

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Provide the latest online sales information
Code	110721L3
Range	This unit of competency involves project management abilities. Practitioners with this competency should be able to use appropriate words and images to publish information about tourism products on the internet.
Level	3
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of different online sales platforms <ul style="list-style-type: none"> • Compare the advantages and disadvantages of different online information promotion channels 2. Release sales information of online tourism products <ul style="list-style-type: none"> • Establish information release strategies based on the habits of online consumer groups in various media and the characteristics of online promotion channels, including: <ul style="list-style-type: none"> ○ Writing online publicity materials including travel notes, celebrity tours, etc. ○ Adopting online group terminology and expressions ○ Creating attractive travel photos ○ Producing informative and interesting online travel information videos ○ Writing personalised messages such as travel advice ○ Implementing an information release and update schedule • Implement a content management system to manage and publish sales information about tourism products on the internet 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the regulatory rules and regulations of the "Trade Descriptions Ordinance" to provide accurate information about tourism products on the internet
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Choose and use the appropriate on-line terminology and expressions to release sales information about tourism products through the internet in a timely manner.
Remark	