

J'adore ma mer*:

How plural values and pro-ocean behaviors of the Tahitian tourism industry can bring us closer to and help protect the ocean

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(30hp/credits)



LUCSUS

Lund University Centre for
Sustainability Studies



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J'ADORE MA MER



(Image by Author)

**" J'adore ma mer " translates literally to "I love my ocean" from French. However, when spoken out loud, it would first be heard and understood as "J'adore ma mère" or "I love my mother." Considering the exploration of plural values with the marine environment in this study, the mère/mer duality symbolizes the human-ocean relationship where the ocean is an entity that one is related and connected to, as well as one that is exploited or admired for its resources.*

Abstract:

With four years left to fulfill the goals of the UN's Ocean Decade, it has become increasingly important to find solutions for the threats our oceans are currently facing. French Polynesia has the largest marine protected area in the world and relies heavily on tourism for development. Through semi-structured interviews with stakeholders in the tourism industry in Tahiti, I study their role in marine conservation. I use the Nature Futures Framework to explore the plural ocean values held by actors in tourism and connect their values to the actions they deem important for ocean sustainability. The connection between participants' plural values and pro-ocean behaviors (both current and future) supports the idea of developing human-ocean relationships to improve the use and management of marine resources. Identifying stakeholders within the tourism sector as agents in marine conservation and recognizing their values towards the ocean can help further promote pro-ocean behaviors across sectors.

Keywords: tourism, Tahiti, nature values, human-ocean relationship, pro-ocean behaviors, ocean literacy

Word Count: 10 163

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1 Introduction

The United Nations (UN) has declared the years 2021-2030 as the critical “Ocean Decade” calling for more ocean science in pursuit of sustainable development (*Ocean Decade – The Science We Need For The Ocean We Want*, 2021). It is becoming increasingly clear that our oceans are vital systems, and we need to address the threats humans have brought upon it. As renowned oceanographer Sylvia Earle famously said, “No water, no life. No blue, no green.” Our oceans are a source of oxygen, a source of food, a place for trade, for recreation and culture (IPCC, 2022, 2023). Over the past decades, we have exploited the finite resources of the ocean, leading to a concerning decline in biodiversity and the endangering of many key species (IPCC, 2023). Not only have humans tampered with fragile marine ecosystems, but we are also contributing to its degradation by adding greenhouse gases in the atmosphere (IPCC, 2022). Climate change has led to increasing ocean temperatures, sea level rise, and ocean acidification, which amplify the anthropogenic threats on marine life (IPCC, 2022, 2023). Island nations with reef ecosystems are particularly vulnerable to these phenomena as they often lack the necessary financial resources and infrastructure to mitigate damages or adapt to the changing conditions (IPCC, 2022; Picciotto, 2018).

With the state of our oceans in mind, the UN has highlighted ten big challenges that the oceans currently face, and this thesis will primarily focus on the challenges to: Protect and restore ecosystems and biodiversity (2); develop a sustainable and equitable ocean economy (4), and; restoring society’s relationship with the ocean (10) (“10 Challenges,” 2021). To address these challenges, one of the responses on a global scale has been to implement Marine Protected Areas (MPAs) (Grorud-Colvert et al., 2021; Rechberger et al., 2025; Sala et al., 2018). The definition of a MPA varies depending on context, but in essence it is a legally designated protection within a country’s coastal and/or marine area that limits certain extractive activities in order to conserve its ecosystems (Grorud-Colvert et al., 2021). In 2025, at the UN Ocean Decade conference in France, French Polynesia announced that they would implement the largest marine protected area in the world, Tanui Atea (Hutchins, 2025; Monfared, 2025; UNEP-WCMC, 2025). There is strong support for this MPA by the islanders of French Polynesia (Tanret, 2025). This kind of community acceptance is rare due to a lack of awareness and inadequate governance which are common barriers in MPA implementation and management (Rechberger et al., 2025). This MPA spans the entire exclusive economic zone (EEZ) of French Polynesia, or 4.8 million km², which can be compared to the size of Europe (See Figure 1). This gesture has been referred to as “bold ocean leadership,” and a noble example for other countries to follow (Monfared, 2025).

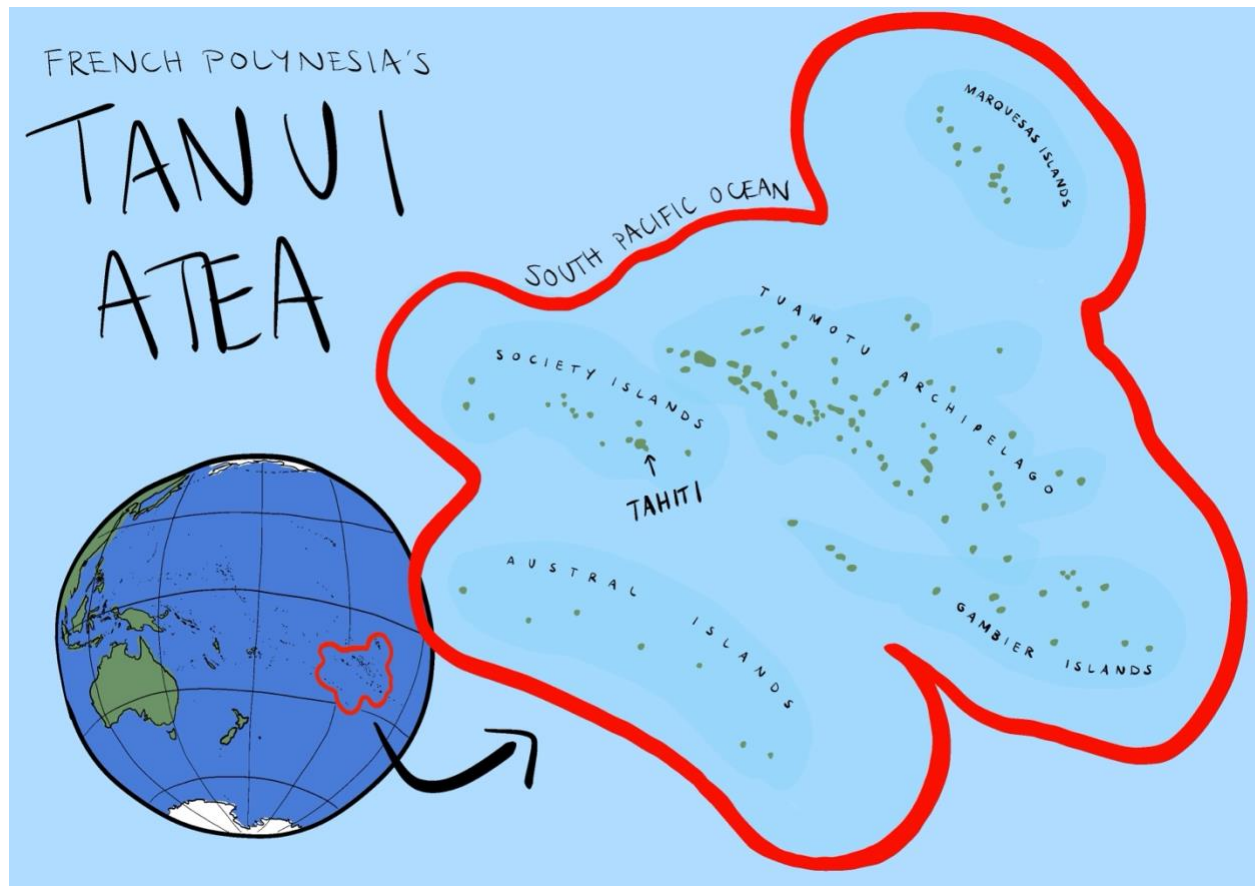


Figure 1. Map of French Polynesia with marine protected area, Tanui Atea. Image by Author.

The effective management of MPAs has been discussed thoroughly within the research community, and still remains a challenge today (Rechberger et al., 2025). A recurring dilemma has been that regardless of the management system (top-down or bottom-up), MPAs require local stakeholder participation to be effective from an ecological standpoint (Giakoumi et al., 2018; Huang & Chang, 2025). It has also been highlighted that people's inner perceptions and values influence their involvement with, or resistance to marine resource management (Kageyama et al., 2025; Neilson & São Marcos, 2019). Having a better understanding of these values can help improve future marine governance (Kageyama et al., 2025). Ocean literacy has also been highlighted as a tool to integrate the cultural and social dimensions with MPA management (Gómez et al., 2025). Ocean literacy can simply be defined as the "understanding of your influence on the ocean and its influence on you" (Schoedinger et al., 2005). However, ocean literacy also exists beyond the dimensions of knowledge and awareness (Brennan et al., 2019; McKinley et al., 2023), and several studies have highlighted its potential to transform human-ocean relationships that inspire behavioral change (Fantuzzi et al., 2023; Gómez et al., 2025; McKinley et al., 2023; Uehara et al., 2020).

The path towards societal and environmental impact requires an increase in ocean literacy amongst stakeholders, and that going forward there is a need to establish best practices that can be replicated (Glithero et al., 2024). The UN Ocean Decade White Papers further highlight the need for a broad range of stakeholders to contribute to the protection of our oceans - or engage in “pro-ocean behaviors” -, including those in the private sector (Glithero et al., 2024; Haugan et al., 2024; Muller-Karger et al., 2024). This is a key message within Challenge 10: “Restoring society’s relationship with the ocean” which encapsulates and addresses the other nine challenges (“10 Challenges,” 2021; Glithero et al., 2024). Messaging from the UN Ocean Decade includes the importance of increasing human connections to the ocean to inspire consistent action and promotion of pro-ocean behaviors (McRuer et al., 2025; *Ocean Decade – The Science We Need For The Ocean We Want*, 2021). **The aim of this thesis is to explore the plural ocean values within the Tahitian tourism industry and its current and potential participation in marine conservation and protection.** I do this by answering the following research questions:

1. *How do actors in the tourism sector engage in pro-ocean behavior?*
2. *What values do actors in the tourism sector hold for the marine environment?*
3. *How do stakeholders' ocean values influence current and future pro-ocean behaviors?*

This thesis contributes to the field of sustainability science by looking at the participation of stakeholders within the tourism sector towards marine conservation on the island of Tahiti, and how their plural ocean values connect to their pro-ocean behaviors. Not only does my research align with the UN Ocean Decade challenges listed above, but also with the Sustainable Development Goal (SDG) 14: Life below water, and 17: Partnerships for the goals (United Nations, n.d.-b). These SDGs highlight the importance of community-based, participatory models and multi-stakeholder partnerships for sustainable marine conservation and management which is reflected in my efforts to evaluate and empower the role of stakeholders in tourism in this mission.

2 Background

2.1 Marine Ecosystems of French Polynesia

Despite its remote location, French Polynesia— a collection of 118 islands in the Pacific Ocean— is not exempt to anthropogenically induced threats. While some of their island ecosystems remain pristine and minimally disturbed (Lama et al., 2024; Lecchini et al., 2026), their environments are especially fragile and

their biodiversity vulnerable to changing climates (Andréfouët & Adjeroud, 2019; Rival, 2025). This region is recognized as a significant biodiversity hotspot with extensive coral reef system and atoll habitats (Critical Ecosystem Partnership Fund (CEPF), 2007). Coral reefs are characterized as biodiverse yet fragile ecosystems and are often valued significantly for their beautiful clear water and the myriad of colorful fish. Today, these ecosystems are threatened by numerous anthropogenic disturbances. Threats such as construction (Cowburn et al., 2018), boat traffic (Sabdon et al., 2024), highly populated tourist areas (Juhasz et al., 2010) and overfishing have been shown to directly impact coral cover and health in the Pacific (Bambridge et al., 2019; Burke et al., 2011). Another significant threat facing many fringing reefs along island coastlines is an excessive influx of nutrients from runoff which leads to algae overgrowth smothering corals, such as with the problem algal species *Turbinaria ornata* identified in French Polynesia (Bittick et al., 2026). Rising water temperatures and ocean acidification are increasingly prevalent threats to reef systems in the Pacific region, making corals more vulnerable to bleaching (Andréfouët & Adjeroud, 2019; IPCC, 2022, 2023). Coral bleaching happens when the symbiotic algae that help a coral survive die off from thermal shocks, leaving the coral with its bare white calcium carbonate structure (Van Oppen & Lough, 2018). With increased acidification and continued high water temperatures these bleached coral structures degrade further, and their chance of revival becomes slim (Van Oppen & Lough, 2018). French Polynesia experienced its most recent coral bleaching event in 2019 (NCCOS, 2025). Luckily, these corals were able to recover (Lama et al., 2024), but the increase in bleaching events is a clear indication that these island ecosystems remain vulnerable in a time of changing climate.

