

# Tourism in NZ- Aotearoa

## Tourist Definitions

Anyone who spends at least one night away from home, no matter what the purpose....

“a person travelling for pleasure”

Tourism is the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose. (United Nations approved definition)

You can divide tourists up into four travel types:

1. Fully Independent Travellers
2. Semi Independent Travellers
3. Package Travellers
4. Tour Group Travellers

**What makes a tourist tick?  
What makes a tourist business provider successful?  
What are the costs & benefits of tourism?**

## Overview

Tourism took off globally, in the 19<sup>th</sup> Century when travel for pleasure grew at a fast pace. Wealthy people would go to spas and visit other exotic locations. In the 20<sup>th</sup> Century businesses were set up to help people travel.

Tourism as an industry covers the length and breadth of the country, allowing people to experience Aotearoa, giving great memories to millions of visitors every year.

The tourism industry is now worth around \$14b a year to the New Zealand economy and employs 10% of the workforce,

Tourism comes from the French word “travail” meaning to “labour or toil”

## The Beginnings for New Zealand

Tourists in the late 1800's arrived but for many the trips were long and expensive. A lot of walking was involved. Pioneer Robert Graham developed the first hot springs resort at Waiwera (north of Auckland) in 1845. The earliest hosts and guides were the Te Arawa people from Rotorua as they guided tourists to the eight wonder of the world the “Pink and White Terraces” After these were destroyed in 1886 they guided people to other springs and reserves.

In 1876, the Government took charge of the provincial railway system, and access for tourists improved.

By the 1890's the Rotorua, Te Aroha, Hanmer Springs thermal areas were opened, Milford Track, Tasman Glaciers and the Waitomo Caves were in business, and people could travel by steamers on the Whanganui River and Manapori, Te Ana and Wakatipu lakes.

After 1901 the Government became more involved in managing roads, tracks, hotels and other reserves and resorts. Promotions to advertise New Zealand were set up and a full travel booking service was operating by 1911.

Zane Grey, a famous novelist and angler, put NZ on the map for big-game fishing in the 1920's after his exciting and successful experience in the Bay of Islands.

**Did you know:** people first bathed in hot pools naked! Bathing suits were declared to be a danger as they could ‘conceal all sorts of contagious diseases’..

## Changes in the 'Attractions'

From the relaxation in spas, to guided walking of the Milford track (started 1891), the first head of the Department of Tourists and Health Resorts in 1901 added new attractions with imported game, and established reserves for fishing and hunting. In the 1940's skiing was established at first Ruapehu and then Queenstown and Mount Cook.

National Parks, only developed by three other countries on the scale similar to the USA, became part of the attractions with Tongariro Park in 1877. We have 14 parks in all reserved for public use and preservation.

Further adventure tourist activities invented by Kiwis were added like, planes with skis (1955) jetboat rides (1957), rafting 1972, and the elastic bungee in 1988.

Ecotourism, utilising the 'clean, green' image of New Zealand developed about 1991, with Kaikoura Whale Watch being one of the earliest eco-tourism operations.

## Key Facts & Figures

Tourism plays a key role in our economic growth by providing employment, foreign exchange earnings, investment and by encouraging regional development.

## Visitor Arrivals

From 5,233 arrivals in 1903's first official survey, there has been almost constant growth in international visitor arrivals for the last four decades. Most recently, for the year ended May 2003, overseas visitor arrivals totalled 2,054,000 million up 101,000 or 5.2% over the May 2002 year.

## Length and Number of Stay Days

The average length of time spent in New Zealand by visitors in 2002 was 20 days. (One day less than 2001).

The number of stay days for all visitor arrivals in June 2002 was up 10 percent on the previous June, from 2.3 million days to 2.5 million days, while the average length of stay increased from 20 to 22 days.

## Economic Contribution

Tourism directly and indirectly contributes almost 9% of New Zealand's GDP and is one of New Zealand's largest export industries.

