



Create and update a tourism website

D2.TGA.CL6.01

Trainee Manual



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Table of contents

Introduction to trainee manual.....	1
Unit descriptor.....	3
Assessment matrix.....	7
Glossary.....	11
Element 1: Determine the requirements for the website	15
Element 2: Determine the objectives for the website	29
Element 3: Develop the website strategies.....	43
Element 4: Plan the integration of the website into business operations	65
Element 5: Plan website structure	79
Element 6: Develop website content	95
Element 7: Create website pages.....	115
Element 8: Select website hosting service	133
Element 9: Update website	143
Presentation of written work	163
Recommended reading.....	165
References	167
Trainee evaluation sheet.....	169
Trainee self-assessment checklist.....	171

Introduction to trainee manual

To the Trainee

Congratulations on joining this course. This Trainee Manual is one part of a 'toolbox' which is a resource provided to trainees, trainers and assessors to help you become competent in various areas of your work.

The 'toolbox' consists of three elements:

- A Trainee Manual for you to read and study at home or in class
- A Trainer Guide with Power Point slides to help your Trainer explain the content of the training material and provide class activities to help with practice
- An Assessment Manual which provides your Assessor with oral and written questions and other assessment tasks to establish whether or not you have achieved competency.

The first thing you may notice is that this training program and the information you find in the Trainee Manual seems different to the textbooks you have used previously. This is because the method of instruction and examination is different. The method used is called Competency based training (CBT) and Competency based assessment (CBA). CBT and CBA is the training and assessment system chosen by ASEAN (Association of South-East Asian Nations) to train people to work in the tourism and hospitality industry throughout all the ASEAN member states.

What is the CBT and CBA system and why has it been adopted by ASEAN?

CBT is a way of training that concentrates on what a worker can do or is required to do at work. The aim of the training is to enable trainees to perform tasks and duties at a standard expected by employers. CBT seeks to develop the skills, knowledge and attitudes (or recognise the ones the trainee already possesses) to achieve the required competency standard. ASEAN has adopted the CBT/CBA training system as it is able to produce the type of worker that industry is looking for and this therefore increases trainees chances of obtaining employment.

CBA involves collecting evidence and making a judgement of the extent to which a worker can perform his/her duties at the required competency standard. Where a trainee can already demonstrate a degree of competency, either due to prior training or work experience, a process of 'Recognition of Prior Learning' (RPL) is available to trainees to recognise this. Please speak to your trainer about RPL if you think this applies to you.

What is a competency standard?

Competency standards are descriptions of the skills and knowledge required to perform a task or activity at the level of a required standard.

242 competency standards for the tourism and hospitality industries throughout the ASEAN region have been developed to cover all the knowledge, skills and attitudes required to work in the following occupational areas:

- Housekeeping
- Food Production
- Food and Beverage Service
- Front Office

- Travel Agencies
- Tour Operations.

All of these competency standards are available for you to look at. In fact you will find a summary of each one at the beginning of each Trainee Manual under the heading 'Unit Descriptor'. The unit descriptor describes the content of the unit you will be studying in the Trainee Manual and provides a table of contents which are divided up into 'Elements' and 'Performance Criteria'. An element is a description of one aspect of what has to be achieved in the workplace. The 'Performance Criteria' below each element details the level of performance that needs to be demonstrated to be declared competent.

There are other components of the competency standard:

- *Unit Title*: statement about what is to be done in the workplace
- *Unit Number*: unique number identifying the particular competency
- *Nominal hours*: number of classroom or practical hours usually needed to complete the competency. We call them 'nominal' hours because they can vary e.g. sometimes it will take an individual less time to complete a unit of competency because he/she has prior knowledge or work experience in that area.

The final heading you will see before you start reading the Trainee Manual is the 'Assessment Matrix'. Competency based assessment requires trainees to be assessed in at least 2 – 3 different ways, one of which must be practical. This section outlines three ways assessment can be carried out and includes work projects, written questions and oral questions. The matrix is designed to show you which performance criteria will be assessed and how they will be assessed. Your trainer and/or assessor may also use other assessment methods including 'Observation Checklist' and 'Third Party Statement'. An observation checklist is a way of recording how you perform at work and a third party statement is a statement by a supervisor or employer about the degree of competence they believe you have achieved. This can be based on observing your workplace performance, inspecting your work or gaining feedback from fellow workers.

Your trainer and/or assessor may use other methods to assess you such as:

- Journals
- Oral presentations
- Role plays
- Log books
- Group projects
- Practical demonstrations.

Remember your trainer is there to help you succeed and become competent. Please feel free to ask him or her for more explanation of what you have just read and of what is expected from you and best wishes for your future studies and future career in tourism and hospitality.

Unit descriptor

Create and update a tourism website

This unit deals with the skills and knowledge required to Create and update a tourism website in a range of settings within the travel industries workplace context.

Unit Code:

D2.TGA.CL6.01

Nominal Hours:

100

Element 1: Determine the requirements for the website

Performance Criteria

- 1.1 Seek input from relevant personnel
- 1.2 Identify the legislation, codes and standards necessary for compliance requirements
- 1.3 Identify the business and marketing purpose of the website
- 1.4 Determine the business image to be projected by the website

Element 2: Determine the objectives for the website

Performance Criteria

- 2.1 Assess the internal and external factors impacting on the business
- 2.2 Gather and analyse information on the target audiences for the website
- 2.3 Develop a business performance strategy for the website

Element 3: Develop the website strategies

Performance Criteria

- 3.1 Describe strategies to achieve identified business and marketing objectives
- 3.2 Determine timelines for development and implementation of the website
- 3.3 Develop a budget to support the website
- 3.4 Develop a website management strategy
- 3.5 Develop operational website strategies
- 3.6 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

Performance Criteria

- 4.1 Identify the links between the website and the operational areas of the business
- 4.2 Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business
- 4.3 Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business
- 4.4 Establish procedures to allow evaluation of the use of the website as a marketing tool

Element 5: Plan website structure

Performance Criteria

- 5.1 Develop website style and structure to suit the identified business purpose and nominated target audiences
- 5.2 Determine the features and capabilities of the website
- 5.3 Determine layout and navigation requirements
- 5.4 Select authoring tools and software
- 5.5 Integrate website security requirements into the development process

Element 6: Develop website content

Performance Criteria

- 6.1 Use business information to create website content
- 6.2 Define information for inclusion on interactive forms
- 6.3 Adapt existing information to accommodate website requirements
- 6.4 Use appropriate language
- 6.5 Integrate content features into the website
- 6.6 Check content in accordance with website plan and purpose

Element 7: Create website pages

Performance Criteria

- 7.1 Create a plan for website pages
- 7.2 Select web page titles and key words
- 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

Performance Criteria

- 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

Performance Criteria

- 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

Assessment matrix

Showing mapping of Performance Criteria against Work Projects, Written Questions and Oral Questions

The Assessment Matrix indicates three of the most common assessment activities your Assessor may use to assess your understanding of the content of this manual and your performance - Work Projects, Written Questions and Oral Questions. It also indicates where you can find the subject content related to these assessment activities in the Trainee Manual (i.e. under which element or performance criteria). As explained in the Introduction, however, the assessors are free to choose which assessment activities are most suitable to best capture evidence of competency as they deem appropriate for individual students.

		Work Projects	Written Questions	Oral Questions
Element 1: Determine the requirements for the website				
1.1	Seek input from relevant personnel	1.1	1	1
1.2	Identify the legislation, codes and standards necessary for compliance requirements	1.2	2	2
1.3	Identify the business and marketing purpose of the website	1.3	3	3
1.4	Determine the business image to be projected by the website	1.4	4	4
Element 2: Determine the objectives for the website				
2.1	Assess the internal and external factors impacting on the business	2.1	5	5
2.2	Gather and analyse information on the target audiences for the website	2.2	6	6
2.3	Develop a business performance strategy for the website	2.3	7	7
Element 3: Develop the website strategies				
3.1	Describe strategies to achieve identified business and marketing objectives	3.1	8	8
3.2	Determine timelines for development and implementation of the website	3.2	9	9
3.3	Develop a budget to support the website	3.3	10	10
3.4	Develop a website management strategy	3.4	11	11
3.5	Develop operational website strategies	3.5	12	12
3.6	Produce a strategy to inform the public that the website is available and operational	3.6	13	13

		Work Projects	Written Questions	Oral Questions
Element 4: Plan the integration of the website into business operations				
4.1	Identify the links between the website and the operational areas of the business	4.1	14	14
4.2	Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business	4.2	14	15
4.3	Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business	4.3	15	16
4.4	Establish procedures to allow evaluation of the use of the website as a marketing tool	4.4	16	17
Element 5: Plan website structure				
5.1	Develop website style and structure to suit the identified business purpose and nominated target audiences	5.1	17	18
5.2	Determine the features and capabilities of the website	5.2	18	19
5.3	Determine layout and navigation requirements	5.3	19	20
5.4	Select authoring tools and software	5.4	20	21
5.5	Integrate website security requirements into the development process	5.5	21	22
Element 6: Develop website content				
6.1	Use business information to create website content	6.1	22	23
6.2	Define information for inclusion on interactive forms	6.2	23	24
6.3	Adapt existing information to accommodate website requirements	6.3	24	25
6.4	Use appropriate language	6.4	25	26
6.5	Integrate content features into the website	6.5	26	27
6.6	Check content in accordance with website plan and purpose	6.6	27	28
Element 7: Create website pages				
7.1	Create a plan for website pages	7.1	28	29
7.2	Select web page titles and key words	7.2	29	30
7.3	Add features to improve web page presentation	7.3	30	31

		Work Projects	Written Questions	Oral Questions
7.4	Develop linked web pages	7.4	31	32
7.5	Use appropriate techniques to create interactive forms within website pages	7.5	32	33
7.6	Create all pages to be consistent with site design specifications	7.6	33	34
Element 8: Select website hosting service				
8.1	Identify relevant sources of information on web hosting options	8.1	34	35
8.2	Select suitable web hosting service	8.2	35	36
8.3	Upload files to selected web hosting services	8.3	36	37
Element 9: Update website				
9.1	Establish responsibility for updating website	9.1	37	38
9.2	Check web pages for relevance and currency	9.2	38	39
9.3	Check links and navigation	9.3	39	40
9.4	Edit information as required	9.4	40	41
9.5	Verify on-line information against off-line information	9.5	41	42
9.6	Test and confirm changes	9.6	42	43

Glossary

Term	Explanation
Analyse	To examine in detail in order to discover meaning, essential features
Authoring Tool Accessibility Guidelines (ATAG)	Provides guidelines for designing website or Webpages
Compliance requirements	Legally imposed requirements where staff are required to hold nominated certificates, qualifications or licences in order to be able to work in certain jobs/areas of a business
Control Panel	Enables different areas of a website to be controlled by the owner
Customer Relationship Management (CRM)	Approach to managing a company's interaction with current and future customers. It often involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.
Bandwidth allotment	Limits or controls the amount of visitors on to a website
Breadcrumb trail or breadcrumb	Is a type of secondary navigation that illustrates the uses location on a website
Data	Individual facts, statistics, or items of information
e-Marketing	Online advertisements of an organisation
External customers	People who come into the business and pay for the products and services the business provides. Contrasted against 'internal customers'
FAQs	Frequently Asked Questions
Feedback	A reaction or response
FTP	File Transfer Protocol Used to transfer files to a website
Gant chart	A Gantt chart is a type of bar chart that illustrates a project schedule. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project. Terminal elements and summary elements comprise the work breakdown structure of the project
Global Navigation	Displayed on every page of the website. Usually on the top or left of the website.
GM	General Manager
Government	The governing body of persons in a state, community; administration
Home link or link	Connect pages in a website

Term	Explanation
4 P's	The blend of Product, Place, Price and Promotion used to generate a buying response from a target market
Hard data	Statistical information
HTML	Text and tags in Hypertext Markup Language
I.T	Information Technology
Information systems	Software package that is used to collect data and translate it into useful information
Internal customers	People within the business (staff, colleagues, co-workers, supervisors, management) who are the end-users/consumers of products or service produced by other staff. Making the point every staff members services someone even though that may not be a paying customer
ISPs	Internet Service Provider
IA	Information Architecture- the layout out information on a website
IT	Information Technology – computer-related technology
KPIs	Key Performance Indicator
Legal requirements	Laws are a set of principles, rules and standards established by parliament and enforced by the courts for the regulation of behaviour in society and the protection of members of society and their property
Marketing Mix	The blend of Product, Place, Price and Promotion used to generate a buying response from a target market
MB	Megabytes
Mission statement	A mission statement is a formal, short, written statement of the purpose of a company or organization. The mission statement should guide the actions of the organization; and guide decision-making. It should spell out its overall goal, and provide a sense of direction
Niche market	A section of the market sharing the same interest in a product or service
Objectives	Something that one's efforts or actions are intended to attain or accomplish; purpose; goal; target
Page header	Text that is separated from the main body of text and appears at the top of a printed page.
Primary navigation	Content in a website that most users are interested in. An example of this is: general information about the organisation or person

Term	Explanation
Primary research	Data, information, statistics gained from fresh, new, original research
Promotion	Tactics that communicate product and company information to the public through such vehicles as newsletters, advertisements, sweepstakes, and brochures
Secondary navigation	Content that does not serve the primary goal of the website but the users still might be interested in. An example of this is: FAQ, help page, contact and so on
Secondary research data	Data, information, statistics gained from existing sources
Site Diagram	Visual representative of your content and site structure
Situation Analysis	Another term for a SWOT analysis
SMART GOAL	A goal setting rule based on: S – Specific M – Measurable A – Attainable R – Realistic T – Tractable or timely
Soft data	Anecdotal information; information other than statistical information/data
SEO	Search engine optimisation
SOPs	Standard Operating Procedure
SSL	Single Socket Layer A security server
Strategic Analysis	Another term for SWOT analysis
SWOT analysis	An analysis of a business considering its Strengths and Weaknesses, and the Opportunities and Threats facing it: also known as a Situation Analysis
Target audience	A group of individuals whom collectively, are intended recipients of an advertiser's message
Target market	A cohort of people/businesses defined by their demographic characteristics whom the organisation wants to sell to
Teamwork	Teamwork is classified as the collective actions towards a number of people towards a collective goal
TLS	Transport Layer Security
Tourism	The activity or practice of touring, especially for pleasure; the business or industry of providing information, accommodations, transportation, and other services to tourists; the promotion of tourist travel, especially for commercial purposes
WAP	Wireless Access Protocol

Term	Explanation
Web authorising tools or authorising tools	Category of software that enables the user to develop a website. The software will generate the required HTML coding for the website layout
Web Content Accessibility Guidelines (WCAG)	Covers a range of recommendations for making webpage or website content more accessible
Wireframes	Non-graphical layout of a website
Wireless Markup Language (WML)	Cut down versions of web pages
Web page title	A web page title is the value assigned to the <title> tag that's usually found on the top an HTML/XHTML document inside the<head> tag

Element 1:

Determine the requirements for the website

1.1 Seek input from relevant personnel

Introduction



Staff members need to ensure that they seek input from relevant personnel to work towards the successful completion of goals of the website.

A supervisor/ project manager cannot perform all these tasks themselves. They need the help, support and efforts of all staff members under their command.

By implementing the practice of teamwork, staff members are better able to seek input from relevant personnel and meet organisational needs and demands.

Teamwork is classified as the collective actions towards a number of people towards a collective goal. Whilst each business will have a range of goals, in essence the primary goal is to provide an enjoyable experience for users for a reasonable return on investment for owners, in a safe and lawful manner when using their organisational website.

The groups that work together carrying out the organisation's tasks are like an engine that enables the other parts of the whole to work. In the same way that the size and sophistication of an engine should depend on what it needs to drive, so the team that is created should depend on the level of work that is to be done.

Team approach

Benefits of using a team approach Establishments that encourage staff to work as a team and be self-directing in their approach to work will result in many benefits such as:

- A more effective, operational team
- A department where nothing is too much trouble – whether or not it is a client or management who makes the request
- More harmony and fewer disputes amongst staff
- A far better working environment where you will be inclined to take less time off, and where you will actually look forward to going to work
- Less clock watching, and more pats on the back – from management and patrons
- More innovative and creative ideas – a situation will emerge where you are encouraged to try out new (but nonetheless intelligent ideas and concepts

- More learning – not just about the establishment and the industry, but also about co-workers, group dynamics and interpersonal relationships
- Higher levels of achievement than anyone thought possible – the power of ten people is far greater than 10 individuals, and there is also the momentum and power that a group decision brings with it.

Consulting with relevant personnel

There may be a need to consult with relevant personnel when determining what needs to be done, either for a team as a whole, or for individual team members. Relevant others may include:



- Management, supervisors, business owners or client stakeholders – who can supply input regarding staffing levels, priorities, immediate workplace need and so on
- People from other departments with which you have contact – these people may be management level or they may be operational workers such as marketing personnel
- Technological and technical personnel – who may be in the workplace and have specific requests etc. for the upcoming project period
- Web hosting service personnel – who may provide details regarding bookings, reservations or details of other work tasks from other areas that need to be integrated into the work or project system
- Client stakeholders – as their reputation will be associated with your company and therefore it is necessary to ensure that business/client relationship is not damaged in any way by lack of consultation. The client may also have relevant ideas and suggestions which will add to a positive impact or experience for the web user
- Domain Registrar – This is will allow you to register and a website address. Registering a website address or domain name for a new website will reserve the website address and name so on one else can use it
- Web Developer – The web developer is a person who builds the website. For smaller businesses, the web developer can be the owner. The web developer develops codes and customises the website. Other examples a web developer can complete are: setting up email accounts, host services and so on
- Graphic Designer – The graphic designer can create the look of the website. Examples of this can include: selecting graphics, logs, branding, and colour scheme and so on. For smaller businesses, the web designer could also be the graphic designer.
- Script and Web Software Authors – There are a verity of scripts or website software available if you choose to obtain a script or web software. Examples of script and web software are: WordPress, Drupal, Joomla, OpenCart, and Magento.

Consulting with others in canvassing the whole range of possible information that could be used in determining specific standards for creating and updating a tourism website can also include:

- 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.

Activity

Select a team of relevant personnel to develop your tourism website with you:

Activity

- Choose your title, roles and responsibilities
- Choose your team members roles and responsibilities
- Prepare a presentation on the teams roles and responsibilities. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group.
- Presentations time frame: 5 - 10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

1.2 Identify the legislation, codes and standards necessary for compliance requirements

Introduction

Legislation, codes and standards need to be applied and address to all information when creating and updating a tourism website. Information which is included on the tourism website must also be compliant and follow Industry codes of practice and standards.

Over recent years, many countries included legislation regarding, responsible copyright, legislation, privacy, defamation on their organisational websites. Thus, protecting an organisations information online is imperative to the legal and structural growth of an organisations health.

Legal requirements

Laws are a set of principles, rules and standards established by the government and enforced by the courts for the regulation of behaviour in society and the protection of members of society and their intellectual property.

Legislation is administered by the Government including laws covering issues such as:

- Copy right
- Corporate law
- Defamation
- Privacy law
- Confidentially
- Information technology law
- Intellectual property law
- Data protection law
- Internet law
- Website law
- Contract law.



Legal issues impacting the Tourism Industry:

- Consumer protection issues: These address the increasing the responsibility on business to protect the interests of the clients from unconscionable activities and illegal action
- Legislation of the host country- this includes copyright laws, defamation, intellectual property, confidentiality and other legislation impacting on e-business
- Industry codes of practice- each industry; hospitality, legal, tourism and so on have their own Codes of Practice which outline what must be followed to ensure compliancy standards have been met
- Industry standards and privacy.

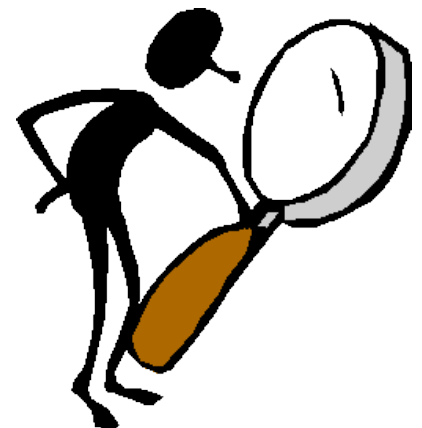
Privacy

Privacy is an on-going issue in the industry and legislation places an obligation on employees not to release confidential information about their customers (without their express consent) which can include their:

- Name
- Address
- Phone number
- Buying habits
- Methods of payment used to buy products and services online
- Purchases – including frequency of purchases, type of and quantities of products and services bought.

When staff are creating and updating a tourism website they need to ensure they have complied with country and in some cases global legislation requirements, any industry Codes of Practice as well as any organisation standards or policies. It is wise and often essential to have multiple stakeholders, legal personnel or other knowledgeable staff review the site before it is uploaded. This may include:

- Reviewing information with a supervisor, manager or owner
- Communicating with the marketing team to ensure information is accurate
- Conducting research for any updates on copyright laws, codes of practice, and industry standards as these are being updated, amended and changed due to global demand
- Ensuring you have received official permission and have associated evidence to use any information such as video clips, images, sound bites celebrity, personality or members of the public comments or statements and so on.



Legislative and political changes – while management should keep you abreast of any legislative changes impacting on your workplace operations including information found on the organisation website. It is wise to be proactive and monitor these things yourself. Sources for doing this include industry websites, the general media, newsletters, government agencies and industry bodies.

Activity

Listed below are Legal issues impacting the Tourism Industry (illustrated on page 17):

- Consumer protection issues: These address the increasing the responsibility on business to protect the interests of the clients from unconscionable activities and illegal action
- Legislation of the host country- this includes copyright laws, defamation, intellectual property, confidentiality and other legislation impacting on e-business
- Industry codes of practice- each industry; hospitality, legal, tourism and so on have their own Codes of Practice which outline what must be followed to ensure compliancy standards have been met
- Industry standards and privacy.

Activity

- Choose **one** out of the 4 legal issues
- Research the legal issue based on your country's legislation codes and standards
- Prepare a presentation on the legal issue. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group.
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

1.3 Identify the business and marketing purpose of the website

Introduction

Over the past years it has become popular to obtain information about an organisation via their website. Most individuals around the world have a smart phone and/or access to the internet ensuring fast access to the information they require- making it even more important for a business to maintain and update their website to meet client/guest needs.

Online services/information

Online services such as online chat system from organisational representatives or information such as organisational reports or shareholder information can be available publicly on Tourism Websites.

Below are examples of Tourism Websites which illustrate the latest news for the hospitality and tourism industry. The news illustrated focuses on the business and marketing updates of the Industry:

- Restaurant Hospitality – <http://restaurant-hospitality.com/newsletters/>
- Hotel Resource – <http://www.hotelresource.com/Newsletter-index.html>
- Hospitality Sales & Marketing Association International – <http://www.hsmi.org/resources/newsletter.cfm>
- 'Daily News for the International Travel and Tourism Industry' – www.traveldailynews.com/
- 'e-Global Travel Media' – <http://www.eglobaltravelmedia.com.au/mailindex>.



