ground floor or upstairs)</li> <li>○ Synergies with other stores</li> <li>○ Comparisons with competitors' sites</li> <li>○ Market share considerations</li> </ul> </li> <li>• Research the development potential and estimate the return on investment for the new branch store including: <ul style="list-style-type: none"> <li>○ Potential customer flow: the total number of customers and groups of targeted customers</li> <li>○ Features of store location: prominent location, the appearance and size of the building, and the position, shape and size of the branch store</li> </ul> </li> <li>• Study the lease conditions of the branch store, including: <ul style="list-style-type: none"> <li>○ Rent</li> <li>○ Tenancy period</li> <li>○ Revenue sharing</li> <li>○ Renovation and maintenance costs</li> <li>○ Tax burdens, such as the government rent and rates</li> </ul> </li> <li>• Assign an overall score to each identified potential site according to the established selection criteria</li> <li>• Compare all of the candidate sites' scores to determine the most suitable one</li> <li>• Master retail shop and window design skills, including: <ul style="list-style-type: none"> <li>○ Designing and arranging the layout of the branch stores with the targeted customer groups in mind</li> <li>○ Design and decorate brunch store aligned with the company's image</li> </ul> </li> <li>• Report the final branch location and layout plan to management</li> <li>• Determine whether to set up virtual tourism product stores in online platforms <ul style="list-style-type: none"> <li>○ Determine which tourism products are suitable for sales online</li> <li>○ Determine which methods are suitable for online payments</li> <li>○ Determine the online sales strategy</li> <li>○ Set up an online customer enquiry service, such as 24-hour enquiry service</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Set the online service levels</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Evaluate branch store locations and select the most suitable sites to enhance the company's business development</li> <li>• Ensure compliance with all statutory requirements on occupational safety, security and environmental, etc. measures during shop renovations</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Select the most suitable branch stores based on the company's development goals and resources, etc.; and</li> <li>• Ensure that the branch store renovations and decoration can be completed in an efficient and timely manner, so as to ensure the store's smooth sales operations</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Supervise and manage the daily operations of branch stores
2. Code	110768L5
3. Range	This unit of competency involves careful observation, analysis and management skills. Practitioners should be able to supervise the performance of front-line staff and ensure the quality of sales service. They should also be able to supervise the store's daily operations, including handling transactions, explaining features of tourism products, and answering customer enquiries, etc. so as to ensure the branch store's smooth operations.
4. Level	5
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of supervising and managing the daily operations of branch stores</p> <ul style="list-style-type: none"> <li>• Understand the regulatory requirements to ensure compliance in the provision of branch store services</li> <li>• Understand the quality requirements and standard operating procedures for the services provided by the branch store</li> <li>• Understand how to drive sales and promote a tour group to achieve break even</li> <li>• Understand how to use tour groups target charts, including the number of tour groups, booking information and number of applicants, etc.</li> <li>• Understand how to use air ticket sales target charts</li> <li>• Understand how to use sales and profit margin charts</li> </ul> <p>6.2 Supervise and manage the daily operations of branch stores in accordance with the guidelines formulated by the travel industry's regulatory bodies</p> <ul style="list-style-type: none"> <li>• Monitor branch store operations and detect activities that may violate travel industry guidelines, company operating policies and other regulatory requirements</li> <li>• Identify and rectify irregularities to ensure the branch store's smooth operation and efficient customer service</li> <li>• Supervise and direct branch store staff to demonstrate professionalism in marketing tourism products and services to customers</li> <li>• Observe the service performance of branch store staff, and ask for improvement and feedback from the underperforming staff</li> <li>• Assist branch store staff to solve customers' problems and mediate disputes</li> <li>• Understand the branch stores' sales strategy, including sales objectives, resources and key methods, etc. so as to plan appropriate promotional activities</li> <li>• Prepare reference materials to guide branch store staff when introducing promotional tourism products and services to customers to meet their needs</li> <li>• Make adequate preparations before an event launch at a branch store, so as to ensure that sufficient and appropriate tourism products and materials are available for display and distribution onsite</li> <li>• Monitor the operation of promotional activities to identify potential problems and implement corrective actions where necessary</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that branch store staff comply with the "Trade Descriptions Ordinance" and "Personal Data (Privacy) Ordinance", etc.</li> <li>• Ensure that branch store staff provide customers with accurate information on tourism products</li> <li>• Monitor the ethics of branch store staff and ensure that recommended tourism products or services meet customer needs</li> </ul>

7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Monitor the sales activities of the branch store, identify irregularities and make corrections to ensure the store's smooth operations</li> </ul>
8. Remarks	



