

<b>Title</b>	<b>Design and sell a specialist tour in the travel industry</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people training for a management role in the travel industry.</p> <p>People credited with this unit standard are able to: determine market needs and sales opportunities for the development of a specialist tour; design and construct a specialist tour; design a promotional plan for a specialist tour; sell, and monitor sales for, a specialist tour; and evaluate the performance of a specialist tour, in the travel industry</p>
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<b>Classification</b>	Tourism > Travel
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<b>Available grade</b>	Achieved
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## Guidance Information

- 1 Definitions**

*Capacity* refers to the number of services required and held, such as tickets, rooms, flights.

*Push-Pull Strategy* is a marketing term. Push production is based on forecast demand and pull production is based on actual or consumed demand.

*Specialist Tour* refers to a packaged travel product designed and sold either directly or through travel agents to a specialist group whose members share a common bond, interest or organisational affiliation, such as a church, school or club.

*Travel industry workplace* refers to any organisation involved in the domestic travel industry, the inbound travel industry, or the outbound travel industry. They may include but are not limited to – travel retailers, travel wholesalers.

*Travel industry 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.
- 2 Evidence for this unit standard may be obtained in a travel industry workplace or a simulated environment that closely reflects workplace conditions, policies, and procedures.**
- 3 All assessment tasks for performance criteria are to be carried out in accordance with travel industry workplace policies and procedures.**

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## Outcomes and performance criteria

### Outcome 1

Determine market needs and sales opportunities for the development of a specialist tour in the travel industry.

#### Performance criteria

1.1 The nature of the specialist group and its requirements are determined in accordance with market needs.

1.2 Demand for a specialist tour is established in accordance with sales opportunities.

Range may include but is not limited to – target market access and size, disposable income, employment statistics, business confidence, international visitor arrivals, currency fluctuations, business growth, length of tour, projected frequency of event, competition, costs, breakeven and profitability, return on investment; evidence is required for one specialist group.

### Outcome 2

Design and construct a specialist tour in the travel industry.

#### Performance criteria

2.1 Travel products and services are sourced, and a tour itinerary is designed and constructed to meet the needs of the identified specialist group.

Range travel products and services may include but are not limited to – flights, accommodation, domestic internal transport, meals, attractions, activities, events, price; evidence is required for a minimum of three products and services.

### Outcome 3

Design a promotional plan for a specialist tour in the travel industry.

#### Performance criteria

3.1 Promotional objectives are established that take into consideration the specialist group and competitors' products.

3.2 Plan is designed, and promotional mix is determined.

Range promotional mix may include but is not limited to – distribution channels, advertising, projected sales, push-pull strategy, networking, social networking; evidence of four is required.

**Outcome 4**

Sell and monitor sales for a specialist tour in the travel industry.

**Performance criteria**

4.1 Specialist tour is sold in terms of the promotional plan.

4.2 Sales are monitored in terms of the promotional plan.

Range may include but is not limited to – actual sales, sales in progress, responses and enquires; evidence of three is required.

4.3 Capacity is adjusted as required in accordance with demand.

Range may include but is not limited to – transportation, accommodation, attractions, tours, ancillary services, deposits paid, final payments; evidence of five is required.

4.4 Financial timelines are monitored in accordance with estimated sales opportunities in performance criterion 1.2.

Range may include but is not limited to – deposits, final payments, deposits paid to suppliers; evidence of three is required.

**Outcome 5**

Evaluate the performance of a specialist tour in the travel industry.

**Performance criteria**

5.1 A plan to evaluate sales performance and customer feedback for the specialist tour is created in accordance with design and construction.

5.2 Sales performance and customer feedback is evaluated to inform future specialist tour development in terms of the specialist group.

<b>Planned review date</b>	31 December 2025
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	21 May 2015	31 December 2021
Rollover	2	16 February 2017	31 December 2022
Review	3	26 November 2020	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>.

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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.