

Title	Demonstrate knowledge of the Cook Islands as a travel destination		
Level	2	Credits	4

Purpose	People credited with this unit standard are able to demonstrate knowledge of and produce marketing and tourism information for visitors to the Cook Islands; demonstrate knowledge of the tourism product in relation to the Cook Islands; and demonstrate knowledge of special events that may attract visitors to 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 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
Fax (682) 21 435
Ph (682) 29 435;
- 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
- 3 Evidence for the process of designing a brief for the brochure or web page in evidence requirement 1.3 must take into account contemporary marketing techniques.

Outcomes and evidence requirements

Outcome 1

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

Evidence requirements

- 1.1 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 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.

Evidence requirements

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

Range 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

Demonstrate knowledge of special events that may attract visitors to the Cook Islands.

Evidence requirements

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

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.