

Employer Occupational Brief



Travel Consultant
March 2017

My Journey

Examples of evidence types to include in My Journey

Service Level agreements

Itineraries

Proposals

Customer feedback

Annual performance review

Personal development plans

Sales trackers

1:1 notes

360 feedback

Witness statements

Learning records

Case studies

Projects

Workbooks

Account management details

Repeat custom

Simulation

Question and answers

Recorded interactions with customers

Naturally occurring work evidence

Know a variety of world-wide geography and popular travel destinations to help inform customers' travel plans							
	Breakdown		NOS mapping	Shared range	NOS	Ref	Assessment
1	Know world-wide geography	1.1	Names and locations of worldwide destinations	All continents, all countries, major capital cities (key European and Warsaw, Sofia, Bucharest, Zagreb, Moscow, Hong Kong, Canberra, Washington DC, Ottawa, Johannesburg, Cairo, Dubai, Singapore, Kuala Lumpur, Bangkok, New Delhi, Sao Paolo, Nairobi, Abuja) oceans	TT01	K10	Test
		1.2	How to read maps to identify the location of the major airports, destinations, major cities and country groups	Top 10 ABTA destinations	T11	K27	Test
		1.3	The names and locations of continents, countries, capitals, resorts, gateway airports and seaports (major cruising ports), major towns, cities, tourist attractions, oceans and seas, main physical features		TT12	K31.1	Test

		1.4	The names and locations of UK towns, cities, gateway airports and seaports		T12	K30.1	Test
		1.5	The names and locations of UK regions and resorts, national parks		TT12	K30.2	Test
		1.6	3-letter airport codes and how to encode them		TT19	K24	Test
2	Know popular travel destinations	2.1	Features of products and destinations which key to your organisation's customers		TT11	K20	PD
		2.2	The location of major tourist attractions and special events in the UK, Europe and throughout the world		TT11	K9	Test
		2.3	The locations and features of specialist destinations for your organisation's customers		TT12	K32.1-6	PD
3	Help inform travel plans	3.1	Know the added value that a wide range of geographical knowledge gives to travel proposals	credibility, able to suggest efficient travel plans	NEW		PD
		3.2	The importance of knowing the features of popular travel destinations	cross selling opportunities, , enhancements, add-ons	NEW		PD
Source and provide reliable and relevant geographical information that will help inform enquiries, support, customers' travel decisions and close sales							
1	Source geographical information	1.1	Reliable sources of information are used to meet customers' requirements	FCO, trade press, travel magazines, colleagues	TT08	P2	MJ/PD
2	Provide reliable and relevant geographical information	2.1	Communicate complex geographical information clearly	time differences, direction of travel	New		MJ/PD

		2.2	All geographical information provided to customers is accurate and up to date		TT08	P5	MJ/PD
3	Help inform enquiries, support customers travel decisions and close sales	3.1	Support customers to make informed decisions about purchases using geographical knowledge		New		MJ/PD
Proactively keep up to date with worldwide geography and current affairs that could impact on customers							
1	Proactively keep up to date with worldwide geography	1.1	Keep up to date with current affairs related to the industry		NEW		PD
		1.2	Keep professional knowledge current and up to date		TT10	B5	PD
		1.3	Use knowledge and awareness of travel geography to establish the confidence of customers	Eg not recommending driving between dangerous locations	TT20	B4	MJ/PD

Travel information

Knowledge - Know travel information including: passport and visa requirements, diversity for example local cultures, customs and tradition, differences in time zones, climate, medical safety information, foreign office advice and foreign exchange information

	Breakdown		NOS mapping	Leisure range	Shared range	NOS	Ref	Assessment
1	Travel information	1.1	The range of enquiries you may be called upon to handle			TT14	K25	PD
		1.2	The importance of ensuring that information provided to customers is accurate and up to date		Missed flights, baggage, passports, security; legal and financial implications, customer loyalty	TT1	K4	
		1.3	The relevant booking conditions and restrictions that customers need to be made aware of		Cancellation policies, amendments	TT11	K36	PD
		1.4	How to maintain awareness of current and emerging trends and developments within the industry and why this is important		Trade press, FCO, news, organisational updates, industry publications, CPD activities	TT10	K11	Test
		1.5	Your organisation's policies for meeting customers' needs for information, advice and materials			TT14	K27	PD
		1.6	Where to find specialist expertise and information		Colleagues, external organisations, suppliers	TT16	K11	PD
		1.7	Relevant and reliable sources of information within your organisation		Intranet, colleagues, training, supplier reps, specialist expertise	TT16	K12	PD

2	Passport and visa requirements information	2.1	Visa types and where to find information on visa and passport entry requirements		Transit, tourist, business, single entry, multiple entry, pay on arrival, electronic	TT12	K3	Test
		2.2	Questions to ask customers concerning passports and visas			TT12	K33	Test
3	Diversity information	3.1	Food, clothing, shopping, entertainment, and culture in key destinations for your organisation's customers			TT12	K31.3	PD
		3.2	Local cultures and customs around the world		Religious, special events, sacred sites, traditions, LGBT awareness	NEW		PD
		3.3	Different languages spoken across the world		South America, Tunisia, all European countries, Norway, Finland, Canada, China, India	TT12	K31.2	Test
4	Time zones and climate information	4.1	How to calculate time zones			TT12	K31.2	Test
		4.2	The climate in popular destinations for your organisation's customers			NEW		PD
5	Medical safety information	5.1	What information to give customers to enable them to find out current, mandatory and recommended health precautions			TT11	K31	Test
6	Foreign office advice and information	6.1	The importance of following Foreign Office advice			TT17	K63	PD
		6.2	The role and responsibilities of the Foreign Office			NEW		Test

