



*Tourism for the wellbeing of Aotearoa/New Zealand –
is Sustainable Tourism enough?*

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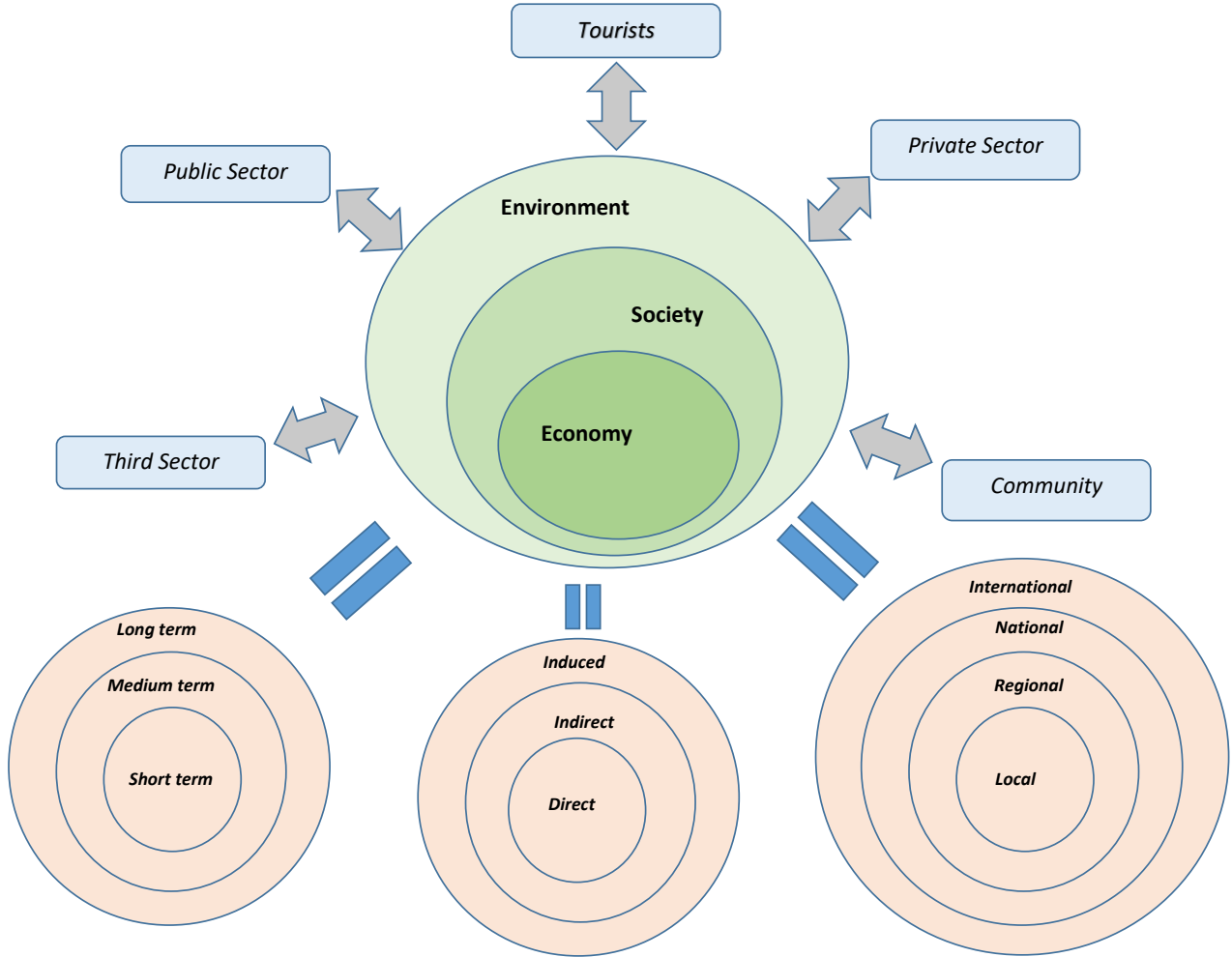
Speaker's Science Forum, Banquet Hall at New Zealand Parliament, 7 April 2021

WELLBEING & SUSTAINABLE TOURISM

Wellbeing as conceptualised in the Wellbeing Budget 2019:

Best choices for current and future generations requires looking beyond economic growth on its own and considering social, environmental and economic implications together.

