

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tour Operations

Title	Perform cruise tour operations
Code	110668L3
Range	This unit of competency involves the ability to perform cruise tour operations
Level	3
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of the differences between cruise tourism products and general land tourism products <ul style="list-style-type: none"> • Understand the characteristics of various types of cruise • Understand the key routes of various types of cruise 2. Apply cruise tour knowledge to arrange a memorable ocean holiday for customers <ul style="list-style-type: none"> • Provide customers with information on cruise ships, such as their launch year, displacement, passenger capacity and cruise facilities, etc. • Clearly explain the costs of consumption, such as: personal shopping expenses, drinks, special performances, spa services, tips for waiters, and shore excursions, etc. • Book air tickets for customers to and from the travel destination for embarkation and disembarkation, such as embarkation or disembarkation in a foreign country, etc. • Provide transportation connection arrangements, such as airport and port transfers • Recommend and arrange shore excursions for customers, such as private tours • Manage the sales of and reservations for various shore excursions arranged by the cruise ships • Inform customers about special onboard events or restaurant dress codes before departure • Provide entry and exit information for various ports, such as visa requirements • Provide consulting services on board • Remind customers to comply with various sanitation requirements on cruise ships • Arrange and allocate cabin accommodation for group customers • Arrange for customers to purchase suitable travel insurance 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Create an extraordinary ocean holiday for customers with passion • 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"> • Understand the characteristics and main routes of various types of cruise ships; • Apply the cruise travel knowledge to arrange a memorable ocean holiday for customers; and • Comply with the principles of professional ethics and employee codes of conduct to arrange for customers every detail for a cruise journey.
Remark	