

<b>Title</b>	<b>Research and market a group tour</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	People credited with this unit standard are able to: research market needs and opportunities for the development of a group tour; construct a group tour; develop a marketing strategy for a group tour; and evaluate the performance of a group tour.
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<b>Classification</b>	Tourism > Travel
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<b>Available grade</b>	Achieved
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## Guidance Information

- 1 Definition  
*Travel industry 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.
- 2 For the purpose of this unit standard a group tour could relate to a special interest tour, and the tour evaluation may be completed for a simulated tour.
- 3 All assessment tasks for performance criteria must be carried out in accordance with travel industry workplace policies and procedures.

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## Outcomes and performance criteria

### Outcome 1

Research market needs and opportunities for the development of a group tour.

### Performance criteria

- 1.1 Information is researched and demand for a tour is established in terms of relevant national or international economic indicators.

Range economic indicators may include but are not limited to – market access and size, disposable income, employment statistics, business confidence, international visitor arrivals, currency fluctuations, business growth, frequency of event; evidence is required for a minimum of three.

- 1.2 Target market is determined in accordance with information researched in performance criterion 1.1.

- 1.3 Possible costs and profitability of a tour are estimated in accordance with information researched.
- 1.4 Any competitors for the target market are identified in accordance with information researched and opportunities for developing a competitive advantage are identified.
- 1.5 Length of tour and commencement date are established in accordance with information researched.

## **Outcome 2**

Construct a group tour.

### **Performance criteria**

- 2.1 Tour itinerary is constructed in accordance with information researched.  
  
Range components may include but are not limited to – accommodation, transport, meals, attractions or activities, events; evidence is required for a minimum of three components.
- 2.2 Tour cost and selling price are determined in accordance with itinerary constructed.
- 2.3 Tour viability and profitability is determined in accordance with information researched.

## **Outcome 3**

Develop a marketing strategy for a group tour.

### **Performance criteria**

- 3.1 Marketing objectives and promotional options are devised that are attainable and measurable, and consistent with the research conducted pertaining to target market and competitors.
- 3.2 Promotional material is produced in accordance with the marketing objectives.  
  
Range promotional material may include but is not limited to – flyer, brochure, radio, television or print advertisement, the Internet; evidence is required for a minimum of two forms of promotional material.

## **Outcome 4**

Evaluate the performance of a group tour.

**Performance criteria**

- 4.1 Tour is evaluated in accordance with customer feedback.
- 4.2 Tour is evaluated to identify any enhancements and improvements for any future tours.

<b>Replacement information</b>	This unit standard replaced unit standard 3745 and unit standard 3747.
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<b>Planned review date</b>	31 December 2025
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	30 April 2001	31 December 2018
Review	2	16 July 2010	31 December 2018
Review	3	16 February 2017	31 December 2022
Review	4	26 November 2020	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.