Conceptualisation of Sustainable Tourism



Source: Schott, 2018

Tourism's Environmental Sustainability

Aotearoa/New Zealand has been celebrated as a **leader in environmentally sustainable tourism** winning multiple awards from '*Tourism for Tomorrow Awards*' and '*Responsible Tourism Awards*', **but research highlights a range of environmental costs:**

- water quality degradation, solid waste generation, biodiversity loss and biosecurity risk (PCE, 2019, The Environmental Consequences of Projected Tourism Growth)
- Air pollution and sediment disturbance by cruise ships (Lück, Seeler, & Radic, 2021)
- Over 10-year period 161,261 ACC injuries from beach litter which tourism contributes to (Campbell et al, 2019)

Pristine, popular... imperilled?

The environmental consequences of projected tourism growth

December 2019



 Parliamentary Commissioner for the Environment
Te Kaitiaki Taiao a Te Whare Pāremata

Tourism's Cultural Sustainability

Aotearoa/New Zealand celebrated as global leader in indigenous tourism – many awards including ‘*TripAdvisor Travellers' Choice Awards*’ and ‘*National Geographic World Legacy Awards*’, but Maori scholars and iwi raise concerns:

MAI A NEW ZEALAND JOURNAL
OF INDIGENOUS SCHOLARSHIP
JOURNAL
DOI: 10.20507/MAIJournal.2020.9.3.10

FROM EXPLOITATIVE TO
REGENERATIVE TOURISM

Tino rangatiratanga and tourism in Aotearoa New Zealand

Helen Matunga^{*}
Hirini Matunga[†]
Stephen Urlich[‡]

Abstract

Aotearoa New Zealand's environmental management has long been considered short-sighted and focused on economic development over environmental, cultural or social imperatives. Tourism contributes to those pressures on our environments and communities. While Māori have always been involved in tourism, there is a concerted movement by many Māori towards engagement with tourism as a means of reconnecting with cultural traditions, protecting natural resources and providing employment for whānau. However, a definitive framework is lacking for establishing the limits of acceptable environmental change for different taonga from the effects of tourism. Such a framework is essential for bridging the implementation gap between the goals of national tourism and environmental strategies, and the actual outcomes on the ground. Here, we advance the Mauriora Systems Framework (MSF) (Matunga, 1993) as a conceptually robust and generic framework that is unique to Aotearoa New Zealand and provides a language and process centred on mauri for mana whenua to come together with management agencies in setting outcomes for places and taonga. We suggest the MSF is consistent with the aspiration for the emerging notion of regenerative tourism and that it can also contribute to a greater understanding and valuing of mātauranga and tikanga Māori within the tourism industry and its host communities.

- “For Māori, the imperative for more effective management of tourism impacts has been a long-standing concern inextricably linked to broader concerns regarding the general health of the natural environment” (Matunga, Matunga & Urlich, 2020:296)
- Iwi and hapū have expressed concern about the impacts of visitors on culturally significant places (MBIE, 2020, Briefing to Incoming Minister of Tourism)
- Concerns by Māori about the disconnection between tourist provision and mana whenua (PCE, 2018, Maori Perspective on the Impacts of Tourism)