2.2 Tourism

Within UN Ocean Decade documents, and as highlighted in (Kageyama et al., 2025), the tourism industry appears to be overlooked as an active stakeholder in marine protection despite them often operating within these protected areas to supply funding, and having an ecological impact (Casimiro et al., 2023; Lucrezi et al., 2017). Considering that the tourism sector is one of the fastest growing industries (United Nations, n.d.-a), it is important to include them as stakeholders for the transformation towards sustainable “pro-ocean behavior.” Tourism contributes ~10% to French Polynesia’s GDP, making it the territory’s leading industry accounting for 77% of domestic revenue (Andréfouët & Adjeroud, 2019), and employing nearly 20% of the salaried workforce (Rival, 2025). The Conseil D’Orientation Stratégique du Tourisme (COST) made a decision to direct French Polynesia’s strategy to focus on sustainable tourism in 2011 (Rival, 2025). This strategy has manifested itself in the form of small-scale tourism where Polynesian culture and their pristine waters are a unique selling point. In 2020, the COVID pandemic isolated these

islands, and like with many other countries the tourism industry took a hard hit (Rival, 2025). Being highly dependent on tourism, the islands of French Polynesia are extremely vulnerable to any shocks, which only emphasizes the need to proceed more sustainably across all sectors (Rival, 2025). While diversifying tourist flows across the archipelago is suggested as a way to pursue economic sustainability (Rival, 2025), it is also vital to pay attention to and protect the vulnerable marine ecosystems for which all the tourists come to visit the islands. French Polynesia has established itself as a unique travel destination, and self-promotes as a place to live the island life and experience Polynesian culture (Andréfouët & Adjeroud, 2019; Rival, 2025). A deep respect and connection to the marine environment and its protection are core elements within Polynesian culture (Fabre et al., 2021). Against this backdrop, French Polynesia is an interesting case to explore potential connections, synergies and trade-offs between tourism and marine conservation.

2.3 The Traces of French Colonialism

The UN Ocean Decade also calls for increased and diverse inclusion of indigenous voices in marine conservation (Glithero et al., 2024). The islands of French Polynesia were first populated by navigators of Austronesian descent in 200BC (Foster & West, 2026). They came by way of handcrafted canoes, and an intuitive navigation system called wayfinding passed down through generations. In 1880, Tahiti was made an official colony of France when King Pōmare V ceded sovereignty after several decades of being a French Protectorate (Foster & West, 2026). In the period that followed, native islanders were subject to the installation of French laws, infrastructure, religion and education. In 1946, French Polynesia was reclassified as an overseas territory which granted Polynesians more rights and French citizenship (Tracey, 2024). While today there are many benefits that come with French citizenship, native islanders experienced many hardships and injustices during this colonization and integration period (Foster & West, 2026; Kahn, 2000). The French influence on the islands impacted the original Polynesian lifestyle and its colonial legacy can still be seen today (Kahn, 2000).

3 Theory

3.1 Nature Values

The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) has developed a framework to understand the diverse values that people ascribe to nature across cultures

and societies (Díaz et al., 2015; IPBES, 2022b). Widely underexplored, these values and people's connections to nature are important to consider when exploring future scenarios of conservation and sustainability (IPBES, 2022a). The specific value types under the IPBES (2022b) framework are:

Intrinsic Value (*Nature for Nature*): Nature's inherent value beyond human purpose or use.

Relational Value (*Nature as Culture*): Values embedded in a human-nature relationship, including cultural identity and spirituality.

Instrumental Value (*Nature for Society*): The value attributed to nature by humans from its use and contribution to achieve a particular end

The IPBES framework also highlights the importance of diverse stakeholder inclusion and particularly indigenous people and local knowledge (IPBES, 2022b; Pereira et al., 2020) for catalyzing change. Recognizing these plural values towards nature is vital for sustainable transformation and effective policy implementation of natural resources use (IPBES, 2022a). In this thesis, I will refer to values people ascribe to the ocean as ocean values.

3.2 Nature Futures Framework

When addressing sustainability challenges, “transformative change is required in how societies relate to nature” (Pereira et al., 2020). In support of the IPBES framework, the Nature Futures Framework (NFF) is able to capture “diverse, positive values for human-nature relationships” across multiple disciplines and stakeholder perspectives (Pereira et al., 2020; *The NFF Triangle*, n.d.). The space made for plural values and perspectives enables the framework to be used as a tool to catalyze new, positive visions and scenarios that puts biodiversity and ecosystem services at the forefront (Pereira et al., 2020). Its multiscale functionality makes it a flexible tool that can be used to inform decisions on all relevant levels (Pereira et al., 2020). The NFF is conceptualized in the form of a triangle (Figure 2), where each corner represents a different value, and the space within “represents a continuum or gradient between these three value perspectives” (*The NFF Triangle*, n.d.). The main intention of the NFF is to improve a current state across one or more of these perspectives (Pereira et al., 2020).

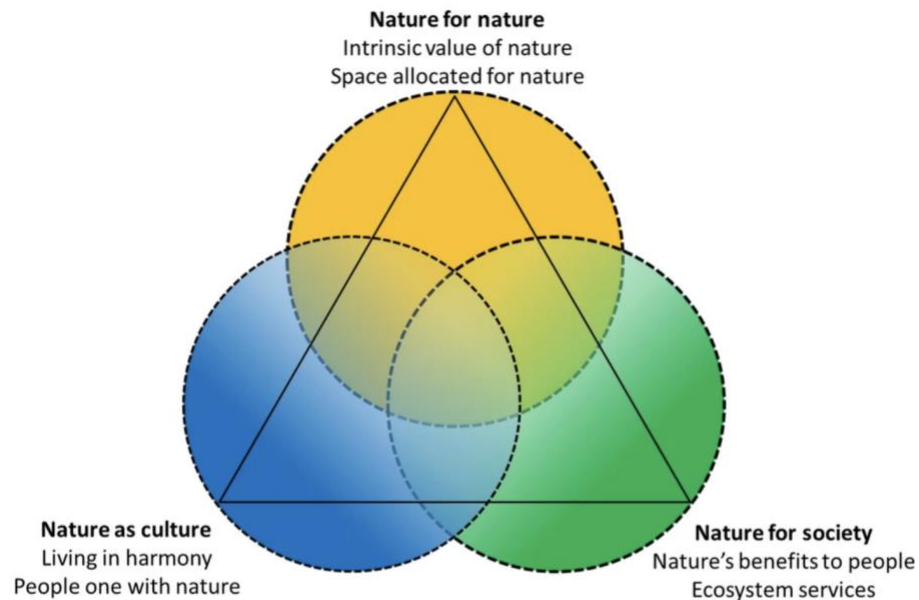


Figure 2. Nature Futures Framework Triangle (*The NFF Triangle*, n.d.).

Considering the flexibility of the NFF as a tool, it can be integrated within a broad range of methods, as well as contexts and scales (e.g. Carpenter-Urquhart et al., 2026; Okayasu et al., 2025). It has primarily been used to create visions and scenarios across different places, or for its value perspectives to inspire discussion on relevant concepts, theories and methods (Okayasu et al., 2025). The NFF can also be used as a classification tool “for translating existing scenarios, for adapting and developing models, or to provide guidance in exploring and identifying various information on people-nature relationships” (Okayasu et al., 2025). The framework provides a way to identify trade-offs between values and management options providing decision-makers with a better understanding of the social-ecological system (Palacios-Abrantes et al., 2022). Pereira et al. (2020) share the importance of a broad use of the NFF in order to “populate the triangle with examples of how nature values are represented in different locations, across different spatial scales and how these could change in the future” (p. 1189).

3.3 Three Horizons Approach

The Three Horizons (or 3H) Approach complements the NFF as it is “a simple, graphical and collaborative approach to build pathways for desirable futures based on a structured and guided dialogue considered along a temporal axis” (Sharpe et al., 2016). Each “horizon” represents a different location in time (see Figure 3):

First Horizon (H1): business as usual, contemporary understandings

Second Horizon (H2): actions and adjustments required to reach the desired future

Third Horizon (H3): emerging paradigms for a positive future

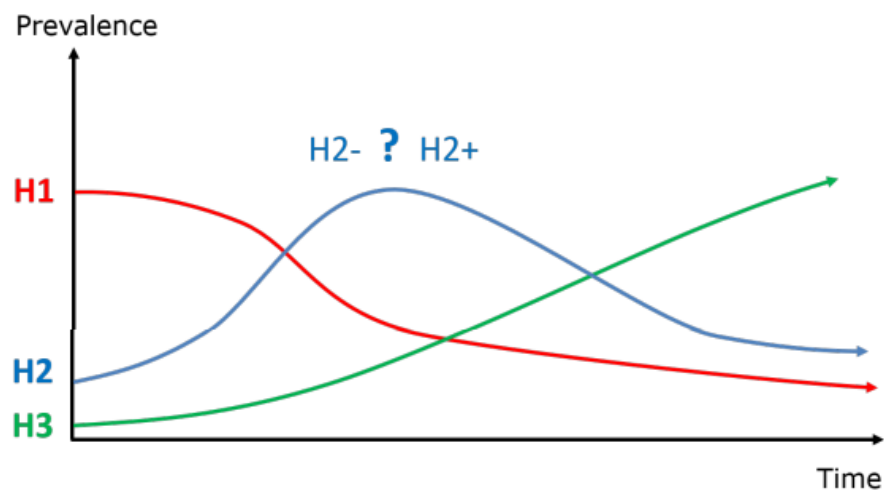


Figure 3. Three Horizons Model (Sharpe et al., 2016).

These horizons can be applied to various contexts to facilitate the envisioning of positive futures where there are high degrees of uncertainty (Sharpe et al., 2016). When addressing the uncertainty of these futures, the second horizon inspires agency among relevant stakeholders (Sharpe et al., 2016). Stakeholders that apply the three horizons to certain issues are able to reflect on the current operations that do not fit their desired future. They are then given the space to create and share tangible actions and adjustments that can help transform current activities to support a positive future (Sharpe et al., 2016). This is often done through participatory workshops in order to maximize engagement among various actors (Pereira et al., 2020, 2023; Vos et al., 2021). The approach has been used within the context of ocean futures where a participatory workshop with various stakeholders co-produced imagined positive

futures for the protection of the ocean areas beyond national jurisdiction (Pereira et al., 2020). Engaging in future scenarios this way allowed for a wide participation of actors beyond academia (Pereira et al., 2020). Not only were more participants able to connect closely with such scenario building, but this approach was shown to elicit great appreciation for a positive ocean future and empathetic responses from those involved (Pereira et al., 2020).

These theoretical entry points and frameworks aim to center the data collection and analysis around the idea that actors within the tourism industry can be agents in marine conservation. This thesis will explore the potential of tourism industry actors in Tahiti by looking at their values and behaviors, and whether it can be applied in a broader context to transform the role of the tourism industry in marine conservation.

