

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Provide chartered tour services
Code	110652L3
Range	This unit of competency involves the ability to master the operation process for selling a chartered tour, and to understand the needs of the tour group organisers so as to provide suitable tourism products
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of the operation process for selling a chartered tour <ul style="list-style-type: none"> • Understand the differences between chartered tours and general tours, and the advantages of chartered tours • Understand the reasons for the price difference between chartered tours and general tours 2. Apply chartered tour sales techniques and offer suitable tourism products based on the needs of the chartered tour organisers <ul style="list-style-type: none"> • Understand and listen to customers' travel requirements • Tailor-make chartered tourism products for customers • Plan itineraries and activities and provide quotations based on customers' requirements • Select suitable service providers, such as for hotels, catering, transportation, etc. • Source suitable tourism products and services, etc. • Charge and receive a deposit upon confirming the quotation • Make reservations for the chartered tourism products, including air tickets, hotels, transportation, admission to tourist attractions and restaurants reservations, etc. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Provide high-quality services and establish a long-term collaborative relationship with tour group organisers • Comply with the principles of professional ethics and employee codes of conduct to establish a professional image, and manage important information provided by different stakeholders based on the company's principles of confidentiality.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Establish a long-term collaborative relationship with the tour group organisers; • Understand and listen to customers' travel requests as well as apply appropriate chartered tour sales techniques; and • Comply with the principles of professional ethics and employee codes of conduct, and provide customers with tailor-made chartered tourism products and high-quality services
Remark	