

Title	Research, plan, develop and implement a tourism Māori experience		
Level	5	Credits	15

Purpose	People credited with this unit standard are able to: research the potential of; develop a plan; implement a plan; and identify changes required for a tourism Māori experience.
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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**
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 Legislation applicable to this unit standard includes but is not limited to – Health and Safety at Work Act 2015, Health and Safety at Work (General Risk and Workplace Management) Regulations 2016, Health and Safety at Work (Adventure Activities) Regulations 2016, Treaty of Waitangi Act 1975, Resource Management Act 1991, Employment Relations Act 2000.

- 4 **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.
Economic success as used in this unit standard is generating wealth and the social, environmental and cultural wellbeing of a whānau, hapū and/or iwi.
Local Māori refer to local whānau, hapū, and/or iwi who would benefit from, and participate in the development of, a tourism Māori experience.
Tourism Māori experience within this context refers to marae stay, Māori cultural experience, historical tour, archaeological tour, adventure tour, nature tour.

Outcomes and performance criteria

Outcome 1

Research the potential of a tourism Māori experience.

Performance criteria

- 1.1 A tourism Māori experience is researched in terms of its potential for economic success.
- Range market analysis; financial viability exercise; needs analysis; SWOT analysis; PEST analysis; whānau, hapū, iwi capability; cost-benefit analysis.
- 1.2 A tourism Māori experience is researched in terms of its potential relevance to the needs of the local community.
- Range needs may include but are not limited to – job creation, cultural renaissance, infrastructure development, environmental sustainability;
evidence of job creation and two others is required.

Outcome 2

Develop a business plan for a tourism Māori experience.

Performance criteria

- 2.1 A plan is developed.
- Range vision statement, purpose, action plan, goals and objectives, organisational constraints, prospective audience, partnership and stakeholder responsibilities, services and products.
- 2.2 The scope, concept and/or storyline, objectives, resources, and intended outcomes are identified.
- Range resources include – social, economic and environmental costs and benefits, environmental protection, recognition of the employment potential, timeframes, procedures, budget systems, accountabilities.

- 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.
- Range may include but is not limited to – New Zealand Māori Tourism, Māori Regional Tourism Organisations, Te Puni Kōkiri, Tourism New Zealand, Tourism Industry Aotearoa and Department of Conservation; contact details include but are not limited to – organisation name, address, email address, contact person, phone numbers, web address, services offered.
- 2.4 Health and safety regulations consistent with Health and Safety at Work (General Risk and Workplace Management) Regulations 2016 and Health and Safety at Work (Adventure Activities) Regulations 2016 are included in the plan.
- 2.5 Cultural and intellectual property rights of Māori involved in the development of the experience are provided for in the plan consistent with the principles of Te Tiriti o Waitangi (Treaty of Waitangi).
- 2.6 Communication strategy for the dissemination of information about the experience to interested parties are included in the plan.
- Range interested parties may include but are not limited to – local Māori, New Zealand Māori Tourism, local council, regional council, local businesses, local tourism businesses.

Outcome 3

Implement and evaluate a plan for a tourism Māori experience.

Performance criteria

- 3.1 The experience is implemented in accordance with the plan.
- 3.2 Ongoing evaluation of the experience is carried out in accordance with the plan, and any adaptations to the experience are made to meet the needs of the local community researched in performance criterion 1.2.

Planned review date	31 December 2026
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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
Rollover and Revision	7	26 June 2025	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 if you wish to suggest changes to the content of this unit standard.