4 Methodology

4.1 Geographical Description of the Island Tahiti

The fieldwork took place on Tahiti, the most populated island (~200,000) in French Polynesia. Tahiti can be characterized as a volcanic island with lush tropical vegetation. The west coast of the island consists of lagoons with vibrant coral reefs. Corals can still be found on the east coast of the island, even though there are rougher water conditions. Tahiti has its “mainland,” Tahiti-Nui and its peninsula, Tahiti-Iti (see Figure 4). The capital of French Polynesia, Papeete, is located on the northwest of Tahiti-Nui, which is a highly urbanized area. On Tahiti-Iti, Taravao is a relatively urban area, however the peninsula as a whole is much less densely populated with people, and much more so with lush vegetation. The main road splits on Tahiti-Iti, and ends at Tautira (east side) and at Teahupo’o (west side). After the “end of the road” lies dirt paths and dense tropical forests with a few inhabitants belonging to tight-knit communities.

4.2 Fieldwork

Data was collected between the 20th February and 16th March, 2026. Before my scheduled departure to Tahiti, I collected names and possible contact information from several locations on the island that served within the tourism industry. I started with hotels and other forms of accommodation and then broadened my research scope to include other tourism operators such as those providing boat and diving excursions. Actors within the tourism industry were chosen as the key informants for this study as they experience and perhaps understand the nuance of profiting from the marine environment, while also relying on its preservation in order to do so. While being in the field, I discovered that there was a potential connection

between tourism actors and marine conservation associations on the island. With this in mind, I included such associations to be participants in my research in order to provide an alternate perspective on the state and protection of the island's marine environment and insights into certain collaborations. As participants were located at different parts of the island (see Figure 4), I mainly reached out to the interviewees via email, or by phone when possible. At the end of the fieldwork period, I had conducted 12 interviews with thirteen participants. The length of the interviews ranged from 12 minutes to 1 hour 40 minutes. For analysis, labels were given to each participant depending on the establishment they were involved in (see Table 1).

4.2.1 Participants

Before arriving in Tahiti, I had three email responses from actors in the tourism industry that were interested to participate in my study and agreed to sit down for an interview. With the understanding that Tahiti is an island where most connections are made informally and in-person, I left knowing that I would rely on the snowballing effect (Desai et al., 2006, p. 148) to expand my network of potential participants.

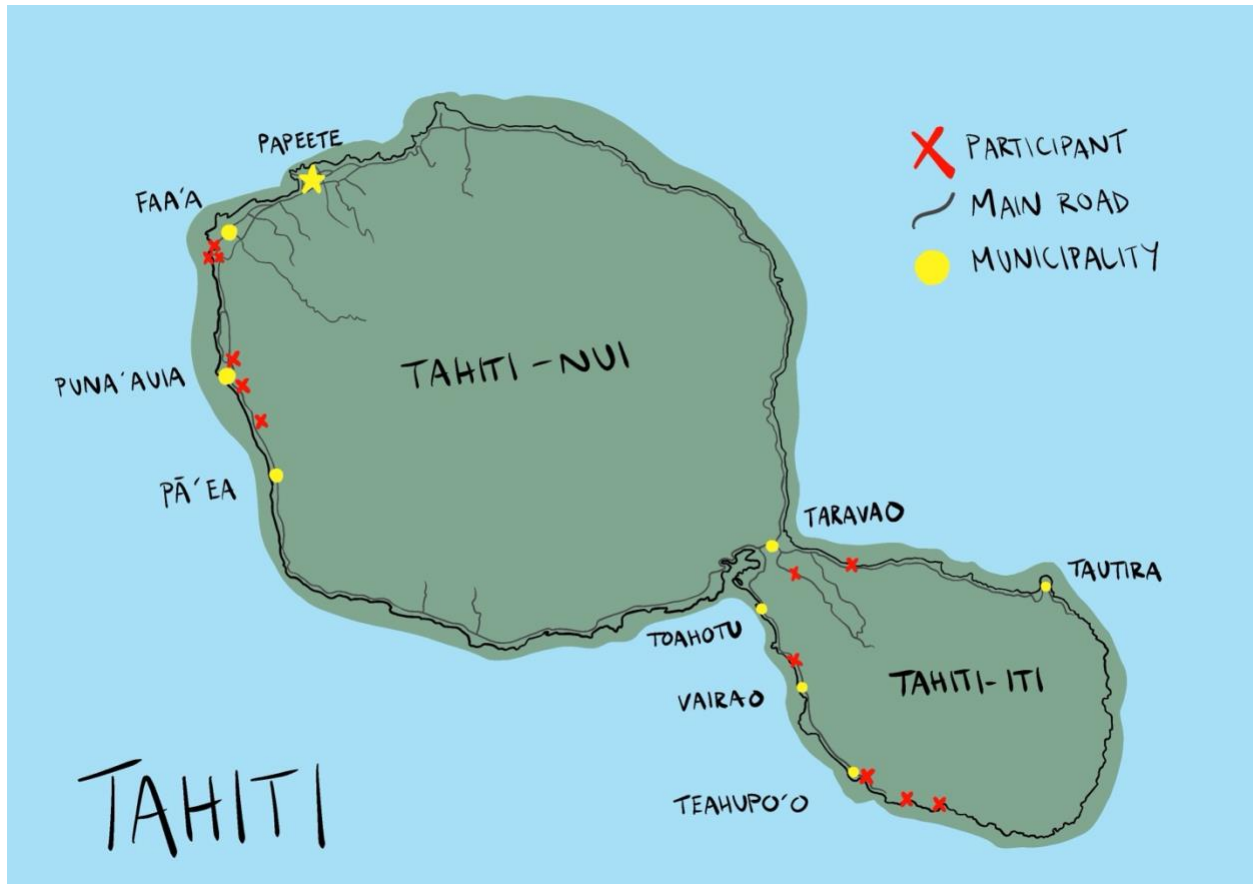


Figure 4. Location of Participants on Tahiti. Image by Author.

In the beginning of my stay in Tahiti, I was in Pā'ea, which is located about 18 kilometers from the capital city, Papeete. This side of the island (northwest) is nicely protected by the mountains and valleys, ergo has agreeable weather and is where the majority of people live on Tahiti. This area is relatively urbanized and densely populated. My first three interviews took place on this side of the island, and all three of them left me feeling unsure of how I was going to move forward with my thesis. They were all French, and had lived in Tahiti for several years, and despite insightful (and slightly pessimistic) conversations there was not the connection between tourism and marine conservation that I was looking for.

Once I moved to Tahiti-iti, the peninsula south to Tahiti-Nui, I felt like I'd entered a whole new world. Tahiti-iti had temperamental weather, lush greenery, and was far less urbanized than the northwest. On this side of the island, I noticed a shift in the interviews and spoke with many more local Tahitians. I learned so many new things about Tahitian culture and how it is embedded within the ocean. I saw how the actors that worked within tourism also incorporated more pro-ocean behaviors into their daily lives.

Table 1. Participant labels and descriptions

P	1*	P - Pension Participants labeled with P own and operate an independent hotel/place of accommodation for numerous guests. These establishments are the participants main source of income. *P1 had two interviewees
	2	
	3	
G	1	G - Guesthouse Participants labeled with G own and operate a place of accommodation for a few guests, often in an expansion built onto their property. These establishments provide supplementary income.
	2	
	3	
RP	1	RP - Rental Property
LUX	1	LUX - Luxury Hotel Group
A	1	A - Association Participants labeled A work for a marine conservation organization. They have a scientific understanding of the marine environment and are directly involved in conservation projects and activities.
	2	
TO	1	TO - Tourism Operator Participants labeled TO work for or own their own tourism operation that take tourists out onto the water.
	2	

4.2.2 Semi-Structured Interviews

I created an interview guide to carry out semi-structured interviews, inspired by the Three Horizons Approach. This approach allowed me to explore the current knowledge that actors in Tahitian tourism had and actions they were taking, as well as explore what they would like to see in their preferred future and how they think we can get there. I also prompted several questions regarding ocean literacy, to see whether the tourism industry was contributing to foster deeper understandings and connections to the ocean. The Three Horizons Approach complemented the use of the NFF as it enables a conversation that is informative, while also revealing the values that these individuals hold towards their marine environment. My interview guide (Appendix a,b) was consequentially split into 3 parts with the following themes:

1. *How they see and understand the current role and contributions of the tourism industry in the conservation and protection of marine ecosystems*
2. *Their ideal vision of ocean health and future development of tourism in Tahiti*
3. *The actions and adjustments needed in order to achieve the desired future*

My final question related to the transformation of marine-based tourism on a global scale with the intention of broadening the geography of the subject area. This allowed for additional insight into these actors' awareness of marine-based tourism issues outside of their islands, as well as the creativity and applicability of their proposed solutions.

All interviewees provided informed and prior consent (forms in Appendix c,d) to being interviewed and recorded as participants in this thesis project. Four participants (one interviewee from P1, G2, LUX, RP) requested that their personal identity remain confidential in the publication of this project. All other participants will be referred to under their label for simplicity, but some details may be shared that can reveal their identity as was consented to.

4.3 Data Analysis

4.3.1 Transcription

All interviews were transcribed using the program Soundtype AI to provide an efficient transcription process. Once the audio files were transcribed, I went through each transcript to correct any mistakes. This process also helped me become more familiar with the data and facilitated the coding and data analysis as I noted down some recurring themes as I went through the transcriptions. Interview recordings were transcribed in the language they were carried out in: French (11) and English (1). Soundtype AI follows GDPR regulations which is in line with the consent form that I provided to all participants.

4.3.2 Coding

Once all interviews were transcribed, they were coded deductively in two rounds using the software Nvivo. The three research questions inspired the main attribute codes for the data analysis: Current Pro-Ocean Behaviors, Future Pro-Ocean Behaviors, and Values. Under the parent code Values, I had Intrinsic,

Instrumental and Relational as sub-codes in order to identify the plural values that would be analyzed using the Nature Futures Framework. Another significant parent code was Ocean Literacy as I wanted to explore its presence and potential as a pro-ocean behavior. While going through the transcriptions, attribute codes were given to common recurring themes that fell under the main parent codes in the first round of coding. Other themes came up such as Traces of French Colonialism, Barriers to Marine Conservation and Impacts of Tourism. A second round of coding was used to double-check the codes and attributed data points. In order to assign values to specific data points I defined what each value looks like in the ocean context (see Table 2). These Ocean Values were attributed to the parts of the interviews where participants spoke directly about the ocean. Throughout the coding process, qualitative data remained in the original language, and all further analysis was carried out in English.

Table 2. Ocean Values

	Intrinsic Value	Values associated with the wellness and survival of marine species and their underwater ecosystems that are independent of any human experience/evaluation. <i>The ocean should flourish and be in good health. Species serve a purpose in the marine ecosystem and should thrive without being disturbed by humans.</i>
	Relational Value	Values relating to cultural identity and existence that are attached to the marine environment. These values reveal an intertwined relationship between the human and the ocean/human-ocean relationship. <i>The ocean is a part of who I am, and part of my culture. Many of the things I do in the day revolve around the ocean. The ocean is my world.</i>
	Instrumental Value	Valuing resources or experiences obtained from or through the use of the marine environment. Resources/experiences can include but are not limited to food, income, and recreation. <i>The ocean provides food for me. I enjoy my time on the ocean by engaging in different activities. The ocean provides opportunities to support livelihoods on the island, tourism is one of these opportunities.</i>

During interviews, some participants (often non-Polynesians) spoke about certain aspects of a human-ocean relationship found on the island that weren't necessarily their own. These data have been coded under the attributed values, but they will not be used to represent the respective values highlighted in

section 5.3.1. Plural values that overlap are coded twice depending on how they were expressed by each participant.

