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Article

### Carving and tourism: A maori perspective

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#### Abstract

Maori retained high levels of self determination under the Treaty of Waitangi in 1840, although much of the subsequent history of the 19th century involved attempts both formal and informal by the colonial powers to subvert the Act. Therefore, while tourism has brought significant economic advantages for some tribes (*iwi*), and promises economic returns for others, Maori are insistent that they retain control over the process. The paper describes some of the significant impacts of tourism on Maori culture, but it is concluded that the truths of tourist impacts are plural, and can only be understood within an understanding of Maori cosmology. As such, Maori are adept at distinguishing between the signs and symbols of tourist artifacts.

Résumé

La sculpture et le tourisme: une perspective maorie. Les Maoris gardaient un haut niveau d'autonomie selon de Trait  de Waitangi de 1840, quoique l'histoire post rieure, du

dix-neuvième siècle est pleine des efforts officiels et non-officiels des pouvoirs coloniaux pour renverser le traité. Bien que le tourisme apporte des avantages économiques considérables pour certaines tribus (*iwi*) et promet des bénéfices économiques pour d'autres, les Maoris tiennent à garder contrôle sur le processus. L'article décrit quelques impacts du tourisme sur la culture maorie, mais conclut que les vérités des impacts touristiques sont au pluriel et peuvent se comprendre uniquement dans le contexte d'une connaissance de la cosmologie maorie. À ce titre, les Maoris sont experts à distinguer entre les signes et les symboles des objets fabriqués touristiques.



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## Keywords

Maori; impacts; culture; New Zealand; Maori tourism

## Mots-clés

Maoris; impacts; culture; Nouvelle-Zélande; tourisme maori

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He formerly taught at Nottingham Trent University, UK.

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- 2 conducts research into tourist decision making and attitude formation, and his published work includes studies into the impact of crime upon tourism.

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