International Tourism currently generates approximately \$6.2 billion per annum in foreign exchange. The tourism industry as a whole (domestic and international) contributes \$14.6 billion per annum to GDP (Gross Domestic Product).

The Government raises \$1 billion in GST revenues from tourism. Tourism and Education services are the only New Zealand export industries liable for GST.

**Invented in NZ..**  
connect me to the correct notes

**Other Tourist Activities**

## ***Regional Development***

The money spent by international and domestic visitors is a significant driver of regional development throughout New Zealand. Every region benefits. (See the benefits page)

## ***Employment***

The New Zealand tourism industry is made up of 10 major public-listed companies and between 13,500 and 18,000 small to medium enterprises.

Tourism is a major employer and supports one in ten jobs in New Zealand in a wide variety of jobs and skill levels, with over 90,000 full-time equivalent jobs provided directly through tourism and an estimated 69,000 indirectly.

## ***World Trends***

Tourism is a global industry and its growth potential is unrivalled. Trade in services is the largest and fastest growing sector in the global economy and tourism is a significant component of this.

## ***Contribution of Tourism to other Sectors***

Tourism impacts directly upon a range of sectors including:

- transport
- accommodation
- retail
- catering
- financial services

Many other sectors benefit through provision of goods and services that support tourism businesses, including:

- construction
- printing and publishing
- manufacturing
- insurance

# A Case Study On Tourism – Everest

## Costs and Benefits of Tourism in Nepal’s Mt Everest Area

A number of expeditions had been made to climb the tallest mountain in the world which ended in the successful attempt by Tenzing Norgay and Edmund Hillary on May 29, 1953. This inspired many others to climb or just visit the mountain. In the following years, mountaineering and trekking flourished in the Everest region bringing profound changes in the Sherpa economy, which had traditionally relied on agriculture, pastoralism and trade. Today, mountaineering and trekking tourism are the mainstay (main way of earning income) of the overwhelming majority of the Sherpas.

From mere 1, 406 trekking tourists during 1971/72, the Everest region is now visited by more than 16 000 tourists every year. There are two distinct tourist seasons – between October and December, and March and April. The number of visitors is more than five times the resident population.

### **Everest Benefits**

Sherpas have become more affluent, educated than other people groups around them. (See also Costs Benefits Comparison)

### **Everest Problems**

The most evident impacts in the Park are the accumulation of garbage, pressure on local forests, trail degradation, and cultural changes.

Waste became so common that a clean-up in 1984, by the First Sagarmatha Cleanup Expedition buried 1,800 trash-can-sized loads of garbage. Sanitation is poor in places as increasing numbers stress toilet facilities. Even hotels and pubs have problems as up to 40 000 beer bottles accumulate. There are also the problems of medical evacuation, rescue, and the bodies of climbers that are left on the mountain.

Secondly, for a while the forests were being rapidly depleted for firewood and building (homes, tourism facilities etc) within the National Park, but now with prohibition on cutting within the Park, the forest outside the boundaries is being depleted. It is estimated that the tourist demand for wood creates an increase of 85% over the locals use. Locals love the use of fire (feeling of warmth) and so they can sit and chat for hours at night.

Thirdly, soil erosion along trails, root exposure (trees can die), deep trail ruts, and excessive trail widths are common throughout the Park. In addition, visitors come across muddy trails and running water along trails. Muddy trails often result in multiple treads as trekkers seek to circumvent the muddy areas.

Fourthly, while restoration and construction of temples, shrines and monasteries has happened, and new regional religious celebrations such as the famous *Mani Rimdu* festival have become more popular, the culture of the area is under threat. Numbers of young Sherpas have become drug users and are spending less time with their elders. The influence of the West, via satellite TV, is now starting. Sometimes, the aspects of culture that are shown to tourists are the parts that make for a “good show,” and this can lead to people misunderstanding Sherpa culture.

Non-Sherpas in the area have tensions with Sherpas due to their improved finances, leading to between the groups. For instance non-Sherpas working as guides or porters often do not receive fair payment of their services.

