

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Operations management and administrative support

Title	Review branch store operations and propose improvement plans
Code	110769L6
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to review the company's operations, integrate information on its overall operating performance, and make recommendations for improvement.
Level	6
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of reviewing branch store's operations and making improvement plans <ul style="list-style-type: none"> • Understand the scope and requirements of operational support and review them regularly to ensure that the branch store's operation and service standards meet the regulatory requirements • Evaluate branch store operation procedures and follow-up on improvements to ensure their smooth operations 2. Review branch store's operations <ul style="list-style-type: none"> • Evaluate daily branch store's operation procedures • Collect feedback from employees and customers on branch store's operations through effective way • Explore standards to improve branch store's operational processes, taking into account the latest trends in personal privacy and security protection • Keep abreast of the latest changes in the travel industry's business environment and regulations, including corporate policies, regulatory requirements, new technological developments, etc. that can improve branch store operations and service procedures • Regularly submit operational review reports of the branch store and recommend improvements according to the company's needs and legislative changes 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Ensure that travel agents' counter services comply with relevant legislative requirements and avoid contravention • Take the initiative to review problems in branch store operations and propose improvements
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse and review the company's business strategy, branch store's operations and customer service needs, and propose optimisation measures; and • Design solutions that are in-line with the quality of sales service according to an analysis of the characteristics and requirements of different customer groups
Remark	