

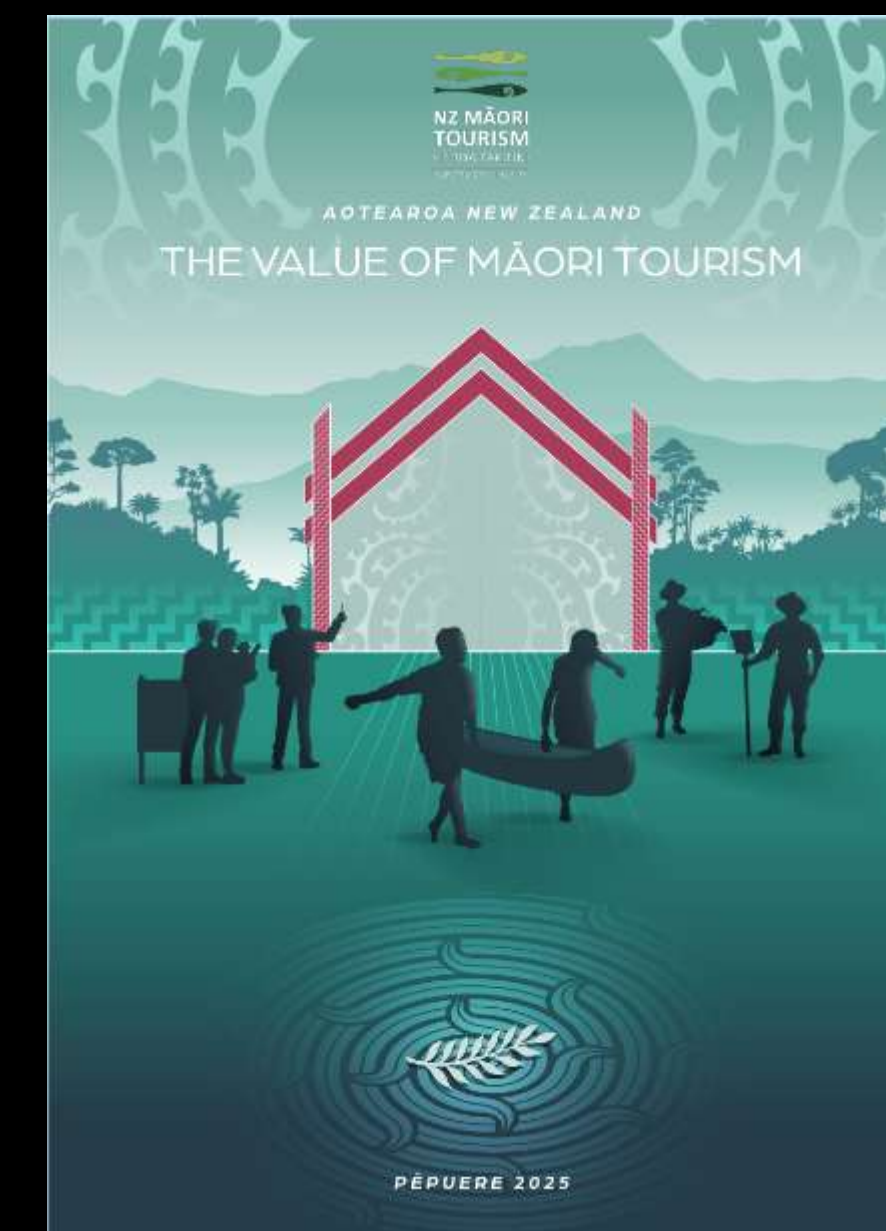
# Envisioning Aotearoa New Zealand's future through emerging technologies

**Hēmi Whaanga**

*Ngāti Kahungunu, Waitaha, Ngāti Mamoe, Ngāi Tahu*

# Māori Tourism

- Contributed \$1.2 billion to the economy in 2023, up by nearly 25 percent from \$975 million in 2018.
- In 2023 there were 3,595 Māori tourism businesses operating in core and general tourism industries, collectively employing over 15,000 people.
- “Māori tourism thrives on the relationship between Māori, manuhiri, and the whenua, embodying manaakitanga and kaitiakitanga. This unique experience and perspective sets Aotearoa New Zealand apart from other tourist destinations; it is a key point of difference.” (Schulze, 2025, p.11)



# Tourism 2050

## Outcome 1: Hapori (Community)

Enhance the vibrancy, culture, health and quality of life of local communities.

