

Title	Demonstrate knowledge of 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 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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Explanatory notes

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 Resources

Tourism 2025: growing value together = whakatipu uara ngātahi – [Wellington, NZ]: Tourism industry Association New Zealand, 2014, available at: www.tourism2025.org.nz.

Outcomes and evidence requirements

Outcome 1

Analyse the nature of tourism supply.

Evidence requirements

1.1 Consumer perspective of tourism products is analysed in accordance with tourism industry texts.

Range evidence for three different attractions.

1.2 The effect of the characteristics of tourism products on supply is analysed in accordance with tourism industry texts.

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 NZTS 2015.
- 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.

Evidence requirements

- 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 2021
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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	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.