

Title	Analyse the process for marketing tourism destinations and its application		
Level	5	Credits	6

Purpose	People credited with this unit standard are able to analyse the process for marketing tourism destinations and its application.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

Definitions

Tourism destination refers to any discrete city, town, resort or geographical region such as those covered by Regional Tourism Organisations (RTOs).

SWOT analysis refers to an analysis of strengths, weaknesses, opportunities and threats.

Outcomes and evidence requirements

Outcome 1

Analyse the process for marketing tourism destinations and its application.

Evidence requirements

- 1.1 Marketing process components are analysed in terms of their application to the marketing of tourism destinations.

Range marketing process components include – destination objectives, research, SWOT analysis, marketing objectives, market segmentation and target marketing, destination positioning, marketing mix.

- 1.2 The roles of National Tourism Organisations (NTOs) and RTOs are analysed in terms of tourism destination marketing.

- 1.3 Tourism New Zealand's Destination New Zealand marketing strategy is analysed in terms of the marketing process components.

Range marketing process components include – destination objectives, research, SWOT analysis, marketing objectives, market segmentation and target marketing, destination positioning, marketing mix.

Replacement information	This unit standard replaced unit standard 8635.
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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Status information and last date for assessment for superseded versions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	26 January 2004	31 December 2018
Review	2	19 November 2010	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, 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.

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.