

Title	Demonstrate knowledge of destination New Zealand		
Level	2	Credits	4

Purpose	People credited with this unit standard are able to describe: inbound tourism to New Zealand; domestic tourism within New Zealand; and characteristics of New Zealand as a tourist destination.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

- For assessment purposes statistical data used must be the most recent available from the source at the date of assessment.
- Definitions**

Activities refers to commercial services offered at a destination which are of interest to tourists. For example – excursions, ballooning, boat cruises, nature trek, city tours.

Attractions refers to both constructed and natural features existing at a destination which are of interest to tourists. For example – constructed attractions may include museums, buildings, zoos; natural attractions may include forests, lakes, geothermal areas.

Events refers to staged functions which occur on a regular basis at a destination which are of interest to tourists. For example – exhibitions, festivals, tradeshows.

Features of attractions, activities, and events may include but are not limited to – what there is to see and do, location, duration, time of year, facilities/services available, opening hours, price range.

Gateway cities refers to key ports of arrival into the country.

Guest night refers to one guest spending one night at an establishment.

Natural features may include but are not limited to – mountains, rivers, lakes, fjords.

Regions refers to regions defined by Statistics New Zealand.
- The following websites can be used to support this unit standard:
 Ministry of Business, Innovation & Employment (MBIE) website, at: www.mbie.govt.nz.
 Tourism New Zealand website at: www.tourismnewzealand.com.
 Statistics New Zealand website at: www.stats.govt.nz.

Outcomes and performance criteria

Outcome 1

Describe inbound tourism to New Zealand.

Performance criteria

- 1.1 The significance of inbound tourism to New Zealand is described in terms of total arrival numbers and total expenditure.
- 1.2 Inbound tourism to New Zealand is described in terms of the top five generating markets based on total arrival numbers and total expenditure.
- 1.3 Inbound tourism to New Zealand is described in terms of purpose of visit.
- Range purpose of visit includes – holiday, visit friends and relatives, business;
evidence is required for total arrivals for each purpose.
- 1.4 New Zealand's top five host regions are identified in terms of both international visitor numbers and international person nights, and are located on a map.

Outcome 2

Describe domestic tourism within New Zealand.

Performance criteria

- 2.1 The significance of domestic tourism in New Zealand is described.
- Range may include but is not limited to – guest nights, visits, expenditure.
- 2.2 New Zealand's top five host regions are located on a map.

Outcome 3

Describe characteristics of New Zealand as a tourist destination.

Performance criteria

- 3.1 Three gateway cities are located on a map of New Zealand.
- 3.2 Natural features of New Zealand's regions are described in terms of their interest to tourists.
- Range regions may include but are not limited to – Rotorua's geothermal areas, Lake Taupo, the Southern Alps, Milford Sound;
evidence is required for six natural features.

3.3 Attractions, activities, and events in New Zealand which are of interest to tourists are described in terms of their features.

Range evidence is required for a minimum of five attractions, four activities, and two events.

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
Revision	2	23 January 2009	31 December 2018
Review	3	16 March 2017	N/A
Revision	4	20 July 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>.

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.