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NEW ZEALAND AND ITS TOURISM POTENTIAL

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ABSTRACT

Curiosity of people leads to traveling for pleasure to new places where they can visit and learn about historical buildings, natural beauty and anything that makes one country special, interesting and worth visiting. New Zealand is a destination which combines all of those segments. It is a country in the southwestern part of the Pacific Ocean and it consists of two large islands: North and South Island, with numerous smaller islands. History of New Zealand can be divided into four eras: the first era which concerns the natives, the era when the colonists arrive and the 20th and 21st century era. The existence and development of tourism in New Zealand can be seen through its rich history, many natural features, favourable climate and biodiversity. This country is an extremely popular destination, both for overseas and domestic visitors because it has a lot to offer, from various natural attractions to cultural attractions and many festivals and events. It is very notable that there are three properties inscribed on the UNESCO’s World Heritage List which have outstanding cultural or natural value for the common heritage of humanity. Tourism plays a significant role in the economy of New Zealand in terms of producing goods and services and creating employment opportunities. The expenditure of tourism includes spending by all travellers, whether they are international, resident householders or business and government travellers.

Key words: New Zealand, tourism, history, UNESCO, economy
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1. INTRODUCTION

Nowadays, tourism has become a significant global industry. People travel to as many places as they can for pleasure, for entertainment, relaxation or to learn about other traditions and cultures as they seek their favourite destination. The country which can meet all of those needs with a great range of tourist services is New Zealand.

When visiting New Zealand you can learn a lot about its rich history, especially about New Zealand’s natives - Māori people. The Māori culture is represented in cultural attractions but the most important part of New Zealand’s supply is connected with nature. About one-third of the country is protected because it has numerous national parks. Within the space of one day visitors can experience a lot. They are mostly drawn to the glacier-carved mountains, lakes, beaches, thermal springs etc. New Zealand’s two main islands and numerous smaller ones are geographically isolated so a lot of the flora and fauna is unique to the country which makes it even more attractive to tourists. Not only that it is a great mixture of nature and culture, it is a place with many festivals and events which celebrate that. They present New Zealand’s richness in a lot of aspects. Also, a lot of people think New Zealand is worth visiting because of its film industry. Production of films provided an opportunity for marketing. It gave high impact media channels access to promote New Zealand as a tourism destination so that generated billions of dollars into the country’s economy. All of that means that this country has a great potential to continue the further development in every segment.

Tourism is a major source of income for many countries. It can affect the economy of both the source and host countries and in some cases it is of vital importance. In New Zealand, tourism is one of the largest industries and it takes a huge part in its economy. It generates a lot of money because tourism plays a very positive role in environmental, cultural and socio-economic development. It is the reason why the country has one of the highest standards of living in the world.
2. TOURISM

People’s curiosity leads to traveling for pleasure to new places where they can visit and learn about historical buildings, natural beauty and anything that makes one country special, interesting and worth visiting. Tourism is a travel to another destination for the purposes of recreation, business, health, vacation, education or leisure. It has been boosted in modern times because of an increased desire of traveling. (https://en.wikipedia.org/wiki/Tourism)

Through the years there were many definitions of what tourism really is and one of them, according to Hunziker and Krapf, is that tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity. (http://tourism.askdefinebeta.com/)

There are also many definitions of a tourist and according to the World Tourism Organization tourist is a visitor whose visit is for at least one night and whose main purpose of visit is classified under one of the following groups: leisure and holidays, business and professional and other tourism purposes. (https://en.wikipedia.org/wiki/Tourism)

Today, tourism is recognized as an industry that promotes international understanding, creates employment opportunities and helps to improve infrastructure. Foreign tourists provide a lot of money to the countries they visit, and this is the way tourism becomes a source of income for the visited countries. A number of countries spend a lot of money on tourism and promotion to attract new tourists and to ensure returning of old tourists. (Franklin, 2003)
3. NEW ZEALAND

Tourism is an important industry in New Zealand (in Māori: Aotearoa), a country in the southwestern part of the Pacific Ocean. It consists of two large islands: North and South Island, one small island called Stewart and nine island groups: Kermadec, Chatham, Bounty, Antipodes, Campbell, Auckland, Cook, Tokelau and Niue. It covers 270,534 square kilometres and its population is 4,697,450 (2016). New Zealand's capital city is Wellington, while Auckland is its most populous city. (http://www.encyclopedia.hr/natuknica.aspx?id=44296)

The existence and development of tourism in New Zealand can be seen through its rich history, many natural features, favourable climate and biodiversity.

