

Title	Demonstrate knowledge of key forms of Māori communication, and the significance of Māori identity in tourism Māori		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to demonstrate knowledge of key forms of Māori communication, and the significance of Māori identity in tourism.
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Classification	Tourism Māori > Tourism Māori Practices
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Available grade	Achieved
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Guidance Information

1 This unit standard is designed to assist the learner to identify and appreciate the unique aspects of Māori culture. By understanding these aspects, the learner will be able to explain these differences for manuhiri and highlight the significance for tourism.

2 **Assessment**

The assessment context for this unit standard is limited to local rohe or takiwā. Where local rohe are also occupied by a number of other hapū or iwi, the tangata whenua or mana whenua view will take precedence. Other hapū or iwi views should be encouraged in order to enrich and enhance understanding of key Māori concepts and practices.

Assessment may be presented in a number of ways which may include but are not limited to – oral presentations, visual presentations, written presentations, whakaari, waiata, haka, pūrākau and pakiwaitara, artwork, computer, dance, drama, poster, photo images, roleplay, social media, tuhituhi, video.

This unit standard may be assessed against in the workplace or in a learning situation.

3 **Definition**

Tourism Māori is an indigenous cultural experience of interaction and engagement, providing a unique insight into the world that has shaped our land, its Māori people, their traditions, and culture.

4 It is recommended that learners have achieved Unit 31070, *Explain the importance of Māori place names, and use reo Māori greetings and farewells in tourism.*

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of key forms of Māori communication and their significance in a tourism context.

Performance criteria

- 1.1 Te reo is described in terms of its significance for tourism, in tourism, and to tourism.
- 1.2 Key forms of verbal communication are identified.
- Range may include but is not limited to – haka, mihi, pepeha, whaikōrero, whakataukī, whakatauākī, waiata, karanga, tauparapara, waiata ā-ringa, kanohi ki te kanohi; evidence of three is required.
- 1.3 Key forms of non-verbal communication are identified.
- Range may include but is not limited to – hongī, mau rākau, poi, pūkana, whētero, wero, reo ā-tinana; evidence of three is required.
- 1.4 Key forms of artistic means of communication are identified.
- Range may include but is not limited to – ngā mahi a Toi (whakairo, kōwhaiwhai, tukutuku, tā moko); Te Whare Pora (rāranga, tāniko, kākahu); evidence of three from ngā mahi a Toi and three from Te Whare Pora are required.

Outcome 2

Explain the significance of Māori identity in a tourism context.

Performance criteria

- 2.1 Māori identity is explained in relation to tourism.
- Range may include but is not limited to – Ranginui and Papatūānuku, Ngā Atua, hapū, iwi, marae, waka, whānau, maunga, ngahere, awa, moana, roto, moutere/motu; evidence of four is required.

Planned review date	31 December 2024
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	26 June 2000	31 December 2012
Revision	2	27 August 2003	31 December 2012
Review	3	26 July 2005	31 December 2012
Review	4	22 October 2010	31 December 2016
Revision	5	19 July 2012	31 December 2016
Review	6	21 May 2015	31 December 2019
Review	7	29 March 2018	N/A
Review	8	27 February 2020	N/A

Consent and Moderation Requirements (CMR) reference

0226

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact NZQA Māori Qualifications Services mqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.