

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

Functional Area - Operations management and administrative support

Title	Oversee the daily operations of a branch store
Code	110766L3
Range	This unit of competency involves innovation and good communication skills. Practitioners should be able to organise and arrange promotional activities including for various tourism products and services within the branch store, as well as handle frontline sales and service issues.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of the branch store's daily operations <ul style="list-style-type: none"> <li>• Understand the branch store's staff roster and management</li> <li>• Understand the tourism products and services provided by the branch store, so as to ensure the smooth operation of its front line</li> <li>• Understand the knowledge of sales management, as well as the content management of tourism products in online stores</li> <li>• Understand the branch store's operational process and requirements, and provide excellent service to customers</li> <li>• Understand the knowledge of online sales and the on-time delivery of tourism products</li> </ul> </li> <li>2. Carry out the branch store's daily operations <ul style="list-style-type: none"> <li>• Maintain effective communication between headquarters and branch stores, as well as among branch stores</li> <li>• Supervise the branch store's daily operations and sales activities to ensure that all staff comply with the travel industry's guidelines and the company's operational standards, procedures and regulatory requirements of the company</li> <li>• Determine the requirements and design of the branch store's layout in accordance with the company's marketing strategy, including promotional materials for tourism products, the promotion period, special offers, seasonal/festival factors, promotional posters, etc.</li> <li>• Deploy suitable staff to support promotional activities, such as introducing tourism products' features, discounts, benefits to customers, etc.</li> <li>• Develop and maintain relationships with various types of branch store customers by proactively providing value-added services</li> <li>• Manage any operational problems or customer complaints and resolve their grievances</li> <li>• Provide feedback to customers and suggest alternative channels for branch store service</li> <li>• Assist customers on using the tourism products and services on various online platforms</li> <li>• Promote service across all channels to increase customer traffic, improve service efficiency and provide a better customer experience</li> <li>• Study trends in customer enquiries, complaints and feedback on tourism products and services, and adjust current operating processes accordingly</li> <li>• Supervise, educate and review the performance of branch store employees to ensure compliance with established service standards</li> <li>• Use different levels of confidentiality systems to ensure the confidentiality of all tasks, instructions, documents and reports</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Ensure that branch store staff comply with the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc.</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"><li>• Monitor the ethics of branch store staff and ensure that recommended tourism products or services meet customer needs</li><li>• Respond effectively and correctly to customer enquiries and requests</li></ul>
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none"><li>• Provide appropriate resources to conduct branch store promotional activities; and</li><li>• Implement improvement actions as required to ensure the branch store's smooth operations</li></ul>
Remark	