

## B) Progression Pathways for Support Staff



**16) Ticketing Operator (Ticketing Department)**

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
	Conduct online sales	Provide the latest online information on tourism products	110634L3	3	3
		Answer customer enquiries online	110635L3	3	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	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	Coordinate and handle crisis during the journey	Handle tourist disputes and complaints	110707L3	3	3
		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
	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
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>53</b>

**17) Supervisor – Ticketing (Ticketing Department)**

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
		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
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	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
	Review the handling of complaints and formulate improvement plans	Handle and follow-up on customer complaints	110687L3	3	3
Risk and crisis management	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
	Manage e-commerce systems	Develop or upgrade existing e-commerce systems	110734L5	5	5
	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	
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	Perform human resources functions	110762L3	3	3

	training system	Implement an employee training plan	110763L3	3	4
	Oversee the operations and management of branch stores according to the administrative standards	Oversee the daily operations of a branch store	110766L3	3	3
		Supervise and manage the daily operations of branch stores	110768L5	5	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
<b>Total</b>					<b>167</b>

**18) Manager – Ticketing (Ticketing Department)**

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
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
	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 travel service providers	Choose suitable tourism resource providers	110692L4	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
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 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	Implement operational management policies	110756L4	4	3
		Develop operational management policies	110757L5	5	5

	achieve expected results	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
	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
		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
<b>Total</b>					<b>336</b>