

<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; prepare; and 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 business sponsor's feedback on the presentation.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### Guidance Information

#### 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 performance criteria

### 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.

#### Performance criteria

- 1.1 Parameters for the proposal to form a collaborative arrangement that meet the business sponsor's requirements are determined.
- 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 is 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.

#### Performance criteria

- 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 business sponsor's feedback on the presentation.

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

### Performance criteria

3.1 Proposal is presented to the business sponsor in accordance with tourism workplace policies and procedures.

3.2 Feedback on the presentation is obtained from the business sponsor in accordance with tourism workplace policies and procedures.

<b>Planned review date</b>	31 December 2027
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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	31 December 2025
Review	3	27 April 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.