

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Risk and crisis management

Title	Handle tourist disputes and complaints
Code	110707L3
Range	This unit of competency involves communication and adaptability skills. Practitioners should be able to master the knowledge of handling tourist disputes and complaints, and properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of handling tourist disputes and complaints</p> <ul style="list-style-type: none"> • Understand the psychological changes of tourists and how to handle them <ul style="list-style-type: none"> ○ Understand the background and behavioural intentions of tourists ○ Master the psychological changes of tourists during sightseeing, such as: • Changes in interest • Changes in mood • Master the skills for handling tourist complaints <ul style="list-style-type: none"> ○ Understand the company's complaint handling guidelines ○ Reflect to company management about complaints that affect the company's reputation, or involve litigation crises or violation of law ○ Understand that settlement agreements are legally valid, so their terms must be carefully established and both parties must sign and keep records <p>2. Properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company</p> <ul style="list-style-type: none"> • Handling tourist disputes <ul style="list-style-type: none"> ○ Observe the abnormal behaviour of tourists at all times ○ Provide tourists with appropriate mediation and counselling during the journey, and handle disputes between tourists and service providers • Handling tourist complaints <ul style="list-style-type: none"> ○ Listen carefully to the content of tourist complaints, and try to arrange a comfortable place (such as a meeting room) for the meeting ○ Seek assistance from management or senior colleagues based on the nature or severity of the incident • Handling complaints against service providers <ul style="list-style-type: none"> ○ Ensure that the company has provided suitable service providers for tourists ○ When talking to service providers, be polite, firm, and fact-oriented ○ Show tourists the company's efforts to negotiate with service providers ○ Establish a central record system to record all tourist complaints against service providers, so as to regularly follow-up on their performance and service quality ○ Regularly update the service provider agreements to ensure that the terms are appropriate ○ Provide records of related complaints for employee reference • Safeguard the company's stance and interests, and do not make bottomless concessions for tourists who make unreasonable and excessive demands <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • When handling complaints or claims, treat customers with courtesy and a caring attitude to ensure that they are satisfied with the service

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	<ul style="list-style-type: none">• Rely on facts, remain objective and neutral, and never guess or make accusations
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none">• Master the knowledge of handling tourist disputes and complaints; and• Properly handle tourist disputes and complaints in accordance with the company's established guidelines, so as to avoid any negative impact on the company
Remark	