



HERITAGE NEW ZEALAND  
POUHERE TAONGA

# Cultural Tourism Session #1

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Aotearoa New Zealand



# Frameworks for Developing Cultural Experience

- Sensitivities in navigating the spaces left by colonisation.
- Understanding and supporting aspirational values and development initiatives of tribal entities.
- Recognising tribal authority, stewardship, and cultural resources and knowledge.
- Key cultural redress sites, traditions, resources, IP often can provide a basis for future economic development. Vital for history to have a balanced lens from tribal historians.
- Wider valuing of Maori culture and values, through language vitalisation, education and shared experience and as a foundational element to national identity.
- Recognising the contemporary context of Maori society
- The potential of cultural visitor experience to contribute to wider positive social outcomes.



# Land War Sites



- Government apology
- Cultural redress sites returned
- Tribal initiatives to tell the history and mediate visitor experience





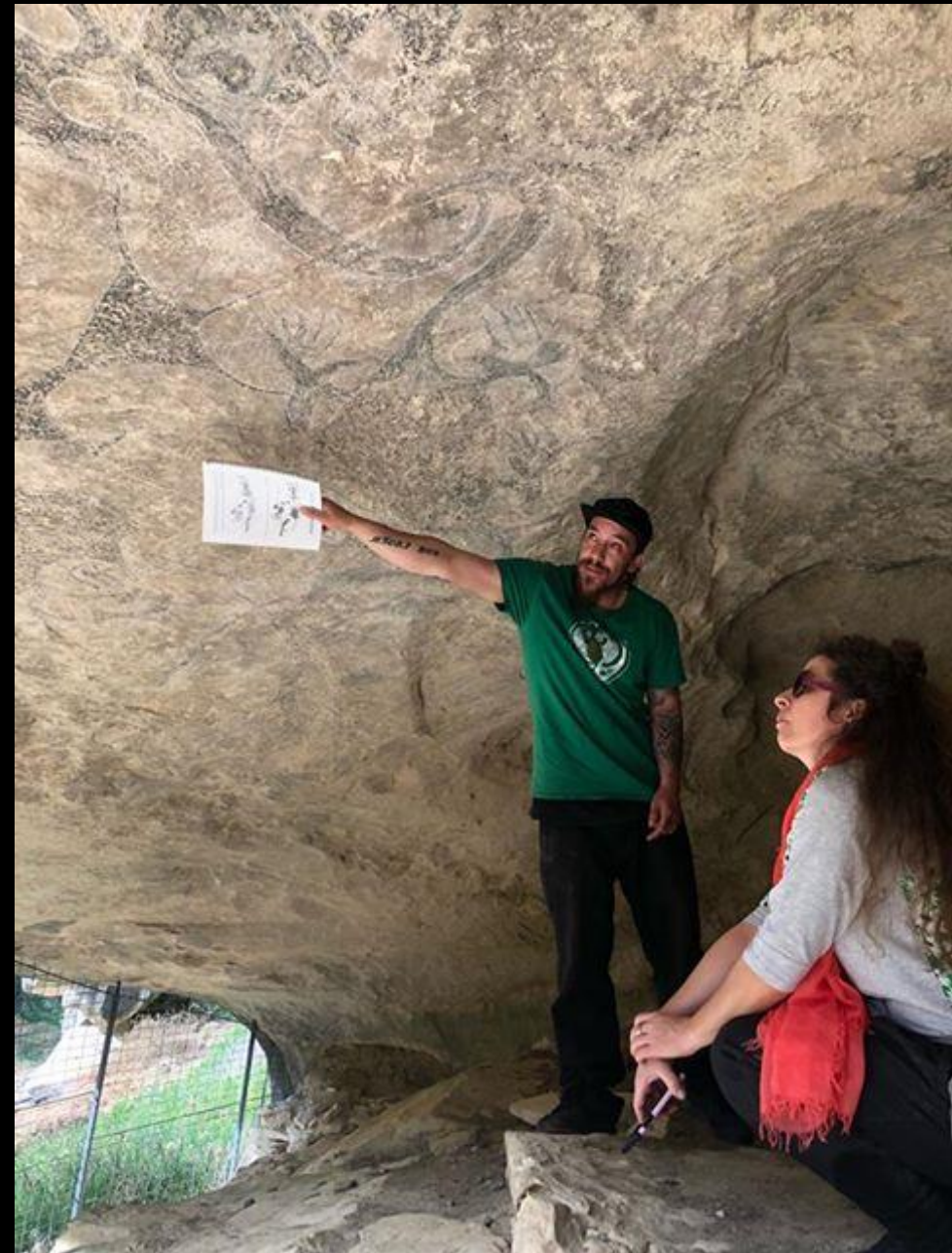




# TEANA

NGĀI TAHU  
Māori Rock Art

- Key Rock Art Sites returned as part of settlement.
- Active response to the preservation of tribal cultural properties Through visitors raises the awareness of importance of intangible cultural heritage.
- Mediating visitor experience with higher value.



# **WHALE WATCH**<sup>®</sup>

## **KAIKOURA • NEW ZEALAND**

- Treaty Settlement - The customary rights to traditional fisheries.
- Interweaving the genealogical association of whales and economic basis for community





