

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Formulate solutions to develop and optimise tour group products
Code	110613L5
Range	This unit of competency involves the ability to collect the latest information of travel destination , and to apply data management to research and analyse customer demand for new tour group products.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of collecting the latest information of travel destination <ul style="list-style-type: none"> • Conduct comprehensive research on new tourist attractions and itinerary activities promoted by overseas tourism boards • Research the data about customer demand for new tour group products 2. Use data to analyse the development potential of new tour group products <ul style="list-style-type: none"> • Analyse whether travel destinations have suitable transportation means and networks to cope with the operation of the new tour groups, including new tourist group coaches, complete railway and highway networks, etc. • Conduct site visits to evaluate how smoothly new tour group products operate • Formulate the budget and pricing of new tour group products • Design the promotion strategy of new tour group products 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Obtain the quota for suitable transportation means • Check whether sufficient hotel room supply can be obtained during peak tourist seasons • Actively and continuously develop new tour group products to provide customers with more diversified choices • Optimise the content of new tour group products according to customer needs
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Use data analysis to check whether a travel destination has suitable transportation and infrastructure as well as sufficient hotel rooms to support the operation of new tour groups; • Combine field trip observations and data to determine whether the new tour group products can operate normally; • Analyse customer demand data to formulate plans for optimising new tour group products; and • Use effective publicity strategies to promote new tour group products.
Remark	