

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

Functional Area - Tour Operations

Title	Review and optimise the operations of different tourism products
Code	110673L6
Range	This unit of competency involves the ability to review and optimise the operations of various tourism products, and to analyse the advantages and disadvantages of these tourism products. Based on the company's resources, they should consider using the International Organization for Standardization (ISO) quality management system as the standard for the quality assurance system, as well as a tool to improve productivity and optimise operational efficiency management plan.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of reviewing and optimising the operations of various tourism products <ul style="list-style-type: none"> <li>• Collect feedback from customers and frontline staff on the operations of tourism products</li> <li>• Identify problems in the operations process and make improvements</li> <li>• Review the operational systems of competitors and apply that knowledge to optimise operations and make up for deficiencies</li> </ul> </li> <li>2. Use different channels to collect feedback from stakeholders on the operations of existing tourism products <ul style="list-style-type: none"> <li>• Hold a meeting to review tourism product operations and get feedback from different stakeholders, including tour escorts, tourist guides, frontline sales, business operations department, marketing department and IT department staff, etc.</li> <li>• Follow-up on the opinions of different stakeholders, and put forward proposals to improve operational efficiency and improve service quality</li> <li>• Explore how to use the latest information technology to improve the efficiency of tour operations</li> <li>• Review the performance of each service provider, determine whether it can help optimise operations, and conduct quality management</li> <li>• Based on institutional resources, use the ISO quality management system as the standard for the quality assurance system, and as a tool to improve productivity and operational efficiency management plan</li> <li>• Consider environmental protection factors to improve the sustainability of various tourism products and projects</li> <li>• Keep abreast of travel trends and understand changes in customer demand for tourism products to improve tour operations, so as to provide more personalised services and enhance customer satisfaction</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Identify operational shortcomings, improve continuously, be customer-oriented, and optimise the service in a proactive manner</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 reviewing and optimising the operations of different tourism products;</li> <li>• Use different channels to collect stakeholder feedback from stakeholders on the operations of existing tourism products as a reference for optimising the operations of the products; and</li> </ul>

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	<ul style="list-style-type: none"><li>• Identify operational shortcomings, improve continuously, be customer-oriented, and optimise the service in a proactive manner.</li></ul>
Remark	