



MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY
UNIVERSITY OF JEMBER
FACULTY OF SOCIAL AND POLITICAL SCIENCES

Regenerative Tourism : Rebuilding Tourism for the Future

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12th August, 2021

Agenda

- Covid – and post Covid
- The key stakeholders
 - Learning from overtourism
- Development perspectives
- Reform strategies and processes
- Regenerative tourism
 - Implementation
 - Regeneration and the four capitals
- Systematic issues



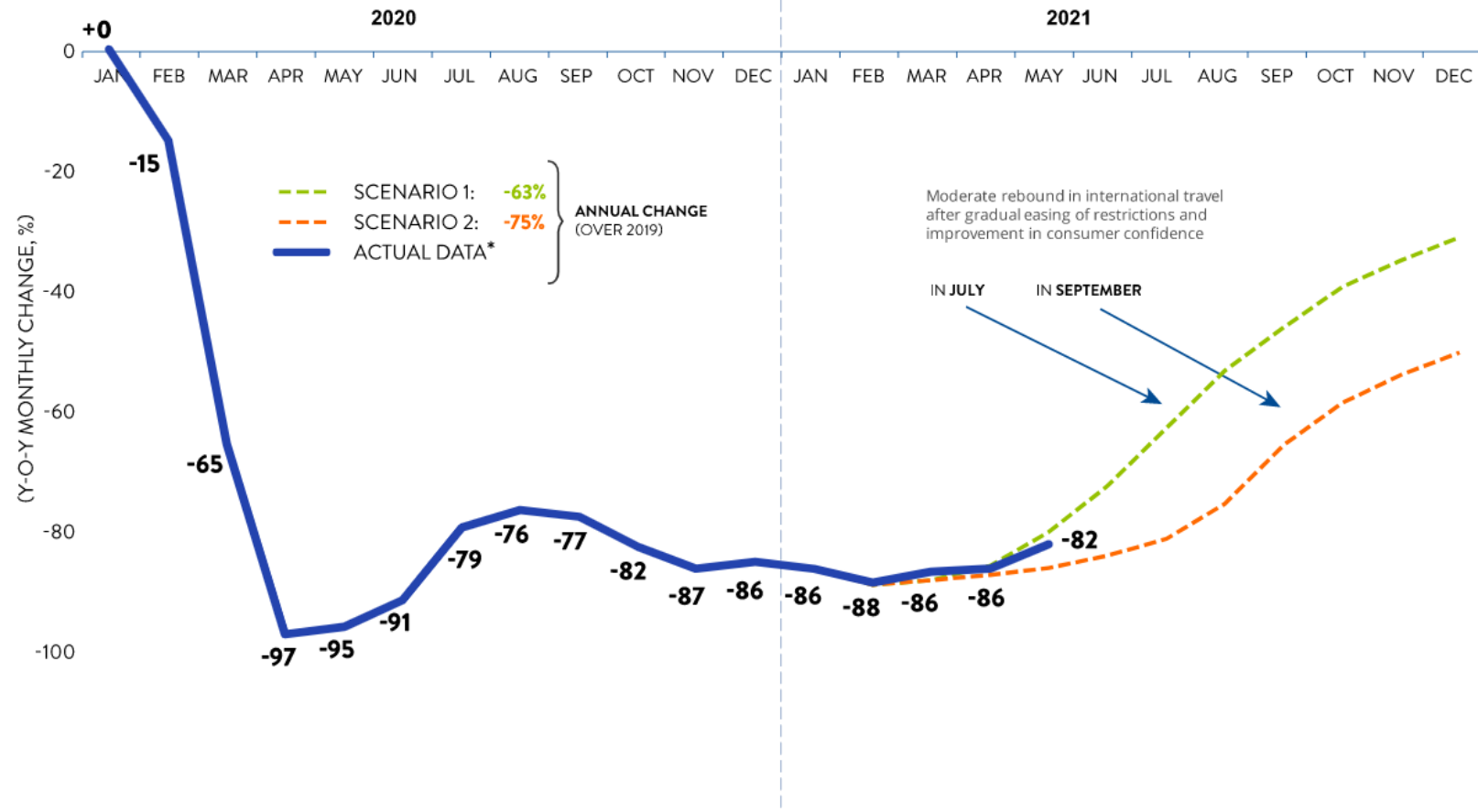
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021

(Y-O-Y MONTHLY CHANGE OVER 2019, %)

