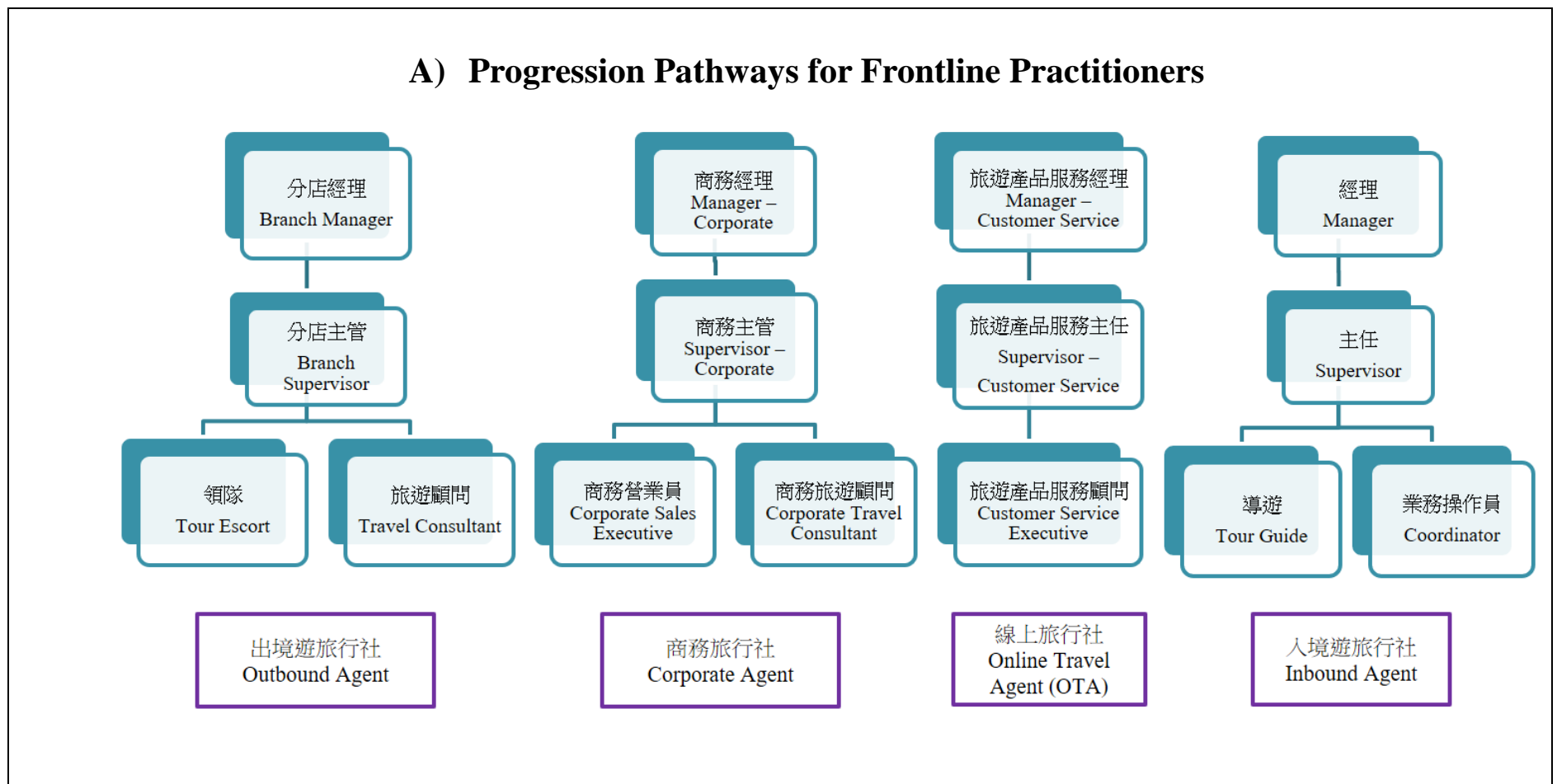


Chapter Seven

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



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
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
Total					110

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

	/ 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
Total					354