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| **Title** | **Explain the importance of Māori place names in a tourism Māori context** | | |
| **Level** | **3** | **Credits** | **4** |

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| **Purpose** | People credited with this unit standard are able to: explain the importance of Māori place names; in a tourism context. |

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| **Classification** | Tourism Māori > Tourism Māori Practices |

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| **Available grade** | Achieved |

**Guidance Information**

1 Assessment

The assessment context for this unit standard is to empower, uplift and maintain kōrero tuku iho for tikanga practices of local rohe or takiwā. Where local rohe are also occupied by several other hapū or iwi, the tangata whenua or mana whenua view will take precedence. However, other hapū or iwi views should be encouraged to enrich and enhance understanding of key Māori concepts and practices.

Assessment evidence can be gathered and presented in various ways including oral, visual, written, artwork, social and digital media, dance, drama, kapa haka performances, photos, roleplay, videos, or portfolios through the collection of naturally occurring evidence.

This unit standard can be assessed either in a workplace setting or within a learning environment.

2 Definitions

*For the purpose of this unit standard* the importance for correct pronunciation of Māori place names in tourism is essential for respecting Māori culture, enhancing visitor experiences, preserving cultural integrity and demonstrating manaakitanga and hospitality.

*Pūrākau* are accounts or stories associated with the gods and demigods, as opposed to pakiwaitara, which are accounts associated with humankind. The traditional and widely held view of Māori is that pūrākau provide a historical continuum and are an integral part of a tribe's history.

*Kōrero tuku iho* refers to Māori stories, or histories, which provide a basis or rationale for Māori belief systems and tikanga. They may be found in Māori oral traditions (such as pūrākau, pakiwaitara, whakapapa, waiata, karanga, or whaikōrero) or in written works. They may also be particular to a whānau, hapū, iwi or marae; and are often revered as treasured accounts to be passed down the generations.


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*Tourism Māori* refers to an indigenous cultural experience of interaction and engagement centred around Māori cultural heritage, traditions and values providing a unique insight into the world that has helped shaped our land, its Māori people, their traditions, and culture. It encompasses a wide range of activities and attractions that allow manuhiri to engage with tangata whenua.

## Outcomes and performance criteria

### Outcome 1

Explain the importance of Māori place names in a tourism Māori context.

Range evidence of three is required.

**Performance criteria**

1.1 Explain Māori place names in accordance with local history and/or kōrero tuku iho.

1.2 Explain the importance of correct pronunciation of Māori place names.

1.3 Explain the influence of pūrākau and pakiwaitara in naming places in accordance with iwi traditions and/or kōrero tuku iho.

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| **Replacement information** | This unit standard replaced unit standard 17383 and unit standard 17384. |

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| **Planned review date** | 31 December 2030 |

**Status information and last date for assessment for superseded versions**

| Process | Version | Date | Last Date for Assessment |
|---|---|---|---|
| Registration | 1 | 29 March 2018 | 31 December 2019 |
| Revision | 2 | 26 September 2019 | 31 December 2027 |
| Review | 3 | 27 February 2020 | 31 December 2027 |
| Review | 4 | 26 June 2025 | N/A |

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|---|---|
| **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.


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