

Title	Research and evaluate a tourism Māori product as a sustainable economic product, and research its impact on Māori values		
Level	5	Credits	15

Purpose	People credited with this unit standard are able to: research the potential impact of a tourism Māori product on traditional Māori values; and research and evaluate a tourism Māori product as a sustainable economic product.
----------------	---

Classification	Tourism Māori > Tourism Māori Issues
-----------------------	--------------------------------------

Available grade	Achieved
------------------------	----------

Programme Guidance

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.
A sustainable economic product is a product or business that is committed to making a low impact on the environment and local culture and meets the economic needs of the present generation without compromising the ability of future generations to meet their own economic or business needs.

Tourism Māori product within this context refers to taonga Māori, marae stay, Māori cultural experience, historical tour, archaeological tour, adventure tour, nature tour, home stay.

Outcomes and performance criteria

Outcome 1

Research the potential impact of a tourism Māori product on traditional Māori values.

Performance criteria

- 1.1 The tourism Māori product is researched in terms of its potential impact on traditional Māori values.

Range traditional Māori values may include but are not limited to – whakapapa, wairuatanga, kaitiakitanga, mana, manaakitanga, rangatiratanga, whanaungatanga, kotahitanga; evidence of two impacts on four traditional Māori values is required.

Outcome 2

Research a tourism Māori product as a sustainable economic product.

Performance criteria

- 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.

Outcome 3

Evaluate a tourism Māori product as a sustainable economic product.

Performance criteria

- 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.
- 3.3 The tourism Māori product is evaluated in terms of its low impact on the environment and contributions to local culture within its region.

Planned review date	31 December 2024
----------------------------	------------------

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 if you wish to suggest changes to the content of this unit standard.