

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Monitor and assess the effectiveness of IT systems
Code	110733L5
Range	This unit of competency involves monitoring and analytical abilities. Practitioners should be able to analyse the impact of IT systems on the company's operations, cost-effectiveness and long-term development, etc.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of monitoring and assessing IT systems</p> <ul style="list-style-type: none"> • Understand IT systems and relevant legislation applicable to online marketing, including: <ul style="list-style-type: none"> ○ Global distribution systems for the travel industry ○ Website architecture and application scopes ○ Web interfaces and user experiences ○ Mobile applications ○ Difference between cloud and custom servers ○ Legislation relating to online businesses • Understand retail sales-related IT systems, including: <ul style="list-style-type: none"> ○ Reservation systems for tourism products ○ Financial systems ○ Network architecture and management ○ Intranet systems (files and printing, etc.) • Understand the customer service guidelines, procedures and practices of the company • Master the skills for IT project management <p>2. Monitor and assess the effectiveness of IT systems</p> <ul style="list-style-type: none"> • Regularly monitor the performance of IT systems to ensure that they meet the requirements of industry and the company, including: <ul style="list-style-type: none"> ○ System stability and security ○ Ability to adapt to new IT technology developments ○ Compliance with IT-related legislation and codes ○ Alignment with the company's business development plan and operational strategy ○ Compatibility with other industry IT systems, such as global distribution systems, hotels and airlines, etc. • Analyse and assess the effectiveness of IT systems, including: <ul style="list-style-type: none"> ○ Customer evaluations ○ Employee satisfaction ○ Service commitment fulfilment ○ Server usage ○ Website traffic ○ Annual assessments • Study and formulate a long-term IT system optimisation plan according to the company's actual needs and new trends in IT development <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Maintain a professional and rigorous attitude in assessing the effectiveness of IT systems • Ensure that the company resources be used efficiently and properly

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Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: <ul style="list-style-type: none">• Analyse and assess the performance and effectiveness of IT systems to see if they meet the requirements of the company and industry; and• Study and formulate a long-term IT system optimisation plan according to the company's actual needs and new trends in IT development
Remark	