



He Toa Takitini

MEMORANDUM OF UNDERSTANDING

COOPERATION TO ACHIEVE BEST PRACTICE BETWEEN THE NEW ZEALAND MAORI TOURISM SOCIETY (NZMTS) AND THE INBOUND TOUR OPERATORS COUNCIL OF NEW ZEALAND (ITOC)

INTRODUCTION

The New Zealand Maori Tourism Society is the national Maori tourism organisation which provides a mutually supportive network for the development of best practice by member Maori Regional Tourism Organisations, to enable business growth and prosperity for Maori in tourism. The Society focuses on achieving results for Maori in tourism by participating in mutually beneficial partnerships with other industry organisations.

The Inbound Tour Operators Council of New Zealand (ITOC) is a trade association representing the international distribution channel. ITOC has represented the interests of inbound tourism for over 30 years, and today its full and allied members collectively participate in the itineraries of most of New Zealand's holiday visitor arrivals.

International market research has established that New Zealand's unique selling point is its clean, green, beautiful, breathtaking country of scenic wonder with a unique indigenous people. Manaakitanga is an integral aspect of Maori culture and underpins the industry and government's vision for tourism in New Zealand.

Under the terms of this Memorandum of Understanding and Best Practice, both parties agree to endorse best practice standards on a fair and reasonable basis and to work progressively towards the goal of enabling greater engagement of visitors with Maori culture.



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GOALS OF THIS MEMORANDUM OF UNDERSTANDING

1. Cooperation between NZMTS & ITOC

- NZMTS will seek and actively maintain appropriate membership of ITOC
- ITOC will seek and actively maintain appropriate membership if NZMTS
- NZMTS & ITOC will each respectively appoint a Councillor & a Board member to maintain relationships at a governance level.
- NZMTS & ITOC will each respectively designate a senior manager to maintain positive day to day operational relationships

2. Key Objective Established

- To enhance the promotion of New Zealand's reputation as a quality visitor destination and New Zealand's global point of difference through the provision of information and opportunities for engagement with Maori culture
- To encourage greater understanding and professionalism in the marketing of New Zealand which leverages off its unique Maori culture
- To propose to those who are engaged in selling New Zealand in the international marketplace best business practices and standards that are ethical, fair and based on an informed understanding of Maori cultural experiences

3. Best Practice and Recommended Standards Through Collaborative Projects

- Have reciprocal website links
- Contribute to each others conferences where appropriate
- Develop and maintain a Maori culture category on the ITOC websites
- Provide basic organisational information to help inform each organisation's constituents through their respective newsletters, websites directories and other publications
- Facilitate opportunities for constituent members of each organisation to benefit from each other

Chairman of NZMTS

President of ITOC

Date

Date