



Create and update a tourism website

D2.TGA.CL6.01

Assessor Manual



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William
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Institute

Specialist centre
for foods, tourism
& hospitality



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Project Base

William Angliss Institute of TAFE
555 La Trobe Street
Melbourne 3000 Victoria

Telephone: (03) 9606 2111
Facsimile: (03) 9670 1330

Acknowledgements

Project Director: Wayne Crosbie
Project Manager: Jim Irwin
Chief Writer: Alan Hickman
Subject Writer: Sheena D'Souza
Editor: Jim Irwin
DTP/Production: Daniel Chee, Mai Vu, Cindy Curran

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Competency Based Assessment (CBA) – An Introduction for Assessors

Assessment is the process of identifying a participant's current knowledge, skills and attitudes sets against all elements of competency within a unit of competency.

Suggested Assessment Methods

For each unit of competency a number of assessment tools have been identified including:

- Work Projects
- Oral Questions
- Written Questions
- Third Party Statements
- Observation Checklists.

Instructions and Evidence Recording Sheets have been identified in this Assessment Manual for use by Assessors.

Alternative Assessment Methods

Whilst the above mentioned assessment methods are suggested assessment methods, the assessor may use an alternate method of assessment taking into account:

- a) The nature of the unit
- b) The strengths of participants
- c) The number of participants in the class
- d) Time required to complete assessments
- e) Time dedicated to assessment
- f) Equipment and resources required.

Alternate assessment methods include:

- Practical demonstrations
- Practical demonstrations in simulated work conditions
- Problem solving
- Portfolios of evidence
- Critical incident reports
- Journals
- Oral presentations
- Interviews
- Videos
- Visuals/slides/audiotapes

- Case studies
- Log books
- Projects and Role plays
- Group projects
- Recognition of Prior Learning.

Whilst there is no specific instruction or evidence collection documents for all the alternative assessment methods, assessors can record competency in the 'Other' section within the 'Competency Recording Sheet'.

Selection of Assessment Methods

Each assessor will determine the combination of Assessment Methods to be used to determine Competency for each Competency Unit on a student by student basis.

'Sufficient' evidence to support the 'Pass Competent'/'Not Yet Competent' decision must be captured.

In practice this means a minimum of 2 – 3 Assessment Methods for each candidate for each Competency Element is suggested.

At least one method should provide evidence of practical demonstration of competence.

The following assessment methods deemed to provide evidence of practical demonstration of competence include:

- Practical Work Projects
- Third Party Statement
- Observation Checklist.

Assessing Competency

Competency based assessment does not award grades, but simply identifies if the participant has the knowledge, skills and attitudes to undertake the required task to the specified standard.

Therefore, when assessing competency, an assessor has two possible results that can be awarded:

- 'Pass Competent' (PC)
- 'Not Yet Competent' (NYC).

Pass Competent (PC)

If the participant is able to successfully answer or demonstrate what is required, to the expected standards of the performance criteria, they will be deemed as 'Pass Competent' (PC).

The assessor will award a 'Pass Competent' (PC) if they feel the participant has the necessary knowledge, skills and attitudes in all assessment tasks for a unit.

Not Yet Competent' (NYC)

If the participant is unable to answer or demonstrate competency to the desired standard, they will be deemed to be 'Not Yet Competent' (NYC).

This does not mean the participant will need to complete all the assessment tasks again. The focus will be on the specific assessment tasks that were not performed to the expected standards.

The participant may be required to:

- a) Undertake further training or instruction
- b) Undertake the assessment task again until they are deemed to be 'Pass Competent'.

Regional Qualifications Framework and Skills Recognition System

The 'Regional Qualifications Framework and Skills Recognition System', also known as the 'RQFSRS' is the overriding educational framework for the ASEAN region.

The purpose of this framework is to provide:

- A standardised teaching and assessment framework
- Mutual recognition of participant achievement across the ASEAN region. This includes achievement in individual Units of Competency or qualifications as a whole.

The role of the 'RQFSRS' is to provide, ensure and maintain 'quality assurance' across all countries and educational providers across the ASEAN region

Recognition of Prior Learning (RPL)

Recognition of Prior Learning is the process that gives current industry professionals who do not have a formal qualification, the opportunity to benchmark their extensive skills and experience against the standards set out in each unit of competency/subject.

This process is a learning and assessment pathway which encompasses:

- Recognition of Current Competencies (RCC)
- Skills auditing
- Gap analysis and training
- Credit transfer.

Code of Practice for Assessors

This Code of Practice provides:

- Assessors with direction on the standard of practice expected of them
- Candidates with assurance of the standards of practice expected of assessors
- Employers with assurance of the standards maintained in the conduct of assessment.

The Code detailed below is based on the International Code of Ethics and Practice (The National Council for Measurement in Education [NCME]):

- The differing needs and requirements of the person being assessed, the local enterprise and/or industry are identified and handled with sensitivity
- Potential forms of conflict of interest in the assessment process and/or outcomes are identified and appropriate referrals are made, if necessary
- All forms of harassment are avoided throughout the planning, conducting, reviewing and reporting of the assessment outcomes

- The rights of the candidate are protected during and after the assessment
- Personal and interpersonal factors that are not relevant to the assessment of competency must not influence the assessment outcomes
- The candidate is made aware of rights and process of appeal
- Evidence that is gathered during the assessment is verified for validity, reliability, authenticity, sufficiency and currency
- Assessment decisions are based on available evidence that can be produced and verified by another assessor
- Assessments are conducted within the boundaries of the assessment system policies and procedures
- Formal agreement is obtained from both the candidate and the assessor that the assessment was carried out in accordance with agreed procedures
- The candidate is informed of all assessment reporting processes prior to the assessment
- The candidate is informed of all known potential consequences of decisions arising from an assessment, prior to the assessment
- Confidentiality is maintained regarding assessment results
- The assessment results are used consistently with the purposes explained to the candidate
- Opportunities are created for technical assistance in planning, conducting and reviewing assessment procedures and outcomes.

Instructions and Checklist for Assessors

Instructions

General instructions for the assessment:

- Assessment should be conducted at a scheduled time that has been notified to the candidate
- Facilitators must ensure participants are made aware of the need to complete assessments and attend assessment sessions
- If a participant is unable to attend a scheduled session, they must make arrangements with the Assessor to undertake the assessment at an alternative time
- At the end of the assessment the Assessor must give feedback and advise the participant on their PC/NYC status
- Complete the relevant documentation and submit to the appropriate department.

Preparation

- Gain familiarity with the Unit of Competency, Elements of Competency and the Performance Criteria expected
- Study details assessment documentation and requirements
- Brief candidate regarding all assessment criteria and requirements.

Briefing Checklist

- Begin the assessment by implementing the following checklist and then invite the candidate to proceed with assessment.

Checklist for Assessors

Prior to the assessment I have:	Tick (✓)	Remarks
Ensured the candidate is informed about the venue and schedule of assessment.		
Received current copies of the performance criteria to be assessed, assessment plan, evidence gathering plan, assessment checklist, appeal form and the company's standard operating procedures (SOP).		
Reviewed the performance criteria and evidence plan to ensure I clearly understood the instructions and the requirements of the assessment process.		
Identified and accommodated any special needs of the candidate.		
Checked the set-up and resources for the assessment.		
During the assessment I have:		
Introduced myself and confirmed identities of candidates.		
Put candidates at ease by being friendly and helpful.		
Explained to candidates the purpose, context and benefits of the assessment.		
Ensured candidates understood the assessment process and all attendant procedures.		
Provided candidates with an overview of performance criteria to be assessed.		
Explained the results reporting procedure.		
Encouraged candidates to seek clarifications if in doubt.		
Asked candidates for feedback on the assessment.		
Explained legal, safety and ethical issues, if applicable.		
After the assessment I have:		
Ensured candidate is given constructive feedback.		
Completed and signed the assessment record.		
Thanked candidate for participating in the assessment.		

Instructions for Recording Competency

Specifications for Recording Competency

The following specifications apply to the preparation of Evidence Gathering Plans:

- A Competency Recording Sheet must be prepared for each candidate to ensure and demonstrate all Performance Criteria and Competency Elements are appropriately assessed. This Sheet indicates how the Assessor will gather evidence during their assessment of each candidate
- This Competency Recording Sheet is located at the end of the Assessment Plan
- It is the overriding document to record competency
- The Assessor may vary the Competency Recording Sheet to accommodate practical and individual candidate and/or workplace needs
- Assessor must place a tick (✓) in the 'Assessment Method' columns to identify the methods of assessment to be used for each candidate
- Multiple Competency Elements/Performance Criteria may be assessed at the one time, where appropriate
- The assessor and participant should sign and date the Competency Recording Sheet, when all forms of evidence and assessment have been completed
- The assessor may provide and feedback or clarify questions which the participant may have in regards to the assessment grade or findings
- All documents used to capture evidence must be retained, and attached to the Competency Recording Sheet for each candidate for each Competency Unit.

