

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

Functional Area - Travel consultation and sales

Title	Design online sales promotion activities
Code	110636L4
Range	This unit of competency involves online sales and marketing skills. Practitioners should be able to use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover.
Level	4
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the basic knowledge of online sales and promotions <ul style="list-style-type: none"> <li>• Design attractive web content to assist sales promotions</li> <li>• Master the budget for the online sales promotion activities of the company</li> </ul> </li> <li>2. Use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover <ul style="list-style-type: none"> <li>• Broaden the level of online promotion, including collaborating with travel experts or online travel media, to promote tourism products and activities through different online channels and high-traffic platforms</li> <li>• Understand that online promotion activities start with search engine advertising, combined with travel search platforms for promotion <ul style="list-style-type: none"> <li>○ Single tourism products (such as travel insurance) can be directly promoted, enquired and purchased online</li> <li>○ More complex tourism products should be promoted in conjunction with newspapers, print media or online advertising <ul style="list-style-type: none"> <li>▪ When advertising tourism products in newspapers or magazines, provide the tour group number or QR code to facilitate information checking</li> <li>▪ Promote suitable tourism products to customers through dedicated webpages or social media</li> </ul> </li> </ul> </li> <li>• Based on the habits and preferences of online customers, design an online marketing mix with fast ordering methods and privilege prices</li> <li>• Design online sales promotion activities for targeted customer groups</li> <li>• Analyse the online sales promotion activities of major competitors</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Always keep abreast of market trends, and conduct online sales promotion activities according to the nature of various tourism products</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 basic knowledge of online sales and promotion; and</li> <li>• Use web design and online promotion to provide the company's tourism products and activities to targeted customer groups, so as to increase turnover</li> </ul>
Remark	