

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

Functional Area - Tourism product development

Title	Formulate development and optimisation solutions for business tourism products
Code	110615L5
Range	This unit of competency involves the ability to meet the strict requirements of customers for business travel, and to provide one-stop travel services and credit management for business travel customers.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge to meet the strict requirements of customers for business travel <ul style="list-style-type: none"> <li>• Provide customers with one-stop travel services and cost management services</li> <li>• Simplify booking procedures for customers</li> <li>• Perform appropriate management for revenues and expenditures</li> <li>• Negotiate payment arrangements acceptable by both parties</li> </ul> </li> <li>2. Apply professional knowledge to provide high-quality services to business travel customers <ul style="list-style-type: none"> <li>• Use advanced reservation system to provide customers with round-the-clock ordering service</li> <li>• Provide 24-hour enquiry hotline and emergency support services during the journey</li> <li>• Provide concierge pick-up service</li> <li>• Provide reservation system login service to help customers order hotels and air tickets on their own, etc.</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Endeavour to help customers solve any difficulties in business travel</li> <li>• Strive to provide customers with instant value-added services, such as revising customer lists, hotels and air tickets, etc.</li> <li>• Optimise the content of tourism products based on customer needs</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Use advanced reservation system to provide customers with round-the-clock year-round ordering service;</li> <li>• Solve any difficulties in business travel for customers; and</li> <li>• Analyse customer needs to formulate solutions for optimising tourism products</li> </ul>
Remark	