Instructions for Different Assessment Methods

Specifications for Work Project Assessment

These guidelines concern the use of work projects.

The work projects identified in the Training Manuals involve a range of tasks, to be performed at the discretion of the Assessor.

Work project tasks can be completed through any form of assessment as identified in the Trainer and Trainee Manuals and stated at the start of this section.

Assessors should follow these guidelines:

- Review the Work Projects at the end of each 'Element of Competency' in the Trainee Manual to ensure you understand the content and what is expected
- Prepare sufficient resources for the completion of work activities including:
 - Time – whether in scheduled delivery hours or suggested time participants to spend outside of class hours
 - Resources – this may involve technical equipment, computer, internet access, stationery and other supplementary materials and documents
- Prepare assessment location (if done in class) making it conducive to assessment
- Explain Work Projects assessment to candidate, at the start of each Element of Competency. This ensures that participants are aware of what is expected and can collate information as delivery takes place

- Assessors can use the following phrase as a guide (where an 'X' is identified, please input appropriate information):
 "At the end of each Element of Competency there are Work Projects which must be completed. These projects require different tasks that must be completed.
 These work projects are part of the formal assessment for the unit of competency titled X:
- You are required to complete these activities:
 - a) *Using the 'X' method of assessment*
 - b) *At 'X' location*
 - c) *You will have 'X time period' for this assessment*
- You are required to compile information in a format that you feel is appropriate to the assessment
- Do you have any questions about this assessment?"
- Commence Work Project assessment:
 - The assessor may give time for participants to review the questions at this time to ensure they understand the nature of the questions. The assessor may need to clarify questions
 - Participants complete work projects in the most appropriate format
 - Participants must submit Work Project evidence to the assessor before the scheduled due date
- Assessor must assess the participant's evidence against the competency standards specified in each Element of Competency and their own understanding. The assessor can determine if the participant has provided evidence to a 'competent' standard
- Transcribe results/details to Competency Recording Sheet
- Forward/file assessment record.

Specifications for Oral Question Assessment

These guidelines concern the use of oral questioning.

Assessors should follow these guidelines.

- Prepare Assessment Record for Oral Questioning. One record for each candidate:
 - Enter Student name
 - Enter Assessor name
 - Enter Location
- Familiarise self with Questions to be asked
- Prepare assessment location (table and chairs) making it conducive to assessment
- Explain Oral Questioning assessment to candidate, using the following phrase as a guide (where a 'X' is identified, please input appropriate information):
"These oral questions are part of the formal assessment for the unit of competency titled X.

There are X questions and you are required to answer all of them to the best of your ability and I will record whether or not you have answered correctly.

We have 60 minutes for this assessment.

- I will give you feedback at the end of the assessment
- Do you have any questions about this assessment?”
- Commence Oral Questioning assessment:
 - Complete Assessment Record for the Oral Questioning by:
 - a) Ticking PC or NYC, as appropriate
 - b) Entering ‘Remarks’ as required
 - c) Completing Oral Questioning within 60 minutes
- Complete Oral Questioning and provide feedback to candidate
- Transcribe results/details to Competency Recording Sheet
- Forward/file assessment record.

Specifications for Written Question Assessment

These guidelines concern the use of written questioning.

Assessors should follow these guidelines:

- Familiarise self with Questions and Answers provided
- Print and distribute copies of ‘Written Questions’ for participants. Ideally this should take place with adequate time for participants to answer all questions before the expected due date
- Explain Written Questioning assessment to candidate, using the following phrase as a guide (where a ‘X’ is identified, please input appropriate information):

“These written questions are part of the formal assessment for the unit of competency titled X.

There are X questions and you are required to answer all of them to the best of your ability.

You may refer to your subject materials, however where possible try to utilise your existing knowledge when answering questions.

Where you are unsure of questions, please ask the Assessor for further instruction. This may be answering the question orally or asking the assessor to redefine the question.

We have X time for this assessment:

- The due date for completion of this assessment is X
- On this date you must forward the completed questions to the assessor by X time on the date of X
- Do you have any questions about this assessment?”
- The assessor may give time for participants to review the questions at this time to ensure they understand the nature of the questions. The assessor may need to clarify questions
- Participants may record written answers (where possible)
- Participants must submit the written answers to the assessor before the scheduled due date

- Assessor must assess the participant's written answers against the model answers provided as a guide, or their own understanding. The assessor can determine if the participant has answered the questions to a 'competent' standard
- Transcribe results/details to Competency Recording Sheet
- Forward/file assessment record.

Specifications for Observation Checklist

These specifications apply to the use of the Observation Checklist in determining competency for candidates.

Only an approved assessor is authorised to complete the Observation Checklist.

The assessor is required to observe the participant, ideally in a simulated environment or their practical workplace setting and record their performance (or otherwise) of the competencies listed on the Observation Checklist for the Competency Unit.

To complete the Observation Checklist the Assessor must:

- Insert name of candidate
- Insert assessor name
- Insert identify of location where observations are being undertaken
- Insert date/s of observations – may be single date or multiple dates
- Place a tick in either the 'Yes' or 'No' box for each listed Performance Criteria to indicate the candidate has demonstrated/not demonstrated that skill
- Provide written (and verbal) feedback to candidate – as/if appropriate
- Sign and date the form
- Present form to candidate for them to sign and date
- Transcribe results/details to Competency Recording Sheet for candidate
- Forward/file Observation Checklist.

This source of evidence combines with other forms of assessment to assist in determining the 'Pass Competent' or 'Not Yet Competent' decision for the participant.

Specifications for Third Party Statement

These specifications relate to the use of a relevant workplace person to assist in determining competency for candidates.

The Third Party Statement is to be supplied by the assessor to a person in the workplace who supervises and/or works closely with the participant.

This may be their Supervisor, the venue manager, the Department Manager or similar.

The Third Party Statement asks the Supervisor to record what they believe to be the competencies of the participant based on their workplace experience of the participant. This experience may be gained through observation of their workplace performance, feedback from others, inspection of candidate's work etc.

A meeting must take place between the Assessor and the Third Party to explain and demonstrate the use of the Third Party Statement.

To complete the Third Party Verification Statement the Assessor must:

- Insert candidate name
- Insert name and contact details of the Third Party
- Tick the box to indicate the relationship of the Third Party to the candidate
- Present the partially completed form to the Third Party for them to finalise
- Collect the completed form from the Third Party
- Transcribe results/details to Competency Recording Sheet for candidate
- Forward/file Third Party Statement.

The Third Party must:

- Record their belief regarding candidate ability/competency as either:
 - Pass Competent = Yes
 - Not Yet Competent = No
 - Unsure about whether candidate is competent or not = Not Sure
- Meet briefly with the assessor to discuss and/or clarify the form.

This source of evidence combines with other forms of assessment to assist in determining the 'Pass Competent' or 'Not Yet Competent' decision for the candidate.

A separate Third Party Statement is required for each Competency Unit undertaken by the candidate.

Competency standard

UNIT TITLE: CREATE AND UPDATE A TOURISM WEBSITE		NOMINAL HOURS: 100
UNIT NUMBER: D2.TGA.CL6.01		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to establish and maintain a tourism business website in accordance with established e-business and e-marketing strategies.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Determine the requirements for the website</p> <p>1.1 Seek input from <i>relevant personnel</i></p> <p>1.2 Identify the <i>legislation, codes and standards</i> necessary for compliance requirements</p> <p>1.3 Identify the <i>business and marketing purpose of the website</i></p> <p>1.4 Determine the business image to be projected by the website</p> <p>Element 2: Determine the objectives for the website</p> <p>2.1 <i>Assess the internal and external factors impacting on the business</i></p> <p>2.2 Gather and analyse <i>information on the target audiences</i> for the website</p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to all organisations that operate their own website within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1 Travel Agencies 2 Tour Operation <p><i>Relevant personnel</i> may include:</p> <ul style="list-style-type: none"> • Owners and managers • Marketing personnel • Technological and technical personnel • Web hosting service personnel • Client stakeholders. 	

