

# NOT ABOUT US, WITHOUT US

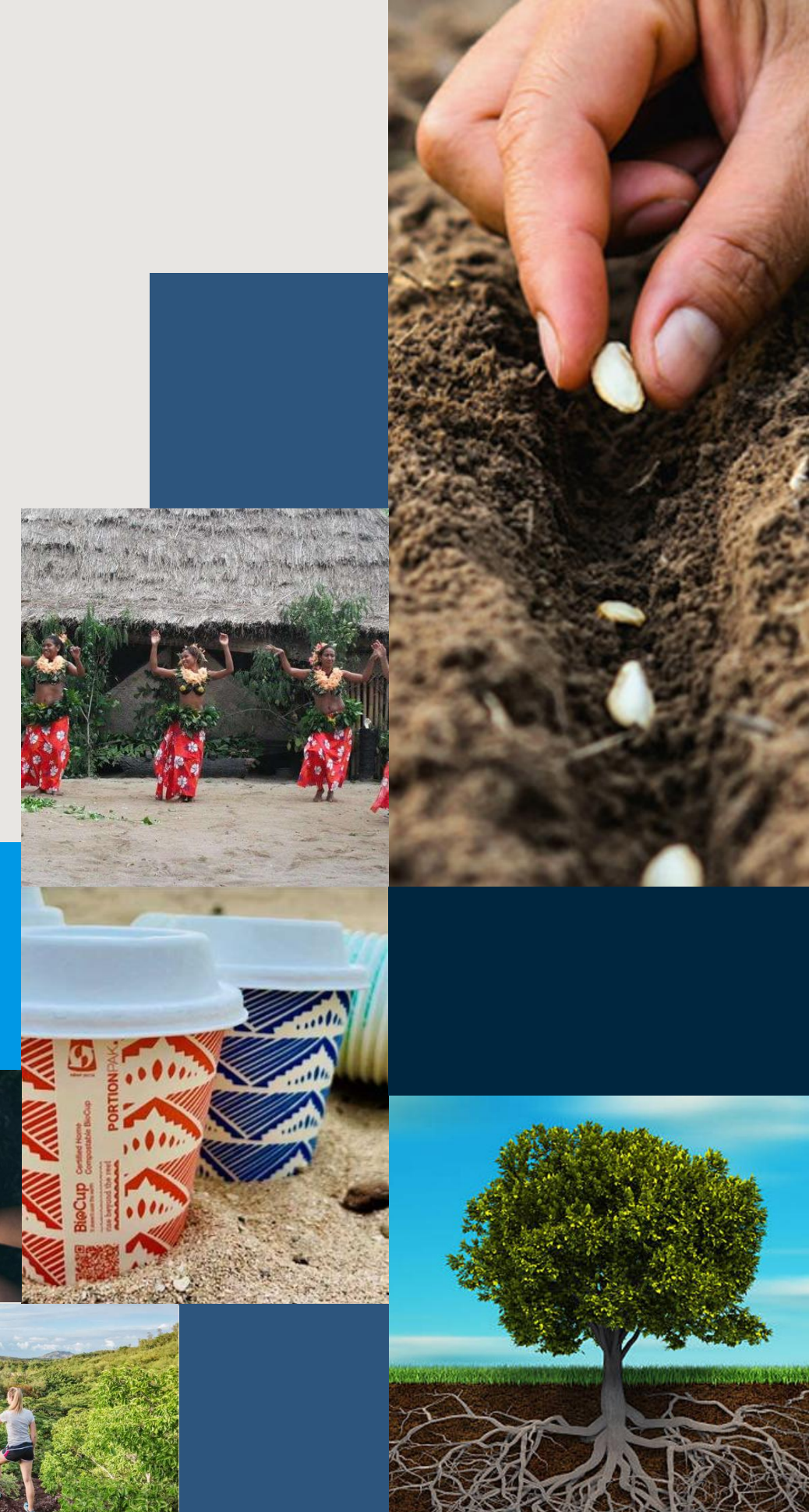
Tourism with Purpose, Culture and  
Consent



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# The Purpose of this Kōrero/Talanoa

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Culture is not a product. It's a worldview.

For Indigenous and local communities across the Pacific, culture shapes everything:

**How we care for the environment** — not just as a resource, but as whanau/family.

**How we welcome people** — not just as guests, but as part of our story.

**How we make decisions** — collectively, guided by ancestral knowledge and community values.





# Culture is not a Commodity

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You can't experience culture if communities aren't living it.

It is not something that you put back on the shelf once guests leave.

