

Title	Demonstrate knowledge of the significance of the tourism industry to New Zealand		
Level	4	Credits	6

Purpose	People credited with this unit standard are able to demonstrate knowledge of the main domestic and overseas tourism markets for the New Zealand tourism industry, and the impacts of the tourism industry.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

1 References

Collier, A., and Harraway, S. (2006). *The New Zealand Tourism Industry* (5th Rev. ed.) Auckland, New Zealand: Pearson Education.

Collier, A. (2011). *Principles of Tourism: a New Zealand Perspective* (8th ed.). Auckland, NZ: Pearson Education.

Department of Conservation. *Care codes*. This series is available at:

<http://www.doc.govt.nz/>.

Tourism Research and Data, available from MBIE at [Tourism research and data | Ministry of Business, Innovation & Employment \(mbie.govt.nz\)](http://www.mbie.govt.nz/tourism-research-and-data).

Tourism 2025: growing value together = whakatipu uara ngātahi, Wellington, NZ: TIA (Tourism Industry Aotearoa), available at: [Tourism 2025: growing value together](http://www.tia.org.nz/tourism-2025-growing-value-together).

Tourism 2025 & Beyond – a sustainable Growth Framework Kaupapa Whakapakari Tāpoi, available at: [Tourism 2025 & Beyond](http://www.tia.org.nz/tourism-2025-beyond).

2 Websites relevant to this unit standard include:

Toitū Envirocare – www.toitu.co.nz.

Department of Conservation – <http://www.doc.govt.nz>.

Green Globe – www.greenglobe.com.

Leave no trace – www.leavenotrace.org.nz.

Ministry of Business, Innovation & Employment, Tourism – www.mbie.govt.nz.

Qualmark Green – www.tourism.net.nz.

Statistics New Zealand – <http://www.stats.govt.nz/>.

Tiaki Promise – www.tiakinewzealand.com

Tourism Industry Association of New Zealand – www.tianz.org.nz.

Tourism New Zealand – www.newzealand.com.

3 Definitions

Main domestic and overseas tourism markets refer to markets that generate the greatest number of visitors and levels of expenditure as identified in New Zealand Visitor Statistics.

Visitor behaviour refers to expenditure, time and length of visit, regions visited, activities undertaken, accommodation chosen, and transport used by a visitor to New Zealand.

Visitor profiles refers to demographic profile and/or psychographic profile of visitors.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the main domestic and overseas tourism markets for the New Zealand tourism industry.

Range evidence required for one main domestic market, two main overseas markets.

Performance criteria

1.1 Characteristics of the main domestic and main overseas markets for the New Zealand tourism industry are described.

Range may include but is not limited to – visitor behaviour, visitor profiles, visitor motivations.

1.2 Products and services consistent with the market's needs and characteristics are selected and a rationale for the selection is presented.

Range includes but is not limited to – attraction, activity, accommodation, transport, ancillary service.

Outcome 2

Demonstrate knowledge of the impacts of the tourism industry.

Performance criteria

2.1 Social and cultural impacts of tourism within New Zealand are explained.

Range includes but is not limited to – national population groups, regional population groups, local population groups; evidence of one negative and one positive impact for each population group is required.

2.2 The impact of tourism on the environment within New Zealand is explained.

Range includes but is not limited to – positive effects, negative effects; national, regional, local effects.

- 2.3 The effect of codes of environmental practice on the environment, and the tourism industry is explained.

Range codes of practice may include but are not limited to – DoC New Zealand Environmental Care Code; DoC New Zealand Water Care Code; Qualmark Green; Green Globe; Toitū; evidence of three is required.

Planned review date	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	11 April 1997	31 December 2018
Review	2	30 April 2001	31 December 2018
Review	3	22 May 2009	31 December 2018
Review	4	16 March 2017	31 December 2025
Review	5	27 April 2023	N/A

Consent and Moderation Requirements (CMR) reference	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 if you wish to suggest changes to the content of this unit standard.