

<b>Title</b>	<b>Demonstrate knowledge of the principles and practice of ecological tourism management</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>3</b>

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

#### 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](http://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](http://www.unep.fr)

*Switched On: Renewable Energy Opportunities in the Tourism Industry*, (Paris: United Nations Environment Programme, 2003), available at: [www.unep.fr](http://www.unep.fr)

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## Outcomes and evidence requirements

### Outcome 1

Demonstrate knowledge of the development of ecological tourism management principles.

#### Evidence requirements

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.

#### Evidence requirements

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.

**Evidence requirements**

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.

<b>Planned review date</b>	31 December 2021
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**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	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0078
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Please note**

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMRs). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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**Comments on this unit standard**

Please contact ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.