

# Ecotourism NZ Conference 2007

## Ministry of Tourism

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[www.tourism.govt.nz](http://www.tourism.govt.nz)  
[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)



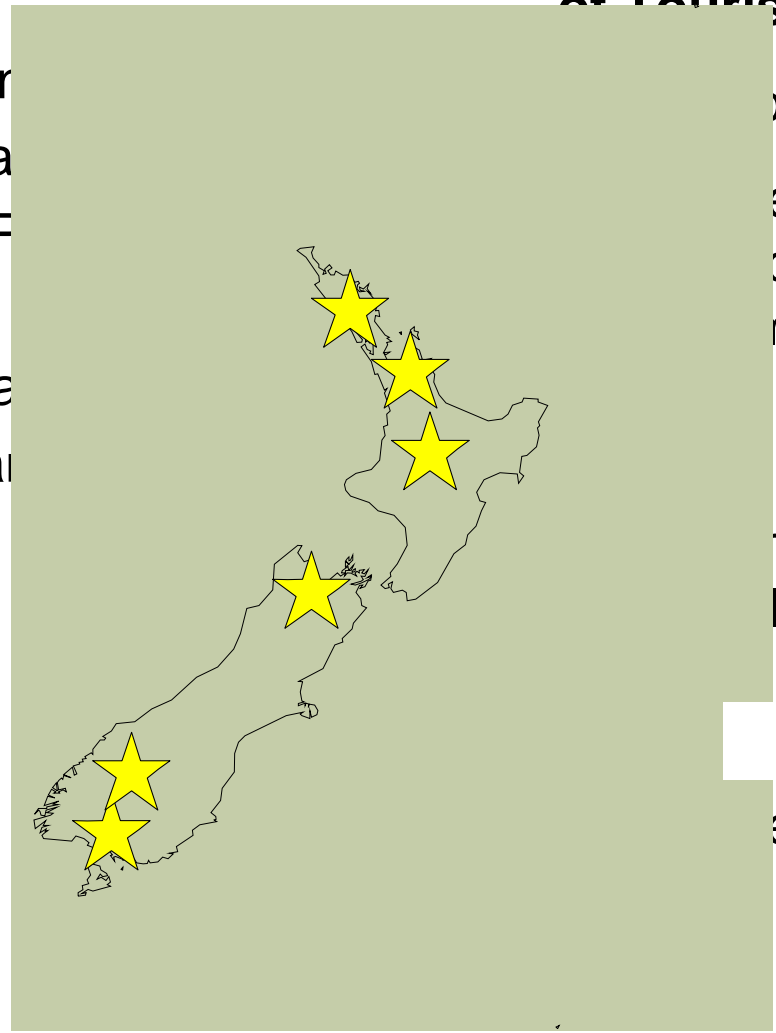
# Sustainable Tourism Charter Project

[www.tourism.govt.nz](http://www.tourism.govt.nz)  
[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)



Six regions participating:

- Northland
- Rotorua
- Bay of Plenty
- Nelson
- Wanaka
- Southland



**Joint initiative between the Ministries of Tourism & Environment.**

Focus:

• Increase business awareness about importance of environmental management.

• Provide tools and assistance to promote sustainable practice at the local business level.

• Encourage tourism business leaders to act as role models for implementing good

# Sustainable Tourism Charter

## What worked well?

[www.tourism.govt.nz](http://www.tourism.govt.nz)

[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)



- Networking opportunities
- Assessors' expertise and technical knowledge
- Flexible approach
- Responding to customer demand

# Sustainable Tourism Charter

## What didn't work so well?

[www.tourism.govt.nz](http://www.tourism.govt.nz)

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- Lack of specific, targeted solutions for sub-sectors.
- No central website
- No differential grading within the Charter
- Some operators saw the Charter as a means to reaffirm best practice (rather than adopt major new practices)

# Central website

[www.tourism.govt.nz](http://www.tourism.govt.nz)  
[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)



## [www.tourism.govt.nz/sustainability](http://www.tourism.govt.nz/sustainability)



- Sustainable Tourism
- What can you do?
- What's in it for you?
- What help can you get?
- How can you get recognition for your efforts?
- What is the government doing?

[Home](#) > Sustainable Tourism

## Sustainable Tourism

### What is sustainable tourism?

The natural environment, our communities, cultures and businesses are all part of what makes up the tourism industry.

Sustainable tourism is about protecting and enhancing the natural environment and resources for future generations, whilst at the same time ensuring long-term economic and socio-cultural benefits.

[More definitions...](#)

### Why is it important?

- New Zealand's natural environment is the primary drawcard for our visitors. The natural environment is the cornerstone of the New Zealand experience. We need to protect and preserve this valuable asset.
- Our visitors' experiences will be enhanced: leading to increased satisfaction.
- Consumer demand for sustainable products and services is on the rise.

# Sector Specific Guides

[www.tourism.govt.nz](http://www.tourism.govt.nz)  
[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)



Accommodation

Transport

Attractions

Fresh  
Water-  
Based  
Activities

Land-  
Based  
Activities  
(Mobile)

Land-  
Based  
Activities  
(Fixed)

Food &  
Wine

Marine-  
Based  
Activities

Sector Specific guides will be launched at the Tourism Industry Conference this month!  
They will also be available to download from our website  
[www.tourism.govt.nz/sustainability](http://www.tourism.govt.nz/sustainability)