<p>2.3 Develop a <i>business performance strategy</i> for the website</p> <p>Element 3: Develop the website strategies</p> <p>3.1 Describe <i>strategies to achieve identified business and marketing objectives</i></p> <p>3.2 Determine timelines for development and implementation of the website</p> <p>3.3 Develop a <i>budget to support the website</i></p> <p>3.4 Develop a <i>website management strategy</i></p> <p>3.5 Develop <i>operational website strategies</i></p> <p>3.6 Produce a <i>strategy to inform the public that the website is available</i> and operational</p> <p>Element 4: Plan the integration of the website into business operations</p> <p>4.1 Identify the links between the website and the <i>operational areas</i> of the business</p> <p>4.2 Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business</p> <p>4.3 Establish <i>feedback mechanisms and processes to determine customer satisfaction with the website</i> and the business</p> <p>4.4 Establish <i>procedures to allow evaluation of the use of the website as a marketing tool</i></p>	<p><i>Legislation, codes and standards</i> may include:</p> <ul style="list-style-type: none"> • Legislation of the host country, including copyright, defamation, privacy, intellectual property, confidentiality and other legislation impacting on e-business • Industry codes of practice • Industry standards. <p><i>Business and marketing purpose of the website</i> may relate to:</p> <ul style="list-style-type: none"> • Promotion and sales • Contracting and procurement • Customer service • Provision of information • Collaboration • Support to multiple businesses • Value chain integration • Electronic payments • Consultancy services • Certification. <p><i>Assess the internal and external factors impacting on the business</i> may be related to:</p> <ul style="list-style-type: none"> • Identifying the strengths and weaknesses of the business • Identifying the threats and opportunities facing the business. <p><i>Information on the target audiences</i> should include:</p> <ul style="list-style-type: none"> • Reference to internal databases • Reference to marketing data.
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<p>Element 5: Plan website structure</p> <p>5.1 Develop <i>website style and structure</i> to suit the identified business purpose and nominated target audiences</p> <p>5.2 Determine the <i>features and capabilities of the website</i></p> <p>5.3 Determine <i>layout and navigation requirements</i></p> <p>5.4 Select <i>authoring tools and software</i></p> <p>5.5 Integrate <i>website security requirements</i> into the development process</p> <p>Element 6: Develop website content</p> <p>6.1 Use <i>business information to create website content</i></p> <p>6.2 Define <i>information for inclusion on interactive forms</i></p> <p>6.3 <i>Adapt existing information</i> to accommodate website requirements</p> <p>6.4 Use <i>appropriate language</i></p> <p>6.5 <i>Integrate content features into the website</i></p> <p>6.6 <i>Check content</i> in accordance with website plan and purpose</p> <p>Element 7: Create website pages</p> <p>7.1 Create a <i>plan for website pages</i></p> <p>7.2 <i>Select web page titles and key words</i></p>	<p><i>Business performance strategy</i> should relate to:</p> <ul style="list-style-type: none"> • Service objectives • Logistics of product supply, pricing, service provision and inventory management • Setting clear and measurable objectives in relation to website performance for the purposes of evaluation • Incorporation of website objectives into business objectives for products and services. <p><i>Strategies to achieve identified business and marketing objectives</i> must occur:</p> <ul style="list-style-type: none"> • In accordance with existing e-business and e-marketing strategies. <p><i>Budget to support the website</i> may include funds to provide for:</p> <ul style="list-style-type: none"> • Site development • Website set-up and establishment • Web hosting services • Website maintenance including updates of website. <p><i>Website management strategy</i> may include:</p> <ul style="list-style-type: none"> • Content management • Update procedures • Website standards and procedures • Website policies and procedures • Ensuring relevance, accuracy and currency of information provided on-line. <p><i>Operational website strategies</i> should relate to:</p> <ul style="list-style-type: none"> • Implementation of the website • Monitoring of the website including content management strategies • Maintenance of the website
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<p>7.3 <i>Add features to improve web page presentation</i></p> <p>7.4 <i>Develop linked web pages</i></p> <p>7.5 <i>Use appropriate techniques to create interactive forms within website pages</i></p> <p>7.6 <i>Create all pages to be consistent with site design specifications</i></p> <p>Element 8: Select website hosting service</p> <p>8.1 <i>Identify relevant sources of information on web hosting options</i></p> <p>8.2 <i>Select suitable web hosting service</i></p> <p>8.3 <i>Upload files to selected web hosting services</i></p> <p>Element 9: Update website</p> <p>9.1 <i>Establish responsibility for updating website</i></p> <p>9.2 <i>Check web pages for relevance and currency</i></p> <p>9.3 <i>Check links and navigation</i></p> <p>9.4 <i>Edit information as required</i></p> <p>9.5 <i>Verify on-line information against off-line information</i></p> <p>9.6 <i>Test and confirm changes</i></p>	<ul style="list-style-type: none"> • Consideration of the use of in-house personnel or external service providers • Cooperation with technical personnel • Performance measures • Measurement of marketing activities. <p><i>Strategy to inform the public that the website is available may include:</i></p> <ul style="list-style-type: none"> • Traditional media publicity • Newsgroup notice • Internet chat room • Registration with search engines • Links to other sites • Design of site using key words and meta-tags • Verbal communication with clients. <p><i>Operational areas should align with the overall e-business strategy and may include:</i></p> <ul style="list-style-type: none"> • Marketing and sales • Customer service • Supply and dispatch of goods • Service support • After-sales service • Administration • Finance • Training and development • User groups.
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	<p><i>Feedback mechanisms and processes to determine customer satisfaction with the website may include:</i></p> <ul style="list-style-type: none">• On-line surveys and feedback• Verbal discussions with clients• Targeted market research. <p><i>Procedures to allow evaluation of the use of the website as a marketing tool may include:</i></p> <ul style="list-style-type: none">• Establishing initial benchmark statistics• Tracking Key Performance Indicators (KPIs) relating to marketing success, including number of hits on the site, level of sales and bookings, number of on-line queries received and asking whether they used the website to obtain purchasing information. <p><i>Website style and structure may be related to:</i></p> <ul style="list-style-type: none">• Home page• Identification of main section• Identification of sub-sections• Content ranking• Themes• Hierarchies• Search engine optimisation• Internal and external linking• Clear and accurate documentation of structure to facilitate the development process• Accommodation of identified preferences of target markets/audiences• Aligning with established business website strategy.
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Features and capabilities of the website may include:

- Marketing features
- Legal requirements
- Privacy and confidentiality requirements
- Security requirements
- Authentication facility or link
- Customer service requirements
- Shopping cart facilities
- Electronic payment facilities
- On-line catalogues and brochures
- Knowledge and information bases, such as destinations, weather, currency, history, maps, timetables and schedules
- Frequently Asked Questions (FAQs) page
- Thumbnails and image maps
- Active links
- Authentication facility or link
- Navigation buttons
- Colour, sound, video, images and graphics
- Downloadable files
- Search facility
- Facility for user feedback on content and operation of the website
- Text and tags in Hypertext Markup Language (HTML)
- Cut down versions of web pages in Wireless Markup Language (WML) for access by Wireless Access Protocol (WAP) telephones.

Layout and navigation requirements must relate to:

- Appearance
- Readability and links
- Ease of operation.

Authoring tools and software must include evaluation of options which may include:

- WordPad
- Notepad
- FrontPage
- Dreamweaver
- Adobe Photoshop.

Security requirements may include:

- Developing security protocols and relevant user policies
- Software products to track and identify visitors
- Software to protect against illegal access, illegal installation and on-line information theft
- Software to detect and remove unwanted threats, including viruses, spy ware, ad ware and worms
- Validating website data for compliance with type, length, syntax and individual business rules
- Prohibiting use of user-provided files on the website
- Using cryptographic security protocols against phishing (tricking someone to release confidential information or do something they would not normally do) and web spoofing, including Single Socket Layer (SSL) and Transport Layer Security (TLS)
- Including security in all testing and systems checks

	<ul style="list-style-type: none">• Developing disaster recovery plans• Applying protocol recommended by the web hosting service and internal technical personnel• Password protection• Limiting viewing of rates• Limiting downloading of images/image encoding• Payment mechanisms. <p><i>Business information to create website content may include:</i></p> <ul style="list-style-type: none">• Selecting material in accordance with the website strategy• Targeting content to match business and marketing objectives• Ensuring appropriate authorisations are obtained to use materials on-line• Aligning material with identified sections and sub-sections <p><i>Content may relate to:</i></p> <ul style="list-style-type: none">▪ Knowledge bases▪ Products and services▪ Catalogues and brochures▪ Thumbnails▪ Frequently asked questions▪ Company profile▪ Staff profiles▪ Business history▪ Client testimonials▪ Published material.
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Information for inclusion on interactive forms may include:

- Matching the information to the purpose of the form
- Identifying information required by the marketing department
- Observing privacy obligations
- Taking into account the sensitivity of information sought in relation to target audiences
- Ensuring ease of completion
- Minimising time required to complete.