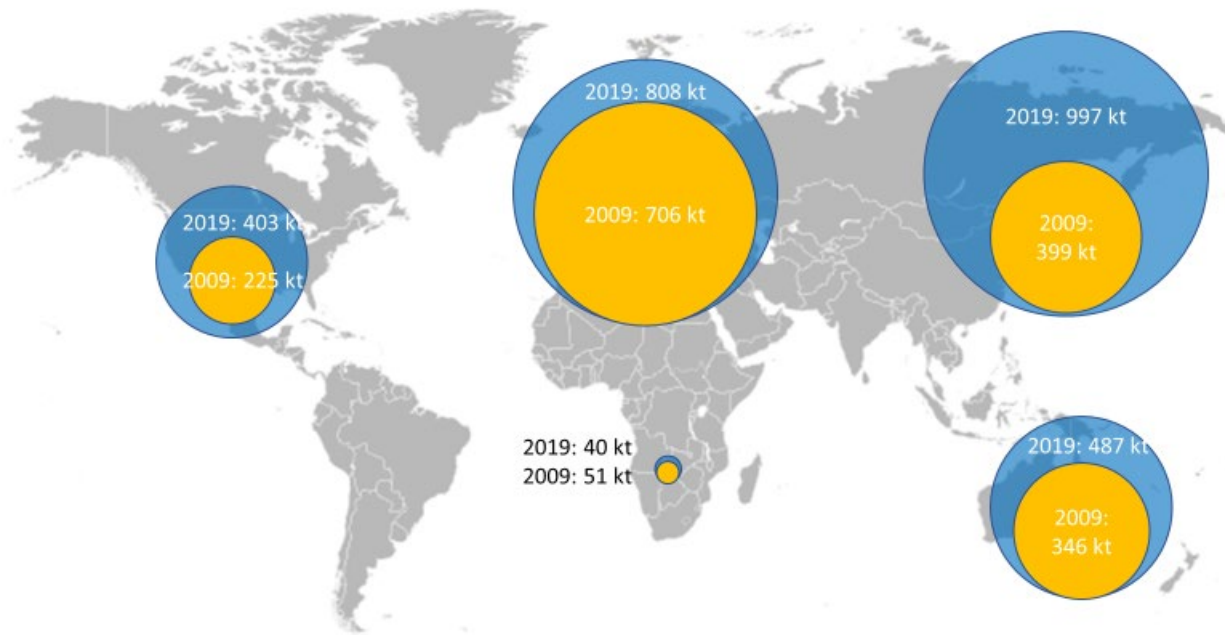
* Actual data for 2021 is preliminary and based on estimates for destinations which have not yet reported monthly results.



SOURCE: UNWTO (DATA AS OF JULY 2021)



A carbon constrained world



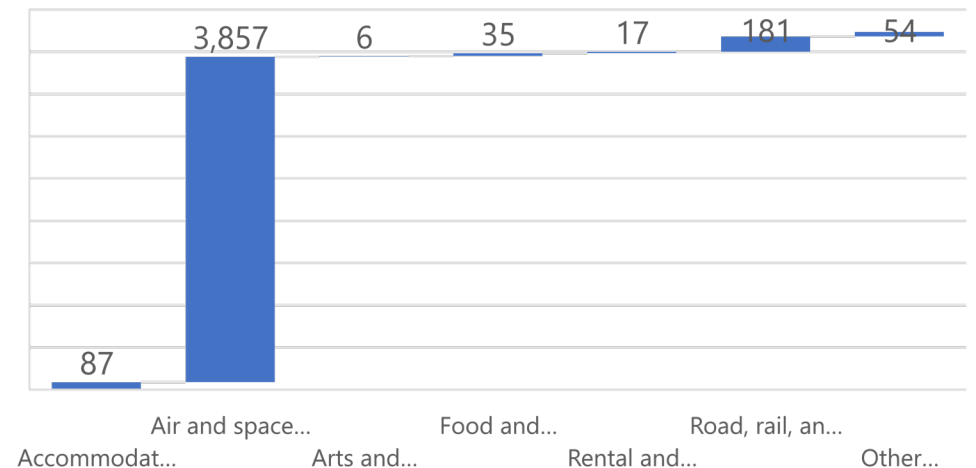
<https://www.tourismdashboard.org/>

IPCC climate report: Earth is warmer than it's been in 125,000 years

IPCC 8th August, 2021

In NZ 90+% of emissions come from tourist movements (aviation + surface). Becken S

Tourism production emissions (kt CO2-e)

