

Title	Demonstrate knowledge of visitor information centres, their governance, and their objectives		
Level	4	Credits	3

Purpose	<p>This unit standard is for people working in a workplace that provides visitor information as part of its core business.</p> <p>People credited with this unit standard are able to demonstrate knowledge of visitor information centres, their governance, and their objectives.</p>
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

- 1 Definition
Regional tourism organisations (RTOs) are those recognised by Regional Tourism New Zealand (RTNZ), available at <https://rtnz.org.nz/regionaltourismorganisations/>.
- 2 Reference
iSite Visitor Information Centres, available from <https://isite.nz/>.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of visitor information centres, their governance, and their objectives.

Performance criteria

- 1.1 The role of a visitor information centre is defined, analysed, and presented in terms of its contribution to the Aotearoa New Zealand tourism industry.
Range includes but is not limited to – networks, stakeholders.
- 1.2 The different ownership and governance models of visitor information centres are presented, and evaluated in terms of the environments in which they operate and the benefits to stakeholders.
Range evidence of three ownership and governance models;
evidence of three types of stakeholders.

- 1.3 The role of visitor information centres within the strategy of regional tourism organisations is presented in terms of their contribution to regional tourism activity.

Planned review date	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Status information and last date for assessment for superseded versions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	18 September 2014	31 December 2018
Review	2	16 March 2017	31 December 2025
Review	3	27 April 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.