

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Tour Operations

Title	Provide personal tourism products and services
Code	110661L3
Range	This unit of competency involves the ability to provide personal tourism products and services.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of different service combinations of personal tourism products <ul style="list-style-type: none"> <li>• Understand the diversity and flexibility of tourism products</li> <li>• Understand customers' different requirements for the quality of tourism products</li> </ul> </li> <li>2. Apply sales techniques to promote tourism products to customers and collect feedback <ul style="list-style-type: none"> <li>• Order suitable flights and hotels according to customers' requirements</li> <li>• Provide two-way transport arrangements between airport and hotel</li> <li>• Provide sightseeing arrangements</li> <li>• Provide booking arrangements for attraction or theme park tickets, etc.</li> <li>• Recommend dining and shopping locations</li> <li>• Explain and recommend customers to take out suitable travel insurance from employees who are qualified Travel Insurance Agents</li> <li>• Advise customers to purchase appropriate value-added products, including phone cards</li> <li>• Establish a relationship of mutual trust with customers</li> <li>• Provide global support services during the journey, such as a 24-hour enquiry hotline and emergency support services</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Manage important information provided by different stakeholders based on the company's principles of confidentiality.</li> <li>• Provide suitable tourism products according to customers' requirements</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to establish a professional image</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of different service combinations of personal tourism products</li> <li>• Comply with the principles of professional ethics and employee codes of conduct, and apply sales techniques to provide customers with suitable tourism products based on the customers' feedback on recommended tourism products</li> </ul>
Remark	