

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Analyse the needs and trends of the travel market
Code	110606L4
Range	This unit of competency involves mastering the ability to analyse customer demand for tourism products, and understand the market trends by studying the data on customer demand changes for various tourism products.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of customer demand for tourism products <ul style="list-style-type: none"> • Identify the channels through which customers obtain tourism product information • Understand the online browsing habits of customers 2. Analyse the market trends by studying data on customer demand changes for various tourism products <ul style="list-style-type: none"> • Obtain the number of inbound and outbound arrivals from the overseas tourism boards for analysis • Obtain information on tourist attractions from the media, including popular TV travel programmes, etc. • Regularly communicate with different departments to understand the needs of customers, including branch manager, frontline salesperson, tour escorts/tourist guides, and marketing staff, etc. • Collect reports on world tourism trends issued by the World Tourism Organization • Collect tourist spending trend reports issued by the major international credit card issuers 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Stay alert to demand for and changes in tourism products
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Identify the channels through which customers acquire information about tourism products and analyse customer browsing habits; and • Collect data through different channels to analyse changes in customer needs, so as to understand market trends
Remark	