

<b>Title</b>	<b>Demonstrate knowledge of the business of tourism</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	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.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### 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.

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### 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.

<b>Planned review date</b>	31 December 2027
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**Status information and last date for assessment for superseded versions**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

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.