## H. Operations management and administrative support

1. Title	Review branch store operations and propose improvement plans
2. Code	110769L6
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to review the company's operations, integrate information on its overall operating performance, and make recommendations for improvement.
4. Level	6
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of reviewing branch store's operations and making improvement plans</p> <ul style="list-style-type: none"> <li>• Understand the scope and requirements of operational support and review them regularly to ensure that the branch store's operation and service standards meet the regulatory requirements</li> <li>• Evaluate branch store operation procedures and follow-up on improvements to ensure their smooth operations</li> </ul> <p>6.2 Review branch store's operations</p> <ul style="list-style-type: none"> <li>• Evaluate daily branch store's operation procedures</li> <li>• Collect feedback from employees and customers on branch store's operations through effective way</li> <li>• Explore standards to improve branch store's operational processes, taking into account the latest trends in personal privacy and security protection</li> <li>• Keep abreast of the latest changes in the travel industry's business environment and regulations, including corporate policies, regulatory requirements, new technological developments, etc. that can improve branch store operations and service procedures</li> <li>• Regularly submit operational review reports of the branch store and recommend improvements according to the company's needs and legislative changes</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that travel agents' counter services comply with relevant legislative requirements and avoid contravention</li> <li>• Take the initiative to review problems in branch store operations and propose improvements</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Analyse and review the company's business strategy, branch store's operations and customer service needs, and propose optimisation measures; and</li> <li>• Design solutions that are in-line with the quality of sales service according to an analysis of the characteristics and requirements of different customer groups</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Abide by professional ethics
2. Code	110770L1
3. Range	This unit of competency involves good communication skills. Practitioners should be able to promote the staff's professional ethics and image according to the regulations of the travel industry and the company's employee guidelines.
4. Level	1
5. Credit	1 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of the regulatory requirements and professional ethics of the travel industry</p> <ul style="list-style-type: none"><li>• Understand the business models of various sectors of the travel industry, as well as the related laws and requirements, including competition laws, the "Prevention of Bribery Ordinance", the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li><li>• Recognise the importance of professional ethics in daily operations , including:<ul style="list-style-type: none"><li>○ Personal integrity</li><li>○ Equal opportunity</li><li>○ Respecting personal privacy</li><li>○ Strictly guarding the company's business secrets</li></ul></li><li>• Recognise the importance of adhering to ethical principles to create a professional image in the travel industry</li></ul> <p>6.2 Abide by professional ethics and staff rules</p> <ul style="list-style-type: none"><li>• Ensure that personal conduct is in accordance with the company's employee guidelines</li><li>• Be fair, impartial and proactive in daily work, support the company's overall business operations and assist with its business development</li><li>• Ensure not to act in any way that will harm the company's interests under any circumstances</li><li>• Comply with laws and requirements relating to the travel industry, including competition laws, the "Prevention of Bribery Ordinance", the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Adhere to the company's guidelines and the travel industry's ethics in daily work, support the company's image and assist with its business development</li><li>• Understand and comply with Hong Kong's laws and requirements related to the travel industry</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Comply with the company's guidelines and industry ethics in daily work</li></ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Enhance the staff's compliance awareness
2. Code	110771L4
3. Range	This unit of competency involves good leadership and communication skills. Practitioners should be able to promote the importance of complying with the law, as well as understand the ethical and integrity challenges that may arise in the daily work environment and how to deal with them, so as to foster high standards of integrity and a culture of compliance with ethical principles.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of improving employees' compliance awareness</p> <ul style="list-style-type: none"> <li>• Understand the company's compliance policies and guidelines</li> <li>• Understand the values, requirements and behaviour of professional ethics, including: integrity, responsibility to the company and confidentiality, etc.</li> <li>• Understand the importance of complying with laws and professional ethics to the smooth functioning and healthy development of individuals, companies and society as a whole</li> <li>• Understand the knowledge related to ethical principles and employee codes</li> <li>• Understand the travel industry's codes of conduct and regulatory requirements for different departments</li> </ul> <p>6.2 Implement policies to enhance employees' compliance awareness</p> <ul style="list-style-type: none"> <li>• Promote compliance awareness to staff in all departments of the company through official and unofficial communication channels <ul style="list-style-type: none"> <li>○ Promote compliance awareness according to the company's management policies and related regulations</li> <li>○ Prepare an employee handbook and explain the contents on compliance to employees</li> <li>○ Liaise with different departments to promote the importance of compliance in their work processes</li> <li>○ Work with different departments to identify potential violations and their causes in their daily work</li> <li>○ Suggest ways to manage situations to avoid violations</li> <li>○ Seek advice from relevant staff regarding failures to correct potential breaches</li> </ul> </li> <li>• Invite regulatory personnel to organise relevant presentations and seminars for the company</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure not to act in any way that will harm the company's interests under any circumstances</li> <li>• Demonstrate high standards of personal integrity, as well as compliance with the law and ethics when carrying out work duties</li> <li>• Be aware of and proactive in addressing corruption incentives and ethical challenges that may arise in the working environment of the travel industry</li> <li>• Ensure that individual behaviour complies with the codes of conduct laid down by the company</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Develop law-abiding staff who can effectively meet the requirements of anti-corruption legislation, "Trade Descriptions Ordinance", etc.; and</li> <li>• Demonstrate due standards of integrity and respond appropriately to ethical and integrity challenges</li> </ul>

