

Title	Demonstrate knowledge of tourist characteristics and needs		
Level	2	Credits	3

Purpose	People credited with this unit standard are able to describe the characteristics and needs of tourists, and describe international tourists to New Zealand.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

- 1 Industry definitions can be found in the recommended texts for this unit standard.
- 2 Free independent travellers (FITs) are also known as fully independent travellers.
- 3 Recommended texts for this unit standard include but are not limited to: Collier, Alan (2011) *Principles of tourism: a New Zealand perspective*, 8th ed. Auckland, NZ, Pearson Education, or subsequent editions.

Outcomes and evidence requirements

Outcome 1

Describe the characteristics and needs of tourists.

Evidence requirements

- 1.1 'Tourist' is defined consistent with an industry definition.
- 1.2 The difference between international tourists and domestic tourists is described in terms of industry definitions.
- 1.3 Reasons for travel are identified and described in terms of industry definitions.
- 1.4 Motivations for leisure travel are described in terms of industry texts.
Range evidence is required for a minimum of three travel motivations.
- 1.5 The needs of tourists are described in terms of their travel requirements.
Range evidence is required for a minimum of five needs.

Outcome 2

Describe international tourists to New Zealand.

Range international tourists may include but are not limited to – free independent travellers (FITs), tour group travellers, semi-independent travellers (SITs), package travellers, business travellers; tourists from specific generating markets;
evidence is required for a minimum of three.

Evidence requirements

2.1 Tourists are described in terms of their reasons for travelling to New Zealand.

2.2 Tourists are described in terms of their product and service needs.

Range product and service needs include but are not limited to – transportation, accommodation, attractions, activities.

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Status information and last date for assessment for superseded versions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.