

<b>Title</b>	<b>Demonstrate knowledge of the Cook Islands as a travel destination</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: demonstrate knowledge of marketing and tourism information for visitors to the Cook Islands; demonstrate knowledge of the tourism product in relation to the Cook Islands; and identify special events that may attract visitors to 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

- Information to support this unit standard can be obtained from the following: Cook Islands Tourism Corporation, PO Box 14, Avarua, Rarotonga, email [tourism@cookislands.gov.ck](mailto:tourism@cookislands.gov.ck), ph (682) 29435, fax (682) 21435
- 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).
- Evidence for the process of designing a brief for the brochure or web page in performance criterion 1.3 must take into account contemporary marketing techniques.

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### Outcomes and performance criteria

#### Outcome 1

Demonstrate knowledge of marketing and tourism information for visitors to the Cook Islands.

#### Performance criteria

- Tourism promotional material is identified in terms of types of information and availability.

Range promotional material may include but is not limited to – written, visual, audio-visual, oral.  
tourism information includes – locations, attractions, activities, regulatory requirements, culture, climate.

1.2 Information sources are reviewed in terms of the accuracy of the information they convey, its relevance to visitors, and its presentation.

Range evidence is required for a minimum of two information sources.

1.3 A design brief for a tourist brochure or website page relating to a particular activity or attraction or event, accommodation outlet or transport provider is produced.

Range includes – target market, price, effective and practical design features, current trends in tourism.

## Outcome 2

Demonstrate knowledge of the tourism product in relation to the Cook Islands.

### Performance criteria

2.1 Types of accommodation are identified in terms of location, size, price, style, and facilities.

Range evidence is required for a minimum of three different types.

2.2 Transportation available for visitors is described in terms of their suitability, convenience, and special features.

## Outcome 3

Identify special events that may attract visitors to the Cook Islands.

### Performance criteria

3.1 Special events are identified in terms of type, location, timing, significance to the Cook Islands, and interest to visitors.

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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.