

2 April 2025
Media statement

Akiaki full ten learning modules now live!

Akiaki's tenth course will go live later today – rounding out the first set of courses to help upskill tourism businesses.

Launched in May 2024, the online education programme was developed in response to calls from tourism operators to continue to build their business capability, particularly around sustainability. To date 451 learners from 177 tourism organisations have registered for Akiaki – Advancing Tourism.

"We purposefully designed the course and modules to ensure they were easy for tourism businesses to complete. It is great to see such fantastic uptake as we get close to celebrating the first anniversary of the course being live," says Rebecca Ingram, TIA Chief Executive.

The tenth course - **E Whano, e Whanake: Empowerment through Culture and Identity** - rounds out the set, giving a deeper understanding to Māori identity, values and culture and how all New Zealand tourism businesses can implement best practices for culturally enriched and responsible tourism.

Ms Ingram says that this directly supports the fourth Action in the industry's strategy Tourism 2050 - 'Embrace Te Whakarae Māori'. "The course gives operators actionable tools to enhance the visitor experience – building on and deepening the unique role of Māori values within tourism as a key differentiator for Aotearoa New Zealand."

The course was developed together with the team at Manawa Māori and supported by some wonderful case studies including Te Pā Tū, Rotorua Rafting and the All Blacks Experience.

"We are immensely proud of the Akiaki programme and look forward to continuing to work with our members and operators to build on these tools into the future," says Ms Ingram.

For more information visit [Akiaki - Advancing Tourism](#).

For more information, please contact TIA Communications Advisor Leah McNeil – leah.mcneil@tia.org.nz or (021) 045 1143.

KEY FACTS

ABOUT AKIAKI – ADVANCING TOURISM

The Akiaki education programme was developed by Tourism Industry Aotearoa to help tourism operators to advance their knowledge about sustainable tourism and learn how to implement practical actions within your business.

The ten bite-sized courses are based around the Tourism Sustainability Commitment's four pou - Ōhanga (Economic), Manuhiri (Visitor), Hapori (Community), and Te Taiao (Environment). The courses are free for TIA members, and non-members can register for a small fee. The courses are:

- A Guide to Akiaki – Advancing Tourism

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz



- Carbon Measurement and Reduction
- Waste Elimination and Sustainable Supply Chains
- Restoring Nature
- Visitor Engagement
- Resilience
- Storytelling
- Investment and Innovation
- Employer of Choice and Community Engagement
- Culture and heritage

ABOUT TIA

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's **Tourism Sustainability Commitment**, which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

