

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Research the feasibility of developing new tourism products
Code	110612L6
Range	This unit of competency involves the ability to research the feasibility of developing new tourism products, and to analyse the attractiveness and applicability of the new tourism products from different perspectives, while using data to analyse customer demand for newly developed tourism products.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the tourist-attracting elements of a travel destination and consumer demand for new tourism products</p> <ul style="list-style-type: none"> • Understand whether the sea, land and air transportation means of a travel destination can cope with passenger volume • Use data analysis to determine consumer demand for new tourism products • Compare the elements of different tourism products that can attract customers <p>2. Apply macro and micro analysis models to study the feasibility of new tourism products</p> <ul style="list-style-type: none"> • Conduct macro analysis from political, economic, social, technological, environmental and legal perspectives to understand the feasibility of developing new tourism products • Conduct micro analysis to identify the customer-attracting elements of a travel destination, including facilities at the destination that provide sufficient dining, accommodation, transportation, sightseeing, shopping, and entertainment • Understand whether the travel destination provides convenient visa procedure arrangements for tourists • Understand whether the tourism board provides funding for new tourism products, including hotels, service providers, or air tickets, etc. • Understand the major considerations for designing itineraries of new tourism products, such as the itinerary should not be too tight, etc. • Analyse the effectiveness of organising small tour groups to evaluate new tourism products <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Maintain a passion for tourism product innovation and provide customers with more new travel experiences • Explore new tourism products, identify potential difficulties and formulate solutions, such as identifying alternatives, etc. • Continuously develop new tourism products to improve company profitability
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Use macro analysis to explore the feasibility of developing new tourism products; and • Use micro-analysis of customer-attracting elements of travel destinations as the basis for developing new tourism products
Remark	