

<b>Title</b>	<b>Demonstrate knowledge of the United States and Canada as a tourist destination</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	People credited with this unit standard are able to: identify and describe the geographical location of the United States and Canada, and locate key destinations on a map; identify and describe attractions, activities and events in the United States and Canada; identify air transport and related services available to tourists travelling to and within the United States and Canada; identify and describe ground product and related services available to tourists in the United States or Canada; identify travel products which can be pre-purchased in New Zealand, and their suppliers; and provide travel information for visitors to the United States and Canada.
----------------	--

<b>Classification</b>	Tourism > Travel
-----------------------	------------------

<b>Available grade</b>	Achieved
------------------------	----------

### Explanatory notes

#### Definitions

*Hemispheres* refers to the northern and southern hemispheres.

*Attractions* refers to both constructed and natural attractions existing at a destination which are of interest to tourists. For example – constructed attractions may include museums, buildings, zoos; natural attractions may include forests, lakes, geothermal areas.

*Activities* refers to commercial activities at a destination which are of interest to tourists. For example – excursions, ballooning, boat cruise, nature trek, city tour.

*Events* refers to staged events which occur on a regular basis at a destination which are of interest to tourists. For example – exhibitions, festivals, tradeshows.

*Attraction, activity and event features* may include but are not limited to – what there is to see and do, location, duration, time of year, facilities/services available, opening hours, price range.

*Current travel industry resources* refers to any resources, manual or electronic used by a travel industry workplace. Examples may include but are not limited to – supplier or wholesale brochures, websites, computer reservation system.

*Elapsed transportation time* is the actual time it takes to travel from one destination to another.

*City* refers to any city, town or other significant tourist destination.

*Rental vehicle operators* refers to suppliers of rental cars or motorhomes.

*Current regulations* refers to those outlined by United States Immigration Support (<http://www.usimmigrationsupport.org>) and Citizenship and Immigration Canada (<http://cic.gc.ca>).

*Climatic conditions* refers to minimum temperature, maximum temperature, and average rainfall.

*Seasons* include summer, spring, autumn, and winter.

---

## Outcomes and evidence requirements

### Outcome 1

Identify and describe the geographical location of the United States and Canada, and locate key destinations on a map.

#### Evidence requirements

- 1.1 The United States and Canada are located on a map of the world, and their geographical positions are described in relation to the International Date Line and hemispheres.
- 1.2 States, territories and their capital cities are located on a map, and capital cities are identified in terms of their three letter city code.
- Range USA – California, Hawaii, Florida, New York, Nevada, Colorado, Massachusetts, District of Colombia, and two others;  
Canada – British Columbia, Alberta, Ontario, Quebec.
- 1.3 Cities with international airports are located on a map, and airports are identified in terms of their three letter airport code.
- Range USA – evidence is required for five international airports;  
Canada – evidence is required for three international airports.
- 1.4 International airport locations are described with reference to distance from the city centre.
- Range evidence is required for all international airports identified in evidence requirement 1.3.
- 1.5 Key geographical features of the United States and Canada are located on a map.
- Range may include but is not limited to – Grand Canyon, Canadian Rockies, The Great Lakes, Yosemite National Park, Yellowstone National Park, Niagara Falls, Lake Powell, Bryce Canyon, Mojave Desert, Death Valley;  
evidence is required for six features, with a geographical mix of the United States and Canada.

**Outcome 2**

Identify and describe attractions, activities and events in the United States and Canada.

**Evidence requirements**

2.1 Attractions and their features are identified and described in accordance with current travel industry resources.

Range evidence is required for 12 constructed attractions and six natural attractions, with a geographical mix of the United States and Canada.

2.2 Activities and their features are identified and described in accordance with current travel industry resources.

Range evidence is required for 12 activities, with a geographical mix of the United States and Canada.

2.3 Events and their features are identified and described in accordance with current travel industry resources.

Range evidence is required for a total of four sporting and six other events, with a geographical mix of the United States and Canada.