7	Foreign exchange information	7.1	Where to find information on national currencies worldwide		Internal listings, Columbus world travel guide, online atlas	TT17	K3	PD
		7.2	Currency codes			NEW		Test
		7.3	Where to find exchange rates and what commission is charged			TT17	K5	PD
		7.4	Types of exchange rates and when and how to use them	Difference between buy and sell		TT17	K8	Test
Skills - Source and provide accurate and relevant travel information that will ensure customers have a positive travel experience								
1	Source information	1.1	Use reliable sources of information		Internal and external	TT14	PC3	MJ/PD
2	Provide accurate and relevant travel information	2.1	Customers are clear about any implications arising from their query and receive accurate and complete information to resolve it			TT04	PC1	MJ/PD
		2.2	Answer customers' questions correctly			TT04	PC10	MJ/PD
		2.3	Provide customers with relevant, complete, accurate and up to date information and advice			TT14	PC4	MJ/PD

3	Ensure customers have a positive travel experience	3.1	Customers are satisfied with your service			TT04	PC12	MJ/PD
Behaviours - Proactively keep up to date with travel information according to the customer profile of the customer and the ever changing dynamics of the industry								
1	Proactively keep up to date with travel information according to the customer profile of the customer and the ever changing dynamics of the industry	1.1	Enlist the support of colleagues where necessary to help identify sources, secure information and to verify findings			TT08	B3	PD
		1.2	Keep up to date with security and safety risks that could affect customers			TT17	B2	PD

Industry Practice

Know the travel industry and the systems that support it, including those for reservations and booking, the importance of booking the correct product / service and key information such as travel terminology, abbreviated industry codes, preferred operators' current fare and ticketing rules, and travel regulations								
	Breakdown		NOS mapping	Business range	Shared range	NOS	Ref	Assessment
1	Know the travel industry and systems that support it	1.1	A travel employees' main responsibilities under current industry codes of practice			TT11	K24	Test
		1.2	The main industry trade associations, and consortiums their main purposes and the benefits of membership to your organisation		ABTA, IATA, GTMC, ATOC	TT11	K41	Test
		1.3	Types of systems that support your organisation		Booking, admin, back office, master information, FE, computerised reservation system, payment systems	NEW		PD
3	Importance of booking correct products/ services	3.1	The implications of incorrectly booking products and services	Business: not meeting SLAs, losing large customers, loss of revenue,		NEW		Test
4	Travel terminology abbreviated industry codes	4.1	The industry terminology used when providing travel arrangements			TT11	K38	Test
		4.2	The phonetic alphabet			TT11	K16	Test

		4.3	Abbreviated codes		Both: Airport, Ports, Business: TOD, ACM, ADM	TT11	K19	Test
5	Operators' current fare and ticketing rules	5.1	Variations in fare types and rules		ITX, net, published, low cost, refundable, non-refundable, advanced purchase, anytime	NEW		Test
		5.2	Customer loyalty schemes		Airmiles	NEW		PD
		5.3	Preferential rates offered by your organisation	Business: route deals, negotiated hotel rates				
6	Travel regulations	6.1	Where to access information about travel regulations	Business: changes		NEW		PD
Carry out transactions, using a range of reservation and booking systems, according to standard industry practices and the procedures of the business, ensuring that customers are offered travel options that will meet their individual needs within agreed deadlines								
1	Carry out transactions, using a range of reservation and booking systems	1.1	Appropriate booking systems are used correctly, safely and securely			TT2	P2	MJ/PD
		1.2	Information is recorded accurately and confidentiality is maintained			TT2	P3	MJ/PD
		1.3	Use your organisation's relevant web-based research and selling facilities correctly and with confidence	Leisure only		TT53	PC1	MJ/PD

		1.4	Promote the use of web-based facilities with enthusiasm, relating their features and benefits to the relevant needs of your customers		Apps for weather, airports, weather, internal apps, web based systems	TT54	PC3	MJ/PD
		1.5	Customer information is recorded, processed and stored to meet the organisation's procedures and legal requirements			TT1	PC2	MJ/PD
2	Adhere to standard industry practices and the procedures of the business, ensuring that customers are offered travel options that will meet their individual needs within agreed deadlines	2.1	The booking/administration is completed promptly and correctly to meet your organisation's procedures and other legal and regulatory requirements			TT19	PC12	MJ/PD
Take a keen interest in travel industry developments to keep professional knowledge current and up to date								
1		1.1	Show enthusiasm for keeping up to date with wider travel industry developments			NEW		PD

Travel Options

Know the variety and alternative combination of travel options that are available to customers including modes of transportation, types of accommodation and how to produce an itinerary that will meet customers' precise needs									
Breakdown		NOS mapping	Business range	Leisure range	Shared range	NOS	Ref	Assessment	
1	Transport options	1.1	Car rental terms			CDW, PAI, AGE, TP, DLR	TT19	K15	Test
		1.2	Sources of information on major parking operators at the main UK airports				TT19	K18	PD
		1.3	How to use and interpret reference sources to provide car hire information and costs on different groups and models			Potentially amalgamate with car rental terms?	TT27	K37	Test
		1.4	Sources of information on airport taxi and transport arrangements to major UK departure points				TT19	K19	PD
		1.5	Common air fare concepts and how these impact on the offer presented to the customer			including open-jaw itineraries, low-cost carriers, split ticketing, interline agreements, codeshares, airline alliances,	TT27	K11	Test

					net/consol fares, private fares, route deals, and niche fares e.g. marine and offshore fares			
1.6	Features, advantages benefits and costs of VIP lounges					TT27	K14	Test
1.7	Where to access and how to interpret information about onward travel	Leisure only				TT27	K19	PD
1.8	Cruising operators, routes, ship types, capacity and tonnage	Leisure only				TT12	K67	Test
1.9	Cruising terms and cabin types	Leisure only				TT12	K69	Test
1.1	Differences between cruising and other travel products	Leisure only			dress codes, tipping, methods of payment on board	TT12	K70	Test
1.11	How to use and interpret online and offline sources to provide travel information					TT12	K71	
1.12	Deck plans, on-board facilities, excursions,	Leisure only				TT12	K71.2	PD