8. Remarks	
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## H. Operations management and administrative support

1. Title	Monitor the behaviour of subordinates to ensure the professionalism of employees
2. Code	110772L4
3. Range	This unit of competency involves careful observation and analytical ability. Practitioners should be able to monitor the performance of his/her subordinates and quickly alert relevant employees to avoid illegal activities and reduce the loss of the company. This competency applies to different types of job positions, including logistics, operations and frontline staff, etc.
4. Level	4
5. Credit	4 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of supervising the implementation of regulations and staff management</p> <ul style="list-style-type: none"> <li>• Understand the business unit's operating processes and requirements</li> <li>• Understand the company's compliance policy</li> <li>• Understand regulatory requirements within the travel industry, including relevant legislation and regulations, guidelines and circulars issued by regulatory bodies, and industry standards, guidelines and codes of practice issued by industry bodies</li> </ul> <p>6.2 Supervise the implementation of regulations by different departments and ensure the professionalism of employees</p> <ul style="list-style-type: none"> <li>• Establish a compliance supervising system <ul style="list-style-type: none"> <li>○ Assess the impact of regulatory requirements and regulations and requirements, etc. issued by relevant regulatory bodies on day-to-day operations</li> <li>○ Introduce compliance requirements into daily operations</li> <li>○ Set up a compliance inspection mechanism</li> <li>○ Determine the frequency of compliance inspections for different units</li> <li>○ Establish rules for reporting violations</li> <li>○ Encourage units to report potential risks in their operations</li> </ul> </li> <li>• Develop the professionalism of employees <ul style="list-style-type: none"> <li>○ Train employees on the company's compliance policy and latest regulatory requirements</li> <li>○ Assist employees in resolving daily problems arising from the implementation of compliance requirements</li> <li>○ Assist employees in identifying areas where meeting the compliance requirements can be improved</li> <li>○ Recommend the optimisation of compliance guidelines and related monitoring mechanisms as appropriate</li> </ul> </li> <li>• Supervise employees' compliance with legal and ethical requirements in their performance of duties</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that employees comply with ethical principles and compliance codes</li> <li>• Ensure that employees' behaviour conforms to the company's established employee policies</li> <li>• Ensure that employees maintain a fair, impartial and positive attitude in their daily work</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Monitor and investigate employees' suspicious or illegal activities; and</li> <li>• Enhance employees' professionalism and performance in their daily operations through training</li> </ul>

8. Remarks	
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## H. Operations management and administrative support

1. Title	Conduct management in accordance with travel industry regulations
2. Code	110773L4
3. Range	This unit of competency involves the ability to judge and evaluate. Practitioners should be able to monitor the performance of subordinates for violations and quickly alert the relevant employees, so as to reduce loss to the company.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of managing travel business regulations and management</p> <ul style="list-style-type: none"> <li>• Understand the operating processes of tourism products and services, equip with the knowledge of analysing potential compliance risks</li> <li>• Regularly supervise various departments , master the knowledge of assessing the risk of fraud or other illegal activities</li> <li>• Understand the knowledge of monitoring the business of service providers to ensure compliance with statutory and regulatory requirements</li> </ul> <p>6.2 Implement compliance management</p> <ul style="list-style-type: none"> <li>• Understand the business model of different parts of the travel industry and introduce compliance requirements into daily operations, including competition laws, the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li> <li>• Establish guidelines for dealing with and reporting violations</li> <li>• Recommend solutions to cope with compliance risks</li> <li>• Investigate potential suspicious and illegal activities by employees and report violations</li> <li>• Analyse the potential damage and severity of violations</li> <li>• Identify potential irregularities in the day-to-day operations of each department</li> <li>• Use appropriate methods to investigate possible regulatory violations related to the sales of tourism products or business activities</li> <li>• Review and analyse customer complaints</li> <li>• Take remedial action to correct acts of violation</li> <li>• Follow-up on incidents to ensure violation conditions are resolved</li> <li>• Analyse non-compliance records to assess and adjust compliance monitoring systems</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Minimise the negative impact of violations on the company's reputation and legal status</li> <li>• Actively accept recommendations from regulators and implement measures to strengthen supervision</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Monitor abnormal conditions and identify the cause of the problem; and</li> <li>• Propose corrective actions based on violation conditions</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Handle non-compliance cases
2. Code	110774L4
3. Range	This unit of competency involves the ability to judge and evaluate. Practitioners should be able to take appropriate actions in response to subordinates' non-conforming performance. This competency applies to all types of disciplinary actions against employees of different grades, functions and positions.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of commercial law and compliance monitoring</p> <ul style="list-style-type: none"><li>• Understand the regulatory requirements within the travel industry, including relevant legislation, regulations, guidelines and circulars issued by regulatory bodies, and industry standards, guidelines and codes of practice issued by industry bodies</li><li>• Equip with the knowledge of regulatory review</li><li>• Understand the company's compliance policies and guidelines</li><li>• Understand the business operations of different departments</li><li>• Understand the knowledge of writing internal and external compliance reports</li></ul> <p>6.2 Handle non-compliance cases</p> <ul style="list-style-type: none"><li>• Collect up-to-date regulatory records from all departments in daily operations</li><li>• Comprehensively collate the compliance investigation results</li><li>• Provide improvement proposals for addressing violations</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Understand and respond to causes of corruption and ethical challenges that may arise in the work environment</li><li>• Judge violations and handle each case in a fair and objective manner</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Provide appropriate guidance to employees and monitor subordinates' performance;</li><li>• Enforce disciplinary action which is commensurate with the seriousness of the misconduct; and</li><li>• Collect sufficient information and evidence to write a compliance performance report</li></ul>
8. Remarks	



