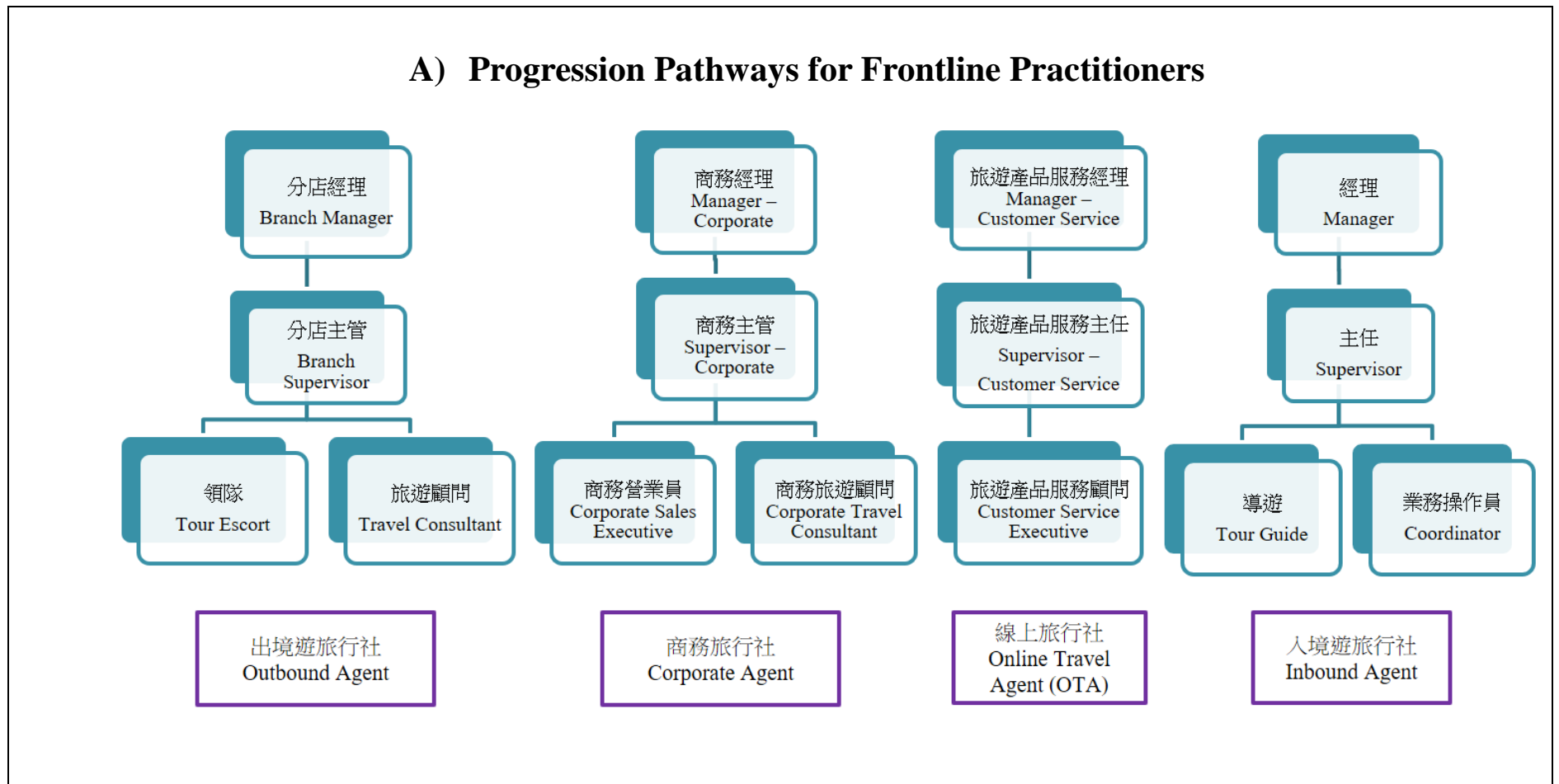


## Chapter Seven

### 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



**13) Coordinator (Inbound Agent)**

Functional Area	Function	Task	Code	QF Level	Credit
Touoperations	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>

**25) Tour Guide (Inbound Agent)**

Functional Area	Function	Task	Code	QF Level	Credit
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
	Operations of distinctive tourism (including ecological tourism, cruise travel, and study and exchange tour etc.)	Perform ecological and green tour operations	110667L3	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
	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	Handle tourist disputes and complaints	110707L3	3	3

	during the journey	Follow-up on travel insurance compensation and refund matters	110708L3	3	1
		Master basic first aid knowledge	110709L3	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>39</b>

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
<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
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
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	
<b>Total</b>					<b>180</b>