

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

TSC Category	Business Development, Sales and Marketing					
TSC	Market Research					
TSC Description	Formulate market research frameworks, as well as develop market research study objectives, market research plans and methodologies to analyse market trends and developments to forecast emerging market needs					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-ACE-2004-1.1	TOU-ACE-3004-1.1	TOU-ACE-4004-1.1-1	TOU-ACE-5004-1.1-1	
		Conduct initial desk research and report research findings	Interpret and aggregate data and information, including categorisation, to provide observations relevant to research objectives	Implement and monitor market research activities	Formulate market research frameworks, guide market research activities, evaluate and incorporate research findings into strategy development and business planning	
Knowledge		<ul style="list-style-type: none"> Sources of information Market research principles and practices Techniques for data manipulation Methods of displaying data Considerations in displaying data Methods of interpreting data Components of research reports Principles of research findings categorisation 	<ul style="list-style-type: none"> Potential respondents Sampling techniques Considerations for data entry, cleaning and coding Techniques for data manipulation Methods of interpreting data Principles of identifying source legitimacy and integrity 	<ul style="list-style-type: none"> Market research principles and practices Criteria for market research study objectives Components of sampling plans Issues in ensuring fair representation of target audience Data collection methods Steps to develop questionnaires Question types and how to use them effectively 	<ul style="list-style-type: none"> Organisational research needs Applications of research methodologies and sampling techniques Types of market research relevant to business planning Objectives of business plans 	
Abilities		<ul style="list-style-type: none"> Identify the objectives and requirements of the market research projects to understand one's involvement and responsibilities Summarise key findings and market research information 	<ul style="list-style-type: none"> Conduct background research in alignment to the market research study objectives Implement research methodologies to gather data Analyse data to support market research study objectives 	<ul style="list-style-type: none"> Develop market research study objectives aligned to research needs Develop market research plans and research methodologies to support market research study objectives Manage market research activities in accordance 	<ul style="list-style-type: none"> Formulate market research frameworks Formulate market research policies and procedures to guide market research plans Guide teams in managing market research activities to meet market research plans objectives 	

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		<ul style="list-style-type: none"> • Conduct primary research to gather required data • Conduct secondary research to compile relevant information • Prepare the data, findings and analyses collected for the research reports • Apply categorisation of research findings for ease of reference 	<ul style="list-style-type: none"> • Report findings and recommendations to relevant stakeholders in accordance with organisational procedures • Analyse authenticity, accuracy, validity and relevance of research findings 	<p>with market research plans</p> <ul style="list-style-type: none"> • Develop recommendations based on data gathered 	<ul style="list-style-type: none"> • Establish the sample sizes prior to designing the research frameworks • Set the budgets required to drive market research 	
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