Data Collection purposes

All organisations use a software package that is used to collect data and translate it into useful information. These information systems integrate people, equipment and procedures to collect, analyse and evaluate accurate information in order to make the most accurate marketing decisions.

An information system is a way for managers to:

- Assess information needs
- Develop information from existing operations, an internal audit or current situational analysis, external audit and the market research process
- Distribute information accurately to the right person in the right place at the right time.



In this way managers can reduce the risks of uncertainty in their decision making process and ensure what information they would like to incorporate on their website is true and accurate once overall approved by marketing and media personnel.

Business website

Business websites are used to publish and provide information to its users. Organisations can use their websites to communicate 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.



Business and Market purpose

The website project team specialises in developing an organisational website which will cater to the needs and wants of the visitors. Ways to identify what the needs and wants are of your visitors are:

- Identify the target market for the website
- Provide available products or services on the website
- Provide searchable Frequency Asked Questions (FAQ's). This can reduce phone inquiries as visitors are able to independently locate comprehensive information on the website
- Invite visitors to events such as workshops through the website
- Provide updated news about your organisation.

Issues to monitor

Staff members should seek to identify a wide range of issues when regularly conducting monitoring of their website for areas requiring updates. An up to date site is better able to ensure satisfaction for both internal (staff) and external (clients) users.

Issues to monitor may include:

- Changing and emerging trends
- New techniques and workplace practices
- New equipment and technology
- Initiatives relating to advertising, marketing and promotion – in-house and in public media
- Changes to legislation, regulations, codes of practice, accords, licensing requirements and so on.
- Market research information – which has identified the needs, wants and preferences of customers
- Trends and changes in selling prices of products and services being offered by the website
- Activities that the opposition is undertaking to attract customers or to meet competition in the marketplace.

Activity

Select a tourism website of your choice and identify if the website has the following services:

- 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.

Activity

- Locate where on the website the service can be found
- What images or key words are used to represent the services?
- Document your results
- Prepare a presentation on the on the website services. The presentation is to be conducted in class.
- Additional Notes
- Group size: 3 - 4 members in one group.
- Presentations time frame: 5 -10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

1.4 Determine the business image to be projected by the website

Introduction

The projected business image needs to align with its vision and mission statements. It would be poor business practise to promote an image which runs contrary to any adopted position on such topics as the environment, concern for others, participating in the local community, or promoting the interests of the ASEAN community for example.

Before you start your research on determining the business image, ensure you know what topics you need to obtain information about – for example, topics may include:

- Perceptions in the marketplace about your positioning and image – how the market and customers see you
- Comparisons between you and your competitors – where and why customers prefer one over the other. What is the point of differentiation?

Visualising the image

This involves thinking about a problem or opportunity and producing a mental image of what is desired, required or intended – this mental image is then used to guide the more concrete and physical aspects which would then be incorporated into your organisation's website.

The benefits of visualisation are that it is a relatively quick activity, it's cheap and the 'end result' can be easily changed before the website is online. Visualisation certainly requires practice and different people do it different ways.



Some people seem to visualise better on their own, in peace and quiet with a pencil in their hand and a blank piece of paper in front of them.

Others visualise best when surrounded by other people who create discussion, raise points to consider, challenge thinking and modify ideas and suggestions until the group or team comes to a unified outcome.

When developing the website image keep the following in mind:

- Simple design
- Clear functionality
- High quality images
- Concise content.

Working with a graphic designer or a web developer on the above points will can assist in developing a website which will make the visitors want to stay on your website.

Developing the image

Use a range of sources and technology to paint a picture or create a definite image. This may include the use of use of photographs, samples, stakeholder testimonials, videos, slides, and other visual aids.

Potential benefits to the organisation website may include:

- Increased patronage or visitor numbers
- Increased revenue and profits
- Enhanced industry image and reputation
- More efficient and effective processes
- More streamlined or easier use of processes for the visitor
- Waste reduction i.e. The reduction of paper based information
- Increased environmental friendliness
- Meet/exceed competition offerings.

Dos and Don'ts when developing an image for a website:

- Be clear of what your website offers; don't let your visitors guess. Provide them with information which is specific and will answer their questions
- Be honest in the information you provide your visitors. For example, don't promote a sale on the website, if the sale is no longer available
- Be open to constructive or positive feedback. Feedback could consist of design, writing, search engine optimisation which can directly affect your website image.

Activity

- Select a tourism website of your choice
- The developer of a tourism website has requested your feedback on the following points, on how to:
 - Increase patronage or visitor numbers
 - Increased revenue and profits
 - Enhance industry image and reputation
 - More streamlined or easier use of processes for the visitor- overall look of the website.

Activity

- Provide feedback to the developer
- Research the points based on current or future market trends
- Prepare a presentation on your actions. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group.
- Presentations time frame: 5 - 10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 1.1 Identify relevant personnel you would consult with in an organisation when creating and updating a Tourism Website
- 1.2 List the Legislation, codes and standards which an organisation in your country must follow when creating and updating a Tourism website
- 1.3 Identify the business and marketing purposes of a Tourism website
- 1.4 Determine the business image to be projected by the Tourism Website

Additional notes:

- Participants can complete this work project based on organisation which is in the Tourism Industry. Participants are to confirm the organisation with their trainer before commencement of the work project
 - This work project (element 1) is the foundation of the other work projects in the following elements in this Trainer Manual
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9.
-

Summary

Determine the requirements for the website

Relevant personnel need to be included in the development of the website:

- Management, supervisors, business owners or client stakeholders – who can supply input regarding staffing levels, priorities, immediate workplace need etc.
- People from other departments with which you have contact – these people may be management level or they may be operational staff/workers such as marketing personnel
- Technological and technical personnel – who may be in the workplace and have specific requests etc. for the upcoming project period
- Web hosting service personnel – who may provide details regarding bookings/reservations or details of other work tasks from other areas that need to be integrated into the work/project system.

Relevant Legislation must be practiced:

- Legislation of the host country- this includes copyright laws, defamation, intellectual property, confidentiality and other legislation impacting on e-business
- Industry codes of practice- each industry, hospitality, legal, tourism have different codes of practice which have been outlined which must be followed to ensure compliancy standards have been met.

The business and marketing team must ensure the purpose of website must be met:

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

Element 2:

Determine the objectives for the website

2.1 Assess the internal and external factors impacting on the business

Introduction

An important step in determining the status of a business is to undertake an internal and external business analysis to evaluate the organisation.

This section introduces the concept of a SWOT analysis and identifies a range of internal factors to be considered when undertaking an internal analysis of a business. The results of the SWOT analysis can then be used to identify needs for your website.

The following section will look at examining the external and internal factors.

SWOT analysis

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is the process of gathering together information and data on both the internal and external environments the business is operating in.

The SWOT analysis assists the business in:

- Identifying the strengths and weaknesses of the business
- Identifying the threats and opportunities facing the business.

The internal evaluation/analysis determines the Strengths of the business and its Weaknesses.

The external evaluation/analysis identifies the Opportunities open to the business as well as the Threats it faces in the competing business environment.

Knowledge of these factors serves as a guide to the objectives and activities (strategies and outcomes) the business will set for itself.

The SWOT analysis is also known as a 'Strategic Analysis' and 'Situational Analysis'.

A SWOT analysis is a fundamental pre-requisite for any business planning or marketing activity – you have to know where you stand in relation to the rest of the marketplace and where the business stands in terms of itself and its resources.

The internal environment comprises the factors within the business and over which the business therefore has control.

They are also known as internal, controllable variables to help distinguish them (and to draw attention to the inherent differences) from the external uncontrollable variables.



Traditionally, internal factors have the potential to be both positive and negative in terms of their impact on the business: for example, the size of your client database is a finite number at any one point in time and this can either be a strength (if it is a large number of regular clients about whom you have gathered lots of information – number of times they make repeat purchases, types of products/services they buy, method of payment, contact details and so on) however, your customer database can be a negative if you have few names on it and little, if anything, in the way of information about them.

Strengths and Weaknesses that could appear in the internal business structure or operations may be in terms of:

- **The mission of the business** – is it still appropriate? Are you achieving it? Has the business changed or evolved into something else?
- **Finance** – available cash flow (or lack of), debt-equity rates, level of assets, profitability, capital available: this reflects the previous results the business has experienced and takes into account the effects of previous marketing programs
- **Production** – extent and quality of systems and technology to enable the business to operate. Is it up-to-date or in desperate need of an upgrade or a replacement?
- **Offerings** – taking into account the product mix of the business (the products and services available). Is this mix 'sufficient' or does it need growing/expansion into other areas, products or services?
- **Marketing** – can relate to customer database information available or existing within the business. Details about price structure (discounts and commissions), distribution channels (such as other agencies or establishments as a source of bookings), location of the business (including internet exposure), promotion undertaken, as well as the extent of service and product range
- **Product life cycle** – a product or service nearing the end of its product life cycle can be a negative (a weakness) indicating a need to replace it, refine it, re-brand it or add some new option to re-create it under a different name
- **Business relationships** – assessing the nature and effectiveness of the arrangements with suppliers, agents and head office and identifying how they may have changed over time? Are you dependent on just one supplier or carrier? Are you getting the right quality products and the service you want? Are you being supported by those who are supposed to serve and support you?
- **Customer relationships** – analysing the extent and effectiveness of the Customer Relationship Management (CRM) –and the information it contains (in terms of currency, quality, type, quantity)
- **Personnel** – this looks at the number of staff employed (too many or not enough?), their knowledge, skills and abilities, level of morale, leadership and internal communication within the business
- Any others relevant to your specific workplace.



How to obtain SWOT information

Ways to obtain answers to the above internally-oriented questions include:

- Personal observation
- Conducting online surveys with customers and staff.
- Investigation and review of internal records and data
- Analysis of any online surveys and other customer or staff feedback.

Activity

Select a tourism website of your choice and conduct a SWOT Analysis for the website.

Activity

- The SWOT Analysis need to consist of: Strengths, Weaknesses, Opportunities and Threats of the organisation website
- Document your results
- Prepare a presentation of your SWOT Analysis. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 5 - 10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

2.2 Gather and analyse information on the target audiences for the website

Introduction

There will be a significant amount of data, information to be considered and communicated to do before any actual decisions are made in relation to creating an appropriate website or updating an existing one. The fundamentals of this phase is to analyse the research as objectively as possible and to determine what the current status of both the business and the business environment is in relation to the target audience of your website.

Research

Primary and secondary research

Analysing internal (and external) business information requires research.

Research undertaken can be classified as 'primary' or 'secondary'.

Secondary research

Secondary research is research identifying data, statistics, trends and information which already exists – that is, the information uncovered is not 'new' but merely an amalgamation or gathering of material that already exists.

This secondary data may be obtained from:

- Internal business records
- Reference to internal databases
- Reference to marketing data
- Business associations
- Chambers of commerce
- Trade publications
- The media
- Government reports and statistics.



Primary research

Primary research is anything uncovering new information – that is, freshly generated data which did not exist before the research took place.

Primary research often seeks to generate information to address gaps in the secondary research data.

Sources of primary research data include your market research such as results of:

- Personal surveys
- Customer feedback forms
- Focus groups
- Talking to customers.

Reviewing past records and previous business objectives

There is a need to review past records and previous business objectives to determine:

- What the earlier goals of the business were
- How the business tried to achieve them, and
- The extent of the success it had in achieving set goals.

Learning lessons from inside the business is a valuable thing because the experience is specific to the business and not an irrelevant, generic, industry-based example.

Target Audience

Identifying a target audience or a niche market for your website is one of the most important aspect when developing a business website. Without recognising your target audience or knowing if your target audience exists will make it difficult for your website to survive as there will be no regular visitors supporting the website.

Understanding ways to distinguish different target audiences can make it easier to identify who will be visiting your website and what information they are looking for. Below is a list of topics for identifying the target audience:

- Clear focus – Identify your target audience so you can create a niche for the website
- Planning – research and document the target audience information such as: demographics, interests, age groups and so on
- Products and services – what are the products and services the audience wants or likes
- Interests – what are the current and future trends on a website which the target audience prefers? For example blogs, live chats and so on.



One way of identifying your audience is by conducting a survey. When developing a survey for a potential audience ask the following questions:

1. Who are they?
2. What products and services are they using?
3. What trends have they adopted for improvement of products and services used?
4. What do they like most about the products or services?
5. What alternations would you make to the products or services?

Google Analytics

Google Analytics is a free web service by the Google search engine. Google Analytics tracks and reports website traffic and is used by most websites to documents the amount of visitors to website.

Google Analytics offers custom reports on websites. A custom report can consist of:

Traffic sources- where are the visitors from? such as geographical location and how long they are staying on each web page.

Content- identifies, which content on your webpage is most popular with visitors.

Converting key words- what keywords are visitors using to locate information on the website.

Incoming traffic- identifies the visitors search engine trends, keyword trends, country trends and so on are being used to find the website.

Below is an example of a custom Report for Google Analytics:

The screenshot displays the Google Analytics Custom Reports interface. At the top, there is a navigation bar with 'Home', 'Standard Reporting', and 'Custom Reporting' tabs. Below this, the left sidebar is titled 'Custom Reports' and contains an 'Overview' section with a list of reports: 'Best converting traffic sources', 'AK: Content Efficiency Analysis Report', 'AK: Paid Search "Micro-Ecosystem" Report', 'Audience', 'Browser Report', 'Keyword Analysis', 'Link Analysis', 'Social Media', and 'Top Landing Pages'. The main content area, also titled 'Custom Reports', has two buttons: '+ New Custom Report' and '+ New Category'. Below these buttons is a list of reports, each with a three-dot icon and a title: 'Best converting traffic sources', 'AK: Content Efficiency Analysis Report', 'AK: Paid Search "Micro-Ecosystem" Report', 'Audience', 'Browser Report', 'Keyword Analysis', 'Link Analysis', and 'Social Media'.

(Laja 2015)

Activity

Select a tourism website of your choice and Identify:

- Secondary data
- Primary research
- Target audience.

The website project team would of used to develop the organisational website.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group.
- Presentations time frame: 5 - 10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

2.3 Develop a business performance strategy for the website

Introduction

Developing a business performance strategy for a website requires the management team and the project team to identify specific goals they would like to achieve from the website. The business performance from the website can make an impact on the business as the website is a convenient way for users and the organisation to communicate with each other.

Business performance

When analysing your business website competition it is useful to (try to) gather evidence of the following:

- distribution or service area they have established
- Target market(s) they appear to have set
- Marketing mix – what they do in terms of advertising and promotion; when, how and where they do it?
- An objective assessment of the quality of their product or service – are they providing good quality, reliable service, acceptable online service, value-for-money, good deals, a variety of packages, targeted inclusions?
- Their pricing structure – do they give discounts? What pricing differentials do they offer and what are they based on? How do their prices (for example) for families differ to those charged for corporate clients or other market sectors?
- Their level of customer service – what do they provide? Are their staff good at selling and service? How do their website staff make clients feel? Do their staff have industry, travel and tourism, and general product knowledge?
- Their market share – how much of the (local) business do they have and in what sectors?
- Logistics of product supply, pricing, service provision and inventory management are monitored and maintained.



Measurable Goals

Traditionally, a goal was used to describe what the organisation wanted to achieve. Developing any organisational strategy needs a strong goal.

Today, the terms 'objectives' and 'goals' can be used interchangeably.

When setting goals for a website ensure that they:

- Are clear and measureable objectives in relation to website performance for the purpose of evaluation
- Incorporate the business objectives for products and services.

Goals need to be specific, measurable, accurate, realistic and trackable – **SMART**:

- **S** – Goals need to be **Specific**.

For example, it could specify an increase or decrease in profit/loss or market share by percentage or total amount.

Goals such as 'launch an advertising campaign to improve image' or 'increase profits' or 'reduce costs' are just too vague.

- **M** – Goals need to be **Measurable**.

That is, they need to be quantifiable.

If you have a goal of increasing market share for example, how do you know when you have actually achieved it?

Have you, for example, achieved your goal when you increase market share by 0.01%, or by 0.05%, or by 1%?

- **A** – Goals need to be **Attainable**.

Goals should push you but it is important that they are attainable.

- **R** – Goals need to be **Realistic**.

They should not be 'pie in the sky' type goals.

They should be challenging and test the business, forcing it to grow, but they should also be achievable.

Goals seen as too easy or too hard will be de-motivating.

- **T** – Goals should also be **Tractable**.

They should be able to be monitored over a period of time.

Sometimes this 'T' stands for '**Timely**' indicating they have a timeframe attached to them identifying the time/date by which they are expected to be achieved.

It is essential any opportunities for improvement can be specified in terms of SMART goals.



Website performance strategy

Your website should be an asset to your business. Developing performance strategies for the website can assist the growth and success of the website. Measuring the website performance can be completed by obtaining results from website analytics such as Google analytics.

Strategies which can be put into place to determine appropriate outcomes are listed below:

1. Identify the goals and objectives of the website
2. Why does your website exist? Is to increase revenue or reduce costs and so on
3. What are the focuses of the website
4. What are the most popular pages? What documents are the most popular to download? Most viewed videos? And so on
5. Identify Key Performance Indicators
6. Conversion ratio per visitor, inquiry increase or decrease rate, completed form or sign ups and so on
7. Identify key goals and objectives
8. Target Audience needs and wants
9. Identifying your competitors and their websites

The business must have some clearly defined goals and there are four parts to this step, to this part of the Plan:

1. Spell out in simple but accurate terms the type of business you are operating/plan to run and the products and services you intend to provide. Information generated for use in the development of the business profile can be used here too
2. Then insert/prepare a Mission Statement – if the current Mission Statement for the business is no longer appropriate/applicable
3. Next draw up some long-term objectives bearing in mind the Mission Statement. Any key component of the Mission Statement should translate into part of each objective, and these objectives should have a time frame set for them. There is no need for these objectives to be quantified
4. Finally, in this stage, prepare relevant short-term goals

These are generally one year in length and are expressed in readily measurable terms.

Areas may include:

- Specific sales levels – stated in numbers (volume to be sold) or revenue (dollars)
- Reduced complaints – for example:
 - By X%, or
 - To “no more than Y”, or
 - To “no more than Z% of contacts”

- Achieve XYZ target – this can cover a whole range of things and not just be sales oriented: it can embrace targets for new buildings/plant, conversion from current practices/procedures to a new method/best practice, re-building of a nominated area, modification to plant and equipment
- Conduct stated market research activities on nominated topics.

Activity

Develop 3 SMART Goals for your Tourism Website SMART Website.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 2.1 Assess the internal and external factors impacting on the organisation you have identified in Element 1 of your work project
- 2.2 Gather and analyse information on the target audience for your tourism website
- 2.3 Develop a business performance strategy for your tourism website

Additional notes:

- In this work project (element 2) participants are to use information researched in element 1 and element 2 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9.
-

Summary

Determine the objectives for the website

The two internal and external factors impacting on the business may be related to:

- Identifying the strengths and weaknesses of the business
- Identifying the threats and opportunities facing the business.

Information on the target audience should include:

- Reference to internal databases
- Reference to marketing data.

Business performance strategies should relate to:

- Service objectives
- Logistics of product supply, pricing, service provision and inventory management
- Setting clear and measurable objectives in relation to website performance for the purpose of evaluation
- Incorporation of website objectives into business objectives for products and services.

Other key strategies include:

- Primary and secondary research
- Reviewing past records and previous business objectives
- Reviewing legal business structure
- Reviewing business performance.

Element 3: Develop the website strategies

3.1 Describe strategies to achieve identified business and marketing objectives

Introduction

A business needs a procedure to implement strategies to achieve identified business and marketing objectives to maintain and increase its growth. The business will need technological strengths to record the movement of the direction when implementing e-business and e-marketing in its objectives.

Organisational requirements

Implementing and creating a plan for e-marketing and e-business into an organisation can increase efficiency and effectiveness.

The position the business is in, and the direction it wants to take will be prime drivers for what will be included in these objectives.

Issues deemed 'important' or with an urgency or high priority attached to them will have operational plans developed for them.

Management and Marketing objectives

The business must have some clearly defined goals and there are four parts to this step, to this part of the Plan.

1. Spell out in simple but accurate terms the type of business you are operating/plan to run and the products and services you intend to provide. Information generated for use in the development of the business profile can be used here too
2. Then insert or prepare a Mission Statement – if the current Mission Statement for the business is no longer appropriate/applicable
3. Next draw up some long-term objectives bearing in mind the Mission Statement. Any key component of the Mission Statement should translate into part of each objective, and these objectives should have a time frame set for them. There is no need for these objectives to be quantified.



4. Finally, in this stage, prepare relevant short-term goals.

These are generally one year in length and are expressed in readily measurable terms.

Areas may include:

- Specific sales levels – stated in numbers (volume to be sold) or revenue (dollars)
- Reduced complaints – for example:
 - By X%, or
 - To “no more than Y”, or
 - To “no more than Z% of contacts”
- Achieve XYZ target – this can cover a whole range of things and not just be sales oriented: it can embrace targets for new buildings/plant, conversion from current practices/procedures to a new method/best practice, re-building of a nominated area, modification to plant and equipment
- Conduct stated market research activities on nominated topics.

An operational management plan may identify:

- Requirements to implement e-business and e-marketing strategies – by:
 - Number of staff needed
 - Departments involved
 - Cost and resources involved
 - Re developing information from hard copy to soft copy
 - Implementing industry codes and standards.



Below are examples of marketing objectives:

Sell – Use the organisation website to sell products and services.

Service- provides helpful information or a contact page on the organisational website to provide additional information visitors.

e-business and e-marketing internal system:

- Internal communication and intranet systems
- Online Training
- Online Energy management system
- Online Stock control system
- Online Payroll and accounting system
- Online Security system
- Creating an online booking system.
- The plan may address:
 - Sourcing options and quotations
 - Funds available



- Integration of new systems with existing ones – including other agencies and/or head office as appropriate
- Installation and commissioning
- Staff training
- Data fields and screens required
- Data sharing capacity – internally and externally
- Capability of incorporating technology.

Maintenance

This plan may detail:

- servicing and maintaining – this commonly addresses preventative maintenance to prevent problems or breakdowns occurring on website pages
- Constant involvement with the IT department, marketing department and department managers to ensure information on the internet is accurate and follows legislation standards
- Need for break-even analysis.

Developing a marketing and business strategy

A good marketing and business strategy for the website will assist in defining the goals of the website.