## H. Operations management and administrative support

1. Title	Formulate compliance policies
2. Code	110775L5
3. Range	This unit of competency involves careful analysis and judgment skills. Practitioners should be able to comply with travel industry guidelines and regulatory requirements, as well as to formulate compliance management policies to ensure that the company provides a high standard of compliant services.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of compliance management</p> <ul style="list-style-type: none"> <li>Understand the regulatory requirements within the travel industry, including relevant legislation, regulations, guidelines and circulars issued by regulatory bodies, and industry standards, guidelines and codes of practice issued by industry bodies</li> <li>Understand the business development strategy and compliance management requirements of the company</li> </ul> <p>6.2 Formulate compliance management policies</p> <ul style="list-style-type: none"> <li>Review the company's compliance management policies as regulations change</li> <li>Develop corporate governance objectives and a compliance management framework</li> <li>Develop guidelines for conflicts of interest</li> <li>Analyse the resources required to implement compliance management</li> <li>Assess the impact of regulations on the development and day-to-day operations of the company's travel business</li> <li>Assess the damage and severity of violation activities</li> <li>Develop guidelines for stakeholder relationship management</li> <li>Develop guidelines for the management of service providers</li> <li>Establish compliance management principles for different business units</li> <li>Develop a remedial code to resolve violation conditions</li> <li>Liaise closely with regulators to understand, clarify and update regulatory requirements</li> <li>Conduct periodic audits to determine the company's level of compliance</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>Keep abreast of developments in regulations and governance requirements</li> <li>Ensure that management policies comply with legislative requirements issued by regulatory bodies</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>Understand the regulations related to the travel industry, as well as the company's internal guidelines and codes of conduct; and</li> <li>Analyse the impact of new regulations on the company's operations and the needs of different employees, and then formulate relevant compliance management policies according to the development of the new regulatory system</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Collect operational performance data regularly from different departments
2. Code	110776L5
3. Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to analyse daily operational performance data and develop countermeasures to control and manage operating costs.
4. Level	5
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of collecting operational performance data</p> <ul style="list-style-type: none"> <li>• Understand the steps for collecting operational business performance data</li> <li>• Understand the methods for evaluating operational performance</li> </ul> <p>6.2 Develop a plan for collecting operational performance data</p> <ul style="list-style-type: none"> <li>• Assess operational and business performance by applying various analyses, including <ul style="list-style-type: none"> <li>○ Financial performance indicators <ul style="list-style-type: none"> <li>▪ Gross profit margin</li> <li>▪ Net profit margin</li> <li>▪ Debt-to-asset ratio</li> </ul> </li> <li>○ Marketing performance indicators <ul style="list-style-type: none"> <li>▪ Return on advertising spending</li> <li>▪ Customer acquisition costs</li> </ul> </li> <li>○ Employee performance indicators <ul style="list-style-type: none"> <li>▪ Employee efficiency</li> <li>▪ Quality of work</li> </ul> </li> </ul> </li> <li>• Operational performance indicators <ul style="list-style-type: none"> <li>○ Customer service satisfaction, etc.</li> </ul> </li> <li>• Analyse the performance of various performance indicators and explain what the numbers mean</li> <li>• Assess progress in the implementation of the business plan compared to the established standards</li> <li>• Analyse the progress report about the business plan's implementation to monitor its progress in execution</li> <li>• Review whether the business plan is achieving its original objectives</li> <li>• Propose improvements based on the programme's effectiveness and changes in the environment</li> <li>• Evaluate competitors' actions and adjust the company's operational plan to remain competitive</li> <li>• Supervise operations and submit regular reports to management</li> </ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Professionally evaluate and recommend improvement measures</li> <li>• Prioritise customer needs when recommending improvement measures</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master operating cost control skills and prepare various types of operating reports; and</li> <li>• Deploy the company's operational resources to meet its business development needs, based on cost-effectiveness</li> </ul>
8. Remarks	

## H. Operations management and administrative support

1. Title	Develop sustainable operational plans based on performance data
2. Code	110777L5
3. Range	This unit of competency involves critical analysis, evaluation, and creative skills. Practitioners should be able to analyse the characteristics of the company's operations, and develop business continuity strategies and implementation plans most suitable for the company, so as to meet the future development trends of the travel industry.
4. Level	5
5. Credit	5 (for reference only)
6. Competency	<p>Performance Requirements:</p> <p>6.1 Master the knowledge of developing sustainable operational plans</p> <ul style="list-style-type: none"><li>• Understand the future trends of the travel industry</li><li>• Understand the legislative and regulatory requirements of the travel industry</li><li>• Equip with the knowledge of developing sustainable business operations</li></ul> <p>6.2 Develop sustainable business operation plans</p> <ul style="list-style-type: none"><li>• Analyse the operational performance data from each department</li><li>• Review the company's internal business procedures and operational efficiency</li><li>• Examine external events/crises and other factors that may affect business operations, including changes in the political, economic and cultural environment, etc.</li><li>• Develop a set of sustainable business strategies based on the evaluation results that are in line with the development direction, actual operations, operating procedures and resources of the company</li><li>• Develop internal communication policies to coordinate work related to sustainable operational strategies</li><li>• Forecast the impact of the business continuation and alternative operations plans on cost</li><li>• Provide necessary resources to facilitate the implementation of a sustainable operational business strategies</li><li>• Conduct in-depth research and evaluations of major and fundamental management issues, and regularly revise the strategies and policies of the company accordingly</li></ul> <p>6.3 Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"><li>• Ensure that the interests of the company and its stakeholders are taken into account when developing a business continuity strategy</li><li>• Prevent any abuse of authority or fraud in a professional manner</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Ensure that the business continuity strategy is developed to protect the long-term interests of the company; and</li><li>• Monitor and review the business continuity plan to ensure that it is in line with the company's development requirements and the future development trends of the travel industry</li></ul>
8. Remarks	

