

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Analyse the characteristics and selling points of tourism products
Code	110622L4
Range	This unit of competency involves the ability to master rich knowledge and differentiate tourism products, etc. Practitioners should be able to analyse the advantages and disadvantages of the company's tourism products, and recommend suitable tourism products to meet customer needs.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of analysing the characteristics of tourism products</p> <ul style="list-style-type: none"> • Collect online information and participate in different types of activities (such as tourism product promotion events, expos, and seminars, etc.) to understand the market demand and trends for tourism products • Understand the differentiation and selling points of tourism products • Understand the characteristics of tourism products and their target markets <p>2. Analyse the advantages and disadvantages of the company's tourism products, and recommend suitable tourism products to meet customer needs</p> <ul style="list-style-type: none"> • Compare other similar tourism products on the market to consolidate the advantages and characteristics of the company's tourism products • Recommend suitable tourism products to meet customer needs • Establish a database of tourism products and systematically manage product information <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Patiently provide customers with a professional analysis of tourism products
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Fully analyse and evaluate the advantages and disadvantages of the company's tourism products; and • Patiently and effectively provide customers with suitable tourism products in line with market conditions
Remark	