

| | | | |
|--------------|---|----------------|----------|
| Title | Demonstrate knowledge of the business of tourism | | |
| Level | 2 | Credits | 4 |

| | |
|----------------|--|
| Purpose | People credited with this unit standard are able to: demonstrate knowledge of the components of tourism; demonstrate knowledge of an 'origin-destination' model of tourism; and describe the nature of a New Zealand tourism business. |
|----------------|--|

| | |
|-----------------------|----------------------------|
| Classification | Tourism > Visitor Services |
|-----------------------|----------------------------|

| | |
|------------------------|----------|
| Available grade | Achieved |
|------------------------|----------|

Guidance Information

Standard industry texts relevant to this unit standard include but are not limited to: Collier, Alan, *Principles of tourism: a New Zealand perspective* (Auckland: Pearson Education), latest edition.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the components of tourism.

Performance criteria

1.1 Tourism is described in terms of its three key components.

Range people, products, places.

Outcome 2

Demonstrate knowledge of an 'origin-destination' model of tourism.

Range people, products, impacts.

Performance criteria

2.1 The model is described in terms of the origin, transit routes, and destination.

Outcome 3

Describe the nature of a New Zealand tourism business.

Performance criteria

- 3.1 The tourism business is described in terms of its place within an 'origin-destination' model.
- 3.2 The tourism business is described in terms of its physical location.
- 3.3 The tourism business is described in terms of its staff work roles.
- 3.4 The tourism business is described in terms of the range of products and services it offers.

| | |
|----------------------------|------------------|
| Planned review date | 31 December 2027 |
|----------------------------|------------------|

Status information and last date for assessment for superseded versions

| Process | Version | Date | Last Date for Assessment |
|--------------|---------|---------------|--------------------------|
| Registration | 1 | 21 May 2008 | 31 December 2018 |
| Review | 2 | 16 March 2017 | 31 December 2024 |
| Review | 3 | 27 April 2023 | N/A |

| | |
|--|------|
| Consent and Moderation Requirements (CMR) reference | 0112 |
|--|------|

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.