

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Analyse factors that affect travel
Code	110607L4
Range	This unit of competency involves the ability to analyse factors that affect travel, and to master the knowledge of identifying different factors in the market environment, as well as to analyse the impact of different factors on tourism products.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the ability to identify different factors in the market environment</p> <ul style="list-style-type: none"> • Understand the factors that affect the development of tourism products, such as: <ul style="list-style-type: none"> ○ Patterns of customer source segmentation ○ Impact of economic factors ○ Changes in exchange rates ○ Regional recognition ○ Political atmosphere of origin and travel destination ○ The safety of the travel destination, such as public security and epidemics • Understand the impact of development costs on the research and development of tourism products • Understand the importance of market factors to the research and development of tourism products <p>2. Conduct analyses of different factors affecting tourism</p> <ul style="list-style-type: none"> • Analyse the capabilities of service providers to procure travel resources <ul style="list-style-type: none"> ○ Obtain comprehensive travel information and resources ○ Leverage the procurement advantage in the prices of travel resource ○ Strive to obtain exclusive preferential prices for travel resources ○ Obtain the controllability of travel resources in operation • Analyse prices and sales strategies <ul style="list-style-type: none"> ○ Determine whether to provide promotional offers , etc. based on gross profit analysis, exchange rate changes, market sales, etc. ○ Analyse whether the content on the promotional leaflet (such as the activities and prices of tourism products, and self-paid activities) is competitive and attractive • Analyse and review customer feedback collected from different channels <ul style="list-style-type: none"> ○ Identify the gap between customer expectations of and satisfaction with tourism products before and after joining the tour ○ Review the feedback of customers on tourism products after joining the tour, including: <ul style="list-style-type: none"> ▪ Inviting customers to fill out suggestion forms ▪ Inviting customers to join focus group discussions ▪ Conducting telephone sampling surveys ▪ Completing the tour escort/tourist guide report • Analyse how information technology can meet customer needs during inbound and outbound travel <ul style="list-style-type: none"> ○ Understand the importance of information technology to inbound and outbound travel ○ Understand the free Wi-Fi services provided by hotels and restaurants ○ Use card roaming data as a communication tool

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	<ul style="list-style-type: none"> ○ Use GPS to identify the location of tour members ○ Master the use of other travel-related mobile apps ○ Understand the level of demand for information technology from customer segments <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> ● Carefully and accurately analyse different travel factors to design tourism products that meet customer expectations
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> ● Analyse the resource procurement capabilities of service providers; ● Analyse how information technology can meet customer needs during inbound and outbound travel; ● Analyse customer feedback collected from different channels; and ● Use the analysis results of factors affecting travel as a reference to determine the prices and sales strategy for new tourism products
Remark	