Picture 1 Map of New Zealand

Source: http://www.ezilon.com/maps/images/oceania/New-Zealand-physical-map.gif
3.1 History of New Zealand

History of New Zealand can be divided into four eras. First era concerns the natives living in that area until the second era when colonists arrive. After their arrival, the 20th and 21st century became the eras of numerous changes in New Zealand.

3.1.1 Maori

When Maori arrived in New Zealand in the 10th century AD, they called the new land Aotearoa, which means Land of the Long White Cloud. Their society was tribal so each person belonged to a family or whanau, a sub tribe or hapu and the full tribe or iwi. Wars were very common in New Zealand, therefore they built fortified settlements called pa and they fought with long wooden clubs called taiah and short wooden clubs called patu. People who were captured in war became slaves.

The Maori people brought dogs and rats. They also brought yams and kumara or sweet potatoes and gourds. They hunted dolphins, whales, seals, large, flightless birds called moa (until they became extinct).

The Maori are famous for their woodcarvings and they also make pendants or tikis from whalebone. They are also famous for their tattoos or moko, which were made with a bone chisel, a mallet and blue pigment. (http://www.localhistories.org/newzealand.html)

3.1.2 Colonial New Zealand

At the end of the eighteenth century European explorers first came to New Zealand and a steady stream of traders, whalers, sealers and missionaries followed in the early nineteenth century. British rule was formalized in 1840 by the Treaty of Waitangi and it was signed by both the native Maori and representatives of the Queen of England. At that time, an estimated 1,200 Europeans lived in the North Island and 200 of them lived in the South Island. Most of the main cities were founded in the 1840s and a large number of people came in the 1850s and 1860s, when gold was discovered in Coromandel and Thames in the North Island, in Nelson, Otago and on the west coast in the South Island. In
1861, 14,000 people landed in Dunedin in a single month as they were all seeking gold. (www.avotaynu.com/books/newzealand.pdf)

3.1.3 New Zealand in the 20\textsuperscript{th} century

New Zealand was made a dominion\textsuperscript{1} in the early 20\textsuperscript{th} century. Meanwhile soldiers from New Zealand fought in the Boer War, many also fought in the First World War. Around 17,000 men from New Zealand were killed, a terrible figure considering the population was only around 1 million. Furthermore, in the 1930s, New Zealand suffered from the depression like the rest of the world. By 1933 about 14\% of the workforce was unemployed. Many men from New Zealand fought in the Second World War in North Africa and against Japan. New Zealand became completely independent from Britain in 1947. In 1951 New Zealand joined the Anzus Defence Pact and at that time The National Party ruled New Zealand. In 1956 the white population of New Zealand reached about 2 million and the Maori population was around 135,000. Television began in New Zealand in 1960. In 1975 the Treaty of Waitangi Act was passed. In July 1984 French agents bombed the Greenpeace ship Rainbow Warrior in Auckland Harbour which was preparing to sail to protest about French nuclear testing in the Pacific. In the early 1980s there was rapid inflation and high unemployment. The Closer Economic Relations Pact was signed in 1983 with Australia. In the 1990s many Asians immigrated to the country and in 1997 Jenny Shipley became the first woman Prime Minister of New Zealand. (http://www.localhistories.org/newzealand.html)

3.1.4 New Zealand in the 21\textsuperscript{st} century

In February 2011 Christchurch was devastated by an earthquake, which killed 181 people and caused massive damage to buildings and infrastructure. Today New Zealand is still mainly an agricultural country. It is famous for sheep and it also has many cattle. Crops like wheat, barley, peas and apples are grown and New Zealand is popular for many

\textsuperscript{1} Government, a territory constituting a self-governing commonwealth and being one of a number of such territories united in a community of nations, or empire: formerly applied to self-governing divisions of the British Empire, as Canada and New Zealand
vineyards. Another important export is kiwi fruit. However, one of the most important industries in modern New Zealand is tourism. Today’s population of New Zealand is 4.2 million. (http://www.localhistories.org/newzealand.html)

3.2 Natural features

Natural features are a very important segment which helps the tourism of New Zealand to evolve. The most important natural features, among many, are: geology, climate and biodiversity.