A marketing strategy for a website should:

- Describe the business and its products and services
- Explain the role of its products and services
- Profile your audience and competitors
- Identify marketing campaigns
- A business strategy for a website should:
- Increase awareness of the products and services offered
- Increase selling of the products and services
- Reach new target audiences.

4 P's of marketing or Marketing Mix

The 4 P's of marketing or the Marketing Mix is an approach to identify the target market, internal and external marketing environments. The 4Ps are listed below.

This step requires you to determine the way in which you will blend the 4Ps (Product, Place, Promotion and Price) for your business – either business-wide or on an individual goods and service/target market basis.

In general terms issues to consider in this respect are:

- Product – be certain about the product mix (range of products and services you will offer) and the size of the range.

Offer too little and you may not cater sufficiently for your markets to meet their needs.

Offer too much and you risk tying capital up in products which may not sell, occupy shelf space and cost money which could be better spent elsewhere.

- Place – be 200% certain about your physical location and options that can expand it such as:
 - ‘Off-site catering’ for corporate clients
 - Expansion of your ‘place’ through engaging agents to work/sell on your behalf
 - On-line exposure
- Promotion – determine what blend of advertising, PR, sales promotions, business exterior paint scheme and signage, displays, merchandising and sales techniques you intend to implement. Match what you intend to do with what it is you hope to achieve
- Price – remember a primary aim is for your business to make a set profit by a set date so your pricing policies and strategies must enable this.

Price relates (potentially to) developing:

- Retail and wholesale prices
- Commissions for those who sell on your behalf
- Discounts structures and amounts
- Price bundling deals – where packages with various inclusions are developed
- Rebates.

Note: a different/new Marketing Mix for a product/service can be developed by just changing any one of the 4Ps. For example, you can leave the Product, Promotion and Place the same but just change the Price and you have created a new Marketing Mix.

Activity

Develop 3 marketing Objectives for your Tourism Website using the SMART concept.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

3.2 Determine timelines for development and implementation of the website

Introduction

The key to successfully developing your organisation's website begins with developing a strategic e-marketing and e-business plan. Each activity is based on solid research and specific goals, and is implemented and carefully evaluated in a timely manner. The plan serves as a road map to help you achieve your website goals.

The process

The typical process website project teams follow to ensure timelines are met are listed below:

Stage one: Planning

Planning the website may incorporate:

- Requirement analysis- this is the first step in the planning process when creating a website. Project staff are to develop SMART goals for the website
- A project Gant chart
- A site map
- Project staff position descriptions
- Legal review or advice regarding applicable Codes, laws, waivers, statements and so on
- Server access
- Software resources available.



Stage two: Designing

Designing the website may incorporate:

- Draft the frame and the layout of the expected website plan- templates for website frames, layout and so on can be located in the following website:
 - <http://webdesignledger.com/a-ui-design-and-prototyping-treasure-chest>
- Draft website plans based on feedback from relevant personnel (Element 1.1)
- Use of codes, for example HTML.

Stage three: Developing

Developing the website may incorporate:

- Building the website framework
- Templates for codes and links
- Developing tests for each feature, for example videos.

Stage four: Launching.

Launching the website may incorporate:

- Testing the website to make sure all pages, links, media and so on work
- Editing, overall monitoring and 'polishing' the website links, pages and so on
- Moving the website to a live server.

Stage five: Documentation

Documentation of the website may incorporate:

- Monitoring and recording all updates which have influenced any changes in the website
- Keeping all documented changes for any further changes and compliance
- Documentation can be used to refine the website- Organisation brand guidelines, organisational coding standards, organisational policy and procedures and so on.

Activity

Develop a timeline for your Tourism Website.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

3.3 Develop a budget to support the website

Introduction

The finance and management department in your organisation is required to be included in this discussion to ensure there is a budget provided for the organisation to successfully develop a live website.

Incorporating a budget to support your website:

With a comprehensive appreciation of the existing action plan, you may now, move ahead to determine the time frame being considered once a budget has been actioned for your project.

An awareness of the content of the website (especially an understanding of other promotional activities being planned, or which are scheduled) will sometimes automatically determine a time frame and budget considerations.

The nature of the website will determine the length/extent of the activity required to build it.

Other factors that will help determine the budget for the website may include:

- Website development –intended design and outcome is essential in setting timelines for planning the website
- Website set-up– past marketing and business activities should have been monitored to help determine the effectiveness of various online activities. This feedback or information can be used to decide to establish the setting up phase of the website
- Web hosting services – A business will seek to have a presence in the website hosting service to meet legislation, codes and standards
- Website maintenance – much of the organisational activity can be easily updated to the website to achieve results. For example, for a hotel, accommodation for advance bookings may be completed by the guest using the hotel website.



These activities mean that staff are required to perform and maintain duties so there is a potential growth for the organisation in this form of service standards. Some organisations may require extra funds be obtained for the labour budget to accommodate these specific marketing and business activities.

Cost – in many situations establishments are required to use promotional activities they believe to be less than optimal because they are the only ones they can afford. Promotional activities can be very expensive and management usually demands to see value-for-money as a result.

Budget	Design
Tips: <ol style="list-style-type: none"> 1) Be realistic when setting a budget 2) Flexible strategy that allows areas to be expanded or condensed 3) Review your website objective 4) Seeking competitive quotes at all key stages 	Factors: <ol style="list-style-type: none"> 1) Content message to send across get across to potential customers 2) Intended audience 3) Colour schemes 4) Relevancy- does the information in the website match the industry themes. Such as terminology and so on

Website Components and costs

There are a variety of items to take into consideration when determining the cost of a website. Determining the cost of a website will depend on the size of your business website.

Below is a list of components and starting costs for a website:

- Domain Name – can start at \$10 a year
- Hosting – can start at \$10 a year (depending on traffic and hosting services)
- Web Planning, Design and Development Time– can start at 60 hours and up
- Continued Website Maintenance – can start at \$500 a year and up (depending on number/type of updates required)
- Marketing a Website Online – can start at \$750 a month and up.

(Parr 2015)

There are many extra features available for website developers to include in the website to improve the business image. However, they come at a cost.

Below is an estimate for Extra costs for programming features:

Note that the cost will vary depended on the size of your business and if you are paying external providers to complete website tasks:

- Custom Content Management Systems — For clients who want to manage their own content the web designer can integrate and customise content management systems (CMS) which can start from \$2,000
- Training and Documentation – developing instructions and documentation on how to explain and maintain a website can start from \$400
- Blog – Many clients request a blog (WordPress or something similar) within their website, customized to reflect their website's branding and design. Adding a blog can start from \$1,000
- For E-commerce shopping carts, catalogues, and payment processing can start from \$1,500
- Email Marketing Campaigns – Clients that want to gather emails and send out branded email blasts for announcements or newsletters require an email management tool. Tools such as: Graphicmail, Mailchimp or Constant Contact along with an email blast template design can start from \$720
- Branding or Identity Development – branding and developing the business logo can start from \$900
- Style Guides – An online style guide establishes brand consistency and provides for compliance across all your print collateral and online marketing messaging which can start from \$1,440
- Targeted Landing – Landing pages are pages that promote a specific product or service. They are usually part of an email, social media, or banner ad campaign which can start from \$450
- News feeds of both your content (outgoing) and adding content to the site (incoming) can start from \$400
- Contact forms and surveys can start from \$300
- Newsletters can start from \$400 to \$900
- Advertising integration (Google AdWords) can start from \$200
- Photo gallery: can start from \$250
- Metrics (Google analytics, custom reports, etc.) can start from \$200 to \$2000
- SEO (on-page optimization, off-page optimization submission to search engines, etc.) can start from \$500 to \$4000
- Social media — Create and manage social media network profile (Twitter, Facebook, YouTube, Pinterest, Google+, LinkedIn, etc.) can start from \$500.

(Parr 2015)

When developing a budget for your website, determine the following points as this will change the costs in the website budge:

- Is this a brand new site or a redesign of an existing site?
- How prepared are you to ask for bids? Have you prepared a detailed requirements document?
- Do you need a blog or a content management system (CMS)?
- Have graphics already been created for the site?
- Do you want the site to automatically resize for mobile and tablets?
- Do you need multimedia elements (Flash, video, etc.) on the site?
- How much content do you currently have and how much will need to be created?
- Do you need other special features such as social media channels, SEO (search engine optimization) or ecommerce?
- Who is going to maintain the site after it has been launched?

(Parr 2015)

Activity

What costs are involved in one of the following requirements when developing a website?

- Website Site development
- Website set-up
- Web hosting services
- Website maintenance.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

3.4 Develop a website management strategy

Introduction

The organisations website management strategy will vary depending on the e-business and e-marketing demands.

Website management strategy

Website management strategy may include the following:

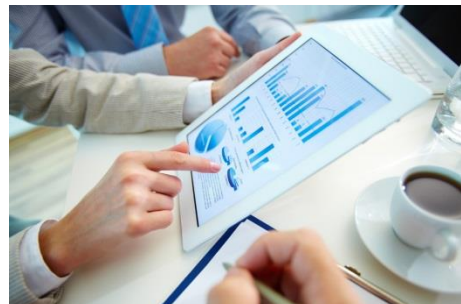
- Management of website content: A statement of the objectives that the advertising strategy is aimed at achieving
- Updating website procedures: An overview of the different policies and procedures that were investigated as part of the research and decision-making process.

For example: what online prices are being charged, what online packages are available, additional 'free' services they could provide: this must be a comprehensive and honest account of what you discovered during your research into available marketing and business information.

It is common to attach a downloadable document to the website that contains 'Fact Sheets' and so on from each department (Demographic breakdowns; Rates; Penetration; Ratings/surveys).

Website standards and procedures: Things to monitor in relation to the actual information will depend on the medium but include:

- Verifying length or size of the advertisement
- Checking content –following legislation, codes and standards. Verifying that details (especially contact details – phone numbers, addresses, contact names) are correct
- Ensuring clarity – is the advertisement legible, easy to listen, see and read?
- Verifying timing and placement – is the website positioning and placing the organisations information as promised?
- Ensuring relevance, accuracy and currency of information provided on-line– you may seek management, marketing and department opinion/thoughts on the website information and conduct surveying staff is to gain their feedback in relation to what customers/clients would want on the website. Such as: did they like the adverts/information/images/colour/outline? Was the website the cause for their contact?
- Tracking the number of visits or 'hits' for each page on the website.

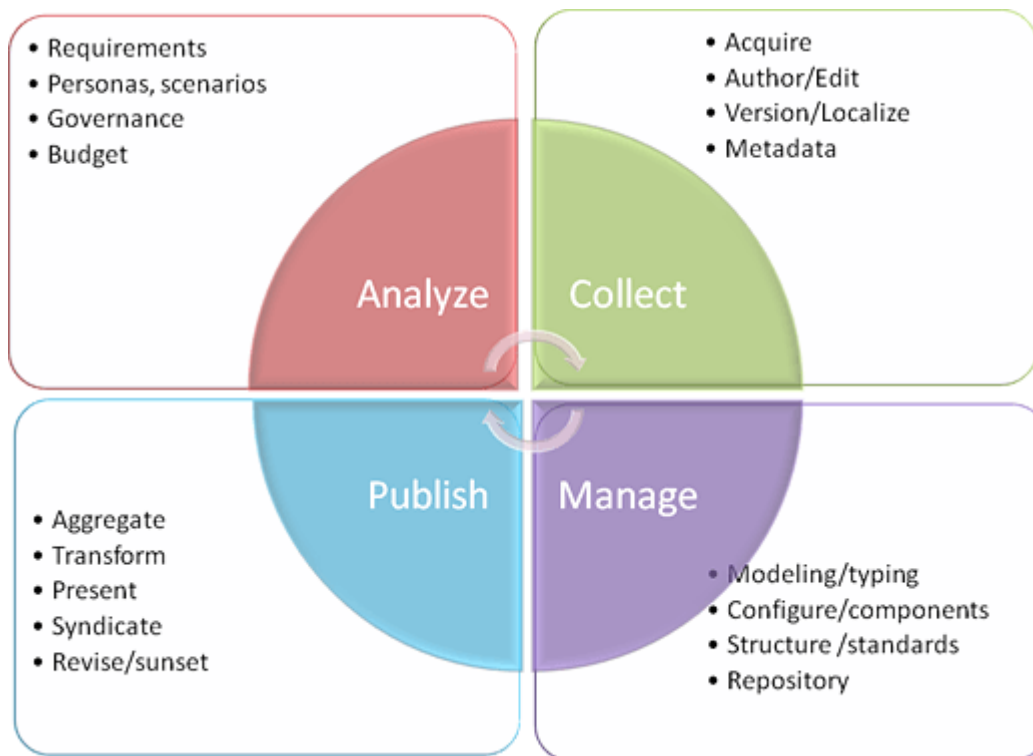


Direct communication with staff and research can help determine the websites relevance, accuracy and currency of information.

Website management strategy

When developing a website strategy, identify on who to improve the quality of a website's content.

The diagram below can assist in identifying a website management strategy.



(Maier 2010)

The diagram is divided into four different sections: Analyze, Collect, Publish and Manage:

- **Analyze** – what type of content or information is the website included? What content is needed? Is the content following organisational and the country's government requirements? Is the website meeting budgets?
- **Collect** – establish themes for the website. Develop a plan for creating content or information for the specified themes
- **Publish** – this is the transformation of information from the website. Specify content models, workflow or so on for the content or information
- **Manage** – once the information has been published or confirmed, reflect back on its wording, components and standards for further feedback or changes.

Developing a website management strategy

A strong strategy needs to be determined by its goals which need to be specific, measurable, accurate, realistic and trackable – SMART:

- **S** – Goals need to be **Specific**.

For example, it could specify an increase or decrease in profit/loss or market share by percentage or total amount

Goals such as 'launch an advertising campaign to improve image' or 'increase profits' or 'reduce costs' are just too vague.

- **M** – Goals need to be **Measurable**.

That is, they need to be quantifiable.

If you have a goal of increasing market share for example, how do you know when you have actually achieved it?

Have you, for example, achieved your goal when you increase market share by 0.01%, or by 0.05%, or by 1%?



- **A** – Goals need to be **Attainable**.

Goals should push you but it is important that they are attainable.

- **R** – Goals need to be **Realistic**.

They should not be 'pie in the sky' type goals.

They should be challenging and test the business, forcing it to grow, but they should also be achievable.

Goals seen as too easy or too hard will be de-motivating.

- **T** – Goals should also be **Tractable**.

They should be able to be monitored over a period of time.

Sometimes this 'T' stands for '**Timely**' indicating they have a timeframe attached to them identifying the time/date by which they are expected to be achieved.

It is essential any opportunities for improvement can be specified in terms of SMART goals.

Activity

Develop 3 management strategies for your Tourism Website using the SMART concept.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

3.5 Develop operational website strategies

Introduction

It is always preferable during the development phase to communicate with a representative from the management group rather than an individual. Unless that individual is the sole decision maker i.e. the owner of the organisation.

Those who may be involved at this stage include:

- Owners or managers
- Representatives from the Board of Directors
- Operational managers from each department – supervisors and department heads
- Key advisors – financial, legal, marketing and sales
- Significant stakeholders – such as investors, business partners, representatives from other businesses or agencies who are part of the wider organisation.

Operational website strategies

There is no limit as to what operational plans for your website might apply.

The 'position' that the business is in, and the direction it wants to take will be prime drivers of what will be included in these e-business and e-marketing plans.

Issues deemed 'important' or with an urgency or high priority attached to them will have operational plans developed for them.

Implementation of the website

This plan may address:

- Sourcing options and quotations
- Available funds
- Integration of new systems with existing ones – including other agencies and/or head office as appropriate
- Staff training
- Data fields and screens required
- Data sharing capacity – internal and external
- Capability of incorporating technology.



Monitoring and Maintenance of website

This plan may detail:

- Items needing to be serviced and maintained – this commonly addresses preventative maintenance to prevent problems or breakdowns occurring on website links
- Urgency of maintenance – by system or item
- Directions for sourcing suitable service or maintenance – for example:
 - Service contracts
 - Replacement of old items with new

- Available funds
- Need for break-even analysis – to determine best option when deciding whether to ‘repair’ or ‘replace’ the information and platforms used
- Consideration of the use of in-house personnel or external service providers
- Working with technical personnel – IT department
- Performance measures
- Measurement of marketing activities.

Developing a website operational strategy

In developing a website operational strategy the use of ‘SMART’ is recommended. Refer to 2.3 and 3.4 in this trainee manual for guideline in the use of SMART.

Activity

Develop 3 operational strategies for your Tourism Website using the SMART concept.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

3.6 Produce a strategy to inform the public that the website is available and operational

Introduction

There are many and diverse options for promoting products, services or packages that you have developed – some are traditional and some can be unique.

This section identifies the strategies used to consider when to inform the public that the website is available and operational.

Communicating publicly

Customer and client communications are vital for many reasons, and they need to be planned because they will never simply just ‘happen’.

You need to be able to communicate with customers (as opposed to communicating with just ‘people’ who have not been customers and who may never become customers) in order to:

- Inform them of packages
- Update them in relation to changes
- Obtain feedback.

Action to communicate with customers might include:

- A media advertising campaign
- Verbally advising customers
- Developing and distributing a flyer or brochure outlining the changes or initiatives
- Direct mailing a hard copy flyer or brochure to customers on your database
- E-mailing database customers
- Text messaging
- Listing and explaining packages and initiatives on your website
- Conducting an ‘official launch’ for a major or unique package.



Website

Most hospitality businesses have their own website which acts as a 24-hour/7 day-a-week advertising medium.

Make sure it is kept current and someone is specifically tasked to check the e-mail so customer queries and bookings are quickly responded to.

Organisations need to use strategic methods to inform the public that their organisational website is available. This may include:

- 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.



Search engine optimisation

There should be attention paid to how the different search engines trawl the internet looking for, identifying and ranking web sites.

Search engine optimisation is a well-known technique for businesses to adopt and is referred to as SEO.

Check with the search engine companies for the 'key words' being used in queries and ask them how their search engine analyses web sites in terms of prioritising sites: they will refer to key words, key phrases and even the location of these within your web page or site structure.

You will need to know about topics such as tags, title tags and header tags as well as alt tags and Meta tags. The following definitions are provided from <http://www.webopedia.com>.

RSS title tag

A required RSS tag (also called an *element*) that is used to *provide the name for the feed*. The title information must be inserted between an open and closed title tag.

EXAMPLE: <title>All About RSS</title>

(Beal 2015)

Meta tag

A special HTML tag that provides information about a Web page - Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.

(Beal 2015)

Alt tag

An HTML attribute specified in the IMG tag to provide alternate text when an image on a Web page cannot be displayed.

Example: ``

(Beal 2015)

Header tag

In many disciplines of computer science, a header is a unit of information that precedes a data object. In a network transmission, a header is part of the data packet and contains transparent information about the file or the transmission. In file management, a header is a region at the beginning of each file where bookkeeping information is kept. The file header may contain the date the file was created, the date it was last updated, and the file's size. The header can be accessed only by the operating system or by specialized programs.

In e-mail, the first part of an e-mail message containing controlling and meta-data such as the Subject, origin and destination e-mail addresses, the path an e-mail takes, or its priority. The header will contain information about the e-mail client, and as the e-mail travels to its destination information about the path it took will be appended to the header.

In word processing, this is usually one or more lines of text that appear at the top of each page of a document. Once you specify the text that should appear in the header, the word processor automatically inserts it.

Also review the following website for an extensive range of web terms and definitions.

<http://techterms.com/category/internet>.

(Beal 2015)

Social media

Many businesses use Facebook and Twitter to gain attention for their brand and spread the message about new products and services.

Some businesses also actively engage with targeted blogs with the intention of promoting what they have to offer, staying in contact with their markets and rebutting any negative statements made about them.

Businesses who believe in social media develop a 'social media strategy' to guide them.

Activity

Develop the following for your tourism website:

- RSS title tag
- Meta Tag
- Alt Tag
- Header Tag.

Develop 3 strategies to inform the public that your Tourism Website is available and operational (use the SMART concept).

Activity

- Display your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 3 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

To meet the requirements of the Work Project you are required to provide written, video, photographic or other evidence you have:

- 3.1 Describe three strategies to achieve when creating your business and marketing objectives for your tourism website.
- 3.2 Create a timeline for Development and implementation of your tourism website
- 3.3 Develop a budget to support your tourism website
- 3.4 Develop a website management strategy for your tourism website
- 3.5 Develop operational website strategies for your tourism website
- 3.6 Produce a strategy to inform the public that your tourism website is available and operational

Additional notes:

- In this work project (element 3) participants are to use information researched in element 1, 2 and 3 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9.
-

Summary

Develop the website strategies

Strategies to achieve identified business and marketing objectives must occur:

- In accordance with existing e-business and e-marketing strategies.

Budget to support the website may include funds to provide for:

- Site development
- Website set-up and establishment
- Web hosting services
- Website maintenance including updates of website.

Website management strategy may include:

- Content management
- Update procedures
- Website standards and procedures
- Website policies and procedures
- Ensuring relevance, accuracy and currency of information provided on-line.

Operational website strategies should relate to:

- 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.

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.

Element 4:

Plan the integration of the website into business operations

4.1 Identify the links between the website and the operational areas of the business

Introduction

When the organisation elects to develop a website and use the operational areas of the business it is important to determine the members of the team.

This section identifies factors to consider regarding the selection of people to be part of the project team to assist in the integration of the website.

Possible operational areas

It is possible your website project team may comprise the following personnel or departments.

The responsibilities listed for each team member or department are included only to be indicative of the part each person may play – to give an indication of the responsibilities which may attach and to help indicate why each person may be part of the team.

The team may comprise:

- The Project Manager – this is the person with primary responsibility for the live website
- This person will also be responsible for managing the project team and implementing the decisions made for the website
- Finance/administration/accounting – there will always be a representative from finance/admin to:
 - Provide insight into financial positions and options
 - Facilitate online purchases
 - Allocate online funds
 - Advice regarding income and expenditures for website purchases
- One or more representatives from middle-upper level management – this is a requirement to:
 - Ensure the business website maintains its focus on objectives, standards and outcomes which align with the business and strategic plans of the organisation
 - Provide an authoritative presence which can demand (as opposed to merely 'request') action be taken by various departments or staff to achieve the objectives for the website and meet promises requested by the client



- Fast-track internal decision making which may need to occur to facilitate implementation of website plans – such as re-tasking of staff, issuing of extra funds, and speedy approvals of requests for permission to make changes to the website if particular links are not working
- Service support, customer service:
 - Provide necessary service to clients to ensure that all links on the website are working or provide them with alternative solutions
- Marketing and sales:
 - To explain inducements offered or promised to the client to secure the online business
 - Learn lessons for future promotional activities and to identify potential future work which may flow from the demand of the website
- For training and development
- To provide training for staff members to ensure that only public domain and approved information can be incorporated or added on the website.



