# Competency Standard

| UNIT TITLE: CREATE AND UPDATE A TOURISM WEBSITE | NOMINAL HOURS: 100 |
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| UNIT NUMBER: D2.TGA.CL6.01 | |
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| 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. | |
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| ELEMENTS AND PERFORMANCE CRITERIA | UNIT VARIABLE AND ASSESSMENT GUIDE |
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| **Element 1: Determine the requirements for the website**<br><br>**1.1** Seek input from *relevant personnel*<br><br>**1.2** Identify the *legislation, codes and standards* necessary for compliance requirements<br><br>**1.3** Identify the *business and marketing purpose of the website*<br><br>**1.4** Determine the business image to be projected by the website<br><br>**Element 2: Determine the objectives for the website**<br><br>**2.1** *Assess the internal and external factors impacting on the business*<br><br>**2.2** Gather and analyse *information on the target audiences* for the website | **Unit Variables**<br><br>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.<br><br>This unit applies to all organisations that operate their own website within the labour divisions of the hotel and travel industries and may include:<br><br>1   Travel Agencies<br><br>2   Tour Operation<br><br>*Relevant personnel* may include:<br><br>•   Owners and managers<br><br>•   Marketing personnel<br><br>•   Technological and technical personnel<br><br>•   Web hosting service personnel<br><br>•   Client stakeholders. |

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| **2.3** Develop a *business performance strategy* for the website | *Legislation, codes and standards* may include: |
| **Element 3: Develop the website strategies** | • Legislation of the host country, including copyright, defamation, privacy, intellectual property, confidentiality and other legislation impacting on e-business |
| **3.1** Describe *strategies to achieve identified business and marketing objectives* | • Industry codes of practice |
| **3.2** Determine timelines for development and implementation of the website | • Industry standards. |
| **3.3** Develop a *budget to support the website* | *Business and marketing purpose of the website* may relate to: |
| **3.4** Develop a *website management strategy* | • Promotion and sales |
| **3.5** Develop *operational website strategies* | • Contracting and procurement |
| **3.6** Produce a *strategy to inform the public that the website is available* and operational | • Customer service |
| | • Provision of information |
| **Element 4: Plan the integration of the website into business operations** | • Collaboration |
| | • Support to multiple businesses |
| **4.1** Identify the links between the website and the *operational areas* of the business | • Value chain integration |
| | • Electronic payments |
| **4.2** Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business | • Consultancy services |
| | • Certification. |
| | *Assess the internal and external factors impacting on the business* may be related to: |
| **4.3** Establish *feedback mechanisms and processes to determine customer satisfaction with the website* and the business | • Identifying the strengths and weaknesses of the business |
| | • Identifying the threats and opportunities facing the business. |
| | *Information on the target audiences* should include: |
| **4.4** Establish *procedures to allow evaluation of the use of the website as a marketing tool* | • Reference to internal databases |
| | • Reference to marketing data. |

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| **Element 5: Plan website structure** | *Business performance strategy* should relate to: |
| **5.1** Develop *website style and structure* to suit the identified business purpose and nominated target audiences | • Service objectives |
| | • Logistics of product supply, pricing, service provision and inventory management |
| **5.2** Determine the *features and capabilities of the website* | • Setting clear and measurable objectives in relation to website performance for the purposes of evaluation |
| **5.3** Determine *layout and navigation requirements* | • Incorporation of website objectives into business objectives for products and services. |
| **5.4** Select *authoring tools and software* | *Strategies to achieve identified business and marketing objectives* must occur: |
| **5.5** Integrate website *security requirements* into the development process | • In accordance with existing e-business and e-marketing strategies. |
| **Element 6: Develop website content** | *Budget to support the website* may include funds to provide for: |
| **6.1** Use *business information to create website content* | • Site development |
| | • Website set-up and establishment |
| **6.2** Define *information for inclusion on interactive forms* | • Web hosting services |
| **6.3** *Adapt existing information* to accommodate website requirements | • Website maintenance including updates of website. |
| | *Website management strategy* may include: |
| **6.4** Use *appropriate language* | • Content management |
| **6.5** *Integrate content features into the website* | • Update procedures |
| | • Website standards and procedures |
| **6.6** *Check content* in accordance with website plan and purpose | • Website policies and procedures |
| | • Ensuring relevance, accuracy and currency of information provided on-line. |
| **Element 7: Create website pages** | *Operational website strategies* should relate to: |
| **7.1** Create a *plan for website pages* | • Implementation of the website |
| **7.2** *Select web page titles and key words* | • Monitoring of the website including content management strategies |
| | • Maintenance of the website |

