

Title	Demonstrate knowledge of the tourism industry		
Level	3	Credits	5

Purpose	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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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

1 Definitions

Categorisation in the transportation industry refers to the division of operators into either water, land, or air transport.

The '*linking concept*' is a term used in the text: Gee, C.Y; Makens, J. C; Choy, D.J. L, 1997. *The Travel Industry*. 3rd Ed. (Hoboken, NJ): Wiley.

The '*one industry concept*' is a term used in the text: Collier, A, *Principles of tourism: a New Zealand perspective* (Auckland: Pearson Education), latest edition.

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; ISO 9000 – Quality management, available at: www.iso.org.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the relationship between tourism and travel.

Performance criteria

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.

Performance criteria

- 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.

Performance criteria

- 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.

Performance criteria

- 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.

Replacement information	This unit standard replaced unit standard 18238.
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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	25 January 2008	31 December 2018
Review	2	16 March 2017	31 December 2024
Review	3	27 April 2023	N/A

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.