

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

Functional Area - Operations management and administrative support

Title	Collect operational performance data regularly from different departments
Code	110776L5
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to analyse daily operational performance data and develop countermeasures to control and manage operating costs.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of collecting operational performance data <ul style="list-style-type: none"> <li>• Understand the steps for collecting operational business performance data</li> <li>• Understand the methods for evaluating operational performance</li> </ul> </li> <li>2. Develop a plan for collecting operational performance data <ul style="list-style-type: none"> <li>• Assess operational and business performance by applying various analyses, including <ul style="list-style-type: none"> <li>○ Financial performance indicators <ul style="list-style-type: none"> <li>▪ Gross profit margin</li> <li>▪ Net profit margin</li> <li>▪ Debt-to-asset ratio</li> </ul> </li> <li>○ Marketing performance indicators <ul style="list-style-type: none"> <li>▪ Return on advertising spending</li> <li>▪ Customer acquisition costs</li> </ul> </li> <li>○ Employee performance indicators <ul style="list-style-type: none"> <li>▪ Employee efficiency</li> <li>▪ Quality of work</li> </ul> </li> </ul> </li> <li>• Operational performance indicators <ul style="list-style-type: none"> <li>○ Customer service satisfaction, etc.</li> </ul> </li> <li>• Analyse the performance of various performance indicators and explain what the numbers mean</li> <li>• Assess progress in the implementation of the business plan compared to the established standards</li> <li>• Analyse the progress report about the business plan's implementation to monitor its progress in execution</li> <li>• Review whether the business plan is achieving its original objectives</li> <li>• Propose improvements based on the programme's effectiveness and changes in the environment</li> <li>• Evaluate competitors' actions and adjust the company's operational plan to remain competitive</li> <li>• Supervise operations and submit regular reports to management</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Professionally evaluate and recommend improvement measures</li> <li>• Prioritise customer needs when recommending improvement measures</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master operating cost control skills and prepare various types of operating reports; and</li> <li>• Deploy the company's operational resources to meet its business development needs, based on cost-effectiveness</li> </ul>

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Remark	
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