Adapt existing information may include:

- Ensuring clarity of information including graphics, diagrams and text
- Ensuring scan ability of materials
- Ensuring readability of the content
- Modifying text to meet the identified needs of and preferences of target audiences.

Appropriate language may include:

- Choosing suitable style and tone
- Selecting language to be used such as English or the language of the host country
- Matching words used to knowledge and experience of the target audiences and expected users
- Ensuring the language reflects the desired image of the business.

Integrate content features into the website must include:

- Alignment with the website structure and plan.

Check content may include:

- Ensuring accuracy

- Checking relevance
- Ensuring currency
- Verifying that all identified content has been developed
- Observing legislated copyright and intellectual property rights requirements
- Obtaining hard copy permission to use copyright-protected monitoring material.

Plan for website pages should include:

- Use of active links to meet identified layout and facilitate navigation
- Eye appeal
- Ease of operation/user friendliness of site and individual pages.

Select web page titles and key words should include:

- Reflecting identified business image and purpose
- Specifying content within the title
- Facilitating ease of use of the site
- Selecting key words to assist access by search engines, including crawler-based and human-powered.

Features to improve web page presentation may include:

- Animated sequences
- Sound
- Movie sequences
- Plug ins
- Downloadable files
- Text enhancement, including use of bold, italics, subscript, superscript, strikethrough, different fonts and font sizes

- Colour
- Images, including photographs and graphics
- Lists, including bulleted and numbered
- Tables
- Interactive forms for bookings and enquiries.

Linked web pages may include:

- Alignment with website plan
- Naming links in a clear and unambiguous manner
- Links between individual web pages and the home page
- Links to other websites.

Relevant sources of information on web hosting options may include:

- Internet Service Providers (ISPs)
- Industry associations
- Existing users
- Information Technology (IT) media reviews and articles
- Internet searches.

Select suitable web hosting service may include:

- Evaluating options available
- Considering technical requirements
- Factoring in identified business requirements
- Assessing value-for-money
- Determining capacity to vary initial agreement.

Upload files may include:

- Meeting the requirements of individual business hosting agreements
- Ensuring technical requirements are met
- Developing a set of timelines for uploading material
- Ensuring allocation of material to identified sections and sub-sections.

Establish responsibility for updating website may include:

- Determining frequency
- Scheduling updates
- Nominating personnel with authority to undertake updates.

Check web pages for relevance and currency may include:

- Confirming acceptability of current on-line material
- Obtaining revised and additional material in electronic form
- Confirming age limit of links that should be retained or deleted.

Check links and navigation may include:

- Using appropriate link-checking software to test links
- Running appropriate link-checking software to check currency of existing links
- Capture and file report documentation generated according to technical and organisational requirements.

Edit information may include:

- Checking broken or failed links to determine site closures and new site addresses
- Deleting closed links and re-establishing new site links where available
- Checking internal page links and rectifying as required

- Deleting old links as required
- Inserting and editing content material as required
- Making heading, typographical and image revisions as required
- Inserting additional pages as required
- Confirming links from newly inserted pages
- Advising relevant personnel if new buttons, interface or navigation design are needed to incorporate additional material.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Enterprise policies and procedures in regard to website development, use and maintenance
- Knowledge of host country relating to the operation of websites
- General knowledge of e-business and e-marketing principles and practices
- General knowledge of the internet and the world wide web
- Knowledge of browsers, search engines and web crawlers
- Ability to use strategic planning techniques
- Ability to apply computer technology skills.

Linkages To Other Units

- Access and retrieve computer-based data
- Develop a marketing strategy and coordinate sales activities
- Establish and maintain a business relationship
- Develop and implement a business plan
- Develop new products and services

- Monitor and maintain a business computer system
- Plan and establish systems and procedures
- Use common business tools and technology
- Manage legal requirements for business compliance
- Promote products and services to customers
- Access and interpret product information
- Maintain product information inventory
- Operate an automated information system
- Source and provide destination information and advice
- Develop and manage business strategies
- Manage and monitor innovative tourism programs and projects
- Source and present information
- Lead and manage a development team.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to website development, use and maintenance
- Demonstrated ability to create a fully-functional, user-friendly, suitably comprehensive and effective website for a nominated real or simulated business
- Demonstrated ability to update a nominated website to ensure relevance, currency and accuracy, including the removal of nominated content, links and/or pages and the addition of nominated content, links and/or pages.

Context of Assessment

Assessment must ensure:

- Actual or simulated workplace application of web design, development, implementation and maintenance skills and practices.

Resource Implications

- Training and assessment must include the use of real base information, real web pages and real content in a real or simulated e-business environment; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance
- Analysis of the finished website, pages, content and user-friendliness against set criteria
- Feedback from users of the website
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

Key Competencies in this Unit		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
Key Competencies	Level	Examples
Collecting, organising and analysing information	3	Identify website structure suitable for the business; determine content and features of the site
Communicating ideas and information	3	Use linked web pages and language style and tone suitable for the business; develop customer feedback procedures
Planning and organising activities	3	Design the layout of and links to and from the website to complement business objectives
Working with others and in teams	3	Determine the features and purpose of the website; respond to customer feedback regarding the website
Using mathematical ideas and techniques	2	Create layouts for web pages
Solving problems	3	Address problems arising from testing the website
Using technology	3	Develop the website; use nominated software

Oral questions

Student name	
Assessor name	
Location/venue	
Unit of competency	Create and update a tourism website D2.TGA.CL6.01
Instructions	<ol style="list-style-type: none"> 1. Ask student questions from the attached list to confirm knowledge, as necessary 2. Place tick in boxes to reflect student achievement (Pass Competent 'PC' or Not Yet Competent 'NYC') 3. Write short-form student answer in the space provided for each question.

Questions	Response	
	PC	NYC
1. List 3 relevant personnel from whom you might seek input from when developing a tourism website. <ul style="list-style-type: none"> • Owners and managers • Marketing personnel • Technological and technical personnel • Web hosting service personnel • Client stakeholders. 		
2. Identify 3 legislation, codes or standards necessary for compliance requirements for tourism websites. <ul style="list-style-type: none"> • Legislation of the host country, including: <ul style="list-style-type: none"> ▪ Copyright ▪ Defamation ▪ Privacy ▪ Intellectual property ▪ Confidentiality ▪ Legislation impacting on e-business • Industry codes of practice • Industry standards. 		

Questions	Response	
	PC	NYC
<p>3. List 4 of the business or marketing purposes of the tourism website.</p> <ul style="list-style-type: none"> • Promotion and sales • Contracting and procurement • Customer service • Provision of information • Collaboration • Support to multiple businesses • Value chain integration • Electronic payment • Consultancy services • Certification. 		
<p>4. List 3 potential benefits to enhancing the business image on the tourism website.</p> <ul style="list-style-type: none"> • Increased visitor numbers • Increase revenue and profits • Enhance industry image and reputation • More efficient and effective processes • More streamlined or processes for the visitor • Waste reduction- reduction of paper based information. 		
<p>5. Identify 2 ways you may assess the internal and external factors impacting on the tourism website.</p> <ul style="list-style-type: none"> • Identifying the strengths and weaknesses of the business • Identifying the threats and opportunities facing the business. 		

Questions	Response	
	PC	NYC
<p>6. List 2 forms of information target audiences should include when developing a tourism website.</p> <ul style="list-style-type: none"> • Reference to internal databases • Reference to marketing data. 		
<p>7. What should a website business performance strategy relate to?</p> <p>Service objectives:</p> <ul style="list-style-type: none"> • Logistics of product supply, pricing, service provision and inventory management • Setting clear and measurable objectives in relation to website performance for the purposes of evaluation • Incorporation of website objectives into business objectives for products and services. 		
<p>8. True or False: Strategies to achieve identified business and marketing objectives must be in accordance with existing e-business and e-marketing strategies.</p> <ul style="list-style-type: none"> • True 		

Questions	Response	
	PC	NYC
<p>9. List 3 topics to determine timelines for development and implementation for the tourism website.</p> <ul style="list-style-type: none"> • Planning • Designing • Developing • Launching • Documentation. 		
<p>10. List 3 items which can be supported for the tourism website's budget.</p> <ul style="list-style-type: none"> • Site development • Website set-up and establishment • Web hosting services • Website maintenance including updates of website. 		
<p>11. List 3 items which tourism website management strategy may include.</p> <ul style="list-style-type: none"> • Content management • Update procedures • Website standards and procedures • Website policies and procedures • Ensuring relevance, accuracy and currency of information provided on-line. 		

