



# Sustainable Tourism

## *New Zealand - Aotearoa*

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*Board Member, Centre for Sustainable Tourism, ECU  
& Director of Online Marketing, Miles Media*





# ECU Presentation January 2010

1. Kia Ora
2. New Zealand: Country & Tourism Overview
3. Resource Management Act 1991
4. Fiordland National Park Management
5. New Zealand National Tourism Strategy 2015.
6. Coromandel Sustainable Regional Tourism Plan 'Towards 2020'





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# 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.*





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dhigg1214 (3 months ago)

Comment removed by author

BigLacrosseFan94 (3 months ago)

This kind of thing gets your adrenaline going... at least it does with me!

roboboytoy (4 months ago)

whats the man's name who leads this haka? ...he sounds the best of them all ... cool

ABCskaterNZ (3 months ago)

Tony Randal

TheKid110r (2 months ago)

Taine Randal

Quintondeklerk (7 months ago)

I must say as a South African I just wish I had aori tattoos. Cant wait for the 2011 WC, I goin over there and getting that shit done!

**AugustoDRC**  
September 04, 2007  
(more info)  
Canto de guerra maori... al negro le sale iguaa!!  
alahaha

URL <http://www.youtube.com/watch?v=hptXcwtSyJE>

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#### More From: AugustoDRC

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**SASAirlines** (6 hours ago)

great country

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**Dausaua** (13 hours ago)

He doesn't make you guys look bad at all, just himself.

[Reply](#) [Like](#) [Dislike](#)

**tenashay** (15 hours ago)

*Comment removed by author*

**ChinaKillsTibetans** (16 hours ago)

Mountain climbers migrate to NZ because European mountains are overcrowded.

[Reply](#) [Like](#) [Dislike](#)

**MrNicholsonKeith01** (20 hours ago)

@ChinaKillsTibetans Your a bloody asian I checked your profile. Don't you ever come to Australia.

[Reply](#) [Like](#) [Dislike](#)

### 100% PURE NEW ZEALAND



**PureNewZealand**

September 13, 2007






[\(more info\)](#)

Legend has it that New Zealand was fished from the sea. Fact has it that New Zealand was the last land mass on earth to be discovered, making New Zealand the youngest country on earth. <http://www...>

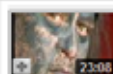




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# New Zealand Sustainability



- *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



## OUR RIVERS Trends in water quality



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 sites between 1989 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 maps 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.

### TRENDS IN CLARITY, 1989 - 2007

- Meaningful increase
- Significant increase
- No significant trend
- Significant decrease
- Meaningful decrease

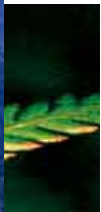




## Fiordland Case Study

### *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

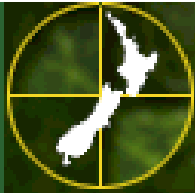




# NEW ZEALAND TOURISM STRATEGY 2015

**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**

The guardianship 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

Hongi (Embrace) Traditional Maori greeting





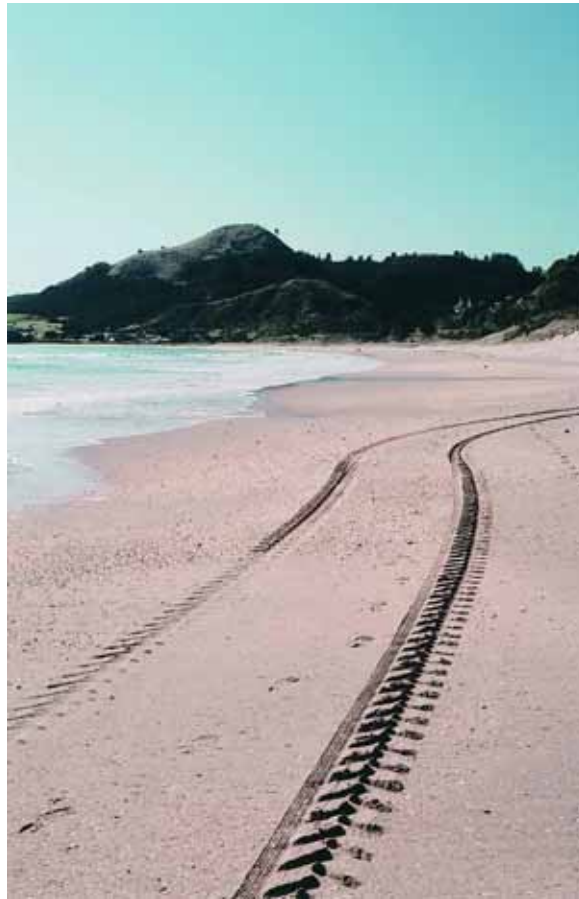
# Coromandel Sustainable Tourism Plan

*Towards 2020*

*Regional Tourism  
Organization & National  
Agencies & Local  
Government*



# Coromandel Case Study.







## Coromandel Case Study.

### 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.





## Coromandel Sustainable Tourism Plan.

*“ 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.”*





## Coromandel Case Study.



*What is Special ?*





# *What is Special ?*





## Coromandel Case Study.

### The Eight Special Visitor Experiences:

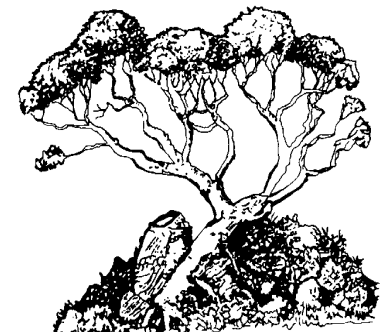
- Natural beaches and coastline
- Maritime playground
- Relaxed, special lifestyle
- Interesting, expressive community
- Volcanic hills/Kauri forest
- Sense of exploration
- Smaller scale tourism
- Pioneering and Maori heritage





“All the things that excited me about The Coromandel 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.*





## Coromandel Case Study.

*Example:  
Managing the  
Coast.*





## Coromandel Case Study.

### *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.
9. Partnership with land management agencies: *eg: Department of Conservation in New Zealand.*
10. Plan is reviewed and updated. Debate on tourism is ongoing and open.





More Information.

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Tel: 303 484 1655

- National Park Example: [www.doc.govt.nz](http://www.doc.govt.nz)  
*(look for Fiordland National Park Management Plan)*
- New Zealand Tourism Strategy:  
[www.tourism.govt.nz/strategy](http://www.tourism.govt.nz/strategy)
- Coromandel Towards 2020 Regional Plan  
[www.thecoromandel.com/strategy](http://www.thecoromandel.com/strategy)

