

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Website Performance Management					
<b>TSC Description</b>	Design mechanisms to identify website maintenance, administration or performance problems, generate website performance benchmarks reports and record outcomes against specifications					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>TOU-DES-2012-1.1-1</b>	<b>TOU-DES-3012-1.1-1</b>	<b>TOU-DES-4012-1.1-1</b>		
		Perform website maintenance and suggest improvements to identified performance issues	Benchmark and document website performance and implement proposed improvements	Review website performance reports and performance indicators and implement website performance policies and procedures		
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Information Technology (IT) strategies and policies</li> <li>Website testing</li> <li>Website administration</li> <li>Techniques for website performance management</li> </ul>	<ul style="list-style-type: none"> <li>New technologies, hardware, software and networks for e-Commerce</li> <li>Key performance indicators for website management</li> <li>Webmaster tools and analytics</li> <li>Website administration guidelines</li> </ul>	<ul style="list-style-type: none"> <li>E-Commerce disaster recovery policies and procedures</li> <li>E-Commerce strategies</li> <li>Web security management</li> <li>Web traffic diagnostic tools</li> </ul>		
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Test the website operation and maintenance requirements against the specifications and business requirements</li> <li>Identify faults and suggest improvements to the websites</li> <li>Track user activities</li> <li>Generate reports on user traffic and activities</li> <li>Document and execute the website maintenance schedules</li> </ul>	<ul style="list-style-type: none"> <li>Upgrade web performance by conferring with vendors and services</li> <li>Develop, evaluate and install web enhancements and new software</li> <li>Manage website troubleshooting</li> <li>Evaluate actual website performance against performance benchmarks in key areas</li> </ul>	<ul style="list-style-type: none"> <li>Secure web systems by developing system access and testing disaster recovery policies and procedures</li> <li>Review website performance reports and ensure that performance benchmarks are tested</li> <li>Establish website performance indicators and monitoring tools</li> <li>Facilitate the implementation of policies and procedures to maintain the stability of</li> </ul>		

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		<ul style="list-style-type: none"> <li>• Maintain website security measures</li> </ul>	<ul style="list-style-type: none"> <li>• Implement improvements according to business requirements</li> <li>• Escalate website problems to relevant parties</li> <li>• Analyse website traffic data</li> </ul>	<p>actions and processes related to the websites</p> <ul style="list-style-type: none"> <li>• Develop insights to improve e-Commerce based on website traffic analyses</li> <li>• Recommend hardware, software and networks for e-Commerce website operations</li> </ul>		
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