Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Tourism product development

Title	Formulate development and optimisation solutions for online tourism products
Code	110618L5
Range	This unit of competency involves the ability to develop online tourism products, to understand the operations of ticket ordering platforms of different tourism product suppliers, and to analyse the online browsing habits of customers and consumption trends.
Level	5
Credit	5 （For Reference Only）

Competency	Performance Requirements
	
	1. Master the knowledge of developing online tourism products
	
	• Understand the basic knowledge of customers' online browsing habits and consumption trends
	• Understand the operation of different hotel and transportation ticketing platforms
	2. Apply professional knowledge to design suitable tourism products
	
	• Design online tourism products
	  o Master the skills to obtain the latest information from different hotels and transportation ticketing platforms
	  o Transform data into information that customers can easily understand
	  o Design different travel packages that combine transport and accommodation
	  o Have a basic understanding of online webpage design, and appropriately lead colleagues to design beautiful website layouts to attract customers
	  o Simplify the process of ordering online tourism products
	• Apply professional knowledge to choose the appropriate channels for launching online tourism products, and consider using multiple online platforms for sales
	  o Formulate marketing strategies and budgets for search engines
	  o Organise promotional activities to spread the news of online tourism product sales
	  o Launch publicity on mobile apps
	  o Use an online payment platform
	  o Provide online customer support services
	3. Demonstrate professional skills and attitude
	
	• Continuously innovate to bring customers a more convenient experience
	• Strengthen security awareness regarding online transactions, and protect customers' transactions and personal data
	• Optimise the content of tourism products according to customer needs

Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: • Be familiar with the operation of hotel and transportation ticketing platforms; • Design online tourism products that can attract customers; • Choose appropriate channels to launch online tourism products; • Use different online platforms to sell products with the assurance of safe transactions for customers; and • Analyse customer needs to formulate solutions for optimising tourism products
Remark	