

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Formulate and update tourism product goals and publicity strategies
Code	110608L5
Range	This unit of competency involves the ability to update tourism product information, and to use data analysis to formulate and update tourism product goals as well as publicity strategies.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of using data collection and data analysis to update tourism products</p> <ul style="list-style-type: none"> • Formulate tourism product retention or modification strategies based on collected data and analysis • Collect feedback on the quality of existing tourism products in the market • Develop a review mechanism for slow-selling tourism products <p>2. Use data analysis to formulate and update the goals as well as publicity strategies for tourism products</p> <ul style="list-style-type: none"> • Develop a publicity strategy for updated tourism products <ul style="list-style-type: none"> ○ Formulate promotion budgets ○ Research the characteristics of the publicity information in the source market according to the segmented tourism product market ○ Select appropriate publicity channels according to customer media-use habits and publicity budgets ○ Compare the selling points and prices, etc. of the updated tourism products with those of competitors in the industry, compiling comparison tables and analyses ○ Update the content of tourism products on the company website ○ Update tourism product information in the sales system • Provide updated information on the regional division ratio, number of travel days, price, and uniqueness, etc. of the updated tourism products • Elevate employee awareness of tourism products <ul style="list-style-type: none"> ○ Understand the difficulties in how employees perceive different tourism products ○ Train employees to be aware of updated tourism products ○ Test employee awareness of tourism products after training <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Carefully analyse the advantages and disadvantages of existing tourism products, update and improve slow-selling tourism products, and effectively convey updated information to employees
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Provide updated information on the regional division ratio, number of travel days, price, and uniqueness, etc. of the updated tourism products; • Formulate different business indicators based on the functions of different departments of the company; and • Develop a promotion strategy for updated tourism products
Remark	