

<b>Title</b>	<b>Demonstrate knowledge of the business of tourism</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: demonstrate knowledge of the components of tourism; demonstrate knowledge of an 'origin-destination' model of tourism; and describe the nature of a New Zealand tourism business.
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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 relevant to this unit standard include but are not limited to: Collier, Alan, *Principles of tourism: a New Zealand perspective* (Auckland: Pearson Education), latest edition.

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### Outcomes and evidence requirements

#### Outcome 1

Demonstrate knowledge of the components of tourism.

#### Evidence requirements

1.1 Tourism is described in terms of its three key components.

Range people, products, places.

#### Outcome 2

Demonstrate knowledge of an 'origin-destination' model of tourism.

Range people, products, impacts.

#### Evidence requirements

2.1 The model is described in terms of the origin.

2.2 The model is described in terms of transit routes.

2.3 The model is described in terms of the destination.

**Outcome 3**

Describe the nature of a New Zealand tourism business.

**Evidence requirements**

- 3.1 The tourism business is described in terms of its place within an 'origin-destination' model.
- 3.2 The tourism business is described in terms of its physical location.
- 3.3 The tourism business is described in terms of its staff work roles.
- 3.4 The tourism business is described in terms of the range of products and services it offers.

<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**Status information and last date for assessment for superseded versions**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	21 May 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.