

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Collect tourism product information
Code	110604L2
Range	This unit of competency involves the ability to gather and research data. Practitioners should be able to identify the advantages and disadvantages of different data collection methods, to apply data management to understand the needs of customers for tourism products, as well as to implement feasible data collection and data management programmes.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of collecting tourism product information</p> <ul style="list-style-type: none"> • Understand the different methods of collecting feedback on tourism products <ul style="list-style-type: none"> ○ Methods of collecting opinions, such as telephone, face-to-face interviews, online surveys, online reviews, newspapers, travel magazines, TV travel programmes, service providers, information issued by the Hong Kong Tourism Board, etc. • Understand the advantages and disadvantages of different collection methods <p>2. Use different channels to collect feedback from stakeholders on different existing tourism products</p> <ul style="list-style-type: none"> • Hold a meeting to review tourism products <ul style="list-style-type: none"> ○ Invite different stakeholders, including tour escorts, tourist guides, service providers, frontline salespeople and customers, etc. to express their opinions • Use company website to collect customers' feedback on tourism products <ul style="list-style-type: none"> ○ Establish an online platform and database for collecting customer opinions • Collect different kinds of information on existing tourism products <ul style="list-style-type: none"> ○ Collect information on the sales amount and quantity of different existing tourism products, such as the number of tour members and types of tours, etc. ○ Collect data on changes in the costs of different products, such as wages, exchange rates, price adjustments by service providers, and discounts offered by reception agents at the travel destinations, etc. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Manage important information provided by different stakeholders based on the company's principles of confidentiality.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the methods of collecting tourism product information; • Use different channels to collect feedback from stakeholders on existing tourism products; and • Apply data management methods to understand customer demand for tourism products
Remark	