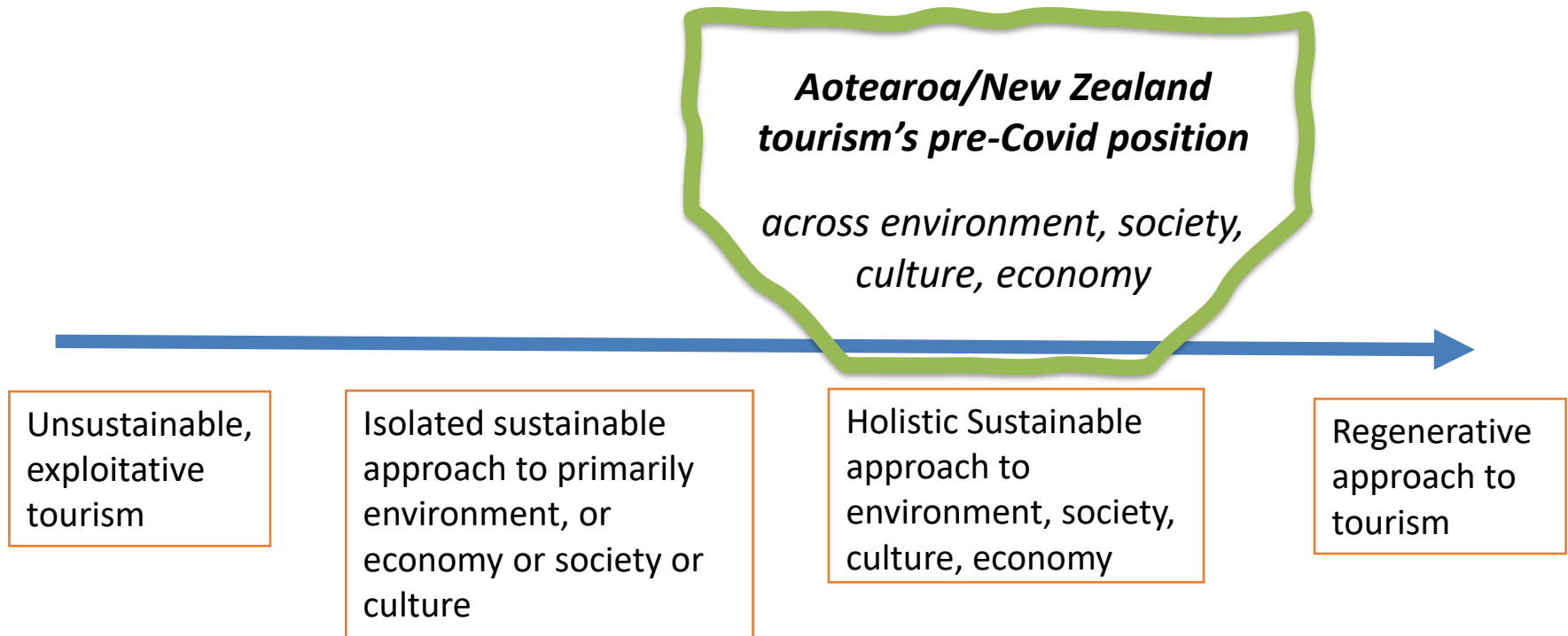
Tourism's Social Sustainability

According to the March 2020 Mood of the Nation Report, **92% of Kiwis agree that tourism is good** for New Zealand, but the **'social license to operate tourism'** in its current form is being called into question by kiwis:

- “adverse effects to the financial/physical, natural and human capitals have begun to have direct negative impacts on communities, which is damaging New Zealanders’ support (the ‘social license’) for tourism” (MBIE, 2020, Briefing to Incoming Minister of Tourism)
- Pressure on infrastructure and damage to the natural environment were Kiwi’s top concerns regarding international tourism (TIA & TNZ, 2020, Mood of the Nation)
- 12% of Taupo region residents wish for less tourists overall and 36% wish for less Freedom campers, biggest concerns increased litter and human waste (Lonergan & Schott, 2021)



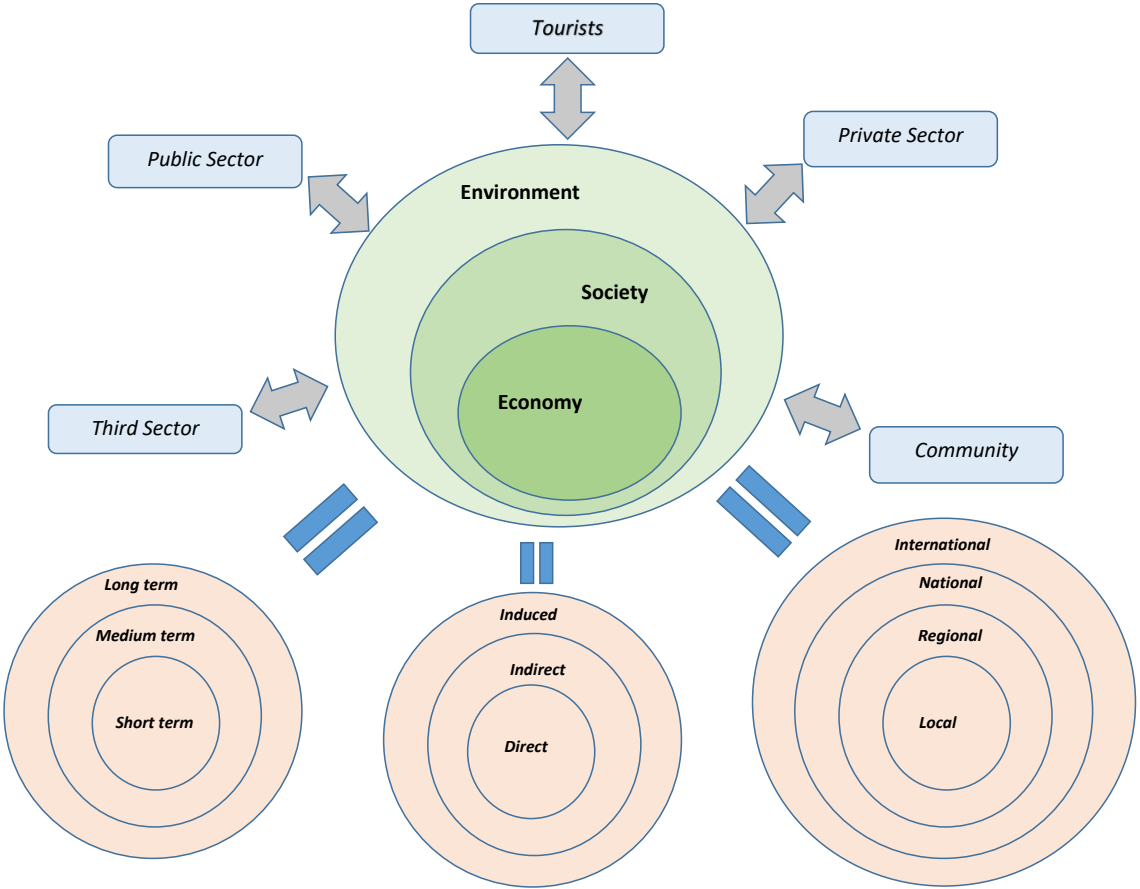
Simplified Continuum of Tourism Development and Management approaches