Activity

Develop a list of people within an organisation who will be included in providing information and feedback to your tourism website.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

4.2 Identify responsibilities for the development of procedures to enable integration between the website and the operational areas of the business

Introduction

The responsibilities for the development of procedures to enable integration between the website and the operational areas of the business will require an assortment of resources to successfully create a live business website.

This section identifies the resources required and responsibilities to be allocated.

Responsibilities and resources:

Resources for live websites:

- Financial resources – funds to make purchases and pay for other resources
- Human resources – staff to do the necessary or required work
- Physical resources – to allow tasks to be carried out
- Information – to provide the basis for decision making and action
- Authority – Members need to give/allocate sufficient authority to allow team members to achieve their allocated tasks.



For many team members (Executive members, and other upper/middle-level managers) they will already have the necessary authorities as part of their normal position.

- Other staff may need to be provided event-specific authority in regard to factors such as:
 - Giving directions to staff
 - Access to areas or spaces on the website for adding or editing information – this might require issuing security codes or passwords
 - Scope of authority for decision making without the need to refer back to the project team or other managers
- Information – it is CRITICAL not to under-estimate the role and value of information included on the website.

Accurate, comprehensive and current information is the life-blood of all websites.

- Members of the website team – cannot be expected to work properly, make intelligent and effective decisions or take cost-effective and timely action unless they have ‘all the facts’ relating to what they have been tasked to do.

The need for this type of information is highlighted by the on-going need for regular meetings and briefings as part of the planning or preparatory process for a live business website.

Allocating information resources can mean:

- Requiring attendance at meetings and briefings
- Including team members on a distribution list for website-related information:
 - Website updates from the client
 - Budgets
 - Revisions to plans
 - Predictions about attendances
 - Minutes of event meetings
- Giving access (passwords and usernames) to information sources, databases, intranet files
- Technical support – related statistics or data or schedule website activities: number of hits per page
- Fully use, or apply as required, many of the online systems– these systems may include reservation and ticketing systems, telephone systems, environmental controls
- Training – there is always a need to train staff for e-business or e-marketing



You may need to:

- Train staff in specific technical or operational requirements (up-skilling)
- Cross-train (multi-skill) staff – so one person can perform a number of different roles
- Development of staff – by involving staff who are inexperienced with technology into the staffing mix so they can gain experience and you grow the pool of staff available for use or selection on future challenges

Training must address:

- Relevant or necessary skills, knowledge and attitudes.

Activity

Develop a list of resources required when developing your tourism website.

Activity

- Document your results
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

4.3 Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business

Introduction

Your meeting with the website development team will take place *after* you have discussed and obtained feedback from the users, so you can incorporate an agenda for a meeting regarding any issues or matters raised by the client or users– a face-to-face meeting is preferable but not always possible (so telephone communication, emails or written reports may be used to share or disseminate feedback, information and changed requirements).

Providing feedback

The most common ways to obtain feedback is:

- Verbally by users or clients– obtaining verbal feedback about whether the details on the website are correct, if information requires amendment, if information cannot be found or links are not working
- Providing an on-line survey and feedback option – many people prefer this as they gain a sense of security from being able to complete this information in their own time and remain anonymous
- Targeted market research - In some cases there can be a need to make contact with a group of individuals to clarify details and information.



When obtaining feedback, the project website team or representative can:

- Respond to queries and requests for information
- Liaise with users:
 - Prior to live websites to verify requirements and identify changes or last minute requirements
 - Live website – visually check satisfaction and identify any arising issues. This can be completed by verbally asking staff members for feedback while they are using the organisational website
 - After feedback – collect all information and include it in the de-briefing of the website for adjustments
- Manage and update the Customer Relationship Management (CRM)
- Provide feedback from clients to other relevant internal personnel
- Assist Sales and Marketing as required to ensure that all information on the website is accurate and constantly updated.

Online Tool feedback

There are websites which provide feedback from designers and developers. This is a good opportunity for developers to upload their website onto a critique page and obtain constructive feedback.

Note that some websites will have a cost to using its facilities.

Below is a list of websites which provide feedback by uploading your website:

- Critique this site: <http://critiquethesite.com/>
- Please Critique Me: <http://pleasecritiqueme.com/>
- Review and Critiques- SitePoint: <http://www.sitepoint.com/forums/forumdisplay.php?f=90>
- Bounce: <http://www.bounceapp.com/>
- Five Second Test: <http://fivesecondtest.com/>
- Concept Feedback: <http://www.conceptfeedback.com/>
- UserTesting.com: <https://www.usertesting.com/>
- Useabilla: <http://usabilla.com/>
- Feedback Army: <http://feedbackarmy.com/>
- Userfly: <http://userfly.com/>



Steps for obtaining feedback

Feedback on your website is one of the best ways to know what you are doing well on your website and areas which need improvement.

Below is a list of steps to take to improve your website:

- Start early- feedback should be obtained from the commencement of the website project. As soon as website drafts are being developed, obtain feedback
- Open- be open and willing to listen to feedback. Feedback has been proved to improve the organisational website
- Tools- use the right tools to obtain feedback from your website. Tools such as Critique this site, Userfly and so on
- Involvement- get feedback from everyone in your team. Feedback doesn't need to be obtained from a member of a team with a computer science background, everyone can contribute
- Reporting- all feedback must be reported in its corresponding stages. This allows all parts of the website project to be accounted for.

Activity:

Listed below are online tools for obtaining feedback for your website.

1. Critique this site: <http://critiquethesite.com/>
2. Please Critique Me: <http://pleasecritiqueme.com/>
3. Review and Critiques- SitePoint: <http://www.sitepoint.com/forums/forumdisplay.php?f=90>
4. Bounce: <http://www.bounceapp.com/>
5. Five Second Test: <http://fivesecondtest.com/>
6. Concept Feedback: <http://www.conceptfeedback.com/>
7. UserTesting.com: <https://www.usertesting.com/>
8. Useabilla: <http://usabilla.com/>
9. Feedback Army: <http://feedbackarmy.com/>
10. Userfly: <http://userfly.com/>

Activity

- Choose **one** out of the 10 tools
- Research the tool
- Would you use this tool for your website? Why or why not?
- Prepare a presentation on the tool. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

4.4 Establish procedures to allow evaluation of the use of the website as a marketing tool

Introduction

When performance reports have been considered and analysed there is a need to formulate an evaluation and summary of them.

This Section identifies activities required to involve others in the evaluation, raises some relevant issues at this stage of the evaluation process and gives advice about providing recommendations for the organisational website.

Benchmarking

Not all strategies, plans, initiatives and changes will be successful for the website, and not all ideas will be equally effective so there is a need to review and evaluate processes to assess their contribution to performance and goal attainment especially in terms of their alignment with the strategic direction of the organisation.

It is common for staff to be involved in the evaluation process to some degree, and it is also common for management to have their own 'management only' meeting to review and evaluate processes to assess progress towards goals and improvement of the website.

Website performance

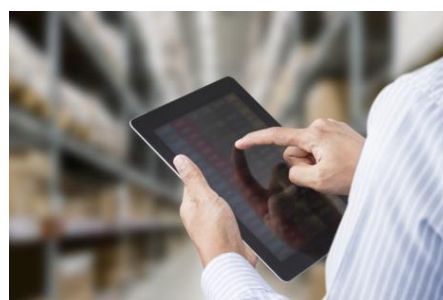
The budget for the website is a target figure (or benchmark) against which the actual figures are compared.

A performance indicator on its own is of little, if any use or significance so there needs to be another figure (the 'actual' figure) to compare it against.

In addition, it is common for indicators to be provided or included which also contain information about competitor websites and the cumulative progress 'to-date' which depicts the financial year 'running total' up to, and including, the period in question.

Certainly the input you have made – as a result of your results at the staff-level meetings – will be factored in (and may even have a significant impact – especially, for example, where there is massive staff unrest or massive evidence of staff departures), but assessments from a management perspective are more likely to be made on the basis of:

- Statistics
- Dollars
- Percentages and ratios
- Profit levels.



Tracking Key Performance Indicators (KPI)

Deliberations should always be based on the application of these statistics to the targeted figures – in relation to:

- Marketing success
- Number of hits on the site
- Level of sales and bookings
- Number of online queries received and asking whether they used the website to obtain purchasing information.



This means management orientation should not be one that continually looks always/just for 'increased' revenue, 'increased' profit, or 'increased' market share but it should be one that judges how well or poorly the website is performing against KPIs.

Where the targets or KPIs have been met, this should indicate (all other things being equal) satisfaction with the contributions to continuous improvement.

A potential problem exists where targets or KPIs have been reached or exceeded in that management may want to review the targets, believing they have been set too low in the first instance and the website can obviously do better.

It is simply a fact of life that somewhere there is an optimum 'result' and it is illogical and potentially damaging to businesses to always keep pushing for more and more profit, sales, or market share.

Producing results and recommendations

Following the evaluation of the website performance assessed against the Business Plan and Action Plan by both staff and management it is common for there to be 'results' as to the outcomes identified, and for 'recommendations' for future action to be prepared.

The results should address each individual Action Plan and quantify the results gathered in relation to its progress, stating in brief whether or not the strategy underpinning the plan is working and whether or not goal attainment can be expected.

Where results are that all plans and strategies are working and are on-track, there will usually be no need for 'recommendations' to be produced, unless management wish to upgrade the goals, targets or KPIs initially set.

Key Performance Indicators (KPI) for websites

Key Performance Indicators (KPI) for websites will be able to outline the strengths and weaknesses of the website.

In most cases results of website Key performance Indicators can be documents from using Web Analytics such as Google Analytics.

Below is a list of Key Performance Indicators (KPI's) for websites:

- General Key Performance Indicators KPIs about Website:
 - Conversion Rate: the percentage how many visitors are converted into desired actions
 - Goals Conversion Rate: Shows how many visitors reached at least one of the goals that you have setup by using the Google or Web Analytics service

- **Type of Users (user defined):** Assists you define specific types of users that have completed a goal or a specific action in the website
- **Bounce Rate or Time on Site:** Identifies whether your visitors found what they are looking for in your website or if they left your site immediately
- **Type of Sources:** This is a complex report which is generated by segmenting the traffic by specific sources and mediums such as Search Engines.

(Zotos 2012)

Visibility Key Performance Indicators KPIs:

- **Traffic generated by specific terms:** Usually the keywords traffic report that can be found in Google or Web Analytics returns too many combinations. By using filters you can break down the keyword list and focus on the ones that contain specific terms or you can check for 2 words phrases, 3 words phrases or for terms that satisfy a specific rule
- **Keyword Ranking:** Find your keyword rankings by using the keyword battle tool and then compare the results with the original traffic reports of Google or web Analytics to find out if your keyword selection is popular or not
- **New Vs. Returning Visitors:** This metric can give you insights about the loyalty of your audience and show you how many new visitors you attract on your website.

Interactional Key Performance Indicators KPIs:

- **Social Media Interactions:** Monitoring the amount of visitors that interact with your social media profiles (visit them by clicking on the appropriate buttons of your website or like/tweet/share your pages)
- **Media Consumption:** Focuses on how users consume the content on the website, how many of them read posts, watch videos, listen to podcasts and so on
- **Contact or Subscribe:** Knowing how, when and how many visitors contact the website owners via e-mail, contact forms, live chat and so on.

(Zotos 2012)

Transactional Key Performance Indicators KPIs:

- **Cost per Transaction:** This metric measures the promotional cost per transaction for specific campaigns (AdWords, banners, newsletters and so on)
- **Average transaction value:** Displays the efficiency of the cross selling and up selling techniques that you use
- **Conversion Rate per Medium:** Displays the conversion rate of each medium and it is extremely useful to monitor it in order to distinguish your popular pages.

(Zotos 2012)

Geography Targeting Key Performance Indicators KPIs:

- **Transactions distribution per Country:** This report provides very useful insights to distinguish the nationality of your clients
- **Bounce rate distribution per Country:** Displays the distribution of bounce rate by Country/territory.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 4.1 Identify the links between your tourism website and the operational areas of the business
- 4.2 Identify responsibilities for the development of procedures to enable integration between your tourism website and the operational areas of the address
- 4.3 Establish feedback mechanisms and processes to demine customer satisfaction with your tourism website and the operational areas
- 4.4 Establish procedures to allow evaluation of the use of your tourism website as a marketing tool

Additional notes:

- In this work project (element 4) participants are to use information researched in element 1, 2, 3 and 4 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9
 - The term 'business' relates to the business or organisation which was chosen in your work project in element 1
 - 4.3 states: 'Establish feedback mechanisms and processes to demine customer satisfaction with your tourism website and the operational areas.' Feedback can be obtained from your trainer or fellow participants.
-

Summary

Plan the integration of the website into business operations

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.

Feedback mechanisms and processes to determine customer satisfaction with the website may include:

- Online surveys and feedback
- Verbal discussions with clients
- Targeted market research.

Procedures to allow evaluation of the use of the website as a marketing tool may include:

- 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.

Element 5:

Plan website structure

5.1 Develop website style and structure to suit the identified business purpose and nominated target audiences

Introduction

Developing a website style and structure to suit your business purpose and nominated target audience can be determined by the organisations themes and also reflecting back on what was discussed in the previous elements:

- Determining the requirements for the website
- Determining the objectives for the website
- Developing the website strategies
- Planning the integration of the website into business operations.

Developing lists of website styles and structures

An effective project manager will closely monitor which media avenues are most appropriate and effective to promote their organisation.

Tasks may include:

- Read publications, listen to radio programs, television shows, and review other industry websites
- Identify who the appropriate reporters are in the industry
- Identify current and future business trend(s)?

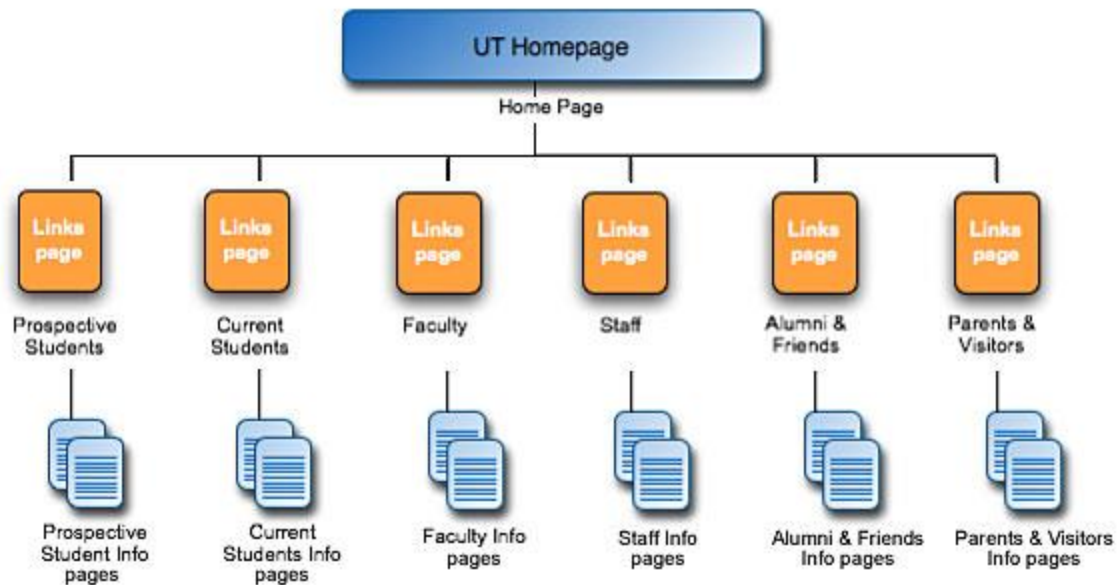
Reviewing the styles and structures

When selecting your organisations style and structure for review discuss the following topics:

- Content outline: brainstorm content which needs to be created for the site. Review the list of content and ensure that the content matches the organisational website goals and themes discussed in the previous elements
- Site design: a site diagram is a visual presentation of your content outline and site structure.



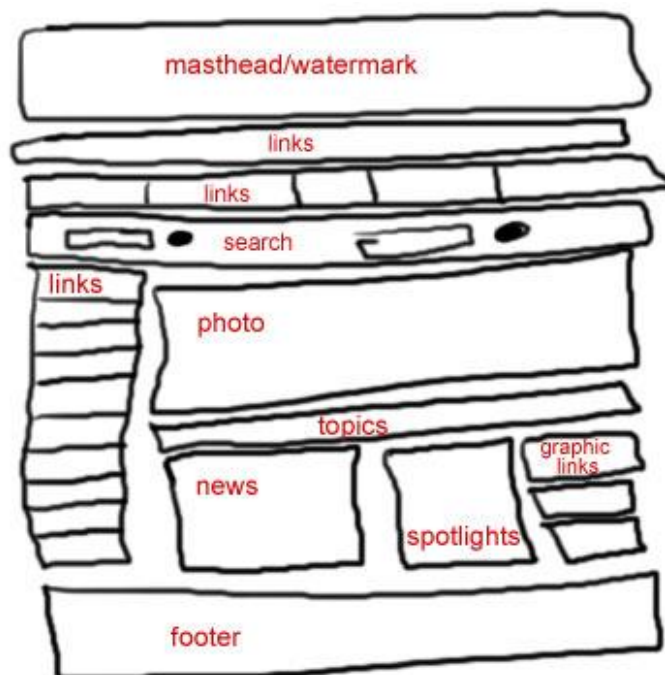
An example of a site diagram is illustrated below:



(Learn web design process, 2009)

- Wireframes: wireframes are non-graphical. It is a drawing of your website pages and functions. Creating a wireframe for your website pages can provide a visual representative of how your website will look. Wireframes include navigation, images, content, functional images such as 'search', footer and so on.

An example of a wireframe is illustrated below:



(Learn web design process, 2009)

Website style and structures may be related to:

- 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.

Activity

Develop a site diagram and a wireframe for a Tourism website (illustrated on page 60 and 61).

Activity

- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Research other tourism websites for style and structure ideas
- Prepare a presentation of the site diagram and wireframe. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

5.2 Determine the features and capabilities of the website

Introduction

Your website allows users to get the information they need about your business quickly and easily therefore the features and capabilities implemented must be user friendly.

Features and capabilities

List all of the products and services you have to offer. But instead of emphasizing the features, focus on the benefits – what are the users going to get out of this website?

Ask yourself why will someone care about each particular product or service and write it down. After taking a few minutes to view this section, users should know exactly what you have to offer and why they should buy your products or use your online services.

It is important to provide up to date media, photos and context of relevant products and services that can accompany information and also to help the user understand what is being offered.

For example, if one of the website pages is about your organisation's history: include the date the business was founded, who was involved and why the individual or group started the business. Ensure this information is interesting, offer personal thoughts and stories about the development of the business from start to present day.

If your business is new and you don't have a lot to share, you can include background information in your "Business Facts" link.

In addition to this, there are numerous features and capabilities which can or should be included in a website such as:

- 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.



5.3 Determine layout and navigation requirements

Introduction

The key to the success of any website is the planning process to ensure that the determined layout and navigation requirements are user friendly. It is important that all necessary arrangements have been well thought out before the website is live.

Arrange and navigate website layout

Once you have access to the website, it is important to arrange it in a manner that reflects the type of image the organisation would like to portray online.

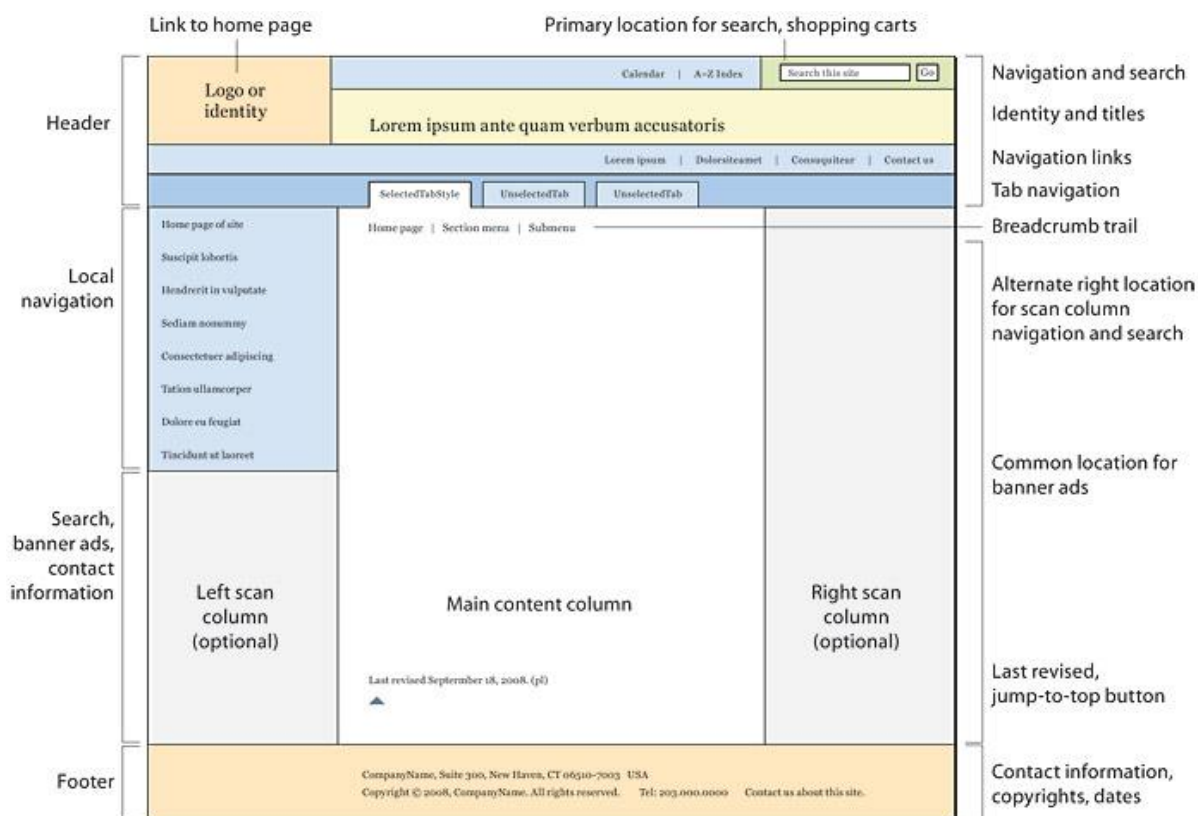
Layout and navigation aspects to be arranged include:

- Appearance – surrounding colours, fonts, images and so on are in the same theme of the organisation and have been approved by management, IT, Marketing and other departments before the website is live
- Readability – the information provided can be read by the audience?
 - Does the information use simple language and not incorporate slang, acronyms or technical terms that may not be understood
 - Is the organisation global?
 - Can individuals around the world read it?
 - Can the information be translated into different languages?
- Links – when users click on tables, are they reading the appropriate links? Are all links live and working to meet demand?
- Ease of operation – the website must be available for use by users at all times. The organisation must ensure that the website server is active at all time so users don't have any errors when they load the website. In addition to this, the website should have not 'broken lines' thus making the user have to go back it a search engine. This will cause a lot of negative feedback. Most importantly, make sure that the website is mobile and tablet friendly for easy access by your users.



