Sustainable Tourism

New Zealand - Aotearoa

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1. Kia Ora
2. New Zealand: Country & Tourism Overview
4. Fiordland National Park Management
6. Coromandel Sustainable Regional Tourism Plan ‘Towards 2020’
Travel Information for the South Pacific

www.jasons.com
‘for travel information you can trust’
New Zealand Overview

“Last, loneliest, loveliest”  *Rudyard Kipling*
New Zealand – Overview.

- 1200 miles east of Australia. 2.5 x North Carolina.
- Last major land mass on earth settled by man
- 4.3 million people: 60% Pakeha (white), 18% Maori, 10% Polynesian, 8% Asian
- Industries: Tourism, farming, manufacturing, film, forestry, fishing.
- 34% of land is conservation estate incl. world’s second oldest National Park.
- Liberal, progressive tradition eg: Woman’s suffrage, Resource Management Act.
- 2.3 million International visitors in 2004: average 10% growth pa since 1992, tourism 5% of GDP, 18% of export receipts.
- Well co-ordinated tourism industry strong Industry Association and Regional Tourism Organizations, reasonably well funded National Tourism Organization with award winning marketing campaign, Ministry of Tourism for strategic issues and oversight of industry.
New Zealand Sustainability

- Resource Management Act.
- National Park Management
- Coromandel Towards 2020
- National Tourism Strategy 2010
Resource Management Act

1991

First national, integrated legislative framework focused on sustainability
Environmental Best Practice Guidelines for the Offshore Petroleum Industry

March 2006

As part of its National Environmental Reporting Programme, the Ministry for the Environment regularly reports on water quality in our rivers. Data collected from the 77 National River Water Quality Network stations between 1998 and 2007 was analysed to identify national trends.

Key findings

Nutrients have worsened

- Increasing levels of nutrients in water can cause excessive plant and algal growth and toxic algal blooms, which can affect recreational, aesthetic and ecological values.
- Levels of four nutrients (total phosphorus, dissolved reactive phosphorus, oxidised nitrogen, and total nitrogen) have shown strong increases. This was generally in rivers surrounded by pasture. (See map over page)

Clarity has improved

- There was a significant improvement in the visual clarity of rivers at the national scale. This is better for fish and insect life, and improves aesthetic values. However, rivers surrounded by pasture generally had lower clarity.

Temperature and dissolved oxygen

- Looking at individual sites, temperature and dissolved oxygen showed few environmentally meaningful or significant trends. However, when combining results from all 77 sites there is a slight increasing national trend in temperature, which is close to being statistically significant.
Fiordland Case Study

Milford Sound Sustainable Visitor Plan

Joint venture of Dept of Conservation, National & Regional Tourism Organizations & Private Sector
Fiordland National Park Management Plan

Draft

SOUTHLAND CONSERVANCY
National Sustainable Tourism Strategy

First developed 2000
Updated 2004 and 2009

Comprehensive plan for economic, environmental & cultural sustainability
New Zealand Tourism Strategy 2010

Summary of Recommendations
NEW ZEALAND TOURISM STRATEGY 2015

VISION: In 2015, tourism is valued as the leading contributor to a sustainable New Zealand economy.
BY EMBRACING THESE KEY VALUES, WE WILL ACHIEVE OUR VISION FOR 2015

KAITIAKITANGA
Theguard and sustainable management of natural, built and cultural resources for the collective benefit of current and future generations.

MANAAKITANGA
Sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.
Coromandel Sustainable Tourism Plan

Towards 2020

Regional Tourism Organization & National Agencies & Local Government
The Coromandel – Overview.

• Small rural communities; 2,000 to 10,000 people.
• Highly Seasonal Visitor Industry, Close to Major City.
• 40% of houses are second (holiday) homes. ‘The Kiwi Bach’.
• 45% of land area is conservation estate + Marine Parks
• Intensive logging & mining in late 1800s.
• Strong environmental ethos.
• Industries: Tourism, forestry, fishing, manufacturing.
“At the heart of this plan is the concept of 'sustainable tourism'; meeting the needs of visitors, and of the host community, while protecting and enhancing the attractions, and values of the region for future generations.”
What is Special?
What is Special?
The Eight Special Visitor Experiences:

• Natural beaches and coastline
• Maritime playground
• Relaxed, special lifestyle
• Interesting, expressive community
• Volcanic hills/Kauri forest
• Sense of exploration
• Smaller scale tourism
• Pioneering and Maori heritage
“All the things that excited me about The Coromandelel as I discovered it 35 years ago through the dusty window of a Wolseley 444 excite me still. Now I see through other windows...... ‘In the rise of mist from the estuary and the fall of rain', I wrote recently, 'in the movements of the incoming and outgoing tides, I see a reflection of the deepest mystery and the most sustaining pattern of all of life: that of arrival and departure, of death and regeneration'. And in seeing them, I feel satisfaction. Without being precisely sure to whom one owes gratitude, I am thankful that this piece of earth exists and we upon it, to see and to experience these things. "

Michael King.
Example: Managing the Coast.
Example: Tourism Development and Infrastructure

• Issue: Ensure protection of coastal areas from inappropriate development:

• Actions: Support height and zoning restrictions, plus design guidelines, set maximum accommodation size, assist in purchase of coastal land for protection.
10 Key Steps in a Sustainable Tourism Plan.

1. Accept that marketing and management of tourism are interwoven.
2. Critical Mass – plans need to cover integrated areas or communities of interest.
3. Define what is ‘special’ – in cultural, social, environmental terms.
4. Seek wide and full input from residents, visitors, the industry, others.
5. Provide a framework for an informed community debate over tourism.
6. Integrate with overarching environmental practices, standards, laws.
7. ‘Bell weather’ issues - review plan as process on key developments.
8. Requires close integration with Local Planning: zoning, district plan.
10. Plan is reviewed and updated. Debate on tourism is ongoing and open.
• National Park Example: www.doc.govt.nz
(look for Fiordland National Park Management Plan)

• New Zealand Tourism Strategy: www.tourism.govt.nz/strategy

• Coromandel Towards 2020 Regional Plan
www.thecoromandel.com/strategy