



**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN  
(NATIONAL OCCUPATIONAL SKILLS STANDARD)**

**TRAVEL CONSULTATION  
LEVEL 3  
HT-101-3:2014**



**JABATAN PEMBANGUNAN KEMAHIRAN  
KEMENTERIAN SUMBER MANUSIA  
MALAYSIA**



**MALAYSIAN ASSOCIATION OF HOTELS**



**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN  
(NATIONAL OCCUPATIONAL SKILLS STANDARD)**

**STANDARD PRACTICE & STANDARD CONTENT  
FOR**

**TRAVEL CONSULTATION  
LEVEL 3  
HT-101-3:2014**



**JABATAN PEMBANGUNAN KEMAHIRAN  
KEMENTERIAN SUMBER MANUSIA  
MALAYSIA**



**MALAYSIAN ASSOCIATION OF HOTELS  
TRAINING AND EDUCATION CENTRE**

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**STANDARD PRACTICE**  
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR**  
**TRAVEL CONSULTATION LEVEL 3**

**1. INTRODUCTION**

A travel consultant also known as travel agent is a person trained in the travel industry to provide advice and services for customers seeking travel solutions for vacation, business or even relocation destinations. Travel consultants have specialized knowledge of travel issues, affording them the ability to help their clients make informed travel plans. They also assist in the entire process of getting the client to and from his or her destination.

Working as a travel consultant is a great job for those with an interest in travel and the world at large. Roles vary from one travel agency to another, with some specialising in package deals from holiday tour brochures, whilst others concentrate on booking long haul flights. There is an element of specialist training and all operatives have to be able to use the industry standard travel booking programmes. A personable character and the ability to communicate clearly are aspects well received by travel consultant employers. A consultant ideally knows something about the locations the client is asking about, and some flight booking organisations ask for some reference as to which parts of the world an applicant has visited.

Promoting and recommending various travel destinations is the responsibility of a Travel Consultant. They also book flights, hotel rooms and arrange other travel plans for their clients. They have extensive knowledge about various countries geography, weather, history, language and customs.

**Pre-requisite**

Based on the workshop findings, it is decided that the minimum requirements for those interested to enrol in this course areas below:

- i) Be able to calculate (basic), read and write in English and Bahasa Malaysia and;
- ii) Computer literate and;
- iii) Full interest in tourism industry and;
- iv) Fulfill medical requirement.

**Regulatory Body**

Kementerian Pelancongan Dan Kebudayaan Malaysia

Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

## 1. OCCUPATIONAL STRUCTURE

### Existing Occupational Structure

SECTOR	HOSPITALITY & TOURISM			
SUB SECTOR	TRAVEL AGENT			
AREA	Reservation & Ticketing	Inbound and outbound Operations	Transportation	Sales & Marketing
LEVEL 5	Reservation & Ticketing Manager	Tour Manager	Ground handling Manager (Travel & Tour)	Sales & Marketing Manager (Travel & Tour)
LEVEL 4	Reservation & Ticketing Executive	Tour Executive	Ground handling Executive (Travel & Tour)	Sales & Marketing Executive (Travel & Tour)
LEVEL 3	Reservation & Ticketing Supervisor	Travel Consultant	Operation Supervisor (Travel & Tour)	Sales & Marketing Supervisor (Travel & Tour)
LEVEL 2	Reservation & Ticketing Officer	Customer Services Officer	Operation Officer (Travel & Tour)	Sales & Marketing Officer (Travel & Tour)
LEVEL 1	Reservation & Ticketing Agent	Customer Services Agent	Operation Assistant (Travel & Tour)	Sales & Marketing Agent (Travel & Tour)

**Occupational Area Structure**

<b>SECTOR</b>	<b>HOSPITALITY &amp; TOURISM</b>			
<b>SUB SECTOR</b>	<b>TRAVEL AGENT</b>			
<b>AREA</b>	<b>Reservation &amp; Ticketing</b>	<b>Inbound and outbound Operations</b>	<b>Transportation</b>	<b>Sales &amp; Marketing</b>
<b>LEVEL 5</b>	Travel Consultation Management			
<b>LEVEL 4</b>	Travel Consultation Management			
<b>LEVEL 3</b>	Travel Consultation			
<b>LEVEL 2</b>	No Level			
<b>LEVEL 1</b>	No Level			

## 2. DESCRIPTION OF COMPETENCY LEVEL

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

Malaysia Skills Certificate Level 1: (Operation Level)	Competent in performing a range of varied work activities, most of which are routine and predictable.
Malaysia Skills Certificate Level 2: (Operation Level)	Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
Malaysia Skills Certificate Level 3: (Supervisory Level)	Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
Malaysia Skills Diploma Level 4: (Executive Level)	Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
Malaysia Skills Advanced Diploma Level 5: (Managerial Level)	Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

### **3. MALAYSIAN SKILL CERTIFICATION**

Candidates after being assessed, verified and fulfilled Malaysian Skill Certification requirements shall be awarded with Sijil Kemahiran Malaysia (SKM) for Level 3 as for Level 4 and 5 shall be awarded with Diploma Kemahiran Malaysia and Diploma Lanjutan Kemahiran Malaysia respectively.

Assessment must be in accordance with the following:

This NOSS outlines duties and tasks in the Travel Consultation working environment as required by the industry and has been developed and documented following extensive collaboration across key Malaysian organisations. To meet the requirements of this industry, it is imperative that the duties and tasks outlined follow a high standard as well as maintenance of consistency throughout the assessment process. This can only be done by stipulating a precise framework in which the assessment of duties and tasks must be conducted. The training & assessment of a Travel Consultation practitioner must be deployed in accordance with JPK policy.

### **4. JOB COMPETENCIES**

The Travel Consultation (Level 3) is competent in performing:

- Reservation & Ticketing
- Inbound/Outbound Operations
- Sales & Marketing
- Supervisory And Administrative
- Customer Services Relation

### **5. WORKING CONDITIONS**

Travel agents spend their time behind a desk conferring with clients, contacting airlines and hotels to make travel arrangements, and promoting tours. They also spend a considerable amount of time either on the telephone or on the computer researching travel itineraries or updating reservations and travel documents. Agents sometimes have to face a great deal of pressure during travel emergencies or when they need to reschedule missed reservations. They are especially busy during peak vacation times, such as holiday travel periods. Many agents, especially those who are self-employed, although technology now allows a growing number of agents to work from home.

### **6. EMPLOYMENT PROSPECTS**

Applicants with formal training should have the best opportunities to get a job as a travel agent. Agents who specialize in specific destinations, luxury travel, or particular types of travelers, such as ethnic groups or groups with a special interest or hobby, should have the best chance for success.



## **7. TRAINING, INDUSTRIAL/PROFESSIONAL RECOGNITION, OTHER QUALIFICATION AND ADVANCEMENT**

Most competent Travel Consultant gains their competency through working experience. Personal travel experience is an asset because knowledge about a city or foreign country often helps influence a client's travel plans. In addition, computer skills are necessary and essential, because most travel arrangements are now made using the Internet or electronic reservation systems.

They usually begin as operation assistant and gradually learn their new skills as they gain experience. Certification may increase their chances of career advancement. Thus with additional formal training/education and certification, this competent Travel Consultant can advance become a certified trainer for Travel Consultation or can be promoted to an executive level.

## **8. SOURCES OF ADDITIONAL INFORMATION**

### LOCAL

- Kementerian Pelancongan Dan Kebudayaan Malaysia  
No. 2, Tower 1, Jalan P5/6  
Precinct 5  
62200 Putrajaya  
Telephone: 03 8000 8000  
Fax: 03 8891 7100  
E-Mail: info@motac.gov.my
- Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)  
Pejabat Tourism Malaysia Negeri Selangor & Putrajaya,  
Tingkat 6, Wisma PKPS,  
Persiaran Perbandaran Seksyen 14,  
40675 Shah Alam,  
Selangor, Malaysia  
Telephone: 03-5510 9100
- Malaysian Association of Tour & Travel Agents (MATTA)  
11, Jalan 1/76, Desa Pandan, Kuala Lumpur, 55100,  
Kuala Lumpur, WP Kuala Lumpur, 55100, Malaysia  
Phone: 03-9287 6881
- Bumiputera Travel and Tours Agents Association Of Malaysia (Bumitra Malaysia)  
Unit F-43-3, Tingkat 3,  
Blok F, Platinum Walk,  
No. 2, Jalan Langkawi,  
Taman Danau Kota,  
53300 Gombak,  
WP Kuala Lumpur, Malaysia  
Tel: (603) 4149 9011 / 4149 9055 / 4131 9011  
Fax: (603) 4149 8022  
E-mel: bumitra81@bumitramalaysia.mygbiz.com  
bumitra81@gmail.com

Website: [www.bumitra.org.my](http://www.bumitra.org.my)

- Tour Guide Association (TGA)  
No 16-3 (3rd Floor),  
Persiaran Jubilee,  
Off Jalan Loke Yew,  
55200 Kuala Lumpur,  
Malaysia.  
Tel: 603-9221 0688  
Fax: 603-9221 2910  
E-mail : [kltga@live.com](mailto:kltga@live.com)

#### INTERNATIONAL

- International Air Transport Association (IATA)  
800 Square Victoria, Montreal, QC H4Z 1A1, Canada  
Phone:+1 514-874-0202

## **9. ACKNOWLEDGEMENT**

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this standard.

