

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

Functional Area - Travel consultation and sales

Title	Strengthen employee knowledge of tourism products
Code	110633L4
Range	This unit of competency involves the ability to master the knowledge of various tourism products. Practitioners should be able to provide diversified training activities and channels for frontline salespersons for strengthening their knowledge of tourism products, as well as maintaining the professional image of the company and improving sales effectiveness.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of various tourism products</p> <ul style="list-style-type: none"> <li>• Understand the characteristics, prices, market positioning, and targeted customers of the company's tourism products, etc.</li> <li>• Understand the advantages and disadvantages of the tourism products provided by competitors in the market</li> </ul> <p>2. Strengthen employees' knowledge of tourism products through diversified training activities and channels</p> <ul style="list-style-type: none"> <li>• Compare the tourism products of major competitors to enable employees to understand the market position of tourism products of the company</li> <li>• Encourage employees to travel more and experience the company's tourism products to understand the characteristics of various tourism products</li> <li>• Establish an internal database system in the company to store tourism information, and encourage employees to share the latest tourism information, including travel books, travel videos, pictures, industry newsletters, and promotional videos, etc. provided by service providers</li> <li>• Arrange or encourage employees to participate in training courses, tourism seminars, tourism product launches and tourism expos, etc. held by external organisations</li> <li>• Regularly hold tourism product meetings or training courses to strengthen employees' understanding of tourism products <ul style="list-style-type: none"> <li>○ Deepen employees' understanding of tourism products through explanations, supplemented by videos and pictures</li> <li>○ Invite professionals to introduce the characteristics of tourism products, including service providers and tourism boards, etc.</li> <li>○ When launching new tourism products, ensure that employees can understand accurate information and suitable sales strategies for them</li> </ul> </li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Strengthen employees' knowledge of tourism products in a timely manner, so as to maintain the professional image of the company and improve sales effectiveness</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>• Provide diversified training activities and channels to strengthen employees' knowledge of tourism products, so as to maintain the professional image of the company and improve sales effectiveness</li> </ul>
Remark	