

Title	Present the characteristics of Aotearoa New Zealand as a visitor destination		
Level	4	Credits	12

Purpose	People credited with this unit standard are able to: describe Aotearoa New Zealand's biodiversity, history, and farming to visitors in a tourism context; present to visitors the characteristics of major population groups; describe Aotearoa New Zealand's ways of life to visitors; and advise visitors about food and beverages of Aotearoa New Zealand.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

- 1 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.
- 2 Standard industry texts referred to in, or applicable to, this unit standard include but are not limited to –
Welcome to New Zealand: your guide to keeping safe. available at: <http://www.police.govt.nz/>.
What's different about driving in New Zealand? (multiple language options available), available at: www.landtransport.govt.nz/overseasdrivers/driving-in-nz.html.
Planning a trip in the backcountry? Wellington, NZ: Department of Conservation. Latest version, available at: www.doc.govt.nz.
- 3 Recommended website
 Te Ara: The Encyclopaedia of Aotearoa New Zealand – www.teara.govt.nz.
- 4 Definitions
Agriculture refers to the production of goods through the rearing of land-based animals and the cultivation of crops.
Aquaculture refers to the cultivation of marine or freshwater plants or animals under controlled conditions for human consumption or use.
Biodiversity or biological diversity refers to the varieties of all biological life (plants, animals, fungi, and micro-organisms).
Community and cultural activities refer to pastimes, entertainment, sport, arts, and crafts in Aotearoa New Zealand.
Endemic refers to species that have evolved and occur and breed naturally only in New Zealand.
Horticulture is the art and science of the cultivation of plants.

Introduced refers to species that humans have brought to New Zealand (sometimes called exotic).

Invasive refers to species that are non-native or introduced to an ecosystem that become established, spread, and are likely to cause damage to biodiversity, agricultural production, or human health.

Main overseas tourism markets refer to those, which generate the greatest number of visitors and levels of expenditure as identified in Aotearoa New Zealand Visitor Statistics.

Native refers to species that have arrived in New Zealand by themselves and established themselves here. They are also found in other countries.

Pastoral farming refers to agriculture aimed at producing livestock, rather than growing crops.

Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These must include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

Outcomes and evidence requirements

Outcome 1

Present Aotearoa New Zealand's biodiversity, history, and farming to visitors in a tourism context.

Evidence requirements

- 1.1 The concept of biodiversity is described in terms of the variety and characteristics of species in Aotearoa New Zealand.
- Range includes but is not limited to – endemic species introduced species, native species;
may include but is not limited to – invasive species;
evidence is required for three plants and three animals from each of endemic, introduced, native.
- 1.2 Historical events and people are described in terms of significance to Aotearoa New Zealand.
- Range time periods – Polynesian arrival up to early European Settlement (ca 1000-ca 1839 CE), Colonial Period and Dominion status (1840-1946 CE), 1947 CE-present day;
evidence is required for Treaty of Waitangi;
evidence is required for two events from each time period;
evidence is required for two notable historical figures from each time period.
- 1.3 Major agricultural areas are identified by produce and locality.
- Range includes – horticultural areas; viticultural farming areas; pastoral farming areas; aquacultural areas;
evidence is required for two major areas for each farming method.

Outcome 2

Present the characteristics of major population groups to visitors.

Evidence requirements

- 2.1 Regions are described in terms of distribution of major population groups.
- Range Māori tribal areas and other ethnic groups, population proportions; evidence is required for at least three regions in the North Island and three regions in the South Island.
- 2.2 Population groups are described in terms of migration and settlement patterns.
- Range may include but is not limited to – Māori, European, Australasian, Asian, Polynesian; evidence is required for Māori and two other populations groups.

Outcome 3

Explain Aotearoa New Zealand's ways of life to visitors.

Evidence requirements

- 3.1 Customs are described in terms of their significance to Aotearoa New Zealand.
- Range may include but is not limited to – behaviour and dress conventions, colloquialisms, religions, leisure, community and cultural activities, education; evidence is required for three different customs from three cultural groups.
- 3.2 Institutions are described in terms of their significance to Aotearoa New Zealand.
- Range may include but is not limited to – political structure, Parliament, judicial system, government, tax system, marae, iwi, hapū, rōpū, Plunket, Accident Compensation Corporation (ACC).
- 3.3 Customary differences between Aotearoa New Zealand hospitality practices and main overseas tourism markets are described in accordance with standard industry texts and tourism workplace policies and procedures.
- Range may include but is not limited to – tipping, continental breakfast, entree and main courses, names of mealtimes; evidence is required for two main overseas tourism markets.

3.4 Visitor safety and security precautions unique to Aotearoa New Zealand are described in accordance with standard industry texts and tourism workplace policies and procedures.

Range may include but is not limited to – personal property in vehicles, driving on the left hand side, railway crossings, sunburn, melanoma, ACC entitlement, 111 emergency service telephone number, trip intentions and hut books, water safety, waste disposal, free camping; evidence for five safety and security precautions is required.

Outcome 4

Advise visitors about food and beverages of Aotearoa New Zealand.

Evidence requirements

4.1 The main food products of Aotearoa New Zealand are described in terms of availability, cost, and areas of production.

Range meat, seafood, vegetables, fruit, dairy products.

4.2 Local restaurants or cafés are described in terms of speciality, location, and cost.

Range evidence is required for two restaurants or cafés, covering two specialities.

4.3 Local sources of specialty foods or meals are identified in terms of availability, cost, and areas of production.

Range specialty food includes but is not limited to – religious, cultural, organic, special dietary.

4.4 Main alcoholic beverages made in Aotearoa New Zealand are described in terms of availability, cost, and areas of production.

Range may include but is not limited to – wine, beer, spirits; evidence is required for three beverages.

4.5 Availability of alcoholic beverages is described in terms of supply and consumption conditions.

Range includes – liquor licensing laws, drinking and driving, host responsibility.

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	13 December 1995	31 December 2018
Revision	2	10 April 1997	31 December 2018
Revision	3	3 February 1998	31 December 2018
Review	4	19 June 2001	31 December 2018
Review	5	22 May 2009	31 December 2018
Review	6	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 ServiceIQ qualifications@ServiceIQ.org.nz if you wish to suggest changes to the content of this unit standard.