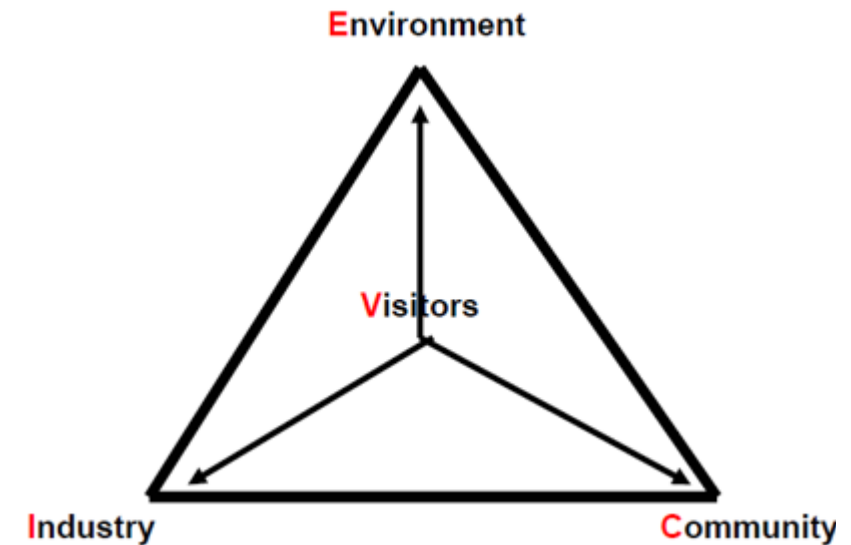


Rebuilding Tourism for the Future !

- *With purpose*
- *Value over volume*
- *As a development tool*

The key stakeholders

- The VICE model recognises that tourism in a destination involves a system of interactions to:
 - Welcome, involve, satisfy : **V**isitors;
 - Achieve a profitable and prosperous : **I**ndustry;
 - Engage and benefit the : **C**ommunity
 - Protect and enhance the : **E**nvironment



How were we doing? (NZ) – core values

The VICE model recognizes that tourism in a destination involves a system of interactions to:

- Welcome, involve, satisfy : **V**isitors;
- Achieve a profitable and prosperous : **I**ndustry
- Engage and benefits the : **C**ommunity
- Protect and enhance the : **E**nvironment

Overcrowding a growing issue in New Zealand's national parks

CHARLIE MITCHELL
Last updated 11:42, August 11 2016



Tourists stream across the busy Tongariro Crossing on Easter Sunday, when queues for toilets stretched to the dozens.

Environment



Too much of a good thing

Industry

Community



Tekapo locals abused by freedom campers, tourism expert claims

DAISY HUDSON
Last updated 14:41, February 24 2016



Tourists on the shore of Lake Tekapo, near the Church of the Good Shepherd.



