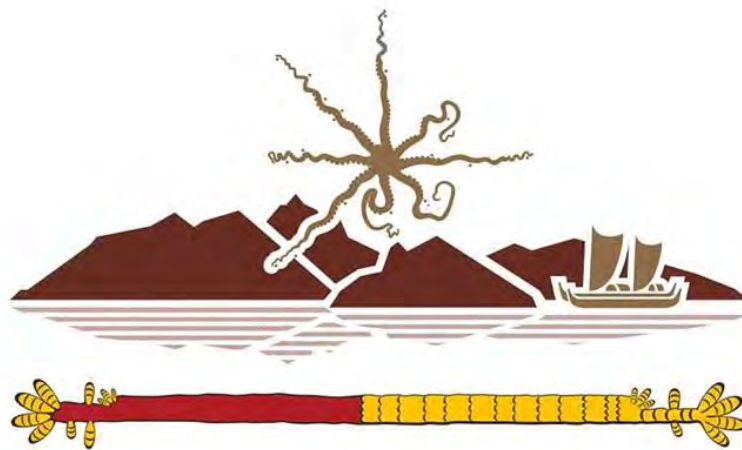




# TAPUTAPUĀTEA



Ministère de la culture,  
de l'environnement,  
de l'artisanat et de l'énergie,  
*en charge de la promotion des langues  
et de la communication*



United Nations  
Educational, Scientific and  
Cultural Organization



World  
Heritage  
Convention

# Agenda

- Presentation (10 min)
  - Synthésis
  - Integrity
  - Authenticity
- World Heritage Listing Impact (2 min)
- Sustainable tourism (3 min)

# Synthesis

## Cultural Landspace and Seascape (1)

- Cultural landscape and seascape on Raiatea Island
- Raiatea is at the centre of the “Polynesian Triangle,”
- Taputapuātea marae dedicated to the god ‘Oro



# Synthesis

## Cultural Landspace and Seascape (2)

- A traditional landscape surrounds both sides
- The *marae* complex looks out to Te Ava Mo'a
- Atāra motu is an islet in the reef and a habitat for seabirds



# Integrity

- The property is a relict and associative cultural landscape
- It is an exceptional example of the juxtaposition and continuity of the ancient and modern



# Authenticity

- Credible and objective information
- Intangible sources and oral traditions
- Documentary sources
- Some *marae* have been restored
- The layout of the complex and most of the materials themselves are original.



# Impact of World Heritage Listing

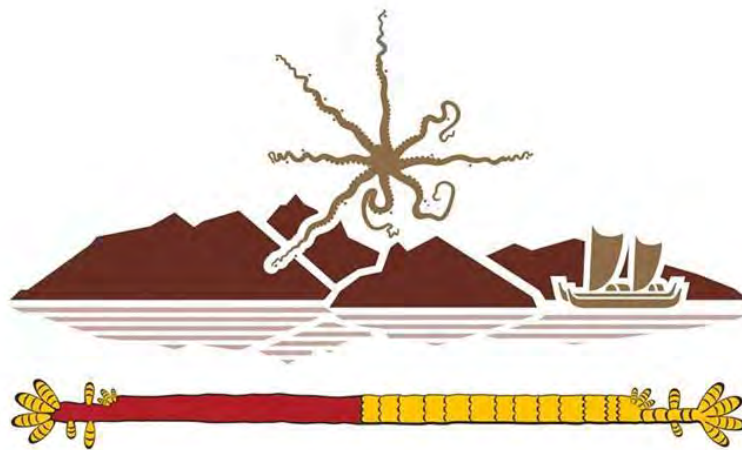
- Prestigious UNESCO cultural label
- Worldwide awareness
- A must-visit place
- Increase in tourist numbers
- Involvement of the local population



# Sustainable tourism

- Protected since 1952 by French Polynesia
- Manage tourism development
- Promote local services for proximity tourism
- Limit negative impacts





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