

TRANSFORMING AOTEAROA

The Government's Environmental Reform Agenda

4-6 August | Ōtautahi Christchurch | Town Hall

Tourism Reform – stepping beyond Sustainable Tourism

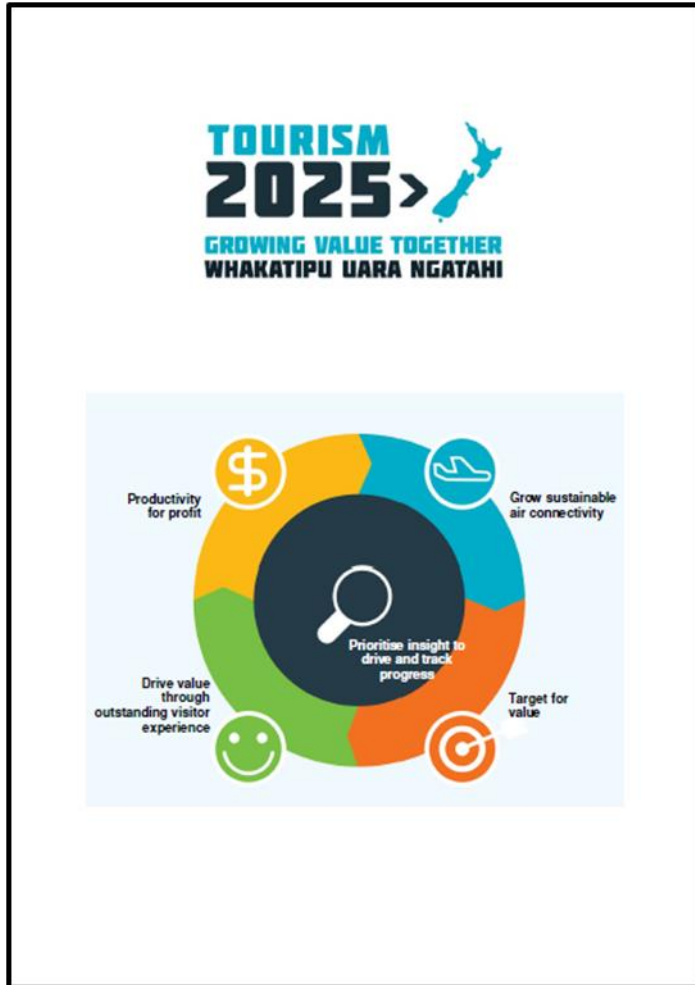
Emeritus Professor David G Simmons

Agenda

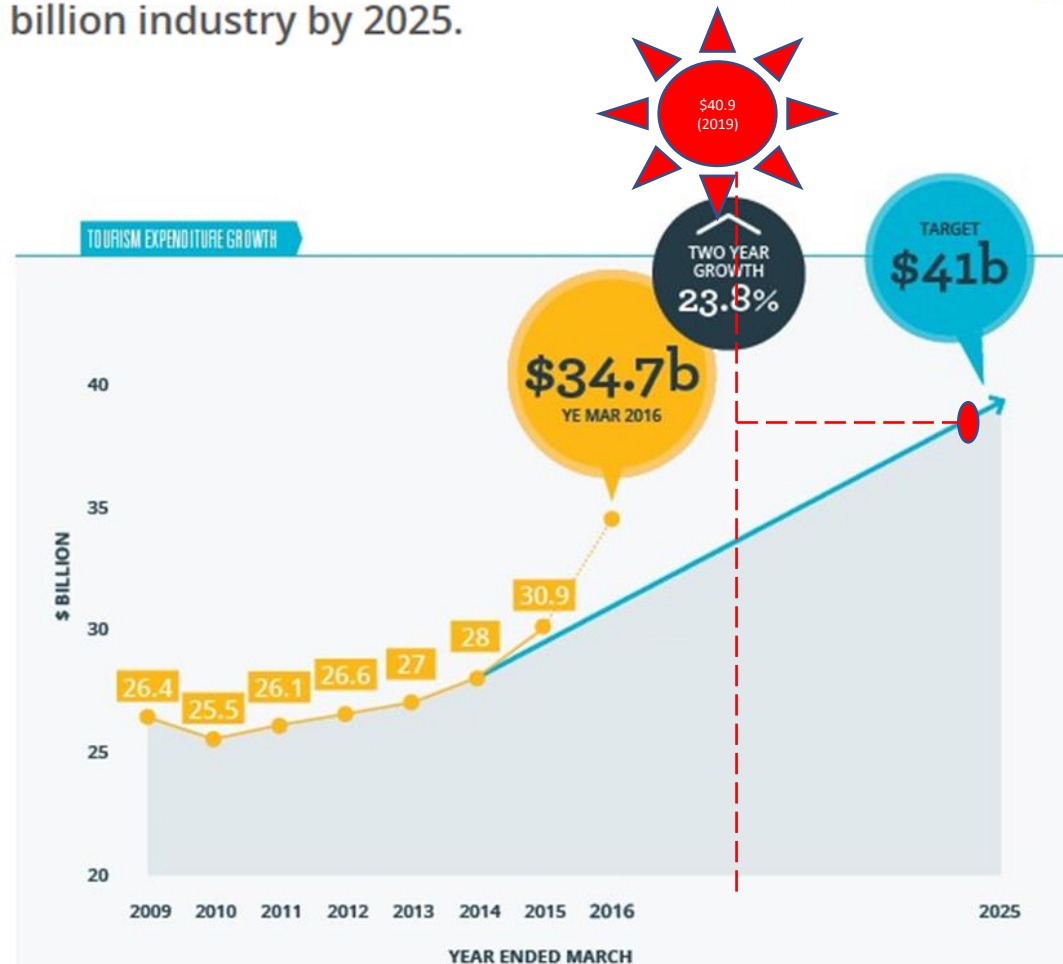
- New Zealand Tourism was in trouble
- Reform strategies and processes
- Stepping forward
- Regenerative tourism
 - Implementation
- A development perspective
- Systematic issues



