

<b>Title</b>	<b>Demonstrate knowledge of destination Aotearoa New Zealand</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 describe: inbound tourism to Aotearoa New Zealand; domestic tourism within Aotearoa New Zealand; and characteristics of Aotearoa New Zealand as a tourist destination.
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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

- For assessment purposes statistical data used should be the most recent available from the source at the date of assessment.
- Definitions**

*Activities* refer to commercial services offered at a destination which are of interest to tourists. For example – excursions, ballooning, boat cruises, nature trek, city tours.

*Attractions* refer to both constructed and natural features existing at a destination which are of interest to tourists. For example – constructed attractions may include museums, buildings, zoos; natural attractions may include forests, lakes, geothermal areas.

*Events* refer to staged functions which occur on a regular basis at a destination which are of interest to tourists. For example – exhibitions, festivals, tradeshow.

*Features* of attractions, activities, and events refer to what there is to see and do, location, duration, seasonality/time of year, facilities/services available, opening hours, price range.

*Gateway cities* refer to key ports of arrival into the country.

*Guest night* refers to one guest spending one night at an establishment.

*Inbound tourism* refers tourists to a country by visitors who are not residents of that country.

*Regions* refer to regions defined by Statistics New Zealand.
- Resources**

The following websites can be used to support this unit standard:

  - Ministry of Business, Innovation & Employment (MBIE) website, at: [www.mbie.govt.nz](http://www.mbie.govt.nz) and [www.mbie.govt.nz/immigration-and-tourism/](http://www.mbie.govt.nz/immigration-and-tourism/tourism/).
  - Tourism New Zealand website at: [www.tourismnewzealand.com](http://www.tourismnewzealand.com).
  - Tourism Recovery Dashboard, available at [Tourism Recovery Dashboard - Tourism Evidence and Insights Centre \(mbie.govt.nz\)](http://Tourism Recovery Dashboard - Tourism Evidence and Insights Centre (mbie.govt.nz))
  - Statistics New Zealand website at: [www.stats.govt.nz](http://www.stats.govt.nz).

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## Outcomes and performance criteria

### Outcome 1

Describe inbound tourism to Aotearoa New Zealand.

#### Performance criteria

- 1.1 The significance of inbound tourism to Aotearoa New Zealand is described.
- Range includes but is not limited to – total arrival numbers; total expenditure;  
may include – seasonality.
- 1.2 Inbound tourism to Aotearoa New Zealand is described in terms of the top five generating markets based on total arrival numbers and total expenditure.
- 1.3 Inbound tourism to Aotearoa New Zealand is described in terms of purpose of visit.
- Range purpose of visit includes – holiday, visiting friends and relatives, business;  
evidence is required for total arrivals for each purpose.
- 1.4 Aotearoa New Zealand's top five host regions are identified in terms of both international visitor numbers and international guest nights, and are located on a map.

### Outcome 2

Describe domestic tourism within Aotearoa New Zealand.

#### Performance criteria

- 2.1 The significance of domestic tourism in Aotearoa New Zealand is described.
- Range may include but is not limited to – guest nights, visits, expenditure, seasonality.

### Outcome 3

Describe characteristics of Aotearoa New Zealand as a tourist destination.

#### Performance criteria

- 3.1 Three gateway cities are located on a map of Aotearoa New Zealand.

- 3.2 Natural features of New Zealand's regions are described in terms of their interest to tourists.

Range regions may include but are not limited to – Rotorua, Lake Taupo, the Southern Alps, Milford Sound.  
natural features may include but are not limited to – mountains, rivers, lakes, fjords, geothermal areas.  
evidence is required for six natural features.

- 3.3 Attractions, activities, and events in Aotearoa New Zealand which are of interest to tourists are described in terms of their features.

Range evidence is required for a minimum of five attractions, four activities, and two events.

<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
Revision	2	23 January 2009	31 December 2018
Review	3	16 March 2017	31 December 2024
Revision	4	20 July 2017	31 December 2024
Review	5	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.