

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Formulate development and optimisation solutions for MICE tourism products
Code	110617L5
Range	This unit of competency involves the ability to provide professional advice according to customers' requirements of MICE travel activities, and to design the activity plan for the customers.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of transportation, hotel, venue facility, reception, local immigration procedures and event management</p> <ul style="list-style-type: none"> • Provide professional advice based on the corporate brand and image of customers • Develop project plan • Arrange sufficient manpower based on customer's scale of MICE travel events • Explain the production process, such as the configuration of stage design, lighting and sound effects, etc. • Establish a good relationship with foreign travel agencies and organisers • Participate regularly in MICE travel exhibitions held around the world to expand professional knowledge <p>2. Apply professional knowledge to design activities according to customers' requirements to meet customer needs</p> <ul style="list-style-type: none"> • Develop project plan • Identify suitable service providers, such as hotels, wedding venues and restaurants, etc. and conduct on-site inspections when necessary • Calculate activity expenditures • Formulate proposals and quotations for MICE travel activities • Arrange basic meetings, team building activities and themed banquets for customers • Provide customer service before, during and after the event at the travel destination • Assist activity organisers in dealing with on-site requirements and emergencies <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Use creativity in arrangements to bring surprises to customers • Optimise the content of tourism 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"> • Apply professional knowledge to arrange meetings, team building activities and themed banquets for customers; • Calculate activity project expenditures, and formulate MICE travel activities proposals and quotations according to customers' requirements; • Provide customer service before, during and after the event at the travel destination; and • Analyse customer needs to formulate solutions for optimising tourism products
Remark	