		entertainment and restaurant sittings							
		1.13	Train and rail operators, types of train, types of train journey				TT12	K73	Test
		1.14	Main train routes worldwide and in Europe				TT12	K74	Test
		1.15	How to calculate costings for all types of travel				TT12	K76	PD
		1.16	Different classes of travel				NEW		
2	Accommodation options	2.1	Official grading and categorisations for accommodation			country grading, tour operator gradings, official, AA, reviews	TT27	K20	Test
		2.2	The different types of accommodation			hotels, self-catering, private accommodation and holiday centres; room types, facilities and meal basis, villas	TT27	K20.1	Test
		2.3	The different methods of booking and paying for accommodation only, including the implications of guaranteed reservations				TT27	K21	Test

		2.4	Service charges - what they are and when they need to be applied	Business: terms of agreement with clients	transaction fees, merchant fees, management fees		TT27	K32	PD
3	How to produce an itinerary that will meet the customers precise needs	3.1	The elements that make up a package	Leisure only	flights, accommodation, mode of transport		TT19	K10.5	Test
		3.2	How to ensure tickets, vouchers and associated documentation are accurate			organisational quality check queuing process	TT19	K38	PD
		3.3	The advantages and disadvantages of unpackaging versus packaging	Leisure only	to commercial, customer		NEW		Test
		3.4	The importance of presenting alternatives when proposals do not match customer requirements				TT12	K13	
		3.5	The characteristics of a comprehensive travel itinerary	Leisure only	Step by step instruction, most economical sequence. Logical		TT20	K6	Test

Source travel options, work with relevant industry suppliers and produce detailed itineraries that best meet customers' needs									
1	Source travel options	1.1	Customers are presented with a range of clearly presented and accurate travel options				TT12	PC1	MJ/PD
		1.2	Customers have all possible options made available to them to best meet their expectations and enhance their travel experience				TT12	PC3	MJ/PD
2	Work with relevant industry suppliers	2.1	Travel components from a range of suitable suppliers are identified		Business only		TT20	PC4	MJ/PD
3	Produce detailed itineraries that best meet customers' needs	3.1	Produce travel itineraries and costings likely to meet your customers' expectations				TT12	PC5	MJ/PD
		3.2	Manage customer expectations around limitations				NEW		
		3.3	Customers are presented with suitable alternatives where proposals do not specifically match their original requirements				TT12	PC8	MJ/PD

		3.4	Realistic itineraries are drafted based on all available information				TT20	PC6	MJ/PD
		3.5	Itineraries and prices are presented clearly and accurately				TT20	PC6	MJ/PD
Demonstrate commercial awareness and consideration for customers' unique needs when selecting and combining different elements of customers' travel plans									
1	Demonstrate commercial awareness	1.1	Establish and maintain good relationships with suppliers				TT20	B5	PD
		1.2	Select the most profitable options to suit your organisation				TT12	B3	MJ/PD
2	Demonstrate considerations for customers' unique needs when selecting and combining different elements of customers' travel plans	2.1	Present your proposals in a way that helps customers' understanding, creates goodwill and promotes a positive image of yourself and your organisation				TT12	B4	MJ/PD
		2.2	Demonstrate a clear understanding of different customers and their real and perceived needs				TT26	B1	PD

Product and Services

Know the unique selling points of travel products and services and understand how to match their features to benefit the customer and provide an enhanced competitive proposition									
Breakdown	NOS mapping	Business range	Leisure range	Shared range	NOS	Ref	Assessment		
1	Know the unique selling points of travel products and services	1.1	The range of the organisation's core and additional products				TT01	K19	PD
		1.2	Key features of the products and destinations which are popular with your organisation's customers				TT01	K20	PD
		1.3	How the travel arrangements and additional services can be combined to match the needs of customers				TT01	K25	PD
		1.4	Characteristics and selling points of different booking options		Dynamic, tailor-made, package		NEW		PD
		1.5	How to locate additional service benefits			Free all inclusive, butler services, offers, class, chauffeur	NEW		PD
		1.6	Insurance products offered by your organisation	Leisure only			TT13	K27	PD

2	Know how to match features and benefits to customers	2.1	Key features and benefits of different products				NEW		PD
		2.2	How to balance the needs of your organisation and the customers				TT12	K20	PD
3	Provide an enhanced competitive proposition	3.1	How to influence customers' decisions by using your experience and knowledge				TT12	K19	PD
Match customer needs to products and services and identify opportunities to upsell, suggest alternatives, introduce an enhanced competitive offer when appropriate and always aim to maximise profit when closing the sale									
1	Match customer needs to products and services	1.1	Travel products that best match the customer's needs are identified and offered				TT01	P1	MJ/PD
		1.2	The features of travel product and services that accurately match the customer's needs are clearly explained and understanding is confirmed				TT01	P7	MJ/PD
		1.3	Customers are given opportunities to fully discuss and explore features and benefits				TT01	P9	MJ/PD
		1.4	Customers have options made available to them to best meet their expectations and enhance their travel experience				TT12	P3	MJ/PD

2	Identify opportunities to upsell and suggest alternatives	2.1	Additional requirements of the customer are identified				TT01	P3	MJ/PD
		2.2	Benefits are promoted clearly, accurately and in a way which generates further interest from the customer				TT01	P9	MJ/PD
		2.3	Specific features and benefits which match or exceed your customers' requirements are highlighted				TT12	P7	MJ/PD
		2.4	Opportunities are identified and used for selling extra tourism products and services at a suitable time in the discussion with customers				TT13	P2	MJ/PD
		2.5	Customers are offered alternatives relevant to their request				TT13	P3	MJ/PD
3	Introduce an enhanced competitive offer when appropriate and always aim to maximise profit when closing the sale	3.1	Extra travel products and services are identified and sold effectively				TT01	P13	MJ/PD

