

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Analyse customers' requirements and expectations for tourism products
Code	110624L4
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master knowledge of customers' requirements and expectations for tourism products</p> <ul style="list-style-type: none"> • Evaluate whether the tourism products on the market meet customers' requirements and expectations <ul style="list-style-type: none"> ○ Establish internal communication channels within the company to cultivate the market sense of employees at all levels ○ Establish communication channels for customers, including a complaint hotline, issue report hotline, and questionnaires, etc. • Understand the importance of customers' requirements and expectations to the successful sales of tourism products <p>2. Analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company</p> <ul style="list-style-type: none"> • Analyse customers' requirements and expectations for tourism products by studying data, such as types of tourism products, travel destinations, transportation, number of travel days, budgets, and age groups of customers, etc • Analyse whether the company's tourism products meet customers' requirements and expectations, and make improvements accordingly • Hold regular internal meetings to strengthen communication between frontline staff and the product development department, in order to design new tourism products to meet customers' requirements and expectations <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Objectively analyse customers' requirements and expectations for tourism products • Diligently explore new markets for 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 methods of collecting customer opinions; and • Analyse customers' requirements and expectations for tourism products, and make suggestions for the overall tourism product development of the company
Remark	