

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

TSC Category	Product Development, Content and Experience Management					
TSC	Product, Content and Experience Performance Management					
TSC Description	Determine effectiveness of products, product improvements or variations through analysis of data					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-PMN-2016-1.1	TOU-PMN-3016-1.1	TOU-PMN-4016-1.1	TOU-PMN-5016-1.1	TOU-PMN-6016-1.1
		Collate information for products, content and experience performance analysis	Implement products, content and experience performance improvement initiatives and analyse data to determine effectiveness	Resolve performance issues and ensure desired outcomes are achieved	Drive performance management evaluation metrics and performance outcomes for products, content and experience	Establish organisational guidelines for products, content and experience performance management systems in line with organisational mission and objectives
Knowledge		<ul style="list-style-type: none"> Customers profiles and segmentations Research methods and techniques Methods for organisation of information 	<ul style="list-style-type: none"> Customers profiles analysis Factors affecting products, content and experience performance Methods to evaluate products, content and experience performance Cost-benefit analysis 	<ul style="list-style-type: none"> Products, content and experience performance indicators Products, content and experience availability in local markets Methods to set products, content and experience performance indicators Types of evaluation tools Gaps analysis Customer feedback channels 	<ul style="list-style-type: none"> Root cause analysis procedures Organisation's policies, products and processes Objectives of products, content and experience performance management 	<ul style="list-style-type: none"> Organisation's vision, mission and values Industry best practices in products, content and experience performance systems Emerging trends in performance management
Abilities		<ul style="list-style-type: none"> Profile customer segments Identify sources of information Apply formal and informal research techniques to collect information on product, content and experience performance Organise and catalogue information 	<ul style="list-style-type: none"> Monitor results and feedback of products, content and experience performance Perform products, content and experience offering matching to target customer profile needs Identify issues affecting products, content and experience performance abilities 	<ul style="list-style-type: none"> Determine products, content and experience performance indicators Design evaluation criteria and tools Evaluate products, content and experience performance based on sales figures Perform analysis on the gaps identified in products, content and experience 	<ul style="list-style-type: none"> Endorse products, content and experience performance indicators Evaluate products, content and experience performance according to established products performance indicators Review and formulate solutions to improve products, content and experience performance Review evaluation criteria and tools 	<ul style="list-style-type: none"> Align products, content and experience performance evaluation criteria in line with organisational goals Formulate strategies to address gaps in products, content and experience performance Devise frameworks to manage products, content and experience performance

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			<ul style="list-style-type: none"> • Identify factors driving performance of products, content and experience • Implement evaluation programmes • Analyse results and trends of products performance • Perform cost-benefit and risk analysis on products, content and experience offerings 	<ul style="list-style-type: none"> • Evaluate feedback from customers on products, content and experience performance 	<ul style="list-style-type: none"> • Review issues and root causes that may affect products, content and experience performance abilities • Review feedback from customers on products, content and experience performance 	<ul style="list-style-type: none"> • Lead formulation of feedback channels from stakeholders
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