

Title	Demonstrate knowledge of specific New Zealand regions as tourist destinations		
Level	3	Credits	8

Purpose	People credited with this unit standard are able to: locate New Zealand tourist regions and tourist destinations on a map; identify and describe attractions, activities and events in specific regions of New Zealand; identify and describe transport and accommodation available to tourists travelling to, from, or within specific regions of New Zealand; and provide travel information for visitors to specific regions of New Zealand.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

1 Definitions

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

Attractions refer 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.

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

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

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

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

Seasons include summer, spring, autumn and winter.

Tourist regions refers to regions defined by Statistics New Zealand.

Transport operators refer to any supplier of transport that can be utilised by a tourist. For example – regional airline, local bus/coach and/or train, ferry, water-taxi, rental vehicle.

- 2 Assessment against outcomes 2, 3, and 4 must include two tourist regions selected from the following – Alpine Pacific (Hanmer Springs/ Waipara Valley/ Kaikoura), Auckland, Bay of Plenty, Central Otago, Central South, Christchurch and Canterbury,

Coromandel, Dunedin, Eastland, Fiordland, Hawke's Bay, Lake Taupo, Lake Wanaka, Manawatu, Marlborough, Mount Cook/ Mackenzie, Nature Coast (Kapiti/ Horowhenua), Nelson, Northland, Queenstown, Rotorua, Ruapehu, Southland, Taranaki, Waikato, Wairarapa, Waitaki, Wanganui, Wellington, West Coast, or any subsequent amendments.

Outcomes and evidence requirements

Outcome 1

Locate New Zealand tourist regions and tourist destinations on a map.

Evidence requirements

- 1.1 Tourist regions are located on a map of New Zealand.
- 1.2 Key tourist destinations are located on a regional map, and identified in terms of their three letter airport or city code if applicable.
- Range evidence is required for 10 tourist destinations.
- 1.3 Key geographical features of New Zealand tourist regions are located on a map.
- Range may include but is not limited to – national parks, maritime parks, forest parks, mountains, fjords, lakes, rivers; evidence is required for six features, with a geographical mix covering the North and South Islands.

Outcome 2

Identify and describe attractions, activities and events in specific regions of New Zealand.

Range two regions.

Evidence requirements

- 2.1 Attractions and their features are identified and described in accordance with current travel industry resources.
- Range evidence is required for three constructed attractions and two natural attractions for each region.
- 2.2 Activities and their features are identified and described in accordance with current travel industry resources.
- Range evidence is required for five different activities for each region.
- 2.3 Events and their features are identified and described in accordance with current travel industry resources.
- Range evidence is required for two events for each region.

Outcome 3

Identify and describe transport and accommodation available to tourists travelling to, from, or within specific regions of New Zealand.

Range two regions.

Evidence requirements

3.1 Land travelling time between cities in New Zealand regions is identified in accordance with information available in current travel industry resources.

Range must include – transport type;
evidence is required for two city pairs for each region.

3.2 Services offered by transport 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, depot locations, rental inclusions;
evidence is required for four different transport operators for each region.

3.3 Accommodation available to tourists is described in terms of its characteristics.

Range characteristics may include but are not limited to – accommodation type, types of customer, services/facilities available, standard or grading, price range, specific location, chain or franchise affiliation;
evidence is required for three accommodation types in each region.

Outcome 4

Provide travel information for visitors to specific regions of New Zealand.

Range two regions.

Evidence requirements

4.1 Regional Tourism Organisations are identified and the promotional material they make available to tourists is described.

4.2 Information centres are identified and located within the region, and the products, services, and facilities they offer are described.

4.3 Climatic conditions within the region are described in accordance with information available in current travel industry resources.

Range two seasons for each region.

Planned review date	31 December 2021
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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	20 February 2009	31 December 2018
Review	3	16 March 2017	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 ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.