NZ tourism was in trouble.... But who was navigating?



Tourism is well on track to achieve the aspirational target of a \$41 billion industry by 2025.



Policy revisions



How were we doing? – 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.

SUPPLIED

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”.



Parliamentary Commissioner for the Environment reports: Not 100% - but four steps closer to sustainable tourism

- *Aviation emissions (emission price by distance class) – hypothecated for R&D, SAF and Pacific Islands adaptation*
- *Government funding with sustainability conditionality (for destination management)*
- *Protecting wildness in conservation land and waters*
- *Address freedom camping challenges*

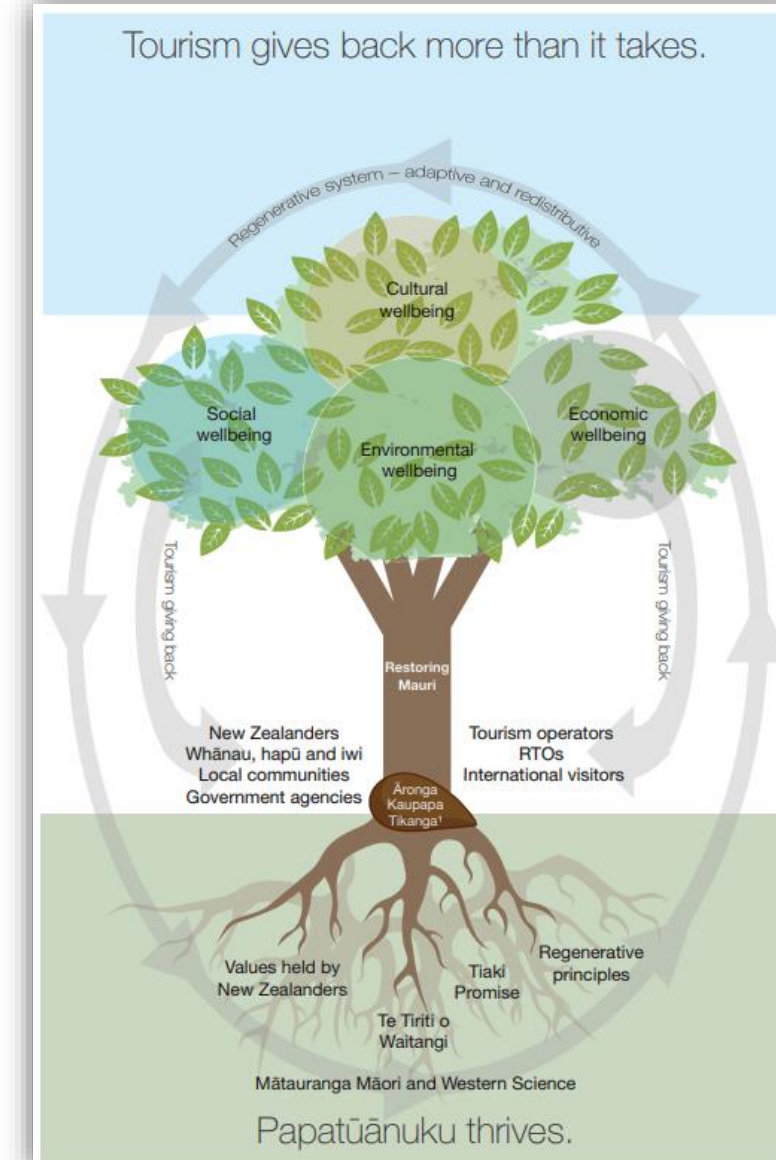


Reform Strategies, Outputs and Processes (2)

