Title	Demonstrate knowledge of the principles and practice of ecological tourism management		
Level	4	Credits	3

Purpose	People credited with this unit standard are able to demonstrate knowledge of the development of ecological tourism management principles; outline the requirements for a tourism workplace for implementing an ecological tourism management policy; and outline the implications of an ecological tourism management policy for a tourism workplace.

Classification	Tourism > Visitor Services

Available grade	Achieved

Guidance Information

1   Definitions
Ecological tourism management refers to sustainable tourism development which is a symbiosis between environment, community, and visitors.
Tourism workplace refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.
Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These may include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

2   Resources that can be used to support this unit standard may include but are not limited to:
A Manual for Water and Waste Management: What the Tourism Industry Can Do to Improve Its Performance, (Paris: United Nations Environment Programme, 2003), available at: www.unep.fr.
Integrating Sustainability into Business Vol 1: A Management Guide for Responsible Tour Operations, (Paris: United Nations Environment Programme, 2005), available at: www.unep.fr.
Switched On: Renewable Energy Opportunities in the Tourism Industry, (Paris: United Nations Environment Programme, 2003), available at: www.unep.fr.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the development of ecological tourism management principles.

Performance criteria

1.1   The evolution of the key principles of ecological tourism management is explained.

        Range   includes but is not limited to – socio-economic benefits, environmental education, conservation of natural areas, visitor experiences, environmental stewardship.

1.2   The relationships between sustainable development, sustainable tourism, and ecological tourism management are analysed and described.

1.3   The practical implications of ecological tourism management for the tourism industry and the growing worldwide concern for sustainable development are described and analysed with reference to trainee's workplace.

Outcome 2

Outline the requirements for a tourism workplace for implementing an ecological tourism management policy.

Performance criteria

2.1   The in-house policies of given tourism workplaces are identified and analysed in terms of the measures for sustainability they each contain.

        Range   evidence is required for at least two policies.

2.2   Requirements for developing environmental policies and performance targets are defined.

2.3   Requirements for carrying out an environmental review are outlined in terms of the performance of the tourism workplace against its targets.

2.4   Green business networks are identified and analysed in terms of their relevance to the tourism industry.

        Range   evidence is required for at least two examples of green business networks.

2.5   Examples of environmental conservation or sustainable tourism initiatives which contribute to ecological tourism management are identified and described.

        Range   evidence is required for at least two examples.

Outcome 3

Outline the implications of an ecological tourism management policy for a tourism workplace.

Performance criteria

3.1 The effects of implementing tourism workplace policies on ecological tourism management are described.

Range includes but is not limited to – achievement of tourism workplace objectives.

3.2 The requirement to promote to visitors, and ensure adherence to environmental care practices and methods, in the course of tourism activities is described and explained.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 October 1997	31 December 2018
Revision	2	12 June 2001	31 December 2018
Rollover and Revision	3	22 May 2009	31 December 2018
Review	4	16 March 2017	31 December 2024
Review	5	27 April 2023	31 December 2024

Consent and Moderation Requirements (CMR) reference	0078

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