Questions	Response	
	PC	NYC
<p>12. List 3 operational tourism website strategies.</p> <ul style="list-style-type: none"> • Implementation of the website • Monitoring of the website including content management strategies • Maintenance of the website • Consideration of the use of in-house personnel or external service providers • Cooperation with technical personnel • Performance measures • Measurement of marketing activities. 		
<p>13. List 2 strategies to inform the public that the tourism website is available.</p> <ul style="list-style-type: none"> • Traditional media publicity • Newsgroup notice • Internet chat room • Registration with search engines • Links to other sites • Design of site using key words and meta-tags • Verbal communication with clients • Online Tools 		
<p>14. Operational areas should align with the overall e-business strategy. List 4 ways this might occur.</p> <ul style="list-style-type: none"> • Marketing and sales • Customer service • Supply and dispatch of goods • Service support • After-sales service • Administration • Finance • Training and development • User groups. 		

Questions	Response	
	PC	NYC
<p>15. List 1 operational departments which will provide feedback for the tourism website.</p> <ul style="list-style-type: none"> • Finance • Human Resource • Marketing. 		
<p>16. List 2 ways feedback mechanisms and processes can be determined by customer satisfaction for the tourism website.</p> <ul style="list-style-type: none"> • On-line surveys and feedback • Verbal discussions with clients • Targeted market research. 		
<p>17. Name a procedure to allow evaluation of the use of the tourism website as a marketing tool.</p> <ul style="list-style-type: none"> • Establishing initial benchmark statistics • Tracking Key Performance Indicators (KPIs) relating to marketing success, including number of hits on the site, level of sales and bookings, number of on-line queries received and asking whether they used the website to obtain purchasing information. 		

Questions	Response	
	PC	NYC
<p>18. List 4 website styles or structures.</p> <ul style="list-style-type: none"> • Home page • Identification of main section • Identification of sub-sections • Content ranking • Themes • Hierarchies • Search engine optimisation • Internal and external linking • Clear and accurate documentation of structure to facilitate the development process • Accommodation of identified preferences of target markets/audiences • Aligning with established business website strategy. 		

Questions	Response	
	PC	NYC
<p>19. List 4 features or capabilities of a website.</p> <ul style="list-style-type: none"> • Marketing features • Legal requirements • Privacy and confidentiality requirements • Security requirements • Authentication facility or link • Customer service requirements • Shopping cart facilities • Electronic payment facilities • On-line catalogues and brochures • Knowledge and information bases, such as destinations, weather, currency, history, maps, timetables and schedules • Frequently Asked Questions (FAQs) page • Thumbnails and image maps • Active links • Authentication facility or link • Navigation buttons • Colour, sound, video, images and graphics • Downloadable files • Search facility • Facility for user feedback on content and operation of the website • Text and tags in Hypertext Markup Language (HTML) • Cut down versions of web pages in Wireless Markup Language (WML) for access by Wireless Access Protocol (WAP) telephones. 		

Questions	Response	
	PC	NYC
<p>20. List 2 layout or navigation requirements.</p> <ul style="list-style-type: none"> • Appearance • Readability and links • Ease of operation. 		
<p>21. List 3 authorising tools and software which must include evaluation of options for a website.</p> <ul style="list-style-type: none"> • WordPad • Notepad • FrontPage • Dreamweaver • Adobe Photoshop. 		
<p>22. List 3 security requirements for a website.</p> <ul style="list-style-type: none"> • Developing security protocols and relevant user policies • Software products to track and identify visitors • Software to protect against illegal access, illegal installation and on-line information theft • Software to detect and remove unwanted threats, including viruses, spy ware, ad ware and worms • Validating website data for compliance with type, length, syntax and individual business rules • Prohibiting use of user-provided files on the website • Using cryptographic security protocols against phishing (tricking someone to release confidential information or do something they would not normally do) and web spoofing, including Single Socket Layer (SSL) and Transport Layer Security (TLS) • Including security in all testing and systems checks. 		

Questions	Response	
	PC	NYC
<p>23. List 4 items of business information that may be used to create a tourism website content.</p> <ul style="list-style-type: none"> • Selecting information in accordance to the business strategy • Targeting content to match business and marketing objectives • Appropriate authorisation are obtain for on-line use. 		
<p>24. Interactive forms on a website may include:</p> <ul style="list-style-type: none"> • Matching the information to the purpose of the form • Identifying information required by the marketing department • Observing privacy obligations • Taking into account the sensitivity of information sought in relation to target audiences • Ensuring ease of completion • Minimising time required to complete. 		
<p>25. Adapting existing information on a website may include:</p> <ul style="list-style-type: none"> • Clarity of information including graphics, diagrams and text • Scan ability of materials • Readability of the content • Modifying text to meet identified needs and preferences of target audiences. 		

Questions	Response	
	PC	NYC
<p>26. Appropriate language on a website may include:</p> <ul style="list-style-type: none"> • Choosing suitable style and tone • Selecting language to be used such as English or the language of the host country • Matching words used to knowledge and experience of the target audiences and expected users • Ensuring the language reflects the desired image of the business. 		
<p>27. True or False. Integration content features into a website must include an Alignment with the website structure and plan.</p> <ul style="list-style-type: none"> • True 		
<p>28. True or False. Web pages on a website should:</p> <ul style="list-style-type: none"> • Use active links • Have eye appeal • Be user friendly • True. 		

Questions	Response	
	PC	NYC
<p>29. List 3 for planning or mapping tasks which will be created for a website.</p> <ul style="list-style-type: none"> • Site purpose • Audience • E-marketing • Layout • Site schedule. 		
<p>30. What should website page titles and key words include? List 2 examples.</p> <ul style="list-style-type: none"> • Business image and purpose • Content within the title • Ease of use of site. 		
<p>31. List 3 features that could be used to improve a website.</p> <ul style="list-style-type: none"> • Animated sequences • Sound • Movie sequences • Plug ins • Downloadable files • Text enhancement, including use of bold, italics, subscript, superscript, strikethrough, different fonts and font sizes. 		

Questions	Response	
	PC	NYC
<p>32. List 3 functions a linked item for a website.</p> <ul style="list-style-type: none"> • Alignment with website plan • Naming links in a clear and unambiguous manner • Links between individual webs pages and the home page • Links to other websites. 		
<p>33. List 2 Interactive forms for a website.</p> <ul style="list-style-type: none"> • Google Docs • Wufoo • FormSite • FormAssembly. 		
<p>34. List 2 guidelines for a desired website image.</p> <ul style="list-style-type: none"> • Clarity of information • Scan ability of information • Readability of content. 		

Questions	Response	
	PC	NYC
<p>35. List 2 relevant sources of information on web hosting options for a website.</p> <ul style="list-style-type: none"> • Internet Service Providers (ISP's) • Industry associations • Existing users • Information Technology (IT) • Media reviews and articles • Internet searches. 		
<p>36. List 3 suitable web hosting services for a website.</p> <ul style="list-style-type: none"> • Evaluating options available • Considering technical requirements • Factoring in identified business requirements • Assessing value-for-money • Determining capacity to vary initial agreement. 		
<p>37. List three functions when uploading files for a website.</p> <ul style="list-style-type: none"> • Meeting the requirements of individual business hosting agreements • Ensuring technical requirements are met • Developing a set of timelines for uploading materials • Ensuring allocation of materials to identified sections and sub sections. 		

Questions	Response	
	PC	NYC
<p>38. List a responsibility for updating a website.</p> <ul style="list-style-type: none"> • Determining frequency • Scheduling updates • Nominating personnel with authority to undertake updates. 		
<p>39. List 1 example of checking web pages for relevance and currency for website.</p> <ul style="list-style-type: none"> • Confirming acceptability of current on-line material • Obtaining revised and additional material in electron form • Confirming age limit of links that should be retained or deleted. 		
<p>40. List 2 tasks which links and navigations may be include for a website.</p> <ul style="list-style-type: none"> • Using appropriate link-checking software to test links • Running appropriate link-checking software to check currently of existing links • Capture and file report documentation generated according to technical and organisation requirements. 		

