

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

Purpose	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.
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Classification	Tourism > Travel
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Available grade	Achieved
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Guidance Information

1 Definitions

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

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.

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.

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

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

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

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.

Destination refers to the place visited that is central to the decision to take the trip.

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

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.

Hemispheres refers to the northern and southern hemispheres.

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

Seasons include summer, spring, fall, and winter.

- 2 All assessment tasks for performance criteria are to be carried out in accordance with current travel industry resources.

Outcomes and performance criteria

Outcome 1

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

Performance criteria

- 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, provinces, territories and their capital cities are located on a map, and state or province capital cities are identified in terms of their three-letter city code.
- Range USA territories may include but are not limited to – American Samoa, Guam, Midway Islands, Puerto Rico; evidence is required of five US States and two territories; Canadian territories may include but are not limited to – Northwest Territories, Yukon; evidence is required of three Canadian provinces and one territory.
- 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 by specifying their distance from the city centre.
- Range evidence is required for all international airports identified in performance criterion 1.3.
- 1.5 Key geographical features of the United States and Canada are located on a map.

Range key geographical features may include but are 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.

Performance criteria

2.1 Attractions and their features are identified and described.

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.

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.

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.

Performance criteria

3.1 Operational information about international airline services between New Zealand and the United States or Canada are identified.

Range transfer points, stopover points, three-letter airport codes, operating carriers, elapsed transportation time; evidence is required for two different operating carriers.

3.2 Operational information about airline services between cities in the United States or Canada is identified.

Range three-letter airport codes, operating carriers, elapsed transportation time; 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 by specifying types 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.

Performance criteria

- 4.1 Land travelling time between cities is identified.

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.

Range may include but is not limited to – routes, on board services, on board facilities, travel passes; evidence is required for two long distance coach operators.

- 4.3 Services offered by long distance rail services are identified and described.

Range may include but is not limited to – routes, on board services, on board facilities, travel passes; evidence is required for two long distance rail services.

- 4.4 Services offered by rental vehicle operators are identified and described.

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.

Range may include but is not limited to – types of tours available, duration, tour itineraries, price range, tour inclusions, on board services on board facilities; 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, services, 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).

Performance criteria

5.1 Travel products which can be pre-purchased in New Zealand, and their suppliers, are identified.

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.

Performance criteria

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.

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

Replacement information

This unit standard replaced unit standard 3726.

Planned review date	31 December 2025
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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	31 December 2022
Review	4	26 November 2020	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

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