

Title	Plan and establish a visitor facility		
Level	6	Credits	20

Purpose	<p>This unit standard is for people who wish to construct, or develop available resources to establish, a visitor attraction, service, or venture.</p> <p>People credited with this unit standard are able to: research and plan the establishment of, and establish a visitor facility.</p>
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

1 Definitions

Attraction means a discrete destination, comprising natural or man-made features, which draws visitors or tourists to it.

Facility means visitor attraction, service or venture both in New Zealand and overseas.

A *service* means any facility e.g. food, accommodation, transport, entertainment, the provision of which will help visitors to optimise the use of New Zealand as a destination.

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 may include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

A *venture* means any enterprise or proposal, other than an event or a conference, which depends for success on attracting sufficient patronage by visitors.

2 Legislation relevant to this unit standard includes the following: Resource Management Act, 1991; Local Government Act, 2002, including any subsequent amendments.

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

Outcomes and evidence requirements

Outcome 1

Research the establishment of a visitor facility.

Evidence requirements

- 1.1 Components of facility are identified and its availability is confirmed in accordance with tourism workplace policies and procedures.
- Range number, type, design, visitor appeal, ancillary services, concessions.
- 1.2 Viability criteria are established in terms of acceptable risk limits in accordance with tourism workplace policies and procedures.
- Range components, costs, time, resources.
- 1.3 Market demand is estimated and checked against viability criteria in accordance with tourism workplace policies and procedures.
- Range visitor sources and characteristics, numbers, revenue, market position, competition, development.
- 1.4 Establishment costs are estimated and checked against viability criteria in accordance with tourism workplace policies and procedures.
- Range pricing, funding, capital, operational costs, time scale.

Outcome 2

Plan the establishment of the visitor facility.

Evidence requirements

- 2.1 An establishment plan for the facility is drawn up in accordance with tourism workplace policies and procedures.
- 2.2 The viability of the location is confirmed in accordance with tourism workplace policies and procedures.
- Range access, transport, climate, availability, capacity, legal requirements, resource management approval, other agencies.
- 2.3 Installation conditions are identified as fulfilling the facility requirements in accordance with tourism workplace policies and procedures.
- Range types, methods, timescale.

2.4 The resource specifications are identified as fulfilling the facility requirements in accordance with tourism workplace policies and procedures.

Range consents, equipment, personnel, supplies, marketing.

2.5 Cost estimates are confirmed as fulfilling viability criteria in accordance with tourism workplace policies and procedures.

Range capital, operational, recurrent, development.

2.6 Funding arrangements are confirmed as fulfilling viability criteria in accordance with tourism workplace policies and procedures.

Range capital, operational costs, revenue, repayment.

Outcome 3

Establish the visitor facility.

Evidence requirements

3.1 Funds are obtained as specified in the establishment plan and in accordance with tourism workplace policies and procedures.

Range capital, operational.

3.2 Consents are obtained from associated agencies in accordance with establishment plan and legislative requirements.

Range land-owners, concessionaires, regulatory bodies, ancillary services.

3.3 Service providers and suppliers are commissioned as provided for in the establishment plan.

Range design, legal requirements, financial implications, construction, installation, recruitment, marketing.

3.4 Establishment of the visitor facility is coordinated in accordance with tourism workplace policies and procedures.

Range timeframe, costs, contracts, review, modification.

Planned review date	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	13 December 1995	31 December 2018
Revision	2	10 April 1997	31 December 2018
Revision	3	3 February 1998	31 December 2018
Revision	4	20 April 2001	31 December 2018
Review	5	19 November 2010	31 December 2018
Review	6	16 March 2017	N/A

Consent and Moderation Requirements (CMR) reference	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.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.