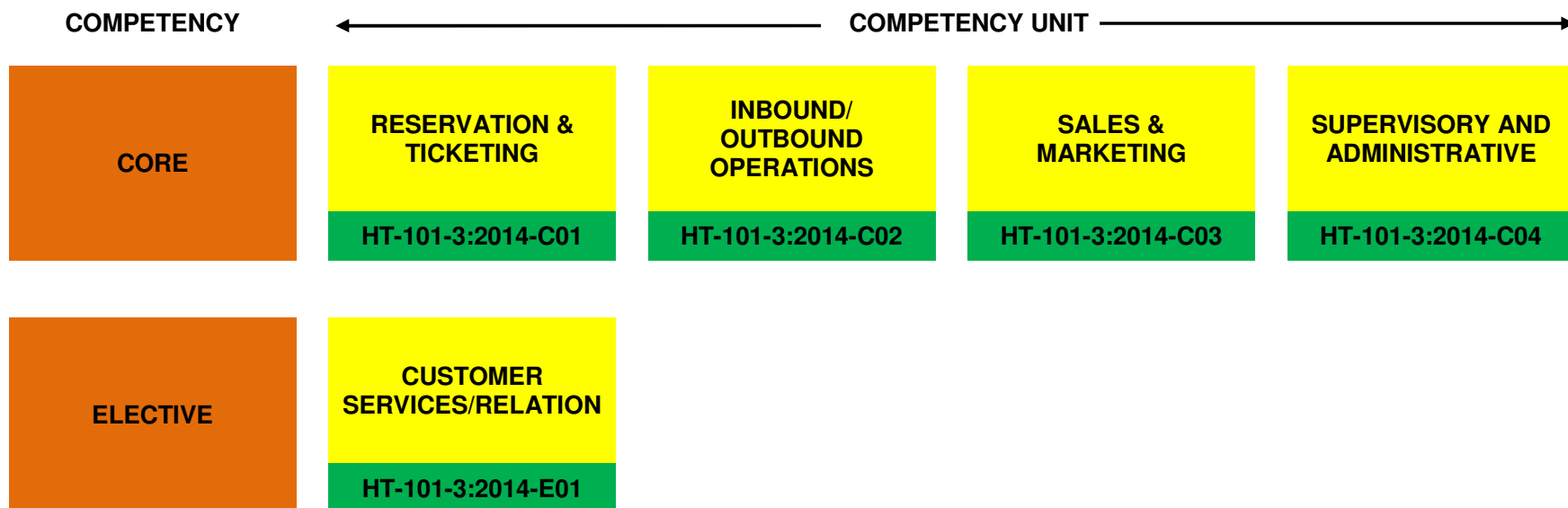
## 10. NOSS DEVELOPMENT COMMITTEE MEMBERS

### TRAVEL CONSULTATION LEVEL 3

<b>PANEL</b>		
1.	Sapinas Binti P. Ramli	Manager Rabbani Travel & Tours Sdn Bhd
2.	Nor Zuria Binti Bakar	Ticketing Manager Rabbani Travel & Tours Sdn Bhd
3.	Rahmah Binti Amin	Sales and Marketing Rabbani Travel & Tours Sdn Bhd
4.	Noraidah Binti Dzulkefli	Sales and Marketing Aidilazman Nasron Travel & Tours Sdn Bhd
5.	Nurnazatul Isma Binti Abdul Jabor	Sales and Marketing Aidilazman Nasron Travel & Tours Sdn Bhd
6.	Hj. Mohd Saidinar Bin Hj Mohd Nor	Manager Bumitra Malaysia
7.	Fauziah Binti Che Hat	Manager Togetherness Tours Sdn Bhd
8.	Ramlah Binti Yaacob	Manager Togetherness Tours Sdn Bhd
9.	Clarrisa Miloh Ukan	Ticketing Manager Zam Holiday Sdn Bhd
<b>FACILITATOR</b>		
10.	Khairul Nizan Bin Yusoff	
<b>CO-FACILITATORS</b>		
11.	Mastura Liza Binti Muhammad	

**COMPETENCY PROFILE CHART (CPC)**

<b>SECTOR</b>	<b>HOSPITALITI &amp; PELANCONGAN / <i>HOSPITALITY &amp; TOURISM</i></b>		
<b>SUB SECTOR</b>	<b>TRAVEL AGENT</b>		
<b>JOB AREA</b>	<b>RESERVATION &amp; TICKETING / INBOUND / OUTBOUND OPERATION / SALES &amp; MARKETING</b>		
<b>NOSS TITLE</b>	<b>TRAVEL CONSULTATION</b>		
<b>JOB LEVEL</b>	<b>3</b>	<b>NOSS CODE</b>	<b>HT-101-3:2014</b>



## COMPETENCY PROFILE (CP)

<b>Sub Sector</b>	TRAVEL AGENT			
<b>Job Area</b>	RESERVATION & TICKETING/ INBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES & MARKETING			
<b>NOSS Title</b>	TRAVEL CONSULTATION			
<b>Level</b>	3			
<b>CU Title</b>	<b>CU Code</b>	<b>CU Descriptor</b>	<b>CU Work Activities</b>	<b>Performance Criteria</b>
1. Reservation & Ticketing	HT-101-3:2014-C01	<p>The reservation is a skill to make a reservation / booking for hotel or transportation or both.</p> <p>Ticketing is a skill to produce / issue ticket/s (air ticket, bus ticket, cruise ticket, ferry ticket, train ticket etc) according to customer itinerary and needs.</p> <p>The person who is competent in reservation and ticketing shall be able to gather reservation and ticketing information, execute reservation, confirmation of payment, issuance of ticket/s or tour voucher, handle booking amendment, carry out daily sales report and encounter corrective action.</p> <p>The outcome of this competency is to equip the travel agent staff on the reservation and ticketing skill according to the standard given by the company, authority body, carrier</p>	<p>1. Gather reservation and ticketing information</p> <p>2. Execute reservation activities</p>	<p>1.1 Method of reservation identified</p> <p>1.2 Country / destination requirement identified</p> <p>1.3 Customer detail/s gathered according to reservation and ticketing requirements</p> <p>1.4 Customer travelling destination determined</p> <p>1.5 Travelling particular / details determined according to customer requirements</p> <p>1.6 Customer travelling necessities / needs listed according to customer requirement</p> <p>2.1 Booking details Updated into Computer Reservation System (CRS) / Global Distribution System (GDS) / manual</p> <p>2.2 Reservation booking confirmed</p> <p>2.3 Reference number provided after finalising the reservation</p> <p>2.4 Reservation quotation and booking dateline provided</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>or provider.</p> <p>(such as Ministry Of Tourism, International Air Transport Association (IATA)).</p>	<p>3. Confirmation of payment</p> <p>4. Issuance of ticket/s or tour voucher</p> <p>5. Handle booking amendment</p> <p>6. Carry out daily sales report</p> <p>7. Encounter corrective action</p>	<p>3.1 Method and amount of payment identified and confirmed</p> <p>3.2 Prove of payment acquired and compiled to finance department</p> <p>3.3 Official receipt issued</p> <p>4.1 Customer details and customer destination checked and confirmed</p> <p>4.2 Date and classes of travelling confirmed</p> <p>4.3 Ticket/s or tour voucher issued and delivered according to Standard Operating Procedure</p> <p>5.1 Type of booking amendment identified and confirmed</p> <p>5.2 Travelling documentation reissued and resend according to reissue procedure</p> <p>5.3 Cancellation case refund confirmed according to Standard Operating Procedure</p> <p>6.1 Compile daily sales summary</p> <p>6.2 Execute closing sales report</p> <p>6.3 Submit daily cash, cheque and credit sales to finance department</p> <p>7.1 Investigation executed</p> <p>7.2 All elements of prove gathered</p> <p>7.3 Document report compiled</p> <p>7.4 Investigation conclusion and corrective action executed</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
2 Inbound/Out Bound Operations	HT-101-3:2014-C02	<p>The inbound operation is ground handling for domestic tourism activities which involve the elements such as hotel, home stay, tour guide, tour leader, tour coach, hire &amp; drive, ferry and cruise and private transportation (limousine, van, multi-purpose vehicle (MPV) etc). The outbound operation is an international tourism activities hosted by origin country ground handling agent and manage by local travel agent.</p> <p>The person who is competent in inbound/outbound operation shall be able to prepare inbound/outbound packages, create inbound/outbound packages, publish inbound/ outbound packages to the public, perform booking elements, perform tour coordinator / leader duties and generate inbound/outbound operations report.</p> <p>The outcome of this competency is to equip the travel agent personnel on the international tour packages and ground handling operation service standard.</p>	<p>1. Create inbound/outbound packages</p> <p>2. Publish inbound/outbound packages</p> <p>3. Perform booking elements</p>	<p>1.1 Method of tour packages listed and identified</p> <p>1.2 Market survey conducted according to operation requirement</p> <p>1.3 Type of packages determined according to market demand</p> <p>1.4 Inbound/outbound packages information gathered</p> <p>1.5 Categories of package identified</p> <p>1.6 Package itinerary compiled</p> <p>1.7 Packages costing calculated and proposed according to market value</p> <p>1.8 Inbound/outbound packages produced and proposed to the management according to contract rate</p> <p>2.1 Artwork for pamphlet / flyers / brochure sketched and design confirm for publication</p> <p>2.2 Publication coordinated according to publication method and requirement</p> <p>3.1 Data and tour details compiled from customer</p> <p>3.2 Booking forwarded to all operator and confirmed with customer and operator</p> <p>3.3 Payment acknowledged from customer</p> <p>3.4 Process the tour voucher and tour itinerary briefed to customer according to Standard Operating procedure</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<ul style="list-style-type: none"> <li data-bbox="982 380 1423 440">4. Perform tour coordinator / leader duties</li>   <li data-bbox="982 570 1367 630">5. Generate inbound/outbound operations report</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="1499 380 1919 407">4.1 Tour leader checklist prepared</li> <li data-bbox="1499 412 1990 440">4.2 Group arrival / departure determined</li> <li data-bbox="1499 444 1982 505">4.3 Tour programme full filled according to tour package itinerary</li> <li data-bbox="1499 509 1948 537">4.4 Tour programme report prepared</li>   <li data-bbox="1499 570 1961 630">5.1 Inbound/outbound operation data gathered</li> <li data-bbox="1499 634 1835 662">5.2 Statistic report prepared</li> <li data-bbox="1499 667 1990 727">5.3 Sales report prepared and submitted to superior</li> </ul>



CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
3 Sales & Marketing	HT-101-3:2014-C03	<p>Sales &amp; marketing are activities to sell and market company product / packages to generate income / yield for the travel agency.</p> <p>The person who is competent in sales &amp; marketing shall be able to identify method of sales &amp; marketing, identify product / packages, execute work strategy / planning, perform sales visit / reach out programme and generate sales visit report.</p> <p>The outcome of this competency is to equip the travel agent personnel as a professional sales agent.</p>	<p>1. Identify product / packages</p> <p>2. Execute work strategy / planning</p> <p>3. Perform sales visit / reach out programme</p> <p>4. Generate sales visit report</p>	<p>1.1 Type of product / packages verified 1.2 Customer categories verified 1.3 Niche market and product verified 1.4 Market demand verified</p> <p>2.1 Method of sales and marketing established 2.2 Target sales determined 2.3 Company product / packages compiled 2.4 Sales kit prepared 2.5 Customer/clientele listing carried out 2.6 Budget for sales visit plan generated</p> <p>3.1 Product information and packages recommended to customer 3.2 Package customised according to customer needs and customer requisition 3.3 Finalize work order / case and billing provided to customer</p> <p>4.1 Sales information compiled 4.2 Clientele and sales value / volume indicated</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
4 Supervisory and administrative	HT-101-3:2014-C04	<p>The supervisory and administrative is a skill to administer and supervise work and staff according to company practices.</p> <p>The person who is competent in this supervisory and administrative function shall be able to prepare job schedule / duty roster, organise work flow, handle customer complaint and feedback, appraise staff performance, conduct training and conduct staff meeting and monitor office etiquette.</p> <p>The outcome of this competency is to equip the travel agent personnel with supervisory skill on monitoring subordinate on executing the service standard provided by the company and labour law requirement.</p>	<ol style="list-style-type: none"> <li>1. Prepare job schedule / duty roster</li> <li>2. Organise work flow</li> <li>3. Handle customer complaint and feed back</li> <li>4. Appraise staff performance</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Work schedule format determined according to company's requirements</li> <li>1.2 Time frame for workflow set according to company requirements</li> <li>1.3 Manpower allocated according to job requirements</li> <li>1.4 Work schedule prepared</li> <li>2.1 Personnel competency identified</li> <li>2.2 Staff job description and workflow defined and detailed out</li> <li>2.3 Work progress monitored</li> <li>2.4 Staff movement and claims verified</li> <li>3.1 Customer complaint investigation executed</li> <li>3.2 Corrective action carried out</li> <li>3.3 Pending case followed up</li> <li>3.4 Customer feedback and complaint report compiled</li> <li>4.1 Staff job description identified according to nature of company's business</li> <li>4.2 Staff's main work target determined</li> <li>4.3 Staff appraisal criteria interpreted according to company's appraisal guidelines</li> <li>4.4 Staff competency and appearance evaluated</li> <li>4.5 Sales achievement evaluated according to target sales and total event performance</li> </ol>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>5. Conduct staff training</p> <p>6. Conduct staff meeting</p> <p>7. Monitor office etiquette</p>	<p>4.6 Appraisal form compiled and submitted to management</p> <p>4.1 Training method, training programs objective and target group determined according to SOP / Manual operation and KPI</p> <p>4.2 Subordinate require training identified according to competency gap</p> <p>4.3 Training schedule, training venue, training material, training methodology, training facilities and teaching prepared</p> <p>4.4 Training delivery effectiveness assessed according to training evaluation form, on the job evaluation or third party assessment according to service level requirement.</p> <p>6.1 Meeting objective pending matters, issues identified and followed up</p> <p>6.2 Minutes of meeting prepared, compiled and distributed to staff and management</p> <p>7.1 Staff attire monitored according to company requirement</p> <p>7.2 Office cleanliness and decoration subject to celebration monitored and coordinate according to company requirement</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
5 Customer Services Relation	HT-101-3:2014-C05	<p>Customer services relation is a skill to build up reputation and relation within the potential customer and company.</p> <p>The person who is competent in customer services relation activities shall be able to identify customer services relation, determine customer services relation requirements, execute customer service relation activities and assess customer service relation performance.</p> <p>The outcome of this competency is the ability to perform customer services relation activities in a hospitable manner in accordance with the Code Of Ethics.</p>	<ol style="list-style-type: none"> <li>1. Identify customer service relation requirements</li> <li>2. Execute customer service relation activities</li> <li>3. Assess customer service relation performance</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Customer profiling studied as per requirement</li> <li>1.2 Existing / potential client differentiated</li> <li>1.3 Customer service relation profiling identified</li> <li>1.4 Methods, tools and tactics of customer service relation determined</li> <li>1.5 Communication method identified as per work ethics</li> <li>1.6 Scope of public customer service determined as per company hierarchy</li> <li>2.1 Effective communication skill practiced</li> <li>2.2 Customer service strategy applied as per work ethics</li> <li>2.3 Good rapport developed in accordance with business strategy</li> <li>3.1 Customer service relation feedback evaluated</li> <li>3.2 Customer service relation activities report prepared and reported to superior and management</li> </ol>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	TRAVEL AGENT						
<b>Job Area</b>	RESERVATION & TICKETING/ INBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES & MARKETING						
<b>NOSS Title</b>	TRAVEL CONSULTATION						
<b>Competency Unit Title</b>	RESERVATION & TICKETING						
<b>Learning Outcome</b>	<p>The person who is competent in this competency unit shall be able to produce / issue ticket/s (air ticket, bus ticket, cruise ticket, ferry ticket, train ticket etc) according to customer itinerary and needs. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Gather reservation and ticketing information</li> <li>• Execute reservation activities</li> <li>• Confirmation of payment</li> <li>• Issuance of ticket/s or voucher</li> <li>• Handle booking amendment</li> <li>• Carry out daily sales report</li> <li>• Encounter corrective action</li> </ul>						
<b>Competency Unit ID</b>	HT-101-3:2014-C01	<b>Level</b>	3	<b>Training Duration</b>	640	<b>Credit Hours</b>	64
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Gather reservation and ticketing information	i. Reservation and ticketing foundation such as:- <ul style="list-style-type: none"> <li>• Definition</li> <li>• Encode / Decode</li> <li>• Basic reservation and ticketing</li> <li>• Passenger type               <ul style="list-style-type: none"> <li>▪ Adult (ADT)</li> <li>▪ Child (CHD)</li> <li>▪ Infant (INF)</li> </ul> </li> <li>• Type of account</li> </ul>			77	Lecture & Discussion	i. Method of reservation identified ii. Country / destination requirement obtained iii. Customer detail/s identified iv. Customer destination	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>documents such as :-</p> <ul style="list-style-type: none"> <li>▪ Invoice</li> <li>▪ Exchange order</li> <li>▪ Warrant</li> <li>▪ Local order</li> <li>▪ Credit card</li> <li>▪ Payment voucher</li> <li>▪ Hotel voucher</li> <li>▪ Meal voucher</li> <li>▪ Receipt</li> <li>▪ Ticket</li> <li>▪ Miscellaneous Charges Order (MCO)</li> <li>▪ Stopover Transit Paid by Carrier (STPC)</li> </ul> <p>ii. General information</p> <ul style="list-style-type: none"> <li>• Geography</li> <li>• Area / country code</li> <li>• Currency around the world</li> <li>• World time zone</li> </ul> <p>iii. Offline reservation and ticketing procedure</p> <p>iv. Reservation and ticketing system such as:-</p> <ul style="list-style-type: none"> <li>• Computer Reservation System (CRS)</li> </ul>					<p>identified</p> <p>v. Date and time of travelling identified</p> <p>vi. Travelling classes / date confirmed</p> <p>vii. Special handling services identified</p> <p>viii. Special meal request identified</p> <p>ix. Frequent traveller membership identified</p> <p>x. Reservation and ticketing information confirmed</p>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Global Distribution System (GDS)</li> <li>• Electronic Booking Tool (EBT)</li> <li>v. Method of reservation such as:-               <ul style="list-style-type: none"> <li>• Email booking</li> <li>• Telephone booking</li> <li>• Online booking</li> <li>• Walk in</li> </ul> </li> <li>vi. Country / destination requirement regulation such as:-               <ul style="list-style-type: none"> <li>• Visa</li> <li>• Health                   <ul style="list-style-type: none"> <li>▪ Vaccination</li> <li>▪ Medical report</li> </ul> </li> <li>• Passport validity</li> </ul> </li> <li>vii. Customer detail/s               <ul style="list-style-type: none"> <li>• Name</li> <li>• Title</li> <li>• Contact number / email</li> <li>• Passport details                   <ul style="list-style-type: none"> <li>▪ Number</li> <li>▪ Expiry date</li> <li>▪ Date of birth</li> </ul> </li> </ul> </li> <li>viii. Routing               <ul style="list-style-type: none"> <li>• One way / return</li> <li>• Direct / transit</li> <li>• Open jaw</li> <li>• Stopover</li> </ul> </li> <li>ix. Date and time of travelling</li> </ul>					



Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Departure</li> <li>• Arrival</li> <li>x. Fares Basis               <ul style="list-style-type: none"> <li>• First class</li> <li>• Business class</li> <li>• Economy</li> <li>• Special fare</li> <li>• Low cost</li> </ul> </li> <li>xi. Special Services Request (SSR) such as:               <ul style="list-style-type: none"> <li>• VVIP</li> <li>• Stretcher case</li> <li>• Wheel chair</li> <li>• Medical case (MEDA)</li> <li>• Young Passenger Travel Alone (YPTA)</li> <li>• Seat request</li> </ul> </li> <li>xii. Special meal request such as:-               <ul style="list-style-type: none"> <li>• Vegetarian meal (VGML)</li> <li>• Muslim meal (MOML)</li> <li>• Diabetes meal (DBML)</li> <li>• Child meal (CHML)</li> <li>• Baby meal (BBML)</li> </ul> </li> <li>xiii. Type of membership such as:-               <ul style="list-style-type: none"> <li>• Hotel</li> <li>• Airlines (Frequent</li> </ul> </li> </ul>					

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	flyers) • Golf	i. Identify method of reservation ii. Execute reservation on GDS / EBT <ul style="list-style-type: none"> <li>• Live</li> <li>• Training mode</li> </ul> iii. Obtain country / destination requirement iv. Identify customer detail/s v. Identify customer destination vi. Identify date and time of travelling vii. Confirm travelling classes / date viii. Identify special handling services ix. Identify special meal request such as:- x. Identify frequent traveller membership xi. Confirm reservation and ticketing information	<u>Attitude:</u> - Systematic in gathering reservation and ticketing information	179	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Execute reservation activities	i. Reservation booking system <ul style="list-style-type: none"> <li>• Computer Reservation System (CRS)</li> <li>• Global Distribution System (GDS)</li> <li>• Offline</li> </ul> ii. Reservation confirmation technique iii. Booking reference, pricing and quotation such as: <ul style="list-style-type: none"> <li>• Passenger Name Record (PNR)</li> <li>• Remark such as:               <ul style="list-style-type: none"> <li>▪ Government warrant (GOM)</li> <li>▪ Penalty</li> </ul> </li> </ul>	i. Create reservation booking ii. Obtain approval confirmation from customer iii. Confirm reservation booking by travel agent iv. Provide reference number after finalizing the reservation v. Provide reservation quotation and booking dateline		38	Lecture & Discussion	i. Reservation booking created ii. Reservation booking confirmed iii. Reference number provided after finalizing the reservation iv. Reservation quotation and booking dateline provided
			<u>Attitude:</u> - Well-organised in executing reservation activities	90	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Confirmation of payment	i. Method of payment such as:- <ul style="list-style-type: none"> <li>• Cash</li> <li>• Telegraphic transfer (TT)</li> <li>• Online transfer</li> <li>• Credit card</li> <li>• Cheque</li> <li>• Government warrant</li> <li>• Government local order</li> <li>• Credit facilities</li> <li>• Voucher</li> <li>• Redeem point</li> </ul> ii. Prove of payment such as:- <ul style="list-style-type: none"> <li>• Bank in slip</li> <li>• Cash receipt</li> <li>• Online payment slip</li> <li>• Telegraphic transfer (TT) slip</li> </ul>			10	Lecture & Discussion	i. Amount of payment confirmed ii. Method of payment identified iii. Prove of payment compiled iv. Official receipt issued
	i. Confirm amount of payment ii. Identify method of payment iii. Acquire prove of payment iv. Compile prove of payment to finance department v. Issue official receipt	<u>Attitude:</u> - Systematic in confirming of payment - Timely in issuing official receipt	22	Demonstration & Observation		

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Issuance of ticket/s or voucher	i. Type of ticket/s such as: <ul style="list-style-type: none"> <li>• Airlines ticket</li> <li>• Railway ticket</li> <li>• Cruise ticket</li> <li>• Entrance ticket</li> </ul> ii. Type of voucher such as: <ul style="list-style-type: none"> <li>• Meal voucher</li> <li>• Transport voucher</li> <li>• Tour voucher</li> </ul> iii. Technique of issuance travelling document iv. Type of document delivery such as:- <ul style="list-style-type: none"> <li>• By email</li> <li>• By hand</li> <li>• By post</li> </ul>			38	Lecture & Discussion	i. Customer details checked ii. Customer destination confirmed iii. Date of travelling confirmed iv. Travelling classes / fare basis confirmed v. Ticket/s or voucher/s issued vi. Ticket/s or voucher delivered vii. Received of travelling document acknowledged
		i. Check customer details ii. Confirm customer destination iii. Confirm date of travelling iv. Confirm travelling classes / fare basis v. Issue ticket/s or voucher/s vi. Deliver ticket/s or voucher vii. Acknowledge received of travelling document	<u>Attitude:</u> - Accurate in issuing of ticket/s or voucher	90	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Handle booking amendment	i. Term and condition of booking amendment ii. Type and technique booking amendment such as: <ul style="list-style-type: none"> <li>• Reroute</li> <li>• Rebook</li> <li>• Reissue</li> <li>• Cancellation</li> </ul> iii. Type of cancellation fee such as: <ul style="list-style-type: none"> <li>• No show</li> <li>• Go show</li> <li>• Class changes</li> <li>• Reservation Booking Designator (RBD) charge</li> </ul> iv. Reissue procedure v. Refund procedure			10	Lecture & Discussion	i. Type of booking amendment Identified ii. Booking amendment Confirmed iii. Travelling documentation Reissued iv. Travelling documentation Resend v. Cancellation case Refunded vi. Received of travelling document or refund Acknowledged
		i. Identify type of booking amendment ii. Confirm booking amendment iii. Reissue travelling documentation iv. Resend travelling documentation v. Refund for cancellation case vi. Acknowledge received of travelling document or refund	<u>Attitude:</u> - Well-organised in handling booking amendment	22	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
6. Carry out daily sales report	i. Daily sales report format ii. Daily sales summary such as: <ul style="list-style-type: none"> <li>• Date and time issuance</li> <li>• Ticket number</li> <li>• Passenger name</li> <li>• Fares and taxes</li> <li>• Agent commission</li> <li>• Agent ID</li> </ul>			10	Lecture & Discussion	i. Closing sales report executed ii. Daily cash, cheque and credit sales submitted to finance department
		i. Compile daily sales summary ii. Execute closing sales report iii. Submit daily cash, cheque and credit sales to finance department	<u>Attitude:</u> - Accurate in carrying out daily sales report	22	Demonstration & Observation	
7. Encounter corrective action	i. Investigation procedure ii. Document prove such as: <ul style="list-style-type: none"> <li>• Email booking</li> <li>• Booking form</li> <li>• Copy of passport</li> <li>• Copy of ticket</li> <li>• Voucher</li> <li>• Invoice</li> <li>• Payment slip</li> </ul> iii. Corrective action such as:- <ul style="list-style-type: none"> <li>• Reissue</li> </ul>			10	Lecture & Discussion	i. Investigation executed ii. All elements of prove gathered iii. Corrective action executed iv. Document report compiled

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Refund</li> <li>• Cancel immediately</li> </ul>					
		<ul style="list-style-type: none"> <li>i. Execute investigation</li> <li>ii. Gather all elements of prove</li> <li>iii. Execute corrective action</li> <li>iv. Compile document report</li> </ul>	<u>Attitude:</u> <ul style="list-style-type: none"> <li>- Meticulous in encounter corrective action/error</li> </ul>	22	Demonstration & Observation	



## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read / Interpret flowcharts and pictorial information.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations / systems.            01.04 Analyse information.            01.05 Utilize the Internet to locate and gather information.            01.06 Utilize word processor to process information.            02.06 Write memos and letters.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            06.05 Analyse technical systems.            06.06 Monitor and correct performance of systems.            01.07 Utilize database applications to locate a process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.12 Provide coaching / on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 05.02 Inspect and monitor work done and / or in progress. 06.07 Develop and maintain networks.	
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#### Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer	1. 1:2
2. Computer Reservation System (CRS) / Global Distribution System (GDS) / Electronic Booking Tool (EBT)	2. 1:2
3. Printer	3. 1:25
4. Stationeries	4. 1:1
5. Manual of reservation & ticketing	5. 1:1
6. Sample of sales report format	6. 1:1
7. Sample of ticket	7. 1:1
8. Sample of itinerary/quotation	8. 1:1
9. Sample of voucher	9. 1:1
10. Sample of travel documents	10. 1:1
11. World map	11. 1:25
12. OAG Worldwide time zone	12. 1:10
13. Tariff book	13. 1:10
14. Timatic book	14. 1:10
15. Sample of flight/train/ferry/bus timetable	15. 1:1

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## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>		TRAVEL AGENT						
<b>Job Area</b>		RESERVATION & TICKETING/ INBOUND/OUTBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES & MARKETING						
<b>NOSS Title</b>		TRAVEL CONSULTATION						
<b>Competency Unit Title</b>		INBOUND/OUTBOUND OPERATION						
<b>Learning Outcome</b>		<p>The person who is competent in this competency unit shall be able to handle ground handling for domestic tourism activities which involve the elements such as hotel, home stay, tour guide, tour leader, tour coach, hire &amp; drive, ferry and cruise and private transportation (limousine, van, multi-purpose vehicle (MPV) etc) and handle an international tourism activities hosted by origin country ground handling agent and manage by local travel agent. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Create inbound / outbound packages</li> <li>• Publish inbound / outbound packages</li> <li>• Perform booking elements</li> <li>• Perform tour coordinator / leader duties</li> <li>• Generate inbound / outbound operations report</li> </ul>						
<b>Competency Unit ID</b>		HT-101-3:2014-C02	<b>Level</b>	3	<b>Training Duration</b>	320	<b>Credit Hours</b>	32
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>		
1. Create inbound/ outbound packages	i. Definition of contract rate ii. Type of contract rate such as:- <ul style="list-style-type: none"> <li>• Ground handling prices</li> <li>• Hotel</li> <li>• Transport</li> <li>• Restaurant / caterers</li> <li>• Entrance fees</li> </ul>			38	Lecture & Discussion	i. Method of tour packages identified ii. Market survey executed iii. Type of packages identified iv. Contract rate compiled v. Inbound		

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Travel insurance schedule rates</li> <li>iii. Tour packages Essentials (5A)               <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Accessibility</li> <li>• Activities</li> <li>• Amenities</li> <li>• Attraction</li> </ul> </li> <li>iv. Categories of tour packages               <ul style="list-style-type: none"> <li>• Tailor-made/custom made</li> <li>• Individual (Foreign Individual Traveller (FIT))</li> <li>• Hosted tour</li> <li>• Escorted tour</li> </ul> </li> <li>v. Flight / tour itinerary</li> <li>vi. Product research / market survey such as:-               <ul style="list-style-type: none"> <li>• Market demand and supply</li> <li>• Statistic</li> <li>• Trend</li> <li>• Culture</li> <li>• Seasonal</li> </ul> </li> <li>vii. Product research / market survey information sources such as:-</li> </ul>					<ul style="list-style-type: none"> <li>packages information compiled</li> <li>vi. Categories of package created</li> <li>vii. Packages costing calculated</li> <li>viii. Market value compared</li> <li>ix. Package itinerary compiled</li> <li>x. Inbound packages produced</li> <li>xi. Finalisation of inbound packages proposed to the management for approval</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Internet</li> <li>• Site visit / familiarisation trip</li> <li>• Advertisement</li> </ul> <p>viii. Type of packages such as:-</p> <ul style="list-style-type: none"> <li>• Muslim package</li> <li>• Golf package</li> <li>• Meeting package</li> <li>• Sight-seeing package</li> <li>• Shopping</li> <li>• Theme park package</li> <li>• Diving package</li> <li>• Home stay</li> <li>• Eco tourism</li> <li>• Sport tourism</li> <li>• Medical tourism</li> <li>• Honeymoon package</li> <li>• Food trail package</li> <li>• Beach / island tour package</li> </ul> <p>ix. Calculation technique for tour packages</p> <ul style="list-style-type: none"> <li>• Currency exchanges</li> <li>• Operational cost</li> <li>• Profit margin</li> <li>• Type of room</li> </ul> <p>x. Tour packages presentation technique</p>					

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify method of tour packages ii. Execute market survey iii. Identify type of packages iv. Compile contract rate v. Compile inbound /outbound packages information vi. Create categories of package vii. Calculate packages costing viii. Compare market value ix. Compile package itinerary x. Produce inbound/ outbound packages xi. Propose for finalisation to the management for approval	<u>Attitude:</u> - Well-organised in creating inbound packages	90	Demonstration & Observation	
2. Publish inbound/ outbound packages	i. Artwork sketching technique ii. Publication method and technique <ul style="list-style-type: none"> <li>• Website</li> <li>• Media social</li> <li>• Media publications</li> <li>• Printing material</li> <li>• Billboard</li> <li>• Advertisement</li> </ul> iii. Publication procedure			14	Lecture & Discussion	i. Artwork Sketched for pamphlet / flyers / brochure ii. Design Confirmed for publication iii. Advertisement / publication Coordinated

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	such as: <ul style="list-style-type: none"> <li>• Superior approval</li> <li>• Municipal council license approval</li> </ul>					
		i. Sketch artwork for pamphlet / flyers / brochure ii. Confirm design for publication iii. Coordinate advertisement / publication	<u>Attitude:</u> - Well-organised in publish inbound packages	34	Demonstration & Observation	
3. Perform booking elements	i. Definition of tour operator and ground handling ii. Travel document iii. Type of pax/s (passenger) <ul style="list-style-type: none"> <li>• Adult (ADT)</li> <li>• Child (CHD)</li> <li>• Infant (INF)</li> </ul> iv. Ground arrangement such as:- <ul style="list-style-type: none"> <li>• Flight ticket</li> <li>• Transportation</li> <li>• Accommodation</li> <li>• Ground handler</li> <li>• Tour guide</li> <li>• Caterer</li> </ul> v. Travel insurance			19	Lecture & Discussion	i. Availability requested from operator ii. Tour packages quotation prepared iii. Booking confirmed with customer iv. Booking forwarded to operator/ground handling v. Payment acknowledged from customer vi. Tour voucher processed



Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	vi. Booking procedure vii. Payment procedure viii. Type of voucher <ul style="list-style-type: none"> <li>• Tour voucher</li> <li>• Hotel voucher</li> <li>• Meal voucher</li> </ul> ix. Tour itinerary <ul style="list-style-type: none"> <li>• Timetable</li> <li>• Venue</li> <li>• Attraction</li> <li>• Tour programme</li> </ul>					vii. Payment to operator ensured viii. Tour voucher forwarded to customer ix. Tour itinerary briefed to customer
		i. Obtain data and tour details from customer ii. Request availability from operator iii. Prepare tour packages quotation to customer iv. Confirm booking with customer v. Forward the booking to operator/ground handling vi. Acknowledge payment from customer vii. Process the tour voucher viii. Ensure payment to operator ix. Forward tour voucher to customer x. Brief tour itinerary to customer	<u>Attitude:</u> - Timely in perform booking elements	45	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Perform tour coordinator / leader duties	i. Tour leader checklist such as:- <ul style="list-style-type: none"> <li>• Name list</li> <li>• Rooming list</li> <li>• Itinerary</li> <li>• Ticket</li> <li>• Hotel / meal voucher</li> <li>• Baggage tagging</li> <li>• Feedback form</li> </ul> ii. Meet and Greet group arrival / departure <ul style="list-style-type: none"> <li>• Local</li> <li>• International</li> </ul> iii. Tour itinerary briefing iv. Tour programme such as:- <ul style="list-style-type: none"> <li>• Check in / out process</li> <li>• Activity coordination</li> </ul> v. Tour safety procedure vi. Tour report format			19	Lecture & Discussion	i. Tour leader checklist prepared ii. Travel document checked iii. Group arrival / departure intercepted iv. Tour itinerary briefing conducted v. Tour programme coordinated vi. Tour programme report compiled
		i. Prepare tour leader checklist ii. Check travel document iii. Intercept group arrival / departure iv. Conduct tour itinerary briefing v. Coordinate tour programme vi. Compile tour programme report	<u>Attitude:</u> - Systematic in perform tour leader duties	45	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Generate inbound/ outbound operations report	i. Inbound/ outbound operations report format ii. Type of report <ul style="list-style-type: none"> <li>• Statistic report</li> <li>• Operation report</li> <li>• Inbound sales report</li> </ul>			5	Lecture & Discussion	i. Inbound/ outbound operation report generated ii. Report compiled
		i. Obtain inbound/ outbound operations details ii. Generate inbound/ outbound operation report iii. Compile report to superior	<u>Attitude:</u> - Accurate in generate inbound/ outbound operations activities report	11	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read / Interpret flowcharts and pictorial information.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations / systems.            01.04 Analyse information.            01.05 Utilize the Internet to locate and gather information.            01.06 Utilize word processor to process information.            02.06 Write memos and letters.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            06.05 Analyse technical systems.            06.06 Monitor and correct performance of systems.            01.07 Utilize database applications to locate a process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.12 Provide coaching / on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 05.02 Inspect and monitor work done and / or in progress. 06.07 Develop and maintain networks.	
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**Tools, Equipment and Materials (TEM)**

