

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

Functional Area - Information technology application and support

Title	Use IT systems to sell tourism products
Code	110737L3
Range	This unit of competency involves IT skills and marketing abilities. Practitioners should be able to understand the operation of IT systems and coordinate with various sales and operational processes.
Level	3
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of using IT systems to sell tourism products</p> <ul style="list-style-type: none"> <li>• Understand the tour group system (inbound and outbound) <ul style="list-style-type: none"> <li>○ Handle customer enquiries and bookings</li> <li>○ Determine the maximum group size</li> <li>○ Divide participants into tour groups</li> <li>○ Follow-up on customers' special service requests</li> <li>○ Arrange hotel rooms</li> <li>○ Arrange transport services</li> <li>○ Set flexible charges and discounts</li> </ul> </li> <li>• Understand the independent travel reservation system <ul style="list-style-type: none"> <li>○ Understand that air ticket and hotel reservation systems must be compatible with systems in other industries, including global distribution systems, airlines and hotels, etc.</li> <li>○ Book destination transport services, including trains, buses and ferries, etc.</li> <li>○ Book a car rental service</li> <li>○ Book tickets and other activities</li> </ul> </li> <li>• Understand the types of related tourism products, including Internet data cards and travel insurance, etc.</li> <li>• Understand that IT systems should set up an appropriate workflow to process changes in itineraries and activities</li> </ul> <p>2. Use IT systems to sell tourism products</p> <ul style="list-style-type: none"> <li>• Ensure that the retail sales system matches the operation processes</li> <li>• Collect and evaluate sales data and customer feedback to improve service and resource allocation</li> <li>• Ensure that the online booking system operates in accordance with customer expectations</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Ensure that the system balances the interests of the customer and the overall interests of the company</li> <li>• Regularly update and optimise the online booking system based on customer feedback</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>• Master the IT system's operation process for selling various tourism products and integrate data to evaluate improvements into the system operation; and</li> <li>• Collect customer and employee feedback on the sales system, so as to continuously improve system performance</li> </ul>
Remark	