It is important not to confuse users or distract them when they visit your website- the website needs to have been developed to be user friendly. The website has been developed for them so they can easily find information. Remember, you want your users to stay – they visit your website with a goal, allow them to reach their goal. This will encourage them to return to your site again and potentially become a frequent user or visitor and positively comment to their friends or add the site to their social media pages. Enabling them to be frequent users of your website is a form of advertising and marketing.

The example below illustrates an optional website layout:



(Website guide 2008-2011)

Website styles and structures have developed over the years and will continue to develop.

Terminology for Layout and Navigation:

Page headers: sit on top of each page- they provide site identity and global navigation within the website. Page headers can also include search. The exact location of page headers is usually at the top of a website. However, this can vary from website to website.

Home link: placing your organisation logo on the top left corner of your website is used universally and should be adopted.

Global navigation: headers are the most frequent location for global navigation to links that are located throughout the website.

Primary navigation: the content in a website that most users are interested in. An example of this is: general information about the organisation or person.

Secondary navigation: Content that does not serve the primary goal of the website but the users still might be interested in. An example of this is: FAQ, help page, contact and so on. Breadcrumb trail is an example of an secondary navigation.

The screenshot shows the William Angliss Institute website. At the top, there is an orange header bar. On the left, the William Angliss Institute logo is displayed, along with a 'CELEBRATING 75 YEARS' badge and the text 'Specialist centre for foods, tourism, hospitality & events'. On the right, there are social media icons for Twitter, Facebook, Google+, YouTube, LinkedIn, and a play button icon. Below these icons, a navigation bar contains links: HOME | CURRENT STUDENTS | CONTACT | SHORT COURSES. Below the header, there is a dark blue navigation bar with dropdown menus for FUTURE STUDENTS, INTERNATIONAL, INDUSTRY, ABOUT, and LOCATIONS & FACILITIES. The main content area is white and contains a form titled 'Your Enquiry' and 'Your Details'. The 'Your Enquiry' section includes fields for 'Which campus would you like to study at?', 'Which school do you attend?', 'Area of Study', 'Start Date', and 'How can we assist?'. The 'Your Details' section includes fields for 'Given Name', 'Family Name', and 'Date of Birth'. Arrows from the labels 'Primary navigation' and 'Secondary navigation' point to the dark blue navigation bar and the social media icons, respectively.

Activity

Develop a website layout for a Tourism website (illustrated on page 66).

Activity

- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Research other tourism websites for style and structure ideas
- Prepare a presentation of the site diagram and wireframe. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

5.4 Select authoring tools and software

Introduction

Authoring tools and software are an essential part of achieving a universal, accessible website. This allows users to be able to access information using software they already have on their operating system.

Website authorising or authoring tools and software:

A website authorising or authoring tools is a type of software that enables the user to develop a website. The software will produce the nominated HTML code for the layout of the web pages based on the non-graphic designed illustrated (discussed in element 5.1-wireframe) by the user.

Selecting Authorising tools:

Below is a checklist or guideline on how to select authorising tools:

Software currently used in the organisation:

- Do the authorising tools support or delay the development of the accessibility of the website?
- Do the authorising tools change or remove accessibility information for example: text of an image and so on.

Selection of new or replacement of software:

- Which application is more compatible with Authoring Tools Accessibility?
- Which applications provide developers commitment of software for future versions?

Software procurement practices:

- What current procurement practices does your organisation have?
- What communication channels does your organisation have with vendors for software packages?

Communicating with software vendors:

- Does the software follow Authoring Tool Accessibility Guidelines (ATAG)?
- Does the vendor offer a demonstration of the software?
- Does the software follow government requirements for web access?

Working with existing Authorising Tools:

- Become familiar with website concepts by reading Web Content Accessibility Guidelines (WCAG) and Authoring Tool Accessibility Guidelines (ATAG)?
- Identify limitations of authorising tools by conducting research on accessibility review products and understanding Web Content Accessibility Guidelines (WCAG) and Authoring Tool Accessibility Guidelines (ATAG)?
- Develop a checklist or guideline for your organisation website on how to correct accessibility guidelines.

Authorising tools and software must include evolution of options which may include:

- 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.



5.5 Integrate website security requirements into the development process

Introduction

As the world is growing and the use of information is globally recognised it is important that all organisations especially global organisations are aware of the security of their websites. Organisations need to ensure that they are following security framework guidelines and understand the current legislation and standards required.



Security requirements

The security of your organisational website is important. Your organisational website is your brand and sometimes the first contact with your potential clients.

Threats of not having a secure organisational website:

Visitors or computer hackers can:

- Steal client's name, contact details, credit card details and so on
- Hijack the website
- Crash the website.

Computer hackers can launch attacks on small, medium or large organisational websites. Most countries and states have strict data breach laws to prevent this from happening. However, in some cases, the hackers of a website can never be found.

Activity

What are the data breach laws for organisational websites in your country?

- Research the legal issues based on your country's legislation codes and standards
- Prepare a presentation on the legal issues. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Security requirements:

Below is a list of Website service security requirements:

Authentication- makes sure that each entry of information inputted into the website by the requester, provider and so on is what it actually claims to be- that all information is true and accurate.

Authorisation- determines if the service provider has given access to the Web service the requesting person. Authorisation determines if the service requester is sanctioned or allowed to complete operational tasks for the organisational website.

Data protection- makes sure that the website has not been hijacked by another user or visitor. However, in some cases data protection does not guarantee that the website site will not be hijacked. It is used as a precaution.

Below is a list of links illustrating news articles of websites which have been hijacked:

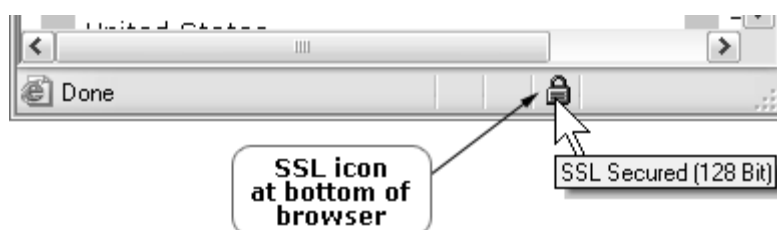
<http://www.techtimes.com/articles/96917/20151019/new-malware-does-not-take-over-your-browser-it-replaces-it.htm>

<http://www.wired.com/2015/10/this-radio-trick-silently-hacks-siri-from-16-feet-away/>

<http://www.v3.co.uk/v3-uk/news/2428289/xor-ddos-botnet-is-using-linux-based-computers-to-flood-websites>

Other Security requirements may include:

- 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)



(Kaiser 2006)

- 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.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 5.1 Develop website style and structure to suit your identified business purpose and target audiences
- 5.2 Determine the feature and capabilities of your website
- 5.3 Determine layout and navigation of your website
- 5.4 Select web authorising tools and software for your website
- 5.5 Integrate website security requirements for your website

Additional notes:

- In this work project (element 5) participants are to use information researched in element 1, 2, 3, 4 and 5 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9
 - The term 'business' relates to the business or organisation which was chosen in your work project in element 1
 - At this stage of the work project, all website designing is to be non-graphical.
-

Summary

Plan website structure

Website style and structure may be related to:

- 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.

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
- 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.

Element 6:

Develop website content

6.1 Use business information to create website content

Introduction

Each link or page of the website will need to be individually developed both as a concept and as an actual product.

While there will be many similarities in the activities in the development of each different concept, the issues considered and the factors included will vary.

This section considers examples of business information to create website content.

Guidelines for business website content

Content is the most valuable aspect of your business website. The content is the reason why you have developed your website- so the organisation can showcase its information, services, and products and so on.

People will visit your business website because they are looking for something and it should be your goal to be able to foresee what they are looking for.

In addition to making sure that the content information on your website is useful and well written it is important to make sure that the information is clearly organised. Visitors need to be able to scan your website and find what they are looking for without searching for it.

Below are a list of guidelines or steps which can be practiced when creating content for your website:

- Information structure – ensures that information and the layout of information which has been included on the website is clear and the visitor understands the information. This will require the developer of the website to draft the website information and provide it to a third party to read and provide feedback
- Critical content – this information is detailed and the developer of the website will be required to where to display the content. To commence this task think of questions visitors may have when visiting the website
- Note that in most cases, when visitors enter your website, they will usually use the top of the webpage- ‘primary navigation’ which was discussed in element 5.3. Make sure to keep this information in mind when developing critical content for the webpage
- Group relevance – when organising your web content categorise topics which are similar to each other. This is usually in forms of a top and a drop down menu
- Relevance – display information on your website which is relevant to the web page. Ensure that all organisational information is up to date and relevant to the visitor



- Card sorting – can be used to organise content of your website onto index cards. This is an interactive way of developing website content. This task can be completed by putting each web page onto an index card and sort the cards into a plan or layout of your website navigation

Example of card sorting:



(Majithia 2014)

- Content inventories- developing an spreadsheet using excel and placing your web page headings with their URLs

Example of Content inventories:

	A	B	C	D	E
1		Link Name	Link	Document Type	Notes
2	1	About Us	http://xyz.com/about-us	DB	
3	1 - 1	History	http://xyz.com/history	DB	
4	1 - 2	Founders	http://xyz.com/founder	DB	

(Wemmer 2010)

- Paper and sketch boards- developing ideas and website content using paper and sketch boards.

Example of sketch board:



(Majithia 2014)

Points to note when developing content:

- Be creative, interesting and different in what you include in your concept
- Above all else – satisfy known guests needs, wants and preferences
- Demonstrate the benefit in taking a package – prove its worth and value
- Sell the benefits of the package – tell guests how they will benefit from buying a package
- Actively promote the package once it has been developed – they will not sell themselves
- Make sure you deliver on what you promise.

**Business information to create website content may also 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. 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.



Activity

Develop website content for your tourism website:

- Develop tourism website content using one of the following methods: card sorting or card inventory or a sketch board
- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Research other tourism websites for content ideas
- Prepare a presentation of the card sorting or card inventory or a sketch board. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

6.2 Define information for inclusion on interactive forms

7.5 Use appropriate techniques to create interactive forms within website pages

Introduction

It is important to identify what you want on your website and what products and/or services you would like to include on each page before you prepare the final live website.

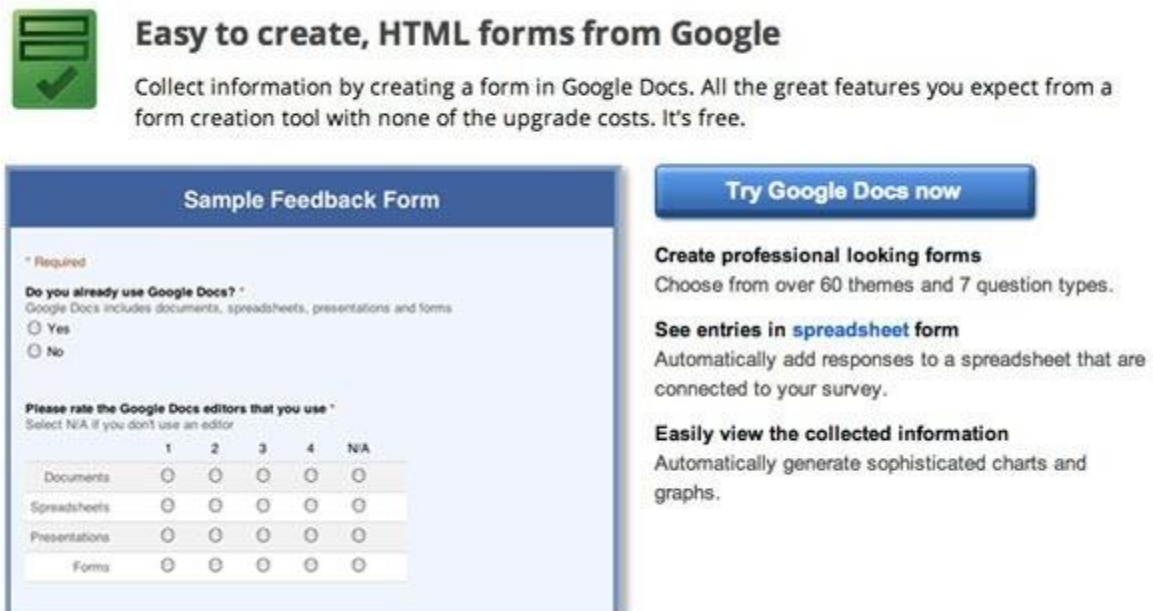
This section identifies how you can define information for inclusion on interactive forms. By, listing possible objectives and addressing content information.

Interactive forms

Interactive forms are a good way to obtain feedback from visitors or obtain information from visitors who have visited your website. There is a verity of interactive forms available for websites. Below are some examples of interactive forms.

Google Docs- this is a simply option to develop interactive forms for users. Google Docs can be used in Google Application and the use of Google Doc is free. There are 7 formats in Google docs ranging from docs, sheets, slides and so on. Although Google docs is quite simple to use, images, layout of the style format and so on cannot be customised for the organisation.

Example of Google Docs



Easy to create, HTML forms from Google

Collect information by creating a form in Google Docs. All the great features you expect from a form creation tool with none of the upgrade costs. It's free.

Try Google Docs now

Create professional looking forms
Choose from over 60 themes and 7 question types.

See entries in spreadsheet form
Automatically add responses to a spreadsheet that are connected to your survey.

Easily view the collected information
Automatically generate sophisticated charts and graphs.

Sample Feedback Form

* Required

Do you already use Google Docs? *
Google Docs includes documents, spreadsheets, presentations and forms

☐ Yes
☐ No

Please rate the Google Docs editors that you use *
Select N/A if you don't use an editor

	1	2	3	4	N/A
Documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spreadsheets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Hockenson 2012)

Wufoo – This interactive form uses a ‘drag and drop’ approach that allows organisations to customise their and tailor information. There is a verity of options for visitors when using Wufoo such as payment options and so on. However, there is a price associated with the use of Wufoo.

Example of Wufoo:

 A collage of several Wufoo form templates. The forms include:

- Join our Mailing List:** A simple form with a text field for 'Your Email Address' and a submit button.
- Buy a T-Shirt:** A form with a dropdown menu for 'Which one do you want?' (showing 'Robot Shirt') and a text field for 'Color'.
- Customer Satisfaction Survey:** A detailed survey form with multiple-choice questions about product usage and satisfaction levels.
- Workshop Registration:** A form with fields for 'Name' (First and Last), 'Address' (Street, City, Postal/Zip Code), 'Email', and 'Phone Number'.
- Mortgage Application:** A form with a dropdown for 'Purpose of Mortgage or Loan' (showing 'Home Loan') and a text field for 'Loan Amount'.
- Contact Form:** A form with a large text area for 'Message' and a text field for 'Email Address'.

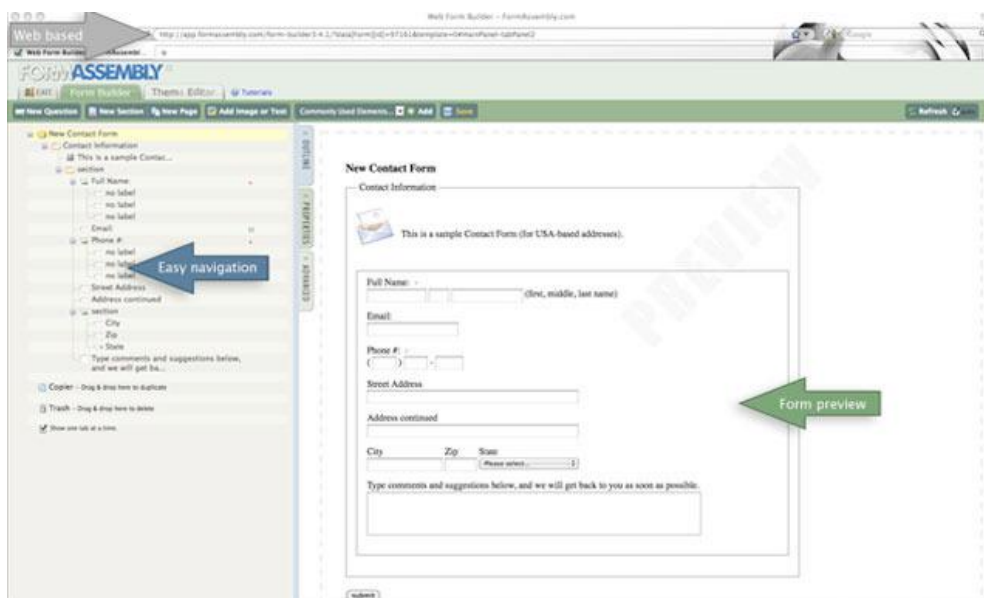
(Hockenson 2012)

FormSite- allows organisational flexibility options. This allows customisation of more than 40 data fields and interactive questionnaires. Free versions are available for trials.



(Hockenson 2012)

FormAssembly- this is a fully customised free format layout for interactive forms. The developer can manage and monitor the style and layout of the interactive forms. This form can also be used internationally as it is able to translate to over 30 languages.



(Hockenson 2012)

Below is an example of an interactive form developed by William Angliss Melbourne for enquires.

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.

Activity

Develop an interactive form for a webpage for your website:

- Develop an interactive form for your tourism website using Google Docs
- The interactive form for your tourism website is not be the same as your work project
- The interactive form is to be make believe
- Research other websites for interactive form ideas
- Prepare a presentation of the interactive form. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: In the case that Google Docs is not available. Participants can develop a non graphical version or another interactive form which requires no monetary investment.

6.3 Adapt existing information to accommodate website requirements

Introduction

Given the wide variety of promotional methods available for your website it is important to select the most appropriate methods for each and every page and link.

In part, the selection of the most appropriate method of choosing information to adapt existing information thus, accommodate your website requirements will be covered.

Using your website as a tool for sales and to improve organisational image is a great way to increase visitors to your website. Listed below are areas which can be used to positive adjustments to your website.

Clarity of information including graphics, diagrams and texts:

Image – choose your organisation image carefully. Select illustrations and photographs that align with the organisation's image, values, and goals and so on. Remember in some cases less is more; choose a selection of eye catching images to gain the visitors attention.



Placement of images – Decide what you would like the visitors to see first when they visit your page. Is the image the centrepiece or is it information about the organisation? The images on the website should not distract the visitor it should complete the content of the website.

Quality of images – There should be a right balance of image file size and the quality of the image. The file size of the images on your website will control the downloading time of your website for visitors.

Site text – keep in mind the quality of text which is included in your website. Consider how much the visitor might read – think about how much text you read when you visit a website. Sometimes, visitors would prefer the most important information which is clear and concise to read and understand.

Scan ability of materials:

Scanning information on your organisational website can allow you to look for specific facts or information without you actually reading everything. It is a common task to scan, think of the last time you read a 4 page document and looked or found the key words and collected a summary of the information.

Before scanning information on your website understand where and how the website is structured. Establish your purpose of what information you want to find and key words associate. The scanning process is a way of identifying what your visitors would like to see as well on your website.

Readability of the content:

Choosing website font – the font and the style of the website can be standardised by the organisation and kept in theme of what font the organisation uses for its workplace documents or intranet document. Different fonts can be changed or may be a challenge to obtain due to different operating systems; in this case, web fonts are a popular chose.

When choosing a font and line spacing, make sure it is readable and that there is a difference between headline and actual content on the website.

Calling outside of UK or US? +44 (0) 207 426 9888

BLACK TOMATO OPENING HOURS (UK GMT)
Monday – Friday
0900 – 1900

BLACK TOMATO OPENING HOURS (US EST)
Monday – Friday
0900 – 1700

PHONE NUMBER (INCL DIAL CODE)*

WHEN WOULD YOU LIKE TO GO?

WHERE WOULD YOU LIKE TO GO?

WHERE ARE YOU FLYING FROM?

PLEASE SELECT A CURRENCY

HOW MUCH PER PERSON?

HOW MANY PEOPLE?

HOW DID YOU HEAR ABOUT US?

OTHER (PLEASE SPECIFY)

(Idler 2012)

Activity

Provide feedback on the above content in reference to fonts:

- Is the content readable? Why or why not?
- What readable font would you use on your website?

Additional Notes

- Group size: 3 - 4 members in one group
- Discussion time frame: 2 - 5 minutes
- No presentation required.

 <p>London Theatre Coach Break</p> <p>from £109</p> <p>Our super value 'Four Star Best of the West End' breaks offer you the chance to travel by coach from your local area to London, enjoy a night in an excellent four-star hotel and take your seat at your choice of one of London's top shows! Our lead...</p> <p>Buy now ></p>	 <p>Visit to Windsor Castle and Afternoon Tea</p> <p>from £72</p> <p>The magnificent State Apartments are furnished with some of the finest works of art from the Royal Collection, including paintings by Rembrandt, Rubens, Canaletto and Gainsborough. In 1992 fire destroyed or damaged more than 100 rooms at the Castle....</p> <p>Buy now ></p>
--	--

(Idler 2012)

Activity

Provide feedback on the above content in reference to Font size and line spacing:

- Is the content readable? Why or why not?
- What readable font would you use on your website?

Additional Notes

- Group size: 3 - 4 members in one group
- Discussion time frame: 2 - 5 minutes
- No presentation required.

Modifying text to meet the identified needs of and preferences of target audience

To modify text to meet your target audience, you need to know who your target audience is. For website developers, it is important to know the preference of the organisations target audience is so they can tailor content to meet the needs of the audience- this in most cases increases the potential success of the website.

When developing a website for the organisation you need to understand the following two points:

- You're answering their question (s) without them asking
- You have the understanding of what the visitor is interested in.

Further information on target audience preferences will be discussed in the next performance criteria: 6.4.

Desired website image

Overall, the website must fit with the desired image of the establishment.

There is always a need to promote a product or service in a suitable manner in-keeping with the product's image, the organisation's wishes and/or customer expectations.

In general terms, your website should never downgrade a product or service by virtue of the context in which it is displayed, or the nature of the display that is created to promote it.



In summary, it is important to take into consideration in adapting existing information which may include:

- 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.

6.4 Use appropriate language

Introduction

Once the topic has been decided, it is now time to think about what will be included in the article itself. This section will look at some considerations when planning and writing an article, suitable for publication.

The article may be written by yourself or someone in the marketing department or outsourced to a professional writer who may work from any drafts that you may prepare for their benefit.