**7.3** Add *features to improve web page presentation*

**7.4** Develop *linked web pages*

**7.5** Use appropriate techniques to create interactive forms within website pages

**7.6** Create all pages to be consistent with site design specifications

**Element 8: Select website hosting service**

**8.1** Identify *relevant sources of information on web hosting options*

**8.2** *Select suitable web hosting service*

**8.3** *Upload files* to selected web hosting services

**Element 9: Update website**

**9.1** *Establish responsibility for updating website*

**9.2** *Check web pages for relevance and currency*

**9.3** *Check links and navigation*

**9.4** *Edit information* as required

**9.5** Verify on-line information against off-line information

**9.6** Test and confirm changes

- Consideration of the use of in-house personnel or external service providers
- Cooperation with technical personnel
- Performance measures
- Measurement of marketing activities.

*Strategy to inform the public that the website is available* may include:

- 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.

*Operational areas* should align with the overall e-business strategy and may include:

- 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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| | *Feedback mechanisms and processes to determine customer satisfaction with the website* may include:<br><br>• On-line surveys and feedback<br><br>• Verbal discussions with clients<br><br>• Targeted market research.<br><br>*Procedures to allow evaluation of the use of the website as a marketing tool* may include:<br><br>• Establishing initial benchmark statistics<br><br>• 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.<br><br>*Website style and structure* may be related to:<br><br>• Home page<br><br>• Identification of main section<br><br>• Identification of sub-sections<br><br>• Content ranking<br><br>• Themes<br><br>• Hierarchies<br><br>• Search engine optimisation<br><br>• Internal and external linking<br><br>• Clear and accurate documentation of structure to facilitate the development process<br><br>• Accommodation of identified preferences of target markets/audiences<br><br>• Aligning with established business website strategy. |

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

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| | *Layout and navigation requirements* must relate to:<br><br>• Appearance<br><br>• Readability and links<br><br>• Ease of operation.<br><br>*Authoring tools and software* must include evaluation of options which may include:<br><br>• WordPad<br><br>• Notepad<br><br>• FrontPage<br><br>• Dreamweaver<br><br>• Adobe Photoshop.<br><br>*Security requirements* may include:<br><br>• Developing security protocols and relevant user policies<br><br>• Software products to track and identify visitors<br><br>• Software to protect against illegal access, illegal installation and on-line information theft<br><br>• Software to detect and remove unwanted threats, including viruses, spy ware, ad ware and worms<br><br>• Validating website data for compliance with type, length, syntax and individual business rules<br><br>• Prohibiting use of user-provided files on the website<br><br>• 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)<br><br>• Including security in all testing and systems checks |

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| | • 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. |
| | *Business information to create website content* may include: |
| | • 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<br>*Content* may relate to:<br>  ▪ Knowledge bases<br>  ▪ Products and services<br>  ▪ Catalogues and brochures<br>  ▪ Thumbnails<br>  ▪ Frequently asked questions<br>  ▪ Company profile<br>  ▪ Staff profiles<br>  ▪ Business history<br>  ▪ Client testimonials<br>  ▪ Published material. |

*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

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| | - 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 |

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| | • 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. |

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| | *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 |

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| | • 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 |

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| | - 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**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating*

| Key Competencies | Level | Examples |
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| 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 |