

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

Functional Area - Information technology application and support

Title	Develop regular updates and improvement plans based on the performance of the IT system
Code	110754L6
Range	This unit of competency involves IT skills, as well as the ability to review and analyse data and IT systems. Practitioners should be able to review existing IT systems against the company's business objectives and development requirements, and formulate regular updates and improvements to enhance system performance.
Level	6
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the business objectives and development requirements of the company</p> <ul style="list-style-type: none"> <li>• Understand the importance of well-designed IT systems to business operations and overall company profitability</li> <li>• Master the company's business strategy and objectives, market position and competitiveness</li> <li>• Understand customers' demand for tourism products, including transportation, hotel, human resources, seasonality, and travel trends, etc.</li> <li>• Understand the company's relationship with various business partners</li> </ul> <p>2. Review existing IT systems in accordance with the business objectives and development requirements of the company, and develop regular updates and improvements to enhance system performance</p> <ul style="list-style-type: none"> <li>• Review the performance of existing IT systems <ul style="list-style-type: none"> <li>○ Database performance, including collection and collation of detailed business information</li> <li>○ Performance of data analysis; including <ul style="list-style-type: none"> <li>▪ The company's business situation</li> <li>▪ The sales, customer satisfaction and quality of various tourism products</li> <li>▪ Reasons affecting the sales of tourism products</li> <li>▪ Future market demand for tourism products, so as to assess the relationship with various tourism partners, and review and propose improvement proposals</li> </ul> </li> </ul> </li> <li>• Submit reports to management regularly based on the analysis results, including the operating system's performance, proposals for tourism products to be newly-added/enhanced/improved/cancelled, additional resources required, changes in staffing and operating costs, and optimisation plans, etc.</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Protect the company's interests in improving the performance of its IT systems by preventing any abuses or malpractices, such as the misuse/misappropriation of company assets and theft, etc.</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 company's business objectives and development requirements; and</li> <li>• Review existing IT systems, and develop regular updates and improvements to enhance system performance</li> </ul>
Remark	