

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

Functional Area - Operations management and administrative support

Title	Master and apply the latest management and leadership skills
Code	110755L4
Range	This unit of competency involves analytical, evaluation and effective leadership skills. Practitioners should be able to apply the latest management knowledge to develop and implement a feasible management plan based on the vision, mission, business plan and operation plan, etc. of the company, so as to optimise the company's governance in the long run.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the latest management knowledge and leadership skills</p> <ul style="list-style-type: none"> <li>• Understand the regulatory and restrictive measures imposed on the travel industry by laws and regulatory bodies</li> <li>• Understand the theory of leading and developing teams</li> <li>• Understand the resources needed to manage and implement the company's goals and policies</li> <li>• Understand the management essentials of modernising the company system</li> <li>• Understand the importance of corporate social responsibility and customer interest</li> <li>• Understand the company's crisis management strategy</li> <li>• Understand the strategies and management systems of different service providers</li> </ul> <p>2. Apply the latest management and leadership skills to manage the company's development policies</p> <ul style="list-style-type: none"> <li>• Master the key points of management in various areas of the company, including: <ul style="list-style-type: none"> <li>○ Company's vision</li> <li>○ Company's mission</li> <li>○ Company's business strategy</li> <li>○ Company's operational plan</li> <li>○ Company's market positioning</li> </ul> </li> <li>• Demonstrate proficiency in business management and leadership skills, including: <ul style="list-style-type: none"> <li>○ Personnel management</li> <li>○ Change management</li> <li>○ Negotiation and business management communications skills</li> </ul> </li> <li>• Lead and develop the team <ul style="list-style-type: none"> <li>○ Understand the principles of team building and management</li> <li>○ Understand the company's operational policies and procedures</li> <li>○ Establish performance standards and requirements with team members</li> <li>○ Assign tasks based on team members' professional knowledge, capabilities, and availability</li> <li>○ Explain tasks and confirm the work steps with relevant team members, so as to ensure compliance with company requirements and effective execution of work</li> </ul> </li> <li>• Understand the social and customer expectations of the company</li> <li>• Understand the similar management policies of other competitors</li> <li>• Understand the impact of implementing relevant management policies</li> <li>• Develop an organisational structure that is aligned with the business strategy and goals of the company</li> </ul> <p>3. Demonstrate professional skills and attitude</p>

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	<ul style="list-style-type: none"><li>• Strictly comply with laws and restrictions relating to the company</li><li>• Develop management policies to prevent the abuse of authority or fraud, misuse of company assets and theft, etc.</li></ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"><li>• Actively apply the latest management and leadership knowledge to effectively manage and develop the company according to its vision, mission, business plan and operational plan, etc; and</li><li>• Optimise corporate governance for the long-term by continuously updating management plans</li></ul>
Remark	