4.3.3 Applying the NFF

The data was categorised and analysed with the NFF. As I am looking into the role of the tourism industry as an active agent for promoting pro-ocean behaviors, this framework along with the 3H approach enables me to analyze the data collected accordingly. Considering that I conducted my fieldwork on Tahiti, an island where there is a strong cultural connection between its people and the ocean, it is important that the framework I used could incorporate plural values as well. The identified ocean values were placed in the NFF triangle under common themes to display how participants perceive the ocean and reflect how it can and should be used. These ocean values were used to provide insights into how the tourism industry can transform to be more involved in marine conservation.

4.3.4 Exploring the Dimensions of Ocean Literacy within Pro-Ocean Behaviors

Inspired by Challenge 10 from the UN Ocean Decade which focuses on restoring society's relationship with the ocean, I wanted to explore the presence and potential of ocean literacy within the scope of this paper. I felt inspired by the dimension "Access and experience" from (McKinley et al., 2023), which represents the learning that comes from engaging with the marine environment, and wanted to see how tourism could play a role in promoting ocean literacy among visitors.

4.4 Limitations

During fieldwork, I encountered several limitations. I was only in Tahiti for 24 days in total, and was operating with a very limited budget. Along with the time and budgetary constraints, I also encountered the day to day challenges that come with the unpredictability of fieldwork in a foreign place. Two notable challenges for me were: 1) maintaining contact with connections and confirming participation and attendance in interviews 2) relying on the bus!

The Three Horizons structure to my interview guide also revealed several limitations as many participants had a hard time sharing a positive future, and tangible actions that could be taken to get there. This was a conceptual limitation that could have been expected as the Three Horizons approach is often

implemented in a more collaborative workshop setting stretching over a longer period of time in order to get participants properly engaged with positive future visions. However, this approach provided a sound structure to the interviews that participants could follow and made space for the relevant themes that I wanted to discuss with my research, such as nature values, pro-ocean behaviors, as well as ocean literacy.

4.5 Positionality

The topic I explore in this thesis is one close to the heart. I was raised to love the ocean and was extremely fortunate to have two passionate travelers for parents who took me and my sister all around the world when we were growing up. Before my fieldwork, I had been to French Polynesia once before at six years old. It is where I lost my two front teeth and where my affinity for the ocean became fully embedded in who I am today. When I swam with sharks for the first time at Maupiti, I realized how misunderstood these creatures were and that the ocean was a place not to be feared, but to be explored. Since then I have only expanded my knowledge on the big blue, first with a juvenile shark obsession and later a BSc in Marine Biology with Oceanography. My love for nature expands to the rest of earth as well which has inspired me to continue my studies in environmental and sustainability science. I want to acknowledge that while my methods and theory make room for plural values, the concept of applying an overarching framework to analyze the data collected from participants is a western construct in itself. I approached this thesis open to learn and inspired to share something that could influence the way our vital and fragile ocean ecosystems are cared for. My name is Océane. I am a woman. I am a Belgian (EU) citizen and my French (the language in which most interviews were conducted) is not perfect. Also, I used to tell people my left arm was bitten off by a shark until I realized it perpetuated the stereotype that they should be feared.

4.5.1 *Traces of French Colonialism*

While the colonial history of French Polynesia is outside the scope of this paper, I ask the reader to take it into consideration. Several aspects of French Polynesia's colonial past were mentioned by participants during interviews. These data should be considered as context for the pro-ocean behaviors taken by participants, and the barriers they face. While I explore what we can learn from the people of French Polynesia to better protect our oceans from within the tourism sector, I do appreciate that it is not their role to educate the rest of the world on this.

5 Results

In this results section, I will start with a brief description of the traces of French colonialism that came up during the participant interviews. The different barriers to marine conservation regulation and implementation mentioned during interviews are also described as they are lined in the colonial legacy. Second, I elaborate on the complex, transdisciplinary network that participates actively in marine conservation and present the current pro-ocean behaviors of actors within the Tahitian tourism sector. Last, I will present the ocean values within the Tahitian tourism sector using the NFF (see above) and relate the values to current and preferred future pro-ocean behaviors, as described by participants.

5.1 Past: Traces of French Colonialism

While the political relationship that French Polynesia has with France is one that comes with several modern benefits, it is founded on a colonial history that still appears today. Several participants shared the interdiction of Polynesian culture- including its dance, tattoos, the language, and traditions connected to earth and ocean- during several generations. One of the participants working in a “Pension” (P2) made the remark that many French people unfairly come to French Polynesia now seeking the authentic island life and culture which they previously prohibited during their colonial era. The missionaries that came to the island not only imposed Christianity but also introduced the idea of property rights. Polynesians at the time lived together as a community and the land and oceans were seen as a common pool resource to be shared and respected harmoniously. This along with the introduction of western food and culture introduced a wave of individualism to the islands. A whole new way of life was introduced to Polynesians- a “modern” life that could put a meal on the table by simply going to the grocery store instead of out fishing. As participant G2 said, “We [Polynesians] were telling ourselves that with the arrival of airplanes, an abundance of food, that ultimately our world was the land, and we forgot that our world is the ocean. And this easy access to food made us lose sight of our greatest wealth.”

The nuclear tests that took place on several of the islands in French Polynesia brought in a lot of money and resources from France, however also contributed to significant ecosystem damage. After the nuclear tests stopped, French Polynesia received less funding from France, and this resulted in the island's reliance on tourism in order to support their own economy. Many Polynesian islanders migrated to Tahiti in search of a “living”, which led to rapid urbanization in the northwest of the island. However, there are still many French expatriates on the islands that run their own businesses- also within the tourism sector- taking

away economic opportunities from native Polynesians. Western culture did not only introduce easy access to processed foods that led to the high rate of non-communicable diseases seen today, but it also brought the capitalist and wasteful mindset enabling a wealth gap with many living in an imposed “poverty” despite their rich island environment. The western, individualistic mindset can also be reflected in some behaviors seen on Tahiti, with some participants witnessing people mismanaging their own waste. Fortunately, Polynesian culture was still able to be preserved on the more remote islands, and the newer generations are reclaiming their identity and ways of life.

The summarized text reflecting on the impact of French colonialism today was patched together from statements made by the following participants: TO1, P1, P2, P3, LUX, G1, G2, G3

5.1.1 Barriers

When asked about the barriers to marine conservation, participants identified several obstacles relating to deep-sea mining, financial backing,... etc. Brief descriptions of each barrier as presented by the participants is included in Table 3. The most referenced barriers identified by participants included the insufficient legislation and the lack of funding in place to protect the marine environment, as well as changing mindsets to take proactive action towards its protection. Despite French Polynesia taking the lead in ocean conservation and leadership, and most participants expressing similar sentiments, it is worth noting that they are still able to identify these barriers.

Table 3. Barriers to Marine Conservation according to participants

Code	Description
Deepsea Mining	Rare earth minerals can be found in the waters of French Polynesia, and the government is fighting against the deep-sea mining of these minerals. However, deep sea mining does bring in economic incentives that may be hard to overrule and reveals a potential threat to marine conservation efforts. (G3, LUX)
Financial Backing	The funding towards environmentally sustainable initiatives is lacking and limits the positive impact that certain organizations can have. Acting more sustainably on the island is also seen more as a luxury, and is not an accessible investment for all from a financial point of view. (A1, A2, G1, G2, LUX, P1, RP, TO1, TO2)

Fishing	In the pursuit of making money, many fishermen exploit the ocean more than necessary or outside regulations (not paying attention to fish species or size). (G1, G3, RP) There are also threats from industrial fisheries from China that are illegally fishing in French Polynesian waters. (P2, P3, LUX)
Information (access to)	Parts of the population are not well-enough informed about the threats to marine life and what preventative measures they can take (P2, RP). Education in schools is based on the French system that does not center around the ocean (TO1, G3). Lack of scientific data regarding the health of their waters and its species on a local level which limits actions they can take (A2).
Infrastructure	Urbanized areas and additional construction on or near the water damages ecosystems, but seen as economically viable (G1, G3). Also high cost for sustainable construction and materials (LUX). Old infrastructure for water and waste management that cannot support a growing population and an increase in tourists (RP, P1, P2,
Legislation	Insufficient and outdated legislation put in place to protect the environment- including preventative and enforcement measures- to have it prioritized across all sectors (P1, P2, G2, G3, RP, TO1) Challenges in translating traditional Polynesian marine conservation practices under French legislation (P3, A2).
Mentalities	Challenges in changing mindsets/norms in taking active measures to protect the ocean (P3, RP, A1) as someone who does not work directly on the water or reside on “côté mer” (oceanside) (P1). Vibrant marine ecosystems are the default to locals, and many are only able to see in the short term, focusing on their own personal gain (P2, G1, G2, G3, TO1). The final purchasing decision of a tourist will not be based solely on environmental impact, even if they are eco-conscious (LUX).

5.2 Current Pro-Ocean Behaviors

Marine conservation within the tourism network

Once I had spoken to several participants, I started to realize that the link between tourism and marine conservation resembled a web of organizations and actors with many connections between participants. This web revealed that actors in the tourism sector were learning from each other on what they could do towards marine conservation. A few participants who only profited from tourism as a supplementary income, and had another full-time job, regularly engaged in hands-on, pro-ocean behaviors. Often when interviewing participants, I felt that conserving the marine environment was not portrayed as a contractual obligation, but instead as an integral part of their lives. All participants displayed a rich

knowledge and awareness regarding the importance of preserving their marine ecosystems. This awareness translated into some actions that could fall under “pro-ocean behavior.”

The main pro-ocean behaviors, currently carried out by actors within the tourism industry on Tahiti can be broken down into the following themes: Association Involvement, Community Engagement, Conservation Funding, Education, Coral Restoration, Energy Use, Waste Management, Legislation, Species Conservation and Rāhui. These actions are either directly carried out by participants, through association, or just reflect the participants' awareness of marine conservation actions taking place within the tourism industry.

Association Involvement

A total of six participants were directly or indirectly involved in the marine conservation work carried out by different “Associations” (word carried over from the French term) across the island (see Table 4). It seems that integrating the two structures together allows for the funding of the work that the environmental associations carry out. This includes engaging with school children on the island, working towards and also fighting against the implementation of certain legislations (e.g. implementing a local rāhui and fighting against the installation of 4G in Teahupo’o (P3)), as well as practical contributions like taking the algae off corals, or replanting corals in the lagoon.

Table 4. Participants’ level of involvement with environmental associations

Participant	Level of Involvement with Environmental Associations
LUX	The association focused on sea turtle conservation Te Mana O Te Moana (A2) located on their property. Refer their guests to donate and learn about their conservation efforts.
P2	Referred their guests to contribute and get involved with environmental association Tamari’i Pointe des Pêcheurs (A1)
P3	President of an association Défense du Fenua Aihere further south of Teahupo’o (now retired)
G1	Working together with association Tama No Te Teirototo in marine protection and conservation efforts, including promotion of local coral gardens
RP	Directly involved in marine protection and conservation efforts with local environmental association

TO1	President of association Vai Ara O Teahupo'o
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Community Engagement

Environmental associations, A1 and A2, both described efforts in the dissemination of their environmental missions towards not only tourists, but the local community as well through information booths and campaigns (e.g. anti-collision campaign to protect sea turtles by A2).

Two participants on Tahiti-Iti (G1 and RP) actively engaged with local schools and children to teach them and demonstrate the importance of coral health in their reef systems. The pension located on this side of the island (P3) was recognized and decorated by her local community for being an eco-warrior and working with and for the community to implement protected areas.

A participant from the pension located in the urbanized Tahiti-Nui (P1) was an active member of the club EPR or Enterprise Polynésien Éco-Responsable (Eco-responsible Polynesian Businesses) where sustainability topics are discussed and innovative ideas shared. The luxury hotel group (LUX) also mentioned their efforts in engaging with the local community and sharing best practices among peers.

