

FIELD SERVICE SECTOR**Review of *Tourism Conventions and Incentives* unit standards**

Subfield	Domain	Id
Tourism	Tourism Conventions and Incentives	15681-15684, 15686-15700, 18576-18585

The Aviation, Tourism and Travel Training Organisation (ATTTO) has completed the review of the unit standards listed above.

Date new versions published

March 2010

Planned review date

December 2015

Summary of review and consultation process

ATTTO carried out the review of the tourism conventions and incentives unit standards as the unit standards and qualifications had approached their review date on the ATTTO five year plan. An Industry Advisory Group (IAG) comprised of experienced and qualified people, covering all sectors of the conventions and incentives industry, attended two meetings held in May and July 2008. At these meetings discussions focussed on the: currency of the unit standards and their suitability for the qualifications; accuracy and appropriateness of content; whether levels and credits were commensurate with performance outcomes and the time taken to learn and demonstrate the skills; and the assessability of the unit standards. Areas where there were gaps were also identified.

Draft versions of the unit standards were developed and sent out to the IAG using SharePoint which enabled real-time feedback to be collated in one central location. This allowed the IAG to not only engage with the Qualifications Developer but to engage more easily with other IAG members, ensuring thorough and high quality feedback.

The unit standards have been reviewed and developed to reflect changes within the Conventions and Incentives Industry and in preparation for the review of the National Certificate in Tourism Conventions and Incentives [Ref: 0723], and the National Diploma in Tourism Conventions and Incentives with strands in Conference Organisation, Convention Bureaux, Incentives, and Venue Sales and Operations [Ref: 0724].

Main changes resulting from the review

- Changes have been made to titles, levels, and credits in some unit standards.
- Changes have been made to special notes, range statements, and definitions in some unit standards to ensure they are up-to-date, and that they reflect the requirements of industry.
- Elements and performance criteria have been amended for accuracy, to improve clarity, and for consistency of style throughout the unit standards.
- Unit standards 25860 and 25863 have replaced unit standard 15694.
- Unit standards 25866 and 25867 have replaced unit standard 18579.
- Unit standard 25859 has replaced unit standard 18585.

- Unit standard 15691 has been designated expiring and will not be replaced.
- Unit standards 25861, 25862, 25864, 25865, 25868, 25869, and 25870 are new unit standards that have been developed to fill gaps identified by industry.

Unit standards categorised as category C or D expire at the end of December 2012.

Impact on existing provider accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification or Id	Level	Nature of accreditation	Id	Level
Subfield	Tourism	4	Standard	15698	5
Domain	Tourism Conventions and Incentives	4	Standard	15698	5
Standard	15682	5	Standard	26299	4

Impact on Accreditation and Moderation Action Plan (AMAP)

AMAP 0078 has been updated to reflect the changes made to the standards.

Impact on existing qualifications

Qualifications that contain the reviewed standards or classifications are tabled below.

Affected	The qualification lists a reviewed classification (domain or subfield) in an elective set The qualification lists a standard that has changes to level or credits The qualification lists a C or D category standard
Not materially affected	The qualification lists a standard that has a new title The qualification lists a standard that has a new classification

The following ATTTO qualifications are impacted by the outcome of this review and will be reviewed during 2010. Those unit standards that generated the *Affected* status are listed in **bold**.

Qualification title	Standard in the qualification
National Certificate in Tourism Conventions and Incentives [Ref: 0723]	15681, 15699
National Diploma in Tourism Conventions and Incentives with strands in Conference Organisation, Convention Bureaux, Incentives, and Venue Sales and Operations [Ref: 0724]	15683, 15684, 15686, 15687, 15690, 15691-15696, 15698, 15700, 18576-18579, 18580, 18581, 18582, 18583, 18584, 18585

Review Categories and changes to classification, title, level and credits

All changes are in **bold**.

