

B) Progression Pathways for Support Staff



19) Executive – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3
		Compare tourism products	110605L4	4	4
		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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	1
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2
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
Operating	Implement compliance	Abide by professional ethics	110770L1	1	1

management and administrative support	management				
Total					51

20) Supervisor – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3
		Compare tourism products	110605L4	4	4
		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
		Manage travel service providers	110610L4	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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		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
	Customer service	Provide excellent customer services	Provide value-added services	110674L2	2
Risk and crisis management	Identify the potential risks of various tourism activities	Recognise the potential risks of various tourism activities	110690L3	3	2

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 marketing plan	Analyse the characteristics of the tourism product market	110718L4	4	4
Operating management and administrative support	Implement compliance management	Abide by professional ethics	110770L1	1	1
Total					70

21) Manager – Product Development (Product Development Department)

Functional Area	Function	Task	Code	QF Level	Credit	
Tourism product development	Review and analyse the existing tourism products	Collect tourism product information	110604L2	2	3	
		Compare tourism products	110605L4	4	4	
		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	
		Manage travel service providers	110610L4	4	4	
		Formulate the development direction of tourism products	110611L5	5	5	
		Research the feasibility of developing new tourism products	110612L6	6	6	
	Formulate development and optimisation solutions of tourism products	Formulate solutions to develop and optimise tour group products	110613L5	5	5	
		Formulate development and optimisation solutions for tourism products (air tickets / hotels / travel packages)	110614L5	5	5	
		Formulate development and optimisation solutions for business tourism products	110615L5	5	5	
		Formulate development and optimisation solutions for distinctive tourism products	110616L5	5	5	
		Formulate development and optimisation solutions for MICE tourism products	110617L5	5	5	
		Formulate development and optimisation solutions for online tourism products	110618L5	5	5	
	Evaluate the effectiveness of newly developed tourism products	Review and continuously improve the quality of tourism products	110619L6	6	6	
	Travel consultation and	Understand and compare tourism products to be sold	Maintain up-to-date information on local and international tourism products	110620L3	3	3

sales		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
	Conduct sales activities	Understand the factors that influence customers to purchase tourism products	110627L3	3	2
		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
Customer service	Provide excellent customer services	Provide value-added services	110674L2	2	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
	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
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 marketing plan	Analyse the characteristics of the tourism product market	110718L4	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					132