
PRESCRIPTION: 580 PRINCIPLES OF TOURISM

This prescription replaces *180 Principles of Tourism*

ELECTIVE PRESCRIPTION

LEVEL	5
CREDIT	20
VERSION	1
INTRODUCED	2006
AIM	Students will understand concepts of global tourism and apply this knowledge to the tourism industry in New Zealand.
PREREQUISITES	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.	10
3. Students will understand the roles of participants in the supply of the tourism product and their inter-relationships.	30
4. Students will apply knowledge of the factors affecting demand to an analysis of New Zealand as a tourism destination.	15
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
7. Students will identify investment issues related to New Zealand tourism.	5
8. Students will analyse factors impacting on future growth and development of tourism both to and within New Zealand.	5
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. The relationship between the Treaty of Waitangi and the tourism industry is a concept that underlies many areas of this prescription, in particular key elements 3 a), 3 d), 3 g), 4 c), 6 c) and 8 b).
3. Learning outcome two requires that students analyse both inbound and domestic tourism levels of volume and expenditure. Domestic tourism is a significant contributor to tourism growth and development.

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 significant 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.

Key elements

- a) Role of facilitators, motivators and resistance factors:
 - general
 - specific.
- b) Changes influencing the growth of tourism.
- c) Global tourism in terms of volume and expenditure statistics:
 - world
 - WTO regions (inbound and outbound)
 - top five countries (inbound and outbound).
- d) New Zealand inbound and domestic tourism in terms of volume and expenditure statistics.

LEARNING OUTCOME THREE

Students will understand the roles of participants in the supply of the tourism product and their inter-relationships.

Key elements

- a) Structure of the tourism industry in New Zealand:
 - the linking concept

- interrelationships of participants
 - public and private sector roles
 - horizontal and vertical integration.
- b) Transportation sector:
- water
 - land
 - air (including regulatory requirements, both globally and within New Zealand)
 - transportation usage by tourists 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 tourists within New Zealand (domestic and international visitors).
- d) Attractions and activities sector:
- the importance of attractions and activities as components of the tourism product
 - special interest tourism
 - attraction and activity usage by tourists within New Zealand (domestic and international visitors).
- 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 tourism product.
- g) Support and developmental organisations:
- public sector
 - private sector.

LEARNING OUTCOME FOUR

Students will apply knowledge of the factors affecting demand to an analysis of New Zealand as a tourism destination.

Key elements

- a) Tourism motivational theories:
- minimum of two.
- b) Components of the price of travel.
- c) Demand for New Zealand as a tourist destination, including but not limited to:

- motivators, facilitators, resistant factors
- regions visited
- travel styles
- time and length of visit.

LEARNING OUTCOME FIVE

Students will analyse the role of marketing 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
 - RTOs (inbound and domestic markets).

LEARNING OUTCOME SIX

Students will evaluate the impacts of tourism on New Zealand.

Key elements

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

LEARNING OUTCOME SEVEN

Students will identify investment issues related to New Zealand tourism.

Key elements

- a) Financial requirements.
- b) Sources and methods of financing tourism development.
- c) Current investment issues.

LEARNING OUTCOME EIGHT

Students will analyse factors impacting on future growth and development of tourism both to and within New Zealand.

Key elements

- a) Factors affecting growth.
- b) Growth trends and projections.