

<b>Title</b>	<b>Analyse tourism and travel systems and structures</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to analyse: the nature of tourism and travel; the factors which have affected the growth and development of world tourism; and the structure of the tourism and travel industry in New Zealand.
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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

### References

*Tourism 2025: growing value together = whakatipu uara ngātahi*, Wellington, NZ: TIA (Tourism Industry Aotearoa), available at: [Tourism 2025: growing value together](#).

*Tourism 2025 & Beyond – a sustainable Growth Framework Kaupapa Whakapakari Tāpoi*, available at: [Tourism 2025 & Beyond](#).

*Tourism Satellite Account*, available at: [www.stats.govt.nz](http://www.stats.govt.nz).

Tourism Industry Aotearoa, Resources and Tools, available at: [tia.org.nz](http://tia.org.nz).

*Tools for your business*, available from: Tourism New Zealand, [www.tourismnewzealand.com](http://www.tourismnewzealand.com).

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## Outcomes and performance criteria

### Outcome 1

Analyse the nature of tourism and travel.

#### Performance criteria

1.1 Definitions for commonly used vocabulary of tourism and travel are interpreted and explained in accordance with relevant texts.

Range evidence for five terms from each of travel and tourism.

1.2 The characteristics of tourism and travel are analysed and presented.

### Outcome 2

Analyse the factors which have affected the growth and development of world tourism.

**Performance criteria**

2.1 Factors are analysed in terms of their impacts on the growth and development of world tourism.

Range socio-cultural factors, economic factors, technological factors, environmental factors.

**Outcome 3**

Analyse the structure of the tourism and travel industry in New Zealand.

**Performance criteria**

3.1 The structure of the tourism and travel industry in New Zealand is analysed in terms of the contributions of the key participants.

3.2 The interdependencies between industry participants is analysed in terms of the effectiveness of the visitor experience.

3.3 Current marketing and branding of New Zealand tourism is described and analysed in terms of its application and significance to New Zealand tourism.

<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	20 February 1998	31 December 2018
Review	2	26 January 2004	31 December 2018
Review	3	19 November 2010	31 December 2018
Review	4	16 March 2017	31 December 2025
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.