

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Perform cultural tour operations
Code	110666L3
Range	This unit of competency involves the ability to perform cultural tour operations.
Level	3
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of cultural factors that need to be considered when designing cultural tour activities</p> <ul style="list-style-type: none"> • Understand the differences and diversity of ethnic cultures • Understand the customs, norms and traditions of the destinations to visit, and avoid behaviours that may offend local residents • Understand the importance of respecting cultural resources, and respect local arts, historical sites and cultural heritage when going on cultural experience activities <p>2. Comply with the principles of respecting local cultures, realise the principles of protecting local cultures</p> <ul style="list-style-type: none"> • Respect the culture of the travel destination during visits, such as understanding the customs and habits of Hong Kong and other regions • Conduct activity flow and provide suggestions for improving cultural activity arrangements • Evaluate the operational arrangements of cultural experience activities and collect opinions from various stakeholders • Become familiar with local laws to ensure not to commit any criminal offences against the law of the country • Promote economic and social developments, purchase special products of the local destinations • Avoid illegal trafficking in antiques or protected national cultural relics <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Adhere to the principle of protecting the culture of the travel destination when conducting cultural experience activities • Comply with the principles of professional ethics and employee codes of conduct to establish a professional image • Adopt an open attitude towards other cultures and traditions
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 cultural factors that need to be considered when designing cultural tour activities • Comply with the principles of respecting and protecting local cultures during cultural experience activities • Comply with the principles of professional ethics and employee codes of conduct, and adopt an open attitude towards other cultures and traditions
Remark	