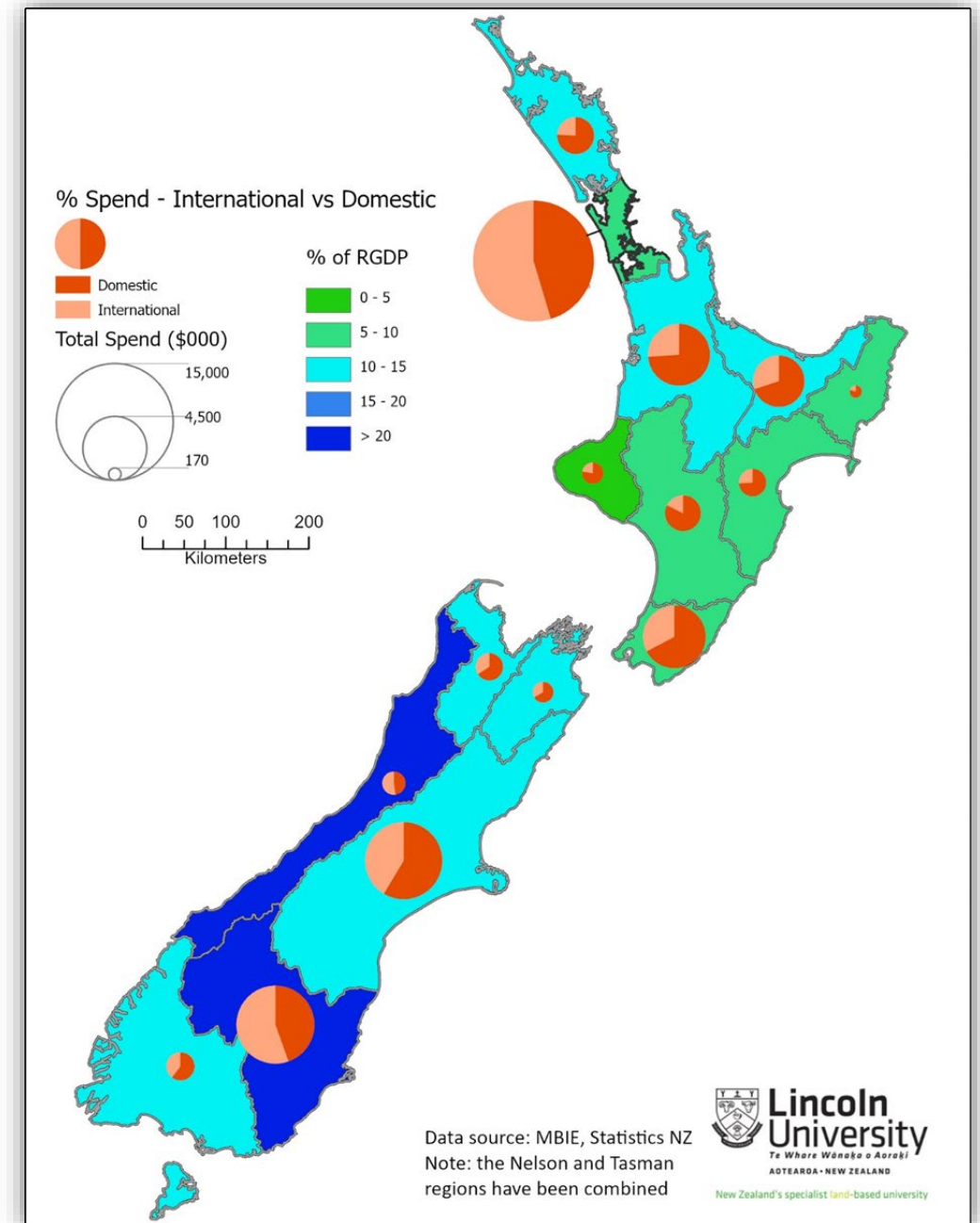
Addressing New Zealand's most pressing local tourism infrastructure needs

TOURISM INFRASTRUCTURE STUDY
Executive Summary | November 30, 2016

© 2016 NZTA and the Department of Conservation

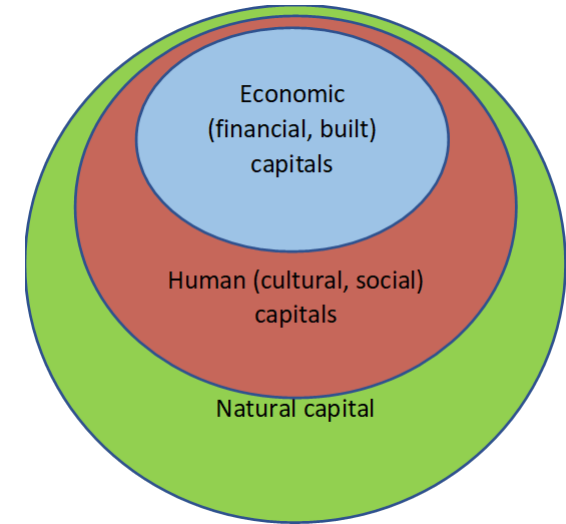
Development Perspective

- A purposeful use of tourism as a development tool
- Value(S) over Volume –
shifting the conversation beyond expenditure
<to, distribution, and residual income, regeneration.
multiple value sets>



Development Perspective (2)

- The four capitals and Regenerative tourism



Forum for the Future
<https://www.forumforthefuture.org/the-five-capitals>

- Tourism as a community industry

Implementation??

Is it Destination Management (DM) Planning? (MBIE: 2020 :18)

DM requires a holistic and integrated approach with three interdependent components:

- 1. Visitor Experience:** the destination's experience offering, including activities, attractions, supporting infrastructure, services and amenities.
- 2. Marketing and Promotion:** the destination's marketing and promotional activity, creating demand and enabling the destination to be competitive, productive and sustainable.
- 3. Resource Management:** the destination's strategy, policy and regulatory frameworks, Te Tiriti o Waitangi, organisational structures and the investments that support the destination.



New models of governance New roles for governments !

Reform Strategies, Outputs and Processes (1)

Tourism Futures Taskforce report:

- Anchored around *regenerative tourism*
- “*Contribute to the unique essence, culture and health of local communities and their places*” and
- “*Improve the health of our natural ecosystems*”, as well as
- “*Generate durable financial returns and support further regenerative development*”.