<b>ITEMS</b>	<b>RATIO (TEM : Trainees)</b>
1. Stationeries	1:1
2. Sample of tour kits (baggage tagging, flag, map etc)	1:10
3. Sample of brochure / flyers / pamphlet	1:1
4. Inbound tour manual	1:1
5. Sample of itinerary	1:1
6. Sample of tour voucher	1:1
7. Sample of hotel listing	1:1
8. Sample of tour packages	1:1
9. Sample of insurance policy	1:1
10. Sample of ground handling contract	1:1
11. Sample of contract rate	1:1

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## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	TRAVEL AGENT						
<b>Job Area</b>	RESERVATION & TICKETING/ INBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES AND MARKETING						
<b>NOSS Title</b>	TRAVEL CONSULTATION						
<b>Competency Unit Title</b>	SALES & MARKETING						
<b>Learning Outcome</b>	<p>The person who is competent in this competency unit shall be able to sell and market company product / packages to generate income / yield for the travel agency. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify product / packages</li> <li>• Execute work strategy / planning</li> <li>• Perform sales visit / reach out programme</li> <li>• Generate sales visit report</li> </ul>						
<b>Competency Unit ID</b>	HT-101-3:2014-C03	<b>Level</b>	3	<b>Training Duration</b>	320	<b>Credit Hours</b>	32
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Identify product / packages	i. Overview sales and marketing <ul style="list-style-type: none"> <li>• Definition</li> <li>• Fundamental</li> </ul> ii. Type of product / packages <ul style="list-style-type: none"> <li>• Ticketing</li> <li>• Inbound</li> <li>• Outbound</li> <li>• Transport</li> <li>• Travel insurance</li> <li>• Meeting, Incentive, Conference,</li> </ul>			29	Lecture & Discussion	i. Type of product / packages identified ii. Customer categories identified iii. Niche market and product identified iv. Market demand identified	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	exhibition (MICE) iii. Customer categories such as: <ul style="list-style-type: none"> <li>• Corporate client</li> <li>• Government</li> <li>• Individual (FIT)</li> <li>• Group(GIT)</li> </ul> iv. Niche market and product such as: <ul style="list-style-type: none"> <li>• Muslim tour</li> <li>• Health tourism</li> <li>• Sport tourism</li> </ul>					
		i. Identify type of product / packages ii. Identify customer categories iii. Identify niche market and product iv. Identify market demand	<u>Attitude:</u> - Meticulous in identify product / packages	67	Demonstration & Observation	
2. Execute work strategy / planning	i. Method of sales and marketing <ul style="list-style-type: none"> <li>• Sales call and e-mail blast</li> <li>• Sales visit</li> <li>• Booth exhibition</li> <li>• Door to door sales</li> <li>• On line sales</li> </ul>			29	Lecture & Discussion	i. Method of sales and marketing identified ii. Target sales identified iii. Company product / packages compiled



Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>ii. Target sales <ul style="list-style-type: none"> <li>• Profit</li> <li>• Commission</li> <li>• Yield</li> </ul> </li> <li>iii. Product knowledge such as: <ul style="list-style-type: none"> <li>• Price</li> <li>• Validity</li> <li>• Attraction</li> <li>• Activities</li> </ul> </li> <li>iv. Company product / packages</li> <li>v. Sales kit such as :- <ul style="list-style-type: none"> <li>• Company stamp (government)</li> <li>• Business card</li> <li>• Corporate gift</li> <li>• Price list</li> <li>• Product list</li> <li>• Booking form</li> <li>• Company profile</li> </ul> </li> <li>v. Customer/clientele listing</li> <li>vi. Budget planning for sales visit such as: <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Telecommunication</li> <li>• Accommodation</li> </ul> </li> </ul>					<ul style="list-style-type: none"> <li>iv. Sales kit prepared</li> <li>v. Customer/clientele listing carried out</li> <li>vi. Budget for sales visit planned</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify method of sales and marketing ii. Identify target sales iii. Compile company product / packages iv. Prepare sales kit v. Carry out customer/clientele listing vi. Plan budget for sales visit	<u>Attitude:</u> - Systematic in execute work strategy / planning	67	Demonstration & Observation	
3. Perform sales visit / reach out programme	i. Sales visit technique such as: <ul style="list-style-type: none"> <li>• Meet &amp; greet</li> <li>• Product and company introduction</li> </ul> ii. Company profile iii. Product knowledge iv. Work distribution <ul style="list-style-type: none"> <li>• Ticketing department</li> <li>• Inbound department</li> <li>• Outbound department</li> <li>• Transport department</li> </ul> v. Product quotation vi. Work order vii. Type of billing <ul style="list-style-type: none"> <li>• Invoice</li> <li>• Local order (LO)</li> </ul>			29	Lecture & Discussion	i. Sales visit executed ii. Company profile briefed iii. Product information briefed iv. Customer requisition gathered v. Package customised according to customer needs vi. Product quotation provided vii. Work order / case finalized viii. Billing provided to client

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>Government warrant</li> </ul>					
		i. Execute sales visit ii. Brief company profile iii. Brief product information and recommend packages iv. Gather customer requisition v. Customise package according to customer needs vi. Provide product quotation vii. Finalize work order / case viii. Provide billing to client	<u>Attitude:</u> - Well-organised in perform sales visit / reach out programme	67	Demonstration & Observation	
4. Generate sales visit report	i. Sales and marketing report element <ul style="list-style-type: none"> <li>Visit frequency</li> <li>Numbers of visit</li> <li>Sales achievement</li> <li>Customer feedback</li> </ul> ii. Type of report <ul style="list-style-type: none"> <li>Statistic report</li> <li>Sales and marketing report</li> </ul>			10	Lecture & Discussion	i. Sales and marketing information compiled ii. Clientele list indicated iii. Sales value / volume indicated iv. Sales and marketing report

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Compile sales and marketing information ii. Indicate clientele list iii. Indicate sales value / volume iv. Generate sales and marketing report v. Compile report to superior	<u>Attitude:</u> - Accurate in generate sales visit report	22	Demonstration & Observation	generated

### Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 01.03 Utilize basic IT applications. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read / Interpret flowcharts and pictorial information. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.06 Respond appropriately to people and situations. 03.07 Resolve interpersonal conflicts. 06.01 Understand systems. 06.02 Comply with and follow chain of command. 06.03 Identify and highlight problems. 06.04 Adapt competencies to new situations / systems. 01.04 Analyse information.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritising 7. Self-discipline 8. Teamwork

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>01.05 Utilize the Internet to locate and gather information.</li><li>01.06 Utilize word processor to process information.</li><li>02.06 Write memos and letters.</li><li>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</li><li>02.08 Prepare pictorial and graphic information.</li><li>03.08 Develop and maintain a cooperation within work group.</li><li>04.01 Organize own work activities.</li><li>04.02 Set and revise own objectives and goals.</li><li>04.03 Organize and maintain own workplace.</li><li>04.04 Apply problem solving strategies.</li><li>04.05 Demonstrate initiative and flexibility.</li><li>06.05 Analyse technical systems.</li><li>06.06 Monitor and correct performance of systems.</li><li>01.07 Utilize database applications to locate a process information.</li><li>01.10 Apply a variety of mathematical techniques.</li><li>01.11 Apply thinking skills and creativity.</li><li>02.09 Prepare flowcharts.</li><li>02.10 Prepare reports and instructions.</li><li>02.11 Convey information and ideas to people.</li><li>03.09 Manage and improve performance of individuals.</li><li>03.10 Provide consultations and counselling.</li><li>03.12 Provide coaching / on-the-job training.</li><li>03.13 Develop and maintain team harmony and resolve conflicts.</li><li>03.14 Facilitate and coordinate teams and ideas.</li><li>05.02 Inspect and monitor work done and / or in progress.</li><li>06.07 Develop and maintain networks.</li></ul> |  |
|---|--|

### Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer	1:5
2. Stationeries	1:1
3. Sample of sales kits (sample of business card, sample of price list, sample of product list, sample of booking form, sample of company profile, etc)	1:1
4. Sample of brochure / flyers / pamphlet	1:1
5. Sample of itinerary	1:1
6. Sample of tour voucher	1:1
7. Sample of hotel listing	1:1
8. Sample of tour packages	1:1
9. Sample of insurance policy	1:1
10. Sample of invoice	1:1
11. Sample of Local order (LO)	1:1
12. Sample of Government warrant	1:1

### References

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15. Sonia O. Bechet, *Tales of a Tour Guide*, AuthorHouse, ISBN: 1467820725, 9781467820721

