

<b>Title</b>	<b>Plan and deliver prepared guided interpretation for a tour, and gather feedback</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>15</b>

<b>Purpose</b>	People credited with this unit standard are able to: review a prepared interpretation plan in preparation for a tour; plan the delivery of guided interpretation during a tour; prepare visitors for a tour; deliver guided interpretation during a tour in accordance with the interpretation plan; manage a tour in a professional manner; facilitate visitors' use of an attraction, service, and/or facility on a tour; conclude a tour; and gather feedback from interpretive activities.
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<b>Classification</b>	Tourism > Visitor Interpretation
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Training delivery and assessment will occur in the workplace. All tasks are to be carried out in accordance with tourism workplace policies and procedures, the workplace being the enterprise carrying out the work.
- 2 Preparation and delivery of guided interpretation is based on an existing interpretation plan that meets the outcomes stated in Unit 18311, *Prepare an interpretation plan for delivery to visitors*. This plan may be supplied by the assessor or employer.
- 3 Commercial interpretive activities carried out on land which the Department of Conservation administers (public conservation land) are subject to the requirements of the Department of Conservation concession process. Prior to such activities being carried out, guidance should first be sought from the nearest Department of Conservation office. Contact details can be found at [www.doc.govt.nz](http://www.doc.govt.nz).
- 4 Commercial interpretive activities carried out on land which is not administered by the Department of Conservation may have special requirements. Prior to such activities being carried out, guidance should first be sought from the land owner or administrator.
- 5 Legislation relevant to this unit standard includes but is not limited to:  
Health and Safety at Work Act 2015  
Land Transport Act 1998  
Occupiers' Liability Act 1962  
Conservation Act 1987  
Copyright Act 1994

Historic Places Act 1993  
Local Government Act 2002  
Marine Reserves Act 1971  
National Parks Act 1980  
Reserves Act 1977  
Resource Management Act 1991  
Consumer Guarantees Act 1993  
Fair Trading Act 1986  
Treaty of Waitangi Act 1975.

Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

## 6 Definitions

*Cultural sensitivity* refers to behaviour that shows respect for other people and their customs. The behaviour could involve avoiding sacred places, practicing customs of the host, or avoiding insensitive behaviour practised in the visitors own environment.

*Feedback* refers to the reaction of an audience or peers that have just participated in an interpretive experience. Feedback is usually requested in verbal or written form and typically covers feelings, levels of satisfaction, strengths and weaknesses, business performance, and suggested improvements.

*Interpretation* refers to a means of communicating ideas and feelings which helps people enrich their understanding and appreciation of their world and their place in it.

*Interpretive message* refers to a simple yet meaningful statement that makes sense in isolation while still supporting the overall theme, e.g. 'Fire can rejuvenate a forest'.

*Presentation* refers to a talk, static or dynamic visual presentation, or audio recording that employs interpretive communication techniques.

*Pilot test* refers to a small scale test that collects feedback and assesses the merits of a larger scale venture, prior to proceeding. This may include but is not limited to a familiarisation tour, assisting a tour guide on a prior tour, or a desktop exercise.

*Theme* refers to the key take-home message(s) that you want your visitors to understand or remember about the topic being discussed. A theme is often a single 'big idea' but it can also be a combination of messages that all support a similar line of thinking. See also *Topic*.

*Topic* refers to the subject matter being discussed, eg birds, volcanoes, tidal pools, tree ferns. Topics are different than themes. Topics on their own do not express key take-home message(s). See also *Theme*.

*Tour* refers to a professionally-organised tour on a predetermined route or within an attraction.

*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.

*Visitors* refer to a group of people, previously unknown to the candidate, being either domestic or international tourists, participating in a commercially operated tour.

## 7 Recommended skills and knowledge:

Unit 18311, *Prepare an interpretation plan for delivery to visitors*; and Unit 18317, *Demonstrate knowledge of visitor interpretation techniques*, or demonstrate equivalent knowledge, skills or experience.

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## Outcomes and performance criteria

### Outcome 1

Review a prepared interpretation plan in preparation for a tour.

Range factors to consider when reviewing an interpretation plan may include but are not limited to – origin, age, language, level of interest and learning, prior understanding of the subject, available time, attitude and cultural sensitivity to the environment, other cultures, languages.

### Performance criteria

- 1.1 Interpretation plan is reviewed to ensure content meets the aims of the current tour.

### Outcome 2

Plan the delivery of guided interpretation during a tour.

### Performance criteria

- 2.1 Content is structured as an organised, logically flowing story which presents the interpretive topic and its associated messages in easily assimilated parts.

Range content may include but is not limited to – outline, introduction, body, optional extensions, conclusion.

- 2.2 Delivery is pilot tested for logistical performance, and performance against objectives stated in the interpretation plan.

