

Title	Describe and promote a New Zealand tourist destination		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to, for a specified New Zealand destination: describe the characteristics; prepare an itinerary for a visit by a tourist group; and promote it to a specified audience.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

- For assessment purposes evidence for Outcome 3 must be an oral presentation, which should be a minimum of five minutes.
- Definitions**

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

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, tradeshow.

Features of attractions, activities, and events may include but are not limited to – what there is to see and do, location, duration, time of year, facilities or services available, opening hours, price range.

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

Tourist destination refers to any discrete city, town, or region as identified in the International Visitor Survey as outlined at www.mbie.govt.nz.
- Resources**

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

 - Ministry of Business, Innovation & Employment (MBIE) at: [Tourism Recovery Dashboard](#); [Reliance on Tourism](#); [Tourism Electronic Card Transactions \(TECTs\)](#); and [Tourism Recovery Dashboard](#).
 - Tourism New Zealand at: [Insights and research](#); and [Tourism data](#)
 - Statistics New Zealand website at: www.stats.govt.nz.

Outcomes and performance criteria

Outcome 1

Describe the characteristics of a specified New Zealand tourist destination.

Performance criteria

- 1.1 The tourist destination is located on a map of New Zealand.
- 1.2 The significance of tourism to the destination is described in terms of visitor numbers.
- Range may include but is not limited to – international visitor numbers, the total international guest nights, total domestic guest nights, Regional Tourism Estimates.
- 1.3 The main tourist features of the destination are identified on a map of the destination.
- Range main tourist features may include but are not limited to – nearby cities, nearby towns, natural attractions, constructed attractions, commercial activities, places of cultural significance, places of historical significance.
evidence is required for nine features, of which three must be natural attractions and three must be commercial activities.
- 1.4 Attractions, activities, and events at the destination which are of interest to tourists are described in terms of their features.
- Range features may include but are not limited to – availability, price, unique selling points;
evidence is required for a minimum of three attractions, three activities, and two events.

Outcome 2

Prepare an itinerary for a visit to the specified New Zealand tourist destination by a tourist group.

- Range evidence is required for an itinerary of at least two days for a defined tourist group that comprises a minimum of two people.

Performance criteria

- 2.1 The itinerary is prepared to meet the characteristics and needs of the tourist group.
- 2.2 The itinerary is prepared to cover the main points of interest at the tourist destination.

2.3 The itinerary is prepared to include attractions, activities, and events.

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

Outcome 3

Promote the specified New Zealand tourist destination to a specified audience.

Performance criteria

3.1 The interests and needs of the specified audience are covered in the promotion.

3.2 The strengths of the destination as a tourist destination are promoted.

3.3 A variety of promotional media are utilised for the promotion.

Range may include but is not limited to – brochures, posters, radio commercials, television commercials, newspaper advertisements, digital media, social media;
evidence is required for two different types of promotional media.

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
Revision	4	27 February 2025	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.