

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

<b>Purpose</b>	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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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### Explanatory notes

Standard industry texts referred to in, or applicable to, this unit standard include but are not limited to:

*Tourism 2025: growing value together = whakatipu uara ngātahi*, Wellington, NZ: TIA (Tourism Industry Aotearoa), available at: <http://www.tourism2025.org.nz/>; and Tourism web page Ministry of Business Innovation & Employment site, available at: <http://www.mbie.govt.nz>.

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### Outcomes and evidence requirements

#### Outcome 1

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

#### Evidence requirements

- 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 and Tourism 2025

**Evidence requirements**

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

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

2.2 The analysis describes the likely impacts of the factors on the growth and development of outbound tourism from New Zealand.

Range a minimum of three factors are required.

<b>Replacement information</b>	This unit standard replaced unit standard 13174.
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<b>Planned review date</b>	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	26 January 2004	31 December 2018
Review	2	19 November 2010	31 December 2018
Review	3	16 March 2017	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	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, 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.

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.

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**Comments on this unit standard**

Please contact ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.