

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Formulate marketing strategies
Code	110719L5
Range	This unit of competency involves planning and project management abilities. Practitioners should be able to plan and design a marketing mix strategy according to the tourism product market, the characteristics of the tourism products and the company's market development objectives, so as to strengthen the company's sales performance and hasten its business development
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of marketing mix strategy <ul style="list-style-type: none"> • Understand the 7 Ps of marketing: including product, price, place, promotion, people, process, and physical presence • Understand the concept of tourism market segmentation • Understand the design and characteristics of tourism products 2. Design a marketing mix strategy <ul style="list-style-type: none"> • Determine the marketing objectives and mix of tourism products, including increasing the sales volume, expanding the market share, etc. • Select a sales network of the marketing mix of tourism products • Formulate a pricing strategy according to the cost, demand and competition of tourism products • Develop various promotion methods and combinations, including media advertising, direct marketing, public relations activities, promotion, KOL promotion, travel consultant promotion, etc. • Manage physical displays (including brochures, leaflets and souvenirs, etc.) to provide information on tourism products and promote the brand image • Select suitable travel consultants, guides and tour escorts for tour services • Ensure that the overall quality of the tour will meet customers' requirements and expectations • Evaluate the cost-effectiveness of different promotion methods and strategies 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with all relevant regulatory rules and regulations relating to designing marketing strategies, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse information from different market surveys and develop appropriate marketing mix objectives; and • Develop a marketing mix strategy according to marketing mix objectives
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