

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Establish a membership data system
Code	110685L4
Range	This unit of competency involves the ability to design a data system. Practitioners should be able to establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of membership data systems</p> <ul style="list-style-type: none"> • Understand the hardware, operation and setting requirements of the membership data system • Understand the importance of membership data systems to sales <p>2. Establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans</p> <ul style="list-style-type: none"> • Prepare a membership application form to collect information, including <ul style="list-style-type: none"> ○ Personal information ○ Favourite travel modes, such as tour groups, self-guided tours, cruise vacations, and self-driving tours, etc. ○ Favourite travel destinations ○ Number and duration of outbound trips per year ○ Annual travel budget • Establish a data system, properly store collected member information, and provide default information and analysis reports to help promote the sales of tourism products, such as customer age, purchased tourism products, payment methods, and usual contact methods, etc. <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when collecting and storing members' personal data
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge of membership data systems; • Establish a membership data system in accordance with the company's requirements that can accommodate future marketing plans; and • Comply with all related instructions and laws when collecting and storing members' personal data
Remark	