Questions	Response	
	PC	NYC
<p>41. List 2 tasks which can be checked when editing information for a website.</p> <ul style="list-style-type: none"> • Checking broken or failed links • Deleting closed or old links and re-establishing new site links • Checking internal pages links • Inserting or editing information • Confirming links. 		
<p>42. List the steps in making your website online.</p> <ul style="list-style-type: none"> • Log onto your admin console or browse directly to your website using your default URL • From your public website, click 'Website Offline' and choose 'Make Website Online'. • If you get a message about Draft Pages, choose 'Continue' if you want to publish. Or, choose 'Cancel' and publish those individual pages • Choose 'Make online' and then Close. 		
<p>43. List 2 guidelines for checking against when testing and confirming website changes.</p> <ul style="list-style-type: none"> • Documenting testing requirements • Format protocols • Server • Individual webpage. 		

Written questions

Create and update a tourism website – D2.TGA.CL6.01

Student Name: _____

Answer all the following questions and submit to your Trainer.

1. Identify 3 relevant personnel to be included in your website project team.

2. List 2 legislation codes for a website which a country needs to follow.

3. What is the business and marketing purpose of a website? List 2

4. From Q 3, how will the 2 purposes listed create a positive image to the website?

- 5. List the Strengths, Weakness, Opportunities, Treats (SWOT) for developing an organisational website.

- 6. List 2 strategies to obtain a target audience for a website.

- 7. Provide an example of a business strategy for a website. Use the SMART Goal technique.

- 8. Provide an example of a business and marketing objective for a website. Use the SMART Goal technique.

- 9. List the steps when developing a timeline for a website.

10. List 3 components of starting costs a website budget might require.

11. Provide an example of a management strategy for a website. Use the SMART Goal technique.

12. Provide an example of an operational strategy for a website. Use the SMART Goal technique.

13. What strategies can be used to inform the public of an available or operational website? List 2 strategies.

14. Operational areas should align with overall e-business strategy. List 4 operational areas where e-business should align with.

15. List 2 feedback mechanisms to determine customer satisfaction for your website.

16. List 4 Key Performance Indicators (KPS's) for a website.

17. List 4 website style or structures.

18. List 5 Features or capabilities for a website.

19. List 3 requirements for layout and navigation of a website.

20. List 3 evaluation options for authorising tools and software for a website.

21. List 3 security requirements available for a website.

22. List 3 forms of business information to create content for a website.

23. List 3 types of information for inclusion on interactive forms for a website.

24. List 4 ways to adapt existing information for a website.

25. List 2 checks when choosing appropriate language for a website.

26. What must be included when integrating content features to a website?

27. What should website page planning include? List 2

28. List 2 guidelines or rules when following designing advertisements for a website.

29. What key words or web page titles should a website use? List 2

30. List 3 features which can improve web page presentation.

31. List 3 features which a linked web page may include.

32. List 2 examples of interactive forms for a website.

33. List 2 optional web page titles.

34. List 2 relevant sources of information on a web hosting option.

35. List 3 tasks which should be completed when selecting a suitable web hosting service.

36. List 2 tasks when uploading files for a website.

37. List 1 responsibility for updating a website.

38. Identify 2 checks for web pages for relevance and currency.

39. List 2 tasks when checking links and navigation for a website.

40. List 2 items to check when editing items for a website.

41. List the steps for making a website off line.

42. List 2 relevant guidelines for checking against when testing and confirming website changes.



Answers to written questions

Create and update a tourism website – D2.TGA.CL6.01

The following are model answers only – Trainers/Assessors must use discretion when determining whether or not an answer provided by a Student is acceptable or not.

1. Identify 3 relevant personnel to be included in your website project team.

- Other team leaders and supervisors from the business
- Technical experts from inside and outside the organisation
- Managers, employers and business owners
- Training and assessment specialists – internal and external
- Trainees – past and present
- Representative government regulatory bodies
- Union and employee representative bodies.

2. List 2 legislation codes for a website which a country needs to follow.

- Any of the following:
- Copy right
- Corporate law
- Defamation
- Privacy law
- Confidentially
- Information technology law
- Intellectual property law
- Data protection law
- Internet law
- Website law
- Contract law.

3. What is the business and marketing purpose of a website? List 2

Answers will vary

4. How will the 2 purposes listed create a positive image to the website?

Any of the following

- Promotion and Sales
- Contracting and procurement
- Customer Service
- Collaboration with other organisations or partners
- Support to multiple businesses- developing organisations or foundations
- Value chain integration
- Electronic payments
- Consultancy services
- Certification information of the organisation and website.

5. List the Strengths, Weakness, Opportunities, Treats (SWOT) for developing an organisational website.

Answers will vary

6. List 2 strategies to obtain a target audience for a website:

Answers will vary

7. Provide an example of a business strategy for a website. Use the SMART Goal technique.

Answers will vary

8. Provide an example of a business and marketing objective for a website. Use the SMART Goal technique.

Answers will vary

9. List the steps when developing a timeline for a website.

Any of the following

- Planning
- Designing
- Developing
- Launching
- Documentation.

10. List 3 components of starting costs a website budget.

Any of the following:

- Domain Name
- Hosing
- Web planning
- Continued Website maintenance
- Marketing a website online.

11. Provide an example of a management strategy for a website. Use the SMART Goal technique.

Answers will vary

12. Provide an example of an operational strategy for a website. Use the SMART Goal technique.

Answers will vary

13. What strategies can be used to inform the public of an available or operational website? List 2 strategies.

Any of the following:

- Traditional media publicity
- Newsgroup notice
- Registration with search engines such as Google or Yahoo
- Links to other sites
- Design of site using key words and meta-tags
- Verbal communication with clients.

14. Operational areas should align with overall e-business strategy. List 4 operational areas where e-business should align with.

Any of the following:

- Marketing and Sales
- Customer Service
- Supply and dispatch of goods
- Service support
- After-sales service
- Administration
- Finance
- Training and development
- User groups.

15. List 2 feedback mechanisms to determine customer satisfaction for your website.

Any of the following:

- On-line surveys and feedback
- Verbal discussions and clients
- Targeted market research.

16. List 4 Key Performance Indicators (KPS's) for a website.

Any of the following:

- Conversion Rate
- Goals conversion Rate
- Type of Users
- Bounce Rate or Time on Site
- Type of Sources
- Traffic generated by specific terms
- Keyword Ranking
- New Vs. Returning Visitors
- Social Media Interactions
- Media Consumption
- Contact or Subscribe
- Cost per transaction
- Average transaction value
- Conversion Rate per medium
- Transactions distributions
- Bourn rate distribution per country.

17. List 4 website styles or structures.

Any of the following:

- Home page
- Identification of main section
- Identification of sub-sections
- Content ranking
- Themes
- Hierarchies
- Search engine optimisation
- Internal and external linking

- Clear and accurate documentation of structure to facilitate the development process
- Accommodation of identified preferences of target markets-audiences
- Aligning with established business website strategy.

18. List 5 Features or capabilities for a website.

Any of the following:

- Marketing features
- Legal requirement
- Privacy and confidentiality requirements
- Security requirements
- Authentication facility or link
- Customer service requirements
- Shopping cart facilities
- Electronic payment facilities
- On-line catalogues and brochures
- Knowledge and information bases, such as destinations, weather, currency, history, maps, timetables and schedules
- Frequently Asked Questions (FAQs) page
- Thumbnails and image maps
- Active links
- Authentication facility or link
- Navigation buttons
- Colour, sound, video, images and graphics
- Downloadable files
- Search facility
- Facility for user feedback on content and operation of the website
- Text and tags in Hypertext Markup Language (HTML)
- Cut down versions for web pages in Wireless Markup Language (WML) for access by Wireless Access Protocol (WAP) telephones.

19. List 3 requirements for layout and navigation for a website.

Any of the following:

- Appearance
- Readability and links
- Ease of operation.

20. List 3 evaluation options for authorising tools and software for a website.

Any of the following:

- WordPad
- Notepad
- FrontPage
- Dreamweaver
- Adobe Photoshop
- Web page authoring tools (e.g., WYSIWYG HTML editors)
- Software for directly editing source code or markup
- Software for converting to web content technologies (e.g., "Save as HTML" features in office suites)
- Integrated development environments (e.g., for web application development)
- Software that generates web content on the basis of templates, scripts, command-line input or "wizard"-type processes
- Software for rapidly updating portions of web pages (e.g., blogging, wikis, online forums)
- Software for live collaboration over the web
- Software for updating social media profiles, microblogging, photo and video sharing
- Software for generating/managing entire web sites (e.g., content management systems, courseware tools, content aggregators)
- Email clients that send messages in web content technologies
- Multimedia authoring tools
- Debugging tools for web content
- Software for creating mobile web applications
- Scripting libraries.

