



New Zealand Diploma in Tourism Māori (Level 5) [Ref: 2339]
Alignment of Tourism Māori unit standards to the Graduate Profile outcomes.

Graduate Profile outcomes	Unit standard Level/Credits	Titles	Outcomes	Evidence Requirement
Apply an advanced knowledge of manaakitanga and cultural competence when engaging with people from other cultures. (Credits 20)	17387 Level 5, Credits 15	Discuss ngā hekenga mai and iwi settlement, and compare Māori customs with those of another Polynesian culture	1 Discuss and trace ngā hekenga mai across Polynesia.	1.1 The rationale for Polynesia migration to Aotearoa is discussed in terms of socioeconomic conditions. 1.2 Ngā hekenga mai is traced through Polynesia to settlement in Aotearoa in terms of settlement patterns and chronological settlement.
			2 Discuss an iwi settlement in Aotearoa.	2.1 The diversity of iwi settlement in Aotearoa is discussed in terms of the effects on the local environment. 2.2 Iwi settlement within a rohe is discussed in accordance with whānau, hapū, and/or iwi accounts to establish the history of settlement. 2.3 The economic trade and social benefits of iwi settlement within a rohe is discussed in terms of development for the iwi in that rohe.
			3 Compare and contrast Māori customs, traditions, and values with those of another Polynesia culture.	3.1 Māori customs and traditions are compared and contrasted with those of another Polynesia culture. 3.2 Māori values are compared and contrasted with those of another Polynesia culture.
	Other standards for consideration: <ul style="list-style-type: none"> Public Sector Compliance Operations - 29200, Engage with stakeholders in a regulatory compliance environment Level 5, Credits 5 Provide Social Services - 8071, <i>Establish and maintain working relationships with people of other cultures and life experience</i> Level 5, Credits 6 			
Exercise kaitiakitanga to research; and promote and maintain the integrity of mātauranga Māori in a tourism context. (Credits 25)	Other standards for consideration: <ul style="list-style-type: none"> Kaupapa Hauora – 15305, <i>Explain and analyse hauora Māori concepts of kaitiakitanga and mana</i> Level 5, Credits 6 Business Administration Services – 29034, <i>Research business technology to support an identified business need</i> Level 5, Credits 10 Kaupapa Hauora – 15303, <i>Demonstrate knowledge of hauora research planning methods and presentation, and evaluate published hauora research</i> Level 6, Credits 8 Te Mātauranga Māori Whānui – 2968, <i>Conduct and present research using Māori concepts and methodologies</i> Level 5, Credits 8 			
Apply knowledge of rangatiratanga to support decision making for sustainability of Tourism Māori businesses and operations. (Credits 25)	17395 Level 5, Credits 15	Research and evaluate a tourism Māori product as a sustainable economic product, and research its impact on Māori values	1 Research the potential impact of a tourism Māori product on traditional Māori values.	1.1 The tourism Māori product is researched in terms of its potential impact on traditional Māori values.
			2 Research a tourism Māori product as a sustainable economic product.	2.1 The tourism Māori product is researched in terms of its sustainable economic potential for local Māori. 2.2 The tourism Māori product is researched in terms of its economic contribution to regional development. 2.3 The tourism Māori product is researched to make comparisons with global trends and issues related to sustainable economic development.
			3 Evaluate a tourism Māori product as a sustainable economic product.	3.1 The tourism Māori product is evaluated in terms of the economic benefits to the community and local Māori. 3.2 The tourism Māori product is evaluated in terms of its contributions to economic sustainability within its region.
	Other standards for consideration: <ul style="list-style-type: none"> Land-Based Environmental Management – 26175, <i>Assess land-based workplace practices for their environmental impact, and the impact of sustainability strategies</i> Level 5, Credits 7 Tourism Conventions and Incentives – 25869, <i>Develop, implement, and evaluate a sustainability strategy for a conventions and incentives industry project</i> Level 5, Credits 8 Māori Management in Māori Organisations – 10694, <i>Explain marae management systems and research a model of marae management.</i> Level 4, Credits 10 			
Implement appropriate relationships with other tourism Māori business professionals to optimise the manuhiri outcomes.	17392 Level 5, Credits 15	Describe existing tourism Māori products and investigate a potential joint tourism venture	1 Describe existing tourism Māori products and their market position.	1.1 The market position of existing tourism Māori products is described in terms of their value. 1.2 Sustainable procedures for existing tourism Māori products are described in terms of their relevance for Māori. 1.3 Intellectual property rights are explained and identified in terms of Māori artefacts.

(Credits 25)			2 Identify and explain the potential development of a joint tourism venture.	2.1 The potential development of a joint tourism venture between an existing Māori tourism product and an existing non-Māori tourism product is identified and explained in terms of its economic value.
	Other standards for consideration: <ul style="list-style-type: none"> People Development and Coordination: 1987, <i>Develop strategies to establish and maintain positive workplace relationships</i> Level 5, Credits 5 Public Sector Management – 11070, <i>Identify relationships and conventions that influence the management of public sector organisations</i> Level 6, Credits 10 Small Business – 29464, <i>Develop, maintain, and strengthen external relationships for a small business</i> Level 5, Credits 7 			
Apply workplace practices in a professionally, ethically, and culturally responsible manner that expresses the values of te pono me te tika and meets legislative requirements. (Credits 25)	17394	Research, plan, develop and implement a tourism Māori product	1 Research the potential of a tourism Māori product.	1.1 A tourism Māori product is researched in terms of its potential for economic success. 1.2 A tourism Māori product is researched in terms of its potential relevance to the needs of the local community.
			2 Develop a plan for a tourism Māori product.	2.1 A plan is developed in accordance with the tourism Māori product policy and practice. 2.2 The scope, concept and/or storyline, objectives, resources, and intended outcomes are identified in accordance with tourism Māori product policy and practice. 2.3 Contact details for regional and national tourism organisations and relevant government agencies (for up-to-date tourism information, promotion, and legislative requirements) are included in the plan. 2.4 Health and safety regulations consistent with Health and Safety in Employment Act 1992 and the Health and Safety Employment Regulations 1995 are included in the plan. 2.5 Cultural and intellectual property rights of local Māori involved in the development of the product are provided for in the plan consistent with the principles of the Treaty of Waitangi. 2.6 Communication strategy for the dissemination of information to interested parties in terms of benchmarks, local data, and profit return are included in the plan.
			3 Implement a plan for a tourism Māori product and identify changes required.	3.1 The product is implemented in accordance with the plan. 3.2 Ongoing evaluation of the product is carried out in accordance with the plan, and any adaptations to the product are made to meet the needs of the local community researched in evidence requirement 1.2.
			Other standards for consideration: <ul style="list-style-type: none"> Employment Support – 20037, <i>Provide workplace orientation and training and ongoing employment support</i> Level 6, Credits 15 Career Consultation – 25166, <i>Demonstrate knowledge of professional and ethical career practice</i> Level 5, Credits 8 People Development and Coordination – 27558, <i>Manage professional and ethical behaviour of staff in a business operation</i> Level 5, Credits 5 Public Sector Core Skills – 23271, <i>Analyse the ethical and legal issues in the collection and use of data in a public sector context</i> Level 5, Credits 4 	