The key points to providing appropriate language:

In order to provide relevant information to your website users, the key points are:

- To provide a useable interface to ensure ease of service – by your verbal and nonverbal communication (e.g. background music). Create a website where you want to help, are willing to do so and encourage users to find the information they have asked for
- To ask questions or seek feedback – design the website to determine their preferences and any limiting parameters which might apply to them
- Knowledge is power when providing users information so they can provide feedback
- To supply downloadable information – such as maps, brochures and pamphlets so users have something to take with them, something to refer to
- To provide clear and accurate non-verbal descriptions – of the attractions or other requirements (such as accommodation and transport). Your advice should be concise yet enticing.



Remember in developing your website and creating pages and links always take the following into consideration:

- Choose a suitable style and tone- is the information in a readable style? Is the style up to date? Remember, our tone communicates the rest of our message. Users can hear your tone of voice in the website and this is what will keep them using your organisation website
- Selecting language to be used such as English or the language of the host country: When language presents a barrier to communication in the website ensure that there is an option where Google translate can translate the information to the users preferred language. Also ensure that maps, videos and so on have also been changed to meet the users language demands
- Matching complexity of words used to knowledge and experience of the target audiences and expected users: Ensure that clarity is used to express certain words to ensure the user understands what information is being presented – information should not include jargon, industry acronyms or slang. All information should be accurate and choose words and images that reflect exactly what you want the user to understand or see
- Overall, ensure that the language reflects the desired image of the business.

6.5 Integrate content features into the website

Introduction

Once the website content draft has been developed it is important to review it to ensure that it is complete and concise.

At this stage you are trying to look at the website from a constructive point of view. It is about trying to look for mistakes or incorrect information. It is best to do this at this stage rather than finding errors when the website is actually live.

Website considerations

Considerations when developing a website, or working with developers, may include:

- Publication's e-market segment
- Best approach for creating interest
- Information to include
- Time required to draft, edit, revise and proof read information.



Constructing content for website:

When constructing the website itself, there are a few points to keep in mind to ensure that the end product is well designed, concise and is a professional reflection of your organisation.

Length

Regardless of how long you may wish the information to be, even if it is not restricted to fit guidelines dictated by the media, any information must be long enough to contain all the vital points of the message, but concise enough so that it does not lose focus.

Heading (s)

There must be a creative and eye catching heading otherwise you will not attract the attention of the user and they won't read any aspect of the article.

The title of the information is the most important part and requires careful consideration, as it will be the first thing the user will see and influences their decision to read the information or not. The key is to tell users what the information offers and tell them quickly. Hopefully this can be achieved within the first three or four words if possible.

Integrate content features into the website must include. Alignment with the website structure, plan and content may include the following:

- 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 material.

Style of website material:

- Keep it simple – write in a simple language. You want your website to be full of information, images and media, but in a language that the average person can understand
- It must have a purpose – and stick to it
- It must have a logical flow – like any good story it must be easy to follow and get to a point
- It must have value – whilst it is great to have a website/page/link that users love, if it doesn't bring value to your organisation, then it has no merit or benefit to you
- Have the most important pieces of information at the top
- Use sub-headings to define points
- Keep paragraphs and sentences short and concise and use images and media where possible to help maintain engagement and emphasise points.



6.6 Check content in accordance with website plan and purpose

Introduction

This topic looks to explore the role of content in accordance with website plan and purpose and promoting a tourism and hospitality organisation.

Your website plan



Before any live website is planned or undertaken, it is important that it reflects what the organisation is trying to achieve.

It is important that any staff who implement the website links/pages or other activities related to the development of the website have an understanding of the overriding e-marketing and e-business strategy of the organisation.

The e-marketing and e-business plan is an overriding document that identifies the key purpose and objectives of an organisation's e-marketing and promotional efforts and how it seeks to go about it.

Tips to enhance when planning for your website pages

When incorporating the information you have sourced for the website, an effective procedure is to:

- Ensure all links are active for users and meet identified layout and facilitate navigation
- Overall site is eye catching and appeals to users
- Is user friendly
- Verify you have the latest or current version of information – many websites update their information regularly. It is not uncommon for the information to be changed every day or hour in some websites
- Proof read the website material – it is important you are not interrupted and essential you focus and concentrate on what needs to be done to ensure accuracy in the information
- Take this seriously – you should apply the same practices and attitude to this as you did when studying for examinations at school: it is important to realise this is a serious undertaking and any mistakes regarding legislations or copyright laws may see you involved in a legal situation
- Scan website information – to gain an oversight of what is available, the types of information available, location of data and facts, and obtain a general understanding of what is available to you
- Arrange the information in some logical order you will read it in – 'group' similar information and sequence it so it flows in a coherent fashion
- Read the available information – do this without interruption and without taking notes. Read slowly and digest what you are reading – make sense of what is being read.

Activity:

Develop a website plan and purpose for your audience.

At this stage of your website site development phase, you have:

- Chosen your audience
- Identified your websites purpose
- How you will develop the website content
- How you will organise your website for your target audience.

In this activity identify the following points:

- What is the purpose and goal of my website
- What do my visitors want to know?
- What benefits could some of the website visitors be looking for?
- What is it that visitors to my website want to do?
- How do I want my visitors to feel when visiting my website?

Use information which you have gathered from element 1-6 to research and discuss the above questions.

Additional Notes

- Discuss and research the above 5 points
- This tourism website is not be the same as your work project but can be the same as the previous activity from elements 1 - 6
- The Tourism website is to be make believe
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 6.1 Use business information to create your tourism website content
- 6.2 Define information for inclusion on interactive forms for your tourism website
- 6.3 Adapt existing information to accommodate your tourism website requirements
- 6.4 Use appropriate language for your tourism website
- 6.5 Integrate content features into your tourism website
- 6.6 Check content in accordance with your tourism website plan and purpose

Additional notes:

- In this work project (element 6) participants are to use information researched in element 1, 2, 3, 4,5 and 6 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9
 - The term 'plan and purpose' relates to the website plan and purpose of business or organisation website which was chosen in your work project in element 1 and 2.
-

Summary

Develop website content

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. *Content* may relate to:
 - Knowledge bases
 - Products and services
 - Catalogues and brochures
 - Thumbnails
 - Frequently asked questions
 - Company profile
 - Staff profiles
 - Business history
 - Client testimonials
 - 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
- 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.

Element 7:

Create website pages

7.1 Create a plan for website pages

Introduction

Once knowing the role of your website in e-marketing and e-business strategies, all planning and implementation has to be done through an action plan. You can present your action plan in various formats such as a Gantt Chart.

This action plan is to be used to monitor the delivery of the website by checking off the actual dates for the start and end of each to ensure your website plan is up to date.

A website plan or map

A website plan outlines the reason why and goals of your organisational website.

Below is a list of points which a website plan includes:

1. Site Purpose – confirms the reason for developing your organisational website and list the website's goals- ranked by importance.
2. Audience- define the type of your website market audience
3. E-marketing – illustrates how you will attract your audience to your organisational website. for example: advertising, special promotions and so on
4. Website copy – illustrate the type of text, font and images included in your organisation website
5. Layout – illustrate how you will layout each web page on your website and show navigation on each page
6. Site schedule – establish deadlines for creating web page drafts for your website. This will also include site and launching of the final website

Guidelines for designing advertisements

There are few guidelines or rules that you have to bear in mind always when designing websites such as:

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

These guidelines will assist you in meeting your website objectives and ensuring that your desired outcome will be achieved when the target audience sees or hears it.



Terminology

There are many media terms that you have to be aware of for various advertising activities.

You can find out more in <http://blueonionmedia.com/glossary.php>.

Activity

Develop a website plan or map

Instructions when developing a website plan or map for your website:

1. On a piece of paper illustrate the following: (pretend the piece of paper is your tourism website)
 - 'homepage'
 - 'about'
 - 'product'
 - 'FAQ'
 - 'search'
 - 'contact'.

What other information would you include on your tourism website?

2. Draw lines between them and the home page to indicate which pages link to each other
3. Under each section add boxes for additional pages. In the addition pages, write dot points of what information will be included
4. Continue developing boxes to represent web pages in your tourism website

Use information which you have gathered from element 1 - 7 to research and develop the above activity

Additional Notes

- This tourism website is not be the same as your work project but can be the same as the previous activity from elements 1 - 6
- The Tourism website is to be make believe
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes.

Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper, graphics program, mindmapping software such as Freemind, Flowchart software such as Flow chart.com, site map software such as WriteMaps.com and so on.

Internet terms

Bookmarks of your favourite web sites.	Bookmark a routine that allows you to save a reference to a site or page that you have already visited. At a later point in time, you can use a bookmark to return to that page. It commonly refers to a feature of Netscape Navigator (a web browser) that allows you to collect and organize.
Cookies	Small files that are downloaded to your computer when you browse certain web pages. Cookies hold information that can be retrieved by other web pages on the site. Some cookies are programmed with an expiration date so that they are automatically deleted after a period of time.
Domain name system	A database system which looks up host IP addresses based upon domain names. For example if you ask for www.thisismyhost.com it will return 123.45.67.89. Copies of the Domain Name System are distributed through the Internet.
Encryption	A procedure that renders the contents of a message or file unintelligible to anyone not authorized to read it. PGP (Pretty Good Privacy) is a commonly used encryption program.
Response time	A measurement of the time between a request for information over a network and the network's fulfilment of that request. "Overall response time" is an aggregate or average measurement of various response times over a particular network or through a particular host.

7.2 Select web page titles and key words

Introduction

The research you undertook as part of the development of the recommendation presented website to management will have identified the people and organisations you intend to deal with, and the decisions made by management based on your recommendations will have identified the precise website pages and links that will be used, along with its chosen key words etc.

Arranging for the design and running of these ideas is thus, often, a simple process of confirming the arrangements that have already been made.

Web page Titles

A web page title is the value assigned to the <title> tag that's usually found on the top an HTML/XHTML document inside the <head> tag. (Siotos 2010)

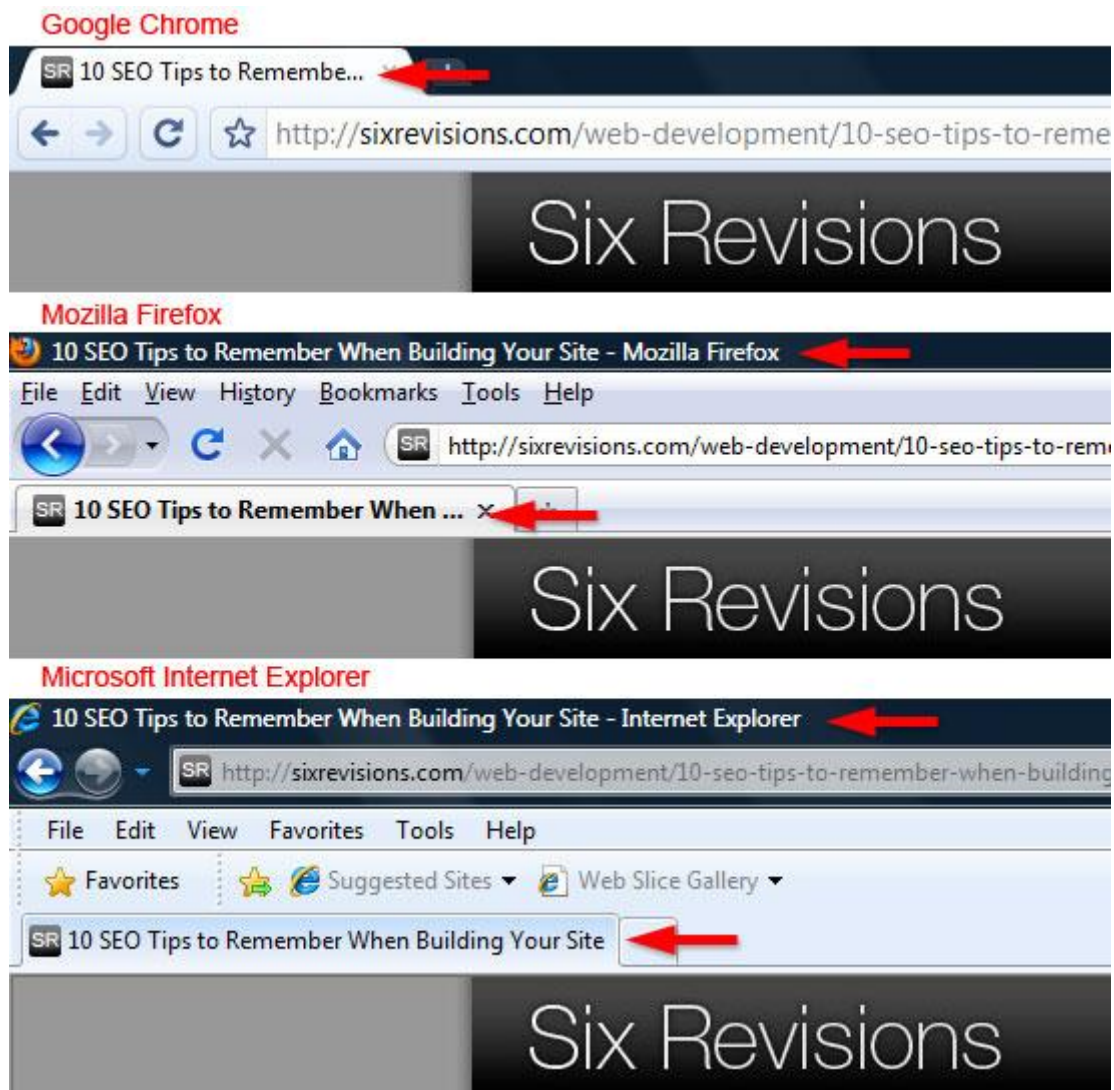
Most web browsers will display the web page title at the top of the browser window or the Brower tab. (Siotos 2010)

An example of the code of a web page title would be:

```
<!DOCTYPE html>
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr"
lang="en-US">
<head>
<title>10 SEO Tips to Remember When Building Your
Site</title>
</head>
```

(Siotos 2010)

Using the above code will display the following examples:



(Siotos 2010)

Note that the 3 different examples.

The first example is using Google Chrome, the second is using Mozilla Firefox and the third is using Microsoft Internet Explorer.

Discussion Question:

Which example do you prefer: Google Chrome? Mozilla Firefox? Microsoft Internet Explorer? Why?

Activity

Develop a code for your website page title or webpage

Use information which you have gathered from element 1-PC.7.2 to research and discuss the your website title code.

Additional Notes

- Discuss and research different coding techniques for internet browser
- Create a list of advantages and disadvantage of using 3 different internet browsers
- Create a title code for your tourism website
- The tourism website is not be the same as your work project but can be the same as the previous activity from elements 1 - 6
- The Tourism website is to be make believe
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes.

Desired website image



All establishments will have a desired image they wish to create/hold in the minds of their target markets.

This image can vary between the different target markets: for example, an establishment may seek one image in the mind of males between the age of 18 – 25, and a totally different image in the minds of females aged 65+.

This indicates that within the establishment, there can be a number of different images that management seeks to produce and maintain in the website, so there can be a very distinct need to ensure that all promotional activities under consideration must ensure that they are 'appropriate' for the image of the target market at whom the website is aimed.

A bad, poor, adverse or negative image in the minds of potential customers/guests usually results in no sales being made to those people, a reduced amount of sales and/or little in the way of referral business from those people who would normally be our biggest allies and advocates thus, it is vital that the website page titles and key words should reflect 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.

Alterations to websites

In many cases, management will require changes to the recommendations you have presented – these can range from substantial changes to fine-tuning modifications – but they all require you to meet with the relevant image of the business.

Where changes are required to copy, script, graphics etc.:

- Provide the fullest detail possible to the user – so you can meet their needs to the best of your ability without having to try to guess what they want
- Cooperate with the management team to produce the revised final product/copy
- Make sure you (and management) receive a copy/sample of the revised final draft to check and approve it before the live website – a revised advertisement/products is really the same as a 'new' advertisement and you have a right and a duty to check it before it is live.



7.3 Add features to improve web page presentation

Introduction

When you decided to add features to improve your web page presentation, you found a need to understand your target market, and felt that you could address that need. The e-marketing and e-business strategy section is where you actually spell out how your business is going to do just that, by setting goals and high-level strategies.

Features to improve web page presentation

Once the website is almost ready to be live you will have responsibility for monitoring it. Naturally, you will have to proof-read/approve advertisements before they are run but it is always sensible to check the actual final product, as it appears 'live' to verify that the products have been produced in accordance with expectations, organisation guidelines and legislation standards.

Things to monitor in relation to the actual website will depend on the medium but include:

- Verifying length or size of any advertisements, product information, promotions etc.
- Checking content – verifying that details (especially contact details – phone numbers, web links, addresses, product names or promotions) are correct
- Ensuring clarity – is the website font legible, easy to read?
- Verifying timing and placement – is the media positioning and placing the adverts on the website appealing?
- Verifying frequency – you need to check that your promotions have actually run at the times/dates you wanted/were promised: it is impossible to check the frequency of the online promotions.

Overall ensure that your web page has the below points and that they are successfully working:

- 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 images
- Lists, including bulleted and numbered
- Table
- Interactive forms for bookings and enquiries.



William Angliss Institute - Enquiry Form - Windows Internet Explorer

http://contact.prospectivestudent.info/WAI

File Edit View Favorites Tools Help

Go Google 1 blocked Check Autolink AutoFill Send to Settings

Favorites William Angliss Institute - Enquiry Form

William Angliss Institute **CELEBRATING 75 YEARS** Specialist centre for foods, tourism, hospitality & events

HOME | CURRENT STUDENTS | CONTACT | SHORT COURSES

FUTURE STUDENTS INTERNATIONAL INDUSTRY ABOUT LOCATIONS & FACILITIES

You have taken the first step in becoming a William Angliss Institute student. Please complete the details below so we can better respond to your enquiry.

Your Enquiry

Which campus would you like to study at? *

Select

Which school do you attend?

Select

Area of Study *

Select

Start Date

Select

How can we assist?

Your Details

Given Name *

Family Name *

Date of Birth *

What is your current study situation?

Select

Email Address *

Postcode *

Contact Number *

Country of Citizenship *

Select

What brought you to the William Angliss Institute website?

Select

How would you like to connect with us in future?

☐ Email

☐ Facebook

☐ Phone call

☐ Instagram

☐ SMS

☐ Online group chat

☐ Twitter

Submit

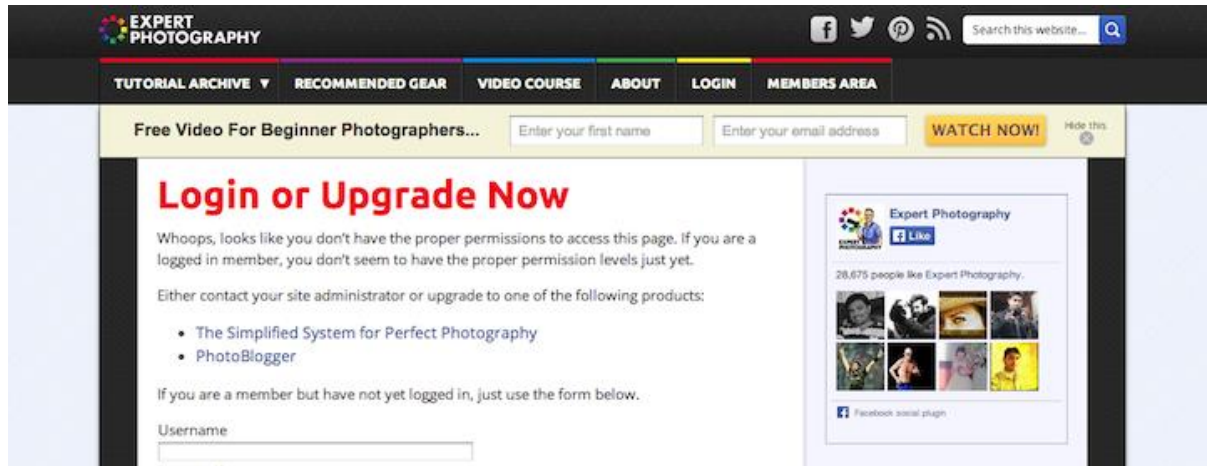
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Done Internet 100%

Design Feature examples

Member login Area



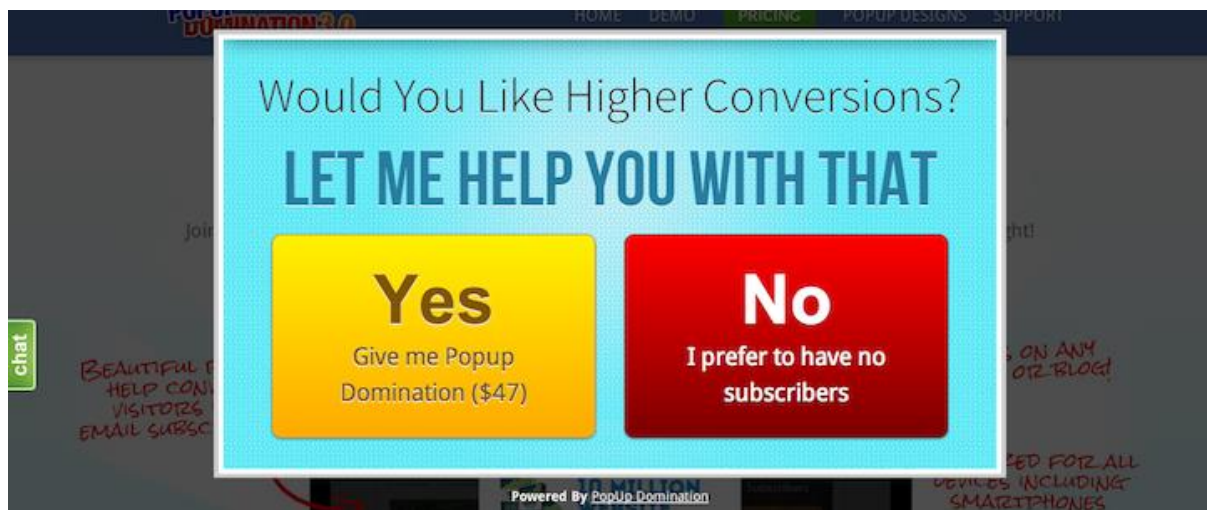
(Aston 2015)

Placement of headline and image



(Aston 2015)

‘Eye popping’ Calls to Action



(Aston 2015)

Other examples could be:

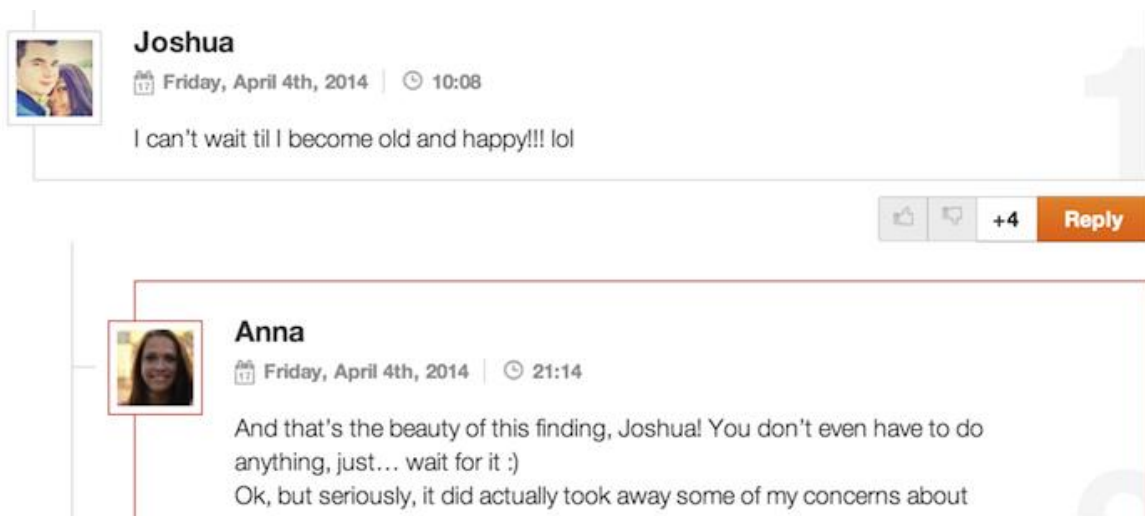
- ‘Sign Up Now’
- ‘Get Instant Access’
- ‘Download PDF’
- ‘Show me the Video’ and so on.