21. List 3 security requirements available for a website.

Any of the following:

- Developing security protocols and relevant use policies
- Software products to track and identify visits
- Software to protect against illegal access, illegal installation and on-line information theft
- Software to detect and remove unwanted threats, including viruses, spy ware, ad ware and worms
- Validating website data for compliance with type, length, syntax and individual business rules
- Prohibiting use of user-provided files on the website

- Using cryptographic security protocols against phishing (tracing someone to release confidential information or do something they would not normally do) and web spoofing, including Single Socket Layer (SSL) and Transport Layer Security (TLS)
- Inducing security in all testing and system checks
- Developing disaster recovery plans
- Applying protocols recommended by the web hosting service and internal technical personnel
- Password protection
- Limiting viewing of rates
- Limiting downloading of images/image encoding
- Payment mechanisms.

22. List 3 forms of business information to create content for a website.

Any of the following:

- Selecting material in accordance with the website strategy
- Targeting content to match business and marketing objectives
- Ensuring appropriate authorisations are obtained to use materials on-line
- Aligning material with identified sections and sub-sections. Content may relate to:
 - Knowledge bases
 - Products and services
 - Catalogue and brochures
 - Thumbnails
 - Frequently asked questions
 - Company profile
 - Staff profiles
 - Business history
 - Client testimonials
 - Published material.

23. List 3 types of information for inclusion on interactive forms for a website.

Any of the following

- Matching the information to the purpose of the form
- Identifying information required by the marketing department
- Observing privacy obligations
- Taking into account the sensitivity of information sought in relation to target audiences
- Ensuring ease of completion
- Minimising time required to complete.

24. List 4 ways to adapt existing information to a website.

Any of the following

- Ensure clarity of information including graphics, diagrams and text
- Ensuring scan ability of materials
- Ensuring readability of materials
- Ensuring readability of the content
- Modifying text to meet the identified needs of and preferences of target audiences.

25. List 2 checks when choosing appropriate language for a website.

Any of the following:

- Choosing suitable style and tone
- Selecting language to be used such as English or the language of the host country
- Matching words used to knowledge and experience of the target audiences and expected users
- Ensuring the language reflects the desired image of the business.

26. What must be included when integrating content features to a website.

Alignment with the website structure and plan

27. What should website page planning include? List 2

Any of the following

- Use of active links to meet identified layout and facility navigation
- Eye appeal
- Ease of operation or user friendliness of site and individual pages.

28. List 2 guidelines or rules to follow when designing advertisements for a website.

Any of the following:

- Use positive headlines
- Don't clutter your design
- Use photographs instead of line drawings
- Look at design as it will appear in printing.

29. What key words or web page titles on a website include? List 2

Any of the following

- Reflecting identified business image and purpose
- Specifying content within the tile
- Facilitating ease of use of the site
- Selecting key words to assist access by search engines, including crawler-based and human- powered.

30. List 3 features which can improve web page presentation.

Any of the following

- Animated sequences
- Sound
- Movie sequences
- Plug ins
- Downloadable files
- Text enhancement, including use of bold, italics, subscript, superscript, strikethrough, different folds and fond sizes
- Colour
- Images, including photographs and images
- Lists, including bulleted and numbered
- Table
- Interactive forms for bookings and enquiries.

31. List 3 features which a linked web page may include.

Any of the following

- Alignment with website plan
- Naming links in a clear and unambiguous manner
- Links between individual web pages and the home page
- Links to other websites e.g. travel blogs.

32. List 2 examples of interactive forms.

Any of the following:

- Google Docs
- Wufoo
- FormSite
- Form Assembly.

33. List 2 optional web page titles.

Any of the following:

- Home page
- Products list
- Products Details Pages
- On line Shop
- About us
- Contact Us
- Site Map.

34. List 2 relevant sources of information on a web hosting option.

Any of the following:

- Internet Service Providers (ISP)
- Industry associations
- Existing users
- Information Technology (IT) Media review and articles
- Internet searches.

35. List 3 tasks which should be completed when selecting a suitable web hosting service.

Any of the following:

- Evaluation options available
- Considering technical requirements
- Factoring in identified business requirements
- Assessing value-for-money
- Determining capacity to vary initial agreement.

36. List 2 tasks when uploading files to a website.

Any of the following:

- Meeting the requirements of individual business hosting agreements
- Ensuring technical requirements are met
- Developing a set of timelines for uploading material
- Ensuring allocation of marital to identified section and sub sections.

37. List 1 responsibility for updating a website.

Any of the following:

- Determining frequency
- Scheduling update
- Nominating personnel with authority opt undertake updates.

38. Identify 2 checks for web pages for relevance and currency.

Any of the following:

- Confirming acceptability of current on-line material
- Obtaining revised and additional material in electronic form
- Confirming age limit of links that should be retained or deleted.

39. List 2 tasks when checking links and navigation for a website.

Any of the following:

- Using appropriate link-checking software to test links
- Running appropriate link-checking software to check currency of existing links
- Capture and file report documentation generated according to technical and organisational requirements.

40. List 2 items to check when editing items on a website.

Any of the following:

- Checking broken or failed links to determine site closures and new site addresses
- Deleting closed links and re-establishing new site links where available
- Checking internal page links and rectifying as required.

41. List the steps for making a website off line.

- Log onto your admin console or browse directly to your website using your default URL
- From your public website, click Website Online and choose 'make Website Offline'
- Choose 'Make Offline' and then Close.

42. List 2 relevant guidelines for checking against when testing and confirming website changes.

Any of the following:

- Documenting testing requirements
- Format protocols
- Server
- Individual Webpages.

Observation checklist

Student name	
Assessor name	
Location/venue	
Unit of competency	Create and update a tourism website D2.TGA.CL6.01
Dates of observation	
Instructions	<ol style="list-style-type: none"> 1. Over a period of time observe the student completing each of the following tasks: <ol style="list-style-type: none"> a) Determine the requirements for the website b) Determine the objectives for the website c) Develop the website strategies d) Plan the integration of the website into business operations e) Plan website structure f) Develop website content g) Create website pages h) Select website hosting service i) Update website 2. Enter the date on which the tasks were undertaken 3. Place a tick in the box to show they completed each aspect of the task to the standard expected in the enterprise 4. Complete the feedback sections of the form, if required.

Did the candidate	Yes	No
Element 1: Determine the requirements for the website		
Seek input from relevant personnel	<input type="checkbox"/>	<input type="checkbox"/>
Identify the legislation, codes and standards necessary for compliance requirements	<input type="checkbox"/>	<input type="checkbox"/>
Identify the business and marketing purpose of the website	<input type="checkbox"/>	<input type="checkbox"/>
Determine the business image to be projected by the website	<input type="checkbox"/>	<input type="checkbox"/>

Did the candidate	Yes	No
Element 2: Determine the objectives for the website		
Assess the internal and external factors impacting on the business	<input type="checkbox"/>	<input type="checkbox"/>
Gather and analyse information on the target audiences for the website	<input type="checkbox"/>	<input type="checkbox"/>
Develop a business performance strategy for the website	<input type="checkbox"/>	<input type="checkbox"/>
Element 3: Develop the website strategies		
Describe strategies to achieve identified business and marketing objectives	<input type="checkbox"/>	<input type="checkbox"/>
Determine timelines for development and implementation of the website	<input type="checkbox"/>	<input type="checkbox"/>
Develop a budget to support the website	<input type="checkbox"/>	<input type="checkbox"/>
Develop a website management strategy	<input type="checkbox"/>	<input type="checkbox"/>
Develop operational website strategies	<input type="checkbox"/>	<input type="checkbox"/>
Produce a strategy to inform the public that the website is available and operational	<input type="checkbox"/>	<input type="checkbox"/>
Element 4: Plan the integration of the website into business operations		
Identify the links between the website and the operational areas of the business	<input type="checkbox"/>	<input type="checkbox"/>
Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business	<input type="checkbox"/>	<input type="checkbox"/>
Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business	<input type="checkbox"/>	<input type="checkbox"/>
Establish procedures to allow evaluation of the use of the website as a marketing tool	<input type="checkbox"/>	<input type="checkbox"/>

