



# New Zealand School of Tourism

## New Zealand Certificate in Tourism Level 3

- with strands in Aviation, Tourism & Travel, and Visitor Experience

### MARKING GUIDE

#### TTAI: MĀORI TOURISM

Component 1

Level 3

4 Credits

TTAI Graduate Profile 4

Assessment code: TTAI Māori Tourism

#### INSTRUCTIONS FOR TRAINERS

- This is an **open book** assessment.
- This is a **written and practical assessment**.
- All tasks within this assessment must be completed by the student.
- To achieve competency in this module the student must achieve competency in all tasks

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GRADUATE PROFILE 4	LEARNING OUTCOMES	ASSESSMENT
<p>Apply knowledge of major NZ tourism destinations in terms of characteristics, relevant to visitors to enhance the visitor experience.</p>	<p>Are able to identify and describe man-made tourism Māori attractions and tourism Māori products.</p> <p>Are able to list and use a range of Te Reo Māori greetings and farewells.</p>	<p><b>TTAI Māori Tourism</b></p> <p>Written assessment and practical demonstration for Māori Tourism.</p> <p>(GP4, Cr4)</p>

COMPETENCY	TASK	EVIDENCE REQUIRED	JUDGEMENT STATEMENT
	PART ONE	<p>Students must produce an informative brochure on Māori Tourism</p> <p>The brochure will describe 2 man-made Māori attractions. For example, - this could include (but not limited to) New Zealand Māori Arts and Crafts Institute -Te Puia, The Living Māori Village – Whakarewarewa, and Mitai Māori Village, Treaty of Waitangi Grounds, and marae stays. The Information should include the name of the attraction, location, and a general overview of things to do and see at the attraction as well as a brief overview of <b>one</b> or more of the 9 aspects for understanding Māori tourism – (Te Reo, Rangatiratanga, Whakapapa, Wairuatanga, Kaitiakitanga, Kotahitanga, Manaakitanga, History and culture) <b>as it relates to the attraction.</b></p>	<p>2 man-made cultural attractions are described in the brochure.</p> <p>Information must be in the students own words. Work must be referenced with the relevant website.</p> <p>Graphics may be included but are not a requirement.</p> <p>The brochure must be computer generated.</p> <p>Minimum one paragraph per attraction required.</p>
		<p>The brochure will identify and describe 2 natural Māori tourism products: experiences and activities.</p> <p>For example, Footprints Waipoua:</p> <p>The spiritual environment of the Waipoua forest provides a natural stage for day and night guided walks with local Māori guides and the largest and oldest kauri trees in the world. This includes a signature four-hour Twilight Encounter night walk.</p> <p>The Information should include the name of the experience/activity, location, and a general overview of the experience/activity as well as a brief overview of <b>one</b> or more of the 9 aspects for understanding Māori</p>	<p>2 natural Māori tourism activities or experiences are described.</p> <p>Information must be in the students own words. Work must be referenced with the relevant website.</p> <p>Graphics may be included but are not a requirement.</p> <p>The brochure must be computer generated</p> <p>Minimum one paragraph per attraction required.</p>

tourism – (Te Reo, Rangatiratanga, Whakapapa, Wairuatanga, Kaitiakitanga, Kotahitanga, Manaakitanga, History and culture) **as it relates to the attraction**. (A minimum of one paragraph per experience/activity is required)

**Greetings and Farewell – examples but not limited to:**

- E noho rā Goodbye (from a person leaving)
- Haere rā Goodbye (from a person staying)
- Haere mai Welcome! Come!
- Hei konā rā Goodbye (less formal)
- Kia ora Hi! G'day! (General informal greeting)
- Mōrena (Good) morning!
- Nau mai Welcome! Come!
- Tēnā koe formal greeting to one person.
- Tena koutou katoa (hello to everyone)
- Tena koutou (hello to 3 people or more)
- Hei konā mai Goodbye for now
- Noho ora mai Stay well, look after yourself, goodbye
- Kia pai tō rā Have a nice day
- Noho ake ra (farewell to the group)
- Ka kite ano Koutou (see you all again)

Included in the brochure a **minimum of 4 te reo Māori greetings** and **3 te reo Māori farewells** and an explanation of the meaning and when each one should be used.

PART  
TWO

Student to demonstrate knowledge of Māori tourism products. Verbally present their brochure to the group. Identify and describe the Māori tourism attractions and activities they have included in the brochure and explain the te reo Māori greetings and farewells that they have listed.

Verbal presentation

Length of verbal presentation minimum 3 minutes.

Assessor must sign the attestation confirming the use of te reo greetings and farewells