

Title	Explain and analyse the social, cultural, environmental, and community contexts of a tourism or travel workplace		
Level	5	Credits	8

Purpose	People credited with this unit standard will be able to analyse and explain: the interaction required of a tourism or travel workplace with the community; Māori social and spiritual concepts and their associated tikanga for a tourism or travel workplace; and the impacts of the tourism and travel industries on the environment.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

1 Definitions

Community refers to a group defined by the geographic and/or demographic factors that influence its behavioural norms.

Tourism or travel workplace refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism and travel workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.

2 Industry texts

Collier, A. and Broex, B. Monique (2004). *Tourism industry management*. Auckland, NZ: Pearson Education.

Collier, A., and Harraway, S. (2006). *The New Zealand Tourism Industry* (5th Rev. ed.) Auckland, New Zealand: Pearson Education.

Collier, A. (2011). *Principles of Tourism: a New Zealand Perspective* (8th ed.). Auckland, NZ: Pearson Education.

Cooper, Chris (2012). *Essentials of Tourism*. Harlow, England: Pearson Education.

Tourism Industry Association (Tourism Industry Aotearoa), (2014) *New Zealand Tourism 2025 – growing value together*. Wellington, NZ: Tourism Industry Aotearoa, available at: tia.org.nz.

Department of Conservation Concessions, available at: www.doc.govt.nz.

Qualmark. available at: www.qualmark.co.nz.

3 Candidates may use a theoretical or proposed workplace as the basis for this standard.

Outcomes and evidence requirements

Outcome 1

Analyse and explain the interaction required of a tourism or travel workplace with the community.

Evidence requirements

- 1.1 The role of a tourism or travel workplace in the community is analysed and explained.
- 1.2 Methods of achieving a balance between community and tourism or travel workplace needs are analysed and explained.
- 1.3 The relationship between the tourism or travel workplace and central government and local authorities is analysed and explained.

Range includes but is not limited to – resource management, iwi, regulatory requirements.

Outcome 2

Analyse and explain Māori social and spiritual concepts and their associated tikanga for a tourism or travel workplace.

Evidence requirements

- 2.1 Appropriate consultation process for consulting with local Māori is analysed and explained for the tourism or travel workplace.

Range includes but is not limited to – identifying who has mana whenua.

- 2.2 The mutual benefits to the community and workplace of relationships based on the concept of whānaunatanga are analysed and explained.
- 2.3 The value to the community and workplace of the practice of manaakitanga for a tourism or travel workplace is analysed and explained.
- 2.4 Appropriate strategies for a tourism or travel workplace based on the concept and practice of kaitiakitanga are analysed and explained.

Outcome 3

Analyse and explain impacts of the tourism and travel industries on the environment.

Range may include but is not limited to impacts of – products offered, services offered, experiences offered.

Evidence requirements

3.1 Impacts on the environment that arise from the tourism and travel industries are explained in accordance with standard industry texts.

Range evidence of five impacts is required.

3.2 Measures that can be applied by the tourism and travel industries to reduce and minimise their effect on the environmental are analysed and explained in accordance with standard industry texts.

Range evidence of five measures is required.

Replacement information	This unit standard replaced unit standard 20486.
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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	19 November 2010	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, or an inter-institutional body with delegated authority for quality assurance, 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.