

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Sales of air ticket / hotel / travel packages
Code	110660L3
Range	This unit of competency involves the ability to sell air ticket / hotel / tour packages.
Level	3
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of selling air ticket / hotel / travel packages <ul style="list-style-type: none"> • Understand needs of customers • Understand the characteristics of each tour package product • Sell tourism products that are suitable for customers • Master the travel information and knowledge of the destinations 2. Use the air ticket and hotel sales systems of the organisations to search for tourism products that meet customer needs <ul style="list-style-type: none"> • Master the operation of the reservation systems for global air tickets, hotels, transportation, etc. • Provide suitable air ticket, hotel or tour package quotations based upon customer needs • Compare the advantages and disadvantages of similar tour packages • Compare the information and prices of different airlines/flights • Explain the related air ticket and mileage points arrangements • Understand the membership information for different airline alliances • Compare the location, quality and price of different hotels • Clearly list the items included in the price to customers, such as breakfast, hotel spa and massage services, etc. • Answer customer queries • Implement appropriate procedures to protect the customer's personal data • Arrange for immigration visas • Provide suitable and comprehensive travel insurance products 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Carefully listen to customer needs • Manage important information provided by different stakeholders based on the company's principles of confidentiality • Comply with the principles of professional ethics and employee codes of conduct 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"> • Use the airline ticket and hotel sales systems of the company to search for tourism products that customers need; and • Comply with the principles of professional ethics and employee codes of conduct, and sell suitable tourism products to customers
Remark	