

Title	Plan, develop, and market a visitor destination		
Level	5	Credits	20

Purpose	<p>This unit standard is for people who wish to plan, develop and market features of a region, city or other area which will attract visitors.</p> <p>People credited with this unit standard are able to: identify local resources for, plan promotion and marketing of, and create an operational plan for the development of, a visitor destination; and develop the visitor destination.</p>
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

Definitions

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

Conference means a meeting or meetings attracting visitors to a venue primarily to discuss a theme or themes of common interest.

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 authority means an agency responsible for tourism promotion or development in a region, city, or other area.

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.

Outcomes and evidence requirements

Outcome 1

Identify local resources for a potential visitor destination.

Evidence requirements

- 1.1 Destination boundaries are defined to the satisfaction of relevant local and national authorities.
- 1.2 Tourism features within the destination are recorded in terms of existing and potential visitor appeal and use.
- Range attractions, services, events, conferences.
- 1.3 Features presenting opportunities for promotion of tourism and opportunities for development within the destination are recorded in terms of potential visitor appeal and use in accordance with tourism workplace policies and procedures.
- Range attractions, services, events, conferences.
- 1.4 Information about features is compiled to meet the requirements of the relevant tourism authority in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – visitor sources, numbers, demographics, psychographics, revenue, destination capacity, ancillary services.

Outcome 2

Plan promotion and marketing of the visitor destination.

Evidence requirements

- 2.1 Current use is established and potential for visitor growth is identified.
- Range may include but is not limited to – existing, proposed, and possible attractions, services and events, capacities, visitor sources and numbers, demographics, psychographics.
- 2.2 Character of destination is defined in accordance with the requirements and/or criteria established by the relevant tourism authority.
- 2.3 Promotion and marketing plan is developed in alignment with the requirements or criteria established by the relevant tourism authority and in accordance with tourism workplace policies and procedures.
- Range resources, methods, benefits, costs.
- 2.4 Requirements of specific visitor markets are identified and incorporated in the promotion and marketing plan in accordance with tourism workplace policies and procedures.
- Range evidence for three specific visitor markets is required.

- 2.5 Proposals for targeting specific visitor markets are confirmed as meeting requirements of promotion and marketing plan in accordance with tourism workplace policies and procedures.
- 2.6 Cost estimates in promotion and marketing plan are confirmed as appropriate in accordance with tourism workplace policies and procedures.

Outcome 3

Create an operational plan for the development of the visitor destination.

Evidence requirements

- 3.1 Operational plan is developed in accordance with tourism workplace policies and procedures.

Range objectives, resources, methods, benefits, costs, evaluation.

- 3.2 Process for consideration or adoption of operational plan is followed in alignment with the requirements or criteria established by the relevant tourism authority and in accordance with tourism workplace policies and procedures.

Range operators, funding bodies, official and other agencies, public.

Outcome 4

Develop the visitor destination and evaluate development plans.

Evidence requirements

- 4.1 Destination development plan is implemented in alignment with the requirements or criteria established by the relevant tourism authority, and with tourism workplace policies and procedures.

Range timescale, budget, participation.

- 4.2 Destination marketing and promotion plan is implemented in alignment with the requirements or criteria established by the relevant tourism authority, and with tourism workplace policies and procedures.

Range timescale, budget.

- 4.3 Contingencies are managed with minimum disruption to implementation of plans in accordance with tourism workplace policies and procedures.

- 4.4 All aspects of destination and its development are evaluated and any modification of plans and procedures are actioned in consultation the relevant tourism authority in accordance with tourism workplace policies and procedures.

Range frequency, agency, range.

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.