Promote confidence in customers by demonstrating a passion and belief in the products and services being sold								
1		1.1	Enthusiasm and passion for products is evident during interactions with customers				NEW	PD

Know different customer profiles, including sole travellers and groups, how to recognise and identify their requirements and individual needs, their preferred method(s) of booking travel, the need for providing a flexible service to support the process, and how to meet the increasing demand for an enhanced travel experience

	Breakdown		NOS mapping	Business range	Leisure range	Shared range	NOS	Ref	Assessment
1	Know different customer profiles	1.1	Different buyer types		Sole travellers, groups, couples, special requirements		NEW		Test
		1.2	The importance of understanding that customers have different expectations	Employer		Age, culture, purpose of visit	CFACSA1	K5	Test
		1.3	How build long term relationships with customers				CFACSB15	K1	PD
		1.4	The importance of customer loyalty to your organisation				PPLRPTO36	K4	PD
		1.5	The key features of a positive relationship with customers and the factors which affect it				TT20	K2	Test

2	How to recognise and identify requirements and individual needs, their preferred methods of booking travel	2.1	What rapport is and what it looks, sounds and feels like				CFACSA1	K2	Test
		2.2	Recognise customers' positive and negative reactions	Tone (phone, email)	Body language, facial expressions and tone		CFACSA1	K4	Test
		2.3	Your organisation's guidelines for how to recognise what your customer wants and respond appropriately				CFACSA4	K2	PD
		2.4	Your organisation's standards for timeliness in responding to customer questions and requests for information			Customer charter, SLAs	CFACSA4	K5	PD
		2.5	Organisational procedures and systems for dealing with customer service problems				PPL2GEN5	K1	PD
		2.6	Types of action that may make a customer problem worse and should be avoided				PPL2GEN5	K5	

3	The need for providing a flexible service	3.1	Types of service action most customers will see as adding value to customer service			24 hour helplines, duty office, webchat, high street, customer motivations for buying	CFACSA9	K3	Test	
		3.2	Reasons for providing a flexible service offer				NEW		Test	
4	How to meet the increasing demand for an enhanced travel experience	4.1	Your organisation's rules and procedures that determine your authority to enhance the travel experience				CFACSA9	K4	PD	
		4.2	Ways in which to enhance a customer's travel experience				NEW		Test	
		4.3	How to negotiate with customers in a way that balances their expectations that would be acceptable to the organisation	Your organisation client travel policy	Your organisation			CFACSB15	K6	PD
		4.4	How to meet and exceed customer expectations					CFACSB15	K8	Test
		4.5	How to deal with dissatisfied customers					TT14	K4	

		4.6	The relationship and inter-dependency between customer experiences of leisure travel services and business travel services			Is this relevant?	TT26	K18	PD
		4.7	Methods of monitoring customer/corporate account satisfaction used by your organisation				CFACSB15	K9	PD
Engage customers by building rapport and take opportunities to adapt communication styles to match their needs and deliver an enhanced service which encourages repeat business and consistently aims to exceed their expectations									
1	Engage customers by building rapport, adapt communication styles to match their needs	1.1	Recognise how customers are feeling and establish a rapport with them				CFACSA1	P2	MJ/PD
		1.2	Speak to customers clearly and put them at their ease				CFACSA1	P1	MJ/PD
		1.3	Recognise that each customer is different and treat them as individuals				CFACSA1	P4	MJ/PD
		1.4	Show customers respect and reliability at all times and in all circumstances				CFACSA1	P5, P6	MJ/PD

	1.5	Greet customers in a polite and positive manner, responding when a customer wants or needs assistance				CFACSA1	P9, P10	MJ/PD
	1.6	Identify and confirm customer expectations				CFACSA4	P3	MJ/PD
	1.7	Keep customers informed and reassured				CFACSA4	P5	MJ/PD
	1.8	Adapt communication style and behaviour				CFACSA4	P6	MJ/PD
	1.9	Check with your customer that you have fully understood their expectations				CFACSA4	P9	MJ/PD
	1.1	Allow your customer time to consider your response and give further explanation when appropriate				CFACSA4	P11	MJ/PD
	1.12	Recognise information that your customer might find complicated and check whether they fully understand				CFACSA4	P14	MJ/PD
	1.13	Explain clearly to your customers any reasons why their expectations cannot be met				CFACSA4	P15	MJ/PD

2	Deliver an enhanced service which encourages repeat business and consistently aims to exceed their expectations	2.1	Identify options that will give added value to your customer service				CFACSA9	P4	MJ/PD
		2.2	Ensure that your customer is aware of the added value of your actions				CFACSA9	P11	MJ/PD
		2.3	Secure customer consent to proceed with agreed courses of action				TT04	P3	
		2.4	Inform customers promptly of any changes to bookings and the financial and other implications of the change				TT04	P4	MJ/PD
		2.5	Share customer feedback				CFACSA9	P13	MJ/PD
		2.6	benefits are promoted clearly, accurately and in a way which generates further interest from the customer	Client account/traveller	Customer		TT01	P8	MJ/PD
		2.7	Take action to encourage repeat business	Leisure only	Loyalty schemes, recognition points preferential rates, targeted offers, customer service calls		NEW		MJ/PD

		2.8	Deal with dissatisfied customers				NEW		
		2.8	information on the traveller's travel preferences and travel document data are updated				TT26	P2	
Respond positively and imaginatively to customers' requirements, demonstrating an enthusiasm to inspire and delight them									
1		1.1	Present your proposals in a way that helps customers' understanding, creates goodwill and promotes a positive image of yourself and your organisation				TT12	B5	MJ/PD
		1.2	Take opportunities to promote new and different possibilities to enhance customers' experiences	Leisure only			TT01	B8	MJ/PD
		1.3	Act on opportunities to inspire customers in all interactions				NEW		PD

