

Name of the professional figure
Product Developer
Where it works
This professional figure shares many similar characteristics with the Project/ Product manager. In many companies, these two positions are handled by the same personnel. However, as the tourism market becomes more competitive, many travel companies have focused more resources on developing innovative products to gain a competitive advantage. This figure works under the supervision of Head of R&D department.
The activities
<ul style="list-style-type: none"> • Conducting product and marketing research by assessing competitors' products, identifying the weakness or point of improvement in the existing products or services of the companies • Conceptualising the products, validating the solution, • Developing the product or applying changes to current products and collecting feedback from customers for further developments • To engineer and design the products that meet consumers' needs and market trends, the product developer must work closely with the operational and marketing teams.
Qualifications
This figure demands college degree, ideally business administration, marketing, communication, and public relations majors.
Technical skills
<ul style="list-style-type: none"> • Require an in-depth understanding of any aspect of the company, such as brand image, strategy, current products and services etc., • Understanding the market and consumers' needs gained from years of experience. • Must have outstanding verbal and written communication skills. • Skillful in data analysis
Computer and linguistic knowledge
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he or she must have expert-level computer abilities to analyse data.
Personality and availability
This figure requires the ability to organise one's own and others' work, work in groups, and solve problems. He or she must be self-disciplined and highly detailed in planning. Critical thinking and creativity are in high demand. Both an analytical and imaginative attitude are required of him. Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and ready for travel when required.