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	TRAVEL AGENT						
<b>Job Area</b>	RESERVATION & TICKETING/ INBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES & MARKETING						
<b>NOSS Title</b>	TRAVEL CONSULTATION						
<b>Competency Unit Title</b>	SUPERVISORY AND ADMINISTRATIVE						
<b>Learning Outcome</b>	<p>The person who is competent in this competency unit shall be able to administer and supervise work and staff according to company practices. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Prepare job schedule</li> <li>• Organise work flow</li> <li>• Handle customer complaint and feed back</li> <li>• Appraise staff performance</li> <li>• Conduct staff training</li> <li>• Conduct staff meeting</li> <li>• Monitor office etiquette</li> </ul>						
<b>Competency Unit ID</b>	HT-101-3:2014-C04	<b>Level</b>	3	<b>Training Duration</b>	160	<b>Credit Hours</b>	
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Prepare job schedule	i. Job schedule format ii. Basic labour law such as: <ul style="list-style-type: none"> <li>• Working hours</li> <li>• Rest period</li> <li>• Public holiday paid</li> </ul>			10	Lecture & Discussion	i. Manpower strength identified ii. Manpower allocated iii. Working hours identified from business hours iv. Staff for outstation duty identified v. Job schedule created	



Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify manpower strength ii. Allocate manpower iii. Identify working hours from business hours iv. Identify staff for outstation duty v. Create job schedule	<u>Attitude:</u> - Systematic in prepare job schedule	22	Demonstration & Observation	
2. Organise work flow	i. Department operation <ul style="list-style-type: none"> <li>• Ticketing</li> <li>• Inbound</li> <li>• Outbound</li> <li>• Sales and marketing</li> </ul> ii. Department work scope iii. Operation report iv. Operation performance evaluation technique v. Recommendation of enhancement			19	Lecture & Discussion	i. Department operation identified ii. Department work flow identified iii. Work progress monitored iv. Operation report compiled v. Operation performance evaluated
		i. Identify department operation ii. Identify department work scope iii. Monitoring work progress iv. Compile operation report	<u>Attitude:</u> - Well-organised in organise department operation	45	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> <li>v. Evaluate operation performance</li> <li>vi. Recommend operation enhancement</li> </ul>				
3. Handle customer complaint and feed back	<ul style="list-style-type: none"> <li>i. Definition of feedback and complaint</li> <li>ii. Investigation technique</li> <li>iii. Corrective action procedure</li> <li>iv. Customer complaint and feedback report format</li> </ul>			14	Lecture & Discussion	<ul style="list-style-type: none"> <li>i. Feedback and complaint form provided to customer</li> <li>ii. Feedback and complaint information gathered</li> <li>iii. Customer complaint investigated</li> </ul>
		<ul style="list-style-type: none"> <li>i. Provide feedback and complaint form to customer</li> <li>ii. Gather feedback and complaint information</li> <li>iii. Investigate customer complaint</li> <li>iv. Carry out corrective action</li> <li>v. Follow up pending case (if required)</li> <li>vi. Compile customer complaint report</li> <li>vii. Compile customer feedback report</li> </ul>	<u>Attitude:</u> <ul style="list-style-type: none"> <li>- Systematic in handle customer complaint and feed back</li> </ul>	34	Demonstration & Observation	<ul style="list-style-type: none"> <li>iv. Corrective action carried out</li> <li>v. Pending case followed up</li> <li>vi. Customer complaint report compiled</li> <li>vii. Customer feedback report compiled</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Appraise staff performance	i. Staff competency <ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Attitude</li> <li>• Discipline</li> </ul> ii. Staff appearance <ul style="list-style-type: none"> <li>• Grooming</li> <li>• Dress code</li> <li>• Public relation</li> </ul> iii. Staff achievement <ul style="list-style-type: none"> <li>• Target sales</li> <li>• Total event performance</li> <li>• Award</li> </ul>			14	Lecture & Discussion	i. Staff competency appraised ii. Staff appearance appraised iii. Staff performance achievement appraised iv. Appraisal form compiled
		i. Appraise staff competency ii. Appraise staff appearance iii. Appraise staff performance achievement iv. Compile appraisal form for submission to the management	<u>Attitude:</u> - Accurate in appraise staff performance	34	Demonstration & Observation	
5. Conduct staff training	i. Training need analysis technique ii. In house training requirement iii. On job training (OJT) such as: <ul style="list-style-type: none"> <li>• Front liner</li> <li>• Event</li> </ul>			19	Lecture & Discussion	i. Training need analysis executed ii. Type of training clarified iii. Training executed iv. Training

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	(marketing) <ul style="list-style-type: none"> <li>• Sales visit</li> <li>• Sales booth</li> </ul> iv. Staff motivation method such as: <ul style="list-style-type: none"> <li>• Morning briefing</li> <li>• Individual consultation</li> <li>• Incentive programme</li> </ul>					effectiveness evaluated v. Staff motivation and advise carried out
		i. Execute training need analysis ii. Clarify type of training iii. Execute training iv. Evaluate training effectiveness v. Carry out staff motivation and advise	<u>Attitude:</u> - Well-organised in conduct staff training	45	Demonstration & Observation	
6. Conduct staff meeting	i. Type of briefing /meeting such as: <ul style="list-style-type: none"> <li>• Daily</li> <li>• Weekly</li> </ul> ii. Briefing /meeting handling procedure iii. Report of briefing/meeting format such as: <ul style="list-style-type: none"> <li>• Daily</li> <li>• Weekly</li> </ul>			10	Lecture & Discussion	i. Meeting objective identified ii. Pending matters and issues followed up iii. Minutes of meeting prepared iv. Meeting conclusion

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify briefing /meeting objective ii. Follow up pending matters and issues iii. Prepare report of briefing/meeting iv. Execute briefing /meeting conclusion v. Compile report of briefing/meeting vi. Distribute report of briefing /meeting to staff and management	<u>Attitude:</u> - Well-organised in conduct staff meeting	22	Demonstration & Observation	v. Minutes of meeting compiled vi. Minutes of meeting distributed to staff and management
7. Monitor office etiquette	i. Office etiquette requirement ii. Event and festival updates such as: <ul style="list-style-type: none"> <li>• Visit Malaysia year</li> <li>• Cuti-Cuti Malaysia</li> <li>• LIMA</li> <li>• Formula 1</li> <li>• Moto GP</li> <li>• Monsoon Cup</li> <li>• Local Festival               <ul style="list-style-type: none"> <li>○ Eid Fitri</li> <li>○ Eid Adha</li> <li>○ Deepavalli</li> <li>○ Chinese</li> </ul> </li> </ul>			10	Lecture & Discussion	i. Office cleanliness environment monitored ii. Staff attire monitored iii. Office decoration coordinated

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>New Year</li> <li>○ Christmas</li> <li>○ Pesta Keamatan</li> <li>○ Gawai</li> </ul>					
		<ul style="list-style-type: none"> <li>i. Monitor office cleanliness environment</li> <li>ii. Monitor staff attire</li> <li>iii. Coordinate office decoration</li> </ul>	<u>Attitude:</u> <ul style="list-style-type: none"> <li>- Well-organised in monitor office attire</li> </ul>	22	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read / Interpret flowcharts and pictorial information.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.05 Demonstrate safety skills.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations / systems.            01.04 Analyse information.            01.05 Utilize the Internet to locate and gather information.            01.06 Utilize word processor to process information.            02.06 Write memos and letters.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            06.05 Analyse technical systems.            06.06 Monitor and correct performance of systems.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

<p>01.07 Utilize database applications to locate a process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.09 Prepare flowcharts.</p> <p>02.10 Prepare reports and instructions.</p> <p>02.11 Convey information and ideas to people.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.10 Provide consultations and counselling.</p> <p>03.11 Monitor and evaluate performance of human resources.</p> <p>03.12 Provide coaching / on-the-job training.</p> <p>03.13 Develop and maintain team harmony and resolve conflicts.</p> <p>03.14 Facilitate and coordinate teams and ideas.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.17 Identify staff training needs and facilitate access to training.</p> <p>04.06 Allocate work.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project / work plans.</p> <p>05.02 Inspect and monitor work done and / or in progress.</p> <p>06.07 Develop and maintain networks.</p>	
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**Tools, Equipment and Materials (TEM)**

ITEMS	RATIO (TEM : Trainees)
1. Computer	1. 1:10
2. Stationeries	2. 1:1
3. Sample of briefing/meeting report	3. 1:1
4. Sample of job schedule	4. 1:1
5. Labour law manual	5. 1:5



6. Sample of customer complaint and feedback report	6. 1:1
7. Sample of staff performance report	7. 1:1
8. Sample of operation report	8. 1:1
9. Supervisory and administrative manual	9. 1:1

