

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Use information technology to identify business opportunities
Code	110742L4
Range	This unit of competency involves IT skills. Practitioners should be able to understand and apply data analysis, so as to identify and develop new business opportunities in line with the company's development goals.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of business intelligence <ul style="list-style-type: none"> • Understand the application scope of business intelligence to the travel industry • Use data science techniques to master useful data • Set targets for business data analysis to collect required data and set collection models • Review the latest developments in databases, data mining, online analytics, etc. technologies to develop business data analysis policies 2. Conduct business intelligence and analysis <ul style="list-style-type: none"> • Master business data and conduct regular analysis to support business decisions, using techniques, such as data mining and online analysis, etc. • Analyse data collected from different aspects, and study the natures and operation modes of different social platforms to help market and promote tourism products, including brand management, consumer behaviour and cost control, etc. 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the "Personal Data (Privacy) Ordinance" when collecting data • Ensure that business intelligence analysis is socially responsible and that the professional code is observed
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge of IT techniques and business data analysis methods that apply to the travel industry; and • Regularly extract useful information from data analysis and apply it to the company's business objectives, so as to help the company forecast and plan its development
Remark	