



Tourism Policy

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 Aotearoa 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 be ecologically, socially and economically sustainable.
3. The tourism sector should continue to reduce its dependence on finite resources and be managed to reduce its impact on climate change.
4. Local and central government tourism investment should provide sustainable ecological, social and economic benefits for Aotearoa New Zealand.
5. Tangata whenua must be strongly involved in tourism policy development at both regional and national levels to ensure optimal outcomes for Māori assets and culture.
6. Tourism should respect indigenous principles such as manākitanga and kaitiakitanga
7. The tourism industry should be a responsible employer.
8. Domestic tourism should increase awareness of our own environment.

Specific Policy Points

1. A Strategy for Sustainable Tourism

Policy Position

- 1.1 Ensure that the national tourism strategy represents a sound basis for sustainable tourism (see our [Environmental Protection](#) policy).

2. Promoting Tourism at Home

Policy Positions

- 2.1 Ensure government tourism agencies promote domestic tourism.
- 2.2 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.
- 2.3 Support local community initiatives to manage their own tourism ventures.
- 2.4 Support the continuing development of distinct identities and reputations for particular regions.

3. Managing the Pressure of Tourism

Policy Positions

- 3.1 Work with local authorities manage waste disposal and other other infrastructural needs associated with tourism (see our [Environmental Protection](#) policy).
- 3.2 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).
- 3.3 Ensure Aotearoa New Zealand's border biosecurity regime is sufficiently resourced and holds the necessary expertise to effectively protect against threats (see our [Conservation](#) and [Agriculture and Rural Affairs](#) policies).

4. Māori Tourism

Policy Positions

- 4.1 Protect the intellectual property rights of tangata whenua and require agencies who register brands to have a Te Tiriti based policy when accepting new brands.

- 4.2 Support the role of the Māori Arts and Craft Institute and similar organisations in promoting growth of Māori tourism.
- 4.3 Support Māori ecological tourism with a focus on promoting kaitiakitanga and sustainable business.

See also our [Kaupapa Māori](#) policy.

5. Cultural Tourism

Policy Positions

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

6. Tourism and Public Conservation Land

Tourism has increased significantly over recent years and many tourists utilise public conservation land. In some places this has led to pressure on related infrastructure and adverse impacts on natural values.

Policy Positions

- 6.1 Review the concessions section of the Conservation Act, and the Department of Conservation's (DOC) management and administration of concessions, to better protect natural values and avoid and manage visitor impacts.
- 6.2 Implement strategies to reduce the impact of high tourist numbers in some areas, including:
 - a) Visitor quotas on land with high conservation value.
 - b) Reviewing Civil Aviation Authority rules that allow air traffic over areas of natural quiet.
 - c) Conservation education for visitors.
 - d) Discouraging high volume tourism on public conservation lands.

- 6.3 Ensure that the levy on overseas visitors to Aotearoa New Zealand provides sufficient funding to DOC and local government to mitigate the impacts of tourism on the conservation estate, and regional infrastructure.
- 6.4 Ensure that DOC has sufficient resources to protect and maintain classic back country huts and bivouacs.
- 6.5 Require consideration of the cumulative effect of visitor activities on the character of public conservation land rather than just the effects of individual activities in isolation.
- 6.6 Ensure that Wilderness Areas remain protected as places where people can experience natural quiet, and consider proposals for new Wilderness Areas.

See also our [Conservation](#) policy.

7. [Eco-tourism](#)

Policy Positions

- 7.1 Consider special planning zoning for camp grounds, which are diminishing in the face of rising land prices, and support initiatives to make available more public conservation land for camping grounds where this does not affect environmentally sensitive areas.
- 7.2 Require the Department of Conservation to prioritise recreation over tourism in line with its Conservation Act mandate to “foster recreation” and only “allow for tourism”.
- 7.3 Upgrade and extend railways to the main tourist destinations and promote its use for tourism (see also our [Transport](#) policy).
- 7.4 Build on the success of the New Zealand Cycle Trail (Ngā Haeranga) by expanding the cycle network to enable cyclists to reach more of Aotearoa New Zealand safely.
- 7.5 Support improved access to waterways and the high country regions for the benefit of locals and tourists.
- 7.6 Secure New Zealand's international reputation as a clean green country through strong environmental standards (see our [Environmental Protection](#) policy).
- 7.7 Ensure that volunteer and working-for-board schemes, such as WWOOF (Willing Workers on Organic Farms), do not need a work permit.
- 7.8 Assist tourism providers to promote greater environmental awareness and understanding by tourists.

8. Maintaining High Standards

Policy Position

- 8.1 Direct relevant government agencies to work with the tourism industry to develop:
 - a) Workable and effective safety standards and codes, particularly in relation to adventure tourism.
 - b) A clear career structure incorporating comprehensive training opportunities for tourism employees, including strong environmental and cultural components.
 - c) Increased education programmes on safety, including outdoor safety, for visiting tourists.