3.2.1 Geology

The rocks of New Zealand are one of the most orogenic belts in history of Earth. They formed along Gondwana’s plate margin. The margin was originally established by rifting 700 Million years ago (Ma). Original relative positions of New Zealand were disrupted by the opening of the Tasman Sea and the Southern Ocean after 85 Ma. That was followed by further disruption and re-configuration of the New Zealand microcontinent. The modern day New Zealand landscape has been created by tectonic uplift and volcanic activity with high rates of erosion. Currently, the Southern Alps are one of the fastest rising mountain ranges in the world. They rise at a rate of 4 – 12 mm per year, even though there is very rapid erosion due to heavy precipitation, glacial action and frequent landslides triggered by earthquakes. The cover rocks have been deposited after the separation of New Zealand from Gondwana. They consist of thick sequences of marine sediments. Highest rate of volcanism occurred from 100 to 3 million years ago producing the Banks Peninsula, the headlands of the Otago Peninsula and many other volcanic fields. These fields of volcanos became very interesting for many tourists who visit New Zealand. (Graham, 2008)
3.2.2 Climate

While the far north has subtropical climate during summer, inland alpine areas of the South Island can be as cold as -10°C in winter. Most of the country lies close to the coast dominated by mild temperatures. The average New Zealand temperature decreases to the south. January and February are the warmest months while July is the coldest month of the year.

![Average daytime temperatures through seasons](http://www.newzealand.com/int/feature/new-zealand-climate-and-weather/)

Most places in New Zealand receive over 2,000 hours of sunshine a year. The sunniest areas are: Bay of Plenty, Hawke's Bay and Nelson/Marlborough which receive over 2,350 hours of Sun. During summer months, daylight can last up until 9.30 pm as New Zealand observes daylight saving. The country experiences relatively little air pollution compared to many other countries, which makes the UV rays in sunlight very strong. The sunlight can quickly burn skin from September to April, especially between 10 am and 4 pm, even on cloudy days.

New Zealand's average rainfall is evenly spread throughout the year and is very high so it makes New Zealand an ideal place for farming and horticulture. Over the northern and central areas of New Zealand more rain falls in winter than in summer, whereas for most of the southern part of New Zealand, winter is the season of least rainfall.

Snow typically appears during the months of June through October, even though it can occur outside these months. Most snow in New Zealand falls in the mountainous areas.
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(Central Plateau in the north, and the Southern Alps in the south). The areas where it also falls heavily are inland Canterbury and Otago.

(http://www.newzealand.com/int/feature/new-zealand-climate-and-weather/)

3.2.3 Biodiversity

New Zealand’s native biodiversity incorporates about 70,000 land-based species, including an estimated: 3080 plants, 5800 fungi, 10,000 insects, 2600 arachnids (spiders and mites), 61 reptiles 88 birds (land and fresh water) and two species of bat. The country has only two native land mammals - the tiny long- and short-tailed bats. New Zealand has the highest number of introduced mammals of any country and the second highest number of introduced birds in the wild than original native species. Although some species are or could become pests, others play a valuable role in the functioning of ecosystems. (www.biodiversity.govt.nz)

The most important bird and animal in New Zealand is kiwi. It is a national symbol and an icon of New Zealand. The name of the bird comes from the language of Maori and it means “hidden bird”. The association between Kiwis and New Zealand is so strong that often the word Kiwi is used to refer to the people of New Zealand. During the First World War, “Kiwi” was used as a byword for New Zealand soldiers. Nowadays the use of the word has spread, so that it includes all New Zealanders. Therefore, all the people who want to live or travel to New Zealand will find interesting to read some information about these fascinating birds. (http://blog.visafirst.com/kiwi-national-symbol-of-new-zealand/). The coastal and marine ecosystems include estuaries, inshore and offshore coastal areas and all the species living in them. Around 15,000 marine species have been identified in New Zealand’s waters, among them plants, bottom-dwelling organisms, fish, marine mammals and birds and these species include: 84 seabirds, 51 marine mammals, 1131 fish, 3666 molluscs (snails, shellfish and squid), 447 sponges, 531 echinoderms (kina, starfish etc.) and 850 seaweeds. Marine species make up almost a third of total number of identified native species, as new species are regularly being identified. Marine scientists estimate that 60% of New Zealand’s native biodiversity is found in the sea. (www.biodiversity.govt.nz)
4. TOURISM SUPPLY IN NEW ZEALAND

New Zealand is an extremely popular destination, both for overseas and domestic visitors because it has a lot to offer, from various natural attractions to cultural attractions and many festivals and events.

