

<b>Title</b>	<b>Market a visitor facility</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>12</b>

<b>Purpose</b>	<p>This unit standard is for people who wish to market a visitor attraction, service or venture.</p> <p>People credited with this unit standard are, for a visitor facility, able to: research market needs and opportunities; and formulate, implement and evaluate a marketing plan.</p>
----------------	--

<b>Classification</b>	Tourism > Visitor Services
-----------------------	----------------------------

<b>Available grade</b>	Achieved
------------------------	----------

---

## Explanatory notes

### 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 a conference, convention or event (or series of events), which depends for success on attracting sufficient patronage by visitors.

*Visitor service* refers to a facility or product that satisfies visitors' requirements. Most commonly this includes, accommodation, and transport but may also refer to food and beverage, shopping, financial services, tourist publications and information, entertainment, and infrastructural needs.

---

## Outcomes and evidence requirements

### Outcome 1

Research market needs and opportunities for a visitor facility.

**Evidence requirements**

- 1.1 Visitor use of and market for facility is evaluated and analysed in accordance with tourism workplace policies and procedures.
- Range evaluation may include but is not limited to – surveys, approval ratings;  
analysis may include but is not limited to – potential new visitor services, potential changes to visitor services, potential new attractions, potential changes to attractions;  
evidence for evaluation and analysis of one visitor service and one attraction is required.
- 1.2 New markets are surveyed in terms of viable opportunities for marketing visitor facility in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – surveys, languages, travel, products, currency, seasonality, competition, reach.
- 1.3 Market segments are identified in terms of opportunities for marketing visitor facility in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – demographic, geographic, psychographic, socio-cultural.

**Outcome 2**

Formulate marketing plan for the visitor facility.

**Evidence requirements**

- 2.1 Target markets for the visitor facility are identified in order of priority in accordance with tourism workplace policies and procedures.
- Range times, costs, options, success criteria.
- 2.2 Targeted markets and market segments are matched to visitor facility capabilities and estimated market demand in accordance with tourism workplace policies and procedures.
- Range budget, numbers, resources.
- 2.3 Promotion of visitor facility is positioned in terms of appeal to markets and market segments.
- Range may include but is not limited to – features, cost, competition, packages, languages.

- 2.4 Marketing mix is developed to meet visitor facility requirements and requirements of market.
- Range corporate and marketing objectives, cost, language, print, video, audio, positioning strategy.
- 2.5 Effectiveness of marketing arrangements is evaluated in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – agencies, advertising, promotion, cost.

### Outcome 3

Implement marketing plan for the visitor facility.

#### Evidence requirements

- 3.1 Market plan is implemented and implementation process is verified in accordance with specifications in marketing plan, and with tourism workplace policies and procedures.
- Range objectives, priorities, targets, marketing materials, budget.
- 3.2 Marketing costs are controlled in accordance with the marketing plan, and with tourism workplace policies and procedures.

### Outcome 4

Evaluate marketing plan for the visitor facility.

#### Evidence requirements

- 4.1 Information about visitor facility marketing, operations, and patronage is assembled in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – surveys, targets, trends, changes, competition, outside factors.
- 4.2 Planned and actual outcomes are evaluated and any areas for change are identified in accordance with tourism workplace policies and procedures.
- Range priorities, products, marketing, strategies, response.
- 4.3 Actions and procedures connected with marketing the visitor facility are confirmed or modified in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – research, planning, implementation, future performance, efficiency, return.

<b>Planned review date</b>	31 December 2021
----------------------------	------------------

#### 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

<b>Consent and Moderation Requirements (CMR) reference</b>	0078
--	------

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](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.