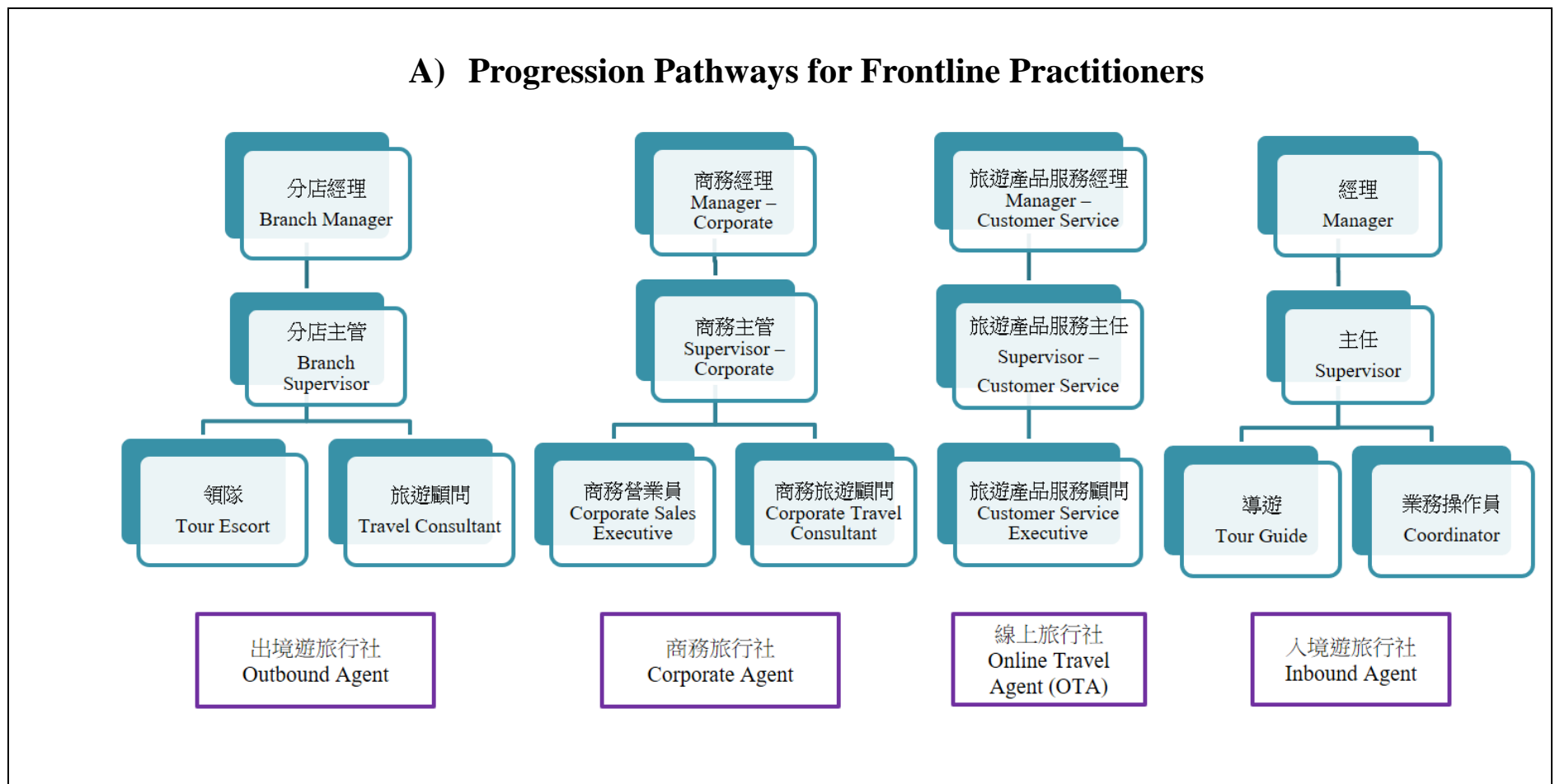


Chapter Seven

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.

(1) Progression Pathways for Travel Industry Practitioners



5) Corporate Sales Executive (Corporate Agent)

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

6) Corporate Travel Consultant (Corporate Agent)

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

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

7) Supervisor – Corporate (Corporate Agent)

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

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

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|--------------|--|-----------------------------|----------|---|------------|
| | | Handle non-compliance cases | 110774L4 | 4 | 3 |
| Total | | | | | 114 |

8) Manager – Corporate (Corporate Agent)

| Functional Area | Function | Task | Code | QF Level | Credit | |
|-------------------------------|--|---|---|----------|--------|---|
| Tourism product development | Formulate development and optimisation solutions of tourism products | Formulate development and optimisation solutions for business tourism products | 110615L5 | 5 | 5 | |
| Travel consultation and sales | Understand and compare tourism products to be sold | Get familiar with the tourism product information of major competitors | 110621L3 | 3 | 3 | |
| | | Understand customers' requirements and expectations to different tourism products | Collect customer opinions on tourism products | 110623L3 | 3 | 3 |
| | Formulate sales strategies | | Analyse customers' requirements and expectations for tourism products | 110624L4 | 4 | 4 |
| | | Conduct sales activities | Compare different sales strategies in practice | 110625L4 | 4 | 4 |
| | Write and apply for tenders (study and exchange tour, MICE travel) | | Formulate suitable sales strategies | 110626L5 | 5 | 5 |
| | | 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 | 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 |
| | Identify popular tourism products based on the comparison results | Analyse sales data and sales strategies | 110641L4 | 4 | 4 | |
| | | | 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 |

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

| | | | | | |
|--------------|--|-----------------------------|----------|---|------------|
| | | Handle non-compliance cases | 110774L4 | 4 | 3 |
| Total | | | | | 226 |