• Department of Tourism, Centre for Recreation Research
  • University of Otago
• Research interests – ecotourism (repeating 1999-2001 survey this summer), adventure guiding, wilderness recreation management
  • National Ecotourism Advisory Committee
  • NZ Mountain Safety Council Research Committee
  • Ngai Tahu Rock Art Centre Trust
  • Te Araroa Trust Otago committee
Lecture outline

- Introduction to New Zealand
- The ecotourism/nature tourism industry in New Zealand
- Two case studies from New Zealand

YouTube - 100% Pure New Zealand TV Ad 2
New Zealand …

- Population - 4,374,794
- Geographical size - 268,000km²
- Indigenous Culture: Maori
- National parks: 14 (1/3 of NZ)
- Department of Conservation (DoC) is government department and regulating body for most nature tourism activities
- Nature tourism operators need wildlife viewing permits or concessions
Outdoors focus (like Canada):
• History of tramping, climbing, fishing and hunting clubs, paddling, outdoor education…
• Adventure Tourism - adrenalin, excitement
e.g. Southern Alps - glaciers, skiing, hiking and climbing...Queenstown!
International tourism increased 50% since 1999’s 100% PURE campaign and Lord of The Rings trilogy.
Managing the ‘gaze’ and ‘place’ marketing is intertwined in New Zealand’s adventure tourism sector

“may be something that can take place more or less instantaneously (seeing/photographing New Zealand’s highest mountain, Mount Cook)…” (Urry 1990)
New Zealand 2010
“100% Pure Brand”

Experiences!

2.4 million international visitors per annum (41 million guest nights) – an increase of 50% since launch of 1999 “100% PURE” campaign

10% GDP – 1 in 10 jobs (NZ5.9 billion pa Foreign Exchange)
Ecotourism in NZ

WTO recognises ecotourism as the fastest growing sector of the tourism industry (demand driven)

Tourism important to NZ economy (National Tourism Strategy) and ecotourism principles commonly include:

• nature-based
• small scale
• locally owned
• educational
• tourist-guide ratio

• education/interpretation
• conservation advocacy
• cultural (Maori) interpretation
• community benefits
NZ industry facilitating positive impacts:
- Community = educational, employment and cultural health
- Supports national parks, wildlife parks and sanctuaries.
- Protection of native wildlife species, natural features, etc.
- Generation of revenue for conservation.
- Development of facilities for use by locals & guests (e.g. recreational huts/tracks)

Native robin, Rakiura National Park, Stewart Island NZ
• Mega fauna (Marine mammals) and birds...
• Often a single species focus
• Consumptive (hunting and fishing) and non-consumptive (adventure/wildlife viewing experiences)
Ecotourism in New Zealand

Last Updated on: 15 December 2009
Tourism New Zealand website...

- Boat cruises (159)
- Canoeing and kayaking (65)
- Diving (43)
- Fishing (203)
- Jet Boating (31)
- Rafting (31)
- Sailing (55)
- Surfing (4)

- 2 Whale Watching (2)
- Penguin viewing (8)
- Dolphin viewing 22 (8 swimming)
Relevant networks

- Tourism Industry Association NZ
- NZ Birding Network
- Maori Tourism Council NZ (Living Landscapes!)
- Ecotourism NZ
Positive impacts of ecotourism: New Zealand cases

- Two examples based on 1999-2001 visitor research being repeated 2010-2011
- Positive contributions to ecosystems and communities
- Habitat conservation
- Visitor interpretation
Kapiti Island, Paraparaumu, Kapiti Coast – North Island

e.g. Richard Bangs
Kapiti Island Alive Tours

John and Sue Barrett – Amo Barrett
Reserve for protection of native birds (e.g. 1500 Kiwi; kaka)
Completely predator free since 1986 (rats, kiore, mice, possums)
• Operator contributes to fire risk management
• Operating standards to guard against reintroduction of predators
But even with conscientious operators negative impacts occur e.g. fearless wildlife become habituated.....
Tisdell (2007) estimated NZ$6.5 million in direct revenue and NZ$100 million in flow-on expenditure from wildlife viewing on Otago Peninsula.
Visitor management:
1. restricted access (fencing, guided tours)
2. visitor education on site (visitor centre and staff permanent)
3. Visitor monitoring is permanent
4. Closed during breeding season

- DOC and NGO initiative
- 1 chick in 1930s
- Tours commenced 1973 (under 10 birds)
- Tourism funded conservation (Predator trapping, removing power line, tree planting)
- By November 2003: 65 birds, 32 nests (28 chicks)
- 2010 – 140+ birds!
- 161,000 visitors (54,000 guided tours) – ‘Carrying Capacity’!
Challenges confronting NZ ecotourism

Competition from international destinations, e.g. Whale Watch Kaikoura Limited
Whale watching destinations – Northern Scotland, Canada (Vancouver Island), Australia (Hervey Bay), Norway (Hval Safari, Andenes)
New Zealand’s Expanding Carbon Footprint

Analysis of New Zealand’s Emissions Trading Scheme: major flaws and barriers to emission cuts.
-Te Araroa – the Long Pathway from Bluff to Cape Reinga
-Nga Haerenga the national cycleway proposal...
-Central Otago Rail Trail
Challenges in a carbon conscious society that tourism is a ‘green’ business...going ‘one step further’

Koanga Gardens – permaculture and organic gardening, Northland, New Zealand
Thank you...to Associate Professors Pat Maher and Pam Wright
Self assessment questions

• What are the potential positive impacts associated with eco-/nature tourism?

• To what extent may tourism contribute to the protection of wildlife species and the enhancement of the habitats? Consider examples from Canada.
References and readings


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Richard Bangs Travel on YouTube