

<b>Title</b>	<b>Explain the significance of Māori identity in a tourism Māori context</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to explain the significance of Māori identity in a tourism Māori context.
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<b>Classification</b>	Tourism Maori > Tourism Māori Practices
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<b>Available grade</b>	Achieved
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## 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 Definition

*Pepeha* refers to maunga, awa/roto/moana, waka, iwi, hapū, marae.

*Tikanga* are values, principles, processes, and practices exercised by Māori in their daily lives. These reflect the concepts upon which they are based and provide guidelines for appropriate behaviour and conduct in Māori society. They also prescribe consequences for any breaches or when tikanga is not followed. They can be particular to rohe, hapori, marae, whānau, hapū and/or iwi.

*Tourism Māori* refers to an indigenous cultural experience of interaction and engagement centred around Māori cultural heritage, traditions and values. It encompasses a wide range of activities and attractions that allow manuhiri to engage with tangata whenua.

*Whakapapa* includes a social order within whānau, hapū, iwi, and/or hapori.

*Terms associated with whakapapa* may include tupuna/tipuna, kuia, koroua, karanipā, karanimā, poua, taua, koroheke, ruruhi, matua, whaea, kōka, māmā whakaangi, pāpā whakaangi, tamaiti, tamāhine, tuakana, teina, tuahine, tungāne, mokopuna, wahine, tāne, mātāmua, pōtiki, taurima, whāngai, hungarei, taokete, hunaonga, irāmutu, huatahi, ingoa whānau.

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## Outcomes and performance criteria

### Outcome 1

Explain the significance of Māori identity in a tourism Māori context.

### Performance criteria

1.1 Māori identity is explained in terms of pepeha.

1.2 Māori identity is explained in terms of whakapapa.

Range evidence of four generations is required.

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<b>Planned review date</b>	31 December 2030
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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 2025	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0226
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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### Comments on this unit standard

Please contact the 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.