Email Capture Form



(Aston 2015)

Threaded comments



(Aston 2015)

Activity

Develop a List of features with examples for your tourism website:

- Develop an list of features for you tourism website
- For each feature, illustrate an example or how you would like the feature to look on your tourism website
- The website feature an example of the feature for your tourism website is not be the same as your work project
- Research other websites for feature examples
- Prepare a presentation of your tourism website features. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes.

Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper, graphics program, mindmapping software such as Freemind, Flowchart software such as Flow chart.com, site map software such as WriteMaps.com, website page which students have developed and so on.

7.4 Develop linked web pages

Introduction

When developing your webpage, it is important that your pages link to the corresponding pages so your user is able to click on each page and be successfully directed.

Linked web pages

Linking your organisations webpage is a common activity and most organisations successfully create linked web pages. This will improve your web page and it will most likely create the page to increase its popularity.

When developing or creating linked web pages it is important to research other web pages to observe what they are doing well; what is eye catching and what you think they can improve on. The linked web pages should successfully complete 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.



Creating a link page

Creating a link; a set of tag formats that are part of the Hyper Text Markup Language (HTML), once you have learnt the format you can develop other web pages or links.

Below is an example of a code which is used to create a link to the HTMLGoodies home page.

```
<A HREF="http://www.htmlgoodies.com">Click Here for HTMLGoodies</A>
```

(Burns 2015)

When developing or creating a link page, the following points are followed:

- A stands for Anchor. It starts the link to another page
- HREF stands for Hypertext REFERENCE. This is where the link is going to go.
- <http://www.htmlgoodies.com> is the FULL ADDRESS (URL) of the link. The address has an equal sign in front of it and is enclosed in quotes. This is because it's an attribute of the Anchor tag, which is a command inside of a command
- Where it reads "Click Here for HTMLGoodies" is where you write the text that you want to appear on the page. The text in that space will appear on the page for the viewer to click
- /A ends the entire link command.

(Burns 2015)

E-Mail Links from your Web Page

E-mail links from your Web Page is also referred to as 'Mailto' command. Mailto command follows the same coding technique as the hyperlink on the previous page. This format places blue wording on the screen that allows users to click to and send you an email from your website. (Burns 2015).

Below is an example of an E-Mail code:

```
<A HREF="mailto:jburns@htmlgoodies.com">Click Here To Write Me</A>
```

(Burns 2015)

It is the same link used on the previous page. However, in the above case you write 'Mailto' instead of 'http:/'

Activity:

Develop a link using the appropriate code for a web page and an E-Mail link.

Use information which you have gathered from element 1-PC.7.4 research and discuss the your website codes for the Website page and E-Mail.

Additional Notes

- Discuss and research different coding techniques for links
- Create a code for your tourism website page and E-mail link page
- The tourism website is not be the same as your work project but can be the same as the previous activity from elements 1- PC7.4
- The Tourism website is to be make believe
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 2 - 5 minutes.

7.6 Create all pages to be consistent with site design specifications

Introduction

Creating your website requires consistency with site design specifications- this will make sure that your website is professional and it can match other popular websites which your users might be visiting. In addition to following e-business and e-marketing guidelines, your website needs to be user friendly and follow design specifications or your user will not spend a lot of time on your organisational website.

Website standards and specifications

Everyone using your website will have different standards and expectations. It is important in your development phase you and your team understand that and to incorporate the demands in your draft and evaluation phase.

Below is a guideline for your website specification:

A good website is one that has been well thought out from the start.

It can be easier to work with a website designer to develop a specification. The end result is improved and mid project changes are.

Specification of your organisational website:

Develop a domain name

Website requirement:

Develop and perform features, links, functions and on your website. To complete features, links, functions and so on you will be required to code.

Search engines:

Your website should be accessible to search engines such as Google, yahoo search and so on and be coded with a good search engine optimisation.

Web pages:

Below is a list of optional list of web pages:

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

Style and layout:

- Overall style should be appropriate and match your organisations colour theme, logo and so on
- Navigation bar should include all pages of your website.

Activity

Develop specifications for your organisational website

Use information which you have gathered from element 1 – PC.7.6 research and discuss the your website specifications.

Additional Notes

- Discuss and research a domain name for your tourism website
- Discuss and research different coding techniques for links
- Follow the guidelines for website specifications illustration on page 111 and 112
- The tourism website is not be the same as your work project but can be the same as the previous activity from elements 1 – PC7.6
- The Tourism website is to be make believe
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 10 - 20 minutes.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 7.1 Create a plan for your tourism website pages
- 7.2 Select web page titles and key words for your tourism website
- 7.3 Add features to improve your tourism web page presentation
- 7.4 Develop links for your tourism website
- 7.5 Use appropriate techniques to create interactive forms within your tourism website.
Refer to PC 6.2
- 7.6 Create all pages on your tourism website to be consistent with site design specifications

Additional notes:

- In this work project (element 7) participants are to use information researched in element 1, 2, 3, 4,5,6 and 7 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9.
-

Summary

Create website pages

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.

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.

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.

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.

Element 8:

Select website hosting service

8.1 Identify relevant sources of information on web hosting options

Introduction

Website hosting services are required by a website server to make the website work. Every website will require a hosting service; however there are many hosting services for you to choose from and it can be completed in a number of ways.

This topic discusses information on web hosting options.

Website hosting options:

There are a variety of relevant sources of information on web hosting options- commercial and free web hosting options.

Free web hosting options

When selecting a free web host, use the following points as a guideline for your internet service:

- Advertising – In most cases, free web hosts will have advertising of another organisation on your website- usually this the type of adverting cannot be controlled.
- Web Space – It is important to know how much web space you will need. How any web pages will you require and how much Megabits (MB). On most free hosting websites, 5MB is available.
- File Transfer Protocol (FTP) – used by website developers to transfer files onto web pages
- File size limitation – restrictions on the file size you can upload on your website.
- Reliability and speed of access – this is what causes your website to be slow when visitors open the page
- Bandwidth allotment – this controls the amount of visitors on your website per day and per month.



(Heng 2014)

Commercial web hosting options

- Reliability and speed of access – The quality of speed will be reliable and fast
- Bandwidth allotment – This is depended on how many visitors visit to the website. It is important compare and determine how many visitors you think your website will have first and then discuss this with your host customer repetitive to choose the best host option for your website
- Disk space – This is depended on how many files will be uploaded to you the website. It is important compare and determine how many files will be required to be uploaded first and then discuss this with your host customer repetitive to choose the best host option for your website
- Technical support – Ensure that the host has 24 hours a day, 7 days a week, all year support.
- File Transfer Protocol (FTP), PHP, Perl, SSI, .htaccess, SSH, MySQL, Cron – Most paid host options will have these, discuss this with your host customer repetitive to choose the best host option for your website
- Secure Server (SSL) – this is vial if the website is obtaining any person information from clients, staff and so on
- Email or Mail Forwarding – This allows the host to set up domain email address for the organisation
- Control Panel – allows the website developer to control different areas of the website
- Price- there are a verity of plans with prices which can suit an organisations budget
- International – There are hosting options which allow the website to use international hosting options. Discuss this with your host customer repetitive to choose the best host option for your website.

(Heng 2014)

Relevant sources of information on web hosting options may include:

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

Examples of Web Hosting Companies

Dreamhost:

- One of the web's most popular hosts
- Provides monthly plans
- Provides added features for example Gallery Software, unlimited email accounts, supports Google applications, unlimited databases and so on
- Provides customer service support.



(Henry 2012)

Hostgator:

- Provides unlimited disk spaces, making it easier for installing site templates
- Provides monthly plans
- Provides customer service support.



(Henry 2012)

Bluehost:

- Provides unlimited disk spaces, making it easier for installing site templates
- Provides monthly plans
- Provides customer service support.



(Henry 2012)

Activity

Use information which you have gathered from element 1-PC.8.1 research and discuss the a web hosting options for your tourism website.

Additional Notes

- Discuss and research a different web hosting options for your tourism website
- Choose one web hosting option
- Present a 'Why' you have chosen this particular web hosting option
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 10 - 20 minutes.

8.2 Select suitable web hosting service

Introduction

When your website is ready to run live, you can choose your hosting organisations or service. There are many hosting services which are available and because of this you can choose and compare the hosting services available.

Web hosting services

When choosing your website service it is important that you know what you need and you have discussed all options with management to ensure that the right hosting service is chosen to meet your website demands.

In addition to the information discussed in PC 8.1, the following points are to be used as a checklist when selecting a **suitable web hosting service**:

Geographic location- Most web hosts are located in the USA. If the website host for your website is based in the USA, it might take longer for your website to load if it is in Asia or Australia. In general, it is better to select a web host service which is in the same country as your website.

Technical support- Some web host support services will only offer email support or 9am to 5pm on the phone support. If your website is live between 9am and 5am this is fine. However, websites and servers are working 24 hours a day and 7 days a week. It is important that you choose a hosting service which works the same hours so if any problems occur, it can be fixed as soon as possible.

Backup options- Backup options from web hosting services are available. This will depend on the pricing options. To get the best feedback on what backup options are available for your server ask the following questions:

- If the server crashes and can't be recovered, is there a backup of my website account that can be recovered?
- Is there a backup of my account other than where the data centre is?
- If there has been a security server breach and my account is deleted, is there a back up?

Website loading rate – There is no guarantee of how many websites a webhost can manage on a server before the website starts to slow down. This is depended on how much you are willing to pay to obtain a fast server with your host.

Website developer or Website development team- the website developer or website development team will have certain technical requirements for the website. Technical requirements may include number of folders or images and so on which need to be uploaded on to the website. Discuss the requirements with the website developer(s) before choosing a web host.

Cost- Web hosting prices can vary. Some hosting services have no cost. However, they may not be suitable for a commercial business (discussed in PC 8.1). Web hosting can be shared where you share the web host server with other clients or the web host can be individual. There is a variation of cost involved on the type of host service and shared service verses individual service.



Research activity

Use information which you have gathered from element 1-PC.8.2 to research and discuss the web hosting options for your tourism website and answer the following questions:

1. What are the designs of the website?
2. Will your website require Windows/MAC/Linux applications?
3. Are there any software versions that are required such as Adobe?
4. What are your expected visits to the website?
5. Are there any options to upgrade your hosting services?
6. What is the cost involved and sizes of service available
7. What are the renewal prices for the hosting services are there any discounts for the number of years your organisation has been a member or connected with the provider?
8. Is there a backup system set up with your server? Is it reliable?
9. If there is a problem with the hosting service, how long will it take to fix?
10. Is the hosting service available 24/7?

Additional points to consider

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

Additional Notes

- Discuss and research a different web hosting options for your tourism website
- Choose one web hosting option
- Prepare a presentation of your results. The presentation is to be conducted in class.

Additional Notes

- Group size: 3-4 members in one group
- Presentations time frame: 10-15 minutes.

8.3 Upload files to selected web hosting services

Introduction

Once you have chosen your web hosting services, it's time to upload files on to the website. This can be completed by using either FTP or cPanel's File Manager.

Uploading files to web hosting services

File Transfer Protocol – FTP

Using FTP can be connected using a program such as FileZilla Client. The connection to the server using FTP enables you to see the files or the folders on your server which were originally on your computer. Using FTP, allows you to drag and drop your websites file into the public folder of your website.

Steps when connecting to the web host using FileZilla:

1. Install and open FileZilla.
2. Go to the File menu and select Site Manager.
3. Click New Site.
4. Insert the New Site a name
5. Fill out the Host field (set the port to 21, set Logon Type to normal, then enter your FTP login credentials)
6. Click Connect

Steps using FTP to drag and drop files with FileZilla:

1. On the left hand side of FileZilla, select the file(s) or folder(s) you want to upload
2. Drag the file(s) or folder(s) to the directory location on the right hand side,
3. FileZilla will then upload the files accordingly; this will depend on their size and the speed of your internet connection it could take some time
4. When it is complete your uploads will be visible on the right hand side

cPanel File Manager

Another option for uploading files for website is via cPanel. cPanel has an inbuilt file management system.

Steps when using cPanel File Manager:

1. Login to cPanel service
2. Click on the File Manager icon on your cPanel home screen
3. Select the "Web Root" option and click Go to upload file(s) or folder(s)

When transferring or uploading files to FTP or cPanel's File Manager ensure the following:

- Information is accounted for
- All e-marketing and e-business information has been approved and signed off for the live website
- Meeting the requirements of individual business hosting agreements
- Technical requirements have been met
- Developing a set of timelines for uploading materials
- Ensuring allocation of material to identified sections and sub-sections.

Uploading 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 section and sub sections.

Activity

Use information which you have gathered from element 1-PC.8.3 research, discuss and practically apply:

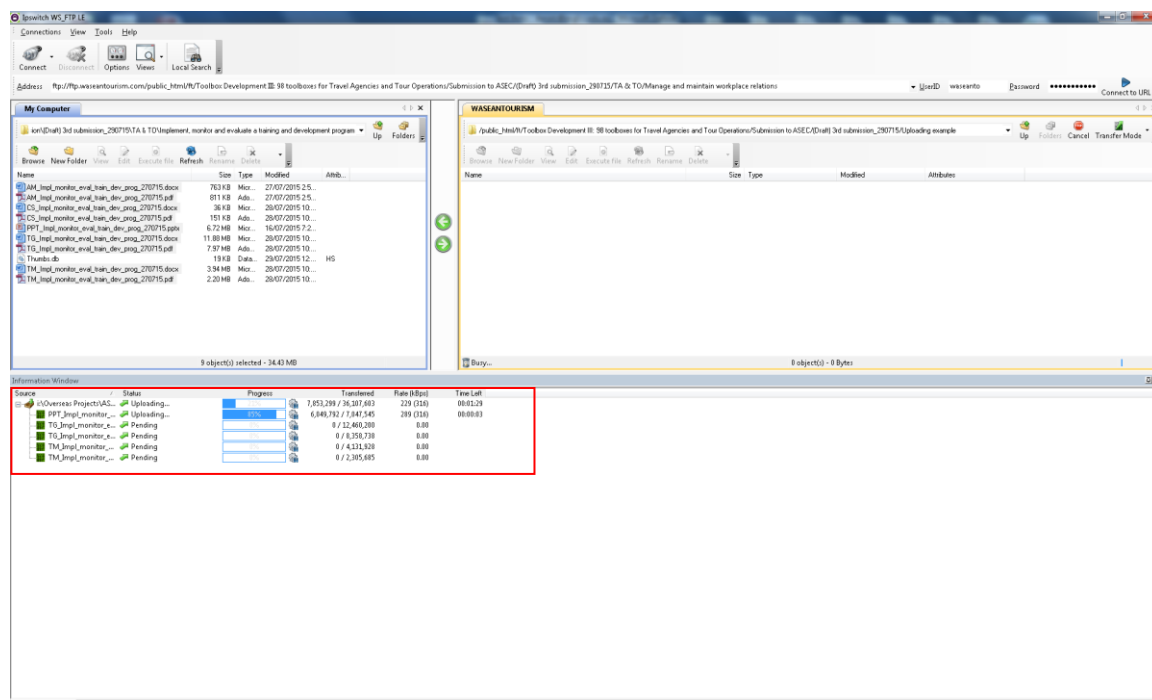
- How to upload a file or folder to your tourism website.

Additional Notes

- Discuss and research a different options of uploading files or folders to your tourism website
- Choose one web hosting service and upload a file or folder
- Prepare a presentation of your results . The presentation is to be conducted in class.

Additional Notes

- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 10 minutes.



Screen capture of uploading or transferring files using the File Transfer Protocol (FTP) to a web host through a free third-party software such as WS-FTP LE.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

8.1 Identify relevant sources of information on web hosting options

8.2 Select suitable web hosting service

8.3 Upload files to select web hosting services

Additional notes:

- In this work project (element 8) participants are to use information researched in element 1, 2, 3, 4,5,6, 7 and 8 to assist them when addressing the questions in this Work Project
 - Participants will build on this work project which will result in creating and updating a Tourism Website which will be complete at the end of Element 9.
-

Summary

Select website hosting service

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.

Element 9:

Update website

9.1 Establish responsibility for updating website

Introduction

Establishing responsibility for updating your organisation's website will be an important factor for the success of your website. The website development team and project manager will have to complete different tasks to achieve this.

Establishing responsibility

Responsibilities for your organisational website need to be defined and role and responsibilities for each member of the website team need to be accounted for.

Developing a **responsibility matrix chart** for individual roles and responsibilities can outline the list of tasks each person completes and sign off once the task has been completed.

Tasks

Tasks can include: Online branding, Analytics monitoring, Ongoing user testing, Site accessibility, Social Media Management, Content removal, Copyright, New Feature Development, Technical implementation, Design work and so on.

Some tasks may require one or more person to successfully complete the task. For example, the website sign off. One person may be responsible to sign off the website and another who is consulted and will provide overall feedback before the sign off.



Responsibility

Those who are responsible for the task are those who do the work on the particular task. Note that more than one person could be involved in completing one task.

For example, for the website sign off, the website designer could be responsible for this task.

Accountability

All tasks will have one person who is accountable for the particular task being completed. In the case where two or more individuals are working on a task, select one person to be accountable, this person is usually the most experienced. Over all, the final sign off for the website would be the Project Manager, who would be accountable.

Consulted

Consulting people in the team whose feedback and opinion is required can also be documented and signed off. They are individuals in the website team which have experience in the particular task.

Informed

These are people or head of departments in the organisation who need to be kept up to date with the task.

For example, updating the marking team on e-marketing strategies to obtain feedback on what information should or should not be uploaded to the website.

Example of a Responsibility Matrix chart:

Task	Responsible	Accountable	Consulted	Informed
Online branding	Matt Smith (Comms)	Matt Smith (Comms)	Matt Smith, Jane Buswell, Paul Boag and Tim Brooks	Comms
Analytics monitoring	Chris Scott (Headscape)	Chris Scott (Headscape)	N/A	Comms, HR, IT
Ongoing program of user testing	Leigh Howells (Headscape)	Paul Boag (Headscape)	N/A	Open to anybody
Site accessibility	Tom Harvey (Headscape)	Ronan Jones (IT)	John Buck, Ryan Brown	Legal
Social Media Management	Jane Buswell, Mark Cross (Comms)	Jane Buswell (Comms)	Matt Smith, Tim Brooks, Paul Boag	Comms
Content creation	Departmental representatives*	Content Editor (Position needs filling)	Departmental Heads	Comms
Content removal	Departmental representatives*	Content Editor (Position needs filling)	Departmental Heads	Comms, content creator
New feature development	Tom Harvey (Headscape)	Pete Boston (Headscape)	Matt Smith, Jane Buswell, Paul Boag and Tim Brooks	Comms
Hosting	Ronan Jones (IT)	Ronan Jones (IT)	Jim Gregory	IT
Technical implementation	Tom Harvey (Headscape)	Pete Boston (Headscape)	John Buck, Ryan Brown	IT, Comms
Design Work	Ed Merritt (Headscape)	Paul Boag (Headscape)	Matt Smith, Jane Buswell, Paul Boag and Tim Brooks	Comms, MD, Departmental Heads

(Boag, 2012)

Establishing responsibility for updating a website may also include:

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

In most cases, the project manager for the website will delegate tasks for the website development team so the website is kept up to date. Below is a list which may determine the responsibility for updating the organisation's website:

- Determining the frequency of updates for the website
- Scheduling updates
- Nominating personnel with authority to undertake the updates
- Maintaining and updating the overall website content, media, e-marketing, e-business and so on
- Tracking website information and making adjustments and suggesting improvements

- Understanding and explaining appropriate web analytic techniques and tools
- Developing graphics/media which follow copyright and legislation standards
- Developing and editing information according to e-marketing and e-business guidelines
- Implementing Adobe Photoshop and Illustrator software to the website
- Understanding, monitoring and increasing website traffic
- Editing content for accuracy and recognising discrepancies
- Working with the development team to maintain design and codes.

Activity

Develop a Responsibility Matrix Chart for your tourism website.

Additional Notes

- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Research other tourism websites for style and structure ideas
- Prepare a presentation of the site diagram and wireframe. The presentation is to be conducted in class
- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 10 minutes.

Optional Presentation resources: PowerPoint, Excel, Word or another software application.

9.2 Check web pages for relevance and currency

Introduction

When checking websites for relevance and currency the website team will complete monitoring and checking tasks which will consist of checking if links are up to date, with the website content. Relevancy and currency play a big part in a websites growth and this topic will investigate why.

Relevance and Currency

The information included on your website should come from reliable resources.

Below are a set of questions to check relevance and currency of your website.



Audience

1. Who is the websites audience? Are they graduates? The general public? National or International visitors?
2. Does your website target the niche market? For example, if your website is for Education Institute which includes international students, does the website translate to different languages?

Authority

1. Is the developer of the website identified on the website?
2. Is there a copyright or legislation information or statement on the website?
3. Are there any publications on the website?
4. Are there contact details on the website? such as 'contact us'?
5. Is there any organisation barding to identify the website?
6. Obtaining revised and additional material in electric from for the website
7. Confirming acceptability of current on-line martial on the website

Accuracy

1. Has the information been approved from the organisational departments such as Marketing, Human Resources and so on?
2. Has the content been checked such as spelling, grammar and so on?
3. Have sources information, images and so on been cited?