## Outcome 2: Manuhiri (Visitor)

Provide timeless experiences that differentiate Aotearoa New Zealand in the minds of manuhiri (local and international).

## Outcome 3: Ōhanga (Economic)

Support productive and prosperous tourism businesses and the Aotearoa New Zealand economy.

## Outcome 4: Te Taiao (Environment)

Invest in the protection, restoration and enhancement of Te Taiao (our natural world).

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## Values

The Blueprint continues to support the following values that so crisply reflect the ethos of the tourism industry:

### Kaitiakitanga

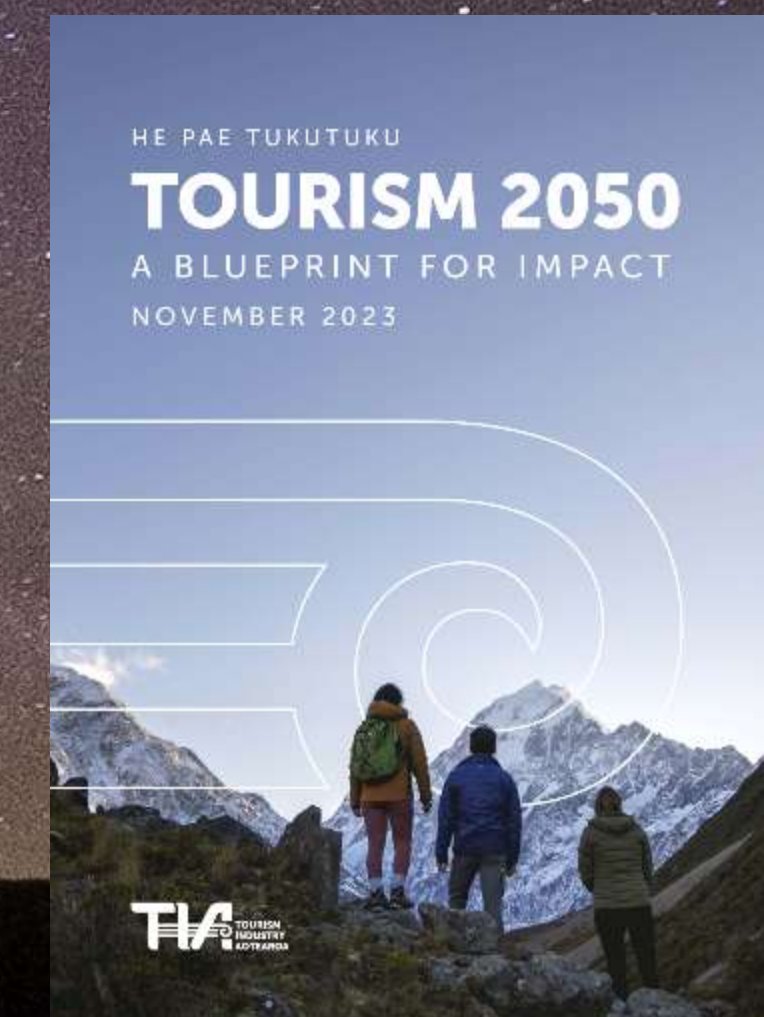
Guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations.

### Whanaungatanga

A relationship through shared experiences and working together provides people with a sense of family and belonging.

### Manaakitanga

Showing respect, hospitality, generosity, and care for others.



