



# New Zealand Certificate in Tourism Māori (Level 3) [Ref: 2337]

## Alignment of Tourism Māori unit standards to the Graduate Profile outcomes

Please note: Unit Standard credit values may not always match the credit values for each of the Graduate Profile Outcomes.

Graduate Profile outcomes	Unit standard	Titles	Outcomes	Performance Criteria
<b>Apply work practices utilising appropriate expressions of manaakitanga when engaging with manuhiri across a range of tourism contexts.</b>  <b>(Credits 15)</b>	<b>17578</b>  <b>Level 3, Credits 4</b>	Explain the value and benefits of whānau in tourism Māori	1 Explain the value and benefits of whānau in tourism Māori.	1.1 The value of whānau in tourism Māori is explained in terms of fulfilling roles within a tourism Māori product. Range roles may include but is not limited to – mana whenua, taura-here, ringawera, kaihautū, kaiwhakahaere, kaimahi, tuakana and teina, kuia and koroua, kaikaranga, kaikōrero, rangatahi: evidence of six roles is required.  1.2 The benefits of whānau in tourism Māori is explained in terms of the best outcomes for whānau, hapū, iwi. Range best outcomes for whānau, hapū, iwi may include but are not limited – to strengths, social activities, collective action, cooperation, economic development, self-management, identity, collective esteem. evidence of six is required.  1.3 Traditional and contemporary communal whānau activities are explained in terms of their contribution to tourism Māori Range <i>Traditional whānau activities</i> may include but are not limited to – whānau wānanga, poukai, hura kōhatu, observance of Matariki/Puanga/Puaka; <i>Contemporary whānau activities</i> may include but is not limited to – regional and national kapa haka competitions, pā wars, reunions, observance of Matariki/Puanga/Puaka, noho marae, whānau celebrations, religious celebrations, sporting events
	<b>17786</b>  <b>Level 3, Credits 5</b>	Explain tikanga in tourism Māori	1 Explain tikanga Māori in tourism Māori. Range tikanga may include but is not limited to – rāhui, tapu, noa, muru, utu, pouwhenua, aukati evidence of four is required	1.1 Tikanga relevant to a specific tour are explained in accordance with local hapū and iwi tikanga. Range a tour may include but is not limited to – cultural heritage trails, marae, hard adventures, soft adventures, marine activities evidence of two tours is required.  1.2 Tikanga relevant to a site are explained in accordance with local hapū and iwi tikanga. Range sites may include but is not limited to – awa, māra kai, mātaimai, reserves, maunga, moana, pā, taiāpure, archaeological sites, historical sites, marae, wāhi tapu. evidence of four sites is required.
<b>Utilise appropriate, basic expressions of kaitiakitanga in relation to people, places and events in a tourism Māori context</b>  <b>(Credits 15)</b>	<b>17791</b>  <b>Level 3, Credits 5</b>	Explain kaitiaki practices in a tourism Māori context	1 Explain kaitiaki practices in a tourism Māori context.	1.1 Kaitiaki practices associated with Ranginui and Papatūānuku are explained in tourism Māori context. 1.2 Kaitiaki practices associated with the children of Ranginui and Papatūānuku are explained in a tourism Māori context. 1.3 Kaitiaki practices within a local rohe are explained in terms of a tourism event.
	<b>31071</b>  <b>Level 3, Credits 6</b>  <b>Replaced US 17788 &amp; 17789</b>	Identify, and explain the history of, natural and man-made attractions and attractions in tourism Māori	1 Identify, and explain the cultural significance of natural attractions in tourism Māori. Range: evidence of two natural attractions is required  2 Identify, and explain the cultural significant of man-made attractions in tourism Māori. Range evidence of two man-made attractions is required	1.1 Natural attractions are identified. Range name, location, features, activities, potential hazards. 1.2 Natural attractions are explained in terms of the Māori history associated with them and in accordance with the kōrero of the local iwi and/or hapū.  2.1 Significant sites are identified. Range name, location, features, activities, potential hazards. 2.2 Significant sites are explained in terms of the Māori history associated with them and in accordance with the kōrero of the local iwi and/or hapū. Range; man-made attractions may include but is not limited to - whare whakairo, pā kāinga, māra kai, pā tūwatawata (defensive pā). whare wānanga, ngā ara.
	<b>17784</b>  <b>Level 3, Credits 5</b>	Examine and recite appropriate karakia in tourism Māori	1 Discuss karakia tawhito as it applies to a tourism Māori product.	1.1 The structure and content of karakia tawhito are discussed in terms of their use and appropriateness for a tourism Māori product.
			2 Examine contemporary karakia as it applies to a tourism Māori product.	2.1 The structure and content of contemporary karakia are examined in terms of their use and appropriateness for a tourism Māori product.

<b>Communicate relevant basic kōrero from iwi, hapū and whānau to reflect rangatiratanga when interacting with manuhiri.</b>  <b>(Credits 15)</b>			3 Recite a karakia appropriate to a tourism Māori product.	3.1 A karakia appropriate to the product is recited in accordance with tikanga and kawa. 3.2 Appropriate behaviour is demonstrated during karakia recital in accordance with tikanga and kawa.
	<b>17385</b>  <b>Level 3, Credits 5</b>	Discuss and compare cultural practices in tourism and the impact of tourism on Māori	1 Discuss and compare cultural practices of Māori and one other culture in tourism.	1.1 Cultural practices in tourism are discussed and compared in terms of their differences and similarities. 1.2 The impact of tourism on the two cultures is discussed in relation to their cultural practices and their environment.
			2 Discuss the impact of tourism on Māori cultural practices.	2.1 The impacts of tourism on Māori cultural practises and methods to minimise these impacts discussed in terms of local hapū and/or iwi development. 2.2 The impacts of tourism on Māori cultural practises are discussed in terms of tikanga Māori. 2.3 The impacts of tourism on Māori cultural practices are discussed in terms of globalisation.
	<b>31070</b>  <b>Level 3, Credits 4</b>  <b>Replaced US 17383 and 17384</b>	Explain the importance of Māori place names and use of te reo Māori greetings and farewells	1 Explain the importance of Māori place names in tourism. Range place names may include but are not limited to – maunga, awa, moana, roto, rohe, towns, cities; evidence of three is required.	1.1 Explain Māori place names in accordance with local history and/or kōrero tuku iho. 1.2 Explain the importance of correct pronunciation of Māori place names. 1.3 Explain the influence of pūrākau and pakiwaitara in naming places in accordance with hapū and/or iwi traditions and/or kōrero tuku iho.
		2 Present a short mihi and poroporoaki in te reo Māori in a tourism context. Range mana whenua, Māori place names	2.1 Present a short mihi to manuhiri in accordance with local tikanga 2.2 Present a poroporoaki to manuhiri in accordance with local tikanga	
<b>Utilise appropriate and basic mihimihi, korero, poroporoaki, and karakia during a tourism Māori event</b>  <b>(Credits 15)</b>	<b>17391</b>  <b>Level 3, Credits 5</b>	Demonstrate knowledge of key forms of Māori communication, and the significance of Māori identity in tourism Māori	1 Demonstrate knowledge of key forms of Māori communication and their significance in tourism Māori.	1.1 Te reo Māori is described in terms of its significance for/in/to tourism Māori. 1.2 Key forms of verbal communication are identified. 1.3 Key forms of non-verbal communication are identified. 1.4 Key forms of artistic means of communication are identified.
			2 Explain the significance of Māori identity in tourism Māori.	2.1 Māori identity is explained in relation to Tourism Māori.