4.1 Most prominent natural attractions

Nature crafted New Zealand with a very large amount of places which are a great place to visit. Snow-capped peaks, sparkling coves, coastal glaciers, rainforests, large geothermal areas, fjords, and fish-filled rivers are some of the natural treasures travellers can explore. The most prominent and well known destinations are: Bay of Islands, Rotorua, Fox and Franz Josef Glaciers, Hobbiton farm and two national parks: Abel Tasman National Park and Egmont National park.

4.1.1 Bay of Islands

The Bay of Islands is a subtropical micro-region known for its beauty & history. It encompasses 144 islands between Cape Brett and the Purerua Peninsula and includes the towns of Opua, Paihia, Russell and Kerikeri. In this area people can cruise daily, charter a yacht or hire a sea kayak. In Tapeka Point which is in the north of Russell there is a maritime adventure playground with an abundance of wildlife including penguins, dolphins, marlin, whales, gannets and more. Many of the islands have walking tracks and there is a camping ground on Urupukapuka Island (administered by the Department of Conservation). A choice of tour operators in this region offers trips by sea or air to Cape Brett and the ‘Hole in the Rock’ on Piercy Island. There is a passenger ferry service which runs between Paihia and Russell, while a vehicle ferry provides a link between Opua and Russell. (http://www.newzealand.com/int/bay-of-islands/)
Figure 1 shows the number of visitors to the Bay of Islands from 2013 to 2016 by months.

![Bay of Islands visitor numbers](image)

Source: Jacine Warmington, Community and customer services

4.1.2 Rotorua

Rotorua is a city on the southern shores of the lake of the same name in the Bay of Plenty Region of New Zealand's North Island. The name Rotorua comes from Māori's word Roto which means “lake” and the word rua meaning “two”. Rotorua is well known
for crystal-clear streams and forests, biking trails, explosive geysers, bubbling mud pools, shooting geysers and natural hot springs. It is also notable for showing fascinating Maori culture. The city offers many attractions and experiences for everyone. (http://www.newzealand.com/int/rotorua/)

For the year ending December 2010 the Tourism Strategy Group of the Ministry of Tourism estimated there were 3.2 million visitor arrivals to Rotorua, who are estimated to collectively have spent $551 million during their stay in this area. (http://66.7.200.221/rotorua/info/stats/rotorua_tourism.php)

![Picture 4 Te Puia geyser in Rotorua](Source: http://www.rotoruanz.com/RNZ/files/52/52dd8e62-ab5d-449c-956c-75d6ae291fe7.jpg?ext=.jpg)

### 4.1.3 Fox and Franz Josef Glaciers

Glaciers around the world are retreating but the Fox and Franz Josef glaciers still flow almost to sea level. The temperate climate at this low altitude means that they are among the most convenient glaciers to visit in the world. The Fox glacier is over 13 kilometres long and it plummets 2,600 meters from high in the Southern Alps which receives around 30 meters of snowfall each year. The snow is compacted at the top of the
glacier into blue ice. Fox and Franz Josef Glaciers flow around ten times faster than most valley glaciers. Shelving in the valley floor deep beneath the glacier causes cracking on the glacier surface, creating potentially dangerous frozen landscape. (http://www.newzealand.com/int/feature/west-coast-glaciers/) Giant amount of ice is falling from rapidly advancing glaciers in the middle of the peak visitor season.

Staff of The Department of Conservation believes that the risk of ice collapse at the face of the Fox and Franz Josef Glaciers is high but up to 3700 people are visiting Fox and Franz Josef Glaciers daily. They are ignoring warning signs and putting themselves at risk. (http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10363304)

![Franz Josef Glacier](https://upload.wikimedia.org/wikipedia/commons/1/15/Franz_Josef_glacier.JPG)

**Source:** https://upload.wikimedia.org/wikipedia/commons/1/15/Franz_Josef_glacier.JPG

### 4.1.4 The Hobbiton Film Set

The Alexander family moved to the 500 hectare property in 1978. Since then it has been farmed as a traditional New Zealand sheep and beef farm which is still farmed the same today and is run by the brothers and their father. This property runs approximately
13,000 sheep and 300 Angus beef cattle hence the major sources of income are beef mutton and wool. This property is also a film set for *Lord of the Rings* trilogy and *The Hobbit* so it is also a very well-known tourist destination. When Peter Jackson, the director and producer of the films, spotted the Alexander Farm during a search of the North Island for the best possible locations to film The Lord of The Rings film trilogy, he immediately thought it was perfect for Hobbiton. (http://www.hobbitontours.com/)