1. *Build relationships with local iwi, hapū and whānau at those places in which they operate.*

2. *Actively learning about and embracing Māori culture and te reo me ōna tikangā so they can appropriately engage with Te Whakarae Māori and Te Ao Māori.*

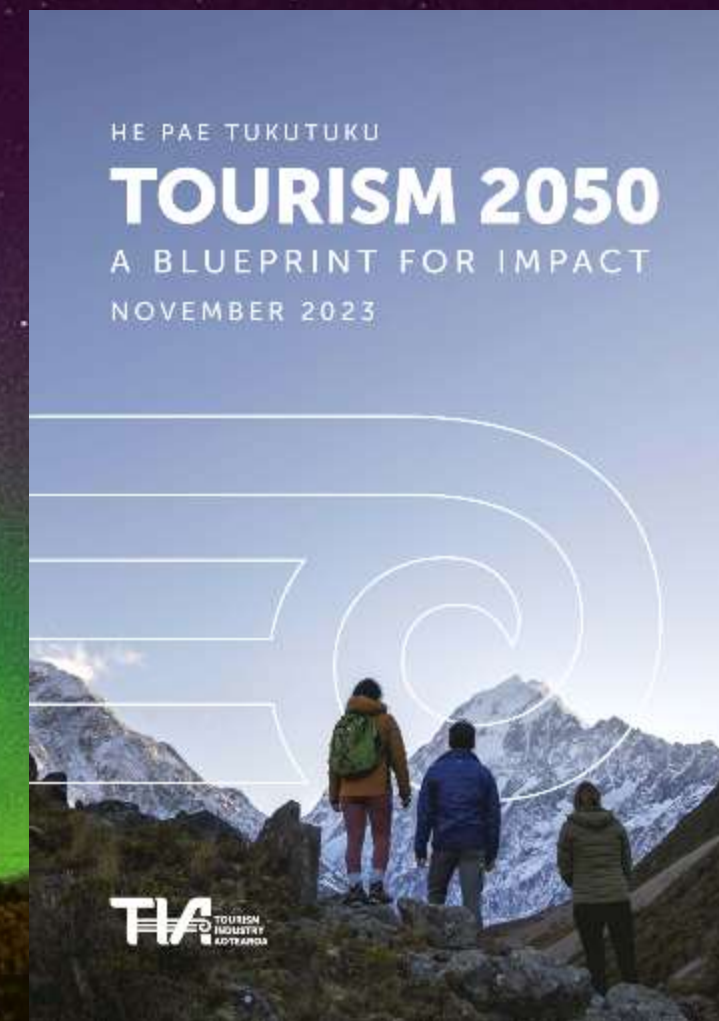
3. *Industry to support Māori tourism data collection, research, and other insights.*

4. *Industry and operators to appropriately carry the stories of our people and place, thereby celebrating our unique culture in Aotearoa New Zealand. (p. 30)*

*Te Tiriti O Waitangi and Te Ao Māori.*

*“Having a tourism industry that understands and supports Te Tiriti o Waitangi and Te Ao Māori and upholds the values of kaitiakitanga (guardianship), manaakitanga (hospitality) and whanaungatanga (a sense of belonging or connection)”. (p. 15)*

*Demand for Ahurei Māori (cultural capital) experiences is evident. However, only 46.9% of manuhiri experience Māori culture. )”. (p. 30)*

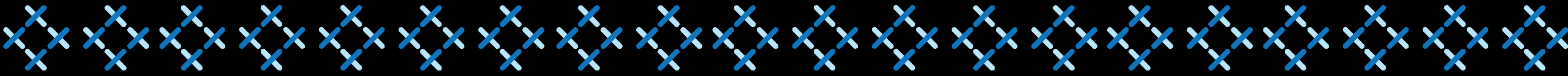


# He Karapitipitinga Mariko Immersive Regenerative Tourism Experiences in Aotearoa



# Overview

- Interdisciplinary research programme that turns challenges into opportunities, researching and enabling new forms of physical (in person) and virtual (immersive) tourism by creating augmented and extended visitor experiences that are universal and accessible.
- It explores the digital augmentation of the tourism experience of physical travel to Aotearoa enabling virtual travel to and within Aotearoa.
- This provides visitors who are onsite or anywhere around the world with unique real-time experiences, and opportunities to develop deep connections to people and places.