Range logistical performance may include but is not limited to – time, timing, effectiveness of props and equipment.

- 2.3 Content is reviewed to ensure it meets the objectives stated in the interpretation plan and, where necessary, is fine-tuned as a result of pilot testing.

### Outcome 3

Prepare visitors for a tour.

### Performance criteria

- 3.1 Visitors are greeted.

3.2 Visitors are provided with pre-trip information about the tour.

Range may include but is not limited to – type, duration, elements of tour itinerary, health and safety issues, fitness level required, scheduled breaks, cultural expectations, minimal impact, collecting souvenirs, littering, protecting fragile environments, wildlife viewing, possible risks or difficulties, return to starting point, time of conclusion.

3.3 Clarification of visitor characteristics is carried out.

Range may include but is not limited to – interests, previous experience, special needs, language.

3.4 Visitors are informed of the procedures related to gathering feedback.

Range may include but is not limited to – who is collecting the feedback, why feedback is being collected, how feedback will be used, how confidentiality will be ensured, access to results, ongoing or other feedback activities.

#### **Outcome 4**

Deliver guided interpretation during a tour in accordance with the interpretation plan.

#### **Performance criteria**

4.1 Interpretation is introduced in a manner which creates interest in the interpretive topic, establishes rapport, and establishes the interpretive purpose of the tour.

4.2 The interpretive themes are introduced in a manner that links the parts of the tour with the key interpretive messages.

4.3 The interpretive messages are linked to the relevant sites and objects of interest throughout the guided tour.

4.4 Interpretation is delivered, drawn from any experience of the group to focus interest on key features.

Range may include but is not limited to – ask a question of the group, integrate a participatory activity into discussion, respond to what the group needs and/or requests.

4.5 The next experience is linked to an earlier experience or discussion by transitions.

4.6 Audience participation and interaction are encouraged in accordance with safety guidelines, cultural appropriateness, and visitor characteristics.

- 4.7 Delivery of interpretive content is made in accordance with visitor needs and characteristics.

Range must include but is not limited to – time frame, culture; language – inclusive, free of unnecessary jargon and technical terms; neutral perspective.

- 4.8 Where unexpected events occur, contingency plans are implemented.

### **Outcome 5**

Manage a tour in a professional manner.

#### **Performance criteria**

- 5.1 Guiding and delivery of interpretation are carried out in a professional manner.

Range may include but is not limited to – polite, approachable, courteous, confident, honest, perceptive, interested, inspiring, enthusiastic, ethical, adaptable, patient, diplomatic.

- 5.2 Group management techniques are used to identify and maintain group interest and safety.

Range may include but is not limited to – initiate client involvement, request for client contributions, relevant short activity, seek feedback.

- 5.3 Personal presentation standards are maintained.

Range may include but is not limited to – dress, appearance, mannerisms, posture, hygiene.

### **Outcome 6**

Facilitate visitors' use of an attraction, service, and/or facility on a tour.

#### **Performance criteria**

- 6.1 Opportunities for the use of attractions, services, and facilities are explained.

Range opportunities may include but is not limited to – access, conveniences, shops, catering.

- 6.2 Liaison with service providers is carried out to meet visitor needs.

Range service providers may include but are not limited to – attractions, caterers, drivers, booking services, requested services, other guides, facilities;  
visitor needs may include but are not limited to – accommodation, travel, food, services for people with specific needs.

**Outcome 7**

Conclude a tour.

**Performance criteria**

7.1 The main points made throughout the presentation are summarised, and the messages and concept ideas reinforced, in accordance with the interpretation plan.

7.2 Measures to create a positive impression of the experience are taken.

Range measures may include but are not limited to – conservation, sustainability, kaitiakitanga, manaakitanga, personal responsibility and actions, alternative choices and solutions.

7.3 The visitor farewells are consistent with the audience and situation.

Range may include but is not limited to – language, nationality, origin, age, special needs.

7.4 Post tour follow-up information is provided to visitors.

Range may include but is not limited to – texts, websites, note sheets, compact discs, podcasts, other related tours, visitor centres, interpretation based merchandise.

**Outcome 8**

Gather feedback from interpretive activities.

Range may include but is not limited to – feedback from peer, self, visitors; feedback collected must include two of – pre-interpretation, during interpretation, post-interpretation.

**Performance criteria**

8.1 Feedback is gathered for personal interpretive activities.

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<b>Replacement information</b>	This unit standard replaced unit standard 18312, unit standard 18313, and unit standard 18314.
<b>Planned review date</b>	31 December 2028

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

Process	Version	Date	Last Date for Assessment
Registration	1	22 May 2009	31 December 2019
Review	2	20 April 2017	31 December 2025
Review	3	24 August 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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.