The Polynesian Cultural Center, a theme park owned and operated by the Mormon church in Laie, Hawai‘i, was established in 1963 to provide employment for students attending the church-owned college also located in Laie. The Center has become spectacularly successful largely because it is founded on three religious tenets that were already clearly understood by the Mormons of Laie long before the Center was proposed. First, because they are God's chosen people, Mormons expect to prosper in this world under their covenant with God just as Abraham and others prospered under theirs. Second, Mormons perform devotions to ancestors that are unparalleled elsewhere in Christianity, and this devotion extends to the Center, where young Polynesians imitate the ways of the ancients. Third is the Mormons’ conviction that Polynesians descended from vanished civilisations described in the Book of Mormon. These tenets elicit from the Center’s employees a loyalty that would be impossible otherwise.