# Te Taurapa



## Huge canoe sculpture proposed in \$18m Bluff Hill visitor plan



Debbie Jamieson

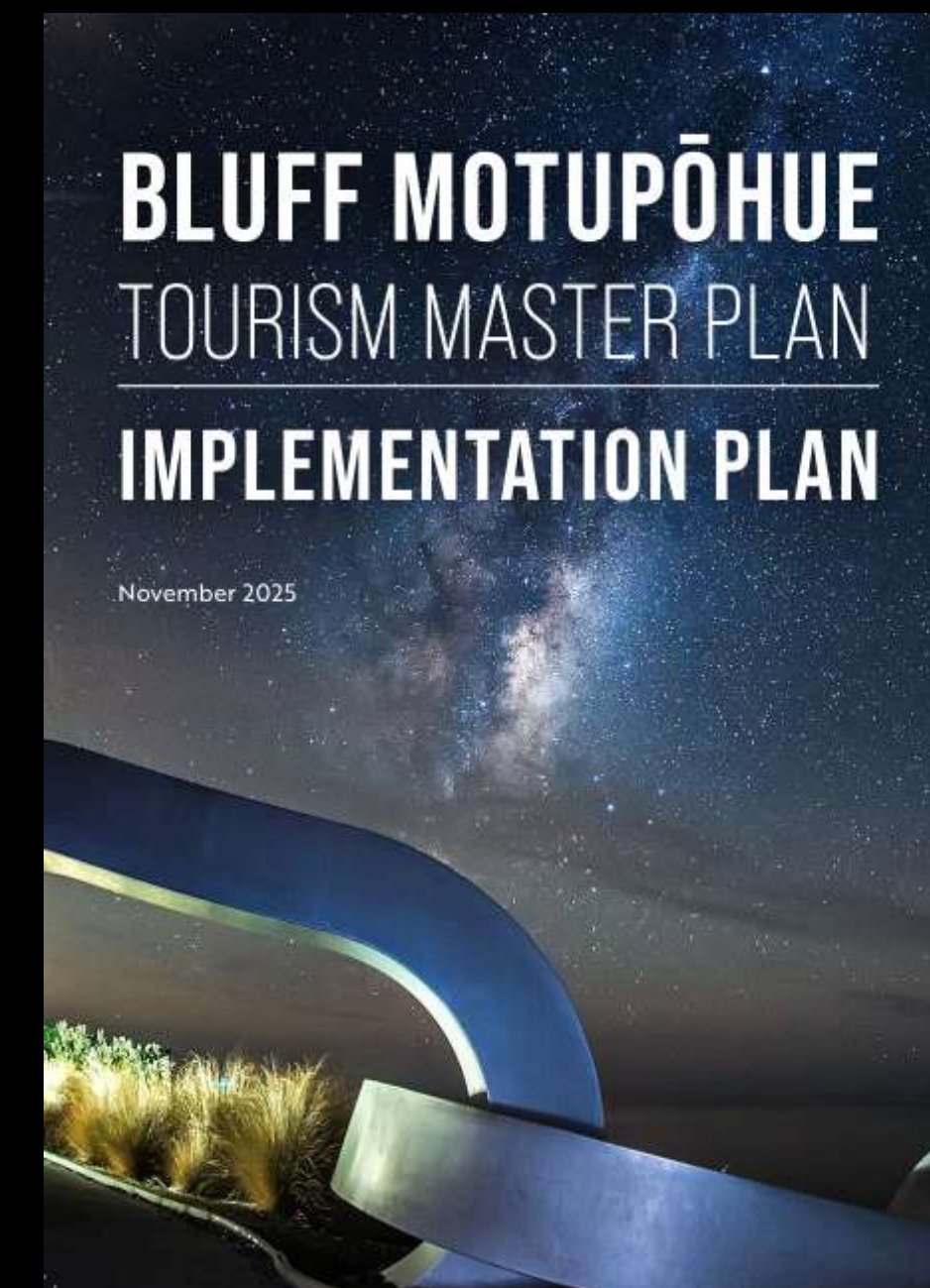
April 10, 2024 · 3:00pm

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An artist's impression of the 25-metre taurapa (canoe sternpost) proposed for Motupōhue/Bluff Hill.

