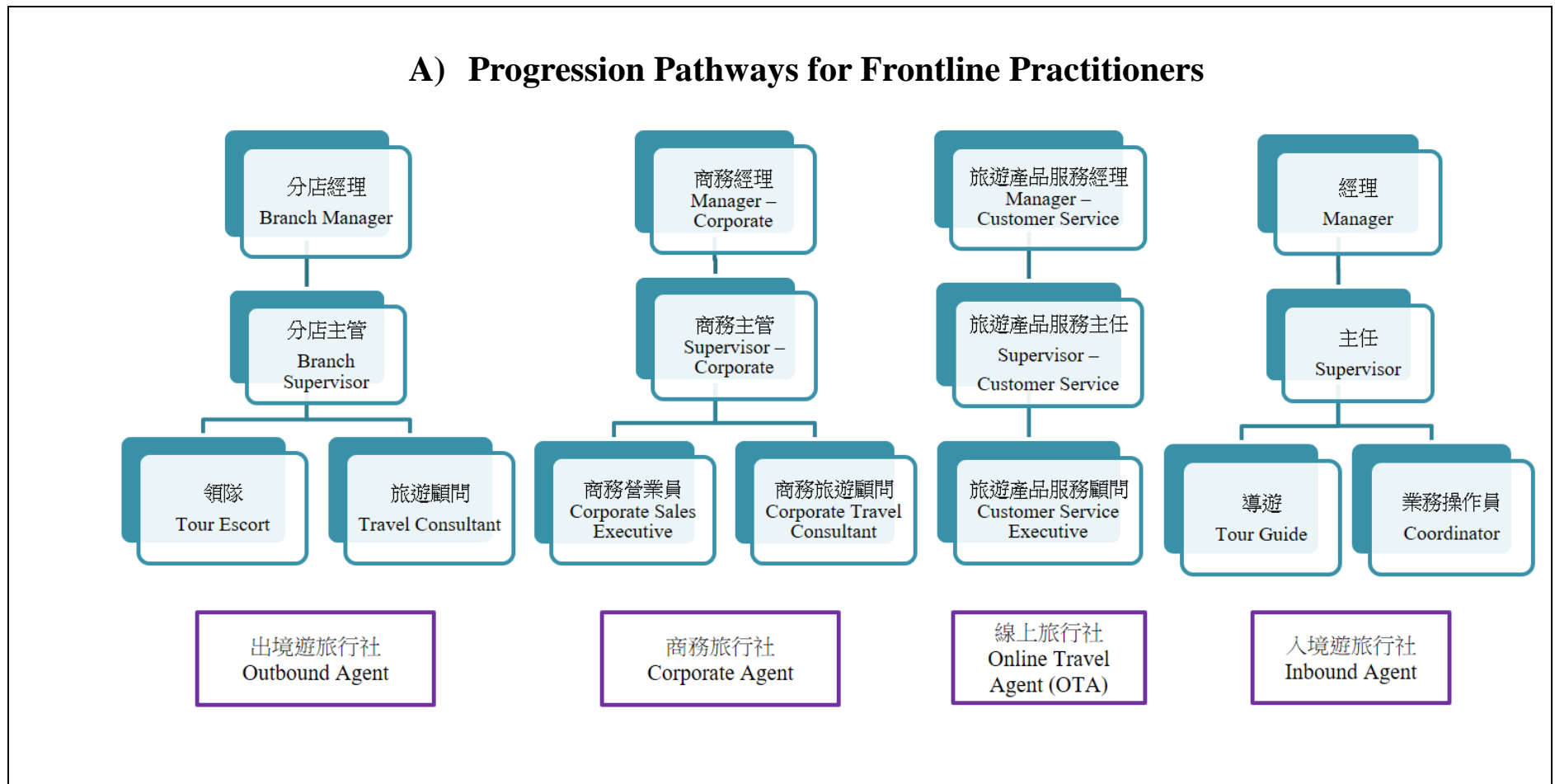


# Chapter Seven

## 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



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

### 1) Tour Escort (Outbound 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
		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 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
		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
		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
		Master basic first aid knowledge	110709L3	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
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>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
		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
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	
	<b>Total</b>					<b>216</b>