

Tourism Policy

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Vision

The Green Party envisions an Aotearoa New Zealand in which:

- Tourism contributes positively to national and local economic development.
- People choose holidays that enhance their own lives and the lives of all of the other species and communities with which we share the planet.
- New Zealanders develop a stronger “holiday close to home” focus.
- Overseas visitors choose to stay longer and visit more parts of New Zealand.
- Visitors are encouraged to show respect for the natural beauty and heritage of Aotearoa/ New Zealand and to support our efforts to preserve this.

Key Principles

1. The success of the tourism industry relies on the credibility of our 'clean and green' image.
2. Tourism must support ecologically sustainable development.
3. The tourism sector will continue to reduce its dependence on finite resources and be managed with the aim of reducing its impact on climate change.
4. Local and central government investment will be targeted at outcomes that have net positive benefits for both the economic and environmental sustainability of New Zealand.
5. Tangata whenua involvement in tourism policy development will ensure the best outcome in terms of impact on Māori assets and culture.
6. Tourism will respect indigenous principles such as manaakitanga and kaitiakitanga
7. The tourism industry will be a responsible employer with a well-trained workforce delivering an excellent service.
8. Domestic tourism should increase awareness of our own environment.

Specific Policy Points

1. A strategy for sustainable tourism

The Green Party will:

1. Support a tourism strategy that represents a sound basis for sustainable tourism (see our [Environment](#) policy).

2. Promoting tourism at home

The Green Party will:

1. Ensure Tourism New Zealand spends a proportion of its promotional budget on

- encouraging domestic tourism.
2. Work with industry, community and other stakeholders to encourage people to 'get out into the great outdoors,' in order to promote good health, domestic tourism and appreciation of nature.
 3. Support local community initiatives to manage their own tourism ventures.
 4. Support the continuing development of distinct identities and reputations for particular regions.

3. Managing the pressure of tourism

The number of overseas visitors to New Zealand puts considerable pressure on the attractions and communities most popular with tourists.

The Green Party will:

1. Work with local authorities to resolve issues with waste disposal (see our [Environment](#) policy).
2. Establish a community development fund, providing start up capital for ecologically sustainable small businesses and community enterprises, such as eco-tourism, especially those based in less well known locations (see our [Sustainable Business](#) policy).
3. Improve border biosecurity (see our [Conservation](#) policy).

4. Eco-tourism

The Green Party will:

1. Consider special planning zoning for camp grounds, which are diminishing in the face of rising land prices, and support initiatives to make available more DOC land for camping grounds where this does not affect environmentally sensitive areas.
2. Require DOC to prioritise recreation over tourism in line with its Conservation Act mandate to “foster recreation” and only “allow for tourism”.
3. Conduct a feasibility study on upgrading and extending railways to the main tourist destinations. Other innovative public transport solutions will also be investigated (see our [Transport](#) policy).
4. Promote rail as a great way to travel and seek to make it more available and reliable for tourism.
5. Build on the success of the New Zealand Cycle Trail (Ngā Haeranga) by expanding the cycle network to enable cyclists to reach more of New Zealand safely.
6. Support improved access to waterways and the high country regions for the benefit of locals and tourists.
7. Secure New Zealand's international reputation as a clean green country through strong environmental standards (see our [Environment](#) policy).
8. Ensure that schemes, such as WWOOF (Willing Workers on Organic Farms), do not need a work permit.
9. Assist tourist providers to promote greater environmental awareness and understanding by tourists.

5. Māori Tourism

The Green Party will:

1. Support the intellectual property rights of tangata whenua and require agencies who register brands to have a Te Tiriti based policy when accepting new brands.
2. Support the role of the Māori Arts and Craft Institute in promoting growth of

Māori tourism.

3. Support Māori ecological tourism with a focus on promoting kaitiakitanga and sustainable business.

6. Cultural tourism

The Green Party will:

1. Support both local communities and the tourism sector to protect 'at risk' cultural and historic landscapes and townscapes.
2. Establish a landmark system to authenticate tourism products and services based on New Zealand cultural heritage, aligned with any similar Tangata Whenua system.
3. Work with arts and crafts institutions in order to promote growth in New Zealand cultural tourism.
4. Promote educational/cultural tours including those with a TEFL (teaching English as a foreign language) component.

7. Maintaining high standards

The speed of innovation in New Zealand's tourism industry needs to be supported by quality assurance procedures to ensure high standards of operation. Also tourists exploring our country need know how to keep themselves safe in the outdoors when visiting New Zealand.

The Green Party would direct the Ministry of Tourism to work with the industry to develop:

1. Workable and effective safety standards and codes, particularly in relation to adventure tourism.
2. A better career structure incorporating comprehensive training opportunities for tourism employees, including strong environmental and cultural components.
3. Increased education on safety for visiting tourists.