

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Operations management and administrative support

Title	Supervise and manage the daily operations of branch stores
Code	110768L5
Range	This unit of competency involves careful observation, analysis and management skills. Practitioners should be able to supervise the performance of front-line staff and ensure the quality of sales service. They should also be able to supervise the store's daily operations, including handling transactions, explaining features of tourism products, and answering customer enquiries, etc. so as to ensure the branch store's smooth operations.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of supervising and managing the daily operations of branch stores <ul style="list-style-type: none"> • Understand the regulatory requirements to ensure compliance in the provision of branch store services • Understand the quality requirements and standard operating procedures for the services provided by the branch store • Understand how to drive sales and promote a tour group to achieve break even • Understand how to use tour groups target charts, including the number of tour groups, booking information and number of applicants, etc. • Understand how to use air ticket sales target charts • Understand how to use sales and profit margin charts 2. Supervise and manage the daily operations of branch stores in accordance with the guidelines formulated by the travel industry's regulatory bodies <ul style="list-style-type: none"> • Monitor branch store operations and detect activities that may violate travel industry guidelines, company operating policies and other regulatory requirements • Identify and rectify irregularities to ensure the branch store's smooth operation and efficient customer service • Supervise and direct branch store staff to demonstrate professionalism in marketing tourism products and services to customers • Observe the service performance of branch store staff, and ask for improvement and feedback from the underperforming staff • Assist branch store staff to solve customers' problems and mediate disputes • Understand the branch stores' sales strategy, including sales objectives, resources and key methods, etc. so as to plan appropriate promotional activities • Prepare reference materials to guide branch store staff when introducing promotional tourism products and services to customers to meet their needs • Make adequate preparations before an event launch at a branch store, so as to ensure that sufficient and appropriate tourism products and materials are available for display and distribution onsite • Monitor the operation of promotional activities to identify potential problems and implement corrective actions where necessary 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Ensure that branch store staff comply with the "Trade Descriptions Ordinance" and "Personal Data (Privacy) Ordinance", etc. • Ensure that branch store staff provide customers with accurate information on tourism products

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	<ul style="list-style-type: none">• Monitor the ethics of branch store staff and ensure that recommended tourism products or services meet customer needs
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none">• Monitor the sales activities of the branch store, identify irregularities and make corrections to ensure the store's smooth operations
Remark	