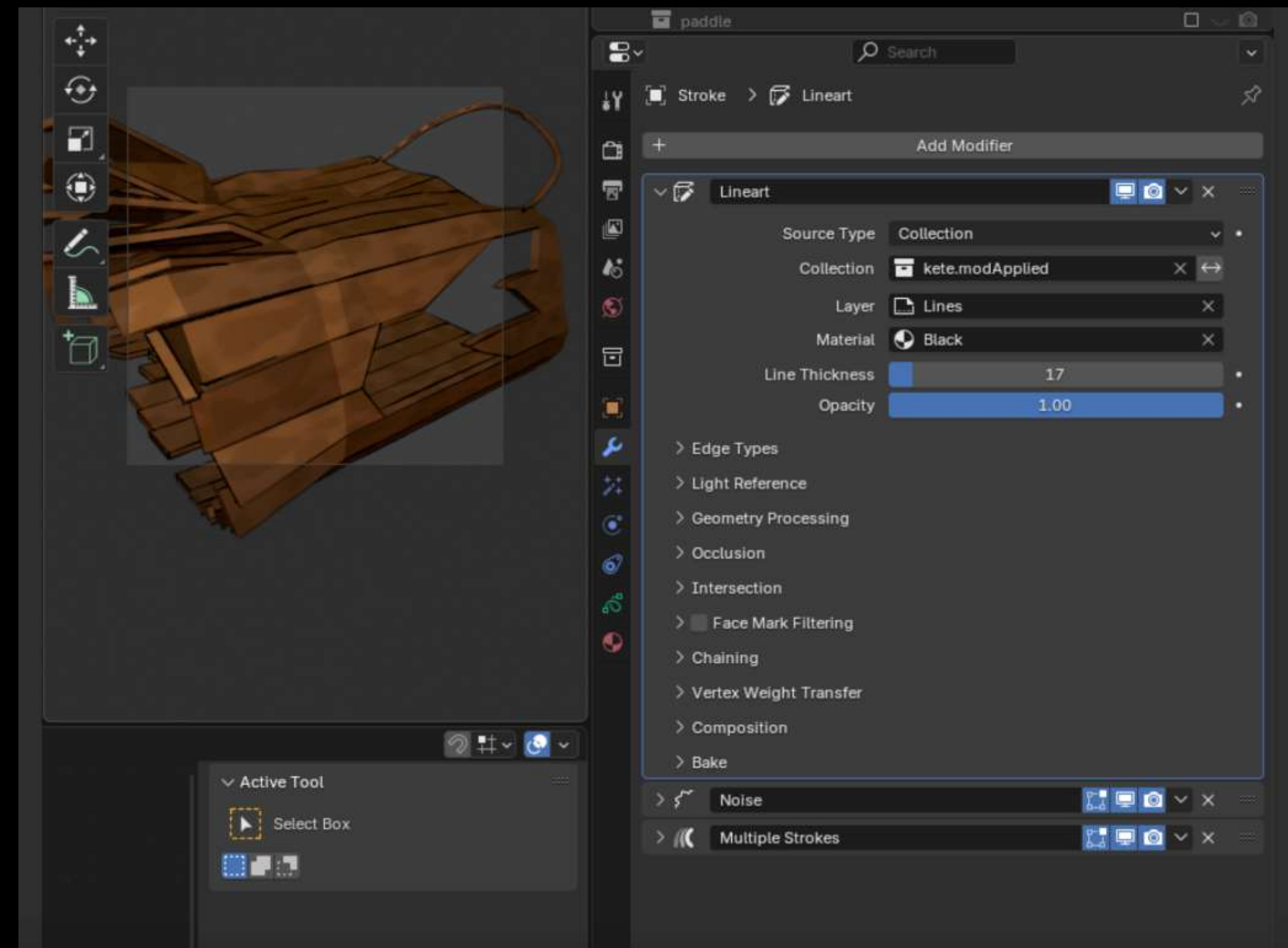
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# Te Taurapa

