



Workplace Training

Invest in the Future

What is Workplace Training?

An investment in the future of your business

Workplace training means employees can develop skills and knowledge while they work; training towards valuable national qualifications on the job. Training benefits all parties; providing professional development opportunities for your employees means a more highly skilled, efficient and productive workforce for your business.

By providing employees with an opportunity to 'earn while they learn', workplaces can:

- meet their business objectives faster
- increase morale and commitment
- improve productivity and performance
- improve quality and service levels
- boost the reputation of their brand
- reduce costs by decreasing wasted time and materials
- increase retention rates.



Productive staff are profitable staff

Over 175,000 people take part in industry training every year, with 34,000 employers making the investment¹. Training has a proven impact on productivity and profitability, with research confirming a measurable improvement to the bottom line of businesses. International studies reveal that the increase in labour productivity resulting from training can yield a return on investment of more than 30 per cent².

Valuing your assets

In this tight labour market, up-skilling your internal workforce is a smart investment. The tourism sector is predicted to need 120,000 full-time equivalent staff by 2010. Employees who receive ongoing training are more likely to stay with you and keep their skills in your business, and they don't need to leave the workplace to do it.

Staying ahead of the pack

Staying competitive is the key to business sustainability. Training can keep your staff responsive to industry changes and up to date with market trends. ATTO has the pulse of industry in New Zealand; qualifications meet the real skill needs of tourism businesses. All qualifications are nationally recognised and have been developed in partnership with current industry professionals - developed with industry, for industry.

Investing in your staff is an investment in your business – and the future generation of tourism professionals.



¹ Tertiary Education Commission, "Industry Training Report 2006", Wellington

² Department of Education, Employment and Workplace Relations, 2008, Australia

How ATTO Can Help

ATTO is an industry training organisation, and it is our job to work with industry partners to develop national qualifications and coordinate workplace training for the aviation, tourism, travel and museums industries. In 2007 ATTO facilitated the workplace training of 4,500 trainees in over 460 businesses throughout New Zealand.



ATTO makes it easy for you to invest in workplace training, supporting workplaces and trainees through every step of the process.

ATTO has an experienced team of Industry Training Advisors who are committed to providing the highest quality support to your business. Advisors help workplaces identify the training and qualifications that will best suit staff, and then customise a training programme to work towards. We deal with as much of the paperwork and detailed planning as possible, leaving you to get on with the job.

ATTO can help with identifying and recognising current competencies and prior learning, so your staff can gain a qualification for areas in which they already have experience.

ATTO can benchmark your in-house training against national qualifications. This will ensure your staff are developing skills and knowledge to national standards, with any existing skill gaps identified.

ATTO also provides a comprehensive range of resources to support training, including workbooks, manuals, videos and computer based learning packages.

Industry Feedback



'A direct outcome has been that 80 per cent of our customer surveys now comment on the friendliness and helpfulness of our staff as being integral to their enjoyment in visiting our attraction.'

Ian Johnson, General Manager, Shantytown, West Coast

'The investment in staff development can only be of benefit to employers by gaining up-skilled and confident staff who make positive contributions to the organisation.'

Kim Ibberson, Skyline Skyrides, Rotorua

'Whilst the training benefits the company it also benefits the individual. There are real positives to being able to apply what we have learnt as we go, there is no doubt this improves staff retention and individual satisfaction.'

Jimmy Samson, Air Pacific General Manager, Engineering

'You are investing in people. What you get back is good service, employees that are positive about their workplace and who know they are doing a good job. Working with ATTO has taken us in leaps and bounds towards achieving our goals.'

Vanessa Eparaima, Chief Executive Officer, Whakawerawera Village

Qualification Options

ATTTO offers a comprehensive range of National Certificate and Diploma level qualifications in all areas of tourism, from excursion guiding to adventure tourism. Each qualification is set at a different level according to the depth of skills and knowledge required to achieve it.

ATTTO has helped thousands of people enter the dynamic tourism industry, and can help your staff work towards the following qualifications:

QUALIFICATION	DESCRIPTION
Customer Service Award	<ul style="list-style-type: none">• The award is a stepping-stone to the achievement of a full National Certificate in Tourism or Travel.• Employees who receive the award will have been up skilled in: communication, customer service, servicing customers from other cultures, selling goods and services and dealing with complaints.
Attraction and Excursion Guiding Award	<ul style="list-style-type: none">• The ATTTO have developed two Guiding Awards leading to the National Certificate in Tourism (Guiding) - Level 3 with strands in Excursion Guiding, or Attraction Guiding.• The awards form stepping-stones to the achievement of full National Certificates in Tourism or Travel.
National Certificate in Tourism and Travel (Core Skills) [Level 3]	<ul style="list-style-type: none">• The first step for those starting a career in the travel and tourism sectors.• Recognises staff who can demonstrate customer service, cultural awareness and communication skills.
National Certificate in Tourism (Guiding) [Level 3] with strands in Excursion Guiding, and Attraction Guiding	<ul style="list-style-type: none">• Awarded for demonstrating group management and tour leadership skills, interpretation while on the tour, completion of administrative tasks, and management of the health and safety of the group.
National Certificate in Tourism Māori [Level 3]	<ul style="list-style-type: none">• Awarded to those who work in all facets of the tourism industry, in particular those wishing to or who are currently working within Tourism Māori operations and enterprises.• Intended to be the foundation to further study in the Tourism Māori areas and as a pathway to the National Certificate in Tourism Māori [Level 4].• NZQA Māori Qualifications Service are the standard setting body for the Tourism Māori qualifications.

