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THE

KIA ORANA VALUES





**KIA DRANA
(MAY YOU LIVE A LONG
AND FULFILLING LIFE)**

KIA DRANA IS BOTH A BLESSING AND A WISH FOR GOOD FORTUNE. KIA DRANA COMMUNICATES THE ESSENCE OF OUR PEOPLE AND ISLANDS. THE KIA DRANA VALUES CAPTURE THIS ESSENCE AND REFLECT OUR ASPIRATIONS FOR OUR ISLANDS. OUR VISITORS WILL SHARE POSITIVE EXPERIENCES OF OUR KIA DRANA VALUES WITH THE WORLD.

People travel here from all over the world to experience the real Cook Islands and Cook Islanders proudly welcome all guests to their island home. Visitors may come for the warmth of our sun, but they remember the warmth of our people forever.

The Kia Orana Values Project is an initiative of the Cook Islands Tourism Corporation to align our tourism industry with the core values of our Cook Islands people. Our values are based in our culture and traditions, while reflecting our unique and modern way of life.

These values are a platform promoting sustainable tourism in the community. They guide and inform our collective approach to the industry and inform our aspirations for the continued development of tourism. The values will be taught in our schools and training programs. They will be encouraged through community and industry awards and be promoted through local media. In time both our tourism industry and the wider community will live and breathe our shared Kia Orana Values and our visitors will have consistent, authentic and positive experiences.

TE TANGO

OUR 3 CORE VALUES



KIA ORANA

May we live long and fulfilling lives

MEITAKI

Here everything is good and well

MANA TIAKI

We are proud guardians of these islands



SAY

**MORE
THAN HELLO**

SAY

KIA ORANA



KIA ORANA

Kia Orana is the essence of the Cook Islands Maori people and their culture. Just two words, Kia Orana shares our personality, our way of life and our aspirations for the future.

It literally means may you live long, or may you have a long and fulfilling life. Saying Kia Orana means more than hello. Kia Orana is meant as a blessing or a wish for your future.

We want to help visitors to the Cook Islands learn how to live a long and fulfilling life the way we do. We want them to share in helping us make our homes happy and our lives long and fulfilling too.

Kia Orana is the spirit of our way of life in the Cook Islands and we want to ensure the Kia Orana Spirit is forever alive in our community and in our industry.





**WHEN YOU SAY
THANK YOU
— MAKE IT —
MEITAKI**



MEITAKI

Meitaki means everything is good, well, OK and thank you all in one. Each of our islands has their own extension of Meitaki, always to emphasize the large amount of good being referred to. Meitaki Maata means – Thank you very much.

While Meitaki is how we say thank you, Meitaki also refers to how we are feeling if we are feeling good. To be Meitaki is to be feeling great. It is how we share how happy we feel. Meitaki is the sound of our Cook Island spirit shining.

This value is about how we want our visitors to feel while they are here with us. Our products and services will run efficiently, and our experiences will be authentic.



AU AKATEREANGA MEITAKI (OUR PRINCIPLES AS HOSTS)

HOW WE PROVIDE FOR OUR VISITORS WHILE THEY ARE
HERE AND HOW WE INTERACT WITH THEM.

Use Meitaki Atupaka in Aitutaki, Meitaki Ranuinui for Atiu and Mitiaro, Meitaki Nui for Mauke, Meitaki Ngao in Mangaia, Meitaki Korereka in Manihiki and Rakahanga, Metiaki Poria for Tongareva (Penrhyn) and Meitaki Maata from Rarotonga.

They all mean the same thing – that all is good and well.

UTUUTUANGA (SERVICE AND CARE)

UTUUTU in Maori is to care, cherish or nourish and *UTUUTUANGA* is to act this way.

THIS VALUE DENOTES SOMEONE MATURED IN SKILLS AND COMMON SENSE PROVIDING SERVICE WITH GENUINE CARE. UTUUTUANGA IS MORE THAN SERVICE, IT IS A TWO WAY RELATIONSHIP OF SHARING, AS IT IS BETWEEN A MENTOR AND STUDENT, A HOST AND THEIR GUEST.

PIRIANGA TAEAKE (GENUINE FRIENDLINESS)

TAEAKE is both a friend and a blood relative to you, and PIRIANGA is relationship.

SOMETIMES A VISITOR IS INDEED A RELATIVE AND OTHER TIMES A VISITOR CAN BECOME LIKE FAMILY. THE VALUE OF PIRIANGA TAEAKE GUIDES AND TEACHES US TO TREAT GUESTS OR CLIENTS AS FRIENDS OR MEMBERS OF OUR OWN FAMILY.

TIAKI MEITAKI (RESPONSIBLE HOSTS)

TIAKI MEITAKI is a good or virtuous guardian.

THIS IS TAKEN ON BY HOSTS AND STEWARDS WHO ARE RESPONSIBLE FOR THE WELL-BEING AND SAFETY OF VISITORS AND GUESTS. THIS VALUE IS ENTRENCHED IN OUR OVERALL AND INDIVIDUAL APPROACH TO VISITOR SAFETY AND AWARENESS. WE ENCOURAGE LAWS AND INDUSTRY PRACTICES THAT ENSURE OUR VISITORS ARE SAFE AND AWARE OF ANY RISKS, DANGERS OR IMPENDING DISASTERS.

MATENGA (PASSION FOR OUR INDUSTRY)

MATENGA is passion.

