

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

Functional Area - Tourism product development

Title	Review and continuously improve the quality of tourism products
Code	110619L6
Range	This unit of competency involves the ability to understand tourism product development trends, to review the advantages and disadvantages of existing tourism products, and to conduct reviews and make adjustments.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of tourism product development trends <ul style="list-style-type: none"> <li>• Continuously review the sales of existing tourism products and make timely adjustments when launching new tourism products</li> <li>• Examine the sustainability of tourism products</li> </ul> </li> <li>2. Use different channels to review the quality of existing tourism products <ul style="list-style-type: none"> <li>• Implement quality assurance measures</li> <li>• Hold regular meetings with employees to discuss ways to improve tourism products</li> <li>• Conduct different forms of surveys, such as online questionnaires, focus groups, face-to-face interviews, and telephone interviews, etc. to collect tourism product feedback from customers and other stakeholders</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Continuously improve the quality and innovation of tourism products to enhance customer satisfaction with the products</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 different methods to examine the quality of existing tourism products; and</li> <li>• Implement quality assurance measures for tourism products to continuously improve their quality and innovation, as well as enhance customer satisfaction</li> </ul>
Remark	