QUALIFICATION	DESCRIPTION
National Certificate in Horse Trek Guiding [Level 3] with an optional strand in Multiday Horse Trek Guiding	<ul style="list-style-type: none"> • Awarded to those skilled in dealing with clients while in an outdoor environment, as well as preparing for and guiding the horse trek. This includes navigation skills, weather interpretation, and the health and safety of clients and horses. • The optional Multiday Horse Trek Guiding strand recognises the additional skills and knowledge required to prepare for and guide clients on horse treks of more than one day.
National Certificates in Casino Gaming [Level 3]; Casino Gaming [Level 4] with strands in Table Gaming, and Gaming Machines; Casino Gaming [Level 3 or 4] (Inspection and Monitoring), or National Diploma in Casino Gaming with strands in Casino Gaming Management, and Casino Inspection and Monitoring [Level 5]	<ul style="list-style-type: none"> • The National Certificate in Casino Gaming [Level 3] recognises the skills and knowledge required to deal casino table games, be employed as a gaming machine attendant, or in the cashiering area. • Includes communication and customer service skills, knowledge of the rules, procedures, and organisational structure of a casino, and relevant legislation. • Holders of this qualification may progress to the National Certificate in Casino Gaming [Level 4] with strands in Table Gaming, and Gaming Machines.
National Certificate in Casino Cashiering [Level 3 and 4]	<ul style="list-style-type: none"> • The National Certificate in Casino Cashiering [Level 3] recognises the skills and knowledge required to work in the cashiering area, including communication and customer service skills, knowledge of the rules, procedures and organisational structure of a casino. • Electives can be completed in related fields, including finance, computing, languages, and services provision. • Holders of this qualification may progress to the National Certificate in Casino Cashiering [Level 4].
National Certificate in Casino Security [Level 3 and 4]	<ul style="list-style-type: none"> • The National Certificate in Casino Security [Level 3] recognises the skills and knowledge required to carry out security escort duties, security patrols, manage patron and staff safety, and maintain casino security. • Holders of these qualifications may progress to the National Certificate in Casino Security [Level 4].
National Certificate in Casino Surveillance [Level 4 and 5]	<ul style="list-style-type: none"> • The National Certificate in Casino Surveillance [Level 4] recognises the skills and knowledge required to identify casino cheating and scams, operate a casino surveillance system, carry out special surveillance, and identify the requirements for presenting evidence in court on a casino incident. • Holders of this qualification may progress to the National Certificate in Casino Surveillance [Level 5].
National Certificate in Tourism (Tour Leadership) [Level 4]	<ul style="list-style-type: none"> • Recognises the skills and knowledge required for employment as a tour leader, including group management, providing interpretation while on the tour, and knowledge of New Zealand as a tourism destination.

QUALIFICATION	DESCRIPTION
National Certificate in Tourism Conventions and Incentives [Level 3]	<ul style="list-style-type: none"> • Intended as a pre-employment qualification for people aspiring to careers within the conventions and incentives industry. • Recognises research and marketing, customer service, teamwork, and sales knowledge skills. Also recognises specific industry skills such as the banquet process, and knowledge and function of the industry.
National Diploma in Tourism Conventions and Incentives with strands in Conference Organisation, Convention Bureau, Incentives, and Venue Sales and Operations [Level 5]	<ul style="list-style-type: none"> • Designed for those working in, or training for, specialised roles within the conventions and incentives industry. • Areas of study include professional conference organisation, convention bureau and destination sales and marketing, incentive travel management, and venue operations and management.
National Certificate in Adventure Tourism [Level 4]	<ul style="list-style-type: none"> • Suitable for those training for a career, or currently employed, in the adventure tourism industry in New Zealand. • Recognises the skills required to prepare for and guide adventure tourism day trips with clients, including the provision of first aid, preparation and delivery of guided interpretation, and demonstration of knowledge of environmental awareness and the Quality Tourism Standards for adventure tourism.
National Certificate in Business (First Line Management) [Level 4]	<ul style="list-style-type: none"> • Recognises the skills and knowledge of people who are, or seeking to be, first line managers, including relationship management, performance management, and workplace organisational principles. • The elective sections allow people to select from a diverse range of outcomes to allow the qualification to be focused on the specific needs of the individual, business or workplace.
National Diploma in Business [Level 5]	<ul style="list-style-type: none"> • Recognises the broad base of technical business competence required for business-related roles, those aspiring to middle management, and those wishing to extend their business skills. • This qualification can build on the skills developed in the National Certificate in Business (First Line Management) [Levels 3 and 4].
National Diploma in Tourism Management [Level 5]	<ul style="list-style-type: none"> • Designed for those working in, or aspiring to, roles involving supervisory and/or business management responsibilities in the tourism industry. • Involves understanding supply and demand in tourism, social, cultural, environmental and community contexts of tourism enterprises, customer service strategies for a tourism enterprise, and tourism destination marketing.

Contact ATTO for a full description of all qualifications, including the competencies required for achievement and future career path opportunities.

What Does It Cost?

ATTTO offers a contribution towards the cost of training and assessment, and covers the following costs:

- the development of a training plan
- ongoing support and advice
- administration
- registration of credits with the New Zealand Qualifications Authority (NZQA)
- the certificate fee.

The cost for workplaces includes a registration fee for each trainee, and resource and assessment costs. These costs will depend on how much of the training can be done on the job and whether you have a registered workplace assessor on staff.

What Now?

Contact ATTTO to find out more about investing in your business through workplace training. An Industry Training Advisor will be happy to discuss your tourism training requirements.

Call us on 04 499 6570 or email us at info@attto.org.nz

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