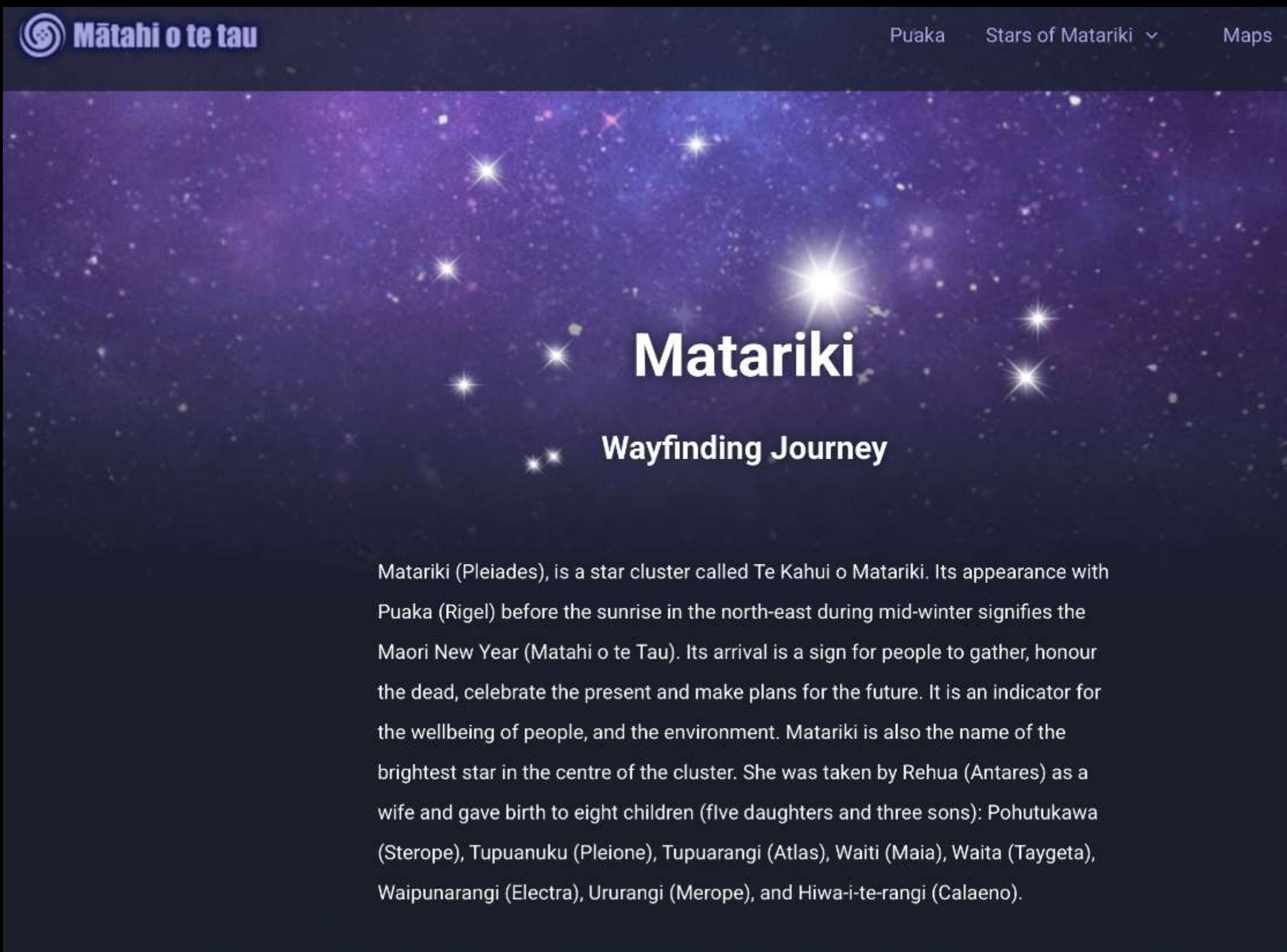


# Te Taurapa



# Matariki Way Finding Journey

Mātahi o te tau Puaka Stars of Matariki Maps



## Matariki

### Wayfinding Journey

Matariki (Pleiades), is a star cluster called Te Kahui o Matariki. Its appearance with Puaka (Rigel) before the sunrise in the north-east during mid-winter signifies the Maori New Year (Matahi o te Tau). Its arrival is a sign for people to gather, honour the dead, celebrate the present and make plans for the future. It is an indicator for the wellbeing of people, and the environment. Matariki is also the name of the brightest star in the centre of the cluster. She was taken by Rehua (Antares) as a wife and gave birth to eight children (five daughters and three sons): Pohutukawa (Sterope), Tupuanuku (Pleione), Tupuarangi (Atlas), Waiti (Maia), Waita (Taygeta), Waipunarangi (Electra), Ururangi (Merope), and Hiwa-i-te-rangi (Calaeno).

## Waiti

Waiti (Maia) is the star Maori associate with fresh water, and all the creatures and food that comes from the streams, rivers, wetlands, springs, and lakes. It is a female star that holds the essence of the food that are sustained in these water bodies. Expert Maori astronomers will observe its appearance during the rising of Matariki in the Maori New Year to predict what the upcoming fishing, gathering, and harvesting seasons will be like.



Waiti is a predictor of freshwater kai (food), and the sister of Waita. The design depicts Waiti, a daughter of the mother star Matariki, wrapped in a kakahu (cloak). It is adorned with kokopu (native trout), kanakana (lamprey) and koura (freshwater crayfish), species prevalent in the rivers and lakes in this area. As you look at the figure from in front, Waiti's shield is on the left, tipped by a kokopu. On the right are kanakana, with their gills symbolised in the eight circles. The large