

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Get familiar with the tourism product information of major competitors
Code	110621L3
Range	This unit of competency involves the ability to identify various tourism products of the company and its major competitors. Practitioners should be able to apply the collected information and data to implement the company's marketing policies and plans, so as to maintain its competitiveness in the market.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of tourism products on the market, and familiar with the tourism products of major competitors</p> <ul style="list-style-type: none"> • Understand the promotional strategies and privilege policies, etc. of the tourism products from major competitors, including early bird discounts, member discounts, peer discounts, employee prices, gift vouchers and gifts • Understand the characteristics of various tourism products • Understand the tourism products of major competitors, in terms of each product's pros and cons, prices, market positioning, targeted customers, etc. • Understand the ways in which major competitors sell tourism products, including stores, the Internet, credit card companies, and other agents, etc. <p>2. Use different channels to collect and distribute the latest information about the tourism products of major competitors</p> <ul style="list-style-type: none"> • Implement the company's marketing strategies in response to changes made by major competitors, including enhancing the content of tourism products, sales promotions, publicity strategies, and additional value-added options, etc • Share the latest information with other employees via the company's internal communication system and channels • Collect and integrate the latest changes in and publicity strategy information about the tourism products of major competitors through different channels, such as media advertising, online promotional materials, tourism product launches and seminars, etc. • Collect information about the tourism products of major competitors in different ways, including telephone calls, online enquiries, and visits to stores <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Proactively master first-hand market information through different channels • Respond quickly and positively to market changes
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Integrate tourism product information collected from various channels to understand the performance of major competitors; and • Forecast market development trends based on the market situation of tourism products, and implement the company's marketing strategy in response to changes in major competitors
Remark	