

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

Functional Area - Public relations, marketing and internal communications

Title	Implement internal communication and knowledge management
Code	110727L5
Range	This unit of competency involves data integration, monitoring, management and execution abilities. Practitioners should be able to integrate information from various company departments, use the appropriate communication channels effectively, and accurately convey the integrated information to all employees.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the skills of internal communication and knowledge management <ul style="list-style-type: none"> <li>• Understand the various functions and importance of intranets in corporate communications</li> <li>• Understand the content and sales information of the company's tourism products</li> </ul> </li> <li>2. Effectively communicate tourism product knowledge and sales information to all employees through communication channels <ul style="list-style-type: none"> <li>• Establish and manage travel information database</li> <li>• Use the company's intranet and internal communications system to share the latest tourism product and sales information</li> <li>• Strategically design the sales areas intended to be covered for the products to ensure that the contents match the company's business strategy and objectives</li> <li>• Regularly distribute information about tourism products and travel destinations</li> <li>• Regularly update information on the company's intranet</li> <li>• Regularly train staff to ensure an accurate understanding of tourism products and their contents, including using role-play to enhance sales skills, etc.</li> <li>• Invite travel service providers and Tourism Boards to provide training to staff</li> <li>• Manage the company's intranet discussion forums</li> <li>• Create a list of Frequently Asked Questions (FAQ) and responses</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Pay attention to the accuracy and timeliness of tourism product knowledge</li> <li>• Take the initiative to review and respond to internal distribution regularly</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>• Effectively manage the company's internal information distribution; and</li> <li>• Select appropriate communication channels and distribute accurate information to all employees of the company in a timely manner</li> </ul>
Remark	