Key to review category	
A	Dates changed, but no other changes are made - the new version of the standard carries the same Id and a new version number
B	Changes made, but the overall outcome remains the same - the new version of the standard carries the same Id and a new version number
C	Major changes that necessitate the registration of a replacement standard with a new Id
D	Standard will expire and not be replaced

Subfield Tourism
Domain Tourism Conventions and Incentives

Id	Title	Level	Credit	Review Category
15681	Demonstrate knowledge of the structure and function of the conventions and incentives industry Demonstrate knowledge of the structures and functions of the conventions and incentives industry	4	5 6	B
15682	Produce and implement a marketing plan for a conventions and incentives industry organisation	5	15	C
26299	Develop a marketing plan for a conventions and incentives industry project	4	12	
15683	Select, contract, and work with suppliers for a conventions and incentives industry project Select, engage, and work with suppliers for a conventions and incentives industry project	5	15	B
15684	Manage a business programme for a conventions and incentives industry project	6	12 10	B
15686	Advise on and oversee communication services for a conventions and incentives industry project	5	15	C
26300	Develop, implement, and evaluate a communication plan for a conventions and incentives industry project	5	10	
15687	Create and manage an event for a conventions and incentives industry project Create and manage a special event for a conventions and incentives industry project	5 6	20	B
15688	Manage financial arrangements for a conventions and incentives industry project	6	20	B
15689	Market a conventions and incentives industry project	5	15	B
15690	Manage the registration process for a conventions and incentives industry project Manage registrations for a conventions and incentives industry project	5	10	B
15691	Provide secretariat services for a conventions and incentives industry project	5	6	D
15692	Manage an exhibition for a conventions and incentives industry project	6	15 20	B

Id	Title	Level	Credit	Review Category
15693	Manage sponsorship for a conventions and incentives project Manage sponsorship for a conventions and incentives industry project	6	8 20	B
15694 25860 25863	Brief clients on legal and insurance matters for a conventions and incentives industry project Brief clients on legislation and taxation matters for a conventions and incentives industry project Investigate and brief clients on insurance requirements for a conventions and incentives industry project	5 5 4	6 4 3	C
15695 26301	Debrief clients for a conventions and incentives industry project Debrief clients and evaluate data for a conventions and incentives industry project	5 5	8 6	C
15696	Manage and escort a familiarisation for the conventions and incentives industry	5	8 10	B
15697	Manage venue arrangements for a conventions and incentives industry project	5	6	B
15698	Co-ordinate accommodation bookings for a conventions and incentives industry project Manage accommodation bookings for a conventions and incentives industry project	4 5	6	B
15699	Demonstrate knowledge of the banquet process for a conventions and incentives industry project Demonstrate knowledge of the operational process for a conventions and incentives industry project	4	10 6	B
15700	Organise and co-ordinate participation in trade shows Organise and coordinate participation in trade shows	5	10	B
18576	Source and qualify leads for a convention and incentives venue Source and qualify leads, and take follow-up action for a conventions and incentives industry project	5	5 8	B
18577 26302	Generate a budget for a conventions and incentives industry project Produce a budget and cash flow projection for a conventions and incentives industry project	5 5	4 8	C
18578	Liaise with operations and client to produce a venue quote for a conventions and incentives project Prepare a venue quote and confirm a booking for a conventions and incentives industry project	5	4 8	B

Id	Title	Level	Credit	Review Category
18579	Perform administration tasks and log bookings for conventions and incentives industry projects	5	4	C
25866	Plan, manage, and log bookings, and formalise contracts for a conventions and incentives industry project	5	3	
25867	Plan and manage logged bookings for conventions and incentives industry projects	5	3	
18580	Generate Banquet Event Orders Generate and review function sheets	5	5	B
18581	Participate in conventions and incentives industry project briefing sessions with venue personnel Brief personnel involved in the delivery of services for a conventions and incentives industry project	5	3	B
18582	Manage the operation of conventions and incentives industry projects Manage the operation of conventions and incentives industry projects prior to guest arrival	5	6	C
18583	Manage tasks related to conventions and incentives industry projects Manage staff and tasks related to conventions and incentives industry projects on guest arrival	5	5	B
18584	Complete post conventions and incentives industry project tasks and administration Undertake and complete post-conventions and incentives industry project follow-up action and administration	5	5	B
18585	Produce financial reports for conventions and incentives industry projects and venues Analyse financial reports and projections for conventions and incentives industry projects	6	6	C
25861	Use event management software to manage a conventions and incentives industry project	4	5	New
25862	Demonstrate knowledge of environmental sustainability in the conventions and incentives industry	3	3	New
25864	Investigate venue arrangements for a conventions and incentives industry special event	4	6	New
25865	Produce a budget for a conventions and incentives industry special event	4	4	New
25868	Manage risk for a conventions and incentives industry project	5	10	New
25869	Develop, implement, and evaluate a sustainability strategy for a conventions and incentives industry project	5	8	New

Id	Title	Level	Credit	Review Category
25870	Demonstrate knowledge of sponsorship for a conventions and incentives industry project	4	6	New