

Title	Analyse the concepts of supply and demand in tourism		
Level	5	Credits	6

Purpose	People credited with this unit standard are able to analyse the nature of tourism supply; and analyse factors affecting demand for tourism products, services and destinations.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

1 Definitions

Attraction means a discrete destination, comprising natural or man-made features, which draws visitors or tourists to it.

Tourism destination may refer to a town, resort or geographical region such as those covered by Regional Tourism Organisations (RTOs).

2 References

New Zealand-Aotearoa Government Tourism Strategy, Ministry of Business, Innovation & Employment, available at

<https://www.mbie.govt.nz/immigration-and-tourism/tourism/new-zealand-aotearoa-government-tourism-strategy>.

Tourism 2025: growing value together = *whakatipu uara ngātahi*, Wellington, NZ: TIA (Tourism Industry Aotearoa), available at: [Tourism 2025: growing value together](#).

Tourism 2025 & Beyond - A sustainable Growth Framework = *Kaupapa Whakapakari Tāpo*, Wellington, NZ, TIA (Tourism Industry Aotearoa), available at: <https://www.tia.org.nz/tourism-2025>.

Outcomes and performance criteria

Outcome 1

Analyse the nature of tourism supply.

Performance criteria

- 1.1 Consumer perspective of tourism products is analysed in accordance with references.

Range evidence for three different tourism products.

- 1.2 The effect of the characteristics of tourism products on supply is analysed based on references.
- Range characteristics may include – intangibility, perishability, heterogeneity, inseparability.
- 1.3 The competitiveness of a tourism destination is analysed in terms of the inter-relationships between attractions and activities, amenities, and accessibility.
- 1.4 Factors that may influence supply of the tourism product are analysed in a New Zealand context.
- Range factors may include but are not limited to – investment requirements, the natural resource base, government policy, market factors, including consumer demand and competitors' actions, the New Zealand Tourism Strategy (Tourism 2025: growing value together and Tourism 2025 & Beyond - A sustainable Growth Framework); evidence for three different factors.
- 1.5 The strengths and weaknesses of a tourism destination within New Zealand are analysed.

Outcome 2

Analyse factors affecting demand for tourism products, services and destinations.

Performance criteria

- 2.1 A process by which people establish and satisfy needs by purchasing a tourism product is outlined.
- Range process components may include but are not limited to – need arousal, need awareness, motivation to act, purchase decision.
- 2.2 Factors influencing demand for tourism and travel to and within New Zealand are analysed and differentiated.
- Range factors include but are not limited to – motivating factors, facilitating factors, and resistance factors.
- 2.3 The relationship of tourism motivational theories relating to demand for New Zealand as a tourism destination is analysed.
- Range a minimum of two motivational theories relating to tourism.
- 2.4 The effect of fluctuations in the components of the price of travel and tourism on demand for New Zealand as a tourism destination is analysed.
- 2.5 The effect of changes in demand for a tourism product or service on the demand for other related tourism products and services is analysed.

- 2.6 Factors affecting demand for a New Zealand tourist region, product or service are analysed.

Range factors include but are not limited to – visitor demographics, visitor motivation, facilitating factors, resistance factors.

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	28 February 1997	31 December 2018
Revision	2	10 April 1997	31 December 2018
Revision	3	20 April 2001	31 December 2018
Review	4	26 January 2004	31 December 2018
Review	5	19 November 2010	31 December 2018
Review	6	16 March 2017	31 December 2025
Review	7	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.