		1.4	Find alternative ways to help your customers further, when the information you give does not meet their expectations				TT14	B6	MJ/PD
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Legal and Compliance

Know how to keep customers' details safely and to lawfully process business transactions, recognising the connection with travel industry regulations, business compliance and relevant legislation									
	Breakdown		NOS mapping	Business range	Leisure range	Shared range	NOS	Ref	Assessment
1	Know how to keep customers' details safely	1.1	The need for confidentiality and the implications of data protection legislation				TT01	K7	Test
		1.2	Your organisation's requirements and procedures for recording and storing data and information and processing data and information				TT08	K10.1	PD
		1.3	Your organisation's disaster recover and/or business continuity plan				NEW		PD
2	Lawfully process business transactions	2.1	Potential consequences of incorrect calculations				TT03	K13	Test
		2.2	Your organisation's procedures for making changes to customer bookings				TT04	K14.1	PD
		2.3	Your organisation's operating limits on stock holding and till cash holding limits	Leisure only			TT17	K27	PD
3	Travel industry regulations	3.1	The contractual responsibilities of the lead passenger	Leisure only			TT01	K15	Test
4	Business compliance	4.1	The main and current trade codes of practice when selling leisure or business travel				TT01	K16	Test

		4.2	Current industry codes of practice and legislation regarding leisure or business travel ticket-issuing responsibilities				TT02	K1	Test	
		4.3	The consequences of misrepresenting products and services to customers				TT01	K18	Test	
5	Relevant legislation	5.1	The relevant parts of the disability discrimination legislation and its implications when giving advice and information to customers				TT01	K8	Test	
		5.2	The main requirements of legislation when dealing with customers				TT01	K9	Test	
					Shared Range: Retail-related requirements, booking conditions and insurance requirements, including current, applicable regulatory guidelines for insurance selling, disability discrimination act, (e.g. general requirements of air travel legislation, ATOL financial protection arrangements (if appropriate); passenger liability restrictions (if appropriate); booking conditions; passport, visa, health and insurance requirements, including current, applicable regulatory guidelines for insurance selling					
		5.3	The importance of ensuring that information provided to customers is accurate and up to date				TT01	K17	Test	
		5.4	The importance of using live reservation systems				NEW		PD	

	5.5	The principles of the licensing and controlling authorities rules	Business: IATA			TT02	K2	Test
	5.6	The consequences of booking errors or incorrect issue or process of documents				TT02	K14	Test
	5.7	Legislative requirements relating to processing payments				TT03	K1	Test
	5.8	Responsibilities and legal duties for health and safety in the workplace				TT07	K13	Test
	5.9	What ATOL stands for and what protection ATOL offers				TT11	K13	Test
	5.1	What the CAA, EASA and IATA stands for and what their roles are				TT11	K14	Test
	5.11	The main requirements of current regulations affecting foreign exchange services and money laundering				TT17	K2	Test
	5.12	Current rules and regulations governing the sale of separate travel components, and what constitutes a package	Leisure only			TT20	K5	Test

Conduct the business transaction in compliance with travel industry regulations, approved codes of practice and business policy and continuously monitor the process to ensure accurate information and advice is given to customers									
1	Conduct the business transaction in compliance with travel industry regulations, approved codes of practice and business policy, continuously monitor the process to ensure accurate information and advice is given to customers	1.1	Relevant terms, conditions and legal requirements relating to the sale are described clearly				TT01	P11	MJ/PD
		1.2	The sale meets your organisation's procedures and legal requirements				TT01	P17	MJ/PD
		1.3	Customers' information is recorded accurately and confidentiality is maintained				TT02	P3	MJ/PD
		1.4	The organisation's policies and procedures are followed regarding payment discrepancies, transaction values, and limits				TT03	P4	MJ/PD
		1.5	Payments are stored securely and protected				TT03	P10	MJ/PD
		1.6	Comply with health and safety legislation and organisational procedures in your workplace				TT07	P8	MJ/PD
		1.7	Your organisation's till audit requirements are complied with	Leisure only	Foreign exchange, travel tills, card information		TT17	P5	MJ/PD

		1.8	Booking information and documentation is stored securely following your organisation's procedures and legal requirements				TT19	P14	MJ/PD
		1.9	Escalate customer service issues in line with organisational procedures				TT24	P5	MJ/PD
		1.1	Social networking activities are in line with organisational policies and legally compliant				TT54	P10	MJ/PD
Be diligent in upholding protocols and business reputation to ensure customers receive the best quality service and advice and communicate and explain emerging issues and updates									
1	Be diligent in upholding protocols and business reputation to ensure customers receive the	1.1	Record customers' information accurately and maintain adequate confidentiality				TT01	B4	MJ/PD
		1.2	Promote travel products and services in accordance with your organisation's policies and procedures				TT01	B6	MJ/PD

	best quality service and advice	1.3	Comply with legislation, travel industry regulations, approved codes of practice and your organisation's policies and procedures to ensure best quality service and advise when selling travel-related products and services				TT08	B2	MJ/PD
		1.4	Act with integrity to uphold business reputation				NEW		PD
2	Communicate and explain emerging issues and updates	2.1	Seek advice promptly from an appropriate person when you are unsure of how to handle a situation				TT15	B1	PD
		2.2	Monitor the validity and reliability of information gathered				TTO8	B4	MJ/PD
		2.3	Keep customers informed in relation to travel arrangements				NEW		PD

