
Prescription: 580 PRINCIPLES OF TOURISM

Elective prescription

Level	5
Credit	20
Version	2
Aim	Students will understand concepts of global tourism and apply this knowledge to the tourism industry in New Zealand.
Prerequisites	nil
Recommended Prior Knowledge	nil

Assessment weightings

Learning outcomes	Assessment weighting %
1. Students will understand key terms and the significance of concepts associated with the nature of tourism.	10
2. Students will analyse the current status of tourism in terms of the factors that have influenced its growth and evaluate factors impacting on the future growth and development of tourism, both to and within New Zealand.	15
3. Students will understand structure of the tourism industry and the roles of participants in the delivery of a quality visitor experience.	30
4. Students will analyse demand for New Zealand as a tourism destination.	20
5. Students will analyse marketing as a critical success factor in the growth and development of tourism destinations.	15
6. Students will evaluate the impacts of tourism on New Zealand.	10
Total	100

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

Assessment notes

1. Assessment materials should reflect relevant and current legislation, standards, regulations and acknowledged good industry/business practices.
2. Learning outcome 2 c) and d) Global Tourism statistics are provided by the UNWTO. New Zealand Tourism statistics are provided by MBIE and Statistics NZ.

Learning outcome one

Students will understand key terms and the significance of concepts associated with the nature of tourism.

Key elements:

- a) Key terms and concepts relevant to the tourism industry.

Learning outcome two

Students will analyse the current status of tourism in terms of the factors that have influenced its growth and evaluate factors impacting on the future growth and development of tourism, both to and within New Zealand.

Key elements:

- a) Role of facilitators, motivators and resistance factors:
 - general
 - specific.
- b) Events influencing the growth of tourism.
- c) Global tourism in terms of volume and expenditure statistics:
 - world
 - UNWTO (United Nations World Tourism Organisation) regions (inbound and outbound)
 - top five countries (inbound and outbound).
- d) New Zealand inbound and domestic tourism in terms of volume and expenditure statistics.
- e) Factors impacting on growth both to and within New Zealand.
- f) Growth trends and projections.
- g)

Learning outcome three

Students will understand the structure of the tourism industry and the roles of participants in the delivery of a quality visitor experience.

Key elements:

- a) Structure of the tourism industry in New Zealand:
 - the linking concept
 - public and private sector
 - horizontal and vertical integration.
- b) Transportation sector:
 - modes of transport and reasons for use by visitors
 - air (including regulatory requirements, both globally and within New Zealand)
 - transportation usage by visitors within New Zealand (domestic and international).
- c) Accommodation sector:
 - categorisation, classification and grading of providers
 - characteristics of the accommodation product
 - ownership and management systems
 - accommodation usage by visitors within New Zealand (domestic and international).
- d) Attractions and activities sector:
 - the importance of attractions and activities as components of the visitor experience
 - special interest tourism
 - attraction and activity usage by visitors within New Zealand (domestic and international).
- e) Sales sector:
 - sales distribution systems in New Zealand (inbound and outbound)
 - roles of wholesalers and retailers
 - global trends in the travel industry.
- f) Visitor services:
 - additional service providers in the provision of the visitor experience.
- g) Support and developmental organisations.

Learning outcome four

Students will analyse demand for New Zealand as a tourism destination.

Key elements:

- a) Factors influencing demand:
 - motivators, facilitators, resistance factors
- b) The nature of demand:
 - regions visited
 - travel styles
 - time of year and length of visit.
- c) Supply constraints:
 - financial requirements
 - sources and methods of financing tourism development
 - investment issues.

Learning outcome five

Students will analyse the role of marketing as a critical success factor in the growth and development of tourism destinations.

Key elements:

- a) Roles of National Tourism Organisations (NTOs) in destination marketing.
- b) Marketing Destination New Zealand:
 - Tourism New Zealand
 - Regional Tourism Organisations (RTOs) (inbound and domestic markets)
 - Private sector tourism.

Learning outcome six

Students will evaluate the impacts of tourism on New Zealand.

Key elements:

- a) Economic (direct and indirect):
 - multiplier process
 - Gross Domestic Product (GDP)
 - balance of payments
 - employment.
- b) Social.
- c) Cultural.
- d) Environmental/physical.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Introduced	1	2006	31 December 2015
Review	2	December 2013	31 December 2020

EXPIRING