Today, this farm represents the Tolkien tourism destination, offering guided tours of the set and it attracted 240,000 visitors in 2013, more than 800,000 since its opening. The filming of the movies generated about $200,000,000 into the country’s economy. (http://media.newzealand.com/en/story-ideas/fact-file-the-hobbiton-movie-set/)

**Picture 6 The Hobbiton Film Set**

Abel Tasman National Park is reputed for its world-famous coastal walking track, its golden beaches, unmodified estuaries, sculptured granite cliffs and mild climate. It is a

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8 Tolkien tourism is a phenomenon of fans of *The Lord of the Rings* fictional universe travelling to sites of film- and book-related significance. It is especially notable in New Zealand, site of the movie trilogy by Peter Jackson, where it is credited as having raised the annual tourism numbers.
good place to visit at any time of year but during summer the park is particularly popular because the bays become dotted with sea kayaks, sailing boats and many other water craft. Many people choose to stay in huts or campsites as they explore the Coast Track. The track offers spectacular views when the top of a ridge is reached. (Nelson/Marlborough Conservancy, 2006)

Nelson/Marlborough Conservancy’s recreation planner estimated that there were around 190 000 visitors to the park’s coast each year and when visitor numbers to inland sites were included, the total figure rose to an estimated 200 000. The majority of the park visitors accessed the park from the sea. (Wouters, 2011)

4.1.6 Egmont National Park

There is a volcano called Taranaki or Mt Egmont at Egmont National Park. It is the most important attraction so that is the reason behind naming the whole park by this volcano. Beside it, there are two volcanoes of an earlier era; Kaitake and Pouakai. In good weather, Taranaki is a challenging climb for the fit and well prepared but for visitors who want a more relaxing experience there are beautiful walks through verdant forest to waterfalls, wetlands and excellent viewpoints. Taranaki stands in isolation from other mountains and it is one of the best locations from which to get an elevated view of rural
New Zealand. There is also an Ahukawakawa Swamp that is of particular botanical interest with its wide range of plants adapted to survive in acidic soils and very low temperatures. (Wanganui Conservancy, 2006)

These features of Egmont National Park generate a lot of visitors from all around the world. Department of Conservancy monitors a number of popular sites in the National park but there is no overall number of visitors in the park. North Egmont Visitor Centre is the most popular monitored site in Taranaki. It received 72,481 visitors in 2012 which was up from 69,260 in 2011. (Harbrow, 2013)

### 4.2 Properties inscribed on the World Heritage List

UNESCO (United Nations Educational, Scientific and Cultural Organization) listed destinations to the World Heritage List which have outstanding cultural or natural value to the common heritage of humanity. There are three properties inscribed on that list in New Zealand: New Zealand Sub-Antarctic Islands, Te Wahipounamu and Tongariro National Park.

#### 4.2.1 New Zealand Sub-Antarctic Islands

The New Zealand Sub-Antarctic Islands consist of five island groups: the Snares, Bounty Islands, Antipodes Islands, Auckland Islands and Campbell Island. They are located in the Southern Ocean south-east of New Zealand. The islands are lying between the Antarctic and Subtropical Convergences and the seas. They have a high level of productivity, biodiversity, wildlife population densities and endemism among birds, plants and invertebrates and are particularly notable for the large number and diversity of pelagic seabirds and penguins that nest there. In total, there are 126 bird species, including 40 seabirds. Five of the bird species breed nowhere else in the world.

Speaking of tourism, there’s been an increased demand which has resulted in a significant increase in tourist numbers and activity within the property. The challenge is to manage this increased demand while protecting the experience tourists are seeking. It is most important to ensure the longer term protection of the islands and the immediate
marine environment. The CMS\textsuperscript{III} and Coastal Plan work together to address these issues and recommend approaches to limit the impact of tourism activities. (http://whc.unesco.org/en/list/877)

4.2.2 Te Wahipounamu

Te Wahipounamu is a 2.6 million hectare area which encompasses Westland Tai Poutini, Aoraki/Mount Cook, Mount Aspiring and Fiordland National Parks. The South West of New Zealand is one of the great natural areas in the world and is internationally recognized as a UNESCO World Heritage site. It is a World Heritage Area because of the rocks, rare plants and animals in a wide range of habitats. The most interesting parts of this area are ice carved fiords, lakes and valleys which are the finest examples of glaciated landforms in the Southern Hemisphere. (http://www.doc.govt.nz/about-us/international-agreements/world-heritage/te-wahipounamu/)