SUSTAINABLE TOURISM & REGENERATIVE TOURISM

Regenerative Approach to Tourism:

Environment, Society, and Economy have increased wellbeing after tourist visits



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Regenerative Approach to Tourism:

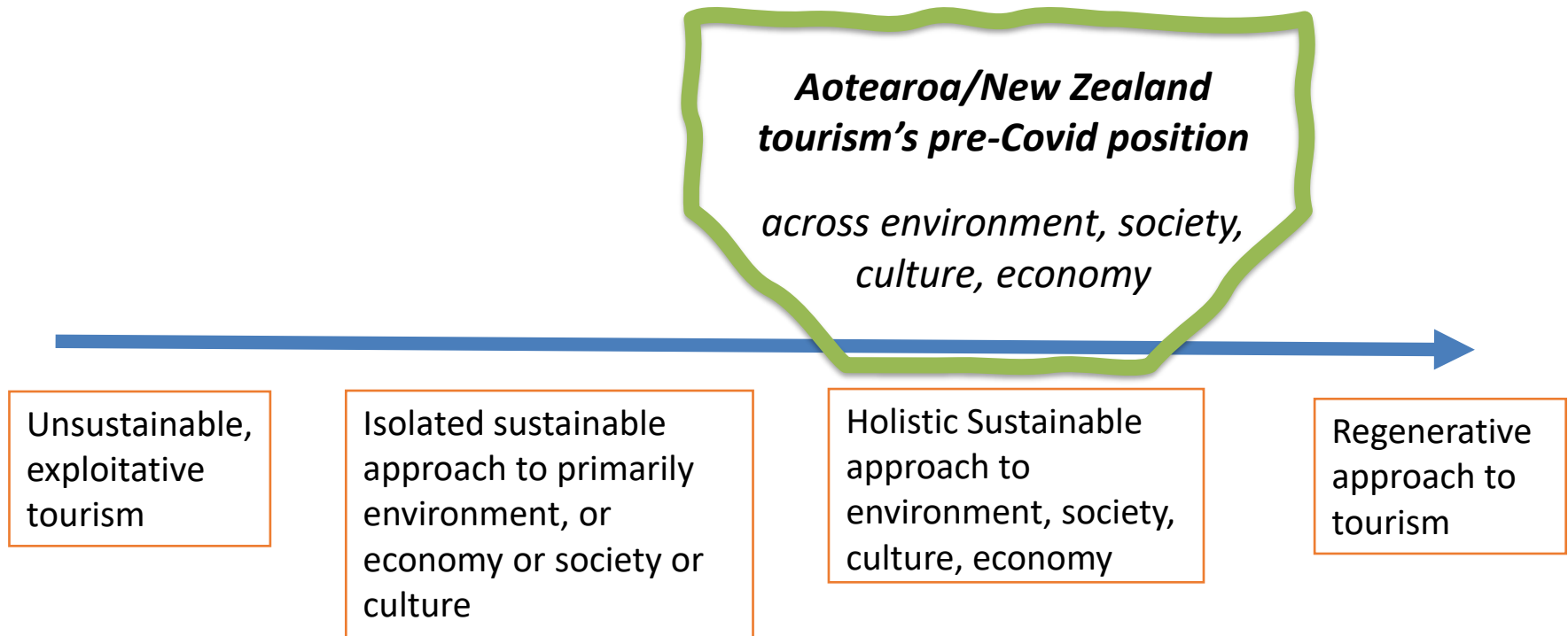
Environment, Society, and Economy have increased wellbeing after tourist visits

