

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

Purpose	People credited with this unit standard are able to: identify what the visitor wants and values in arts and crafts of the Cook Islands; demonstrate knowledge of 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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Classification	Tourism > Cook Islands Tourism
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Available grade	Achieved
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Explanatory notes

- 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.
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 the Social Sciences Faculty, Tereora College, Box 107 Rarotonga, Cook Islands
Ph (682) 23819
Email principal@tereora.edu.ck

Outcomes and evidence requirements

Outcome 1

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

Evidence requirements

- 1.1 Arts and crafts in demand and valued by visitors are identified from 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

Demonstrate knowledge of 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 for one.

Evidence requirements

- 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 for one product.

Evidence requirements

- 3.1 The art or craft is consistent with local culture and/or incorporates local materials.
- 3.2 The promotional components of the art or craft are consistent with the tourism market.

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

Planned review date	31 December 2020
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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	N/A
Review	2	25 July 2006	N/A
Rollover and Revision	3	19 November 2010	N/A
Review	4	15 October 2015	N/A

Consent and Moderation Requirements (CMR) reference	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.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.