Conservation Funding

The luxury hotel group (LUX) made significant contributions to financially support marine conservation projects (such as with A2) on Tahiti and Tetiaroa (neighboring island with a partner hotel) as well as scientific research projects to promote marine conservation.

Participant G3, who owns a guesthouse on Tahiti-Iti, sees the revenue from tourism as a means to fund and sponsor local marine conservation efforts. This is confirmed by the two environmental associations (A1 and A2) who rely on these funds to continue to do their work.

... tourism allows us to use this money precisely for preserving the environment - G3

Education

Many participants expressed their engagement with ocean knowledge dissemination either with guests or locals within the community. This sharing of knowledge was supported by the idea that when tourists come to Tahiti, and particularly when they stay in smaller, more authentic accommodation (non-hotels), they become familiar with the island, its ecosystems and culture, and learn to connect with the ocean.

[Polynesians] way of life is completely immersed in nature and environmental protection. So... people inevitably leave with a rather powerful message when they've shared a part of their lives in [such places] - RP

So this way of visiting a country or even another Pacific island allows you to see the importance that the ocean can have in a community - TO1

The guesthouse (G1) and rental property owner (RP) of Tahiti-Iti actively engaged in educational opportunities for their local community. When I visited G1 for the interview, he was hosting a class of “eco-delegates” from the local school and teaching them about coral bleaching and showing his “backyard” coral garden. RP shared that they work with local schools and do coral restoration with the students within the “Aire marine educative” or “educational marine area” (protected area run by a local school for educational purposes) in Teahupo’o. They also work closely in educating a variety of stakeholders on rāhui.

Coral Restoration

Environmental association, A1, was actively working in coral conservation and restoration by removing smothering overgrowths of algae, and replanting coral “cuttings” in gardens. The owners of a guesthouse (G1) and rental property (RP) on Tahiti-Iti both engaged in active hands-on coral restoration as well. RP worked in collaboration with an organization called Coral Gardeners, based on the island Moorea, to implement coral gardens in the “educational marine area” in Teahupo’o. It is worth noting that Coral Gardeners was suggested to me by **everyone** I spoke to on the island when mentioning the subject of my thesis, as this organization has made coral gardening an experience for tourists to participate in.

Energy Use

The luxury hotel group (LUX) and the pension (P1) located on Tahiti-Nui spoke about their efforts towards efficient energy use in order to limit their carbon footprint and impact on the surrounding environment. LUX mentioned their use of the Seawater Air Conditioning system (SWAC) to cool their hotels through the use of cool ocean water. The rental property on Tahiti-Iti (RP) also advertises itself as an eco-house with energy efficient appliances and solar panels.

Waste Management

Proper waste management was often mentioned as a pro-ocean behavior by participants. They recognized that what did not get properly sorted or disposed of would end up in the ocean. All the pensions (P1-3) as well as the luxury hotel group (LUX) spoke about how they best ensured effective waste sorting by guests. The three guesthouses on Tahiti-Iti (G1-3) mentioned the bans on certain plastic products and how they were in support of these regulations.

Legislation

Many participants were aware of, and in support of, various legislation in place to conserve their marine environment such as Tanui Atea, the marine protected area around French Polynesia (A2, LUX, TO1, TO2). Several participants also mentioned the global regulations in place for endangered species conservation (A2, G1), as well as the local regulation to protect whales from exposure to whale-watching boats (TO1, P1, P2, G3, G1).

The participant who owns a rental property on Tahiti-Iti (RP) spoke mainly about the legislation in place for sustainable fishing practices, such as only fishing certain species or sizes. They also mentioned that the few “big” families that make decisions at Teahupo’o, have decided that there will be no big hotels on this part of the island in order to conserve their corner and limit the amount of waste produced.

The pension on Tahiti-Nui (P1) is one of the few establishments in French Polynesia with an eco-label, legitimizing his pro-environment and sustainable behaviors. He mentioned his collaboration in making a local ecolabel that was more accessible to other establishments on the island and helped promote pro-ocean behaviors.

Species Conservation

The environmental association, A2, works to conserve and protect endangered sea turtles and functions as a small hospital for any injuries that come from boat collisions. The tourism operator on Tahiti-Iti (TO1) expressed her concern for the whales that had to endure increasing amounts of whale-watching boats when they came to the island to birth their calves. She spoke about limiting the number of boats allowed, and retreating her own boat when she saw too many out on the water.

Rāhui

Many actors mentioned the implementation and importance of rāhui (i.e. the traditional Polynesian practice prohibiting any activity in a certain area allowing nature to restore itself) as a method of marine conservation that is both effective and deeply embedded within Polynesian culture. The pension on Tahiti-Iti (P3) fought for ten years to have rāhui implemented at the south end of Tahiti, beyond Teahupo'o. She expressed the frustrations and difficulties it took to achieve this, as adapting traditional Polynesian methods under French legislation was a challenge. Because of her, it is now easier for other communities to implement rāhui in their areas. The owner of the rental property in Teahupo'o (RP) also works closely with rāhui implementation and education in their area.

5.3 Aligning Values and Actions

5.3.1 Ocean Values within Tahitian Tourism Sector

Plural Values

All participants expressed a connection or value(s) to the ocean around them (see Table 5). The most prominent values expressed were instrumental and relational values. Intrinsic values were the least commonly expressed among participants as the health and abundance of the ocean was often tied to a human activity or relation. However, several participants expressed the intrinsic value of the marine system or a species outside of any human use. The most common instrumental value expressed by participants was that the ocean was their “garde à manger” or pantry. There was also a deep understanding that the ocean provided many resources and opportunities for Tahitians, such as tourism, and instrumental values were attributed accordingly. Depending on how the participants expressed themselves, relational values were attributed to certain “uses” of the ocean if it was linked to the participants identity or culture.

Table 5. Participant quotes associated with Ocean Values

Intrinsic Value	<i>"It's from the coral that everything else ultimately follows. Where there are corals, there are fish. Where there are fish, a whole ecosystem develops. And it's certain that when the coral is healthy, everything else thrives. So everything actually starts with the coral, with the reef." (G1)</i>
	<i>"... we must let nature regulate itself, because there's already a balance in place. Forcing it to take a single path disrupts everything, and we don't know what the consequences will be." (TO1)</i>
	<i>"And sharks are a crucial part of the food chain in the ocean. We don't realize it. If you remove all the predators, it develops uncontrollably. Because in the reef ecosystem, sharks are also the main predators of herbivorous fish. It's important to understand that there's a symbiosis between all of these. But if there are no more sharks, there will be more fish that will move the algae and everything else, and that will disrupt the natural balance. It's truly part of the system." (P2)</i>
Instrumental Value	<i>"So I mean fishing activities [are] of course... to feed the population but... also supporting the economy of the country, having people who are using the ocean and the resources of the ocean to live." (LUX)</i>
	<i>"The efforts [to educate visitors], they are mostly done to give our tourists the opportunity to benefit/enjoy the most from the environment" (P1)</i>
	<i>"The ocean, it is our pantry, for us Polynesians" (P3)</i>
Relational Value	<i>"Well... for me, that's where I spend most of my time. That's what the ocean means to me. So it's a place I go to in all kinds of weather, and it's perhaps where I've had all the best moments of my life, one way or another." (RP)</i>
	<i>"For me, the ocean represents the greatest temple in the world. For us Polynesians, it's a very special connection. And it's, how can I say it, in Tahitian, the greatest "marae," the greatest temple in the world for us." (TO1)</i>
	<i>"I grew up here. We came to Tahiti to live, and I grew up on the peninsula, surrounded by water. Ever since I was little, the ocean has been like my second home, where I go surfing and fishing. It's been part of my culture, it's my life." (G3)</i>

Overlapping values were often identified revealing the plurality of the human-ocean relationships and placed within the NFF Triangle (see Figure 5). When certain aspects of Polynesian culture or traditions were mentioned -including recreational activities such as fishing and surfing- they were placed under both instrumental and relational values as they are both related to the material use of the ocean and reflect a personal connection. Mentions of beauty in regard to marine ecosystems were attributed to an overlap

in intrinsic and instrumental values as the beauty was attributed to the ocean's healthy abundance and color that could be used to attract tourists. For example, the overlap in these two values can be seen when A1 said "[The ocean] ... allows for this rich tourism industry because of course the coral reefs are magnificent, so it attracts people to visit." At the intersection between intrinsic and relational I've placed moments where participants spoke on behalf of the wellbeing of the ocean and its species as if they were a relative. For example, G2 was talking about how whales "know they are protected... they recognize, they feel it." They attributed their increasing population, as well as those of other marine species, to this awareness that French Polynesia was a safe place for them to reside.

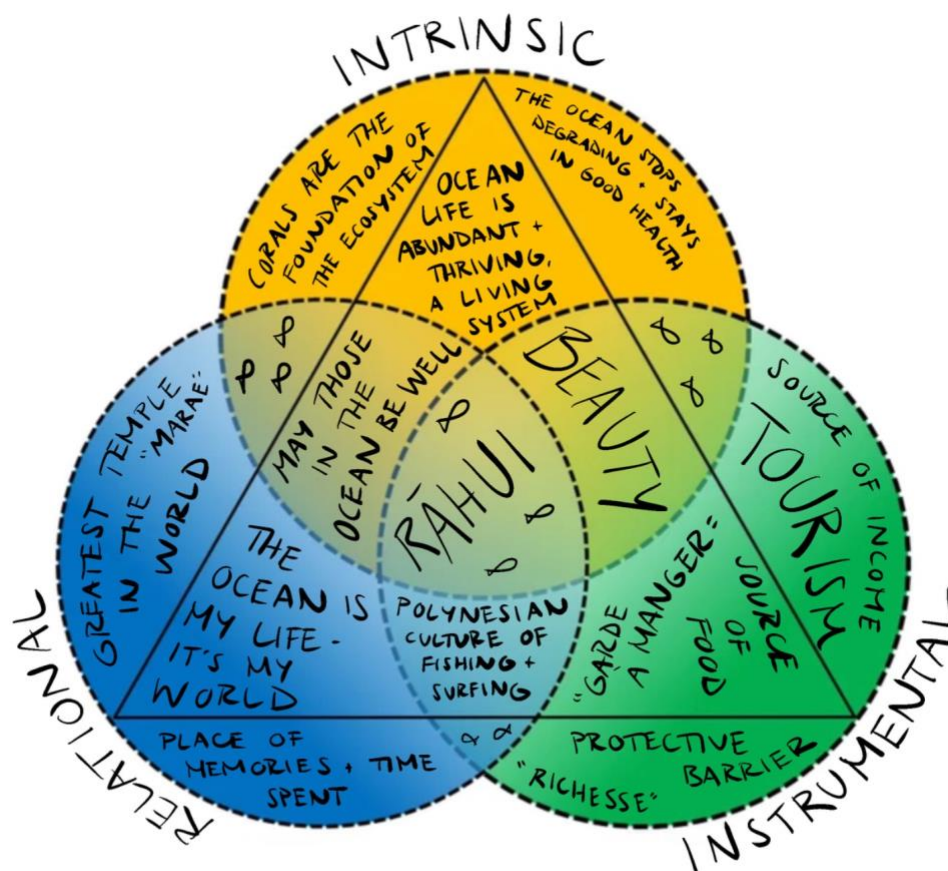


Figure 5. Ocean values expressed by participants and common themes identified within the NFF triangle. Image by Author.

The concept of rāhui came up several times during interviews, and depending on how it was articulated, rāhui fell under each ocean value type (see Figure 5 and Table 6).