Regenerative Approach to Tourism is not an alternative, it is a higher level goal of the Concept of Sustainable Tourism

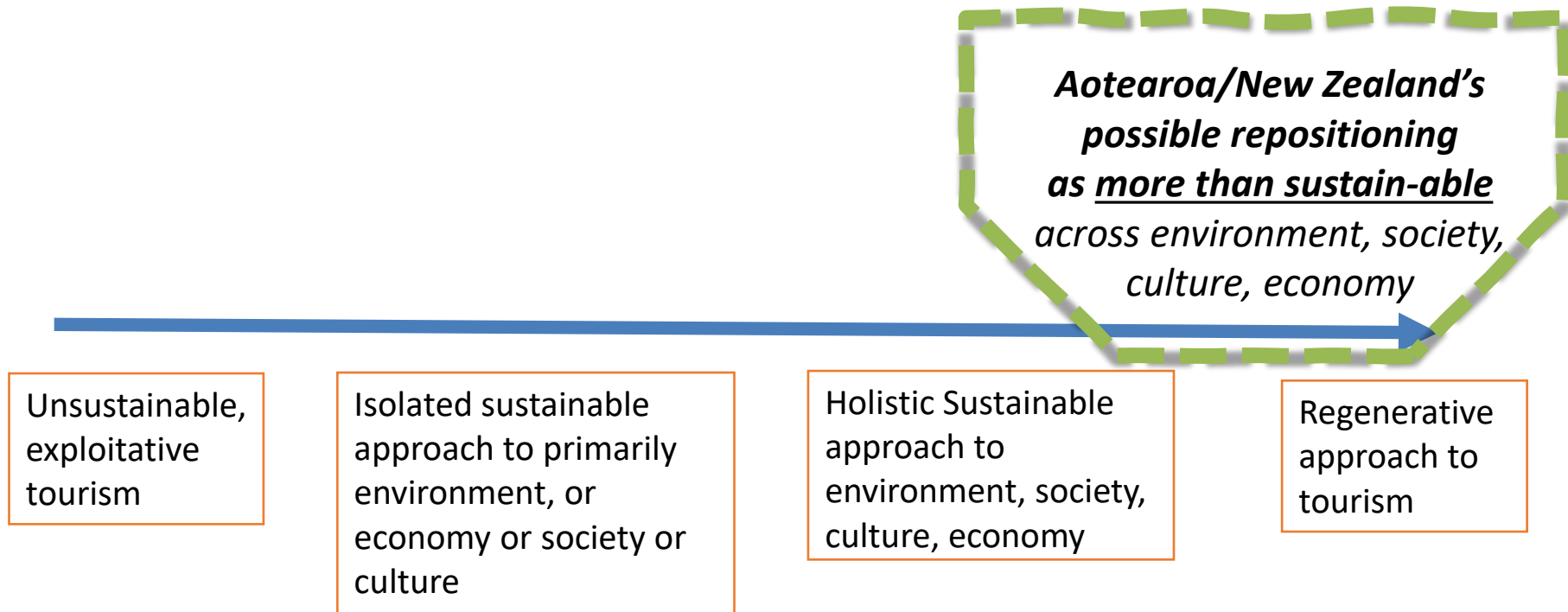
In addition to meeting the full costs of any negative impacts, under a regenerative approach tourists and tourism companies should contribute:

- *Culturally, socially, directly financially to community wellbeing*
- *Culturally, socially, financially, physically to community wellbeing projects*
- *Financially and physically to wellbeing of ecosystems, flora and fauna*

Simplified Continuum of Tourism Development and Management approaches



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Opportunities for REGENERATIVE approach to tourism (based on 20 years of tourism research, reading and observation)

Broad alignment with key document and strategies:

- Tourism Futures Taskforce
- MBIE Government Tourism Strategy
- DoC Heritage and Visitor Strategy
- Wellbeing Budget
- Treasury's Living Standards Framework
- TPK's Indigenous approach to LSF

Kiwis want change to tourism:

- Public consultation for TFT report
- Parliamentary Commissioner for the Environment reports
- Community-based academic research
- Mood of the Nation report

Consistent with Te Ao Māori (Matunga et al, 2020) and embedded in The Mauriora Systems Framework (Matunga, 1993)

International tourists are increasingly questioning '100% Pure New Zealand'

Sustain-able tourism is essential, but not enough to achieve wellbeing for all of Aotearoa/New Zealand

Aotearoa/New Zealand's possible repositioning as more than sustain-able across environment, society, culture, economy