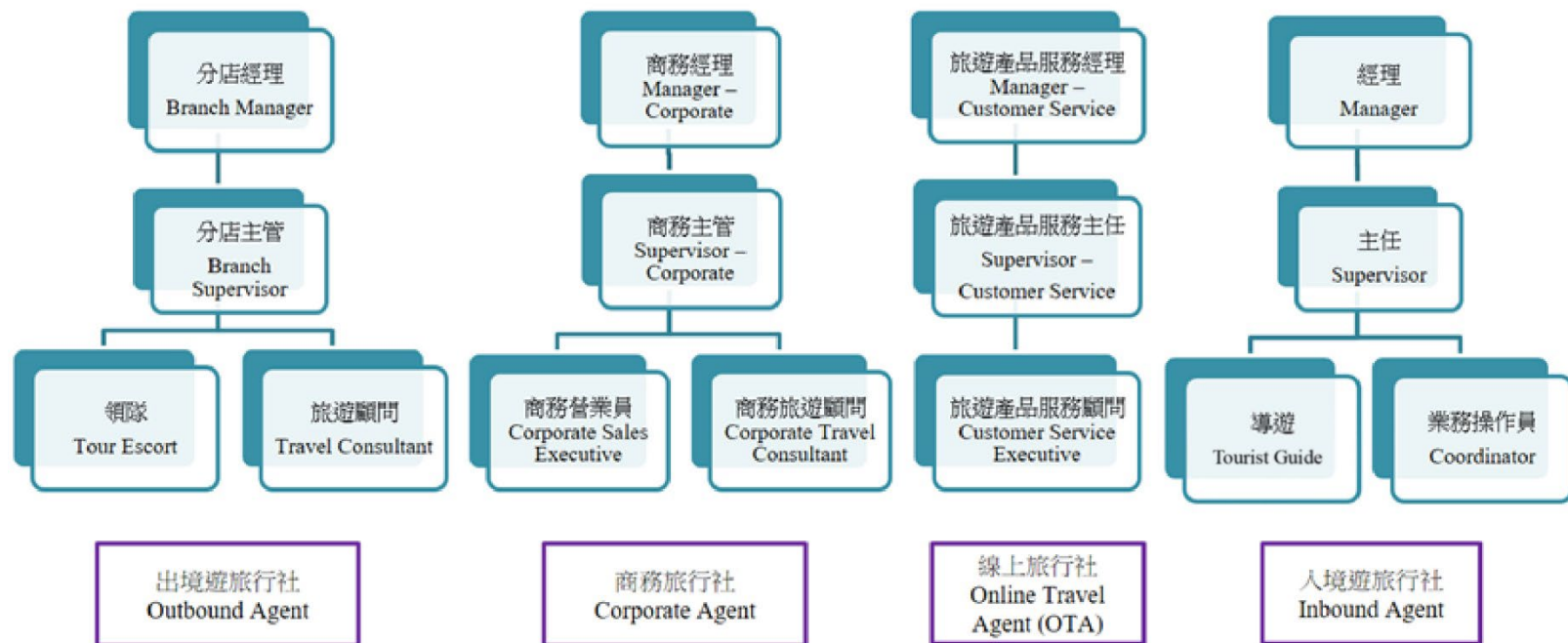
## Chapter Seven

### 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



## (2) Major Job Positions of Travel Industry and the Respective Competencies

### 1) Tour Escort (Outbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
<b>Core Competencies</b> ( <i>comply with the licensing requirements of the Travel Industry Authority</i> )					
Tour operations	Operations of outbound tour	Make preliminary preparations prior to the departure of the outbound tour groups	110647L3	3	2
		Provide customer service to outbound tour group during a tour	110648L3	3	2
		Provide hotel information and check-in service during an outbound tour	110649L3	3	2
		Arrange catering, guided sightseeing and shopping activities for outbound tour groups	110650L3	3	2
		Manage outbound tour return arrangements and conclude the tour	110651L3	3	2
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
	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
<b>Subtotal</b>					21
<b>Additional Competencies</b>					
Travel consultation and sales	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
Customer service	Provide excellent customer services	Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
Risk and crisis management	Identify the potential risks of 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	Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Master basic first aid knowledge	110709L3	3	1
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	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
				Subtotal	36
<b>Total</b>					<b>57</b>

## 2) Travel Consultant (Outbound 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
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
Risk and crisis management	Risk management of marketing and sales	Perform marketing and sales risk management	110697L4	4	3
	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	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
	Arrange promotion activities	Conduct promotion activities	110724L3	3	2



Operating management and administrative support	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
	Implement compliance management	Abide by professional ethics	110770L1	1	1
<b>Total</b>					<b>47</b>

### 3) Branch Supervisor (Outbound 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
		Improve the sales skills of employees	110632L4	4	4
		Strengthen employee knowledge of tourism products	110633L4	4	3
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
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
	Review the handling of complaints and formulate improvement plans	Handle and follow-up on customer complaints	110687L3	3	3
Risk and crisis management	Risk management of marketing and sales	Perform marketing and sales risk management	110697L4	4	3
	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
<b>Total</b>					<b>49</b>

#### 4) Branch Manager (Outbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
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
	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
	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	Risk management of marketing and sales	Perform marketing and sales risk management	110697L4	4	3
	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 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
		Evaluate the effectiveness of brand promotion strategies	110717L6	6	4
	Arrange promotion activities	Conduct promotion activities	110724L3	3	2
		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
	Analyse business data	Analyse customers' online consumption data	110741L4	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
	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
	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
		Plan the site selection and layout of a branch store	110767L5	5	4
		Supervise and manage the daily operations of branch stores	110768L5	5	4
		Review branch store operations and propose improvement plans	110769L6	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					216

## 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
<b>Total</b>					<b>35</b>

**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
<b>Total</b>					<b>59</b>

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
<b>Total</b>					<b>114</b>