\textsuperscript{III} The Coastal Modeling System, modeling system for simulating waves, current, water level, sediment transport, and morphology change at coastal inlets and entrances
4.2.3 Tongariro National Park

Tongariro became the first property to be inscribed on the World Heritage List under the revised criteria describing cultural landscapes in 1993. The mountains at the heart of the park have cultural and religious significance for the Maori people as they symbolize the spiritual links between this community and its environment. The park has some spectacular landscapes, active and extinct volcanoes and a diverse range of ecosystems. (http://whc.unesco.org/en/list/421)

In 2003 the park received an estimated 1 million visitors. The main visitor seasons are ski season from July to late October and summer vacation period from mid-December to mid-February with the peak periods being August, December, January and the Easter holidays. The park is predominantly used by domestic visitors for skiing in winter. Annually, skiers account for over half of all visitors to the park. Visitor numbers depend mainly on the nature of the ski season. (Wouters, 2011)
4.3 Most prominent cultural attractions

New Zealand is a young country, but it has a diverse and wealthy Maori culture, performing arts, literature, museums and art galleries. The most notable cultural attractions described in further text are: Government Buildings in the New Zealand’s capital city Wellington, Larnach Castle and Waitangi Treaty Grounds.

4.3.1 Government Buildings

It is a great example of New Zealand’s architectural heritage and one of the great wooden buildings of the world. It was built in 1876 which was an important turning point in New Zealand’s political history because it was the year that provincial governments were abolished and a central government was established. It was also the home of Ministers’ offices and the Cabinet room for 56 years. It was built to resemble an Italian stone palace to convey strength and stability in a young country undergoing rapid growth and change. To avoid being seen as extravagant and as the stone was too expensive the new government chose to build it in timber. It is also noted for its extensive use of kauri, one of New Zealand’s premier native timbers. This can never be replicated in any building now because the remaining kauri forests are under permanent protection. (http://www.doc.govt.nz/parks-and-recreation/places-to-go/wellington-kapiti/places/wellington-central-area/government-buildings/)
4.3.2 Larnach Castle

With its exciting, scandalous and tragic history and magnificent carved ceilings, Larnach Castle offers a vision of the past and present. It is New Zealand’s only Castle, built in Dunedin in 1871 by William Larnach, merchant baron and politician, for his first wife Eliza. Today, the Castle is the home of the Barker family, who had spent more than thirty five years restoring the building and recreating the 35 acres of gardens and grounds. This well-crafted building has a unique collection of New Zealand antiques with a tragic and scandalous history. It has spectacular tower views and gardens which complete the experience of the visitors. In the Castle gardens there is a Boutique Lodge which is available for accommodation and there is a 3000 square foot Ballroom for Weddings, Balls, Functions and Celebrations. (http://www.visit-dunedin.co.nz/larnach-castle.html)
4.3.3 Waitangi Treaty Grounds

The Waitangi Treaty Grounds is New Zealand’s most important historic site because New Zealand’s founding document was signed there by Māori chiefs with the British Crown in 1840. The document was called Treaty of Waitangi. The Treaty Grounds features the Te Kongahu Museum of Waitangi, the Treaty House and the carved Meeting House. It also features the world’s largest ceremonial war canoe. It is one of New Zealand’s great areas which can offer panoramic views of the Bay of Islands. In February 2016 Te Kongahu Museum of Waitangi was opened. It tells the story of Maori and European contact and the ongoing development of New Zealand as a nation through a mix of traditional museum displays and interactive technology. It includes digital labels and large-scale audio-visual displays. (http://www.nzmuseums.co.nz/account/3237)

Picture 12 Waitangi Treaty Grounds

Source: https://media-cdn.tripadvisor.com/media/photo-s/06/f9/30/ca/waitangi-treaty-grounds.jpg

4.4 Festivals and events

With its rich natural and cultural attractions, New Zealand also offers a great number of festivals and events. Further text there reveals more about: Matariki - a marker
of the beginning of the New Year, Dunedin Cadbury Chocolate Carnival and Whitianga Scallop Festival - Coromandel.

4.4.1 Matariki

Matariki is the Māori name for the cluster of stars. It is also known as the Pleiades and it rises in mid-winter (late May or early June). For many Māori, it means that a new year is going to start. In a literal sense, Matariki means the ‘eyes of god’ (mata ariki) or ‘little eyes’ (mata riki).

