

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Operations management and administrative support

Title	Abide by professional ethics
Code	110770L1
Range	This unit of competency involves good communication skills. Practitioners should be able to promote the staff's professional ethics and image according to the regulations of the travel industry and the company's employee guidelines.
Level	1
Credit	1 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the regulatory requirements and professional ethics of the travel industry</p> <ul style="list-style-type: none"> • Understand the business models of various sectors of the travel industry, as well as the related laws and requirements, including competition laws, the "Prevention of Bribery Ordinance", the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc. • Recognise the importance of professional ethics in daily operations , including: <ul style="list-style-type: none"> ○ Personal integrity ○ Equal opportunity ○ Respecting personal privacy ○ Strictly guarding the company's business secrets • Recognise the importance of adhering to ethical principles to create a professional image in the travel industry <p>2. Abide by professional ethics and staff rules</p> <ul style="list-style-type: none"> • Ensure that personal conduct is in accordance with the company's employee guidelines • Be fair, impartial and proactive in daily work, support the company's overall business operations and assist with its business development • Ensure not to act in any way that will harm the company's interests under any circumstances • Comply with laws and requirements relating to the travel industry, including competition laws, the "Prevention of Bribery Ordinance", the "Trade Descriptions Ordinance" and the "Personal Data (Privacy) Ordinance", etc. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Adhere to the company's guidelines and the travel industry's ethics in daily work, support the company's image and assist with its business development • Understand and comply with Hong Kong's laws and requirements related to the travel industry
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Comply with the company's guidelines and industry ethics in daily work
Remark	