

Title	Evaluate a tourism Māori attraction as a sustainable economic product		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to: evaluate a tourism Māori attraction as a sustainable economic product
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Classification	Tourism Māori > Tourism Māori Issues
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Available grade	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 Definitions

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.

Attractions refers to – local and national attractions organised inside the tourism sector and may include commemorations, Matariki/ Puanga celebrations, Matatini, Waitangi Day celebrations, Te Puia, Te Pā Tū, museums.

Tourism Māori is 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 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.

Traditional Māori values may refer to whakapapa, wairuatanga, kaititakitanga, mana, manaakitanga, rangatiratanga, whanaungatanga, and kotahitanga.

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

Evaluate a tourism Māori attraction as a sustainable economic product.

Performance criteria

- 1.1 A tourism Māori attraction is evaluated in terms of the economic benefits to the community and local Māori.
- 1.2 A tourism Māori attraction is evaluated in terms of its contributions to economic sustainability within its region.
- 1.3 A tourism Māori attraction is evaluated in terms of its low impact on the environment and contributions to local culture within its region.
- 1.4 A tourism Māori attraction is evaluated in terms of its impact on Māori values.

Planned review date	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

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.