- Department of Conservation launched **Heritage & Visitor Strategy**: Sustainably manage visitors to protect and enhance the value of New Zealand's natural, cultural and historic heritage.
 - What is high-value tourism? A Te Papa Atawhai Approach

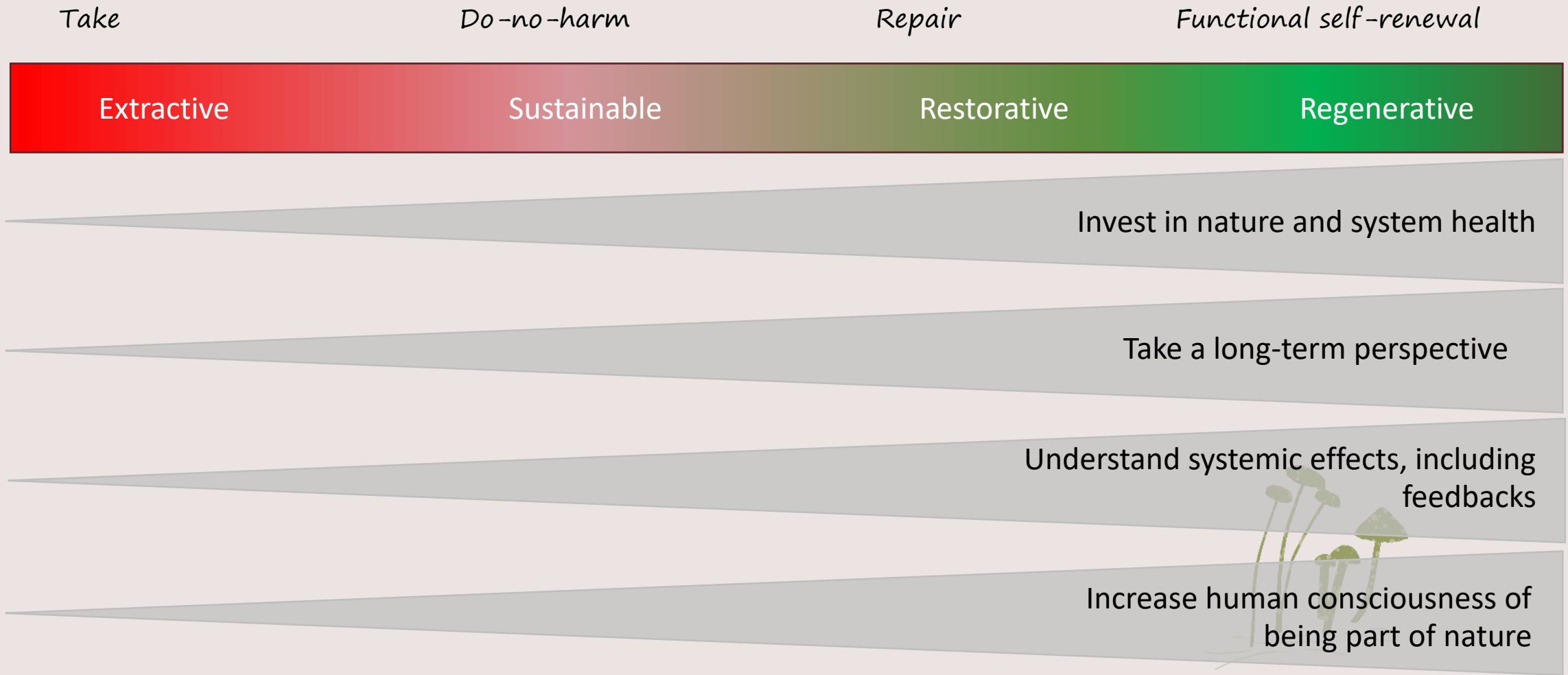
Tourism Minister Nash's [speech](#) at Otago Tourism Policy School (19 March, 2021)

Brand NZ and global value proposition
Re-set and rebuild tourism on a financially sustainable model.
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’*

- Best exemplar : Te Atiawa / DoC Queen Charlotte Track



But is this simply another kiwi ‘niche’ product development ?
“Day visitors to Waiheke”