Table 6. Participant Quotes about rāhui under each Ocean Value

Intrinsic	<i>"It's leaving that part to/for the fish, to/for the corals. And we see it, it's incredible. In such little time... how it develops" (G3)</i>
Instrumental	<i>"After, I see [how the marine ecosystem thrives] because we're fishing nearby [laughs]. So, we're benefitting from the rāhui, but without going in, we're going to the edge." (G3)</i>
Relational	<i>"Because the rāhui is customary, it's Tahitian." (P3)</i>

Values Distribution Across the Island

When looking at the diverse ocean values expressed by participants, I noticed that there was a difference in ocean sentiments between geographic areas in Tahiti (see Figure 6).

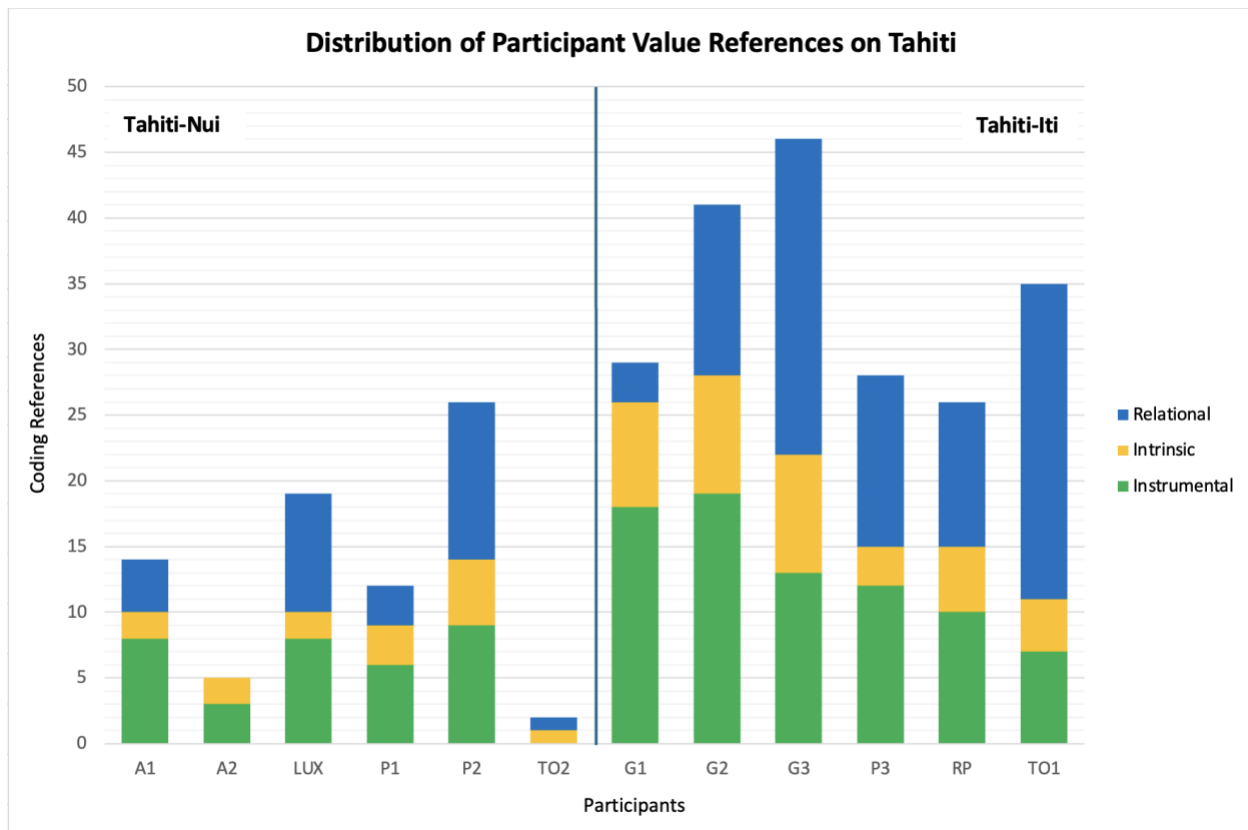


Figure 6. Distribution of values referenced by participants on Tahiti, differentiating between the main island Tahiti-Nui (left) and the peninsula Tahiti-Iti (right). Overlapping values referenced twice. Low values referenced for A2 and TO2 likely due to time constraint for interview. Average interview lengths across island: Tahiti-Nui 54:00, Tahiti-Iti 51:30.

When comparing the distribution of values between Tahiti-Nui and Tahiti-Iti, actors expressed relatively similar proportions for each value, especially with intrinsic values. However, relational values were expressed more than instrumental values on Tahiti-Iti. It is also worth noting the higher number of times these values were expressed with participants from Tahiti-Iti. Even though the distribution of participants was 50/50 for these sides of the island with similar average interview lengths, participants from the peninsula showed a higher number of references to ocean values. A higher number of ocean values references could reflect a deeper connection to the ocean as they spoke about the ocean more often. The deeper ocean values on Tahiti-Iti also seem to influence their engagement in pro-ocean behaviors.

5.3.2 Ocean Values in relation to Present and Future Pro-Ocean Behaviors

The pro-ocean behaviors identified in section 5.2 can be attributed to the ocean values determined by the relevant participant's personal values as well as the nature of the pro-ocean behavior as described above (see Table 7). Behaviors with a direct intent to conserve a certain species or marine ecosystem reflect intrinsic values. Behaviors that enable the continued, albeit more sustainable, use of a marine ecosystem for anthropogenic purposes reflect instrumental values. Any behavior that promotes a cultural identity or deeper connection/involvement with the ocean reflects relational values.

Table 7. Ocean Values expressed in participants Present Pro-Ocean Behaviors

Pro-Ocean Behaviors	Intrinsic	Instrumental	Relational
Association Involvement			
Community Engagement			
Conservation Funding			
Education			
Coral Restoration			
Energy Use			
Waste Management			
Legislation			
Species Conservation			

Rāhui			
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Almost all participants saw the value in maintaining a healthy ocean in order to ensure continued use of it in the future. One of the guesthouses (G1) located on the east coast of Tahiti-Iti expressed a future where tourism is “an activity which... brings added value to protection, through awareness, the financial contributions it can generate, etc.”

The plural values amongst participants are also reflected in the future pro-ocean behaviors (see Table 8) they suggest when trying to achieve a positive ocean future.

Table 8. Ocean Values expressed in participants suggested Future Pro-Ocean Behaviors

Ocean Value		Future Pro-Ocean Behavior
Instrumental and Intrinsic		Giving agency to tourists as “Défendeur de la nature” or “nature defender” and advertise this when promoting French Polynesia as a destination (P3)
		Well managed marine areas so they do not get depleted (G2)
		Established relationships between marine conservation associations and tourism operators (A1, TO2)
		Regular donations to local environmental associations (G1), proposing an "environmental tax" paid by tourists upon arrival (A1, A2)
Instrumental		A specialized environmental entity to help limit businesses impact, setting stricter standards - changing norms (P1)
		Improved waste and construction management - focus on recyclable, biodegradable, and reusable (P1, P2, G1, G2). Also focus on energy use and increased renewables (G3).
		Re-educating those in tourism to be more environmentally conscious and placing fines if they don't comply (P2)
		Broader stakeholder engagement and collaboration (P1)
		Quota on tourists (G3) and construction to limit destruction (RP, A2)

		Making “eco-tourism” more accessible and affordable and to stop promoting it as a luxury for the elite (TO2)
		Increased tourist excursions/activities that are educational- a more virtuous tourism (TO2)
		Making the ocean more accessible to all through improving public walking infrastructure on the island (A2)
		Reliable labels for purchased fish products (LUX)
		Improved communication on ocean sustainability and more collaboration between businesses on best practices (LUX)
		Designate some areas/islands where there is a concentration of mass tourism, and leave other protected and more authentic - “Green tourist zone” (RP)
	Relational and Instrumental	Regenerative tourism- how can tourists contribute to make the place better (LUX)
	Relational	Authentic tourism where the culture is shared and lived, promoting family run-hotels instead of larger luxury entities (P2, G3, TO1)
		Improved ocean and environmental sciences in schools so that pro-ocean behaviors can be reintegrated in the daily lives and habits of the next generations (G2, TO1)
		Instead of motor boats, having more “Pirogues à Voile” or sailing canoes (TO1)
	Relational and Intrinsic	Reintroduce traditional Polynesian practices to protect the environment (TO1)
	All Ocean Values	Incorporate coral gardens across many pensions or locally-run accommodations (G1)
		More rāhui dissemination and implementation (G3). RP proposes a greater number of rāhui but smaller in size to promote “connectivity” where fish can swim in between each rāhui

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6 Discussion

6.1 Translating Values and Knowledge into Pro-Ocean Behaviors/Action

When looking at the many different pro-ocean behaviors carried out or proposed by participants - from proper waste and water management to the more culturally aligned *rāhui* - many could be traced back to their ocean values, which invoked a sense of purpose, and care. A study done in Moorea (island next to Tahiti), showed that stakeholders saw marine management “well beyond just marine resources,” and reflects the idea that taking care of the ocean is embedded in their identity and livelihoods (Wencélius et al., 2022). This can be seen especially among participants on Tahiti-Iti, who expressed strong relational values toward the ocean, and their pro-ocean behaviors were woven into their daily lives, rather than from a sense of contractual obligation. I was most touched by the two actors on Tahiti-Iti who were engaging local students in hands-on coral gardening (G1 and RP). Both relied on tourism as a supplementary income, and next to their full-time work they still made the time to engage in these activities because it worked towards what they valued- a healthy ocean for future generations.

As instrumental ocean values inherently include the use of the ocean for anthropogenic purposes, many pro-ocean behaviors identified among actors primarily expressing this value revealed the importance of introducing limits and regulations to marine exploitation such as supporting the development of Tanui Atea, setting stricter environmental standards for businesses (P1), a quota on tourists (G3) and the idea of a “green tourist zone” (RP). Considering the importance of the ocean and its ecosystems to all participants as stakeholders within the tourism sector, there is a clear sense of responsibility to incorporate more sustainable practices into their operations in order to preserve the marine ecosystems surrounding Tahiti.

While research on this topic has mostly just begun to be picked up as a result of the UN Ocean Decade, a study from 2012 looking at “lifestyle values” - the sense of place and attachment one has to the natural area - of staff and owners of tourism enterprises by the Great Barrier Reef in Australia, found that high lifestyle values and conservation efforts are linked (Biggs et al., 2012). Identifying these values among stakeholders presents an opportunity to strengthen conservation efforts, particularly within the tourism sector, as they are more likely to take direct conservation action to preserve their local environment and

generate more awareness about the conservation value of a natural attraction to visitors (Biggs et al., 2012). My results show that there is a connection to ocean values and pro-ocean behaviors among actors in Tahiti's tourism sector. The pension owner on Tahiti-Iti (P3) expressed a deep connection to her island, and it motivated her environmental activism as the former president of an environmental association. There is a call within the research community to better recognize cultural connections within ocean management so that people's ocean awareness can be translated into an "increased sense of care and stewardship towards the ocean and coast" (Strand et al., 2022). The relationship one has with and the values they hold towards the marine environment- one's "marine identity"- has been shown to influence the depth in which they engage with marine citizenship action (Buchan et al., 2024). In identifying and validating plural ocean values within the tourism sector, we can better understand what motivates these individuals to partake in pro-ocean behaviors and the potential for them to encourage stronger human-ocean relationships among visitors in the future.

