

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Monitor and assess the performance of e-commerce systems
Code	110736L5
Range	This unit of competency involves monitoring and evaluating abilities. Practitioners should be able to understand the operation mode of various e-commerce systems, monitor their performance through various assessment methods and indicators, and formulate improvement plans.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of monitoring and assessing e-commerce systems <ul style="list-style-type: none"> • Master the customer transaction data of e-commerce systems • Master e-commerce system management, content architecture and operation mode, user interface and experience design, system capacity and bandwidth data, etc. 2. Monitor and assess the performance of e-commerce systems <ul style="list-style-type: none"> • Analyse the performance of e-commerce systems based on the company's business scope and sales targets, etc. • Analyse various customers and their transaction data • Analyse website usage, user browsing habits, and their relationship to successful tourism product sales • Analyse the effectiveness of website advertising and promotion activities • Assess whether the customer support, complaint and service requirements are up to standard • Research the impact of new cyber threats on the security of e-commerce systems • Develop improvement plans based on the performance analysis results of e-commerce systems 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Ensure compliance with relevant legislative requirements, such as e-commerce, copyright, and personal privacy, as well as the "Trade Descriptions Ordinance", etc.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse e-commerce systems' data to monitor and assess their performance, so as to meet the company's development requirements; • Monitor e-commerce systems' compliance with relevant legislative requirements; and • Develop improvement plans based on the performance analysis results of e-commerce systems
Remark	