

<b>Title</b>	<b>Demonstrate knowledge of destination Aotearoa New Zealand</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 describe: inbound tourism to Aotearoa New Zealand; domestic tourism within Aotearoa New Zealand; and characteristics of Aotearoa New Zealand as a tourist destination.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 For assessment purposes statistical data used should be the most recent available from the source at the date of assessment.
- 2 Definitions
 

*Activities* refer to commercial services offered at a destination which are of interest to tourists. For example – excursions, ballooning, boat cruises, nature trek, city tours.

*Attractions* refer to both constructed and natural features existing at a destination which are of interest to tourists. For example – constructed attractions may include museums, buildings, zoos; natural attractions may include forests, lakes, geothermal areas.

*Events* refer to staged functions which occur on a regular basis at a destination which are of interest to tourists. For example – exhibitions, festivals, tradeshows.

*Features* of attractions, activities, and events refer to what there is to see and do, location, duration, seasonality/time of year, facilities/services available, opening hours, price range.

*Gateway cities* refer to key ports of arrival into the country.

*Guest night* refers to one guest spending one night at an establishment.

*Inbound tourism* refers tourists to a country by visitors who are not residents of that country.

*Regions* refer to regions defined by Statistics New Zealand.
- 3 Resources
 

The following websites can be used to support this unit standard:

  - Ministry of Business, Innovation & Employment (MBIE) website, at: [www.mbie.govt.nz](http://www.mbie.govt.nz) and [www.mbie.govt.nz/immigration-and-tourism/tourism/](http://www.mbie.govt.nz/immigration-and-tourism/tourism/) and [Reliance on tourism - Sustainable Tourism Explorer \(mbie.govt.nz\)](http://www.mbie.govt.nz/reliance-on-tourism-sustainable-tourism-explorer/) and Tourism Electronic Card Transactions (TECTs) and [Tourism Recovery Dashboard - Tourism Evidence and Insights Centre \(mbie.govt.nz\)](http://www.mbie.govt.nz/tourism-recovery-dashboard-tourism-evidence-and-insights-centre/).
  - Tourism New Zealand website at: [www.tourismnewzealand.com](http://www.tourismnewzealand.com) and [Tourism data | Corporate \(tourismnewzealand.com\)](http://www.tourismnewzealand.com/corporate/).
  - Statistics New Zealand website at: [www.stats.govt.nz](http://www.stats.govt.nz).

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## Outcomes and performance criteria

### Outcome 1

Describe inbound tourism to Aotearoa New Zealand.

#### Performance criteria

- 1.1 The significance of inbound tourism to Aotearoa New Zealand is described.
- Range includes but is not limited to – total arrival numbers; total expenditure;  
may include – seasonality.
- 1.2 Inbound tourism to Aotearoa New Zealand is described in terms of the top five generating markets based on total arrival numbers and total expenditure.
- 1.3 Inbound tourism to Aotearoa New Zealand is described in terms of purpose of visit.
- Range purpose of visit includes – holiday, visiting friends and relatives, business;  
evidence is required for total arrivals for each purpose.
- 1.4 Aotearoa New Zealand's top five host regions are identified by international spend and are located on a map.

### Outcome 2

Describe domestic tourism within Aotearoa New Zealand.

#### Performance criteria

- 2.1 The significance of domestic tourism in Aotearoa New Zealand is described.
- Range may include but is not limited to – guest nights, visits, expenditure, seasonality.

### Outcome 3

Describe characteristics of Aotearoa New Zealand as a tourist destination.

#### Performance criteria

- 3.1 Three gateway cities are located on a map of Aotearoa New Zealand.

3.2 Natural features of New Zealand's regions are described in terms of their interest to tourists.

Range regions may include but are not limited to – Rotorua, Lake Taupo, the Southern Alps, Milford Sound.  
natural features may include but are not limited to – mountains, rivers, lakes, fjords, geothermal areas.  
evidence is required for six natural features.

3.3 Attractions, activities, and events in Aotearoa New Zealand which are of interest to tourists are described in terms of their features.

Range evidence is required for a minimum of five attractions, four activities, and two events.

<b>Planned review date</b>	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	21 May 2008	31 December 2018
Revision	2	23 January 2009	31 December 2018
Review	3	16 March 2017	31 December 2024
Revision	4	20 July 2017	31 December 2024
Review	5	27 April 2023	N/A
Revision	6	28 November 2024	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.