**Outcome 3**

Identify air transport and related services available to tourists travelling to and within the United States and Canada.

**Evidence requirements**

3.1 International airline services between New Zealand and the United States or Canada are identified in terms of transfer or stopover points, three letter airport codes, operating carriers, and elapsed transportation time.

Range evidence is required for two different operating carriers.

3.2 Airline services between cities in the United States or Canada are identified in terms of three letter airport codes, operating carriers, and elapsed transportation time.

Range evidence is required for four city pairs with two operating carriers for each city pair.

3.3 Airport transfer services available to tourists are identified in terms of type and approximate cost.

Range evidence is required for two different types of transfer service from two airports in the United States, and two airports in Canada.

**Outcome 4**

Identify and describe ground product and related services available to tourists in the United States or Canada.

**Evidence requirements**

- 4.1 Land travelling time between cities is identified in accordance with information available in current travel industry resources.
- Range must include – transport type;  
evidence is required for four city pairs.
- 4.2 Services offered by long distance coach operators are identified and described in accordance with current travel industry resources.
- Range may include but is not limited to – routes, on board services/facilities available, travel passes;  
evidence is required for two long distance coach operators.
- 4.3 Services offered by long distance rail services are identified and described in accordance with current travel industry resources.
- Range may include but is not limited to – routes, on board services/facilities available, travel passes;  
evidence is required for two long distance rail services.
- 4.4 Services offered by rental vehicle operators are identified and described in accordance with current travel industry resources.
- Range may include but is not limited to – depot locations, rental inclusions, insurance, loyalty programmes, extra hire items;  
evidence is required for two rental vehicle operators.
- 4.5 Services offered by coach tour operators are identified and described in accordance with current travel industry resources.
- Range may include but is not limited to – types of tours available, duration, tour itineraries, price range, tour inclusions, on board services/facilities available;  
evidence is required for two coach tour operators.
- 4.6 Accommodation available to tourists is described in terms of its characteristics.
- Range characteristics may include but are not limited to – accommodation type, type of customer, facilities and services available, standard or grading, price range, specific location, chain affiliation, franchise affiliation;  
evidence is required for two accommodation types in four tourist destinations (eight in total).

**Outcome 5**

Identify travel products which can be pre-purchased in New Zealand, and their suppliers.

Range evidence is required for four different products in total (two different suppliers must be used).

**Evidence requirements**

5.1 Travel products which can be pre-purchased in New Zealand, and their suppliers, are identified in accordance with current travel industry resources.

Range products may include but are not limited to – accommodation, transfers, travel passes, sightseeing, show tickets, admission to theme parks.

**Outcome 6**

Provide travel information for visitors to the United States and Canada.

**Evidence requirements**

6.1 Time zones in the United States and Canada are identified.

6.2 Time differences between tourist destinations in the United States and Canada, and New Zealand are identified.

Range evidence is required for tourist destinations in three different time zones.

6.3 Entry requirements are described in accordance with current regulations.

Range evidence is required for New Zealand passport holders, and one other passport nationality (excluding United States and Canadian passport holders).

6.4 Information on health and safety precautions, tipping and taxes, and currency is provided, which is consistent with current conditions existing at the destination.

Range two pieces of information for each item.

6.5 Climatic conditions in the United States and Canada for two seasons are described in accordance with information available in current travel industry resources.

Range evidence is required for two states or territories in the United States, and two states or territories in Canada (four in total).

<b>Replacement information</b>	This unit standard replaced unit standard 3726.
--------------------------------	---

<b>Planned review date</b>	31 December 2021
----------------------------	------------------

#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	30 April 2001	31 December 2018
Review	2	16 July 2010	31 December 2018
Review	3	16 February 2017	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0078
--	------

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, or an inter-institutional body with delegated authority for quality assurance, 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.

Consent requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP 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](mailto:qualifications@ServiceIQ.org.nz) if you wish to suggest changes to the content of this unit standard.