Strong global perception of integrity:

'Least corrupt nation' (Transparency International),
'4th best democracy' (Economist Intelligence Unit),
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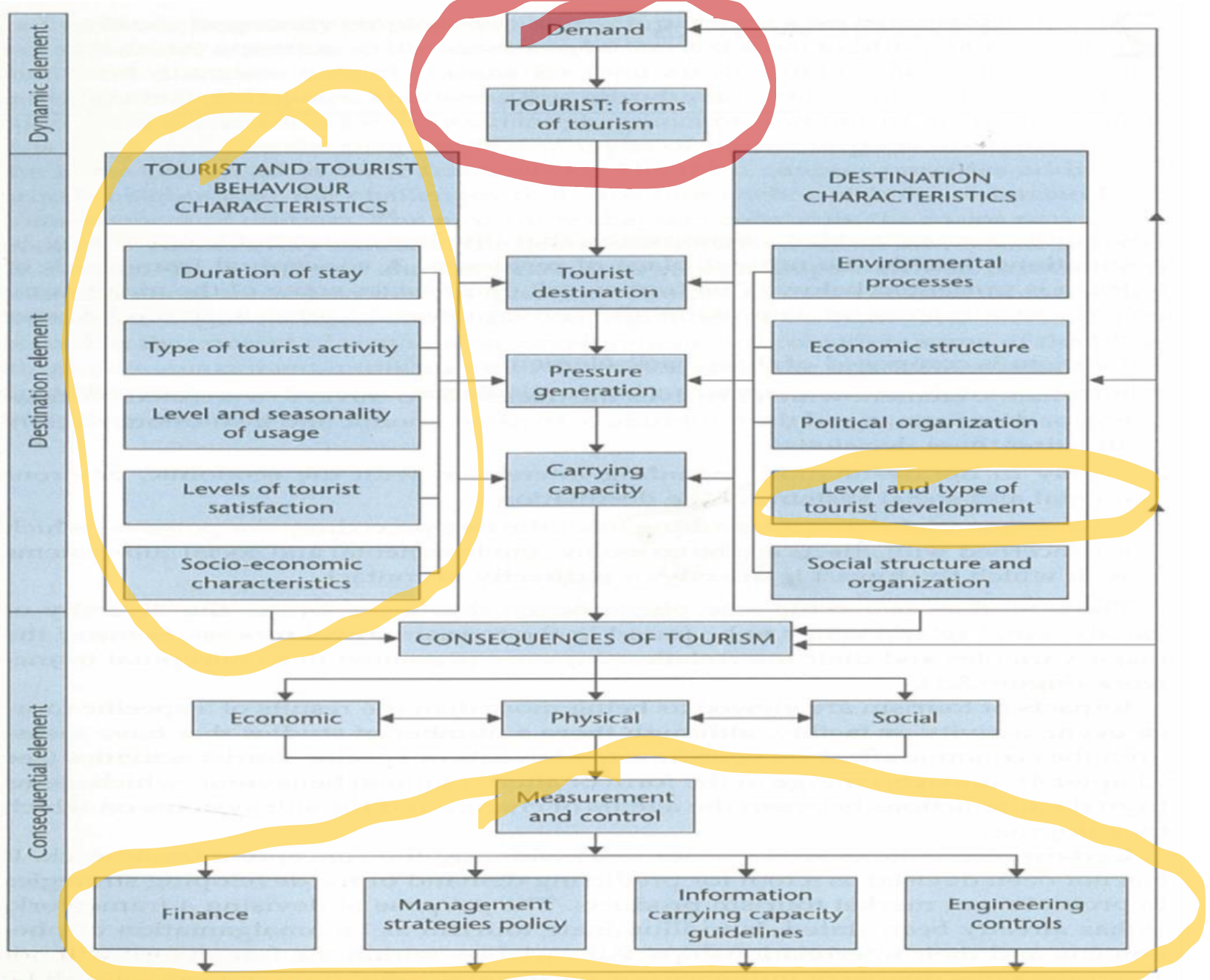


