

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Establish a good relationship with overseas tourism boards
Code	110609L4
Range	This unit of competency involves the ability to establish a good relationship with overseas tourism boards, and to obtain tourism resources and products on travel destinations through these relationships.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the latest travel destination trends provided by overseas tourism boards</p> <ul style="list-style-type: none"> • Understand the available tourism resources and products • Understand whether the latest travel destination trends are in line with the development of the company and local market demand • Formulate the development direction of tourism products <p>2. Apply knowledge and experience to establish a good relationship with overseas tourism boards through different channels</p> <ul style="list-style-type: none"> • Meet and exchange ideas regularly with overseas tourism boards • Participate in study tours organised by overseas tourism boards to strengthen communication • Attend tourism product promotion event sponsored by overseas tourism boards • Improve understanding of travel destinations and market trends by management • Strive for the development of new tourism products by overseas tourism boards, and provide subsidies for corporate promotions <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Actively participate in publicity activities and tourism product promotion event organised by overseas tourism boards
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse whether the knowledge obtained from overseas tourism boards is compatible with the development of company's tourism products; • Apply knowledge and experience to establish a good relationship with overseas tourism boards; and • Master the tourism resources and products provided by the overseas tourism boards, and formulate the development direction of tourism products
Remark	