

<b>Title</b>	<b>Demonstrate knowledge of the tourism industry</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to demonstrate knowledge of: the relationship between tourism and travel; the tourism industry; the tourism product; and quality in the tourism industry.
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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

#### 1 Definitions

The *'linking concept'* is a term used in the text: Gee, Chuck Y; Makens, James C; Choy, Dexter JL; *The Travel Industry*. 3<sup>rd</sup> Ed. (Hoboken, NJ: John Wiley & Sons, 1997).

The *'one industry concept'* is a term used in the text: Collier, Alan, *Principles of tourism: a New Zealand perspective* (Auckland: Pearson Education), latest edition. *Categorisation in the transportation industry* refers to the division of operators into either water, land, or air transport.

#### 2 Recommended texts for this unit standard include the information relating to

Qualmark: New Zealand tourism's official mark of quality, available at: [www.qualmark.co.nz](http://www.qualmark.co.nz); ISO 9000 – quality management, available at: [www.iso.org](http://www.iso.org).

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## Outcomes and evidence requirements

### Outcome 1

Demonstrate knowledge of the relationship between tourism and travel.

#### Evidence requirements

1.1 Tourism is described in terms of its key characteristics.

Range evidence is required for a minimum of five characteristics.

1.2 The relationship between the tourism industry and the travel industry is described in a New Zealand context.

Range the inbound tourism industry, the outbound tourism industry, the domestic tourism industry.

- 1.3 Terms used in the tourism and travel industries are defined in accordance with industry texts and publications.

Range evidence is required for a minimum of 10 terms.

## Outcome 2

Demonstrate knowledge of the tourism industry.

Range evidence is required for the inbound or the outbound tourism industry.

### Evidence requirements

- 2.1 The structure of the tourism industry is described in terms of an industry model.

Range models may include but are not limited to – the linking concept, the inbound sales distribution chain, the outbound sales distribution chain.

- 2.2 Accommodation providers are identified and described in terms of their categorisation and function within the industry.

Range evidence is required for three different categories with two specific examples of providers for each category.

- 2.3 Transportation operators are identified and described in terms of their categorisation and function within the industry.

Range evidence is required for the three different categories of transportation with two specific examples of operators for each category.

- 2.4 Attraction or activity operators are identified and described in terms of their categorisation and function within the industry.

Range evidence is required for three different categories of special interest tourism with two specific examples of attraction or activity operators for each category.

- 2.5 Travel wholesalers and travel retailers are described in terms of their key roles.

Range roles include – those with regard to the client and to the principal.

## Outcome 3

Demonstrate knowledge of the tourism product.

### Evidence requirements

- 3.1 The tourism product is defined in terms of a total traveller or visitor experience.

- 3.2 The experiential nature of the tourism product is described from the perspective of an individual tourism business.
- Range tourism businesses may include but are not limited to – accommodation, transportation, attractions, activities, ancillary services, retail and wholesale travel.
- 3.3 The relationship between customer expectations and product or service delivery is described in terms of customer satisfaction.
- 3.4 The service nature of the tourism product is described in terms of key characteristics of services.
- Range characteristics may include but are not limited to – intangibility, perishability, heterogeneity, inseparability; evidence is required for a minimum of four characteristics.
- 3.5 Specific tourism product or service needs are described in terms of the influence of tourist characteristics.
- Range tourist characteristics may include but are not limited to – age, gender, ethnicity, cultural background, income level, previous travel experience, purpose of travel; evidence is required for three product or service needs for each of three different characteristics.

#### **Outcome 4**

Demonstrate knowledge of quality in the tourism industry.

#### **Evidence requirements**

- 4.1 Quality in the tourism industry is defined in accordance with industry texts and publications.
- 4.2 Quality in the tourism industry is described in terms of the 'one industry concept'.
- 4.3 Customer service is described in terms of its contribution to the provision of quality tourism products.
- Range meeting and exceeding customer expectations, contribution to the tourism experience.
- 4.4 A quality assurance initiative within the tourism industry is described.
- Range initiatives may include but are not limited to – Qualmark, ISO 9000, other quality standards.

<b>Replacement information</b>	This unit standard replaced unit standard 18238.
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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	25 January 2008	31 December 2018
Review	2	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, 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](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.