

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

Functional Area - Tour Operations

Title	Perform ecological and green tour operations
Code	110667L3
Range	This unit of competency involves the ability to perform ecological tour operations
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the geographical knowledge of various types of ecological and green tour <ul style="list-style-type: none"> <li>• Understand that ecological and green tour not only takes into account the safety and satisfaction of customers, but also other different elements, including the conservation of environmental resources, environmental protection, environmental education and community well-being, etc.</li> <li>• Possess basic knowledge of ecological tourism and green and avoid turning it into mass tourism</li> <li>• Recommend unique and educational ecological activities to customers</li> </ul> </li> <li>2. Use ecological conservation, environmental protection, environmental education and community well-being modes of tour as guidelines to operate ecological and green tour activities <ul style="list-style-type: none"> <li>• Consider the potential risks of different ecological and green tours</li> <li>• Help protect the natural environment and wild animals as well as their habitats, and do not buy products made from endangered plants or animals</li> <li>• Arrange professional tour guides for guidance and explanation</li> <li>• Observe customer behaviour and correct improper actions when observed (such as breaking off flowers or branches, or catching animals) in a timely and appropriate manner</li> <li>• Possess travel insurance and first aid knowledge</li> <li>• Regularly adjust the routes and content of ecological and green tours</li> <li>• Ensure compliance with the regulations of ecological and green tourist attractions and ensure that it will not cause damage to ecological and green tourist attractions</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Care for the earth, practise environmental protection, and implement the principles of ecological tourism</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 and apply all kinds of geographical knowledge of ecological and green tour</li> <li>• Use tourism that benefits ecological conservation, environmental protection, environmental education and community well-being as guidelines for operating ecological and green tour activities; and</li> <li>• Comply with the principles of professional ethics and employee codes of conduct to provide meaningful ecological and green tour activities to customers</li> </ul>
Remark	