- Expression not extraction
- Tokenism vs True Leadership





# Purposeful Engagement

Truth-telling – a necessary first step

Clearly Defined Purpose

Engage Early and Continuously

Mana to Mana – the right people

Be Inclusive and Respectful

Methodologies that resonate values

Reconciliation – building a shared path forward





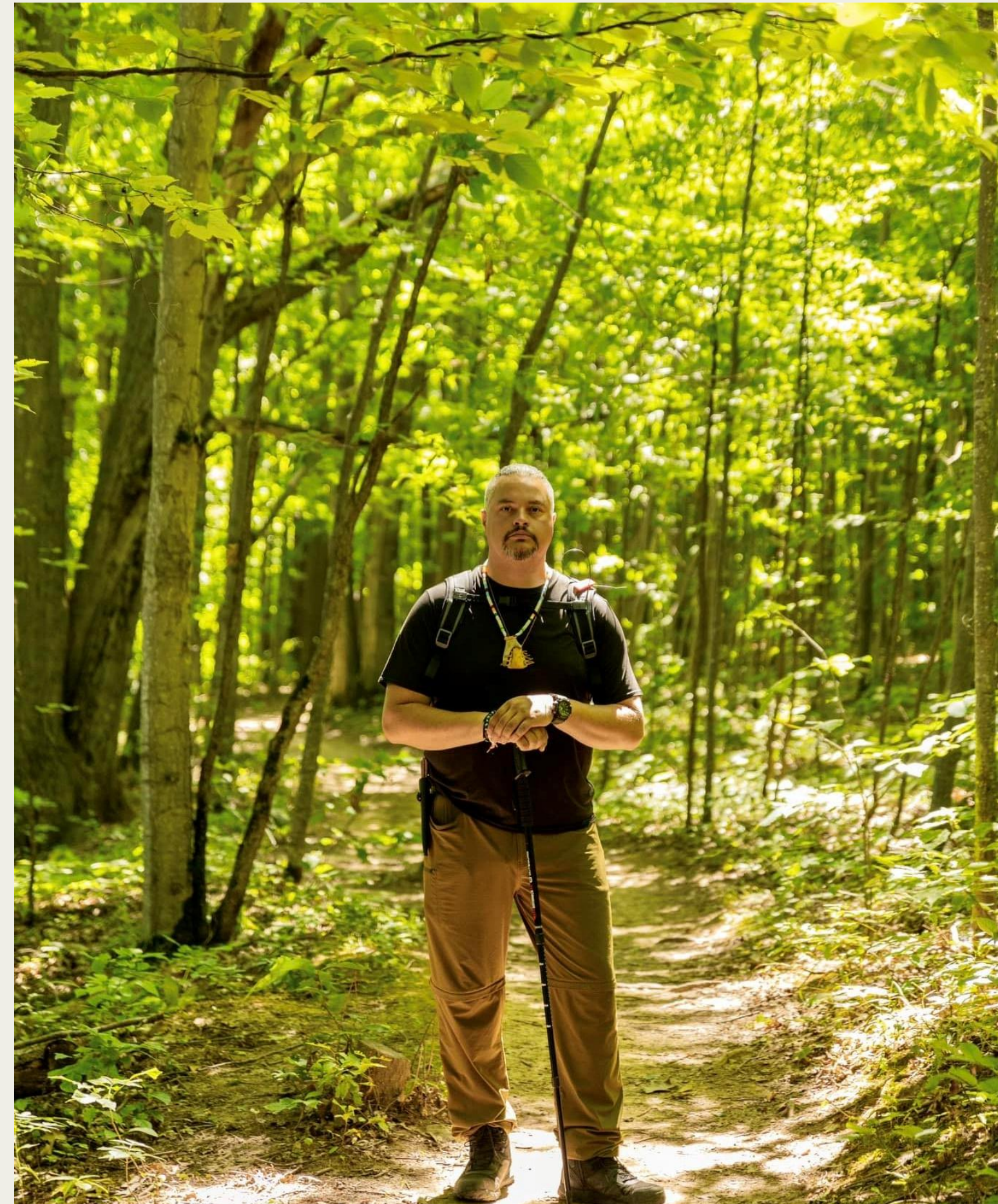
# Not About Us, Without Us – Governance Model

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Consent is not a one-time signature. It's a living agreement.

Governance by, not for, indigenous and local communities

- Hub and Spoke Models
- Co-design and shared decision-making
- Traditional Stewardship Frameworks





# Transference of Knowledge and Cultural Integrity

## Two-way learning:

What visitors, operators, and consultants must unlearn

Sharing knowledge with intent, not just interpretation

“It’s not just about what we teach – it’s about how, why, and with whom we share it.”





# When it is done right

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Tourism becomes a vehicle for sovereignty, resilience, and regeneration – not just for profit, but for people and place.

Outcomes of Community-Led, Culturally Grounded Tourism:

- Resilience – stronger communities and ecosystems
- Economic Empowerment – income and opportunities staying local
- Cultural Revitalisation – language, arts, and traditions thriving
- Environmental Stewardship – land and sea cared for as kin





# Changing the World, One Visitor at a Time

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- Invite Participation, Not Just Observation
  - Let visitors contribute to restoration, conservation, and community projects.
- Tell the Deeper Story of Place
  - Share the histories, hopes, and futures of communities and landscapes.
- Design for Connection, Not Consumption
  - Create experiences that build empathy, care, and responsibility.
- Show the Impact
  - Help visitors see the difference they make — and inspire them to carry it home.



Every visitor leaves a  
footprint — make it a legacy.



# THANK YOU

Whatu ngarongaro te tangata, toitū te whenua