

The different wealth of New Zealand

New Zealand in Globalization

The New Zealand archipelago is made up of more than 100 islands. On these islands, there are different tribes with their own culture and territories, but it's the Maori which holds the majority. This majority can be felt in today's New Zealand culture. But nowadays, globalization has reached New Zealand, and a lots of Maoris have moved to town to find jobs, and finally, some traditions have been forgotten. "Those who have moved to town have lost the link with their tribe, their iwi. They don't even know who they are." said Kereru Pounamu, spiritual guide of Alabani's community. What's more, economy finally integrated political debates to their heritage, giving to some people some tradition rights, so their cultural wealth finally became

an economical problem. For example, tribes had to ask a man to have the right to practice the haka. However, some traditions stay alive despite the evolution of the actual world. These traditions are transmitted orally in some families. In conservative regions, they think that each part of the house represents a part of the body of the ancestors of the family. Moreover, the country has 2 national languages: English and

Maori. Both are taught at school. It makes a real cultural wealth for the country. Despite some racial inequalities, New Zealand is a real example of cohabitation. The country has two national languages, and this is what gives it its originality: there is not modernity on one side and ancientness on the other side. The country is built on two different cultures, and these cultures are reunited on the rugby field.

Haka and Tatoos

Everybody knows the famous dance of the national rugby team, the All Blacks, called haka; but generally, they don't know that long before, it was a traditional dance of the Maoris. The word "haka" means "dance", and this dance was made to welcome a guest, or to announce war to another tribe. But Maori culture is not only present in rugby matches! Haka was danced in a lot of cultural events, or as prayer to Maori gods. Maori tattoos are very famous too, because of their

beauty and their impressive forms. Today, we can see them on most of the beaches of the world. But these "tribal tatoos" have a meaning: for example, the "Moko" (the impressive tattoo on the face) is like an identity card, because it refers both to the tribe of the person, and his social rank. The meaning of the tattoo changes with the position, the drawings and the technique that was used to make it.

Marwan Bouhamidi



Wine in New Zealand

New Zealand is the new-world wine country and this viticulture constitutes an authentic wealth. There are 10 major wine-producing areas. Marlborough is New Zealand's first wine region with 23,232 producing hectares in 2013, which produce 252 tons of wine each year, that represent 73% of New-Zealand's wine production. The other wine regions include Auckland, and Hawke's Bay in the North Island, Central Otago and Canterbury in the South Island.

The grape varieties, soil structure and climates in these areas are varied. These factors have created a broad diversity of wines. Sauvignon blanc is the most known New Zealand wine because this variety represents 85% of the wine production. But the reputation for pinot noir, chardonnay and cabernet sauvignon is growing each year. In New-Zealand there are about 500 wineries, the three most important are Montana, Villa Maria and

Nobilo. The best wines are exported to the biggest cellars in the world and served in the most famous restaurants. In the Decanter World Wine Awards 2012, considered as the most important wine-growing competition in the world, 92% of the New-Zealand wines presented won a prize.

In 20 years, export from New Zealand wine production has seen an amazing increase, growing nearly 24% each year. Australia is New Zealand's biggest market, followed by the United Kingdom and the United States. But

exports to Canada and Asia are continuing to increase. The New Zealand wine industry contributes more than NZ\$1.5 billion a year to the national economy and supports more than 16,500 full-time jobs.

The Croatian community introduced New Zealand to their wine-loving way of life when they arrived in Auckland. This origin is behind many of the best known labels such as Selaks, Babich and Villa Maria.

Antoine Foloppe



Viniard in Marlborough

The Hobbit's Landscapes

Peter Jackson is a famous director from New Zealand. He shot a lot of films like "King Kong" or the "Lord of the Rings" trilogy. And now, he is filming "The Hobbit" trilogy in New Zealand. Why did he choose this country? Of course Mr. Jackson thought that New Zealand was the best place to represent the wealth of "The Middle Earth". The country has approximately 13 national parks, with biodiversity dating back to prehistoric times. There are diverse landscapes associated to a spectacular region of this amazing world. "Twizel" represents "The Lonely Land" in "The Hobbit: An Unexpected Journey", with the wargs chase. This is a large flatland with wild nature. "The Hobbiton" was built in 1999 in Matamata, a green place with little hills near a river. These landscapes seemed fantastic for the director, and now for the public, because the movie was a best-seller. Its US box office is more than 300 billion dollars, and in France, there were approximately 4 445 000 admissions in 5 weeks. Thanks to Peter Jackson, New Zealand is a key destination for a lots of tourists. You can make tours to visit the different landscapes used in the movie.

If you are a fan of Gandalf or Frodo, you should do the "100% Middle Earth". It's the most complete tour about the Hobbit world. What's more, Peter Jackson built a giant book, sized about 2 tennis courts, where you can travel in the different places of the Middle Earth. That was created before the Hollywood world premiere of "The Desolation of Smaug", in Beverly Hilton Hotel in The United States. Hobbit's fans who live in America, ran to this place to dream a little. The majority of them wanted to go to New Zealand after the visit, they wanted to see the landscapes with their own eyes. Finally Peter Jackson has turned a film into a tourism phenomenon that reflects the wealth of his home country: New Zealand.

Marwan Ouzina



The Hobbiton