

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

Functional Area - Public relations, marketing and internal communications

Title	Explore the characteristics of tourism product consumers
Code	110713L3
Range	This unit of competency involves the ability to integrate data. Practitioners should be able to master the different characteristics of tourism product consumers, so as to understand the market positioning of the company.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of consumers' consumption of tourism products</p> <ul style="list-style-type: none"> <li>• Understand the consumption patterns of consumers when purchasing tourism products, such as: <ul style="list-style-type: none"> <li>○ Consumers' profiles, including gender, age, location, income, etc.</li> <li>○ Consumers' psychology, including travel motivation, needs and preferences, etc.</li> <li>○ External factors that affect tourism consumption</li> </ul> </li> <li>• Understand consumers' purchasing modes of tourism products, including: <ul style="list-style-type: none"> <li>○ Access to information about tourism products</li> <li>○ Consumers' decision-making process</li> <li>○ Factors that affect consumers' decisions, including their profiles, perception of travel, and information about the travel destination, itineraries and activities, etc.</li> <li>○ Sales channels for purchasing tourism products, including retail shops, personal travel consultants, online travel agencies, etc.</li> </ul> </li> </ul> <p>2. Assess consumers' behaviour regarding tourism products</p> <ul style="list-style-type: none"> <li>• Assess and categorise consumers according to their consumption characteristics, experiences and decision-making processes</li> <li>• Provide information and promote tourism products to various consumer groups according to their characteristics and decision-making processes</li> <li>• Conduct price sensitivity assessments</li> <li>• Maintain close contact with travel practitioners (including overseas practitioners) to enhance awareness of market developments and conditions</li> <li>• Attend trade seminars and online business events to understand the market conditions</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Personal Data (Privacy) Ordinance" when collecting data</li> <li>• Use appropriate methods and attitude when collecting information about tourism product consumers</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>• Accurately collect information related to the characteristics of tourism product consumers; and</li> <li>• Assess tourism product consumers' behaviour to help promote and develop tourism products</li> </ul>
Remark	