WE ARE PASSIONATE ABOUT EVERYTHING WE ARE AND HAVE HERE AND OUR ROLE IN SHARING THAT WITH OUR VISITORS. WE SHOW PASSION FOR OUR ISLAND HOMES, OUR ENVIRONMENT, OUR TRADITIONS AND CULTURE, OUR PEOPLE AND THEIR DREAMS AND ASPIRATIONS. WE SHARE THAT PASSION WITH OUR VISITORS THROUGH AUTHENTIC AND GENUINE EXPERIENCES.

These values will be reflected in our Kia Orana Service which will be encouraged throughout the industry. Kia Orana Service will be taught by the Hospitality and Tourism Training Centre and so will become the minimum standards with which we treat our guests.





MANA TIAKI

WE

PROTECT

WHAT IS


PRICELESS



MANA TIAKI

Tiaki means keeper or guardian and Mana translates as influence or power. It means guardianship with a sacred purpose, to preserve it for future generations. The keeper has the power or the ability to keep our culture and heritage alive. Mana Tiaki also refers to our responsibility as guardians of these islands and the environment.

We are blessed with a wonderful spiritual, cultural, and natural environment, which both nourishes and protects us. To nourish and protect it in return, we must have the Mana to be resolute and aware of our environment and our traditions.



The more we become aware of the environment, the more we will learn to use it sustainably and therefore pass it on in good condition to future generations of Cook Islanders. Retaining absolute guardianship of our spiritual and cultural traditions is very important so that our future generations will be proud to share their heritage. This value guides our development so that growth and change is tempered with our responsibility to minimise and manage impact.

AU AKATEREANGA TIAKI (OUR PRINCIPLES AS GUARDIANS)

HOW WE DEVELOP AND GROW THE TOURISM INDUSTRY
IN UNION WITH HOW WE DEVELOP OVERALL AS A
NATION.

AKONO I TE AO RANGI (PRESERVE OUR NATURAL ENVIRONMENT)

*AO RANGI refers to the natural wonders under the heavens – the environment.
AKONO denotes using our natural resources sustainably to prevent complete loss
or damage.*

OUR ROLE IS AS GUARDIANS OF THE ENVIRONMENT
BUT MORE SPECIFICALLY HOW WE APPROACH
THE SUSTAINABLE USE OF OUR NATURAL RESOURCES.
WE ARE RESPONSIBLE FOR THE CONTINUED SUSTAINABLE
USE AND DEVELOPMENT OF OUR NATURAL RESOURCES.

PEU MAORI (TRADITIONS CUSTOMS AND LIFESTYLE)

*The word PEU means not only tradition and custom but also lifestyle and culture.
MAORI means indigenous, being a native of the land.*

PEU MAORI IS THE TRADITIONS AND LIFESTYLE OF PEOPLE INDIGENOUS TO THE COOK ISLANDS. WE RESPECT AND PERPETUATE THE CUSTOMS AND CULTURE OF THE INDIGENOUS PEOPLE OF THE COOK ISLANDS. OUR VISITORS ARE IMMERSSED IN OUR TRADITIONS AND WAY OF LIFE AND COME TO APPRECIATE, UNDERSTAND AND VALUE OUR RICH CULTURE AND HISTORY.

TURANGA EVANGELIA (RESPECT FOR ALL RELIGIOUS BELIEFS)

TURANGA here refers to an important status, and EVANGELIA means religion.

WE ENJOY FREEDOM OF RELIGION IN THE COOK ISLANDS AND SO HAVE DEEP RESPECT FOR EACH OTHER'S BELIEFS. WE ENCOURAGE COURTESY AND RESPECT AMONGST OUR VISITORS FOR THE RELIGIOUS CUSTOMS OF COOK ISLANDERS, WHILE BEING CAREFUL THAT WE DON'T IMPOSE OUR OWN RELIGIOUS BELIEFS ON OTHERS, INCLUDING OUR VISITORS WHILE THEY ARE HERE.

TUPURANGA TANGATA (DEVELOPMENT OF OUR PEOPLE)

TUPURANGA means to grow or develop and *TANGATA* means people.

OUR HUMAN RESOURCES ARE IMPORTANT, AND WE INVEST IN OUR PEOPLE TO EFFECTIVELY ENGAGE WITH THE TOURISM INDUSTRY. WE CONTINUOUSLY TRAIN AND FOSTER TALENT IN THE INDUSTRY AND THE COMMUNITY. THROUGH THIS VALUE WE CELEBRATE AND REWARD THE ESSENTIAL INGREDIENT IN THE TOURISM RECIPE – OUR PEOPLE.

These values inform Government and Industry policy and initiatives when approaching tourism development. This includes improving tourism infrastructure and facilities, investment in public amenities and national infrastructure and the development of human resources.



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CORE VALUES AND GUIDING PRINCIPLES

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HERE, EVERYTHING IS GOOD AND WELL

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AU AKATEREANGA MEITAKI

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- UTUUTUANGA • SERVICE AND CARE
- PIRIANGA TAEAKE • GENUINE FRIENDLINESS
- TIAKI MEITAKI • RESPONSIBLE HOSTS
- MATENGA • PASSION FOR OUR INDUSTRY

TE TANGO / CORE VALUES



MAY WE LIVE LONG AND
FULLFILLING LIVES



WE ARE PROUD GUARDIANS OF THESE ISLANDS

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AU AKATEREANGA TIAKI

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- O I TE AD RANGI • PRESERVE OUR ENVIRONMENT
- PEU MADRI • TRADITIONS CUSTOMS & LIFESTYLE
- URANGA EVANGELIA • RESPECT FOR ALL RELIGIOUS BELIEFS
- UPURANGA TANGATA • DEVELOPMENT OF OUR PEOPLE