

Title	Demonstrate knowledge of an i-SITE visitor information centre operation		
Level	3	Credits	4

Purpose	<p>This unit standard is for people working in an i-SITE visitor information centre.</p> <p>People credited with this unit standard are able to: demonstrate use of the i-SITE Visitor Information Centre membership website; identify and explain the role of key stakeholders involved in the i-SITE brand; and demonstrate knowledge of the i-SITE New Zealand current strategic plan, brand values and marketing activities, and membership standards and requirements.</p>
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Classification	Tourism > Visitor Information
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Available grade	Achieved
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Guidance Information

- Evidence for this unit standard must be obtained in an i-SITE Visitor Information Centre workplace. All assessment tasks must be carried out in accordance with i-SITE Visitor Information Centre policies and procedures.
- Definitions
i-SITE Visitor Information Centre refers to an operation that is a full or associate member of Visitor Information Network Incorporated.
i-SITE Visitor Information Centre 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, instruction manuals, membership standards and requirements.

Outcomes and performance criteria

Outcome 1

Demonstrate use of the i-SITE Visitor Information Centre membership website.

Performance criteria

- 1.1 The application of i-SITE New Zealand's membership website is demonstrated and explained.

Outcome 2

Identify and explain the role of key stakeholders involved in the i-SITE brand.

Range may include but is not limited to – i-SITE Visitor Information Centre owners, business partners;
evidence of four stakeholders is required.

Performance criteria

- 2.1 Key stakeholders are identified.
- 2.2 The role of key stakeholders is explained.

Outcome 3

Demonstrate knowledge of the i-SITE New Zealand current strategic plan.

Performance criteria

- 3.1 The key outcomes of the current i-SITE New Zealand strategic plan are identified and explained.

Outcome 4

Demonstrate knowledge of the i-SITE New Zealand brand values and marketing activities.

Range may include but is not limited to – relationship to key stakeholders, service levels, client satisfaction.

Performance criteria

- 4.1 i-SITE New Zealand's brand values are defined in accordance with i-SITE New Zealand's core business documents.
- 4.2 i-SITE New Zealand's current marketing activities relating to service delivery and visitor experience are interpreted in accordance with i-SITE New Zealand's core business documents.

Outcome 5

Demonstrate knowledge of the i-SITE New Zealand membership standards and requirements.

Performance criteria

- 5.1 Membership standards and requirements are identified.

Range evidence of seven is required.
- 5.2 General requirements for use of i-SITE brand are identified.

Planned review date	31 December 2028
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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 2016
Review	2	20 November 2014	31 December 2025
Review	3	16 February 2017	31 December 2025
Review	4	24 August 2023	N/A

Consent and Moderation Requirements (CMR) reference	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 Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.