



ecotourismnz

CONFERENCE OUTCOMES



Session details

1. Progress to date
2. Summary of sessions
3. Key issues arising
4. Questions
5. Outcomes
6. Next steps
7. Closing



The Minister's session

The value of tourism to New Zealand:

- Generating over \$20b for the economy
- \$8.8b from international visitor spending
- Generating 18% of New Zealand's export earnings
- Equates to 9.2% of our GDP as our leading export earner
- International visitor arrivals growth 1% up on 2007
- International visitors are spending more money up 2.7%
- Many visitors willing to pay extra for quality
- But 1% growth softer than hoped for



The Minister's session

Key areas:

- Environment
- Offshore marketing
- Tourism research
- Maori tourism
- Capability and workforce issues

Time to raise the bar on environmental, social & cultural performance



Certification

Aim to have one NZ-wide certification standard

- Generally seems to be approval of new standards however questions on:
- Where is Kaitiakitanga & Manaakitanga and other cultural elements in the new environ standards
- How will Qualmark fit with other certification standards such as Green Globe?
- What is the evidence that certification impacts the bottom line?
- Acknowledging the unique elements of ecotourism such as interpretation and guiding
- How will it differentiate between mainstream tourism and ecotourism?

Concessions

- DoC objective to enable business opportunities to occur on DoC land
- Significant Changes announced at TIANZ on the allocation of concessions
- Favours well performing businesses, involves compulsory Qualmark certification for the life of concession & to continually perform
- Now 15 to 20 year concessions
- Rigorous review process approx. every 5 years
- Aim to build long-term partnerships with high performing operations



Concessions

Feedback:

- Generally positive
- Simplifying process
- Process needs strong enforcement to protect the integrity of the system
- Some questions on compulsory Qualmark certification
- Acknowledging the potential impact of competing uses of our environment (e.g. for the West Coast mining and dairying)
- On-going communication is key between DoC & concessionaire



ecotourismnz



The Internet

We're strengthening the web site by closing the magazine.
American Express Publishing



The Internet

The internet used to:

1. Inspire
2. Provide information
3. Transact

- Monitor your online presence
- Rapid update of mobile technology
- People have stayed with you will make or break your business
- 3 out of 4 visitors will use the internet to decide where and what to visit



The Internet and Tourism

- e-Marketing - relationship with your customer
- e- Commerce - relationships with your suppliers



E-marketing

- Communicating your messages
- Focussed targeting
- Transactional marketing
- Networking
- Productivity gains
- Cost versus reach



E-commerce

- Transaction costs
- Supplier networks
- Productivity gains
- Measuring performance and trends

Yield

- You must know your unit costs and contribution on an outgoing basis
- Value not volume
- There is a number of government grants to assist you can grow your business
- Need to review pricing
- Need to control costs



Sustainability

- The world wants more sustainability and expects NZ to be a leader
- We can all take small steps to “leave no trace” – take poo pot
- Go for Qualmark’s Enviro-Gold – check the list, tick the box
- Go CarboNZero, measure, manage mitigate, get the credit
- Make a Real difference –planet better because you are in business
- Make sustainability sticky - @ home with Ecotourism in NZ

Ecosystems

1. Monitoring and measuring over time
2. Knowing what the question is
3. Simple repeatable methods
4. How long to monitor?
5. Look at other variables
6. Use the information (secure storage)
7. Find out what else is going on (talk to your local DoC office)
8. How many of you think you may do this now?



Maori Tourism Research

- Visitors prefer to be told about Maori culture by Maori people
- Visitors understand very few Maori words
- Pakeha visitors feel they should know more about Maori culture
- Confusion over what cultural elements that they should pay for
- Different expectations on authenticity
- Local Maori guides can explain cultural elements and enhance experiences
- Varied interest in Maori tourism from visitors
- All visitors have individual needs and wants



Maori Eco-Tourism Business

1. Crystallise your ideas & keep it simple at least to start with
2. How will you support yourself while you build your business and in the off-season?
3. What is your point of difference?
4. What might make it difficult for potential customers to buy your experiences?
5. How might you sell your product to different types of visitors?
6. Build networks and collaborate heaps
7. Think about your own priorities and how you might achieve them?



Story telling

- Sources of relevant scientific research
 - must be authentic
- A need for an ecotourism science network?
 - research officer
- Dissemination of information to operators
- Avoidance of mis-information
- Concern over protection of sites
 - fossil deposits
- Wetlands & sensitive areas
- Overstaying welcome with landowners



Eco-cultural tourism

- Use stories to change a product from good to great
- Mutual partnerships are important
- If you are telling local stories make sure that they are the right story
- Look for scientific, DoC and community partnerships/collaborators
- Authenticity is rated by visitors, make sure staff have the training to tell the story
- Who has the IP of Maori culture? And do we need a body to manage & distribute IP funds back to the community
- Talk to local Iwi, Tangata whenua, Mana whenua for permission to use Maori culture
- Term kotahitanga needs to be included in Eco-cultural tourism

Recommendations

Maori Tourism

- Engage with local iwi in order to work through what stories can be told
- Continue to develop relationships with operators, industry and iwi

Certification

- Ensure the elements of Ecotourism including certification and guiding can be included in Qualmark's new Envriion standards
- Represent Maori components of Kaitiakitanga & Manaakitanga in the new Qualmark standards
- Research is required to measure the impact of certification on the bottom line of a business

Recommendations

Concessions

- Communication essential between DoC and concessionaire to ensure DoC understands the business
- Simplification of the concession process is required
- Stronger enforcement is required to protect the integrity of concessions

General

- Continue to strengthen building relationships, networking and communications between ecotourism operators around the country
- Promote word-of-mouth communications



Recommendations

Nature Levy

-The majority of delegates at the conference voted in support of a nature levy. Further research and discussion is needed.

Conclusion

The Ecotourism NZ conference continues to act as a forum to work with industry and deliver to the relevant government agencies with the aim of affecting positive change for Ecotourism in New Zealand.



Next Steps

Delegate feedback

An online survey will be developed to gather feedback from delegates on the 2008 Ecotourism NZ Conference.

Ecotourism content

Ecotourism NZ will investigate methods to deliver information to operators
Such as information about New Zealand flora and fauna, geological
landscapes, Maori stories and interpretation techniques.