Industry Technology

Know how to utilise technology in line with customer and business requirements and the scope of technology used within the business and the industry as a whole							
	Breakdown		NOS mapping	Business range	NOS	Ref	Assessment
1	Know how to utilise technology in line with customer and business requirements	1.1	How to use current travel services booking systems.		TT02	K13	PD
		1.2	How technology can support the booking of products and ancillary services		TT02		PD
		1.3	How to use electronic inputting and recording systems.	What is this?	TT08	K3	PD
		1.4	How to use and interpret any relevant websites and databases to provide information and costings.		TT12	K48.5	PD
		1.5	Electronic sources of information relating to products and services and how to use and interpret them.		TT13	K1	PD
		1.6	How customers access and manage their own electronic profile.		TT26	K15	PD
		1.7	How to access and use your organisation's computer reservation systems		TT26	K17	PD
		1.8	Your organisation's social networking policy.		TT54	K2	PD

		1.9	Which parts of your organisation's business could benefit from or contribute to the success of the social network.		TT54	K4	PD
		1.10	How using social networking is expected to help businesses achieve objectives and targets.		TT54	K7	Test
		1.12	How customers learn and develop their skills in using web-based technology				
2	The scope of technology used within the business and the industry as a whole		Sources of up-to-date information about trends and technological developments relating to social networking		TT54	K13	PD
		2.1	The impact of multi-channel retailing upon in-store/centre selling within the industry	Leisure only	TT53	K3	Test
		2.2	The growing range of travel-based mobile apps to use before, during and after travel		NEW		PD
Use technology effectively and efficiently and input data accurately in accordance with business procedures							
1	Use technology effectively and efficiently	1.1	Keep up-to-date with trends and developments relating to technology		TT54	P12	MJ/PD
		1.2	Appropriate systems are used correctly, safely and securely		TT02	P2	MJ/PD
2		2.1	Check data input for accuracy		NEW		MJ/PD

2	Input data accurately in accordance with business procedures	2.2	Operate all aspects of your organisation's web-based research and selling facilities		TT53	P1	MJ/PD
		2.3	Promote the use of your organisation's web-based facilities with enthusiasm, relating their features and benefits to the relevant needs of your customers.		TT53	P3	MJ/PD
Use technology responsibly and embrace developments in travel technology							
1		1.1	Be a passionate advocate for you organisation's digital offer		NEW		PD
		1.2	Use technology responsibly and in line with organisational procedures		NEW		PD
		1.3	Seek opportunities to up to date with new technology in line with organisational aims		NEW		PD

Know the business vision, objectives and brand standards, the market it competes in, external factors that affect customer behaviour and business performance and understand the importance of meeting customers' needs profitably							
	Breakdown		NOS mapping		NOS	Ref	Assessment
1	Know the business vision, objectives and brand standards,	1.1	How productivity targets and timescales impact on business success.		TT10	K18	PD
		1.2	The importance of personal development targets and timescales and how these impact on business success.		TT10	K19	PD
		1.3	Values and behaviours that are consistent with your organisation's vision and strategy.		FINCFC1	K3	PD
		1.4	Your organisation's requirements for corporate image		TT05	K12.3	PD
		1.5	The brand value of the business.		TT54	K6	PD
		1.6	The implications of not meeting agreed Service Level Agreements	Business only	New		PD
2	The market it competes in	2.1	How to maintain awareness of current and emerging trends and developments within the industry and why it is important.		TT10	K13	Test
3	External factors that affect customer behaviour and business performance	3.1	Factors affecting customer decision-making within your industry.		CFAMSSNS3	K10	Test
		3.2	Market developments relevant to the industry/sector within which your organisation operates.		CFAMSSNS3	K7	PD

		3.3	Your organisation's principal competitors, their products and the nature of their marketing and sales activities.		CFAMSSNS3	K15	PD
4	Understand the importance of meeting customers' needs profitably	4.1	Commercially viable range of service times		TT10	K9	PD
		4.2	how to meet customer needs whilst ensuring profitably for the organisation				
Actively support business performance by meeting agreed targets and providing travel solutions for customers varying needs and budgets in a way that is profitable to the business							
1	Actively support business performance by meeting agreed targets	1.1	Your own contribution to business success is accurately identified and discussed with the relevant person.		TT10	P2	MJ/PD
		1.2	Developments and trends in business and wider travel and tourism services industry are regularly reviewed.		TT10	P6	MJ/PD
		1.3	Work targets are worked towards and met		TT10	P7	MJ/PD
		1.4	Personal presentation and behaviour meets organisational standards		NEW		MJ/PD
2	Provide travel solutions for customers varying needs and budgets in a way that is profitable to the business	2.1	Your organisation's sales objectives are met through proposals put to customers.		TT12	P6	MJ/PD
		2.2	Prioritise opportunities and be aware of threats to your organisation's potential income and profitability		CFAMSSNS3	P7	MJ/PD

Engage with the culture and ethos of the business and be a positive advocate and driver for high quality performance and achievement							
1	Engage with the culture and ethos of the business	1.1	Demonstrate personal drive to deliver the business vision and objectives.		TT10	B6	PD
2	Be a positive advocate and driver for high quality performance and achievement	2.1	Promote a positive image of yourself and your company to customers.		TT01	B3	PD
		2.2	Take ownership of goals and targets		TT10	B4	PD
	2.3	Recognise when to escalate feedback around suppliers within your organisation					

Sales

Know how to operate commercially with the aim of exceeding sales target, how to calculate complex travel costings, understanding the difference between turnover and profit, and how own targets contribute to achieving the overall sales budget