**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
<b>Total</b>					<b>226</b>



**9) Customer Service Executive (Online Travel Agent)**

Functional Area	Function	Task	Code	QF Level	Credit
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
	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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
		Design online sales promotion activities	110636L4	4	5
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	110664L3	3	4

		their journey			
		Provide post-journey services to business travel clients	110665L3	3	3
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
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
	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	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 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	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
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
<b>Total</b>					<b>110</b>

**10) Supervisor – Customer Service (Online Travel Agent)**

Functional Area	Function	Task	Code	QF Level	Credit
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
	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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
		Design online sales promotion activities	110636L4	4	5
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	Solve common customer problems	110675L3	3	1
		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
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
	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	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
		Plan brand promotion strategies	110716L5	5	5
	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
		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
Information technology application and support	Understand IT development trends	Identify development trends in current information technology	110729L3	3	3
		Explore the pros and cons of using the latest information technology	110730L3	3	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
	Analyse business data	Analyse customers' online consumption data	110741L4	4	4

		Analyse website data and write reports	110743L4	4	4
		Develop business data analysis strategies	110744L5	5	6
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
	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					190

# 11) Manager – Customer Service (Online Travel Agent)

Functional Area	Function	Task	Code	QF Level	Credit
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
		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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
		Design online sales promotion activities	110636L4	4	5
	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	Sales strategy of air ticket / hotel / travel packages	110660L3	3	4

	/ travel packages	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	Solve common customer problems	110675L3	3	1
		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 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	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
	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	Understand the company's market positioning	Explore the characteristics of tourism product consumers	110713L3	3	3
		Analyse market strengths	110713L3	4	4

communications	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 communication channels	Evaluate the effectiveness of communication channels	110728L6	6	5
Information technology application and support	Understand IT development trends	Identify development trends in current information technology	110729L3	3	3
		Explore the pros and cons of using the latest information technology	110730L3	3	4
		Assess the effectiveness of various new IT systems	110731L5	5	5
	Manage IT systems	Set up IT networks and support systems	110731L5	5	5
		Monitor and assess the effectiveness of IT systems	110733L5	5	4
	Manage e-commerce systems	Develop or upgrade existing e-commerce systems	110734L5	5	5
		Assess the effectiveness of the service providers of various e-commerce websites	110735L5	5	4
		Monitor and assess the performance of e-commerce systems	110736L5	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
	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
		Develop business data analysis strategies	110744L5	5	6
		Monitor and assess the effectiveness of business data applications	110745L5	5	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
		Develop operational management policies	110757L5	5	5
		Review operational efficiency	110758L6	6	5
	Enhance the financial management system	Implement payment standards	110759L3	3	3
		Develop and improve financial arrangements	110760L5	5	5
		Review financial policies	110761L6	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
		Formulate compliance policies	110775L5	5	6
	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
<b>Total</b>					<b>354</b>

## 12) Coordinator (Outbound 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 outbound tour	Make preliminary preparations prior to the departure of the outbound tour groups	110647L3	3	2
		Provide chartered tour services	110652L3	3	3
	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 cruise tour operations	110668L3	3	5
		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
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
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	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
<b>Total</b>					<b>64</b>

### 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
<b>Total</b>					<b>69</b>

**14) Supervisor – Operations (Operations Department, Outbound and Inbound)**

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 outbound tour	Make preliminary preparations prior to the departure of the outbound tour groups	110647L3	3	2
		Provide chartered tour services	110652L3	3	3
	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 cruise tour operations	110668L3	3	5
		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
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
	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 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	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
<b>Total</b>					<b>75</b>



**15) Manager – Operations (Operations Department, Outbound and Inbound)**

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 outbound tour	Make preliminary preparations prior to the departure of the outbound tour groups	110647L3	3	2
		Provide chartered tour services	110652L3	3	3
	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 cruise tour operations	110668L3	3	5
		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
		Arrange cancellation/transfer of tour group and refunds of tourism products	110676L3	3	2
	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	Choose suitable tourism resource providers	110692L4	4	4

	service providers	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
		Establish a crisis response team	110695L5	5	5
		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	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 management standards to achieve expected results	Implement operational management policies	110756L4	4	3
		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
	<b>Total</b>				<b>184</b>

## 16) Ticketing Operator (Ticketing Department)

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
		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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
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
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
Risk and crisis management	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		Handle unexpected incidents	110710L4	4	3
Public relations, marketing and internal communications	Understand the company's market positioning	Explore the characteristics of tourism product consumers	110713L3	3	3
	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
Operating management and administrative support	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3

	Implement compliance management	Abide by professional ethics	110770L1	1	1
<b>Total</b>					<b>53</b>

**17) Supervisor – Ticketing (Ticketing Department)**

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
		Improve the sales skills of employees	110632L4	4	4
		Strengthen employee knowledge of tourism products	110633L4	4	3
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
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
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
	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	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
		Plan brand promotion strategies	110716L5	5	5
	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
		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
Information technology application and support	Understand IT development trends	Identify development trends in current information technology	110729L3	3	3
		Explore the pros and cons of using the latest information technology	110730L3	3	4
	Manage e-commerce systems	Develop or upgrade existing e-commerce systems	110734L5	5	5
	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
	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
		Develop business data analysis strategies	110744L5	5	6
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
	Enhance the financial management system	Implement payment standards	110759L3	3	3
	Establish human resources	Perform human resources functions	110762L3	3	3

	training system	Implement an employee training plan	110763L3	3	4
	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
		Supervise and manage the daily operations of branch stores	110768L5	5	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
	<b>Total</b>				<b>167</b>



