

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Provide the latest online information on tourism products
Code	110634L3
Range	This unit of competency involves sales skills and good knowledge of information technology. Practitioners should be able to master the sales strategies and methods of leveraging online platforms, and use online channels to disseminate the latest information on tourism products externally to increase sales volume.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the sales strategies and methods of online platforms</p> <ul style="list-style-type: none"> • Understand the targeted customer groups and their needs for various tourism products and services • Understand the sales strategies and methods of online platforms, and how to align them with the promotion of the company's tourism products <p>2. Use online channels to disseminate the latest information on tourism products externally to increase sales volume</p> <ul style="list-style-type: none"> • Collect the latest information on the company's tourism products, including the content of new tourism products, price changes, discounts, and sales promotions, etc. • Produce and regularly disseminate short videos featuring tourism information • Disseminate the latest information on tourism products via email or mobile application • Ensure the quick and accurate dissemination of online information on tourism products • Use keyword searches to guide customers to a dedicated webpage to view the latest information on tourism products <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Regularly update online information on tourism products to ensure that it is not out of date • Disseminate information on tourism products to potential customers in a timely manner to stimulate their purchase intentions
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the sales strategies and methods of online platforms; • Use online channels to disseminate the latest information on tourism products externally to increase sales volume; and • Regularly update online information on tourism products to ensure that it is not out of date
Remark	