

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

Functional Area - Public relations, marketing and internal communications

Title	Set up of online sales platform
Code	110722L4
Range	This unit of competency involves project planning and management abilities. Practitioners should be able to understand the characteristics of online sales platforms for tourism products, and set up a good sales platform for marketing.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of online sales systems</p> <ul style="list-style-type: none"> <li>• Understand basic knowledge about online sales platform operations</li> <li>• Understand the importance of network to overall market sales</li> <li>• Understand the system settings used by online sales platforms for tourism products, including the ordering, settlement, distribution systems, etc.</li> </ul> <p>2. Develop an e-commerce model</p> <ul style="list-style-type: none"> <li>• Design an online sales platform for tourism products with appropriate services, such as: <ul style="list-style-type: none"> <li>○ Provide information on tourism products and value-added services</li> <li>○ Provide order confirmation and delivery procedures</li> <li>○ Provide on-line payment and electronic currency settlement services</li> <li>○ Provide customer support services</li> <li>○ Provide a user-friendly platform interface</li> <li>○ Provide online security measures such as protecting transactions and personal data</li> </ul> </li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Establish an online sales platform for tourism products that meets customer needs</li> </ul>
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