**18) Manager – Ticketing (Ticketing Department)**

Functional Area	Function	Task	Code	QF Level	Credit
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
		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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	3
		Design online sales promotion activities	110636L4	4	5
	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	Sales strategy of air ticket / hotel / travel packages	110660L3	3	4

	/ travel packages	Provide personal tourism products and services	110661L3	3	3
Customer service	Provide excellent customer services	Solve common customer problems	110675L3	3	1
		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
	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	Risk management of travel service providers	Choose suitable tourism resource providers	110692L4	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
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 communication channels	Evaluate the effectiveness of communication channels	110728L6	6	5
Information technology application and support	Understand IT development trends	Identify development trends in current information technology	110729L3	3	3
		Explore the pros and cons of using the latest information technology	110730L3	3	4
		Assess the effectiveness of various new IT systems	110731L5	5	5
	Manage IT systems	Set up IT networks and support systems	110731L5	5	5
		Monitor and assess the effectiveness of IT systems	110733L5	5	4
	Manage e-commerce systems	Develop or upgrade existing e-commerce systems	110734L5	5	5
		Assess the effectiveness of the service providers of various e-commerce websites	110735L5	5	4
		Monitor and assess the performance of e-commerce systems	110736L5	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
	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
		Develop business data analysis strategies	110744L5	5	6
		Monitor and assess the effectiveness of business data applications	110745L5	5	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	Implement operational management policies	110756L4	4	3
		Develop operational management policies	110757L5	5	5

	achieve expected results	Review operational efficiency	110758L6	6	5
	Enhance the financial management system	Implement payment standards	110759L3	3	3
		Develop and improve financial arrangements	110760L5	5	5
		Review financial policies	110761L6	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
	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
		Plan the site selection and layout of a branch store	110767L5	5	4
		Supervise and manage the daily operations of branch stores	110768L5	5	4
		Review branch store operations and propose improvement plans	110769L6	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
		Formulate compliance policies	110775L5	5	6
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					336

**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
<b>Total</b>					<b>70</b>



## 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
<b>Total</b>					<b>132</b>

## 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>

## 25) Tourist Guide (Inbound Agent)

Functional Area	Function	Task	Code	QF Level	Credit
<b>Core Competencies (comply with the licensing requirements of the Travel Industry Authority)</b>					
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
<b>Total</b>					<b>77</b>

**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

# QF Level 1

## Knowledge and Intellectual Skills

- Demonstrate and/or work with basic general and foundation knowledge in a narrow range of areas of a field of work or study
- Use basic intellectual skills in familiar, personal and/or everyday contexts
- Employ recall and demonstrate comprehension of facts with dependency on ideas of others
- Receive and pass on information

## Processes

- Perform a limited range of tasks of a routine and repetitive nature in defined and highly structured contexts
- Use, under supervision or prompting, basic tools and materials
- Apply learnt responses to solve problems
- Take some account, with prompting, of identified consequences of actions

## Autonomy and Accountability

- Carry out directed activity under close supervision
- Rely entirely on external monitoring of quantity and quality of own output
- Interact with others to complete tasks

## Communication, ICT and Numeracy

- Use a limited range of simple skills with assistance in familiar, routine contexts
- Produce and respond to a limited range of simple, written and oral communications and take some part in discussions on straightforward subjects
- Carry out a limited range of simple tasks to process data and access information
- Use a limited range of simple and familiar numerical and graphical data

## **QF Level 2**

### **Knowledge and Intellectual Skills**

- Demonstrate and/or work with basic factual or operational knowledge in a selected number of areas of a field of work or study
- Use a range of intellectual skills in familiar, personal and/or everyday contexts
- Make comparisons with some evaluation and interpret available information

### **Processes**

- Perform a range of tasks in predictable and structured contexts
- Apply basic tools and materials to complete routine processes
- Use rehearsed stages for solving problems
- Take account of the identified consequences of actions

### **Autonomy and Accountability**

- Undertake directed activity with a degree of autonomy
- Accept defined responsibility for quantity and quality of own output subject to external quality checking
- Co-ordinate with others to achieve common goals

### **Communication, ICT and Numeracy**

- Use a range of routine skills with some assistance in familiar, routine contexts
- Identify the main points and ideas from documents and reproduce them in other contexts
- Produce and respond to a specified range of written and oral communications and take an active part in discussions on identified topics
- Carry out a defined range of tasks to process data and access information
- Use a range of familiar numerical and graphical data

## **QF Level 3**

### **Knowledge and Intellectual Skills**

- Demonstrate and/or work with broad operational and theoretical knowledge of a field of work or study
- Use a broad range of intellectual skills in familiar but sometimes unfamiliar contexts
- Access, organise and evaluate information independently and draw reasoned conclusions

### **Processes**

- Perform a broad range of tasks in a variety of familiar and some unfamiliar contexts using a known range of technical skills
- Employ a range of responses to well defined, but sometimes unfamiliar or unpredictable problems
- Make generalisations and predictions in familiar contexts

### **Autonomy and Accountability**

- Carry out self-directed activity with guidance/ evaluation
- Accept responsibility for quantity and quality of own output and comply with prevailing practice
- Accept clearly defined but limited responsibility for the quantity and quality of the output of others
- Adapt own behaviour when working with others

### **Communication, ICT and Numeracy**

- Use a wide range of largely routine and well-practiced skills in familiar and some unfamiliar contexts
- Produce and respond to detailed and complex written and oral communication and make presentations to an audience using suitable structure and style
- Use a wide range of standard ICT applications to obtain, process and combine information
- Use a wide range of numerical and graphical data to support work or study

