

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

Functional Area - Travel consultation and sales

Title	Understand the factors that influence customers to purchase tourism products
Code	110627L3
Range	This unit of competency involves identification and evaluation skills. Practitioners should be able to master the factors that influence customers to purchase tourism products, so as to improve the success rate of tourism product sales.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the factors that influence customers to purchase tourism products</p> <ul style="list-style-type: none"> <li>• Understand the characteristics of the consumers, such as buying roles: <ul style="list-style-type: none"> <li>○ Initiator</li> <li>○ Influencer</li> <li>○ Decider</li> <li>○ Buyer</li> <li>○ User</li> </ul> </li> <li>• Understand the relevant knowledge of consumer buying behaviour, such as the decision-making process: <ul style="list-style-type: none"> <li>○ Problem recognition</li> <li>○ Information search</li> <li>○ Evaluation of alternatives</li> <li>○ Purchase decision</li> <li>○ Post-purchase behaviour</li> </ul> </li> <li>• Understand the key decision-making factors of consumers, such as: <ul style="list-style-type: none"> <li>○ Price</li> <li>○ Uniqueness (such as niche, exclusive, etc.)</li> <li>○ Number of travel days</li> </ul> </li> </ul> <p>2. Apply knowledge of customer consumption behaviour and sales promotion skills to improve the success rate of tourism product sales</p> <ul style="list-style-type: none"> <li>• Provide suitable tourism products and service recommendations based on the characteristics of customer consumption behaviour, to encourage customers to make purchase decisions faster</li> <li>• Master the sales and promotional skills for general tourism products and services</li> <li>• Identify the advantages and disadvantages of the tourism products and services of competitors</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Have a customer-oriented attitude and provide tourism products and services that satisfy customers</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the factors that influence customers to purchase tourism products; and</li> <li>• Apply knowledge of customer consumption behaviour to improve the success rate of tourism product sales</li> </ul>
Remark	