

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Collect customer opinions on tourism products
Code	110623L3
Range	This unit of competency involves the ability to collect opinions and execute basic organisational skills. Practitioners should be able to objectively integrate customer opinions on the company's tourism products, and make recommendations for optimising overall product performance.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of collecting customer opinions on the company's tourism products <ul style="list-style-type: none"> • Understand the channels for collecting customer opinions <ul style="list-style-type: none"> ○ Collect customer opinions through frontline staff, including travel consultants, branch managers, tour escorts and tourist guides, etc. ○ Proactively collect customer opinions via such as telephone interviews, on-site questionnaires in branches, online enquiries, gatherings with old customers, complaints, and compliment letters, etc. ○ Commission a professional consultancy to collect customer opinions • Understand customers' criticism, appreciation and suggestions regarding the tourism product, and the reasons for each 2. Integrate collected customer opinions and propose optimisation suggestions for overall product performance <ul style="list-style-type: none"> • Integrate customer feedback • Adjust the marketing research strategy, including tourism product positioning, promotion, price, and targeted customers, etc. • Advise the product development department to design suitable tourism products based on the opinions provided by customers, and improve the quality of existing tourism products • Convey customer opinions to the person(s) in charge of related tourism products for improvement via the company's internal communication channels 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Treat customer opinions in an objective manner • Actively optimise overall product performance to enhance market position and competitiveness, based on customer opinions on the company's tourism products
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge of customer opinions on the company's tourism products; and • Objectively integrate collected customer opinions and propose optimisation suggestions for overall product performance
Remark	