## References

<b>REFERENCES</b>	
1.	Z. Cruz, Principles and Ethics of Tour Guiding, Rex Bookstore, Inc., ISBN: 9712324591, 9789712324598
2.	Verité Reily Collins, Becoming a Tour Guide: Principles of Guiding and Site Interpretation, Cengage Learning EMEA, 2000, ISBN: 0826447880, 9780826447883
3.	Trevor Waller & Debbie Nafte, Tour guide, Awareness Publishing, 2007, ISBN: 1770081887, 9781770081888
4.	Sonia O. Bechet, Tales of a Tour Guide, AuthorHouse, ISBN: 1467820725, 9781467820721
5.	Dennis L. Foster, Reservations and Ticketing With Sabre, <i>The Travel professional series</i> , Glencoe McGraw-Hill, 1994, ISBN: 0028013913, 9780028013916
6.	Laurie A. Garrow, Discrete Choice Modelling and Air Travel Demand: Theory and Applications, Ashgate Publishing, Ltd., 2010, ISBN: 1409486338, 9781409486336
7.	Dennis L. Foster, FirstClass Galileo Computer Reservation and Ticketing: Student Guide, Dennis L. Foster, 1997
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9.	Ginger Todd, Susan Rice, A Guide to Becoming a Travel Professional, Cengage Learning, 2005, ISBN: 1401851770, 9781401851774
10.	Charles R. Goeldner, J. R. Brent Ritchie, Tourism: Principles, Practices, Philosophies, John Wiley & Sons, 2009, ISBN: 0470440600, 9780470440605
11.	L.K. Singh, Marketing In Service Industry, Airline, Travel, Tours And Hotel, Gyan Publishing House, 2008, ISBN: 8182054761, 9788182054769
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13.	Nigel Evans, Warwick Frost, Travel and Tourism Management, Pearson Education Australia, 2004, ISBN: 1862505179, 9781862505179
14.	Entrepreneur Press, Rich Mintzer, Start Your Own Travel Business, Entrepreneur Press, 2013, ISBN: 1613081693, 9781613081693
15.	Berendien Lubbe, Tourism Distribution: Managing the Travel Intermediary, Juta and Company Ltd, 2000, ISBN: 0702154180, 9780702154188

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	TRAVEL AGENT						
<b>Job Area</b>	RESERVATION & TICKETING/ OUTBOUND OPERATIONS/ OUTBOUND OPERATION/ SALES & MARKETING						
<b>NOSS Title</b>	TRAVEL CONSULTATION						
<b>Competency Unit Title</b>	CUSTOMER SERVICES RELATIONS						
<b>Learning Outcome</b>	<p>The person who is competent in this competency unit shall be able to build up reputation and relation within the potential customer and company. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify customer service relation requirements</li> <li>• Execute customer service relation activities</li> <li>• Assess customer service relation performance</li> </ul>						
<b>Competency Unit ID</b>	HT-101-3:2014-E01	<b>Level</b>	3	<b>Training Duration</b>	128	<b>Credit Hours</b>	12
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Identify customer service relations requirements	i. Communication method such as: <ul style="list-style-type: none"> <li>• Phone</li> <li>• Email</li> <li>• One to one</li> <li>• Presentation</li> </ul> ii. Type of customer <ul style="list-style-type: none"> <li>• Existing customer</li> <li>• Potential customer</li> </ul> iii. Customer profiling such as: <ul style="list-style-type: none"> <li>• Title</li> <li>• Membership</li> <li>• Culture</li> <li>• Language</li> <li>• Protocol</li> </ul>			10	Lecture & Discussion	i. Communication method identified ii. Type of customer identified iii. Customer profiling identified iv. Customer needs identified	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Disable person</li> </ul> iv. Customer needs such as: <ul style="list-style-type: none"> <li>• Special Service Request (SSR)</li> <li>• Meal</li> <li>• Pre seat</li> </ul>					
		i. Identify communication method ii. Identify type of customer iii. Identify customer profiling iv. Identify customer needs	<u>Attitude:</u> - Caution in determine customer service relation requirements	22	Demonstration & Observation	
2. Execute customer service relations activities	i. Type of customer need <ul style="list-style-type: none"> <li>• urgency / flexible               <ul style="list-style-type: none"> <li>▪ Time</li> <li>▪ Cost</li> <li>▪ Availability</li> <li>▪ Venue</li> </ul> </li> </ul> ii. Communication skill such as: <ul style="list-style-type: none"> <li>• Verbal</li> <li>• Body language</li> <li>• Sign language</li> </ul> iii. Programme coordination skill such as: <ul style="list-style-type: none"> <li>• seat arrangement</li> </ul>			19	Lecture & Discussion	i. Customer needs provided ii. Customer entertained iii. Customer service planned iv. Good rapport developed

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• programme itinerary</li> </ul> iv. Method to maintain good rapport such as: <ul style="list-style-type: none"> <li>• Calling</li> <li>• Email blast</li> <li>• Appreciation gift</li> <li>• wishes letter / card</li> <li>• Updating news letter</li> </ul>					
		i. Provide customer needs ii. Entertain customer iii. Develop good rapport	<u>Attitude:</u> - Systematic in execute customer service relation activities	45	Demonstration & Observation	
3. Assess customer service relation performance	i. Method of customer service performance evaluation such as: <ul style="list-style-type: none"> <li>• Service feedback form</li> <li>• Verbal</li> <li>• Email</li> <li>• Letter</li> <li>• Phone</li> </ul> ii. Customer service relation evaluation based on <ul style="list-style-type: none"> <li>• Feedback report</li> <li>• Complaint</li> </ul>			10	Lecture & Discussion	i. Method of customer service performance evaluation identified ii. Customer service activities evaluated iii. Customer complaint investigated iv. Customer service report

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	report iii. Handling customer complaint / feedback <ul style="list-style-type: none"> <li>• Investigation</li> <li>• Conclusion</li> <li>• Corrective                action</li> </ul> iv. Customer service report format					compiled
		i. Identify method of customer service performance evaluation ii. Evaluate customer service activities iii. Investigate customer complaint iv. Compile customer service report	<u>Attitude:</u> - Systematic in evaluate customer service performance	22	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read / Interpret flowcharts and pictorial information.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations / systems.            01.04 Analyse information.            01.05 Utilize the Internet to locate and gather information.            01.06 Utilize word processor to process information.            02.06 Write memos and letters.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            06.05 Analyse technical systems.            06.06 Monitor and correct performance of systems.            01.07 Utilize database applications to locate a process information.            01.10 Apply a variety of mathematical techniques.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.12 Provide coaching / on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 05.02 Inspect and monitor work done and / or in progress. 06.07 Develop and maintain networks. .	
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**Tools, Equipment and Materials (TEM)**

<b>ITEMS</b>	<b>RATIO (TEM : Trainees)</b>
1. Stationery	1:1
2. Computer	1:5
3. Sample of feedback / complaint form	1:1
4. Sample of registration form	1:1
5. Sample of programme itinerary	1:1
6. Manual of customer service relation	1:1
7. Sample of Malaysia Government Ministers list	1:25
8. Sample of Malaysia Royal Institution list	1:25

## References

### REFERENCES

1. L.K. Singh, Marketing In Service Industry, Airline, Travel, Tours And Hotel, Gyan Publishing House, 2008, ISBN: 8182054761, 9788182054769
2. Erve Chambers, Native Tours: The Anthropology of Travel and Tourism, Waveland Press, Incorporated, 2010, ISBN: 1577666267, 9781577666264
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5. Berendien Lubbe, Tourism Distribution: Managing the Travel Intermediary, Juta and Company Ltd, 2000, ISBN: 0702154180, 9780702154188
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7. Verité Reily Collins, Becoming a Tour Guide: Principles of Guiding and Site Interpretation, Cengage Learning EMEA, 2000, ISBN: 0826447880, 9780826447883
8. Trevor Waller & Debbie Nafte, Tour guide, Awareness Publishing, 2007, ISBN: 1770081887, 9781770081888
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**SUMMARY OF TRAINING DURATION FOR TRAVEL CONSULTATION LEVEL 3**

NO. ID	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE (A)	RELATED SKILLS (B)	HOURS (A) + (B)	TOTAL (HRS)
1	RESERVATION & TICKETING	• Gather reservation and ticketing information	77	179	256	640
		• Execute reservation activities	38	90	128	
		• Confirmation of payment	10	22	32	
		• Issuance of ticket/s or voucher	38	90	128	
		• Handle booking amendment	10	22	32	
		• Carry out daily sales report	10	22	32	
		• Encounter corrective action	10	22	32	
2	INBOUND/OUTBOUND OPERATION	• Create inbound / outbound packages	38	90	128	320
		• Publish inbound / outbound packages	14	34	48	
		• Perform booking elements	19	45	64	
		• Perform tour coordinator / leader duties	19	45	64	
		• Generate inbound / outbound operations report	5	11	16	
3	SALES & MARKETING	• Identify product / packages	29	67	96	320
		• Execute work strategy / planning	29	67	96	
		• Perform sales visit / reach out programme	29	67	96	
		• Generate sales visit report	10	22	32	
4	SUPERVISORY AND ADMINISTRATIVE	• Prepare job schedule	10	22	32	320
		• Organise work flow	19	45	64	
		• Handle customer complaint and feed back	14	34	48	
		• Appraise staff performance	14	34	48	
		• Conduct staff training	19	45	64	
		• Conduct staff meeting	10	22	32	
		• Monitor office etiquette	10	22	32	
<b>TOTAL HOURS (Core Competencies)</b>			<b>481</b>	<b>1119</b>	<b>1600</b>	<b>1600</b>
1	CUSTOMER SERVICES RELATIONS	• Identify customer service relation requirements	10	22	32	128
		• Execute customer service relation activities	19	45	64	
		• Assess customer service relation performance	10	22	32	
<b>TOTAL HOURS (Elective Competencies)</b>			<b>39</b>	<b>89</b>	<b>128</b>	<b>1728</b>