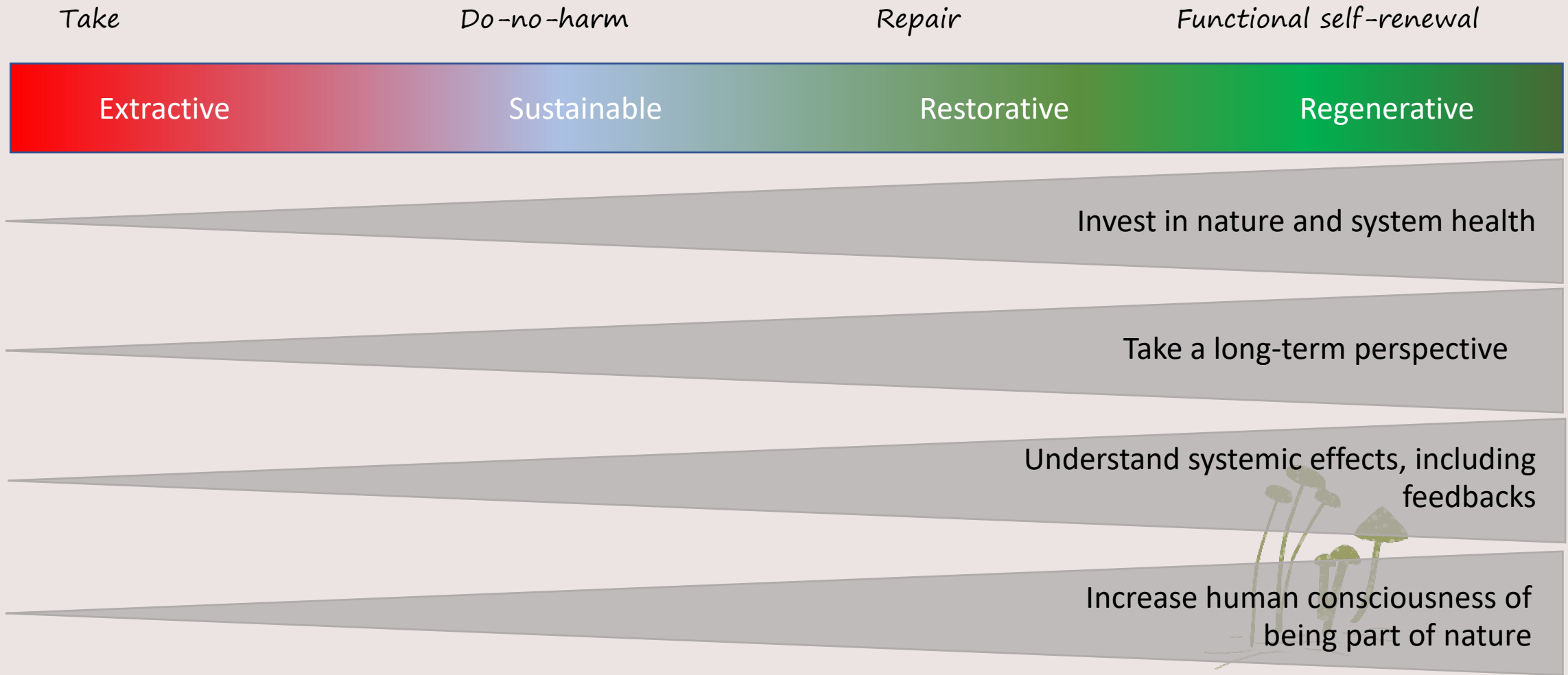
Minister of Tourism added

- Costs of tourism are priced into the visitor experience.
- Industry as partners in transformation.



Stepping Forward: From extraction to regeneration

Informed by work by Pamela Mang and Bill Reed, Anna Pollock, and Morseletto (2020).



