

Title	Develop a plan for an adventure tourism activity		
Level	4	Credits	3

Purpose	People credited with this unit standard are able to develop a plan for an adventure tourism activity.
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Classification	Tourism > Adventure Tourism
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Available grade	Achieved
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Guidance Information

1 Definitions

Adventure tourism activity refers to a planned activity undertaken in a natural environment which involves some physical challenge.

Client refers to the participant in the adventure tourism activity.

Environmentally responsible refers to measures that minimise harm to the ecological systems of the natural world.

Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These may include but are not limited to – customer service delivery, legislation, organisational structure, business objectives.

2 Legal provisions relevant to this standard include but are not limited to – Health and Safety at Work (Adventure Activities) Regulations 2016, available at:

www.legislation.govt.nz; CAA Rules Part 115, Adventure Aviation, and CAA Rules Part 105, Parachuting – Operating Rules, available at: www.caa.govt.nz; Maritime New Zealand Rules, available at: www.maritimenz.govt.nz.

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

3 The following resources can be used to support the environmental responsibility aspects of this unit standard:

Integrating Sustainability into Business Vol. 1: A Management Guide for Responsible Tour Operations (Nairobi, Kenya: United Nations Environment Programme, 2005), available at: www.unep.fr.

A Manual for Water and Waste Management: What the Tourism Industry Can Do to Improve Its Performance (Nairobi, Kenya: United Nations Environment Programme, 2003), available at: www.unep.fr.

Switched On: Renewable Energy Opportunities in the Tourism Industry (Nairobi, Kenya: United Nations Environment Programme, 2003), available at: www.unep.fr.

Outcomes and performance criteria

Outcome 1

Develop a plan for an adventure tourism activity.

Performance criteria

- 1.1 The objectives of the plan are measurable, specific, and achievable.
- Range plan must include but is not limited to – accommodation, client requirements, client culture, route, destination, activity, itinerary.
- 1.2 The activity marketing plan and objectives are consistent with tourism workplace policies and procedures.
- Range marketing plan includes but is not limited to – market research, advertising, brochures, personal selling, sales promotion, public relations.
- 1.3 The personnel planning takes into account the skills and qualifications needed by personnel leading the adventure tourism activity in accordance with tourism workplace policies and procedures.
- 1.4 The transportation planning meets any need for movement of clients in accordance with tourism workplace policies and procedures.
- 1.5 The equipment schedule details and sources equipment necessary and suitable to the activity.
- Range may include but is not limited to – equipment for activity, clothing, tools, shelter, food, cooking equipment, fuel, safety equipment.
- 1.6 The health and safety measures and documentation are detailed in accordance with legislation and tourism workplace policies and procedures.
- Range includes but is not limited to – first-aid kit, staff qualified in first aid, emergency procedures, emergency supplies, flares, radio equipment.
- 1.7 The legal issues and responsibilities are specified and provided for in accordance with legislation and tourism workplace policies and procedures.
- 1.8 The plan contains decision points to determine going ahead or withdrawal in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – client ability, weather forecast, tide tables, fire danger.
- 1.9 The plan presents measures that are environmentally responsible in accordance with tourism workplace policies and procedures.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 August 2009	31 December 2018
Review	2	16 March 2017	31 December 2025
Review	3	30 March 2023	31 December 2025

Consent and Moderation Requirements (CMR) reference

0078

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