Did the candidate	Yes	No
Element 5: Plan website structure		
Develop website style and structure to suit the identified business purpose and nominated target audiences	<input type="checkbox"/>	<input type="checkbox"/>
Determine the features and capabilities of the website	<input type="checkbox"/>	<input type="checkbox"/>
Determine layout and navigation requirements	<input type="checkbox"/>	<input type="checkbox"/>
Select authoring tools and software	<input type="checkbox"/>	<input type="checkbox"/>
Integrate website security requirements into the development process	<input type="checkbox"/>	<input type="checkbox"/>
Element 6: Develop website content		
Use business information to create website content	<input type="checkbox"/>	<input type="checkbox"/>
Define information for inclusion on interactive forms	<input type="checkbox"/>	<input type="checkbox"/>
Adapt existing information to accommodate website requirements	<input type="checkbox"/>	<input type="checkbox"/>
Use appropriate language	<input type="checkbox"/>	<input type="checkbox"/>
Integrate content features into the website	<input type="checkbox"/>	<input type="checkbox"/>
Check content in accordance with website plan and purpose	<input type="checkbox"/>	<input type="checkbox"/>
Element 7: Create website pages		
Create a plan for website pages	<input type="checkbox"/>	<input type="checkbox"/>
Select web page titles and key words	<input type="checkbox"/>	<input type="checkbox"/>
Add features to improve web page presentation	<input type="checkbox"/>	<input type="checkbox"/>
Develop linked web pages	<input type="checkbox"/>	<input type="checkbox"/>
Use appropriate techniques to create interactive forms within website pages	<input type="checkbox"/>	<input type="checkbox"/>
Create all pages to be consistent with site design specifications	<input type="checkbox"/>	<input type="checkbox"/>

Did the candidate	Yes	No
Element 8: Select website hosting service		
Identify relevant sources of information on web hosting options	<input type="checkbox"/>	<input type="checkbox"/>
Select suitable web hosting service	<input type="checkbox"/>	<input type="checkbox"/>
Upload files to selected web hosting services	<input type="checkbox"/>	<input type="checkbox"/>
Element 9: Update website		
Establish responsibility for updating website	<input type="checkbox"/>	<input type="checkbox"/>
Check web pages for relevance and currency	<input type="checkbox"/>	<input type="checkbox"/>
Check links and navigation	<input type="checkbox"/>	<input type="checkbox"/>
Edit information as required	<input type="checkbox"/>	<input type="checkbox"/>
Verify on-line information against off-line information	<input type="checkbox"/>	<input type="checkbox"/>
Test and confirm changes	<input type="checkbox"/>	<input type="checkbox"/>
Did the student's overall performance meet the standard?	<input type="checkbox"/>	<input type="checkbox"/>

Feedback to student and trainer/assessor**Strengths:****Improvements needed:****General comments:****Candidate signature****Date****Assessor signature****Date**

Third Party Statement

Student name:			
Name of third party:		Contact no:	
Relationship to student:	<input type="checkbox"/> Employer <input type="checkbox"/> Supervisor <input type="checkbox"/> Colleague <input type="checkbox"/> Other <i>Please specify: _____</i> <i>Please do not complete the form if you are a relative, close friend or have a conflict of interest]</i>		
Unit of competency:	Create and update a tourism website D2.TGA.CL6.01		
<p>The student is being assessed against industry competency standards and we are seeking your support in the judgement of their competence.</p> <p>Please answer these questions as a record of their performance while working with you. Thank you for your time.</p>			
Do you believe the trainee has demonstrated the following skills? <i>(tick the correct response]</i>	Yes	No	Not sure
Element 1: Determine the requirements for the website			
Sought input from relevant personnel			
Identified the legislation, codes and standards necessary for compliance requirements			
Identified the business and marketing purpose of the website			
Determined the business image to be projected by the website			
Element 2: Determine the objectives for the website			
Assessed the internal and external factors impacting on the business			
Gathered and analysed information on the target audiences for the website			
Developed a business performance strategy for the website			

Element 3: Develop the website strategies			
Described strategies to achieve identified business and marketing objectives			
Determined timelines for development and implementation of the website			
Developed a budget to support the website			
Developed a website management strategy			
Developed operational website strategies			
Produced a strategy to inform the public that the website is available and operational			
Element 4: Plan the integration of the website into business operations			
Identified the links between the website and the operational areas of the business			
Identified responsibilities for the development of procedures to enable integration between the website and the operational areas of the business			
Established feedback mechanisms and processes to determine customer satisfaction with the website and the business			
Established procedures to allow evaluation of the use of the website as a marketing tool			
Element 5: Plan website structure			
Developed website style and structure to suit the identified business purpose and nominated target audiences			
Determined the features and capabilities of the website			
Determined layout and navigation requirements			
Selected authoring tools and software			
Integrated website security requirements into the development process			

Element 6: Develop website content			
Used business information to create website content			
Defined information for inclusion on interactive forms			
Adapted existing information to accommodate website requirements			
Used appropriate language			
Integrated content features into the website			
Checked content in accordance with website plan and purpose			
Element 7: Create website pages			
Created a plan for website pages			
Selected web page titles and key words			
Added features to improve web page presentation			
Developed linked web pages			
Used appropriate techniques to create interactive forms within website pages			
Created all pages to be consistent with site design specifications			
Element 8: Select website hosting service			
Identified relevant sources of information on web hosting options			
Selected suitable web hosting service			
Uploaded files to selected web hosting services			

Element 9: Update website			
Established responsibility for updating website			
Checked web pages for relevance and currency			
Checked links and navigation			
Edited information as required			
Verified on-line information against off-line information			
Tested and confirm changes			
Comments/feedback from Third Party to Trainer/Assessor:			
Third party signature:		Date:	
Send to:			

Competency recording sheet

Name of Student		
Name of Assessor/s		
Unit of Competency	Create and update a tourism website	D2.TGA.CL6.01
Date assessment commenced		
Date assessment finalised		
Assessment decision	Pass Competent / Not Yet Competent (Circle one)	
Follow up action required (Insert additional work and assessment required to achieve competency)		
Comments/observations by assessor/s		

Place a tick (✓) in the column to reflect evidence obtained to determine Competency of the student for each Performance Criteria.

Element & Performance Criteria	Observation of skills	3rd Party Statement	Oral Questions	Written Questions	Work Projects	Other
Element 1: Determine the requirements for the website						
Seek input from relevant personnel						
Identify the legislation, codes and standards necessary for compliance requirements						
Identify the business and marketing purpose of the website						
Determine the business image to be projected by the website						
Element 2: Determine the objectives for the website						
Assess the internal and external factors impacting on the business						
Gather and analyse information on the target audiences for the website						
Develop a business performance strategy for the website						

Place a tick (✓) in the column to reflect evidence obtained to determine Competency of the student for each Performance Criteria.

Element & Performance Criteria	Observation of skills	3rd Party Statement	Oral Questions	Written Questions	Work Projects	Other
Element 3: Develop the website strategies						
Describe strategies to achieve identified business and marketing objectives						
Determine timelines for development and implementation of the website						
Develop a budget to support the website						
Develop a website management strategy						
Develop operational website strategies						
Produce a strategy to inform the public that the website is available and operational						
Element 4: Plan the integration of the website into business operations						
Identify the links between the website and the operational areas of the business						
Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business						
Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business						

Place a tick (✓) in the column to reflect evidence obtained to determine Competency of the student for each Performance Criteria.

Element & Performance Criteria	Observation of skills	3rd Party Statement	Oral Questions	Written Questions	Work Projects	Other
Establish procedures to allow evaluation of the use of the website as a marketing tool						
Element 5: Plan website structure						
Develop website style and structure to suit the identified business purpose and nominated target audiences						
Determine the features and capabilities of the website						
Determine layout and navigation requirements						
Select authoring tools and software						
Integrate website security requirements into the development process						
Element 6: Develop website content						
Use business information to create website content						
Define information for inclusion on interactive forms						
Adapt existing information to accommodate website requirements						
Use appropriate language						
Integrate content features into the website						

Place a tick (✓) in the column to reflect evidence obtained to determine Competency of the student for each Performance Criteria.

Element & Performance Criteria	Observation of skills	3rd Party Statement	Oral Questions	Written Questions	Work Projects	Other
Check content in accordance with website plan and purpose						
Element 7: Create website pages						
Create a plan for website pages						
Select web page titles and key words						
Add features to improve web page presentation						
Develop linked web pages						
Use appropriate techniques to create interactive forms within website pages						
Create all pages to be consistent with site design specifications						
Element 8: Select website hosting service						
Identify relevant sources of information on web hosting options						
Select suitable web hosting service						
Upload files to selected web hosting services						

Place a tick (✓) in the column to reflect evidence obtained to determine Competency of the student for each Performance Criteria.

Element & Performance Criteria	Observation of skills	3rd Party Statement	Oral Questions	Written Questions	Work Projects	Other
Element 9: Update website						
Establish responsibility for updating website						
Check web pages for relevance and currency						
Check links and navigation						
Edit information as required						
Verify on-line information against off-line information						
Test and confirm changes						
Candidate signature:			Date:			
Assessor signature:			Date:			

William
Angliss
Institute | Specialist centre
for foods, tourism
& hospitality



**Australian
Aid** 