

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Risk and crisis management

Title	Perform marketing and sales risk management
Code	110697L4
Range	This unit of competency involves communication and risk management skills. Practitioners should be able to master the knowledge of reducing marketing and sales risks, and implement relevant risk management measures to minimise the company's risks.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of reducing marketing and sales risks <ul style="list-style-type: none"> • Master the details of risk acceptance statements and disclaimers • Understand the codes and regulations related to marketing and sales 2. Implement marketing and sales risk management measures to minimise the company's risks <ul style="list-style-type: none"> • Formulate risk acceptance statements and disclaimers <ul style="list-style-type: none"> ○ Clearly specify the scope of the company's responsibilities to tourists in advance <ul style="list-style-type: none"> ▪ Print the terms and conditions on the tour group brochures, such as "You have signed up for this tour group. The standard terms and conditions of our travel agency are applicable to this tour group. Please make sure you understand those terms and conditions before departure." ▪ To avoid future disputes, explain the arrangements for cancelling the tour group due to force majeure to tourists, including severe weather, natural disasters, strikes, fires, mechanical failures of aircraft or land vehicles, etc. ▪ To reduce future tourist complaints and claims against the company, explain the travel risks and regulations on visas, passports and health checks to tourists ▪ Require tourists to purchase travel insurance to avoid accidental losses and disputes with the company ○ Clearly explain to tourists the general policy for cancelling or changing a tour group <ul style="list-style-type: none"> ▪ Explain the refund amount and related conditions ▪ Explain the conditions of the surcharge ○ Require all tour group participants to formally sign a risk acceptance statement and a disclaimer <ul style="list-style-type: none"> ▪ Confirm that the participant has a clear understanding of the risks of the entire journey, and specify the company's liability terms and conditions ▪ Keep a copy of the risk acceptance statement and the disclaimer for the company's records ▪ Require participants to sign an additional risk acceptance statement and a disclaimer for higher-risk activities, such as adventure tours • Ensure that the marketing and sales activities do not violate the "Trade Descriptions Ordinance", the "Personal Data (Privacy) Ordinance", the "Copyright Ordinance", and the codes and regulations formulated by the regulatory bodies of tourism industry (such as the Travel Industry Council, the Tourism Commission, and the Travel Industry Authority, etc.)

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Risk and crisis management

	<p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none">• Carefully and clearly explain the responsibilities of the travel agency and individuals to tourists• Before participating in higher-risk activities, repeatedly remind tourists to pay attention to the risks
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 reducing marketing and sales risks; and• Implement marketing and sales risk management measures to minimise the company's risks
Remark	<p>Participants of tour groups are required to sign a risk acceptance statement and a disclaimer, to express their agreement to the disclaimer clauses of the travel agency and to acknowledge their personal responsibilities</p>