

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Risk and crisis management

Title	Establish a crisis response team
Code	110695L5
Range	This unit of competency involves management and planning skills. Practitioners should be able to establish a crisis response team, formulate crisis response plans, and implement crisis response decisions.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of crisis response teams <ul style="list-style-type: none"> • The objectives of establishing a crisis response team • Understand the responsibilities and selection factors of crisis response team members • Understand the operation of the crisis response team 2. Formulate crisis response plans and implement crisis response decisions <ul style="list-style-type: none"> • The crisis response team should be composed of management and executives in various positions of the company, such as: <ul style="list-style-type: none"> ○ A crisis team leader (such as company management) whose responsibilities include: <ul style="list-style-type: none"> ▪ Before an accident, lead the crisis response team to formulate different types of crisis response plans, regularly arrange crisis response training, and review the plans and the defined crisis alert levels ▪ In the event of an accident, lead the crisis response team to evaluate and decide whether to activate the crisis response plan ○ On-site crisis personnel (such as tourist guides or tour escorts) whose responsibilities include: <ul style="list-style-type: none"> ▪ Take immediate urgent action to handle accidents involving physical injury, and prevent the injury from worsening ▪ At the scene of an accident, coordinate arrangements for the family members of the tour group ▪ Arrange for emergency evacuation and the required documents ▪ Contact the police and other authorities who deal with emergencies ▪ Notify the crisis response team leader regularly with the latest updates of the incident ○ A spokesperson (such as company management) whose responsibilities include: <ul style="list-style-type: none"> ▪ Contact various units on behalf of the company ▪ Depending on the situation, one or more executives can serve as spokespersons and be responsible for contacting different groups of people, such as: <ul style="list-style-type: none"> ▪ Media, government departments, and service providers ▪ Tourists and their families ▪ Company employees ○ Insurance representatives appointed by the insurance agent ○ General support staff, whose responsibilities include <ul style="list-style-type: none"> ▪ Provide required information for crisis response team members ▪ Assist the team leader in disseminating messages to employees, as well as handling accident status reports and incident records

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	<ul style="list-style-type: none"> ▪ Provide general support services and liaison arrangements, such as arranging transportation and accommodation, etc. for the family members of the tour group and crisis response team members ▪ Notify government departments and the media with the latest updates about the incident ▪ File a claim with the insurance agent ○ The Chief Financial Officer, whose responsibilities include <ul style="list-style-type: none"> ▪ Manage the emergency fund so that when a crisis occurs, it can provide immediate financial support <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Prioritise the life safety of tourists above all other priorities, and properly handle crises • Regularly review the content of crisis response plans to ensure effectiveness
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 establishing a crisis response team; and • Formulate crisis response plans and implement crisis response decisions
Remark	