

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Identify popular tourism products based on the comparison results
Code	110642L4
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to master the sales situation of the company's tourism products, identify popular tourism products, and consolidate their quality and market share.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the sales situation of the company's tourism products <ul style="list-style-type: none"> • Understand the types, characteristics and target markets of the company's tourism products • Collect sales data from the sales department and finance department on a daily, weekly and monthly basis <ul style="list-style-type: none"> ○ Types of tourism products ○ Departure date ○ Number of transactions ○ Transaction date ○ Turnover 2. Identify popular tourism products and consolidate their quality and market share <ul style="list-style-type: none"> • Integrate and analyse sales data according to the following classifications <ul style="list-style-type: none"> ○ Types of tourism products, such as tour groups, travel packages, air tickets , and cruises, etc. ○ Travel destinations, such as long or short-haul, region, country ○ Departure time, such as month, season, holiday ○ Product prices (different levels) • Apply analysis results to identify popular tourism products, consolidate their quality and strengthen their publicity, so as to maintain a market advantage 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Proactively and continuously review popular tourism products to maintain a market advantage
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the sales situation of the company's tourism products; and • Identify popular tourism products and consolidate their quality and market share
Remark	