RESTORING the MAURI of PLACE

Via AN *“ethic of care”* Spiller, Erakovic, Henare, Pio

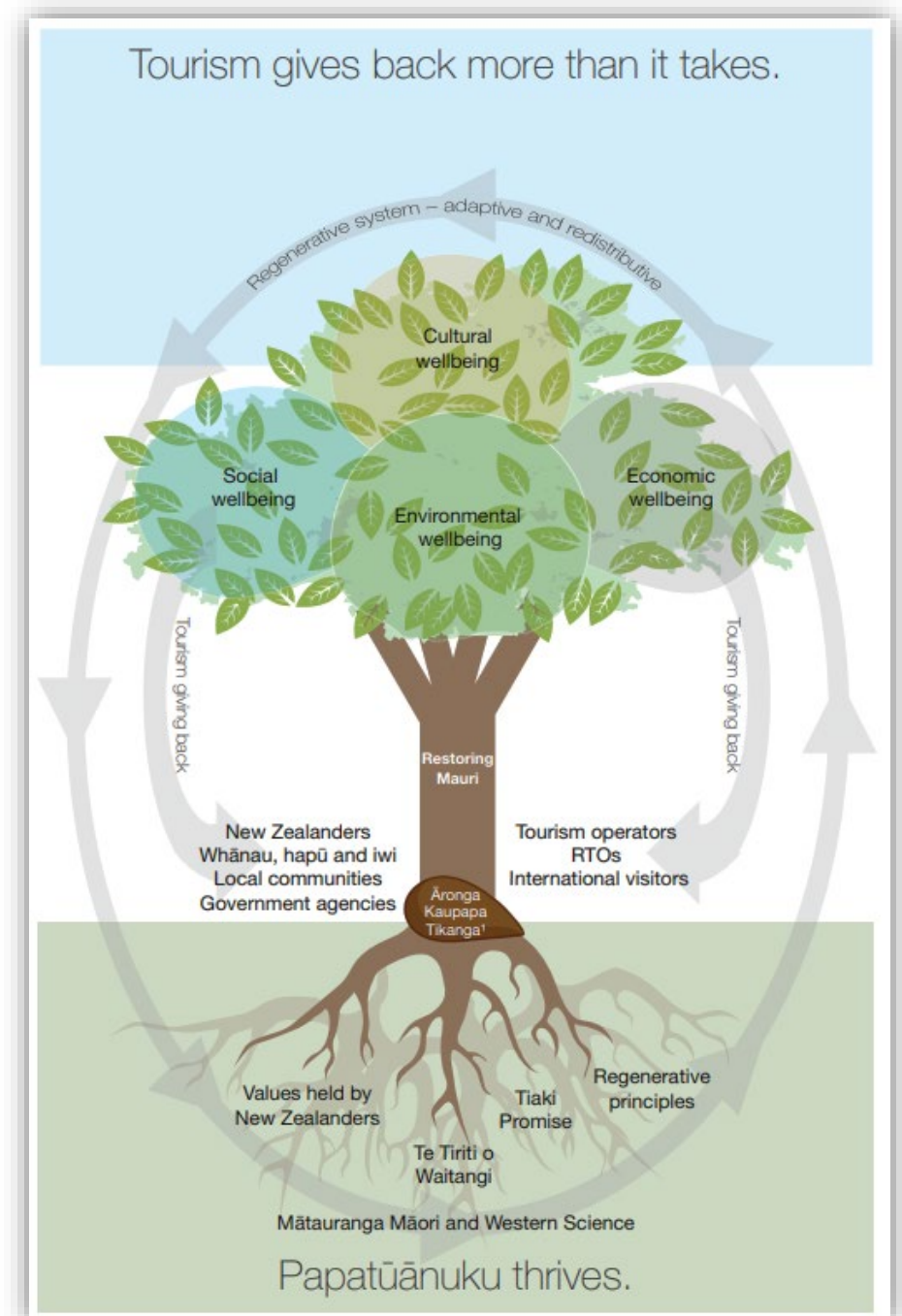
Original slide provided By Prof S Becken (DoC)
NZ Tourism Policy School, 2021

Regenerative tourism

- Defined
 - Regenerative tourism, is designed in a way that builds capital and 'gives back' to the land and people '*Pure Advantage nz*'

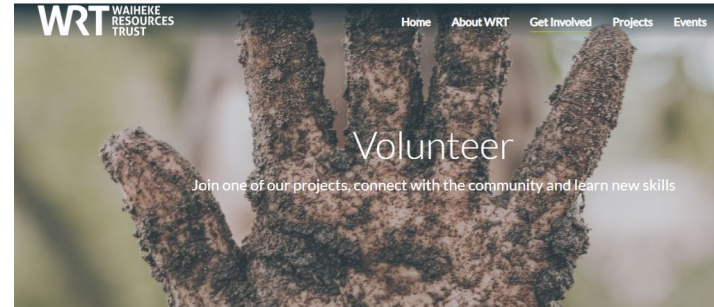
NZ Department of Conservation

- What is high-value tourism? A Te Papa Atawhai Approach



Regenerative tourism (Implementation - Niche to Mass?)

