

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Analyse market strengths
Code	110714L4
Range	This unit of competency involves the ability to conduct analyses and exercise judgement. Practitioners should be able to thoroughly analyse the positioning of the company and the overall tourism product market, as well as to master the current situation and development trends, so as to lay a foundation for tourism product development and marketing planning.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the development trends of the tourism product market</p> <ul style="list-style-type: none"> • Review the market positioning and strengths of the company • Understand various quantitative and qualitative market research methods and tools for collecting data, including questionnaires, telephone interviews, face-to-face interviews, focus groups with established customers, online surveys, etc. • Understand the advantages and disadvantages of various research methods and tools <p>2. Analyse the market</p> <ul style="list-style-type: none"> • Conduct research on data collected from international tourism organisations • Apply appropriate market analysis methods to the collected data, including SWOT analysis, five forces analysis, etc. • Analyse the data of the company and the market environment, determine the development trends of the tourism product market, and identify potential developing markets and areas • Conduct competitor analysis to identify the characteristics of competitors' tourism products • Compare the company's tourism products to those of its competitors to identify the market positioning and competitive advantages, including value for money, distinctive itineraries and activities, etc. • Communicate the market data effectively to the product development department • Leverage on the company's competitive advantages effectively to increase market share <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Collect data by applying effective and reliable methods and tools • Conduct market and competitor analysis with an objective attitude
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Conduct a macro analysis of the tourism product market to understand the current situation of the company and the market development trends; and • Identify the company's market strengths and lay a foundation for tourism product development and marketing by collecting market data through research
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