

<b>Title</b>	<b>Demonstrate knowledge of tour group leadership skills</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	This unit standard is for people who lead tour groups. People credited with this unit standard are able to describe and evaluate key leadership concepts relevant to tour guiding; and demonstrate interpersonal skills when leading a tour group.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### Explanatory notes

#### 1 Definitions

*Autocratic* refers to a leadership style characterised by the tour guide making all the decisions. Objectives and tasks are set and the group is expected to do exactly as required.

*Charismatic* refers to a leadership style characterised by the tour guide infusing energy and eagerness into the group members.

*Contexts* may include but are not limited to – the size of the group, purpose of the group, group dynamics, relation of group to leader, setting, culture, ethnicity, beliefs, values.

*Democratic* refers to a leadership style characterised by the tour guide allowing the group members to take part in decision-making. Therefore, everything is agreed by the majority, with guidance from the tour guide.

*Feedback* is usually observed, or requested in verbal or written form, and typically covers feelings, levels of satisfaction, comfort, strengths and weaknesses, personal performance, or suggested improvements.

*Laissez-faire* refers to a leadership style characterised by the leader's role being peripheral and the group members managing themselves.

*Leadership* refers to directing a group of people to undertake activities that achieve a goal.

*Leadership style* refers to the way in which a tour guide manages a group of people. Leadership may contain practices from a variety of leadership styles.

*Tourism workplace* refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.

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

- 2 Outcome 2 of this unit standard is to be assessed against four groups guided by the candidate. Evidence of at least two tour groups is required.

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## Outcomes and evidence requirements

### Outcome 1

Describe and evaluate key leadership concepts relevant to tour guiding.

#### Evidence requirements

- 1.1 Key skills relevant to the effective leadership of tour groups are described and the importance and appropriateness of each skill for tour group leadership is evaluated.
- Range includes but is not limited to – communication, humour storytelling, flexibility, sensitivity, problem solving, organisation.
- 1.2 Leadership styles are described and evaluated for different tourism group configurations.
- Range styles – laissez-faire, charismatic, democratic, autocratic; group configuration may include but is not limited to – group size, ethnicity, culture, language, age, situation, environment; evidence is required for three different group configurations.

### Outcome 2

Demonstrate interpersonal skills when leading a tour group in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – flexibility, empathy, respect, inclusiveness, communication, identification of physical or emotional stress.

#### Evidence requirements

- 2.1 The tour guide interacts with visitors in accordance with acceptable visitor expectations.
- 2.2 Visitors are assisted with encouragement and emotional support appropriate to the situation and visitor expectations.
- 2.3 Visitors are assisted physically as appropriate to the situation and visitor expectations.
- 2.4 Feedback from group is responded to in a professional manner and in accordance with tourism workplace policies and procedures.

<b>Planned review date</b>	31 December 2021
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 May 2009	31 December 2018
Review	2	16 March 2017	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0078
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMRs). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

#### Comments on this unit standard

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