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

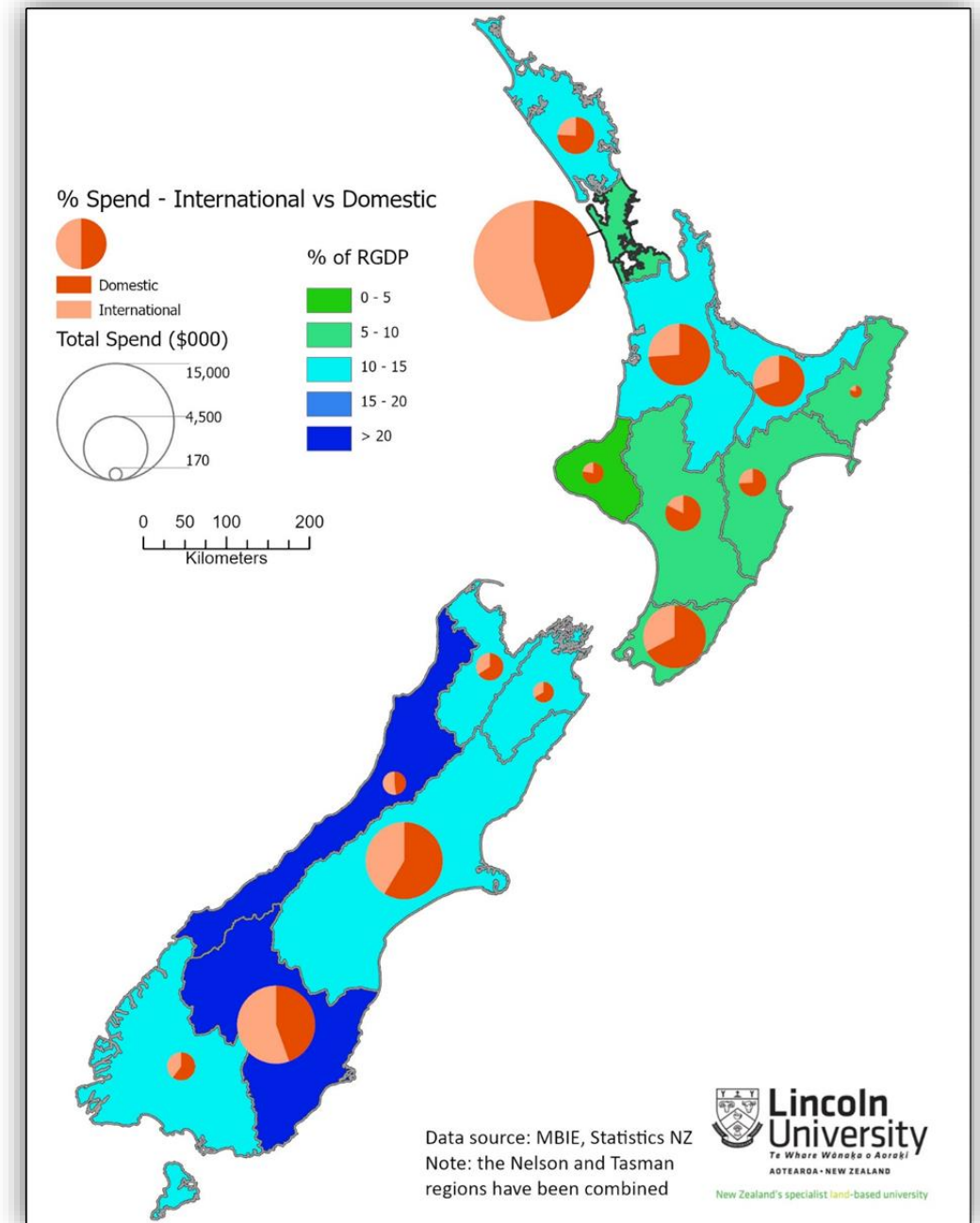


The team from Canopy Tours and the Department of Conservation were able to trap 140 pests with the help of Trenz delegates. Photo / Supplied