6.1.1 Promoting Ocean Literacy in Tourism

The current and future pro-ocean behaviors shared by participants revealed the presence of several ocean literacy dimensions, highlighting its potential in transforming tourism to inspire deeper human-ocean connections. During my interviews, I felt that all participants had a comprehensive understanding of the ocean's influence on them and their influence on the ocean (adapted definition of ocean literacy from (Schoedinger et al., 2005)). Several participants revealed strong relational values towards the ocean, and the way they would express a certain ocean sentiment made me feel like I was discovering a new layer of the ocean I'd never met. Recent research has explored the multiple dimensions of ocean literacy, and how it goes beyond the normative concepts of knowledge and awareness (Brennan et al., 2019; McKinley et al., 2023). Ocean literacy can be tied to strong relational values, and a deep sense of connection with the ocean (Uehara et al., 2020). Under the dimensions of ocean literacy by McKinley et al. (2023), the pro-ocean behaviors presented by the participants such as engaging in hands-on coral restoration, being involved with environmental associations, and engaging with the community for marine conservation, all demonstrate a kind of ocean literacy. Almost all participants shared that tourists who came to French Polynesia, or Tahiti specifically, became ocean literate either through experiencing the beauty of the island, speaking with the locals, or living the Polynesian culture that seamlessly integrates environmental protection. This reveals the value of access and experience to the marine environment, and how this can strengthen one's relationship with the ocean (Treviño et al., 2026). Fox et al. (2021) states that "the deep sense of connections to the ocean is an equivalent of ocean literacy" (p.11), and has the power to

influence behavioral change encouraging marine conservation (Gómez et al., 2025). Promoting ocean literacy within MPAs is recommended as a path towards sustainable conservation action, by fostering ocean connections through woven cultural and natural heritage (Gómez et al., 2025). Under Tahiti's more "authentic" tourism model, there were several examples of participants disseminating their ocean knowledge to visitors, showing their potential role in forming human-ocean relationships. This role of educating and raising awareness amongst visitors, as well as inspiring them to engage in pro-ocean behaviors also appeared in the positive future they envisioned. These results should inspire the incorporation of ocean literacy programs and dissemination within the tourism sector as a valued method to address the relevant challenges within the UN Ocean Decade.

6.2 Actors in Tourism as Agents in Marine Conservation

By interviewing several participants within Tahiti's tourism network, I discovered that many of these actors are proactive when it comes to marine conservation. The range of actors spoken to, from guesthouses to a luxury hotel group, reveal a range of different pro-ocean behaviors that take place alongside tourism in Tahiti. Considering the luxury hotel group (LUX) was operating on a much larger scale than the rest of the participants, I appreciated their transparency when explaining the extent of their behaviors. However, the amount of financial resources that they were willing to invest in sustainable technology and infrastructure, such as the SWAC, before it was somewhat obligated either through regulation or consumer expectation showed strong initiative in environmental protection. Even the pensions on Tahiti-Nui, with less means than a luxury hotel group, proactively adopted strict ecolabel standards to help reduce their environmental impact (P1) and engaged tourists to get involved with a local marine conservation association (P2). These behaviors display strong agency towards marine conservation in a location with several barriers in place and within the inherently exploitative tourism industry.

As more and more tourists seek environmentally conscious travel, the tourism industry must adapt to meet consumer demands (Zhetiru et al., 2025). Research has shown that tourists are even willing to tolerate higher prices if they support eco-friendly practices (Kelly et al., 2007; Suryawan et al., 2026). Biggs et al. (2012) highlight the importance of conservation actions and contribution to public awareness by tourism enterprises as the pressure on natural resources increases. In order to continue attracting tourists, and maintaining their business, these actors should feel motivated to contribute towards environmental conservation. Sustainable tourism operations, including those located in MPAs, are a

model for continued conservation action that is economically viable (Viana et al., 2017). The right balance between economically and environmentally sustainable tourism practices was well understood by the participants in this study, and many displayed admirable initiatives toward conserving their local coastal and coral reef systems, as well as conscientious engagement with marine conservation associations.

Ecotourism, alongside community participation, has established itself as key to achieving sustainable development in MPAs (Casimiro et al., 2023). Tourism activity has also been highlighted as a “vehicle to develop social change and sustainability” (Garcia & Cater, 2022). The practice of a more authentic tourism in Tahiti, relates to the concept of community-based tourism, which has been shown as a method of advancing the UN Sustainable Development Goals (SDGs) through community empowerment and cultural revitalization (Suriyankietkaew et al., 2025). This authentic model of Tahitian tourism was promoted by many participants, even as a key component in their future visions. Keeping tourism on a small-scale could promote deeper connections to form between hosts and guests and enable knowledges and values to be exchanged.

While I mainly highlight the participants' positive engagements with marine conservation in this study, it should be noted that they still encounter several barriers that keep them from achieving the future they envisioned. While lack of funding, overfishing and increasing urbanization can be addressed more directly, the most complex barrier that needs to be addressed is changing people's mentalities. Despite the high support for pro-ocean behaviors such as *rāhui* and the development of Tanui Atea by the French Polynesian population (Tanret, 2025), participants highlighted that there is still a disconnect when it comes to personal behaviors. Reconnecting those that have lost their relational values toward the ocean could help inspire pro-ocean behaviors (Uehara et al., 2020).

The participants within this study shared the vision of a future tourism that was intertwined with marine conservation. A future that inspired tourists to be “nature defenders” and to leave the island better than they found it. These participants understand what is at stake if they lose their valued marine environment, and that their livelihoods depend on its preservation. By continuing and promoting this authentic and niche tourism model, the participants within the Tahitian tourism industry show strong potential and initiative as agents in marine conservation and can inspire others to do the same.

6.3 Stakeholder Engagement and Systems Thinking

All participants acknowledged that there are multiple actors that need to contribute to the well-being of the ocean. With the ability to see the issue on a relatively smaller scale (their islands and their population), many actors were able to identify the role of multiple sectors and social issues that influenced the protection of the marine environment. They were also able to identify their role in creating the future they envisioned by identifying future-ocean behaviors that could promote a healthy ocean.

In order to properly manage the human use of ecosystems, especially considering the rapid environmental changes, it is important to understand the behaviors and perceptions of diverse stakeholders (Thiault et al., 2021). While the stakeholders I spoke to for this study expressed admirable levels of participation and awareness towards marine conservation, there is still a need for future efforts in policy enforcement, community awareness and biological monitoring for effective marine management in the area (Stoner-Osborne, 2020). The knowledge gaps and shortcomings of modern day MPAs require a shift towards “action-oriented frameworks that embed adaptive, inclusive and financially resilient management” (Huang & Chang, 2025). With positive ocean futures in mind, effective marine conservation should not only consider the value of wide stakeholder engagement but also their behaviors that reflect deep ocean connections.

Looking at the way ecosystems were managed and cared for in the past can help guide present decisions and future action (Boivin & Crowther, 2021) especially in the Pacific island context (Conte et al., 2025). The mention of *rāhui* as a pro-ocean behavior delivered by actors within tourism was not one that I necessarily expected, but it was the one valued most deeply. We need to shift our normative understanding of what is expected of certain stakeholders, and rather listen to what they know and value-what they want to see in their nature’s future.

6.4 Further Research

Outside the limitations and scope of this thesis, there are so many different paths that can be explored. Further research can be done looking at how tourists may respond to interactions with the identified pro-ocean behaviors, and whether it influences their future behavior towards the environment. It may also be interesting to further explore the presence or potential of different dimensions of ocean literacy within

the tourism industry and its impact. Expanding this research topic to other, more remote Polynesian islands could also reveal stronger value-behavior connections.

7 Conclusion

Our oceans are in a critical state, and we need them in order to survive. To address the main challenges our oceans face today, we need to acknowledge the value in human-ocean connection. We can learn about what empowers stakeholders towards pro-ocean behaviors by considering the plural values they may hold for our oceans. Actors within the Tahitian tourism industry expressed plural ocean values which were reflected in their behaviors. Despite considerable barriers in place, several actors made admirable efforts toward marine conservation. To achieve a positive ocean future, these actors highlighted the importance of an authentic tourism model that helps preserve and share the Polynesian culture by integrating environmental protection and inspiring visitors to do the same. The dissemination and incorporation of ocean literacy - beyond the boundaries of knowledge and awareness - within the tourism sector can be a valuable asset to MPA management and achieving SDGs. Identifying the tourism industry as an important stakeholder and agent in marine conservation and management can help further promote pro-ocean behaviors to achieve the goals of the UN Ocean Decade.

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Appendices

Appendix a. Interview Guide EN

Interview Guide EN

➤ *Information/Introduction*

Hello! Thank you for taking the time to speak with me today. As I've mentioned before, my name is Océane Merchiers, and I am a master's student at Lund University. I am currently completing my thesis for my program in Environmental Studies and Sustainability Sciences.

Before I begin with any questions, I'd like to tell you a bit about the research I am doing and the motivations behind it. I am interested in exploring the role that the tourism industry plays or can play in the conservation of marine ecosystems. In my exploration I will also be asking about positive visions for ocean health and how tourism looks in the future to you. It is my understanding that tourism is very important to the island of Tahiti and so is the conservation of the marine environment. I'd like to try to understand what is or is not working right now, and how you would like for things to work in order to understand how marine-based tourism can be transformed to care for these delicate ecosystems.

You have signed the consent form, and I just want to confirm verbally that you understand that this interview will be recorded. You have the right to refuse answering any of my questions, and to withdraw at any point. If at any point you need a clearer definition or clarification of a term or question do not hesitate to let me know. Do you have any questions for me at this point?

[when all clear, begin recording]

Part One (First Horizon)

In this first part, I would like to focus our discussion on how you currently see and understand the role and contributions of the tourism industry in the conservation/protection of marine ecosystems, and how Tahiti and its islands is managing the protection of marine areas.

- 1. How would you describe your relationship with the ocean?/What does the ocean mean to you?**
 - a. Why is it important to you?
 - b. How is it important for [their business]?
- 2. Have you noticed any changes with the state of Tahiti's marine ecosystems over time?**
 - a. Do these changes affect how you decide to [run your business]?
 - b. How is the health of the ocean important to [their business]?
- 3. Are you aware of any policies in place that protect marine ecosystems in Tahiti?**
 - a. Why do you think Tahiti should have policies in place to protect its oceans?
 - b. [if not mentioned] Have you heard of Tainui Atea? Do you know anything about it?
 - c. (if not answered before) Does this influence how you run [their business]?
 - d. What would you say is the biggest barrier in protecting/conserving marine ecosystems on Tahiti and its islands? (policy?)

- i. [probe for climate change?]
- 4. What would you say are the impacts of tourism on Tahiti?**
 - a. [if negative] Probe on pollution, overexploitation of resources, impact on health of marine/coastal ecosystems?
 - b. [if positive/or to shift perspective] Do you believe tourism/[your business] has a responsibility to contribute to promoting/protecting marine/coastal ecosystems?
 - i. [if yes] How have you contributed to promoting/protecting marine/coastal ecosystems?
 - c. Is tourism being used to teach visitors about the importance of the ocean's ecosystems? [ocean literacy]**
 - d. Would you say most actors in tourism are Tahitian? Do non-Tahitians run their businesses differently?

Part Two (Third Horizon)

In the second part of the interview, I would like to have an open and exploratory discussion on how you see the future development of tourism in Tahiti and your ideal vision of ocean health for 15-20 years from now. As we are currently in the critical Ocean Decade (2020-2030), we would ideally like to see positive impacts from the changes we are making now towards healthier oceans in the future. All answers are welcome, and I invite you to get creative!

[summarize what they have said about the present] In acknowledging where Tahiti is now in this context, we should remember that there is still room for change, and the deterioration of ocean health is not inevitable.

- 1. What does a healthy ocean look like to you in the next 15-20 years?**
 - a. Coral reefs
 - b. Fish
 - c. No Pollution/Plastic
- 2. What does an ideal future of tourism in Tahiti look like for you? [how present is it?]**
 - a. [probing] Considering the nature of tourism (extractive), can sustainable tourism even exist?
 - b. Does it play a role promoting the conservation of marine ecosystems?
 - c. Is it teaching visitors about the importance of our oceans? [ocean literacy]**
 - i. Teaching them to care?
 - d. How are healthy marine ecosystems valued within the tourism industry?
- 3. How would you describe people's relationship with the ocean in this imagined future?**
 - a. For Tahitians?
 - b. For Tourists? (respect)
 - c. How does one visit/treat the ocean?