	Breakdown		NOS mapping	Business range	Leisure range	Shared range	NOS	Ref	Assessment
1	Know how to operate commercially with the aim of exceeding sales targets	1.1	How to use selling techniques				TT01	K3	PD
		1.2	The importance of explaining all available alternatives				TT04	K16	Test
		1.3	How to attract customer attention and promotes sales	Leisure only			TT05	K8	Test
		1.4	The role of clear and accurate proposals in negotiating and finalising the transaction				TT12	K10	Test
		1.5	The relationship between agents and suppliers				TT12	K39	Test
		1.6	The commissions payable by different suppliers service charges				TT12	K40	PD
2	How to calculate complex travel costings	2.1	How to calculate complex travel costings				TT03	K9	PD
3	Understand the difference between turnover and profit	3.1	The difference between turnover and profit				NEW		Test
4	How own targets contribute to achieving the overall sales budget	4.1	How individual targets contribute to the organisation's overall target				NEW		PD

Achieve and exceed commercial targets by applying selling techniques that are appropriate to all customer types, take opportunities to maximise sales for example by selling promotions and preferred supplier programmes and maximise financial performance by upselling, cross-selling and calculating fares and refunds accurately

1	Achieve and exceed commercial targets by applying selling techniques that are appropriate to all customer types	1.1	Customers are presented with a range of clearly presented and accurate travel options				TT12	P1	MJ/PD
		1.2	Customers' needs have been understood, summarised and confirmed through the use of appropriate questioning techniques and effective listening				TT12	P2	MJ/PD
		1.3	Customers have all possible options made available to them to best meet their expectations and enhance their travel experience				TT12	P3	MJ/PD
		1.4	Benefits are promoted clearly, accurately and in a way which generates further interest from the customer				TT01	P8	MJ/PD
		1.5	Customers' objections are dealt with positively				TT01	P10	MJ/PD
		1.6	Customers are given opportunities to fully discuss and explore features and benefits				TT01	P9	MJ/PD
		1.7	Buying signals are correctly interpreted and acted upon				TT27	P9	MJ/PD
		1.8	Customers' confidence is built and retained				TT27	P17	MJ/PD

2	Take opportunities to maximise sales	2.1	The customer is made aware of any promotions				NEW		MJ/PD
		2.2	Extra travel products and services are identified and sold effectively				TT01	P13	MJ/PD
		2.3	Encourage the sale of preferred supplier products and services				NEW		MJ/PD
3	Maximise financial performance by upselling, cross-selling and calculating fares and refunds accurately	3.1	Customers are aware of the cost breakdown of chosen services and the final total amount to be paid	Leisure only			TT03	P1	MJ/PD
		3.1	Calculate charges and refunds accurately				NEW		MJ/PD
		3.2	Take opportunities to upsell and cross sell to maximise sales and profit				NEW		MJ/PD
		3.3	Customers are aware of the cost breakdown of chosen services where client contract permits						MJ/PD
Proactively seek ways of engaging customers to increase and enhance sales									
1		1.1	Find out your customers' needs by using suitable questioning techniques and effective listening skills				TT01	B3	PD
		1.2	Demonstrate a clear understanding and awareness of the range of different customers and their needs				TT01	B5	MJ/PD

		1.3	Handle queries in ways that promote sales				TT01	B7	PD
		1.4	Take opportunities to promote new and different possibilities to enhance customers' experiences				TT01	B9	MJ/PD

Team and Personal Performance

Know and understand the factors that both motivate and impair individual and team performance and recognise how own and team dynamics impact on the experience of the customer and ultimately business success						
	Breakdown		NOS mapping	NOS	Ref	Assessment
1	Factors that both motivate and impair individual and team performance	1.1	How to identify your own strengths and weaknesses	TT10	K1	PD
		1.2	The importance of continually using and updating your own personal work plan	TT10	K7	PD
		1.3	Why it is important for your own development to maintain awareness of current and emerging trends and developments	TT10	K13	PD
		1.4	The importance of continuous professional development	TT10	K25	PD
2		2.1	How individual behaviour can impact wider team performance	NEW		PD
3	Recognise how own and team dynamics impact on the experience of the customer and ultimately business success	3.1	How to react positively to reviews and feedback and why this is important	TT10	K25	PD
		3.2	How to support co-operative ways of working	TT10	K3	PD
		3.3	How to manage your time effectively, prioritise work and balance different customer needs	TT10	K4	PD
		3.4	How to deal with relationship difficulties and conflicts when working with others	TT10	K5	PD

		3.5	Why harmonious working relationships are important	TT10	K8	PD
		3.6	Your job role and responsibilities and how this relates to the role of other team members	TT10	K14	PD
		3.7	Who can help you identify and obtain opportunities for your development/training	TT10	K20	PD
		3.8	How to find out and understand about other people's areas of responsibility relevant to your role within your organisation	TT10	K23	PD
		3.9	How your role fits into the wider business structure	NEW		PD
Work constructively with team members to deliver travel plans and experiences that meet customer needs and recognise opportunities for self and team development to improve performance						
1	Work constructively with team members to deliver travel plans and experiences that meet customer needs	1.1	Use sources of expert advice within the organisation	TT20	P11	MJ/PD
		1.2	Any misunderstandings with your colleagues are promptly resolved	TT10	P15	MJ/PD
		1.3	Contact you have with colleagues is friendly, helpful and respectful	TT10	P16	MJ/PD
2	Recognise opportunities for self and team development to improve performance	2.1	Your own strengths and weaknesses are accurately identified and discussed with the relevant person	TT10	P1	MJ/PD
		2.2	Your own contribution to business success is accurately identified and discussed with the relevant person	TT10	P2	MJ/PD
		2.3	Realistic work targets are agreed with the relevant person and progress regularly reviewed	TT10	P7	MJ/PD
		2.4	Your personal development plan is regularly reviewed and updated	TT10	P8	MJ/PD

