Title	Demonstrate knowledge of technology and social media used in the travel industry

Level	4	Credits	5

Purpose	People credited with this unit standard are able to: demonstrate knowledge of current technology used to support sales and customer service in the travel industry; demonstrate knowledge of social media used to support communication or marketing in the travel industry; and consider future trends in technology and social media and their implications for the travel industry.

Classification	Tourism > Travel

Available grade	Achieved

Guidance Information

1   Definition
      Travel industry workplace refers to any organisation involved in the domestic travel industry, the inbound travel industry, or the outbound travel industry. They may include but are not limited to – travel retailers, travel wholesalers.

2   This unit standard can be assessed by practical demonstration or verification of the use of computer technology and social media and their applications in the travel industry.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of current technology used to support sales and customer service in the travel industry.

Range   evidence is required for two different types of technology.

Performance criteria

1.1   Types of technology currently used in the travel industry are identified, and their purpose outlined in terms of supporting sales and customer service.

1.2   Impacts of technology used in the travel industry to support sales and customer service are identified and evaluated in terms of advantages and disadvantages.

1.3   Technology used for supporting travel industry client management and customer service is evaluated in terms of their interrelationships.

Outcome 2

Demonstrate knowledge of social media used to support communication or marketing in the travel industry.

Performance criteria

2.1   Types of social media currently used in the travel industry are identified, and their purpose outlined in terms of supporting communication or marketing.

2.2   Impacts of social media used in the travel industry to support communication or marketing are identified and evaluated in terms of benefits and consequences.

Outcome 3

Consider future trends in technology and social media and their implications for the travel industry.

Performance criteria

3.1   Likely or possible changes in technology and social media relevant to the travel industry are researched and presented in terms of their implications.

Planned review date	31 December 2025

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	12 December 2013	31 December 2022
Rollover	2	16 February 2017	31 December 2022
Review	3	26 November 2020	N/A

Consent and Moderation Requirements (CMR) reference	0112

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact ServiceIQ qualifications@ServiceIQ.org.nz if you wish to suggest changes to the content of this unit standard.