Traditionally, Matariki was a time to remember those who had died in the last year but it was also a happy event because crops had been harvested and seafood and birds had been collected. With plenty of food, Matariki was a time for singing, dancing and feasting. Māori New Year celebrations were once popular, but stopped in the 1940s. They were revived in 2000. Today, Matariki represents the ‘New Zealand Thanksgiving’ and thousands of people are honouring it. A special feature of Matariki celebrations is the flying of kites. According to ancient custom they flutter close to the stars. (http://www.teara.govt.nz/en/matariki- maori-new-year)

4.4.2 Dunedin Cadbury Chocolate Carnival

It is an event for all people who love chocolate and its offer includes chocolate tours, chocolate decorating, chocolate painting, and chocolate facials. One of the most anticipated and concluding events of this festival is the famous Cadbury Jaffa Race. It features giant Jaffas race through the world’s steepest street. Jaffas are balls of orange sugar coated chocolate which has been made in the country since the 1930s. The race annually takes place in Baldwin Street in Dunedin. The 16th carnival is planned in October 2016 with 60 events and around 62 000 chocolate lovers are expected to attend. (http://event-carnival.com/newzealand/dunedin-cadbury-chocolate-carnival)
4.4.3 Whitianga Scallop Festival - Coromandel

Scallops are favourite seafood in New Zealand so the annual Whitianga Scallop Festival has quickly become one of New Zealand’s well attended festivals. Past festivals have sold out well in advance where huge crowds indulged in this iconic delicacy. The festival has a unique blend of cafés and restaurants that serve authentic New Zealand cuisine next to community groups and the local school and it is all set on Whitianga’s waterfront. Scallops are cooked in hundreds of different ways like Macadamia crumbed scallops, scallop sausages, scallop sushi, etc. Seafood is also processed live in front of the crowd throughout the day and both celebrities and the public are invited on stage to test their scallop opening skills against each other. There are also three live stages with some of New Zealand’s best live bands and people can enjoy seeing cooking demonstrations from celebrity chefs. (http://www.thecoromandel.com/media/media-stories/whitianga-scallop-festival/)
5. ENVIRONMENTAL IMPACTS OF THE TOURISM SECTOR

For any resource or pollutant, the “total environmental impact” of the tourism sector and indirect environmental effects of tourism activity can be quantified. This total environmental impact of the tourism sector can be compared with other sectors in the economy. On this basis, the performance of the tourism sector in New Zealand was generally poor, ranging from the fourth largest impact on the environment to the 12th largest impact (out of 25 sectors). For the water pollutant indicators which include BOD$^\text{IV}$, nitrate and phosphorus, the total amount of pollutants released to the environment, directly and indirectly, was high. Higher levels of pollution generally had only food, beverages and tobacco, community, social and personal services and agriculture sectors. When internal energy use was considered the tourism sector ranked fifth largest for the total amount of energy used and CO2 emissions released within New Zealand. Furthermore, if return overseas travel by inbound tourists is included, New Zealand’s tourism sector became the second highest user of energy and the highest CO2 emitter considering 25 sectors. On this latter basis, the total energy used was 107 124 TJ (oil equivalents) or 21.7% of New Zealand’s annual energy consumption in year 1999 and 1998 and if overseas travel was included, the tourism sector accounted for 6 794 783 t CO2 emissions (24.3%). The total amount of land directly and indirectly occupied by the tourism sector was estimated to be 873 525 ha (6$^\text{th}$ largest out of the 25 sectors). If national parks, forest parks and other reserves were attributed to the tourism sector, this ranking would increase to second largest. In terms of water inputs or water takes and water outputs or discharges the tourism sector is ranked as the 12th largest. Directly and indirectly, the sector was evaluated to have water inputs amounting to 101 131 000 m$^3$ and water outputs amounting of 172 599 000 m$^3$. (McDonald and Patterson, 2004)

$^\text{IV}$ Biochemical oxygen demand, the amount of dissolved oxygen needed by aerobic biological organisms to break down organic material present in a given water sample at certain temperature over a specific time period.
6. TOURISM’S IMPACT ON ECONOMY OF NEW ZEALAND

Tourism plays a significant role in the economy of New Zealand in terms of producing goods and services and creating employment opportunities. The expenditure of tourism includes spending by all travellers, whether they are international, resident householders, or business and government travellers. In international tourism expenditure, spending by foreign students studying in New Zealand for less than 12 months is included. (www.stats.govt.nz)

