

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

Functional Area - Tourism product development

Title	Formulate development and optimisation solutions for tourism products (air tickets / hotels / travel packages)
Code	110614L5
Range	This unit of competency involves the ability to master ordering different tickets (such as transportation and tourist attractions) and making hotel reservations, to understand the trend of customers switching to ordering tourism products online, and to use data analysis to source or search suitable sales channels of travel package to promote tourism products.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge and practice of ordering different tickets (such as transportation, tourist attractions) and making hotel reservations</p> <ul style="list-style-type: none"> <li>• Compare the prices of travel packages and similar tourism products on the market</li> <li>• Recommend suitable restaurants and arrange reservations</li> <li>• Identify suitable sales channels of travel package to promote tourism products</li> <li>• Understand the trend of customers switching to ordering tourism products online</li> <li>• Be familiar with tourist hotspots, shopping locations, etc. and other information</li> </ul> <p>2. Apply professional knowledge to provide customers with quality services</p> <ul style="list-style-type: none"> <li>• Suggest the most suitable transportation and provide the transport information of travel destination</li> <li>• Provide customers with options for different tourism product combinations</li> <li>• Introduce popular travel packages in response to market demand</li> <li>• Provide a 24-hour enquiry hotline and emergency support services during the journey, such as changing transportation arrangements</li> <li>• Use different service providers to provide customers with the best choice of tourism products</li> <li>• Provide car rental or self-driving tour services, taking into account car insurance and car rental company safety records, etc. factors</li> <li>• Arrange hotel accommodation in a location with well-equipped transportation facilities</li> <li>• Provide hotel information, such as hotel grades, facilities, restaurants, lounges, leisure activities and other charges, etc.</li> <li>• Provide airport shuttle and value-added services, such as a theme park ticket reservation service</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Establish a good, trusted relationship with customers</li> <li>• Strive to provide value-added services, such as additional theme park packages, etc.</li> <li>• Optimise the content of tourism products according to customer needs</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>• Use different booking systems and professional knowledge to provide customers with the best choice of tourism products;</li> <li>• Understand travel information and provide high-quality travel services to customers to meet customer demand for tourism products; and</li> <li>• Analyse customer needs to formulate plans for optimising tourism products.</li> </ul>
Remark	