		2.5	Ways of working together to achieve objectives are agreed	TT10	P9	MJ/PD
		2.6	Necessary help and information from colleagues is politely requested	TT10	P10	MJ/PD
		2.7	The needs of others are anticipated and assistance is promptly offered within your capabilities	TT10	P12	MJ/PD
		2.8	Your time is used effectively throughout your working day	TT10	P13	MJ/PD
		2.9	Problems likely to affect travel and tourism services are reported to the relevant person promptly and accurately	TT10	P14	MJ/PD
		2.1	Act upon development opportunities	NEW		MJ/PD
Evaluate own personal performance in a consistently positive and professional manner, take on feedback and welcome personal development opportunities						
1	Evaluate own personal performance in a consistently positive and professional manner	1.1	Be alert to opportunities for learning and practising skills and knowledge	TT10	B1	PD
2	Take on feedback and welcome personal development opportunities	1.2	Seek feedback on your performance from colleagues and managers	TT10	B2	MJ/PD
		1.3	Make effective use of time	TT10	B3	PD
		1.4	Take ownership of goals and targets	TT10	B4	PD
		1.5	Seek advice and information from colleagues as necessary	TT20	B5	MJ/PD
		1.6	Reflect regularly on your own and others' experiences and use these to inform future action	TT20	B10	PD
		1.7	Evaluate own personal performance	NEW		MJ/PD

Communications

Understand how to professionally communicate to different audiences using a variety of methods, including available digital resources						
	Breakdown		NOS mapping	NOS	Ref	Assessment
1	Understand how to professionally communicate to different audiences using a variety of methods	1.1	How to adapt communication methods effectively to suit different situations and audience	TT01	K4	PD
		1.2	Know how to overcome barriers to communication	NEW		PD
		1.3	How to question customers to find out their needs	TT04	K4	PD
		1.4	The importance of clear and accurate communication	TT04	K12	PD
		1.5	Why it is important to display professional attitude	TT11	K1	PD
		1.6	How to listen effectively	TT11	K3	PD
		1.7	The impact of clear and accurate proposals	TT12	K10	PD
		1.8	How to present written proposals and information in different situations	TT12	K11/K15	PD
		1.10	How to move a discussion forward	TT14	K11	PD
		1.11	How to use visual aids to help others understand points you are making	TT14	K14	MJ/PD
		1.12	Why it is important to be helpful and polite	TT14	K16	PD

		1.13	How to ensure accuracy by proof-reading and re-drafting	TT16	K7	MJ
2	How to communicate using digital resources	2.1	How to gather information from customers at different contact points	TT15	K2	PD
		2.2	Know your organisation's available methods of digital resources to communicate	NEW		PD
		2.3	Know the benefits of different methods of digital communication to a diverse audience	NEW		PD
Select and use appropriate methods of communication including digital technologies according to the customer and the nature of the travel details being conveyed, ensuring quotes and prices are presented accurately						
1	Select and use appropriate methods of communication including digital according to the customer	1.1	Communications are polite and professional at all times	TT04	P7	MJ/PD
		1.2	Adapt communication styles to suit different situations	NEW		MJ/PD
		1.3	Use questioning techniques and listening skills	NEW		MJ/PD
		1.4	Use visual aids to help communicate	NEW		MJ/PD
		1.5	Communicate clearly and accurately	NEW		MJ/PD
		1.6	Move discussions forward	NEW		MJ/PD
		1.7	Use appropriate styles of communication	NEW		MJ/PD
		1.8	Use your organisation's digital resources to communicate	NEW		MJ/PD

2	Ensure quotes and prices are presented accurately	2.1	Review and check written communication	NEW		MJ/PD
		2.2	Take prompt action to rectify mistakes if necessary	TT03	P2	MJ/PD
Be clear and coherent to effectively communicate accurate and complex information professionally and confidently to a diverse audience, in line with business expectations						
1	Be clear and coherent to effectively communicate accurate and complex information professionally and confidently in line with business expectations	1.1	Greet customers in a prompt, friendly and confident manner	TT01	B1	PD
		1.2	Find out your customers' needs by using suitable questioning techniques and effective listening skills	TT01	B3	PD
		1.3	Remain open and flexible in responding to customers by following their cues	TT01	B8	PD
		1.4	Give and explain any information required by customers clearly and accurately	TT03	B3	MJ/PD
		1.5	Communicate with your customers in a way that maintains their goodwill and confidence in you and your organisation	TT04	B1	PD
		1.6	Be clear and accurate in your explanations	TT04	B2	MJ/PD
		1.7	Use varied vocabulary and expressions to suit your purpose and adapting what and how much you say to suit different situations	TT04	B3	PD
		1.8	Show you are listening closely and responding appropriately (e.g. by using your own and interpreting others' body language)	TT04	B4	PD
		1.9	Use negotiation and communication skills when finding possible resolutions to customer service problems	TT24	B2	PD

	1.10	Summarise your understanding of your customers' needs accurately	TT13	B3	MJ/PD
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Sustainability

Understand the impact that the business activity has on the environment and the organisation's approach to operate in a more responsible and sustainable manner						
	Breakdown		NOS mapping	NOS	Ref	Assessment
1	The impact that the business activity has on the environment	1.1	The environmental impact of the travel industry	TT07	K16	PD
		1.2	Principles of sustainability and environmentally responsible travel	CFACSA18	K1	
		1.5	Different actions that your organisation takes to improve sustainability in the workplace and industry	CFACSA18	K6	Test
2	The organisation's approach to operate in a more responsible and sustainable manner	2.1	Sources of information for developing awareness of sustainable travel	CFACSA18	K8	PD
Adapt working practices to minimise the negative effect on the environment						
1	Adapt working practices to minimise the negative effect on the environment	1.1	Follow environmentally friendly working practices	TT07	P14	MJ/PD
		1.2	Follow organisational policy on sustainability and waste management	New		MJ/PD
Demonstrate an on-going commitment to reducing impact on the environment in all work activities						
1	Show an on-going commitment to reducing impact on the environment in all work activities	1.1	Look for opportunities within your organisation to reduce impact on the environment by working sustainably	New		PD