

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

Functional Area - Public relations, marketing and internal communications

Title	Analyse the characteristics of the tourism product market
Code	110718L4
Range	This unit of competency involves the ability to conduct analyses and exercise judgement. Practitioners should be able to use different segmentation methods to segment the tourism product market based on consumers' characteristics and needs, and set accurate targets for marketing strategies.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of market segmentation strategies for tourism products <ul style="list-style-type: none"> <li>• Understand the market segmentation for tourism products, including population, economy, geography, psychology, behaviour, purpose of tour, price, etc.</li> <li>• Understand the characteristics of market segments, as well as customer needs and preferences</li> </ul> </li> <li>2. Implement market segmentation strategies <ul style="list-style-type: none"> <li>• Apply market segmentation methods to analyse, including income, age, location, buying behaviour, etc.</li> <li>• Identify the market segments for various tourism products</li> <li>• Design relevant tourism products for various market segments and carry out appropriate market positioning</li> <li>• Develop appropriate marketing strategies for targeted market segments to meet demand</li> <li>• Design optimal income mix for target market segments</li> <li>• Set target customer groups for marketing strategies</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Actively use segmentation criteria to accurately segment the market according to various criteria</li> <li>• Define target customer groups objectively to support targeted marketing strategies</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Accurately delineate the tourism product market according to appropriate segmentation criteria and reflect market demand; and</li> <li>• Analyse different tourism markets and develop feasible market positioning and marketing strategies for the company.</li> </ul>
Remark	