

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Arrange catering, guided sightseeing and shopping activities for inbound tour groups
Code	110656L3
Range	This unit of competency involves the ability to arrange catering, guided sightseeing and shopping activities for inbound tour groups
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the dining culture, guided sightseeing and shopping activities of Hong Kong</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 popular shopping hotspots and latest travel information on the destinations <p>2. Apply tourist guide knowledge and experience to arrange catering, guided sightseeing and shopping activities</p> <ul style="list-style-type: none"> • Arrange visits to designated tourist attractions • Explain the geography, history and culture, etc. related to the tourist attractions • Explain the dining culture and etiquette in Hong Kong • Remind customers about relevant tourist destination restrictions, including prohibitions against taking photos, dress code for churches and temples, etc. • 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. • Arrange designated self-paid activities and clearly explain the charges involved • Avoid participating in high-risk activities, especially the elderly and study tour students • Arrange shopping activities as designated by the company • Clearly explain the limits of duty-free goods and restrictions on items that are prohibited from being taken out of Hong Kong <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Fully dedicated to elevating customer satisfaction • 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"> • Master the knowledge of the dining culture, guided sightseeing and shopping activities of Hong Kong; • Apply tourist guided knowledge and experience to arrange catering, guided sightseeing and shopping activities; and • When carrying out the duties, comply with the principles of professional ethics and employee codes of conduct to establish a professional image
Remark	