

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Tourism product development

Title	Formulate the development direction of tourism products
Code	110611L5
Range	This unit of competency involves the ability to formulate the development direction of tourism products, to use different channels to gauge the demand for potential tourism products, and to select suitable partners.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the latest travel development direction and information</p> <ul style="list-style-type: none"> <li>• Understand the advantages of different tourism products</li> <li>• Understand the sustainability of tourism products</li> <li>• Compare the strengths of competitors to formulate the development direction of the tourism products</li> <li>• Understand the available tourism resources and products</li> </ul> <p>2. Use different channels to gauge the demand for potential tourism products and select suitable partners</p> <ul style="list-style-type: none"> <li>• Participate regularly in international travel exhibitions to get acquainted with service providers</li> <li>• Identify service providers with potential tourism resources and products</li> <li>• Collect tourism product information through the recommendations of overseas tourism board</li> <li>• Participate in study tours organised by the industry and collect information on tourism products with potential needs</li> <li>• Adjust tourism products in a timely manner in response to market changes to create a new travel model</li> <li>• Be familiar with travel novelties and information on different travel media platforms</li> <li>• Integrate the various strengths to develop competitive tourism products</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Actively participate in tourism product seminars organised by the industry</li> <li>• Proactively contact overseas tourism boards to obtain the latest tourism product information</li> <li>• Form strategic alliances with tourism boards, tourism organisations or tourism product agencies</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Analyse the strengths of the company and the advantages of its tourism products;</li> <li>• Understand the available tourism resources and products, as well as analyse their sustainability; and</li> <li>• Use the analysis results to formulate the development direction of tourism products and develop competitive tourism products.</li> </ul>
Remark	