

Module 4: Showcasing New Zealand

Overview



This module will cover:

- Māori culture
- The creation story of Tanemahuta separating his parents
- Visitors view of New Zealand
- Introduction of “CARE”

Maori Culture

Māori culture sets New Zealand apart from any other country. Māori traditions and cultural practices can only truly be experienced in New Zealand. Having Rugby World Cup 2011 in New Zealand gives New Zealanders the chance to showcase New Zealand, our different cultures, our land, our people and our history. We will help you understand the meaning of the word Manaakitanga.

The creation story of Tanemahuta separating his parents

1. Māori, the indigenous people of Aotearoa New Zealand, believe that in the beginning of time there was darkness – known as Te Pō.
2. Life on earth began with Ranginui – the Sky Father and Papatuanuku – the Earth Mother who lay so closely together that the earth and sky were joined in the darkness.
3. Several children lay in this darkness including: Tanemahuta (God of the Forests), Tangaroa (God of the Sea), Tumatauenga (God of War), Rongomatane (God of Crops), Haumiatiketike (God of Wild Plants) and Tawhirimatea (God of Weather).
4. Following a brief glimpse of sunlight between their parents, the children began to focus on how to invite more light into their world. After much debate it was agreed that separation of Ranginui and Papatuanuku would achieve this desire and each child subsequently struggled to prise their parents apart.
5. In the end, it was Tanemahuta who successfully separated Ranginui and Papatuanuku and invited the light of day – Te Ao Marama which we all enjoy today.

Visitors view of New Zealand

- Visitors come to New Zealand to experience our country's spectacular landscape and scenery, as well as our many activities that allow them to have an enjoyable time in Aotearoa.
- Our beautiful scenery, as well as our clean and unpolluted environment, allows our visitors to get in touch with nature in a safe and secure way. Something that may be a new experience for them.
- There are many activities to allow visitors to experience our environment, such as walking in a National Park, visiting wildlife in their natural habitat, boat cruises or visiting natural attractions.
- Visitors to New Zealand are very keen to feel relaxed, have fun, learn and explore new things and reduce their stress while they are here – all in a safe and comfortable way that allows them to go home feeling refreshed.

Go to www.teara.govt.nz/en/places for more information.

Cultural differences

In New Zealand, we have many different cultural groups.

Did you know there were as many as 230 identified in the last census?, The graph below shows the top 13 groups.

62.74% New Zealand
12.62% Māori
7.71% Asian
6.39% Pacific Island
4.12% European
3.75% Other not defined
0.60% Australian
0.44% Americas
0.41% Middle Eastern
0.35% Indian
0.27% African
0.51% South African
0.10% South Americas
Source: Statistics NZ



Did you also know that New Zealand has three official languages?

English, Māori and Sign

**Cultural
differences**

Understanding cultural groups helps you know how to provide great customer service. The key thing to remember is that each cultural group has a different set of norms or etiquette – 'rules' for good public behaviour. It's difficult to remember exactly the right rules for each cultural group. To provide great customer service, just remember to be polite and respectful. Then you'll be just fine.

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Go to www.teara.govt.nz/en/new-zealand-peoples for more information

The statistics remind us that New Zealand is a vibrant multi-cultural country that visitors love to experience in their own unique way. You can access the below videos on YouTube to see what others say about their New Zealand experience.

Video 1

<http://www.youtube.com/user/PureNewZealand#p/c/2EF24158E8959A3E/0/KKTKo4kqnU>

Video 2

<http://www.youtube.com/user/PureNewZealand#p/c/2EF24158E8959A3E/1/TvoTtxGfEAw>

Video 3

<http://www.youtube.com/user/PureNewZealand#p/c/2EF24158E8959A3E/2/QE4ppyz2G1Q>

**Introduction of
“CARE”**

Manaakitanga
Verb ‘manaaki’ meaning to host or care
Manaakitanga is the *act* of hosting or caring

Your main role is to manaaki our visitors. This means

- C** customer
- A** attitude
- R** respect
- E** engaging

Just remember I CARE heaps!

This topic is all about Manaakitanga and how it weaves nicely with our customer excellence philosophy, CARE.

CARE is an acronym that we are using to help everyone in Team 2011 keep customer excellence front of mind.

How do we do that?

Later on, there is a whole module of customer excellence and you will cover CARE in a lot more detail.

- The Māori word ‘Manaakitanga’ is a word closely associated with Rugby World Cup 2011.
- It is derived from the verb ‘manaaki’ meaning to host or care for. Manaakitanga is the act of hosting or caring.
- This word has been chosen to express the role that all New Zealanders will play in 2011 when we welcome the world to Aotearoa New Zealand. Another way of illustrating this role is the use of the term “Stadium of Four million”.

This simple acronym has been created to help you remember, and it has a bit of a kiwi twist, CARE

**Summary of
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