

ServiceIQ's
essential
skills to
build your
business

Get the right skills for your tourism business

New Zealand Certificate in Tourism (Visitor Experience) Level 3

Your employees get the essential skills they need to provide a top quality visitor experience and help you build an even more successful business.

With on-job training, your employees will develop vital tourism skills and knowledge that will help your business achieve its full potential.

It's focused on reinforcing the unique culture and character of the experience you offer your visitors. And it makes sure your people are achieving approved industry standards.



Benefits for your business

Upskilling your employees in this on-job training helps you:

- ▶ meet your customers' expectations for great service
- ▶ attract top reviews and recommendations
- ▶ satisfy international visitors' interest in New Zealand's unique culture
- ▶ increase productivity and sales
- ▶ boost morale and teamwork
- ▶ retain employees with the right skills
- ▶ continually improve your service to customers.

Benefits for your employees

Upskilling your employees in this on-job training helps them:

- ▶ have confidence to give your customers an even better experience
- ▶ understand the importance of their role for your business and customers
- ▶ increase their job satisfaction
- ▶ gain a nationally-recognised qualification to build a career.

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How coaching makes great tour coach drivers

Top New Zealand coach company Nimon & Sons Ltd wanted to provide an even better, more enjoyable experience for its cruise ship passenger customers on tour in Hawke's Bay.

Solution: The popular business gives its drivers the opportunity to gain tourism skills and a qualification by training on-job with the New Zealand Certificate in Tourism (Visitor Experience).

Result: New knowledge has taken the successful family-owned business up a few more gears. Nimon & Sons General Manager Pete Patterson says getting the right skills is important for a business involved in serving tourists: "We aim to wow our customers and want every experience to be great when they're on tour with us. All the vital skills are covered in this training."



Programme Features – Skills for success

Here's a summary of what your people can learn to deliver a great visitor experience.

Core skills and knowledge

Choose what's best for your business:

- ▶ How to provide excellent customer service.
- ▶ Recognising and satisfying the needs of your international visitors.
- ▶ Satisfying your visitors' interest in New Zealand's unique culture by gaining an understanding in Māori customs, language and tourism practices.
- ▶ Keeping your visitors safe by knowing how to use health, safety and security practices.
- ▶ Adding value to sales through conversation.
- ▶ Knowing how to deal with visitor complaints.

Visitor Experience

Choose what's best for your business:

- ▶ Help your visitors experience the best New Zealand has to offer by gaining a good knowledge of our tourist destinations.
- ▶ Increase your visitors' enjoyment by taking care of them with a team skilled in working together to deliver a world-class experience.
- ▶ Satisfy your visitor's interest in indigenous New Zealand culture by knowing and being able to explain Māori place names.



Why ServiceIQ?

ServiceIQ is a business division of Te Pūkenga – New Zealand Institute of Skills and Technology. We are your industry-endorsed training partner and are committed to helping you build a successful business through world-class customer service. We are the workplace training specialist for service sector employers in aviation, hospitality, retail, travel, tourism, and museums. We help our customers succeed by growing their talent.

Talk to us

This essential skills programme is just one of many that will benefit your business and employees. Talk to your expert ServiceIQ Training Advisor for no obligation advice and programmes to fit your needs.

ServiceIQ's
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Taste success!

Be the toast of tourism's wine and food
visitor experience

New Zealand Certificate in Tourism (Visitor Experience) Level 3

It's not just Aotearoa New Zealand's natural beauty that lures visitors from all over. Our country's outstanding reputation for superb wine, artisan food and craft beer attracts thousands of tourists; gourmet travellers seeking out delicious flavours and a great visitor experience.

The New Zealand Certificate in Tourism (Visitor Experience) Level 3 with a special unit standard in wine, food and beverage tasting, recognises your people who have the top skills and depth of knowledge to impress even the most discerning customers at the cellar door, brewery or artisan food shop.



The qualification is focused on reinforcing the special qualities of your product and the unique features of your region. Fascinating facts and surprising stories that give even the most knowledgeable visitors a deeper understanding of what it takes to create fine wine, food, or beer in your part of the world.

As well as pouring the perfect drop, a top quality presentation enriches your customers' tasting experience, and attracts more customers.

Your employees will also develop essential tourism skills and knowledge to help your business achieve its full potential.

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On-job Assessment – Top Standards for Success

Your people will gain a New Zealand Certificate in Tourism (Visitor Experience) Level 3 by successfully completing a range of unit standards and demonstrating a high level of skill and knowledge.

The assessment for this qualification covers everything from core communications skills, customer service, health and safety, and sales, to strong product knowledge and much more.

The choice of unit standards that reflect the specialist skills you offer include:

- ▶ delivering an alcoholic beverage tasting experience and give advice on local tourism attractions to your visitors, or
- ▶ delivering a consumable artisan food tasting experience and give advice on local tourism attractions to your visitors
- ▶ interacting with other staff, managers and customers to provide service delivery outcomes
- ▶ helping your visitors experience the best Aotearoa New Zealand and your region has to offer by demonstrating a strong working knowledge of tourist destinations near and far.
- ▶ satisfying your visitor's interest in indigenous Aotearoa New Zealand culture by explaining the importance, and demonstrating the correct pronunciation, of Māori place names in tourism.
- ▶ and more...

Benefits for your business

Enhancing and recognising your employee's skills in this on-job assessment helps you:

- ▶ meet your customers' expectations for great knowledge and great service
- ▶ attract top reviews and recommendations from visitors
- ▶ satisfy international visitors' interest in New Zealand's important artisan culture
- ▶ increase productivity and sales
- ▶ boost morale and teamwork
- ▶ retain employees with the right skills
- ▶ continually improve your service to customers.

Benefits for your employees

Enhancing and recognising your employee's skill in this on-job assessment helps them:

- ▶ have the confidence to give your customers an even better experience
- ▶ understand the importance of their role for your business and customers
- ▶ increase their job satisfaction, knowledge and skills
- ▶ gain a nationally-recognised qualification on which to build an enjoyable career.



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