

<b>Title</b>	<b>Develop a proposal to collaborate with local business operators to enhance a visitor's experience or extend their stay</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>6</b>

<b>Purpose</b>	People credited with this unit standard are able to: research opportunities; and prepare and present a proposal to form a collaborative arrangement with other business operators that will enhance a visitor's experience or extend a visitor's stay in the area.
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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

*Business sponsor* is a person of authority from within the organisation that the proposal targets and who is able to authorise time and resources to be used in the preparation of the proposal.

*Proposal* is a written document that meets tourism workplace policies and procedures. Presentation of the proposal may include oral/visual presentations.

*Sponsor* means a stakeholder, manager, operator, or owner with the ability to approve and support the implementation and ongoing management of the policy, procedure, or system.

*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 The proposal must be commercially viable and aligned with the business objectives of the tourism workplace.
- 3 The businesses referred to in the proposal must be actual business operations.
- 4 The proposal does not need to be implemented in order for the person to meet the requirements of this unit standard.

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## Outcomes and evidence requirements

### Outcome 1

Research opportunities to form a collaborative arrangement with other business operators to enhance a visitor's experience or extend a visitor's stay in the area.

#### Evidence requirements

- 1.1 Parameters for the proposal to form a collaborative arrangement are determined that meet the business sponsor's requirements.
- Range parameters may include but are not limited to – time frame, budget, support, format of the proposal.
- 1.2 Key indicators to measure the outcomes for the proposal are identified.
- Range key indicators may include but are not limited to – length of stay, number of extended stays that occur, visitor activity, visitor spend.
- 1.3 Current performance of business against the identified key indicators is established.
- Range key indicators may include but are not limited to – length of stay, number of extended stays that occur, visitor activity, visitor spend.
- 1.4 Opportunities for collaborative arrangements that meet the parameters for the proposal are identified from visitor feedback.
- 1.5 An existing collaborative relationship is identified from the tourism industry and its effectiveness evaluated.
- Range may include but is not limited to – visitor experience enhanced, visitor stay in the area extended.
- 1.6 Opportunities to form collaborative agreements with local business enterprises are identified.

### Outcome 2

Prepare a proposal to form a collaborative arrangement with other business operators to enhance a visitor's experience or extend a visitor's stay in the area.

#### Evidence requirements

- 2.1 Proposal is presented to stakeholders in accordance with tourism workplace policies and procedures.
- Range proposal includes but is not limited to – trends in visitor stays, trends in visitor activities, opportunities for collaborative arrangements.

2.2 Methods for enhancing visitor experience or extending a visitor's stay in the area are described.

2.3 Benefits to all collaborating operators are identified.

### Outcome 3

Present a proposal to form a collaborative arrangement with other business operators to enhance a visitor's experience or extend a visitor's stay in the area, and obtain sponsor's feedback on the presentation in accordance with tourism workplace policies and procedures.

Range evidence for this outcome must be based on the proposal prepared in Outcome 2.

### Evidence requirements

3.1 Proposal is presented to the business sponsor.

3.2 Feedback on the presentation is obtained from the business sponsor.

<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	16 July 2010	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, or an inter-institutional body with delegated authority for quality assurance, 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.

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**Comments on this unit standard**

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