Fig. 2.1 A conceptual framework of tourism

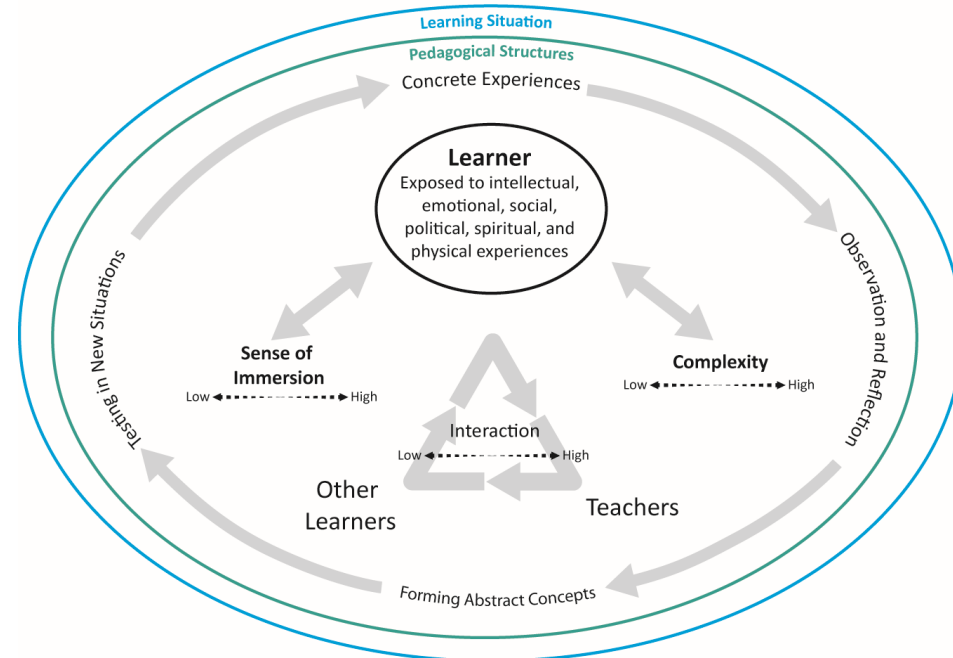
(Source: After Mathieson and Wall 1982)

Concept from 'Education for Sustainability'

Consider prospective tourists' expectations of a regenerative approach to tourism in Aotearoa/New Zealand in broader context of country's needs

Then, in their home environment, educate tourists using Virtual Reality technology about Aotearoa/New Zealand's regenerative approach to tourism to:

- 1) inform tourists' destination decision-making
- 2) engender appropriate destination expectations
- 3) cultivate appropriate tourist conduct in Aotearoa/New Zealand - culturally, socially, environmentally, financially



Source: [Schott & Marshall \(2018\)](#)

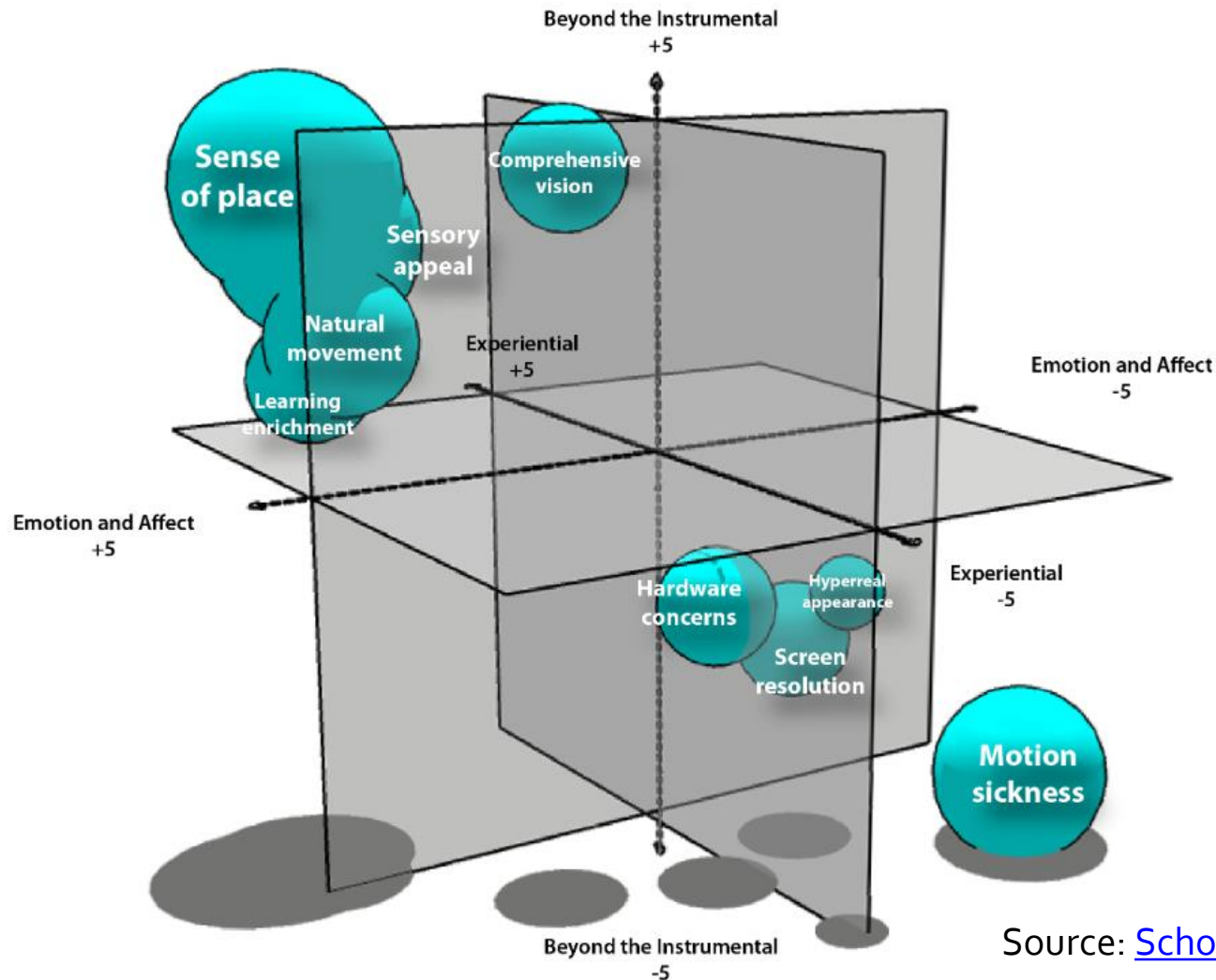
Before leaving for Aotearoa/New Zealand prospective tourists can learn through Virtual Reality about:

