

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Sales and Marketing					
TSC	Market Trend Analysis					
TSC Description	Devise the framework, manage and conduct the situational analysis process to uncover market trends and industry developments to identify new opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-MKI-2004-1.1	HAS-MKI-3004-1.1	HAS-MKI-4004-1.1	HAS-MKI-5004-1.1	
		Collect data by conducting research, support the analysis of market trends and developments and prepare research documentation	Analyse information on market trends and industry developments, interpret future potential demands and produce reports to present findings	Manage activities to carry out situational analysis, develop business proposals for new opportunities and recommend directions for production or adaptation of current products or services through inferences from findings	Develop situational analysis frameworks to obtain market information and prioritise analyses on latest market trends	
Knowledge		<ul style="list-style-type: none"> Sources of information for identification of market trends and developments Methods of displaying data Considerations in displaying data Methods of interpreting data 	<ul style="list-style-type: none"> Sources of information for identification of market trends and developments Methods of displaying data Considerations in displaying data Types of statistical analysis and forecasting techniques in analysing market trends and developments Methods of evaluating business environment 	<ul style="list-style-type: none"> Situational analysis framework Sources of information for identification of market trends and developments Types of statistical analysis and forecasting techniques in analysing market trends and developments Potential opportunities and threats Methods of evaluating business environment Methods of displaying data Considerations in displaying data Methods of interpreting data 	<ul style="list-style-type: none"> Insights for identification of market trends and developments Types of statistical analysis and forecasting techniques in analysing market trends and developments Potential opportunities and threats Methods of evaluating business environment Methods of interpreting data 	
Abilities		<ul style="list-style-type: none"> Conduct research and gather data to support the analysis of market trends and developments 	<ul style="list-style-type: none"> Analyse market trends and industry developments 	<ul style="list-style-type: none"> Identify market trends and developments that may impact 	<ul style="list-style-type: none"> Devise situational analysis frameworks to obtain information regarding organisation 	

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		<ul style="list-style-type: none"> • Collate relevant market data from historical records and various internal and/or external sources • Consolidate information gathered through data collection processes • Maintain integrity of data collected • Prepare graphical representation of data patterns • Prepare necessary documentation based on established research frameworks 	<ul style="list-style-type: none"> • Analyse findings or report of market trends and industry developments on impact on business strategies or business operations strategies • Utilise forecasting techniques to interpret future demands • Prepare reports to present findings 	<p>organisational marketing activities</p> <ul style="list-style-type: none"> • Analyse market trends and developments to forecast emerging market needs and develop appropriate recommendations • Report findings and recommendations to management in accordance with organisational procedures 	<p>and competitors' competencies</p> <ul style="list-style-type: none"> • Establish priorities pertaining to types of analyses required in keeping up-to-date with market trends and industry developments • Establish procedures and guidelines for conducting market trend analyses • Establish research tools, methodologies or related tools for getting market trends data • Establish criteria of evaluation for analysing market trends • Submit proposals to management in identifying new opportunities 	
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