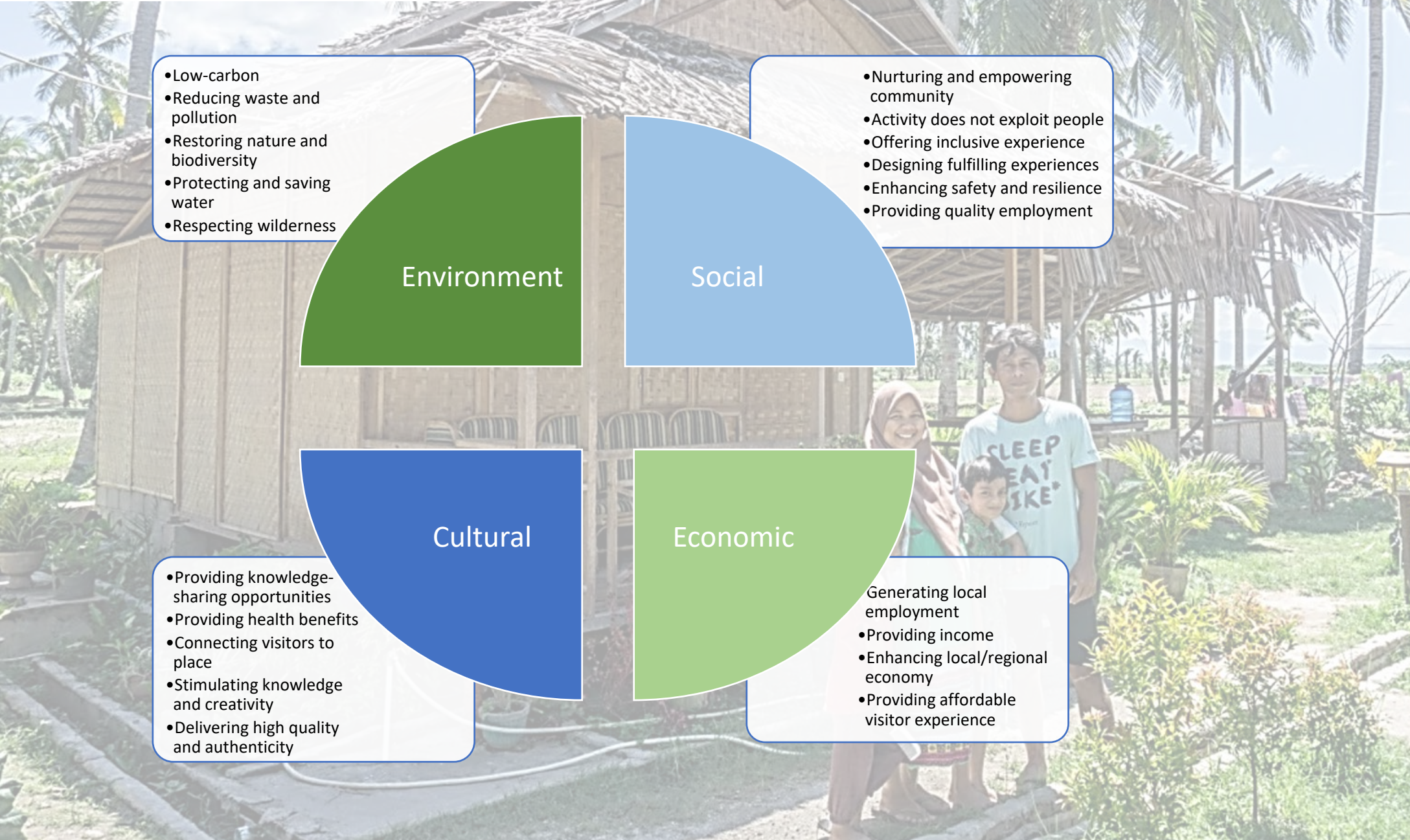
- Volunteer planting
- Trees for travellers (Kaikoura) : Trees that count
- Clear pest traps
- Purchase / donate a pest trap
- Citizen science
- Clean up walks (restoration)
- Pack out what you pack in



The team from Canopy Tours and the Department of Conservation were able to trap 140 pests with the help of Trenz delegates. Photo / Supplied



Regenerating across the four Capitals



- Low-carbon
- Reducing waste and pollution
- Restoring nature and biodiversity
- Protecting and saving water
- Respecting wilderness

