

ADS NEWS



Dear all,

Welcome to the final edition of ADS News for the year.

The Tourism New Zealand China Monitoring Team would like to wish each and every one of you a very merry Christmas and a happy New Year.

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The below are covered in this issue:

1. Tour guides: ATTTO graduates
2. Tour guides: ATTTO findings
3. Tour guide training: the way forward
4. "Second round" assessment visits
5. Bus and Coach Association: star-rated coaches
6. Chinese group visa trends

1. Tour Guides: ATTTO Graduates

On 12 December the Aviation Tourism and Travel Training Organisation (ATTTO) and Tourism New Zealand (TNZ) jointly hosted a celebratory morning tea for the first group of guides to complete the ATTTO tour guiding national awards, at the ATTTO offices in Auckland.

The purpose of this event was to acknowledge the hard work that each individual guide had put into their studies, as well as the important role that they play as the “face” of New Zealand concerning our Chinese visitors.

The tour guides were each presented with their ADS Accredited Tour Guide ID card at the conclusion of the ceremony.

Details of tour guides who have successfully completed the ATTTO training, and who have agreed to the release of their name and contact details, can be found on the tourismnewzealand.com website, by clicking on the following link http://www.tourismnewzealand.com/tourism_info/industry-resources/ads-strategy/ads-accredited-tour-guide-register.cfm



Back Row: Andy Corson (Assessor), James Bailey (Assessor), Shuncheng Guan, Yang Ning, Andy Wang, Xiu Liu

Front Row: Shu-sen Gao (Translator), David Day, Wei Nam Chiu, Betty Chan, Bill Chow, Chaohong Xiang (Translator), Hong Yan Ji, Xiao Jian Lang, Kuang-Lin Yang, Grace Lim, Gigi Wang (representing Heng Chen)

Absent from photo: Hong Liu, Tom Qi, Zhi Qiang Li, Xu Yang, Shitong Liu, Hong Jiang Zhu, Zhong Qi Wu, Eden Li, Heng Chen, Dong Huang, Ju Lin, Yong Gao, Qiong Chen, Tony Chao, Fu-Hua Tang & Alex Yang



Belinda Jorgensen of ATTTTO and Cici Huang of TNZ presenting ADS Tour Guide Accreditation ID card to Hong Yan Li.

Ongoing role of ATTTTO in tour guide training: “new” tour guides

We have had a few questions from tour operators about the ongoing role of ATTTTO in providing training to “new” tour guides.

We can confirm that the training requirements listed in section 11.7.4 of the ADS Code of Conduct (“the Code”) will continue to apply to all tour guides seeking to lead ADS tour groups.

Any tour operators approached by new guides expressing an interest in ADS tour guiding, will need to advise these people to contact ATTTTO and to take the steps necessary to enrol in, then to complete each of the qualifications listed in section 11.7.4 of the Code.

2. Tour Guides: ATTTTO Findings

Over the past few months ATTTTO assessors have completed a large number of “on tour” assessments. During this period ATTTTO advises that their assessors have observed tour guides of varying levels of competence – from the highly professional to those who need significant improvement in order to achieve the standard required.

The ATTTTO assessors have identified a number of reoccurring issues that serve as inhibitors to achieving the required standards and have supplied a report detailing each of these issues, as follows:

Language:

This has been the single biggest inhibitor in this initiative. Even some of the most skilled English speakers have struggled with some of the terminology and definitions used in the course materials. This is the key reason why most have not met competency. They simply do not have an adequate understanding of the performance criteria, and what is required to achieve it.

Knowledge:

There is a widespread lack of knowledge of New Zealand's history, ecology, geography and cultural heritage. Many of the guides have simply made up stories and facts to appear knowledgeable in front of their customers.

It is a concern that during the course of a large number of assessments carried out to date there has been almost no reference to New Zealand's unique status in the world. Many guides have mentioned New Zealand's clean green image however virtually no one has an understanding of our unique ecological, geographical, cultural and historical attributes. Instead of insightful commentary Chinese visitors are provided with a plethora of random facts and tid bits of manufactured information.

