

**Field      Service Sector****Review of *Visitor Services* unit standards**

<b>Subfield</b>	<b>Domain</b>	<b>ID</b>
Tourism	Visitor Services	5552-5559, 8636, 8637, 13172, 13173, 13175, 20486-20488, 20675

The Aviation, Tourism and Travel Training Organisation have completed the review of the unit standards listed above.

**Date new versions published**

**November 2010**

**Planned review date**

**December 2015**

**Summary**

These standards were reviewed in conjunction with the review of the National Diploma in Tourism (Management) (Level 5) [Ref: 0473]. The Diploma Advisory Group comprised representatives from three major educational providers of the diploma. Consultation was also held with representatives from Tourism Industry Association of New Zealand, the New Zealand Institute of Management and Te Whare Wānanga o Awanuiārangī. The standards were reviewed in conjunction with the diploma as they were due for review and are an integral component of the diploma. The aim of the review was to determine whether existing standards were still fit for purpose and to identify any gaps within them.

Feedback was also invited from all providers and tourism operators through ATTO communications.

**Main changes**

- Titles of standards 5553, 5555 and 20675 were changed to better reflect their outcomes.
- Credits for standard 5557 were increased from 4 to 8 to better reflect the time taken for learning and assessment.
- The skills recognised by standard 8636 are no longer required by industry, so the standard was designated expiring and will not be replaced.
- Title of standard 13172 was changed to include *travel workplaces* and the level was increased from 5 to 6 to better reflect the complexity of skills required.
- Title of standard 13173 was changed to include *travel* and the credits were increased from 3 to 5 to better reflect the time taken for learning and assessment.
- Standard 26261 replaced standard 20486. Significant changes were made including the provision of manaakitanga and kaitiakitanga concepts into the standard. The legislation requirements were removed from the standard so the credits were reduced from 10 credits to 8 credits.
- Standard 26262 replaced standard 20487. Significant changes were made to remove barriers that providers had experienced in the assessment of this standard. The title was also changed to include *travel*.

- Standard 20488 was amended to include concepts of travel. Title of the standard was changed, and credits for the standard were increased from 6 to 8, to reflect the addition of the travel component.

### Category C and D unit standards will expire at the end of December 2013

#### Impact on existing accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	ID	Level	Nature of accreditation	ID	Level
Standard	20486	5	Standard	26261	5
Standard	20487	6	Standard	26262	6

#### Impact on Accreditation and Moderation Action Plan (AMAP)

None.

#### Impact on registered qualifications

Key to type of impact	
<b>Affected</b>	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
<b>Not materially affected</b>	The qualification lists a standard that has a new title The qualification lists a standard that has a new classification

The following Aviation, Tourism and Travel Training Organisation qualification is impacted by the outcome of this review. This qualification is currently being reviewed. The standards that generated the status *Affected* are listed in **bold**.

Qualification Title and Reference	ID
National Diploma in Tourism (Management) (Level 5) [Ref: 0473]	<b>13172, 13173, 20486, 20487, 20488, 20675</b>

The reviewed standards do not affect any qualifications developed by other SSBs.

#### Detailed list of unit standards – classification, title, level, and credits

All changes are in **bold**.

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

## Service Sector &gt; Tourism &gt; Visitor Services

ID	Title	Level	Credit	Review Category
5552	Plan and establish a visitor facility	6	20	B
5553	Formulate and establish a visitor event <b>Formulate and establish a visitor event or series</b>	5	15	B
5554	Arrange and manage a visitor event	5	10	B
5555	Arrange and manage a conference for visitors <b>Arrange and manage a visitor conference</b>	5	8	B
5556	Plan, develop, and market a visitor destination	5	20	B
5557	Market a visitor facility	5	4 <b>8</b>	B
5558	Market a conference or visitor event	5	4	B
5559	Manage a visitor facility	6	5	B
8636	Appraise and modify information technology systems for tourism applications	6	12	D
8637	Demonstrate knowledge of the concepts of supply and demand in tourism	5	6	B
13172	Research the requirements for establishing and operating a small to medium tourism enterprise <b>Research the requirements for establishing and operating a small to medium size tourism or travel workplace</b>	5 <b>6</b>	20 <b>15</b>	B
13173	Analyse tourism systems and structures <b>Analyse tourism and travel systems and structures</b>	5	3 <b>5</b>	B
13175	Analyse the relationship between the concepts of recreation, leisure and tourism	5	3	B
20486	Analyse the social, cultural, environmental, and community contexts of tourism enterprises	5	10	C
<b>26261</b>	<b>Explain and analyse the social, cultural, environmental, and community contexts of a tourism or travel workplace</b>	<b>5</b>	<b>8</b>	
20487	Analyse customer service and develop customer service strategies for a tourism enterprise	6	8	C
<b>26262</b>	<b>Analyse customer service and develop a customer service strategy for a tourism or travel workplace</b>	<b>6</b>	<b>8</b>	
20488	Analyse the current state of, and factors impacting on the future of, New Zealand tourism <b>Analyse the current state of, and factors impacting on the future of, New Zealand tourism and travel</b>	5	6 <b>8</b>	B
20675	Demonstrate knowledge of tourism destination marketing <b>Analyse the process for marketing tourism destinations and its application</b>	5	6	B