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| Title | Analyse the current state of, and factors impacting on the future of, New Zealand tourism and travel | | |
| Level | 5 | Credits | 8 |

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| Purpose | People credited with this unit standard are able to analyse the current trends and influences of the New Zealand tourism and travel industry, and factors which are likely to have an effect on the future growth and development of New Zealand tourism and travel. |
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| Classification | Tourism > Visitor Services |
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| Available grade | Achieved |
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Guidance Information

References

Tourism 2025: growing value together = whakatipu uara ngātahi, Wellington, NZ: TIA

(Tourism Industry Aotearoa), available at: [Tourism 2025: growing value together](#).

Tourism 2025 & Beyond – a sustainable Growth Framework Kaupapa Whakapakari Tāpoi, available at: [Tourism 2025 & Beyond](#).

Tourism web page Ministry of Business Innovation & Employment site, available at: <http://www.mbie.govt.nz>.

Outcomes and performance criteria

Outcome 1

Analyse the current trends and influences of the New Zealand tourism and travel industry.

Performance criteria

- 1.1 The current state and trends of the New Zealand domestic tourism industry are analysed in terms of volume expenditure and generating markets.
- 1.2 The current state and trends of the New Zealand inbound tourism industry are analysed in terms of volume expenditure, total expenditure and generating markets.
- 1.3 The current state and trends of outbound travel from New Zealand are analysed in terms of relevant key demand variables.

- 1.4 Influences on domestic and inbound tourism are analysed in terms of their effects on the current state of the New Zealand tourism industry.

Range influences may include but are not limited to – economic, social, cultural, political, technological, environmental.
a minimum of three influences for domestic tourism and three influences for inbound tourism.

Outcome 2

Analyse factors which are likely to have an effect on the future growth and development of New Zealand tourism and travel.

Range factors may include but are not limited to – economic, social, cultural, political, technological, industry initiatives including Tourism 2025 & Beyond.

Performance criteria

- 2.1 The likely impacts of the factors on the growth and development of domestic tourism in New Zealand and inbound tourism to New Zealand are described in the analysis.

Range a minimum of three factors for domestic tourism and three factors for inbound tourism.

- 2.2 The likely impacts of the factors on the growth and development of outbound tourism from New Zealand are described in the analysis.

Range a minimum of three factors.

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| Replacement information | This unit standard replaced unit standard 13174. |
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| 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 | 26 January 2004 | 31 December 2018 |
| Review | 2 | 19 November 2010 | 31 December 2018 |
| Review | 3 | 16 March 2017 | 31 December 2025 |
| Review | 4 | 27 April 2023 | N/A |

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| 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 Ringa Hora Services Workforce Development Council
qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.