

<b>Title</b>	<b>Promote provision of visitor information</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>15</b>

<b>Purpose</b>	This unit standard is for people holding, or intending to hold, management responsibility for a workplace that provides information to visitors as part of their core business. People credited with this unit standard are able to: maintain relationships with controlling authorities; create plans for establishing and maintaining contact with operational stakeholders; and establish and maintain awareness of the provision of visitor information services.
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<b>Classification</b>	Tourism > Visitor Information
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<b>Available grade</b>	Achieved
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### Guidance Information

- Evidence for this unit standard may be obtained in a workplace and/or a simulated workplace that closely reflects workplace conditions.
- Definitions**

A *visitor information provider* is any office or agency that, as part of its core business, is required to meet the needs of visitors for information about a destination, service, or facility.

*Business plan* is the document or programme currently governing the operations of a visitor information provider.

*Famils* refer to familiarisation visits that visitor information staff undertake on a regular basis to maintain their knowledge of a local area.

*Information* means any facts or advice which will help a visitor to optimise the quality of their New Zealand experience.

*Operational stakeholder* refers to people and agencies capable of supporting or influencing the provision of visitor information.

*Tourism workplace policies and procedures* refer to documented instructions about workplace expectations. These may include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

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## Outcomes and performance criteria

### Outcome 1

Maintain relationships with controlling authorities.

Range responsible boards, local government, central government, statutory authorities.

### Performance criteria

1.1 Progress and project reports specified in the business plan meet the requirements of relevant controlling authorities.

Range may include but is not limited to – form, content, deadlines.

1.2 Developments and proposals affecting the provision of visitor information are identified and advanced as specified in the business plan and in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – policies, plans, budgets, forecasts, feasibility studies.

1.3 Developments and proposals affecting the provision of visitor information are implemented to meet the requirements specified in the business plan in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – committees, agencies, regulations, individuals; formal, informal.

### Outcome 2

Create plans for establishing and maintaining contact with operational stakeholders.

Range may include but is not limited to – government, iwi, business, community.

### Performance criteria

2.1 Plans are created based on the relationships established with operational stakeholders in accordance with the business plan and tourism workplace policies and procedures.

Range may include but is not limited to – projections, resources.

2.2 Objectives are met by implementing plans through ongoing communication between visitor information provider and operational stakeholders in accordance with the business plan and tourism workplace policies and procedures.

Range may include but is not limited to – frequency, type, information, developments, action; evidence of four is required.

- 2.3 Famils specified in the plans are arranged and undertaken in accordance with tourism workplace policies and procedures.

Range evidence is required for reports on three famils organised by candidate.

### Outcome 3

Establish and maintain awareness of the provision of visitor information.

### Performance criteria

- 3.1 Needs of the public and visitors are met by the physical profile of services as measured by standards determined by the controlling authority in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – premises, signage, publications, personnel.

- 3.2 Needs of the public and visitors are met in terms of community presence as measured by standards determined by the controlling authority and in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – media, promotions, community organisations.

**This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.**

### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 November 1997	31 December 2018
Revision	2	20 April 2001	31 December 2018
Revision	3	11 June 2002	31 December 2018
Review	4	22 May 2009	31 December 2018
Review	5	16 February 2017	31 December 2025
Review	6	24 August 2023	31 December 2025

### Consent and Moderation Requirements (CMR) reference

0078

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