

Title	Demonstrate knowledge of Cook Islands' tourism and the economic, socio-cultural, and environmental impacts		
Level	2	Credits	6

Purpose	People credited with this unit standard are able to: demonstrate knowledge of the significance of the tourism industry to the Cook Islands; describe the economic, social and cultural impacts of tourism on Cook Islands' society; and describe the impacts of tourism development on the natural environment in the Cook Islands.
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Classification	Tourism > Cook Islands Tourism
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Available grade	Achieved
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Guidance Information

1 Definition

Industry texts may be any published text which covers the economic, social and cultural impacts of tourism on Cook Islands society and the use of sustainable practices to reduce the impact of tourism on the environment or is recommended by the Cook Islands Tourism Corporation, refer to cookislands.travel. Other sources such as [United Nations World Tourism Organisation](http://www.unwto.org) can be useful.

2 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, ph (682) 29435, fax (682) 21435; Cook Islands Statistics Office, Ministry of Finance and Economic Management, PO Box 41, Avarua, Rarotonga, email info@stats.gov.ck, ph (682) 29511, fax (682) 21 511.

3 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.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the significance of the tourism industry to the Cook Islands.

Performance criteria

1.1 The Cook Islands tourism industry is described in terms of its position within tourism in the South West Pacific based on visitor arrival numbers.

- 1.2 The contribution of the Cook Islands tourism industry to the Cook Islands economy is outlined in terms of estimated income, and employment generated by tourism.

Outcome 2

Describe the economic, social and cultural impacts of tourism on Cook Islands' society.

Performance criteria

- 2.1 The economic impacts of tourism on Cook Islands' society are described in terms of the impacts for the Cook Islands' economy.
- 2.2 The social and cultural impacts of tourism on Cook Islands' society are described in terms of how they affect traditional lifestyles and values of the Cook Islands.
- 2.3 Sustainable practices for the socio-cultural and economic processes are described in accordance with industry texts.

Outcome 3

Describe the impacts of tourism development on the natural environment in the Cook Islands.

Performance criteria

- 3.1 The impact of tourism development on the natural environment in the local area is described in accordance with industry texts.

Range examples of impacts include but are not limited to – major construction activity, change of land use, the generation of wastes, pollution.

- 3.2 The use of sustainable practices to reduce the impact of tourism on the environment is described in accordance with industry texts.

Planned review date	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 if you wish to suggest changes to the content of this unit standard.