

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Formulate development and optimisation solutions for distinctive tourism products
Code	110616L5
Range	This unit of competency involves the ability to master the operating modes of different distinctive tours, and to understand the market development trends of these tours and customer needs.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of the operation modes of different distinctive tours <ul style="list-style-type: none"> • Gain insights into the market development trends of different distinctive tours, and identify suitable themes • Select strictly professional and reliable service providers of distinctive tourism • Understand the needs, dos and don'ts for different distinctive tour customers, such as foreign visa arrangements on cruise routes, etc. • Pay attention to government subsidy programmes and funding, etc. provided by different organisations, such as study and exchange tours 2. Apply professional knowledge to provide professional services for distinctive tour customers <ul style="list-style-type: none"> • Provide qualified and professional tour escorts/tourist guides when appropriate, such as ecological tours and archaeological tours, etc. • Invite well-known travel experts to join the tour to attract customers • Sell suitable travel insurance products, such as distinctive tours with higher-risk activities • Clearly explain to customers the details of, and dos and don'ts for the itinerary, such as following the safety rules and using required equipment when participating in higher-risk activities such as mountain climbing or diving, etc. • Design itineraries with different types of distinctive activities 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Enhance safety awareness to protect the personal safety of customers when organising distinctive tours with higher risks • Optimise the content of tourism products based on customer needs
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Identify the appropriate themes of distinctive tours in the market to design different types of itineraries for distinctive tours; • Select professional and reliable service providers of distinctive tourism based on the needs of different distinctive tour customers; and • Analyse customer needs to formulate solutions for optimising tourism products.
Remark	