Company buy in:

It should be noted that a number of the companies and their guides have been excellent. The way they prepared for their assessments and delivered their product is a credit to them. Conversely there has been a lack of buy-in and support from other companies. This has been evident in the preparation of guides for assessment, the amount of plagiarism evident, and the quality of the product they are delivering to our Chinese visitors.

Copying and Plagiarism:

A significant number of candidates have copied directly from each other. As a result of this they have not understood the criteria and have not been able to reach competency. I am of the mindset that, for the most part, this is directly attributable to the language barriers.

3. Tour guide training and support: the way forward

The issues identified by ATTTO during their assessment have served to highlight the importance of providing ongoing support to tour guides, to ensure that tour guiding of a suitably high standard continues to be supplied to our Chinese visitors during their time in New Zealand.

Given the important role of tour guides as the "face" of New Zealand to Chinese visitor groups, Tourism New Zealand and ATTTO will be seeking funding to invest in ongoing training and support to our ADS Accredited tour guides.

Should we be able to secure this funding, the focus is likely to be on assisting ADS Accredited tour guides to further enhance their on-tour commentaries and knowledge of New Zealand.

4. "Second round" assessment visits

TNZ has recently completed its second round of assessment visits to ADS approved tour operators. We would like to thank all of you who participated in these visits for your assistance and your patience!

During the course of these visits we noted a considerable improvement in ADS tour file and records management, compared with our first round of visits conducted earlier in the year. We appreciate the efforts that each of you has put into making the necessary changes.

The key "second round" assessment visit findings are summarised below:

1. **Section 8.2.3(b): Minimum tour inclusions & Schedule 4, section 6 (in tour costs).** A number of ADS tours conducted in the South Island did not comply with the minimum number of tour inclusion requirements, or did not include details of the costs of optional activities as required by the Code.

The Code defines optional inclusions as being *"an inclusion which a) is not a paid inclusion and b) is listed, and has a price in dollars quoted for it, in the itinerary for that tour."*

Required action: where optional inclusions are being offered to visitors, ensure at least 2 optional activities are listed a) in the daily itinerary, and b) in the "in-tour cost" section of the itinerary with the associated retail prices.

Preferably we would like to see a range of activities being offered to the visitors, which they are able to choose from. In Queenstown, for example, the visitors could be offered the choice of taking part in any two of the following:

- Jet boating
- Bungy jumping
- TSS Earnslaw cruise
- Helicopter ride
- Milford Sound cruise

The costs associated with each of these activities also need to be included in the "in tour costs" section of the itinerary (see Schedule 4, Section 6 of the Code).

2. **Section 10.3: Certificate by Authorised ADS Representative – Schedule 13.** A number of operators did not submit a signed copy of Schedule 13 when submitting the completed returns register to TNZ.

Required action: Ensure that a signed copy of Schedule 13 is submitted with returns registers sent to TNZ.

3. **Section 11.7: Tour guides.** A number of operators have used tour guides not included in their tour guide register.

Required actions: Ensure that 1) any new guides meet the ADS Code of Conduct requirements before they are used to guide ADS tours **and** 2) information concerning all new tour guides is supplied to TNZ, as required by sections 11.7.1 to 11.7.8 of the ADS Code of Conduct.

4. **Section 11.8.1 / Section 7.2 of Schedule 4: Relevant details of each activity to be undertaken - Organised shopping activities.** A number of itineraries sighted by TNZ did not contain full details of organised shopping that took place during ADS tours.

Required action: ensure that ADS itineraries include details of all organised shopping activities to be conducted during the course of the tour.

5. **Section 12.9: Record keeping (1).** A number of operators do not keep on file records of their communications with Chinese travel agents regarding ADS tour arrangements.

Required action: keep on file records of all communication with Chinese travel agents and ground component suppliers regarding the arrangements and changes made for ADS tours.

6. **Section 12.9: Record keeping (2).** A number of operators do not keep on file records of optional inclusions that visitors have taken part in during ADS tours.

Required action: keep on file records of optional activities that ADS tour group members participate in. *For example:* invoices or receipts issued by the activity supplier, confirming participation in the activity by ADS tour group members.

5. Bus and Coach Association: star-rated coaches

The table on the following page provides figures for the number of Bus and Coach Association star rated coaches currently on the road in New Zealand as of 15 December 2008, according to information available on the Bus and Coach Association website.

