

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Travel consultation and sales

Title	Sell tourism products
Code	110629L3
Range	This unit of competency involves the ability to master the strategies and skills of selling tourism products. Practitioners should be able to apply effective sales skills to recommend suitable tourism products to customers and facilitate transactions.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the strategies and skills of selling tourism products</p> <ul style="list-style-type: none"> <li>• Understand different sales strategies and skills</li> <li>• Understand the content and sales policies of the company's tourism products, including: <ul style="list-style-type: none"> <li>○ The price of tourism products and other expenses, such as taxes, peak season surcharges, and single room surcharges, etc.</li> <li>○ Privilege policies, such as member discounts, early bird discounts, peer discounts, and promotion period discounts, etc.</li> </ul> </li> </ul> <p>2. Apply effective sales skills to recommend suitable tourism products to customers to facilitate transactions</p> <ul style="list-style-type: none"> <li>• Provide suitable tourism products for selection in response to customers' requirements</li> <li>• Recommend tourism products according to the company's sales policy, such as strengthening the promotion of new tourism products</li> <li>• Explain items included or excluded in the fees, payment deadlines, payment methods accepted by the company, and refund terms, etc.</li> <li>• Ensure that eligible tourism products have been paid the levy for the Travel Industry Compensation Fund</li> <li>• Verify customers' types of travel documents, validity periods, and visa arrangements, etc.</li> <li>• Advise customers to purchase suitable travel insurance</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Successfully sell tourism products for the company and increase turnover</li> <li>• When selling tourism products, maintain a professional service attitude and comply with the regulations of the "Trade Descriptions Ordinance"</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the strategies and skills of selling tourism products, as well as the regulations of the "Trade Descriptions Ordinance"; and</li> <li>• Apply effective sales skills in line with the sales strategies of the company to recommend suitable tourism products to customers and facilitate transactions</li> </ul>
Remark	