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# TOURISM AND CULTURAL PROXIMITY: Examples from New Zealand

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### Abstract

While tourism products based on Maori culture are popular among some overseas tourists to New Zealand, there has been little research as to their appeal to the domestic market. This paper discusses notions of indigenous tourism and the role of cultural and spatial difference in European conceptualizations of the exotic other. It argues that although there is a common cultural antecedence between non-Maori and European culture, the lack of spatial distance between Maori and tourists means that European New Zealanders are not drawn to Maori culture as an attraction in the manner that those from Europe and North America are. The paper discusses 'œkiwi culture' and familiarity as determinants of tourist demand.

©sum©

Tourisme et proximit © culturelle: exemples de la Nouvelle-Z ©lande. Les produits

touristiques basées sur la culture maorie sont populaires parmi les touristes étrangers en Nouvelle-Zélande, mais il y a eu peu de recherches concernant leur attrait dans le marché national. Cet article discute du tourisme indigène et du rôle de la différence culturelle et spatiale dans les conceptualisations européennes de l'«exotisme» autre exotique. L'article soutient que, bien qu'il y ait des antécédents culturels communs entre les non Maoris et les Européens, le manque de distance spatiale entre les Maories et les touristes nationaux fait que les Néo-Zélandais européens ne sont pas aussi attirés par la culture maorie comme attraction que les touristes d'Europe et d'Amérique du Nord. L'article discute de la culture «œkiwi» et de la familiarité comme déterminants de la demande touristique



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## Keywords

indigenous tourism; cultural tourism; New Zealand

## Mots-clés

tourisme indigène; tourisme culturel; Nouvelle-Zélande

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