

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

Purpose	People credited with this unit standard are able, for a specified New Zealand destination, to: 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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Explanatory notes

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

Attractions refers 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.

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

Events refers 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 may include but are not limited to – what there is to see and do, location, duration, time of year, facilities/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.

Outcomes and evidence requirements

Outcome 1

Describe the characteristics of a specified New Zealand tourist destination.

Evidence requirements

- 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 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 of 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.

Evidence requirements

- 2.1 The itinerary is consistent with the characteristics and needs of the tourist group.
- 2.2 The itinerary covers the main points of interest at the tourist destination.
- 2.3 The itinerary includes attractions, activities, and events.
- Range may include but is not limited to – attractions, activities, events, transfer, transport options.

Outcome 3

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

Evidence requirements

- 3.1 The promotion is consistent with the interests and needs of the specified audience.

3.2 The promotion is consistent with the strengths of the destination as a tourist destination.

3.3 The promotion utilises a variety of promotional media.

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 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

Consent and Moderation Requirements (CMR) reference	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 if you wish to suggest changes to the content of this unit standard.