There are currently 579 "3-star" or higher rated coaches available in New Zealand.

In May 2008, when the requirement to use 3-star or higher rated coaches for ADS tours took effect, there was a total of 383 "3-star" or higher rated coaches available throughout New Zealand.

There has been a 34% increase in the number of Bus and Coach Association 3-star or higher rated coaches since May 2008, amounting to an extra 196 star rated coaches on the road in New Zealand.

North Island

	Auckland	North Island - Other	TOTAL
3 Star	129	64	193
4 star	74	32	106
4 star +	25	23	48
5 star	69	14	83
TOTAL	297	133	430

South Island

	Canterbury	South Island - Other	TOTAL
3 Star	35	5	40
4 star	29	10	39
4 star +	20	11	31
5 star	35	4	39
TOTAL	119	30	149

Up-to-date information on the names of coach operators with star rated coaches in their fleets is available on www.busandcoach.co.nz.

6. Chinese group visa trends

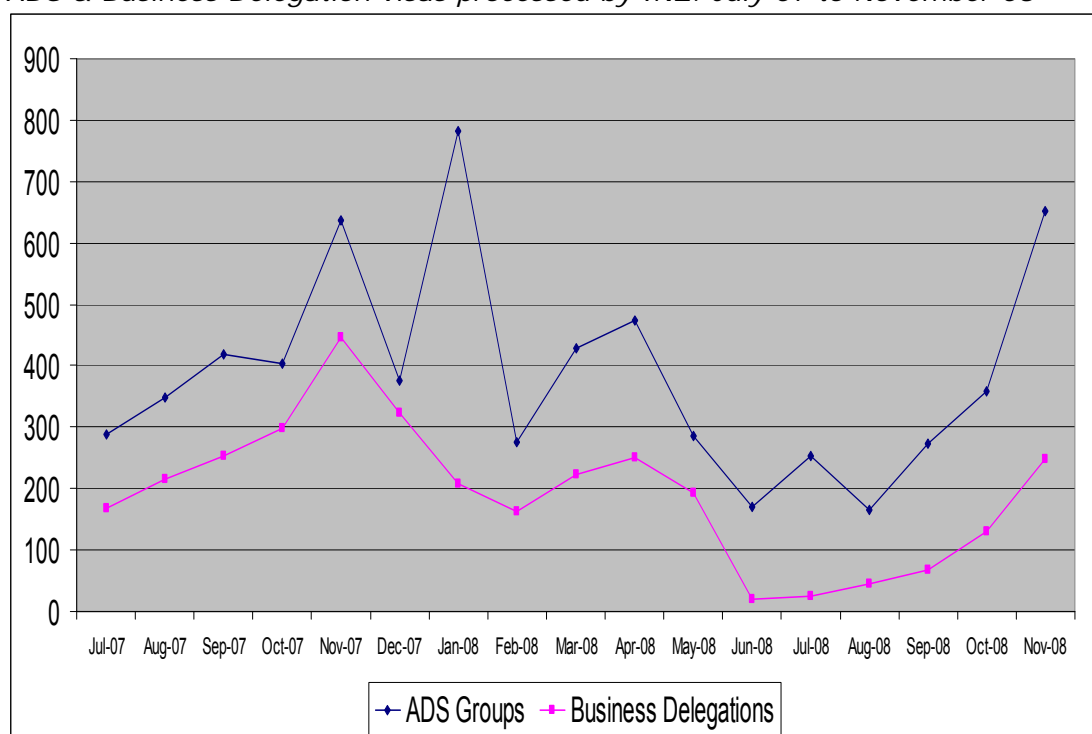
Group visas processed by Immigration New Zealand

Group visa category	Number of visas processed		
	November 2007	November 2008	% change
ADS	638	651	+1%
Business Delegation	447	249	-44%
Normal*	11	8	-27%
PRC Other Tourist Groups**	17	14	-18%
TOTAL	1113	922	-17%

* Normal: non tourist groups, e.g. a group of parents visiting NZ schools.

** PRC Other Tourist Groups: tourist groups represented by non-ADS tour operators

ADS & Business Delegation visas processed by INZ: July 07 to November 08



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24 December 2008