

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
TSC	Demand Analysis					
TSC Description	Devise frameworks to assess market dynamics and execute analyses to uncover demand outlook of products and/or services					
TSC Proficiency Description	Level 1	Level 2	Level 3 TOU-ACE-3002-1.1	Level 4 TOU-ACE-4002-1.1-1	Level 5 TOU-ACE-5002-1.1-1	Level 6
			Manage activities to carry out demand analyses and analyse market characteristics of products and/or services to assess its demand outlook	Assess the desirability and practicality of ongoing market development realistically and undertake market development activities where appropriate	Evaluate market dynamics based on market trends, formulate demand analysis frameworks and establish key priorities to analyse target customers in identifying opportunities to influence the markets	
Knowledge			<ul style="list-style-type: none"> Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management 	<ul style="list-style-type: none"> Sales strategies Merchandise strategies Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management 	<ul style="list-style-type: none"> Sales strategies Merchandise strategies Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management Global market trends, opportunities and threats 	
Abilities			<ul style="list-style-type: none"> Develop demand patterns and produce reports to present demand analysis findings Analyse products and/or services to determine their characteristics and business viability Analyse the target markets of the products and/or services to define 	<ul style="list-style-type: none"> Facilitate demand needs analysis activities Guide data or insights for demand analyses Review and provide additional insights for demand analysis reports before submitting for endorsement Evaluate findings or reports of market trends 	<ul style="list-style-type: none"> Define demand analysis frameworks appropriate for organisation's demand analyses Provide leadership, guidance and support in developing frameworks for data collection, assessing, understanding and integrating primary 	

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			<p>their characteristics and impact on demand</p> <ul style="list-style-type: none"> • Utilise competition analysis to anticipate demand for products and/or services 	<p>and industry development on impact on business strategies or business operations strategies</p> <ul style="list-style-type: none"> • Utilise research tools, methodologies or related tools for getting inputs or data 	<p>quantitative and qualitative data</p> <ul style="list-style-type: none"> • Ensure effective planning, execution, utilisation and budgeting of the research efforts • Establish procedures and guidelines for conducting demand analyses • Establish research tools, methodologies or related tools for getting inputs or data • Establish evaluation criteria for analysing demand outlook of products and/or services 	
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