## **QF Level 4**

### **Knowledge and Intellectual Skills**

- Demonstrate and/or work with a broad knowledge base with some specialised knowledge of a field of work or study
- Use a wide range of largely routine and some specialised intellectual skills related to a subject/discipline/sector
- Present and evaluate information, using it to inform future actions

### **Processes**

- Perform skilled tasks requiring some discretion and creativity in a range of contexts
- Carry out routine lines of enquiry to address professional level issues and problems
- Exercise appropriate judgement in planning, selecting or presenting information, methods or resources

### **Autonomy and Accountability**

- Undertake self-directed and some supervisory activity
- Operate within broad general guidelines and meet specified quality standards
- Take responsibility for the nature and quantity of own output
- Undertake a supervisory role, accepting some responsibility for the quantity and quality of the output of others including compliance with prevailing practice
- Contribute to group performance

### **Communication, ICT and Numeracy**

- Use a wide range of routine and some advanced skills associated with a subject/discipline/sector in both familiar and some new contexts
- Synthesise, organise and present information coherently to convey complex ideas in well-structured form
- Use a wide range of standard ICT applications to support and enhance work
- Use and evaluate numerical and graphical data to measure progress and achieve goals and/or targets

## **QF Level 5**

### **Knowledge and Intellectual Skills**

- Demonstrate and/or work with in-depth specialised technical or theoretical knowledge of a field of work or study
- Use a wide range of specialised intellectual skills in support of established practices in a subject/discipline/ sector
- Critically analyse, evaluate and/or synthesise concepts, information and issues drawn from a wide range of sources to generate ideas

### **Processes**

- Apply knowledge and skills in a range of technical, professional or management activities
- Identify and analyse both routine and abstract technical/ professional problems and issues, and formulate evidence-based responses
- Exercise appropriate judgement in planning, design, technical and/or management functions related to products, services, operations or processes

### **Autonomy and Accountability**

- Accept responsibility and accountability, within broad parameters, for determining and achieving personal and/or group outcomes
- Work under the mentoring of senior qualified practitioners
- Deal with ethical issues, seeking guidance of others where appropriate

### **Communication, ICT and Numeracy**

- Use some advanced and specialised skills in support of established practices in a subject/discipline/ sector
- Participate constructively in group discussions and make formal and informal presentations to a range of audiences on standard/mainstream topics in a subject/ discipline/sector
- Use some advanced features of ICT applications to support and enhance work
- Interpret, use and evaluate numerical and graphical data to set and achieve goals/ targets

## **QF Level 6**

### **Knowledge and Intellectual Skills**

- Demonstrate command of a systematic, coherent body of knowledge, some of which is at the forefront of a field of study or professional practice
- Utilise highly specialised technical, research or scholastic skills across an area of study
- Critically review, consolidate and extend knowledge, skills, practices and thinking in a subject/discipline/sector

### **Processes**

- Apply knowledge and skills in a broad range of specialised technical, professional or management activities
- Utilise diagnostic and creative skills to carry out complex planning, design, technical and/or management functions related to products, services, operations or processes, including resourcing and evaluation
- Design and apply appropriate methodologies to conduct research and/or advanced technical or professional activity
- Critically evaluate new information, concepts and evidence from a range of sources and develop creative responses to routine and abstract professional problems and issues
- Deal with complex issues and make informed judgements in the absence of complete or consistent data/information

### **Autonomy and Accountability**

- Exercise significant autonomy in determining and achieving personal and/or group outcomes
- Accept accountability in decision making relating to the achievement of outcomes
- Demonstrate leadership and make an identifiable contribution to change and development
- Deal with complex ethical and professional issues

### **Communication, ICT and Numeracy**

- Use advanced and specialised skills to support academic and professional work in a subject/ discipline/sector
- Communicate, using appropriate methods, to a range of audiences including peers, senior colleagues and specialists
- Use advanced features of ICT applications to support and enhance work and identify refinements and/or new requirements to increase effectiveness
- Undertake critical evaluations of numerical and graphical data in support of decision-making

## **QF Level 7**

### **Knowledge and Intellectual Skills**

- Demonstrate a critical overview of a substantial body of knowledge and its related theories and concepts at the forefront of a field of study or professional practice, including an evaluative understanding of its broad relationship with other disciplines
- Make a significant and original contribution to a specialised field of inquiry, or to broader interdisciplinary relationships
- Identify, conceptualise and offer original and creative insights into new, complex and abstract ideas and information

### **Processes**

- Apply knowledge and skills in a broad range of complex activities in highly specialised technical, professional or management contexts
- Demonstrate command of research and methodological issues and engage in critical dialogue
- Produce creative and original responses to problems and issues in the context of new circumstances
- Deal with very complex and/or new issues and make informed judgements in the absence of complete or consistent data/information

### **Autonomy and Accountability**

- Assume a high degree of autonomy, with full accountability for own work, and significant responsibility for others
- Demonstrate leadership and originality in responding to new and unforeseen circumstances and accept accountability in related decision making
- Deal with very complex ethical and professional issues

### **Communication, ICT and Numeracy**

- Use advanced and specialised skills to support academic and professional work that is at the forefront of a subject/discipline/ sector
- Strategically use communication skills, at the standard of published academic work and/or critical dialogue, adapting content and purpose to a range of audiences and contexts
- Use advanced features of ICT applications and specify requirements in anticipation of future needs
- Undertake critical evaluations of numerical and graphical data and employ such data extensively in support of the creation of new knowledge and innovative practice