- the country,
- its unique cultures,
- its unique environment,
- Kiwis' concerns about tourism impacts,
- what a regenerative approach to tourism means for their visit to Aotearoa/New Zealand



Example of Sustainability Education Tool about Machu Picchu Pueblo in Peru

User Experience Research on VR Experiential Education

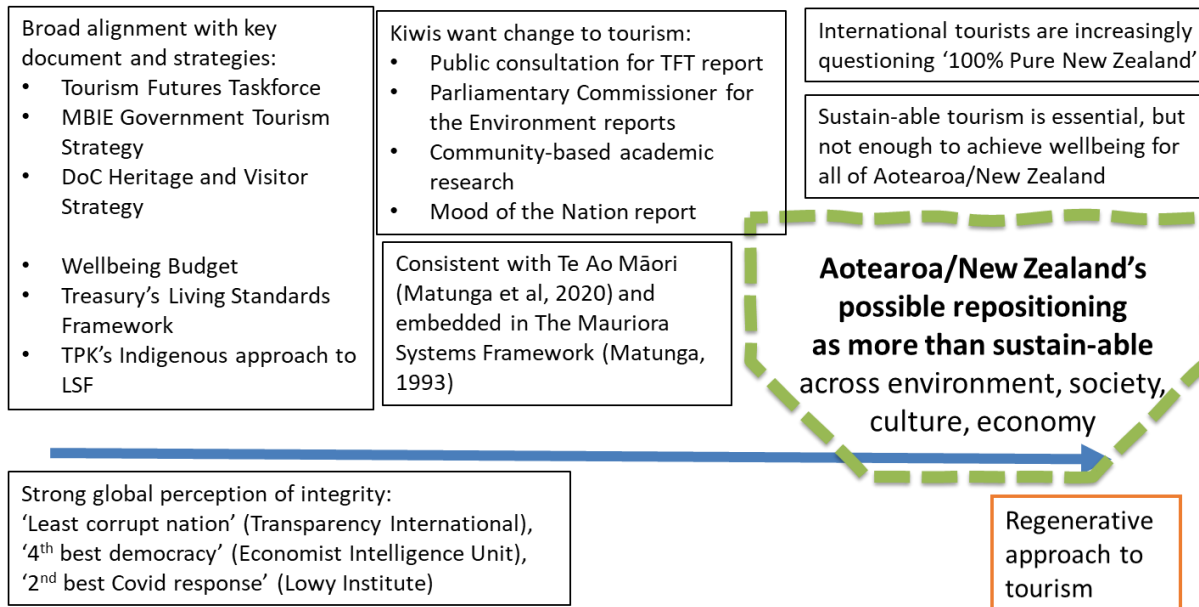


Source: [Schott & Marshall \(2021\)](#)

In summary:

We are uniquely positioned to be a/the global leader in Regenerative Tourism – culturally, socially, and owing to our innovative mindset

The time for this transition appears most opportune now





Tēnā koutou and thank you very much

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