Currency

1. Is there a publish date for the material on your website?
2. Is the information up to date?
3. How often is the website update?
4. Are all the links on your website working and up to date?
5. What is the age limit of your website links? When will they expire?

Purpose

1. Does the information on the website match the purpose?
2. Does each web page match the purpose of the heading?
3. Does the domain name match the site purpose?

Relevance and currency of a website:

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

Activity

- Select a tourism website of your choice
- Answer the questions under 'Audience', 'Authority', 'Accuracy', 'Currency' and 'Purpose' based on the selected tourism website
- Document the answers to the questions
- Document feedback to the on areas of improvement for the tourism website.

Additional Notes

- Prepare a presentation of your results. The presentation is to be conducted in class
- Group size: 3 - 4 members in one group
- Presentations time frame: 15 - 20 minutes.

9.3 Check links and navigation

Introduction

The design of the organisation's website navigation and links can have a major impact on its success.

It is vital that your website is easy to use and the content is easy to find or the user will find another website to source information.

Links and Navigation for your website

Checking website Navigability

For a successful website it is important that visitors can easily move through multiple Webpages as easily as possible. Navigability or Navigating a webpage includes menus, search boxes, links within the webpage, sidebar and so on.

When testing navigation on your website consider the following:

- Information Architecture (IA): are the Webpages organised and categorised well? Can you visitors understand where to find the information without looking for it? For example: In most cases on a website the search bar is on the top right corner
- Find ability: Are there relevant site features and can they be easily found by visitor?
- Efficiency: How fast and in how many clicks does it take to open a page of interest?

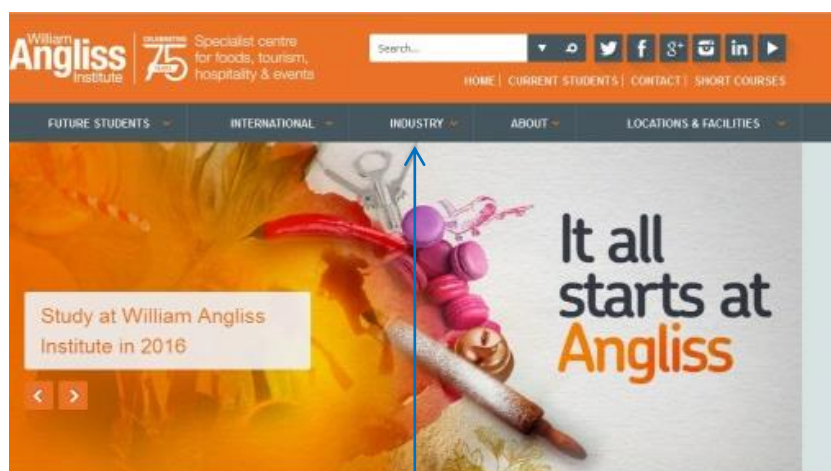
There are a variety of activities which can be completed to evaluate the usability of your website navigation checks. Most of your evaluations and tests should be completed before the website is live.

Methods which can be practiced for testing navigability can be card sorting, content inventories, paper and sketch board (element 6) giving you an insight of where and how to locate information on your website.

Examples Navigability on a website:

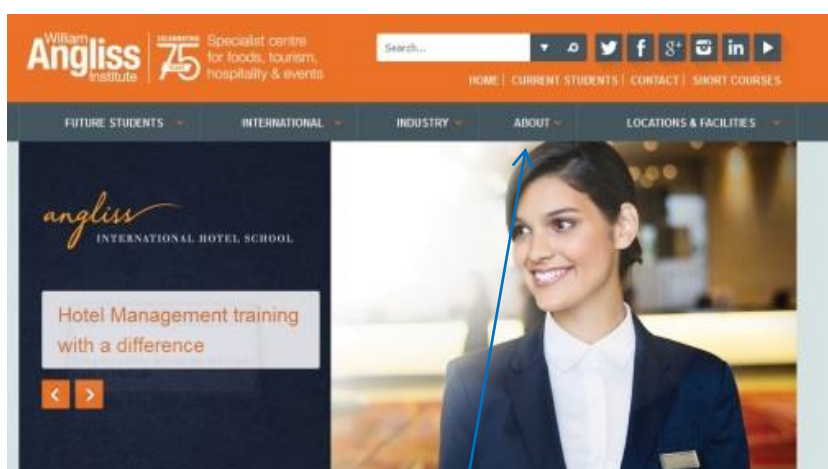
Users will usually notice a horizontal navigation bar across the top of the website.

Be sure your website also has a horizontal navigation bar to make it easier for the user to navigate on your website.



Horizontal navigation

Users like to see the use of simple and generic labels for headings or subheadings such as: 'promotions' or 'about,' this will save the user or visitor time by making your information visual and easy to access.



About

Incorporate drop down menus, this will allow the user to see what is in each section.



Drop down menu

1. Make sure you don't clutter or include too many points in your drop down menu as it will confuse the user
2. Ensure the use of appropriate link-checking software to test links, such as linkchecker
3. Run appropriate link-checking software to check currency of existing links
4. Capture and file, report documentation generated according to the organisation's requirements relating to IT technical organisational requirements.

Checking website links

It is important to check your websites links and ensure that all webs pages work. An 'error' page will occur if your hyperlink has expired which can cause frustrated visors to your website.

An 'error' page can cause the following to happen:

- loose some existing or potential clients or visitors
- Have problems in answering clients or visitors questions
- Harm your online reputation
- Reduce your rating with major search engines such as Google, Yahoo and so on.

LinkChecker:

A link checker validates each page on your website to avoid an 'error' page(s) from occurring.

There are two types of online link checkers available:

- Free online link checker
- Commercial online link checker.

The commercial online link checker will requote to be purchased and used for commercial business.

An online link checker completes the following tasks:

- Checks the entire website for when hyperlinks are no longer working and provides a report
- locates broken linkage tags in HTML codes.

Other commercial link Checkers:

- Borken Link Checker for WordPress
- Xenu's Link Sleuth (Windows only)
- Screaming Frog SEO Spider (Windows and Mac)
- Google Webmaster Tools
- W3C Link Checker.

There are a variety of Web Checkers available. However, before deciding which Web Check to use, consider the following points:

- How complex is your website? The larger the website the longer it will take to scan. What operating system are you using for your website? Mac, PC and so on?
- What are you looking for? Are you looking to monitor broken links-‘error page’ or more your website more user-friendly?
- Frequency of scan? How frequently are you running the scan to identify missing links?

Being able to answer the above questions will create an easier decision making process for when you decide to purchase or select the link checker for your website.

Check links and navigation may also 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.

Activity

- Select a Link checker of your choice for your tourism website
- Why have you chosen the particular link checker?
- Document your results.

Additional Notes

- Prepare a presentation of your results. The presentation is to be conducted in class
- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 5 minutes.

9.4 Edit information as required

Introduction

Editing your website information is an important task as it will ensure that your links on your website work and the content is accurate and reliable.

Editing information

When editing your website it is vital to check for the following:

Content Quality

There are a variety of ways to breakdown editing tasks for a website. Below is a list of areas to check with assessing the quality of the content in a website.

- Substantive editing- the clarity, accuracy and so on of information in the website
- Copyediting- are the sentences in the website clear and concise? Is the tone in the website consistent? Are the right words being used? Is there any slang or jargon?
- Fact checking- is the information accurate? Has the information been approved by the project manager?

Questions to ask when selecting information for a website:

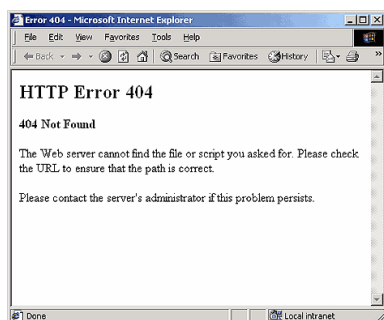
When selecting information to remove from or add to your website consider the following questions:

1. Does the website need this information? Why or why not?
2. Can I break this information down? Is there too much information on this page? Should a part of this information be on another page?
3. Should I develop a list of points rather than a paragraph of information?
4. Will visitor(s) understand the terminology I have used? Is the terminology translatable to other languages?
5. Will search engines be able to locate the website and Webpages?

Technical editing

- Checking broken or failed or links to determine site closures and new site address. This includes checking your websites:
 - HTML for any broken links or images
 - CCS for any graphics which may be missing
 - Flash for any media files which are missing or broken links inside the media files
 - RSS, for any broken RSS feeds
 - Script errors by ASP, ASPX and PHP. If there are any errors or bugs, they will be required to be found and fixed
 - Server configuration, check when your domain is expected to be expired and follow up any issues with your server

- Deleting closed links and re-establishing new site links where available
- When a link is broken, it will show the following image.



The developer will be required to re-establish the link or locate the updated link address. This will be done following points listed above which will ensure the bug or error is fixed.

Editing information on a website can also 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.

9.5 Verify on-line information against off-line information

Introduction

The draft or hard copy of the proposed website will require checking against the soft copy or online prototype. This provides the opportunity to cross-check e-business and e-marketing strategies are fully incorporated and meet aims and objectives. If there are any changes, updates, or amendments required they can be completed at this point.

On-line information and off-line information

When the website is offline it cannot be viewed or accessed publicly on the internet. Only authorised users with a username and password who have access to edit the website will be able to access the website. Authorised users can be website designers, project managers and so on. This enables authorised users to have accessibility to make changes and edit information to the Webpages of the website without being interrupted by other uses of the webpage thus eliminating missing content, half designed content and so on.

In most cases, once you have made the website on-line, it will most likely stay that way unless there are changes to be made to the website.

Steps in making the website online

The below steps will make your website viewable by all users and devices on the Internet:

- 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.

Steps in making the website offline

The below steps will not allow your website from being viewed by users and devices on the Internet. Only authorised users will be allowed:

- 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.

Activity

Using a domain name created previously for your tourism website in this unit complete the following task:

- Edit information on your website using the offline steps
- Return back online to check if your edit has been successful.

Additional Notes

- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Take the appropriate steps to go offline to make changes to your website
- Take the appropriate steps to return back online to display the changes to your website
- Prepare a presentation of the steps taken to turn your website offline and then online and edits made to your website
- The presentation is to be conducted in class
- Group size: 3 - 4 members in one group
- Presentations time frame: 3 - 10 minutes.

9.6 Test and confirm changes

Introduction

When testing the organisation's website always obtain feedback from users and other project staff who may be involved. Base any changes required on what will best fit the successful operation of the website, continuing to be mindful of meeting objectives, aims, targets and so on.

Testing and confirming website changes

Testing

Testing your website before it becomes live or online needs to follow formal testing procedures. Testing procedures should be completed after each phase of the development of the website. Testing during each procedure makes any errors easier to locate and fix. In addition to this, fixing an error during the development phase can eliminate the costly expense when Webpages need to be redesigned.

Below is a list of guidelines to check against when testing and confirming website changes:

1. Documenting testing requirements- refer back to your primary documentation which you have gathered during your research phase of your website. This information is useful as it is the foundation of what and why certain information needs to be included in the website
2. Format protocols- the design and layout of the website for each webpage must be functional across all browsers. For example, a website designer may create a CSS driven site that works for a newer browser, however, does not work on an older browser
3. Server- test to see that the server chosen is working. If there is a problem with the server the website may not be able to go live
4. Individual Webpages- Test individual Webpages on your website to make sure that there are no broken lines. If there are any broken lines, this is your opportunity to fix it
5. Browsers and operating systems- the following are a list of browsers and operating systems which your website needs to work with. This allows your visitors to use any form of browser and operating system and visit your website

Operating systems

- Macintosh OS X
- Macintosh OS 9
- Windows XP SP1 and SP2
- Windows 2000
- Windows 98
- Linux.

Browsers for Macintosh OS X

- Safari 1.2
- Mozilla 1.6
- Firefox 1.0
- Opera 9
- Opera 8
- Opera 7
- Internet Explorer 5.2.

Browsers for Macintosh OS 9

- iCab
- Internet Explorer 5.

Browsers for Windows XP

- Opera 9
- Opera 8
- Opera 7
- Mozilla 1.7
- Firefox 1.0
- Netscape 7.1
- Internet
- Explorer 6.0
- Lynx browser.

Browsers for Windows 2000

- Opera 9
- Opera 8
- Opera 7
- Mozilla 1.7.3
- Firefox 1.0
- Netscape 7.1
- Netscape 7.0
- Netscape 6.2
- Netscape 4.78
- Internet Explorer 6
- Internet Explorer 5.5
- Internet Explorer 5.0
- Lynx browser.

Browsers for Windows 98

- Internet Explorer 4.0
- Lynx browser.

Browsers for Linux

- Konqueror 3.0.5
- Mozilla 1.6
- Opera 8
- Opera 7
- Emacs/W3
- Netscape 7
- Netscape 4.8.

(Kaiser, 2006)

Testing outcomes

Verity of displays- View the website on a verity of resolutions and colour settings. The verity of displays will change the websites design, format, colour and so on.

Below is an example of a classic screen resolution and display in pixels:

Computer displays	640x480, 800x600, 1024x760, 1280x1024, 1440 x 900 (iMac G5 17" display), 1680 x 1050 (iMac 20" G5 display)
WebTV/MSN TV	544 x 383
PDA, Pocket PC with Windows Mobile, smart-phones	240x160: Palm; 320x240: Palm, Pocket PC with Windows Mobile pre-2003, v2; 640x480: Windows Mobile pre-2003, v2; 320x320: Palm OS smartphone ^a

(Kaiser, 2006)

Below is an example of a classic colour depth setting:

Computer displays	Newer displays: 24-bit, 32-bit, 65,000 colors, 16,777,216 colors; Old displays: 16-bit, 256 colors, 65,000 colors ^a
PDA, Pocket PC with Windows Mobile, smartphones	Pocket PC: 16-bit, 65,000 color screens; Old PDAs: 8-bit, grayscale ^b

(Kaiser, 2006)

Functionality- check all links including all navigations to ensure all links are going to the right location of the website.

Downloads- check if all downloads on the website can be downloaded.

Single Socket Layer (SSL) - check the SSL item is displayed at the bottom of the browser to test security of the website.

Once all testing has been completed for the website complete a final run of your website and check all pages, links, graphics, downloads and so on are working.

Summarise the results of the website both offline. Once the results have been documented conduct a **useability test**. A useability test is with people who have a verity of technical expertise and can provide your feedback on the website before it is online or live. The feedback will be used for the final testing of the website.

Activity:

Develop a checklist to test and confirm changes for your tourism website.

Additional Notes:

- The tourism website is not be the same website as your work project
- The tourism website is to be make believe
- Prepare a presentation of your checklist
- The presentation is to be conducted in class
- Group size: 3 - 4 members in one group
- Presentations time frame: 3 -10 minutes
- Optional Presentation resources: PowerPoint Presentation, White board, flipchart paper and so on.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 9.1 Establish and identify responsibilities for updating your tourism website
- 9.2 Check Webpages for relevance and currency for your tourism website
- 9.3 Check links and navigation for your tourism website
- 9.4 Edit information as required for your tourism website
- 9.5 Verify on-line information against off-line information for your tourism website
- 9.6 Test and confirm changes for your tourism website

Additional notes:

- In this work project (element 9) participants are to use information researched in element 1, 2, 3, 4, 5, 6, 7, 8 and 9 to assist them when addressing the questions in this Work Project.
-

Summary

Update website

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.

Presentation of written work

1. Introduction

It is important for students to present carefully prepared written work. Written presentation in industry must be professional in appearance and accurate in content. If students develop good writing skills whilst studying, they are able to easily transfer those skills to the workplace.

2. Style



Students should write in a style that is simple and concise. Short sentences and paragraphs are easier to read and understand. It helps to write a plan and at least one draft of the written work so that the final product will be well organised. The points presented will then follow a logical sequence and be relevant. Students should frequently refer to the question asked, to keep 'on track'. Teachers recognise and are critical of work that does not answer the question, or is 'padded' with irrelevant material. In summary, remember to:

- Plan ahead
- Be clear and concise
- Answer the question
- Proofread the final draft.

3. Presenting Written Work

Types of written work

Students may be asked to write:

- Short and long reports
- Essays
- Records of interviews
- Questionnaires
- Business letters
- Resumes.



Format

All written work should be presented on A4 paper, single-sided with a left-hand margin. If work is word-processed, one-and-a-half or double spacing should be used. Handwritten work must be legible and should also be well spaced to allow for ease of reading. New paragraphs should not be indented but should be separated by a space. Pages must be numbered. If headings are also to be numbered, students should use a logical and sequential system of numbering.

Cover Sheet

All written work should be submitted with a cover sheet stapled to the front that contains:

- The student's name and student number
- The name of the class/unit
- The due date of the work
- The title of the work
- The teacher's name
- A signed declaration that the work does not involve plagiarism.

Keeping a Copy

Students must keep a copy of the written work in case it is lost. This rarely happens but it can be disastrous if a copy has not been kept.

Inclusive language

This means language that includes every section of the population. For instance, if a student were to write 'A nurse is responsible for the patients in her care at all times' it would be implying that all nurses are female and would be excluding male nurses.

Examples of appropriate language are shown on the right:

Mankind	<i>Humankind</i>
Barman/maid	<i>Bar attendant</i>
Host/hostess	<i>Host</i>
Waiter/waitress	<i>Waiter or waiting staff</i>

Recommended reading

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Trainee evaluation sheet

Create and update a tourism website

The following statements are about the competency you have just completed.

Please tick the appropriate box	Agree	Don't Know	Do Not Agree	Does Not Apply
There was too much in this competency to cover without rushing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of the competency seemed relevant to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency was at the right level for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I got enough help from my trainer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of activities was sufficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency allowed me to use my own initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My training was well-organised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer had time to answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understood how I was going to be assessed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was given enough time to practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer feedback was useful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough equipment was available and it worked well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The activities were too hard for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The best things about this unit were:

The worst things about this unit were:

The things you should change in this unit are:

Trainee self-assessment checklist

As an indicator to your Trainer/Assessor of your readiness for assessment in this unit please complete the following and hand to your Trainer/Assessor.

Create and update a tourism website

		Yes	No*
Element 1: Determine the requirements for the website			
1.1	Seek input from relevant personnel	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Identify the legislation, codes and standards necessary for compliance requirements	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Identify the business and marketing purpose of the website	<input type="checkbox"/>	<input type="checkbox"/>
1.4	Determine the business image to be projected by the website	<input type="checkbox"/>	<input type="checkbox"/>
Element 2: Determine the objectives for the website			
2.1	Assess the internal and external factors impacting on the business	<input type="checkbox"/>	<input type="checkbox"/>
2.2	Gather and analyse information on the target audiences for the website	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Develop a business performance strategy for the website	<input type="checkbox"/>	<input type="checkbox"/>
Element 3: Develop the website strategies			
3.1	Describe strategies to achieve identified business and marketing objectives	<input type="checkbox"/>	<input type="checkbox"/>
3.2	Determine timelines for development and implementation of the website	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Develop a budget to support the website	<input type="checkbox"/>	<input type="checkbox"/>
3.4	Develop a website management strategy	<input type="checkbox"/>	<input type="checkbox"/>
3.5	Develop operational website strategies	<input type="checkbox"/>	<input type="checkbox"/>
3.6	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			
4.1	Identify the links between the website and the operational areas of the business	<input type="checkbox"/>	<input type="checkbox"/>
4.2	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"/>
4.3	Establish feedback mechanisms and processes to determine customer satisfaction with the website and the business	<input type="checkbox"/>	<input type="checkbox"/>
4.4	Establish procedures to allow evaluation of the use of the website as a marketing tool	<input type="checkbox"/>	<input type="checkbox"/>

		Yes	No*
Element 5: Plan website structure			
5.1	Develop website style and structure to suit the identified business purpose and nominated target audiences	<input type="checkbox"/>	<input type="checkbox"/>
5.2	Determine the features and capabilities of the website	<input type="checkbox"/>	<input type="checkbox"/>
5.3	Determine layout and navigation requirements	<input type="checkbox"/>	<input type="checkbox"/>
5.4	Select authoring tools and software	<input type="checkbox"/>	<input type="checkbox"/>
5.5	Integrate website security requirements into the development process	<input type="checkbox"/>	<input type="checkbox"/>
Element 6: Develop website content			
6.1	Use business information to create website content	<input type="checkbox"/>	<input type="checkbox"/>
6.2	Define information for inclusion on interactive forms	<input type="checkbox"/>	<input type="checkbox"/>
6.3	Adapt existing information to accommodate website requirements	<input type="checkbox"/>	<input type="checkbox"/>
6.4	Use appropriate language	<input type="checkbox"/>	<input type="checkbox"/>
6.5	Integrate content features into the website	<input type="checkbox"/>	<input type="checkbox"/>
6.6	Check content in accordance with website plan and purpose	<input type="checkbox"/>	<input type="checkbox"/>
Element 7: Create website pages			
7.1	Create a plan for website pages	<input type="checkbox"/>	<input type="checkbox"/>
7.2	Select web page titles and key words	<input type="checkbox"/>	<input type="checkbox"/>
7.3	Add features to improve web page presentation	<input type="checkbox"/>	<input type="checkbox"/>
7.4	Develop linked web pages	<input type="checkbox"/>	<input type="checkbox"/>
7.5	Use appropriate techniques to create interactive forms within website pages	<input type="checkbox"/>	<input type="checkbox"/>
7.6	Create all pages to be consistent with site design specifications	<input type="checkbox"/>	<input type="checkbox"/>
Element 8: Select website hosting service			
8.1	Identify relevant sources of information on web hosting options	<input type="checkbox"/>	<input type="checkbox"/>
8.2	Select suitable web hosting service	<input type="checkbox"/>	<input type="checkbox"/>
8.3	Upload files to selected web hosting services	<input type="checkbox"/>	<input type="checkbox"/>

		Yes	No*
Element 9: Update website			
9.1	Establish responsibility for updating website	<input type="checkbox"/>	<input type="checkbox"/>
9.2	Check web pages for relevance and currency	<input type="checkbox"/>	<input type="checkbox"/>
9.3	Check links and navigation	<input type="checkbox"/>	<input type="checkbox"/>
9.4	Edit information as required	<input type="checkbox"/>	<input type="checkbox"/>
9.5	Verify on-line information against off-line information	<input type="checkbox"/>	<input type="checkbox"/>
9.6	Test and confirm changes	<input type="checkbox"/>	<input type="checkbox"/>

Statement by Trainee:

I believe I am ready to be assessed on the following as indicated above:

Signed: _____

Date: _____

Note:

For all boxes where a **No*** is ticked, please provide details of the extra steps or work you need to do to become ready for assessment.

