

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

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| Title | Compare tourism products |
| Code | 110605L4 |
| Range | This unit of competency involves the ability to collect data; to analyse the different elements contained in the tourism products provided by competitors as well as their advantages and disadvantages; to use data to analyse changes in the pricing strategies of competitors and customer demand for their tourism products; and to formulate feasible data collection and data analysis management programmes. |
| Level | 4 |
| Credit | 4 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Master the knowledge of collecting and comparing similar tourism products provided by competitors</p> <ul style="list-style-type: none"> • Make detailed comparisons of the different elements contained in the tourism products provided by competitors, including itineraries, number of travel days, sightseeing activities, accommodation and dining arrangements, and prices, etc. • Understand the advantages and disadvantages of tourism products offered by competitors, such as analyse strengths and weaknesses, corporate market positioning, etc. • Understand competitors at other travel destinations <p>2. Use data on the sales of various tourism products to identify reasons for changes in demand, and take follow-up actions</p> <ul style="list-style-type: none"> • Make detailed comparisons of the different elements contained in the tourism products provided by competitors, including itineraries, number of travel days, sightseeing activities, accommodation and dining arrangements, and prices, etc. • Increase manpower arrangements to sell best-selling tourism products • Adjust the prices of popular tourism products to obtain higher returns • Adjust prices or provide discounts for slow-selling tourism products to attract customers • Cancel slow-selling tourism products • Analyse cost changes and the reasons • Explain the changes in customer volume and the reasons <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Adopt a highly sensitive attitude towards the sales-effectiveness of competitors' tourism products • Pay attention to the publicity and promotions of competitors in different media • Investigate the sales and number of tours dispatched by competitors' tourism products from different channels |
| 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 and comparing similar tourism products provided by competitors; and • Apply data management to analyse changes in customer pricing strategies and demand for their customer tourism products, so as to respond with the correct measures |
| Remark | |