Environment

- Nurturing and empowering community
- Activity does not exploit people
- Offering inclusive experience
- Designing fulfilling experiences
- Enhancing safety and resilience
- Providing quality employment

Social

- Providing knowledge-sharing opportunities
- Providing health benefits
- Connecting visitors to place
- Stimulating knowledge and creativity
- Delivering high quality and authenticity

Cultural

- Generating local employment
- Providing income
- Enhancing local/regional economy
- Providing affordable visitor experience

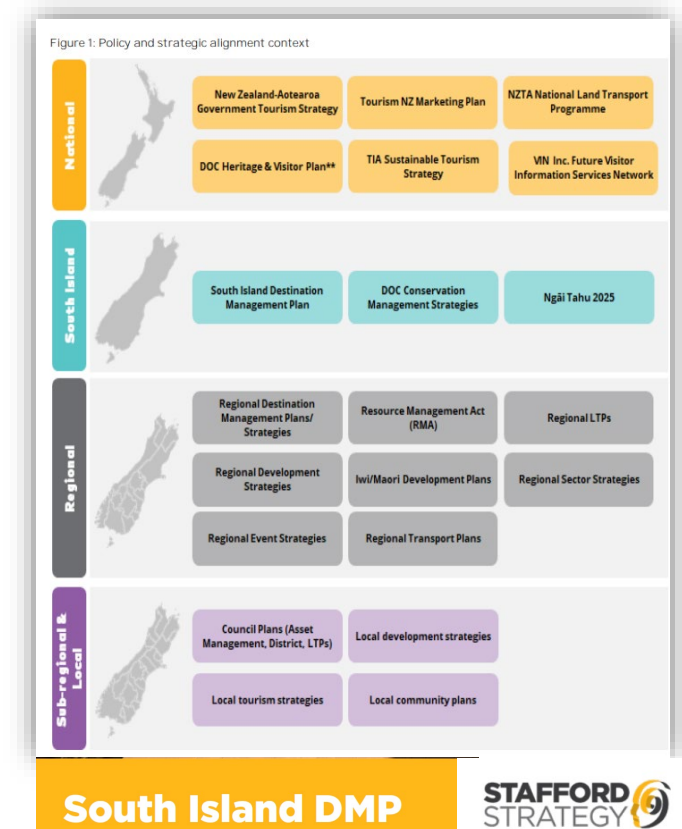
Economic

Systematic Issues

How do we avoid re-joining the rush to growth – when borders open?

1 Reforming / reconsidering tourism Governance

- Essential characteristics of **market failures**
 - (Common property resources are at the heart of the tourism product: *spillover costs* – AND failure to produce merit goods: *promotion, research, visitor guidance....*)
- Defining the role of public agencies
 - MBIE, DoC, MfE, CCC, NZTA - - - *Local Governments / RTOs*

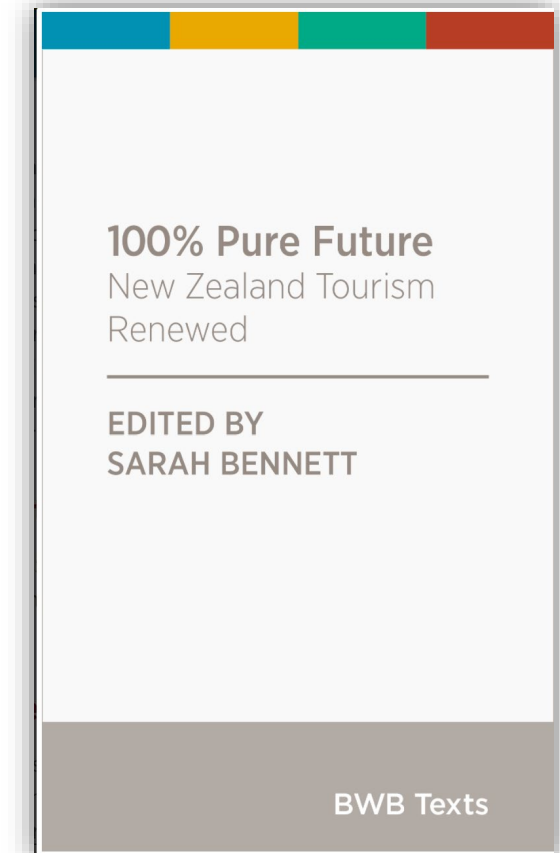


Reforming Tourism Leadership & Governance

Salamat Datang. Thank you for your attention



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BWB Books