

Title	Explain the value and benefits of whānau in tourism Māori		
Level	3	Credits	4

Purpose	People credited with this unit standard are able to explain the value and benefits of whānau in tourism Māori.
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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 **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.

Tourism Māori event within this context may include but is not limited to marae stay, Māori cultural experience, historical tour, archaeological tour, adventure tour, nature tour, home stay.

Whānau – extended family, family group, a familiar term of address to a number of people; the primary unit of traditional Māori society. A family including extended family and descendants (kin group) linked by a common tīpuna/tūpuna (ancestor). In a modern context the term is sometimes used to include friends who may not have any kinship ties to other members.

Pā wars – inter-marae recreation/competition which may include hākinakina, waiata, haka, kapa haka and other games.

- 4 Matariki is the Māori name for the Pleiades constellation, the rising of which signals the start of the Māori calendar in regard to the planting of crops and fishing. The marking of the appearance of Matariki, which is unique to Aotearoa, is a chance for embracing the warm spirit of Matariki ahunga nui (what warranted the abundance of food). The contemporary celebrations vary in style and timing from region to region, but the underlying principle of sharing, learning, feasting and festivity is constant throughout. It is time for celebration (exhibitions, festivals, concerts and cultural performances), as well as reflection of the past with a mind to plan for the time ahead.

In the Whanganui and Taranaki region Puanga is celebrated as you are unable to view Matariki on this section of the West Coast of the North Island. In Te Waipounamu, it is not the constellation of Matariki but the star Puaka (Rigel in Orion) that heralds the start of the Māori calendar.

Outcomes and performance criteria

Outcome 1

Explain the value and benefits of whānau in tourism Māori.

Performance criteria

- 1.1 The value of whānau in tourism Māori is explained in terms of fulfilling roles within a tourism Māori event.

Range roles may include but are not limited to – mana whenua, taura here, ringawera, kaihautū, kaiwhakahaere, kaimahi, tuakana and teina, kuia and koroua, kaikaranga, kaikōrero, rangatahi; evidence of six roles is required.

- 1.2 The benefits of whānau in tourism Māori are explained in terms of the best outcomes for whānau, hapū, iwi.

Range best outcomes for whānau, hapū, iwi may include but are not limited to – strengths, social activities, collective action, cooperation, economic development, employment, commercial success, leadership, self-management, identity, collective esteem; evidence of six is required.

- 1.3 Participation in traditional and contemporary communal whānau activities are explained in terms of their contribution to tourism Māori.

Range	<p>traditional whānau activities may include but are not limited to – whānau wānanga, poukai, hura kōhatu, observance of Matariki/Puanga/Puaka, mau rākau, haka;</p> <p>contemporary whānau activities may include but are not limited to – regional and national kapa haka competitions, pā wars, reunions, observance of Matariki/Puanga/Puaka, noho marae, whānau celebrations, religious celebrations, sporting events;</p> <p>evidence of two traditional and two contemporary whānau activities is required.</p>
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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 2016
Revision	7	18 August 2016	31 December 2019
Review	8	29 March 2018	N/A
Review	9	27 February 2020	N/A

Consent and Moderation Requirements (CMR) reference	0226
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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.