

Title	Manage a visitor facility		
Level	6	Credits	5

Purpose	<p>This unit standard is for people with experience in the visitor industry who wish to manage a visitor attraction, service or venture.</p> <p>People credited with this unit standard are able to: develop and review business and marketing plans for; identify and review key achievement areas and individual objectives for; identify and review resource needs of; and make contingency plans for, 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.

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

Outcomes and evidence requirements

Outcome 1

Develop and review business and marketing plans for a visitor facility.

Evidence requirements

- 1.1 Stated business purpose, values, and mission are established in accordance with tourism workplace policies and procedures.
- 1.2 Business demands, goals, key result objectives, and facility success requirements are identified in accordance with tourism workplace policies and procedures.
- Range communications, administration, job conditions and performance, business direction, industrial relations.
- 1.3 Goals of business plans are linked to individual plans to meet visitor facility success requirements.
- Range may include but is not limited to – manager, groups, team members, others.
- 1.4 Business plans are reviewed and allow confirmation or modification in accordance with tourism workplace policies and procedures.
- Range frequency, agency, range.

Outcome 2

Identify and review key achievement areas and individual objectives for the visitor facility.

Evidence requirements

- 2.1 Key achievement areas for the visitor facility are established in accordance with tourism workplace policies and procedures.
- Range may include but is not limited to – staff, administration, training, innovations, special projects, peer support, personal development.
- 2.2 Individual objectives and action plans for staff are established in accordance with tourism workplace policies and procedures.
- Range results, delivery, performance measures, authority, key tasks.
- 2.3 Key achievement areas, and individual objectives and action plans for staff are regularly reviewed in accordance with tourism workplace policies and procedures.
- Range frequency, agency, range.

Outcome 3

Identify and review the resource needs of the visitor facility.

Evidence requirements

3.1 Human resource needs are established in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – permanent staff, casual staff, remuneration, contracts, training, growth.

3.2 Plant and equipment needs are established in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – specifications, purchase, lease, insurance.

3.3 Raw materials and consumables requirements are established in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – supply, storage, control.

3.4 Funding requirements are established in accordance with tourism workplace policies and procedures.

Range includes but is not limited to – capital, operational costs.

3.5 Intangible resource needs are established in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – knowledge, time, information, status, influence, energy.

3.6 Resource requirements are regularly reviewed and modified as required in accordance with tourism workplace policies and procedures.

Range frequency, agency, range.

Outcome 4

Make contingency plans for the visitor facility.

Evidence requirements

4.1 Contingency plans are made in accordance with tourism workplace policies and procedures.

Range includes but is not limited to – areas of responsibility, resource contingency planning.

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.