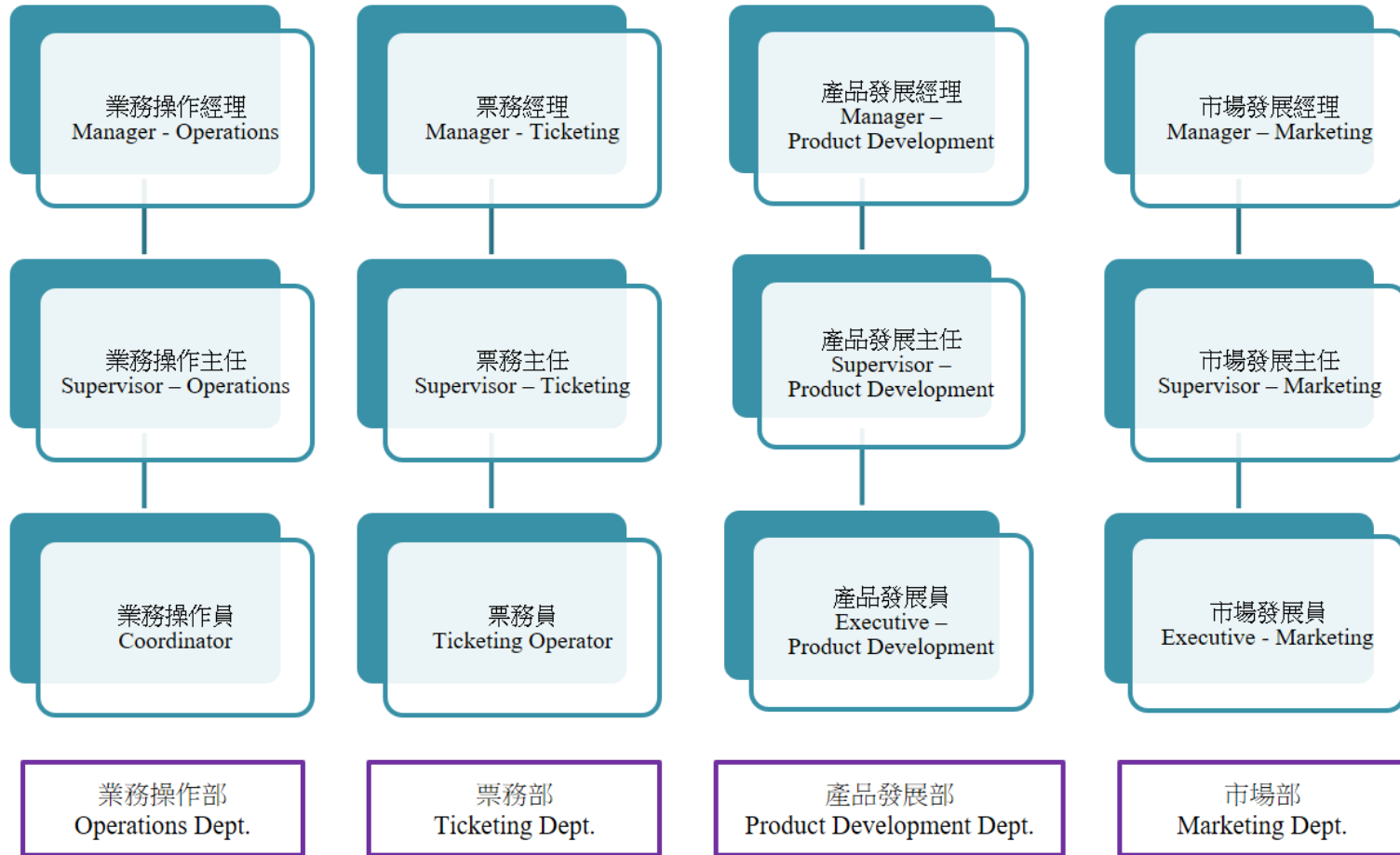


B) Progression Pathways for Support Staff



22) Executive – Marketing (Marketing Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Analyse the needs and trends of the travel market	110606L4	4	4
		Analyse factors that affect travel	110607L4	4	4
		Formulate and update tourism product goals and publicity strategies	110608L5	5	4
	Master the latest travel development direction and information	Establish a good relationship with overseas tourism boards	110609L4	4	4
Travel consultation and sales	Understand and compare tourism products to be sold	Maintain up-to-date information on local and international tourism products	110620L3	3	3
		Get familiar with the tourism product information of major competitors	110621L3	3	3
	Understand customers' requirements and expectations to different tourism products	Collect customer opinions on tourism products	110623L3	3	3
		Analyse customers' requirements and expectations for tourism products	110624L4	4	4
	Formulate sales strategies	Compare different sales strategies in practice	110625L4	4	4
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
	Write and apply for tenders (study and exchange tour, MICE travel)	Look for potential customers	110637L3	3	3
Customer service	Provide excellent customer services	Implement customer service excellence programmes	110677L4	4	3
	Increase the satisfaction of tourism products and services	Enhance customer satisfaction with tourism products and services	110679L3	3	3
		Implement customer relationship management	110681L4	4	4
	Manage membership schemes	Operate the membership data system	110682L3	3	3
		Maintain relationships with members	110683L3	3	3
Public relations,	Understand the company's	Explore the characteristics of tourism product consumers	110713L3	3	3

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

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
Total					160

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
Total					190

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
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
Total					77

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
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