

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Travel consultation and sales

Title	Write tenders for campaigns
Code	110638L3
Range	This unit of competency involves cost organisation and writing skills. Practitioners should be able to master the requirements of tenders for campaigns, collect relevant information, and write attractive and competitive tenders for campaigns.
Level	3
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of writing tenders for campaigns <ul style="list-style-type: none"> <li>• Familiar with tourism products and market operations</li> <li>• Understand the content, requirements and submission deadlines of tenders for campaigns</li> </ul> </li> <li>2. Write attractive and competitive tenders for campaigns by collecting relevant information <ul style="list-style-type: none"> <li>• Calculate the costs involved in the company, including pre-departure familiarisation trip arrangements, briefing sessions, event filming and post-production, gifts, tour escorts, tourist guides, other labour, related government levy, and other special arrangements, etc.</li> <li>• Provide additional information to increase the attractiveness of tenders for campaigns <ul style="list-style-type: none"> <li>○ In addition to text explanation, provide pictures or web links to help customers understand the content of the tenders for campaigns</li> <li>○ List the characteristics and selling points of the itinerary, emphasising exclusive arrangements</li> </ul> </li> <li>• Ask for quotations from local travel agencies or other service providers at the travel destination, including transportation, accommodation, meals, tickets for tourist attractions, tourist guides, and other special arrangements, etc.</li> <li>• Obtain supporting documents from service providers at the travel destination, such as transportation, accommodation, meals, licences and insurance of staff, etc.</li> <li>• Arrange activities according to the requirements of tenders for campaigns <ul style="list-style-type: none"> <li>○ Take references from past events of the same type</li> <li>○ Discuss the feasibility of activities with local travel agencies or other service providers at the travel destination</li> </ul> </li> <li>• Calculate the cost of the campaign and set the selling price</li> <li>• Set payment deadlines and contract terms</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Apply travel experience and tourism knowledge to write attractive and competitive tenders for campaigns to increase the chances of winning</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of writing tenders for campaigns; and</li> <li>• Write attractive and competitive tenders for campaigns by collecting relevant information</li> </ul>
Remark	