[summarize their vision]

- 4. What aspect of this vision is the most important to you?**

Part Three (Second Horizon)

In the third part of the interview, I invite you to share any ideas you have on the actions and adjustments that would need to happen in order to achieve this desired future. Think back to the discussion we have just had. All answers are welcome, and I once again invite you to get creative!

- 1. How does the tourism industry need to change to achieve this desired future?**
 - a. Are there any ongoing initiatives within the tourism industry that promote ocean health?**
 - i. What makes [this initiative] good?
 - b. Do you think it should play a larger role in teaching tourists/visitors about the oceans?** (is this a good place to start?) Could this be an action that leads to change?
[ocean literacy]
 - i. What do tourists/visitors need to understand about the ocean?**
[defining ocean literacy]
 1. Who should be responsible for teaching them?
 2. How are they being taught?
 - c. What do actors in the marine tourism industry need to understand about how they [use] the ocean?**

Part Four (Broader Context- Global Vision)

To close the interview, I would like to ask you if you have **any thoughts or ideas on how the tourism industry, on a global scale, needs to/can transform in order to respect and protect delicate marine ecosystems?**

Appendix b. Interview Guide FR

Interview Guide FR

➤ Information/Introduction

Bonjour ! Je m'appelle Océane Merchiers, enchantée! Merci de me consacrer un peu de temps aujourd'hui. Comme je l'ai mentionné précédemment, je suis étudiante en master à l'Université de Lund. Je termine actuellement ma thèse en sciences de l'environnement et du développement durable.

Avant de commencer l'interview, j'aimerais vous parler un peu de mes recherches et de mes motivations. Je m'intéresse au rôle que joue, ou que pourrait jouer, l'industrie du tourisme dans la conservation des écosystèmes marins. Dans le cadre de cette exploration, je vous interrogerai également sur votre vision d'une santé océanique positive et sur l'avenir du tourisme. Il me semble que le tourisme est essentiel pour l'île de Tahiti, tout comme la conservation du milieu marin. J'aimerais comprendre ce qui fonctionne et ce qui ne fonctionne pas actuellement, et comment vous envisagez l'évolution des choses afin de comprendre comment le tourisme marin peut être transformé pour préserver ces écosystèmes fragiles.

Vous avez signé le formulaire de consentement et je souhaite simplement confirmer verbalement que vous comprenez que cette interview sera enregistrée. Vous avez le droit de refuser de répondre à mes questions et de vous retirer à tout moment. Si vous avez besoin de précisions ou d'éclaircissements sur un terme ou une question, n'hésitez pas à me le faire savoir. Avez-vous des questions à me poser ?

[when all clear, begin recording]

Part One (First Horizon)

Dans cette première partie, j'aimerais axer notre discussion sur la manière dont vous percevez et comprenez actuellement le rôle et les contributions de l'industrie touristique dans la conservation/protection des écosystèmes marins, et sur la façon dont Tahiti et ses îles gèrent la protection des zones marines.

1. Comment décririez-vous votre relation avec l'océan ? Que représente l'océan pour vous ?

- a. Pourquoi est-il important pour vous ?
- b. En quoi est-il important pour [leur entreprise] ?

2. Avez-vous constaté des changements dans l'état des écosystèmes marins de Tahiti au fil du temps ?

- a. Ces changements influencent-ils votre façon de [gérer votre entreprise] ?
- b. En quoi la santé de l'océan est-elle importante pour [leur entreprise] ?

3. Connaissez-vous des politiques/lois mises en place pour protéger les écosystèmes marins à Tahiti ?

- a. Pourquoi pensez-vous que Tahiti devrait mettre en place des politiques pour protéger ses océans ?
- b. [Si non mentionné] Avez-vous entendu parler de Tainui Atea ? En savez-vous quelque chose ?
- c. (Si non répondu précédemment) Cela influence-t-il votre façon de gérer [leur entreprise] ?
- d. Quel est selon vous le principal obstacle à la protection/conservation des écosystèmes marins à Tahiti et dans ses îles ? (Politique ?) [Sondage sur le changement climatique ?]

4. Quels sont, selon vous, les impacts du tourisme sur Tahiti ?

- a. [Si négatif] Y a-t-il des analyses déjà faites? Analysez la pollution, la surexploitation des ressources et l'impact sur la santé des écosystèmes marins et côtiers.

- b. [Si positif/ou pour changer de perspective] Pensez-vous que le tourisme/[votre entreprise] a la responsabilité de contribuer à la promotion et à la protection des écosystèmes marins et côtiers ?
 - i. [Si oui] Comment avez-vous contribué à la promotion et à la protection des écosystèmes marins et côtiers ?
- c. Le tourisme est-il axé sur la sensibilisation des visiteurs pour sensibiliser les visiteurs à l'importance des écosystèmes océaniques ? [ocean literacy]**
- d. Diriez-vous que la plupart des acteurs du tourisme sont tahitiens ? Les non-Tahitiens gèrent-ils leurs entreprises différemment ?

Part Two (Third Horizon)

Dans la seconde partie de l'interview, j'aimerais avoir une discussion ouverte et exploratoire sur votre vision du développement futur du tourisme à Tahiti et sur votre vision idéale de la santé des océans dans 15 à 20 ans. Puisque nous sommes actuellement dans la Décennie des océans (2020-2030), nous souhaitons idéalement constater les effets positifs des changements que nous mettons en œuvre aujourd'hui pour des océans plus sains à l'avenir. Toutes les réponses sont les bienvenues, et je vous invite à faire preuve de créativité !

[Résumé de leurs propos sur la situation actuelle] Compte tenu de la situation actuelle de Tahiti dans ce contexte, il est important de se rappeler que des changements sont encore possibles et que la dégradation de la santé des océans n'est pas inévitable.

1. À quoi ressemblera un océan sain pour vous dans les 15 à 20 prochaines années ?

- a. Récifs coralliens
- b. Poissons
- c. Absence de pollution/plastique

2. À quoi ressemblera pour vous un avenir idéal du tourisme à Tahiti ? [Quelle est sa situation actuelle ?]

- a. [Question exploratoire] Compte tenu de la nature extractive du tourisme, un tourisme durable est-il possible ?
- b. Contribue-t-il à la conservation des écosystèmes marins ?
- c. **Sensibilise-t-il les visiteurs à l'importance des océans ? [ocean literacy]**
 - i. Leur apprend-il à les préserver ?
- d. Quelle valeur les écosystèmes marins sains sont-ils valorisés par l'industrie touristique ?

3. Comment décririez-vous la relation des Tahitiens avec l'océan dans cet avenir imaginé ?

- a. Pour les Tahitiens ?
- b. Pour les touristes ? (Respect)
- c. Comment se comporte-t-on avec l'océan ?

[summarize their vision]

4. Quel aspect de cette vision est le plus important pour vous ?

Part Three (Second Horizon)

Dans la troisième partie de l'interview, je vous invite à partager vos idées sur les actions et les ajustements nécessaires pour atteindre cet avenir souhaité. Repensez à notre discussion. Toutes les réponses sont les bienvenues, et je vous encourage encore une fois à faire preuve de créativité !

1. Comment l'industrie du tourisme doit-elle évoluer pour atteindre cet avenir souhaité ?

- a. Existe-t-il des initiatives en cours au sein de l'industrie du tourisme qui promeuvent la santé des océans ?
 - i. Qu'est-ce qui rend [cette initiative] pertinente ?
- b. Pensez-vous qu'elle devrait jouer un rôle plus important dans la sensibilisation des touristes/visiteurs aux océans ? (Est-ce un bon point de départ ?) Cette action pourrait-elle engendrer un changement ? [Culture océanique]
 - i. Que doivent comprendre les touristes/visiteurs au sujet des océans ? [Définition de la culture océanique]
 - 1. Qui devrait être responsable de leur enseignement ?
 - 2. Comment cet enseignement est-il dispensé ?
- c. **Que doivent comprendre les acteurs de l'industrie du tourisme marin quant à leur utilisation des océans ?**

Part Four (Broader Context- Global Vision)

Pour conclure cette interview, j'aimerais vous demander si vous avez des réflexions ou des idées sur la manière dont l'industrie du tourisme, à l'échelle mondiale, doit/peut se transformer afin de respecter et de protéger les écosystèmes marins fragiles ?

Appendix c. Informed Consent Form EN



LUND UNIVERSITY

Informed Consent for Participation in an Interview

Dear Participant,

I am a Master Student from Lund University conducting a study for my thesis that explores the role of tourism in marine protection in Tahiti, as part of the Environmental Studies and Sustainability Sciences program. You are kindly invited to participate in my project through an interview [duration of ~60 minutes].

Your participation is completely voluntary, and you have the right to withdraw from the study at any time before the final report is submitted. You also have the right to refuse answering any of the questions that will be asked.

This study complies with the General Data Protection Regulation (GDPR). The responses you provide to the questions as well as any personal information will be pseudo/anonymized in the final report unless you consent otherwise. The interview will be recorded on a mobile device and stored there until the submission of the final report in May 2026. The recording is only to facilitate the transcription process and data analysis. The results of this study may be published in academic journals, policy papers, books, or online.

Thank you for your sharing your time and knowledge!

CONSENT

In signing this form, I agree to be interviewed in the context of the aforementioned master's thesis. I consent to being recorded during the interview and understand and agree to the processing and storage of the data.

Date _____

Name _____

Signature _____

☐ [OPTIONAL] I would consent to my identity and my contribution be public in the final report

.....
If you have any questions regarding this study at a later date, you may contact me:

Name: Océane Merchiers

Phone Number/WhatsApp: +32 476 06 72 11

Email: oceane.merchiers@gmail.com

Appendix d. Informed Consent Form FR



LUND UNIVERSITY

Consentement Informé à la Participation à une Interview

Cher/Chère participant(e),

Je suis étudiante en master à l'université de Lund et je mène une étude pour ma thèse, qui explore le rôle du tourisme dans la protection marine à Tahiti, dans le cadre du programme d'études environnementales et de sciences du développement durable. Je vous invite à participer à mon projet par le biais d'une interview (d'une durée d'environ 60 minutes).

Votre participation est entièrement volontaire et vous pouvez vous retirer de l'étude à tout moment avant la remise du rapport final. Vous avez également le droit de refuser de répondre à certaines questions.

Cette étude est conforme au Règlement Général sur la Protection des Données (RGPD). Vos réponses aux questions, ainsi que toute information personnelle, seront pseudonymisées/anonymisées dans le rapport final, sauf si vous y consentez. L'entretien sera enregistré sur un appareil mobile et conservé jusqu'à la remise du rapport final en mai 2026. Cet enregistrement a pour seul but de faciliter la transcription et l'analyse des données. Les résultats de cette étude pourront être publiés dans des revues scientifiques, des documents de politique publique, des ouvrages ou en ligne.

Merci pour votre temps et votre participation !

CONSENTEMENT

En signant ce formulaire, j'accepte d'être interviewé(e) dans le cadre de cette thèse de master. Je consens à être enregistré(e) durant l'interview et j'accepte le traitement et la conservation des données.

Date _____

Nom _____

Signature _____

☐

[FACULTATIF] J'accepterais que mon identité et ma contribution soient rendues publiques dans le rapport final

.....
Si vous avez des questions concernant cette étude ultérieurement, vous pourrez me contacter :

Océane Merchiers

Numéro/WhatsApp : +32 476 06 72 11

Email : oceane.merchiers@gmail.com