

<b>Title</b>	<b>Demonstrate knowledge of, and produce, arts and crafts for tourism in the Cook Islands</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to: demonstrate knowledge of what the visitor wants and values in arts and crafts of the Cook Islands; identify the process for producing and retailing an art or craft product suitable for tourism in the Cook Islands; and produce a simple art or craft product suitable for sale to visitors in the Cook Islands.
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<b>Classification</b>	Tourism > Cook Islands Tourism
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<b>Available grade</b>	Achieved
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## Guidance Information

### 1 Definitions

*Market research* refers to an investigation of the local vendors, carried out by the candidate, to determine what a visitor wants and values in a local art or craft. Candidates must include evidence of market research e.g., interview notes, answered questionnaires, website sources or equivalent with their answer scripts. *Quality product* refers to a product whose quality meets the requirements of the tourism market.

- 2 Tereora College has produced PowerPoint resources to assist with the teaching of this unit standard. Contact:  
Social Sciences Faculty, Tereora College, Box 107 Rarotonga, Cook Islands, ph (682) 23819, email [principal@tereora.edu.ck](mailto:principal@tereora.edu.ck)

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of what the visitor wants and values in arts and crafts of the Cook Islands.

### Performance criteria

- 1.1 Arts and crafts in demand and valued by visitors are identified in accordance with the results of market research.
- 1.2 Arts and crafts currently available for sale are identified in terms of their cultural significance and materials used.

- 1.3 The importance of providing a quality product is explained in terms of its application to arts and crafts of the Cook Islands and in accordance with the results of market research.

## Outcome 2

Identify the process for producing and retailing an art or craft product suitable for tourism in the Cook Islands.

Range includes but is not limited to – art, craft; evidence is required for one.

### Performance criteria

- 2.1 The process for developing an art or craft product is identified in terms of the type of product, materials used, and method of production.
- 2.2 The process for marketing and promoting an art or craft product is identified in terms of target market, anticipated demand, price, packaging, and labelling.

## Outcome 3

Produce a simple art or craft product suitable for sale to visitors in the Cook Islands.

Range examples of simple art or craft products may include but are not limited to – painted wall hanging, dyed wall hanging, embroidered wall hanging, printed pareu, dyed pareu, pandanus basket, rito basket, mate flowers, cotton flowers, jewellery, carving, painting, drawing; evidence is required for one product.

### Performance criteria

- 3.1 The art or craft product is consistent with local culture.

Range may include but is not limited to – use of local materials.

- 3.2 The promotional components of the art or craft product are consistent with the tourism market.

Range components may include but are not limited to – care instructions, packaging, presentation, quality, selling price.

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<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	28 January 2000	31 December 2024
Review	2	25 July 2006	31 December 2024
Rollover and Revision	3	19 November 2010	31 December 2024
Review	4	15 October 2015	31 December 2024
Review	5	2 March 2023	N/A

**Consent and Moderation Requirements (CMR) reference**

0078

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.