

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Provide customer service to inbound tour group during a tour
Code	110654L3
Range	This unit of competency involves the ability of the tour guide to provide quality services to customers during an inbound tour trip, and to master the roles of a tourist guide and assume detailed duties for guiding the tour groups.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of tour guides to provide quality services to customers when escorting a tour group <ul style="list-style-type: none"> • Understand the detailed duties of a tour guide, including helping customers when entering and leaving a country, making transportation and accommodation arrangements, arranging sightseeing and shopping, providing explanation and handling emergencies during the journey 2. Provide quality customer service by applying tour guide knowledge and experience <ul style="list-style-type: none"> • Provide escorting work for arrival and pick-up and drop off, etc. such as confirming the tour number, the number of customers and the customer list • Assist customers in handling various entry and departure procedures, such as airports, railways, cruise ships and cross-border tour coaches, etc. • Maintain collaborative relationship with tour escorts, drivers and other tourist staff • Comply with the sanitation requirements of the tour as well as prepare hygiene and disinfecting supplies • Perform tour guide work on the tour coach, including: <ul style="list-style-type: none"> ○ Count the number of passengers ○ Introduce oneself briefly when meeting the tour participants for the first time ○ Confirm the itinerary, activity outline and accommodation hotel ○ Inform customers on the time that it will take to get to the destination ○ Explain things to note (the weather, taboos, traffic regulations, water, local currency and exchange rates, etc.) ○ Introduce local customs, landscapes and scenery along the way to the customer ○ At the end of a day's travel activities, inform customers of the next day's itinerary activities, breakfast time and location, departure time and other related matters • Provide necessary explanations before getting off the tour coach, including: <ul style="list-style-type: none"> ○ Provide all necessary information about the tourist attractions, activity arrangements, habits and taboos of the places being visited (such as no photography in museums), etc. ○ Explain how long the tour will stay at the attraction, and the time and location to assemble (including repeating the coach plate number and reminding customers to carry with them and take good care of their valuables) as well as toilet location, etc. ○ Confirm that customers understand all of your information, and remind them to return to the tourist coach on time 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the principles of professional ethics and employee codes of conduct to establish a professional image. • Manage every detail of the workflow carefully

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	<ul style="list-style-type: none">• When performing duties, respect personal privacy and maintain a fair and just professional attitude
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none">• Master the knowledge of providing services to customers when escorting a tour group• Apply tour guide knowledge and experience to provide high-quality service to customers; and• Comply with the principles of professional ethics and employee codes of conduct, and carefully manage every detail of the work
Remark	