

<b>Title</b>	<b>Describe existing tourism Māori operators and investigate a potential joint tourism venture</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>15</b>

<b>Purpose</b>	People credited with this unit standard are able to describe existing tourism Māori operators and their market position and identify and explain the potential development of a joint tourism venture.
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<b>Classification</b>	Tourism Māori > Tourism Māori Practices
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<b>Available grade</b>	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 highlight the significance for tourism.

2 **Assessment**  
 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 in a learning situation.

3 **Definitions**  
*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.  
*Market position* is the ranking of an operator in terms of its overall value relative to that of a competitor in a similar market.  
 A *joint venture partner* could be an established tourism operator; a commercial entity associated to a hapū/iwi; or an existing whānau based business.  
*Tourism Māori operator* within this context refers to an operator who delivers tourism products such as marae stay, Māori cultural experience, historical tour, archaeological tour, adventure tour, nature tour.

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## Outcomes and performance criteria

### Outcome 1

Describe existing tourism Māori operators and their market position.

Range evidence of three tourism Māori operators is required.

### Performance criteria

1.1 The market position of existing tourism Māori operators is described in terms of their value.

Range value may include but is not limited to – commercial viability, sustainability, validity, employment, spiritual, cultural; evidence of three values is required.

1.2 Sustainable procedures for existing tourism Māori operators are described in terms of their relevance for Māori.

Range sustainable procedures may include but are not limited to – marketing, human resources, compliance, financial planning, strategic planning, business operations; evidence of marketing and two other sustainable procedures is required.

1.3 Intellectual property rights are explained and identified.

Range patents, trademarks, designs, copyright.

### Outcome 2

Identify and explain the potential development of a joint tourism venture.

### Performance criteria

2.1 The potential development of a joint tourism venture between an existing Māori tourism operator and an existing non-Māori tourism operator is identified and explained in terms of its value.

Range terms of reference for a feasibility study, relationships required, memorandum of agreement, length of contract period, ownership rights, parties to the agreement.

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<b>Planned review date</b>	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
Review	5	21 May 2015	N/A
Review	6	27 February 2020	N/A

**Consent and Moderation Requirements (CMR) reference**

0177

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](mailto:mqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.