

Title	Demonstrate knowledge of tourist characteristics and needs		
Level	2	Credits	3

Purpose	People credited with this unit standard are able to describe the characteristics and needs of tourists, and describe international tourists to New Zealand.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

- 1 Industry definitions can be found in the recommended texts for this unit standard.
- 2 Free independent travellers (FITs) are also known as fully independent travellers.
- 3 Recommended texts for this unit standard include but are not limited to:
Collier, Alan (2011) *Principles of tourism: a New Zealand perspective*, 8th ed.
Auckland, NZ, Pearson Education, or subsequent editions.

Outcomes and performance criteria

Outcome 1

Describe the characteristics and needs of tourists.

Performance criteria

- 1.1 Tourists are defined and is consistent with an industry definition.
- 1.2 The difference between international tourists and domestic tourists is described in terms of industry definitions.
- 1.3 Reasons for travel are identified and described in terms of industry definitions.
- 1.4 Motivations for leisure travel are described in terms of industry texts.
Range evidence is required for a minimum of three travel motivations.
- 1.5 The needs of tourists are described in terms of their travel requirements.
Range evidence is required for a minimum of five needs.

Outcome 2

Describe international tourists to New Zealand.

Range international tourists may include but are not limited to – free independent travellers (FITs), tour group travellers, semi-independent travellers (SITs), package travellers, business travellers; tourists from specific generating markets;
evidence is required for a minimum of three.

Performance criteria

2.1 Tourists are described in terms of their reasons for travelling to New Zealand.

2.2 Tourists are described in terms of their product and service needs.

Range product and service needs include but are not limited to – transportation, accommodation, attractions, activities.

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Status information and last date for assessment for superseded versions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