

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

Functional Area - Travel consultation and sales

Title	Recommend tourism products and information that meet customer needs
Code	110628L3
Range	This unit of competency involves sales and communication skills. Practitioners should be able to recommend suitable tourism products and information to customers, and improve overall service satisfaction.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of tourism products</p> <ul style="list-style-type: none"> <li>• Understand the characteristics and market positioning of the company and of the tourism products on the market</li> <li>• Understand customer needs for tourism products</li> <li>• Collect information on various tourism products through the Internet and internal company information</li> </ul> <p>2. Apply sales skills to understand customer needs, and recommend suitable tourism products and information</p> <ul style="list-style-type: none"> <li>• Understand customers' requirements for travel destinations, methods of travelling, budgets, dates, transportation, accommodation, sightseeing and shopping, number of companions, special arrangements, etc.</li> <li>• Proactively recommend suitable tourism products according to customer needs, providing detailed explanations of each product's content, advantages and disadvantages, with additional information to increase persuasiveness, including brochures, photos and short videos, etc.</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Carefully and professionally recommend suitable tourism products to customers to improve overall service satisfaction</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>• Understand the characteristics and market positioning of the company and the tourism products on the market; and</li> <li>• Proactively and positively recommend suitable tourism products to customers that are in line with the sales strategies of the company</li> </ul>
Remark	