

FIELD SERVICE SECTOR

Review of *Visitor Services* unit standards

Subfield	Domain	Id
Tourism	Visitor Services	8635, 8637, 13172-13174, 13176, 13177, 18229

The Aviation, Tourism and Travel Training Organisation has completed the review of the unit standards listed above that were registered in February 1997, February 1998 and 2001.

Date new versions published **January 2004**

New comments by date **January 2008**

Expiry date of new versions of the unit standards **December 2009**

Summary of review and consultation process

An expert panel has reviewed the unit standards making a number of alterations and adding current trends in tourism development and management. In the case of unit 18229 an expert panel determined that the outcomes of this unit standard were inappropriate for the National Certificate in Tourism and Travel (Core Skills) (Level 3) and the National Certificate in Travel (Level 4) and the unit has been replaced by two new units.

Main changes resulting from the review

The review process has resulted in the following changes to the unit standards.

- Current trends in tourism have been incorporated.
- Some changes to elements and performance criteria.
- Unit standard 8635 has been replaced by 20675 to reflect major changes in the elements and performance criteria and has been given a new title.
- Unit standards 13176 and 13177 have been combined and replaced by 20487.
- Unit standard 13174 has been replaced by 20488 to reflect major changes in the elements and performance criteria and the level has changed from 5 to 6.
- A new unit has been developed, 20486, looking at the social, cultural, environmental and community context of tourism.
- 18229 has been deleted. Two new unit standards have been developed - 20489 (this includes employees rights and responsibilities) and 20490 which covers contract law as applied to the tourism and travel industry.

Unit standards categorised as category C or D expire at the end of December 2005.

Impact on existing provider accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Name or id	Level	Nature of accreditation	Name or id	Level
Standard	8635	5	Standard	20675	6
Standard	13174	6	Standard	20488	5
Standard	13176	5	Standard	20487	6

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Name or id	Level	Nature of accreditation	Name or id	Level
Standard	13177	6	Standard	20487	6
Standard	18229	4	Standard	20489, 20490	3, 4

Impact on existing qualifications

A new version of the National Diploma in Tourism [Ref: 0473] has been developed which incorporates the changes made to these unit standards.

The following qualifications are also impacted and will be reviewed to accommodate the new unit standards:

National Certificate in Tourism and Travel (Core Skills) (Level 3) [Ref: 0876]

* National Certificate in Adventure Tourism (Level 4) [Ref: 0565]

National Diploma in Airport Operations (Level 5) [Ref: 0514]

National Certificate in Tourism's Conventions and Incentives [Ref: 0723]

National Certificate in Tourism (Visitor Information) [Ref: 0311]

* The National Certificate in Adventure Tourism (Level 4) will be reviewed in 2004 and it is expected to be replaced with a new qualification.

Summary of main changes to unit standards' ids, classification, titles, levels, and credits

The following summary shows the changes made to unit standards as a result of the review. All changes are in **bold**.

Key to review category	
A	Dates changed - the replacement unit standard carries the same id and a new version number
B	More significant changes, but the overall outcome remains the same - the replacement unit standard carries the same id and a new version number
C	Major changes that necessitate the registration of a replacement unit standard with a new id
D	Unit standard will expire and not be replaced

Subfield Tourism
Domain Visitor Services

id	Title	Level	Credit	Review category
8635	Demonstrate knowledge of the concepts of supply and demand in tourism marketing and growth	5	8	C
20675	Demonstrate knowledge of tourism destination marketing		6	
8637	Analyse tourism consumer behaviour and tourism demand	6 5	6	B
13172	Research the requirements for establishing and operating a small tourism business	5	12 20	B
13173	Analyse tourism systems and structures	5	3	B
13174	Develop a plan to manage the potential impact of an issue facing the New Zealand tourism industry	6	12	C
20488	Analyse the current state of, and possible impacts on the future of the New Zealand tourism industry	5	6	

id	Title	Level	Credit	Review category
13176	Develop a customer service induction policy for staff training for a tourism enterprise.	5	6	C
13177	Develop a customer service strategy for a tourism enterprise	6	6	C
20487	Analyse customer service and develop customer service strategies for a tourism enterprise	6	8	
20486	Analyse the social, cultural, environmental, and community contexts of tourism enterprises	5	10	New
18229	Demonstrate knowledge of legislation relating to the tourism and travel industry	4	8	D
20489	Describe the legal responsibilities of employees in the tourism and travel industry	3	4	New
20490	Outline and apply contract legislation relating to the tourism and travel industry	4	6	New