How would you fix these problems?

the cleanliness of a place

reduced

banning

## Other Tourism Costs & Benefits

Use ideas from here and elsewhere for your cost and benefits comparison.

### Costs

- Aeroplane travel causes more pollution per passenger kilometre than trains. Some estimates are between three and eight times as much. Other types of pollution from tourism are: noise, litter, water, waste disposal, by-products from businesses involved in tourism.
- Consumption of land, water and other parts of the environment. Often tourist industry will receive priority over locals.
- Using up of other local resources especially in third world countries
- In many cases of mass tourism, 80% of the holiday fee goes to the tour operator and travel company and less than 20% to the local people.
- Poor people groups can be kicked off the land they are using by wealthy businesses getting on the “gravy train”. Land costs can dramatically increase in a town or area focused on tourism (think Queenstown). In India women are becoming slum dwellers as the fields they used to farm have been turned into golf courses. Many have then been driven to prostitution to support their families.
- Tourists are easy terrorist targets
- Tourists can raise prices of day to day goods for the locals
- Contamination of the local environment through introduction of foreign species
- Local identity can be lost.. i.e. the bottle house disappearing from Queenstown
- Local or indigenous culture can be made into a “show” which may not express what is important about the culture. Bad taste easily occurs.

plastic kiwi

### Benefits

- Improved resources and infrastructure for locals and country
- Becoming well known and popular – sense of pride increases
- Relaxation, pleasure, experiencing new situations, thrills
- A chance to have a holiday
- Employment and profits for providers
- The fostering of understanding among peoples of different nations and cultures. A chance to exchange knowledge, ideals, and traditions
- Helps to increase public appreciation of the environment and spread awareness of environmental problems
- Improvements to local culture as it is appreciated more, and possibly receives more funding.
- New ideas and experiences are brought by tourists or created by providers as they meet different tourists needs
- People may want to settle permanently in a country when they experience its benefits and bring their wealth and skills with them.

May help other businesses to sell goods overseas

Jobs both in the tourism sector and in other supporting services

A wider range of ethnic cultures

## Tourist or Visitor Activities

Look at these categories and come up with two or three examples of each

Visits to friends and relatives			
Pleasure			
Sport			
Cultural			
Health /Relaxation			
Eco-Tourism/ Nature			
Religious			
Heritage			
Education			
Business			
Adventure			
Heritage			
Event			
Conference & Convention			

## Structure of the Tourism Industry

Match the correct sector of the tourism industry from the left column with the industry activity described on the right hand side by joining the two with a line.

Accommodation	A hotel receptionist sells a ski field lift pass to an Australian visitor
Ancillary	A rafting guide introduces customers to the safety rules of rafting
Attractions/Activities	A French visitor to New Zealand places a toll call to family in Paris
Sales sector	An Aucklander visiting Dunedin takes a taxi to Dunedin airport
Attractions/Activities	A Greymouth businessman stays for two nights in a motel on Papanui Road
Ancillary	The Gondola receptionist sells gondola tickets to a group of touring students
Attractions/Activities	A member of a tour group from Seattle withdraws cash from an ATM using her Visa card
Sales sector	A travel agent sells a twelve day ocean cruise to a Christchurch farmer and his wife
Ancillary	A Japanese tour group visits the local museum
Transport	An American couple dine at a seafood restaurant in Kaikoura

**CLEANING  
SERVICES**

**CONSTRUCTION  
FIRMS**

**INSURANCE FIRMS**

**TRAINING  
ESTABLISHMENTS**

**TRANSPORTATION**

**PERSONNEL  
FIRMS**

**ATTRACTIONS AND  
ACTIVITIES**

**THE  
TOURISM  
HUB**

**ACCOMMODATION**

**ANCILLARY SERVICES**

**TRADE &  
PROFESSIONAL  
ASSOCIATIONS**

**PUBLISHING &  
PRINTING FIRMS**

**SALES**

**AGRICULTURAL &  
HORTICULTURAL  
INDUSTRY**