

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

Functional Area - Customer service

Title	Operate the membership data system
Code	110682L3
Range	This unit of competency involves the ability to operate a system. Practitioners should be able to use the company's membership data system to help sell and design tourism products.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the functions of the membership data system <ul style="list-style-type: none"> <li>• Access the reports and data analysis of members' personal data</li> <li>• Send information to members by category</li> <li>• Properly store the collected member information to help promote tourism products</li> </ul> </li> <li>2. Use the company's membership data system to help sell and design tourism products <ul style="list-style-type: none"> <li>• View the system's data analysis reports and design or strengthen the promotion of tourism products in accordance with the travel preferences of members</li> <li>• Send information on tourism products to targeted members, based on such as customer age, travel destinations and preferences, number and time of outbound trips, and travel budget, etc.</li> <li>• Contact members to promote tourism products</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when using members' personal data</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 functions of the membership data system;</li> <li>• Use the company's membership data system to help sell and design tourism products; and</li> <li>• Comply with the principles of professional ethics, employee codes of conduct and related laws and regulations</li> </ul>
Remark	