

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Arrange catering, guided sightseeing and shopping activities for outbound tour groups
Code	110650L3
Range	This unit of competency involves the tour escort's ability to arrange catering, guided sightseeing and shopping activities for outbound tours, and to master the knowledge of the travel destination's dining culture, guided sightseeing and shopping information, understand customer needs and provide quality services
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge related to the dining culture, guided sightseeing and shopping information at the travel destinations</p> <ul style="list-style-type: none"> • Acquire knowledge of the geography, history and culture, etc. related to the tourist attractions • Understand the dining culture and etiquette at the travel destinations • Collect information on the popular shopping hotspots and latest travel information on the destinations <p>2. Apply tour escort knowledge and experience to arrange dining, guided sightseeing and shopping activities</p> <ul style="list-style-type: none"> • Arrange visits to designated tourist attractions • Remind customers about relevant tourist attraction restrictions, such as prohibitions against taking photos, proper dress code for churches and temples, etc. • Arrange designated self-paid activities and clearly explain the charges involved • Remind customers to avoid participating in high-risk activities, especially if they are elderly or study tour students • Explain the dining culture and etiquette at the travel destinations • Assist in providing special meals to customers with special needs, such as avoiding prickly foods for the elderly, making special arrangements for vegetarians and those who are allergic to certain types of food, etc. • After arriving at the restaurant, confirm that the menu is the same as what was stated in the contract, and monitor the service for any incorrect arrangements • Arrange shopping activities as designated by the company • Clearly explain the limit of duty-free goods and any restrictions on bringing goods that are prohibited • Explain the tax refund procedure process (if applicable) • Stay vigilant and always observe the condition of the driver, car and road to ensure safety, etc.and provide assistance to customers with special needs <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Fully dedicated to the service to elevate the satisfaction of customers • When carrying out the duties comply with the principles of professional ethics, employee codes of conduct and related laws and regulations (such as the "Prevention of Bribery Ordinance" and "Personal Data (Privacy) Ordinance") to establish a professional image
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Apply tour escort knowledge and experience to properly arrange catering, guided sightseeing and shopping activities;

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	<ul style="list-style-type: none">• When carrying out the duties, comply with the principles of professional ethics, employee codes of conduct and related laws and regulations to establish a professional image; and• Provide meticulous and professional services to customers for enhancing customers' confidence
Remark	