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>

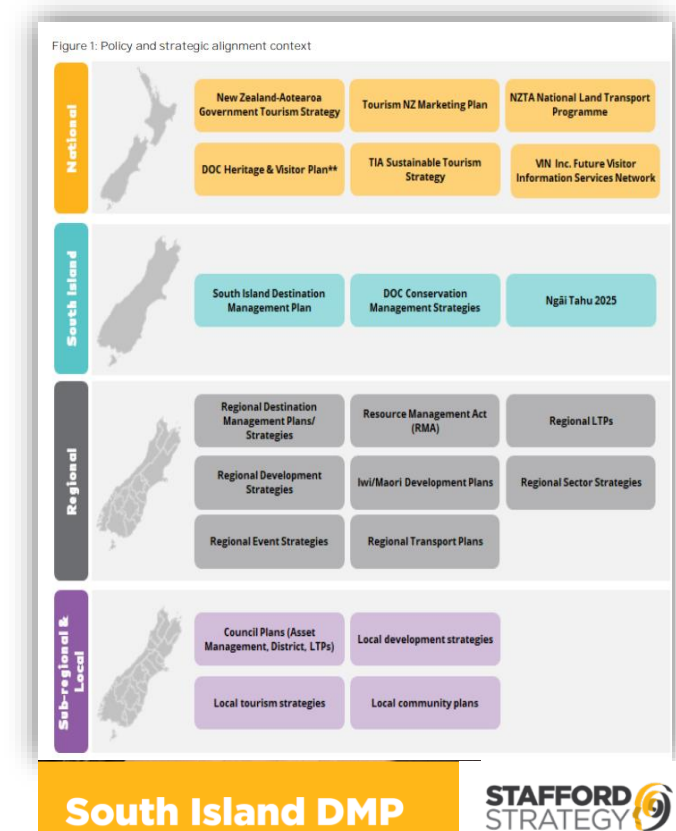


Systematic Issues

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

Reforming: knowledge and insights

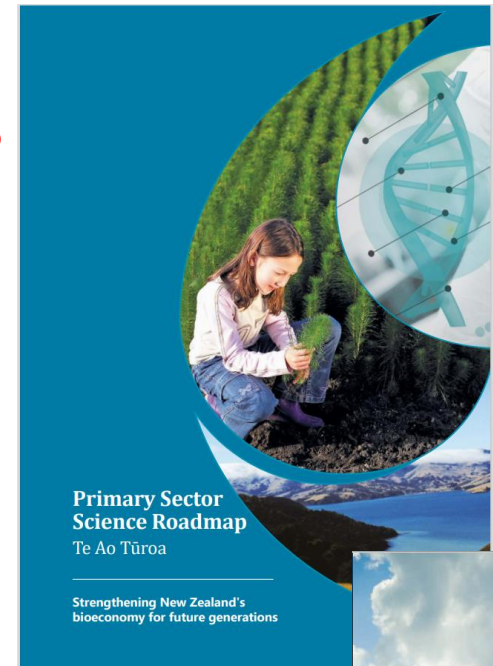
2 Re-Establishing the evidential base

A tourism sector science roadmap?

- This (Conservation and Environment) Roadmap identifies the scientific knowledge required in the next 20 years to support decision-making into the future. The Roadmap identifies research needs across all scientific fields, and aims to strengthen collaboration between them by putting everyone 'on the same page' in terms of the big environmental issues we face in New Zealand..

climate (decarbonised); value(s); capacity; dispersal / resilience

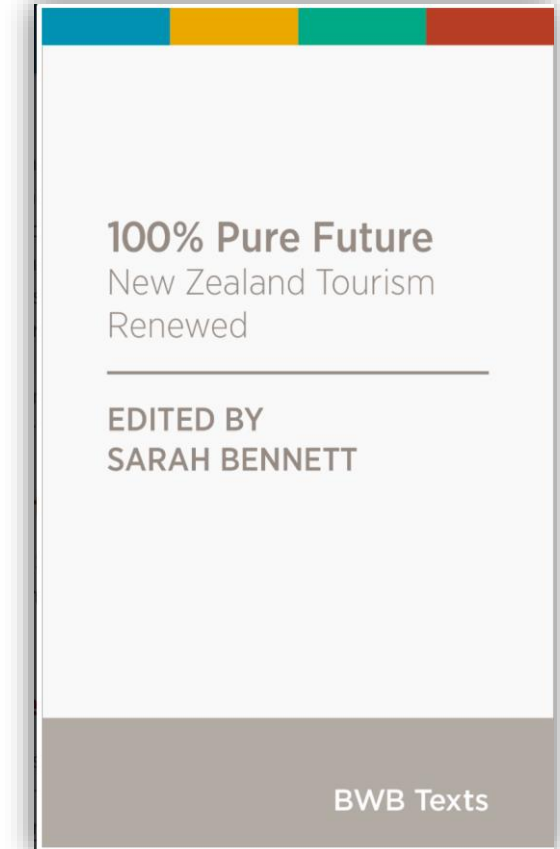
Business; Destinations / communities; mana whenua; Host ecosystems, Policy / planning



Thank you for your attention



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BWB Books

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<https://destinationdiagnostics.org/>