

<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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### Explanatory notes

#### Resources

*Tourism 2025: growing value together = whakatipu uara ngātahi*, Wellington, NZ: TIA (Tourism Industry Aotearoa), 2016, available at: [www.tourism2025.org.nz](http://www.tourism2025.org.nz).

*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 evidence requirements

#### Outcome 1

Analyse the nature of tourism and travel.

#### Evidence requirements

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.

**Evidence requirements**

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.

**Evidence requirements**

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 2021
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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	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, or an inter-institutional body with delegated authority for quality assurance, 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 ServiceIQ [qualifications@ServiceIQ.org.nz](mailto:qualifications@ServiceIQ.org.nz) if you wish to suggest changes to the content of this unit standard.