back piece represents fresh water coming down from the mountains, with the eye in the sky, the bright star Puaka, depicted in the oval shape to the right of Waiti's head. Next to Puaka are the pincers of the koura, which also imply the notches on a kotiate, a short, hand-held striking weapon. On the collar and fringes of the kakahu is a design that illustrates the awa (rivers) running down between the maunga (mountains).

## Artists

Steve Solomon – Ngai Tahu, Ngati Mamoe, Waitaha, Te Arawa, Te Whanau-a-Apanui



# Data Sovereignty – Tino Rangatiratanga



# Abundant Intelligences - Expanding AI through Indigenous Knowledge Systems

**Hēmi Whaanga**

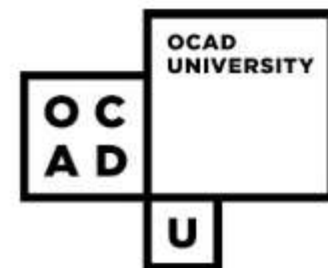
*Ngāti Kahungunu, Waitaha, Ngāti Mamoe, Ngāi Tahu*

# Abundant Intelligences - Expanding AI through Indigenous Knowledge Systems

- Pursues research grounded in Indigenous epistemologies and protocols so as to reimagine what AI can be. Indigenous epistemologies contain robust conceptual frameworks for understanding how technology can be integrated into existing lifeways, recognizing the complex relationality of humans and non-humans, supporting the flourishing of future generations, and optimizing for abundance rather than scarcity. We ask:
- How can we integrate and adapt existing advanced computational methods into Indigenous Knowledge systems?
- How can we develop new AI systems from within Indigenous contexts to support the flourishing of Indigenous communities?
- How can the knowledge generated help guide the development of AI, generally and globally, towards a more humane future?



## Partners





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# Empowering our communities through ai

Hiringa te Mahara is an Indigenous research collective located all around in Aotearoa, NZ. We're actively working with Māori to reimagine ai in Te Ao Māori.

