

Title	Research the requirements for establishing and operating a small to medium size tourism or travel workplace		
Level	6	Credits	15

Purpose	People credited with this unit standard are, for a small to medium size tourism or travel workplace, able to: define and scope the business concept; conduct an external situational analysis; prepare a human resource plan; prepare a marketing plan; prepare a financial plan; and critically evaluate the prospects of long-term success.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

- 1 Definition
Small to medium size tourism or travel workplace refers to a tourism or travel workplace which employs fewer than 19 full-time equivalent staff.
- 2 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.
- 3 Assessments of the elements may be in the context of a new business venture, as determined by the trainee, or the critical analysis of an existing tourism enterprise. This critical analysis is designed to allow trainees working within the tourism industry to apply the outcomes within the unit standard to the organisation in which they work. Research should form a critical component of the assessment process.

Outcomes and performance criteria

Outcome 1

Define and scope the business concept for a small to medium size tourism or travel workplace.

Performance criteria

- 1.1 The nature and operational scope of the workplace are determined.
- 1.2 Critical success factors of the workplace are outlined in accordance with the nature and operational scope of the workplace.

Range evidence of five critical success factors.

Outcome 2

Conduct an external situational analysis for a small to medium size tourism or travel workplace.

Performance criteria

- 2.1 The context in which the workplace will be established and operated is researched and evaluated in accordance with the nature and operational scope of the workplace.
- Range social and political context, legal or regulatory context; evidence of five laws or regulations.
- 2.2 The competitive environment is analysed in accordance with the nature and operational scope of the workplace.
- 2.3 The economic context within which the workplace will operate is analysed in accordance with current economic conditions.
- 2.4 The technological environment is analysed in accordance with the nature and operational scope of the workplace.
- 2.5 The socio-cultural environment is analysed in terms of factors which may impact on the workplace.
- 2.6 The physical environment is analysed in terms of factors which may impact on the workplace.
- 2.7 The market potential for the workplace is analysed in terms of current market conditions in accordance with the nature and operational scope of the workplace.

Outcome 3

Prepare a human resource plan for a small to medium size tourism or travel workplace.

Performance criteria

- 3.1 Human resource requirements are outlined in accordance with the nature and operational scope of the workplace.
- 3.2 Job descriptions and person specifications for two key positions are prepared in accordance with anticipated staffing requirements and job titles.

Outcome 4

Prepare a marketing plan for a small to medium size tourism or travel workplace.

Performance criteria

- 4.1 Elements of a marketing plan are outlined in accordance with the workplace purpose, nature, objectives, and the external operating environment.

Range estimation of market size, identification of key competitors, marketing objectives, target market profile(s), positioning strategy, the range of products/services offered, pricing strategy, promotional strategy, distribution strategy.

Outcome 5

Prepare a financial plan for a small to medium size tourism or travel workplace.

Performance criteria

- 5.1 Physical resource requirements are outlined in accordance with the nature and operational scope of the workplace.

- 5.2 Components of a financial plan are costed and produced in terms of the external operating environment and the nature and operational scope of the workplace.

Range realistic establishment budget, realistic cash flow projections for the first year of operation.

- 5.3 Method(s) and sourcing of debt finance are determined in terms of the financial plan and the operational scope of the workplace.

Outcome 6

Critically evaluate the prospects of long-term success of a small to medium size tourism or travel workplace.

Performance criteria

- 6.1 Key strengths and weaknesses, opportunities and threats of the workplace are analysed in terms of its operating capabilities and the external environment.

Range evidence of two each of strengths, weaknesses, opportunities, threats.

- 6.2 The likelihood of long term business success is evaluated in terms of the realities of the market and the strengths and weaknesses of the workplace.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 February 1998	31 December 2018
Review	2	26 January 2004	31 December 2018
Review	3	19 November 2010	31 December 2018
Review	4	16 March 2017	31 December 2025
Review	5	27 April 2023	N/A

Consent and Moderation Requirements (CMR) reference

0112

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

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.