There are many key results for the year 2015. Total tourism expenditure was $29.8 billion so there was an increase of 10.3 percent from the previous year. International tourism expenditure increased 17.1 percent (from $1.7 billion to $11.8 billion) and contributed 17.4 percent to New Zealand’s total exports of goods and services. Domestic tourism expenditure increased 6.3 percent ($1.1 billion to $18.1 billion). Tourism generated a direct contribution to GDP of $10.6 billion (4.9% of GDP). The indirect value added of industries supporting tourism generated an additional $7.9 billion for tourism (3.6% of GDP). 168,012 people were directly employed in tourism. That is 6.9 percent of the total number of people employed in New Zealand so that is an increase of 5.0 percent from the previous year. Furthermore, tourists generated $2.5 billion in goods and services tax (GST) revenue and overseas visitor arrivals to New Zealand increased 7.1 percent. (Statistics New Zealand, 2015)

Table 1 traces the flows of tourism expenditure through the New Zealand economy for the year ended March 2015. It shows the value tourism adds to the New Zealand economy directly and indirectly, the imports of goods and services, the GST received by government, and direct and indirect rate of employment. (Statistics New Zealand, 2015)
Table 1 *Flows of tourism expenditure through the New Zealand economy Year ended March 2015*

![Diagram showing flows of tourism expenditure through the New Zealand economy](image)

Source: Statistics New Zealand
6.1 Tourism expenditure

Total tourism expenditure increased to $29.8 billion (10.3%), following an increase of 4.0 percent in March 2014. Tourism expenditure generated $10.6 billion of direct value added, representing a 4.9 percent contribution to GDP and further $7.9 billion of indirect value added activity was recorded as you can see in Table 2. (Statistics New Zealand, 2015)

Table 2 Flows of tourism expenditure through the New Zealand economy Year ended March 2015

<table>
<thead>
<tr>
<th>Year ended March</th>
<th>Direct tourism value added</th>
<th>Indirect tourism value added</th>
<th>Imports sold to tourists</th>
<th>GST paid on purchases by tourists</th>
<th>Total tourism expenditure</th>
<th>Value added as a percentage of total industry contribution to GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>($million)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Direct tourism value added</td>
</tr>
<tr>
<td>1999</td>
<td>5,043 R</td>
<td>4,360 R</td>
<td>5,152 R</td>
<td>1,030 R</td>
<td>15,623 R</td>
<td>5.1 R</td>
</tr>
<tr>
<td>2000</td>
<td>5,584 R</td>
<td>4,847 R</td>
<td>6,119 R</td>
<td>1,134 R</td>
<td>17,664 R</td>
<td>5.3 R</td>
</tr>
<tr>
<td>2001</td>
<td>5,835 R</td>
<td>5,668 R</td>
<td>6,275 R</td>
<td>1,261 R</td>
<td>18,670 R</td>
<td>5.2 R</td>
</tr>
<tr>
<td>2002</td>
<td>6,367 R</td>
<td>5,830 R</td>
<td>6,798 R</td>
<td>1,360 R</td>
<td>20,354 R</td>
<td>5.5 R</td>
</tr>
<tr>
<td>2003</td>
<td>7,323 R</td>
<td>5,861 R</td>
<td>7,226 R</td>
<td>1,483 R</td>
<td>21,873 R</td>
<td>5.8 R</td>
</tr>
<tr>
<td>2004</td>
<td>7,819 R</td>
<td>5,910 R</td>
<td>6,737 R</td>
<td>1,508 R</td>
<td>21,975 R</td>
<td>5.8 R</td>
</tr>
<tr>
<td>2005</td>
<td>8,304 R</td>
<td>6,072 R</td>
<td>6,683 R</td>
<td>1,802 R</td>
<td>22,661 R</td>
<td>5.8 R</td>
</tr>
<tr>
<td>2006</td>
<td>8,644 R</td>
<td>6,341 R</td>
<td>6,707 R</td>
<td>1,885 R</td>
<td>23,397 R</td>
<td>5.7 R</td>
</tr>
<tr>
<td>2007</td>
<td>9,012 R</td>
<td>6,742 R</td>
<td>7,151 R</td>
<td>1,766 R</td>
<td>24,671 R</td>
<td>5.7 R</td>
</tr>
<tr>
<td>2008</td>
<td>9,573 R</td>
<td>7,219 R</td>
<td>7,027 R</td>
<td>1,804 R</td>
<td>25,623 R</td>
<td>5.6 R</td>
</tr>
<tr>
<td>2009</td>
<td>8,999 R</td>
<td>6,627 R</td>
<td>6,496 R</td>
<td>1,846 R</td>
<td>25,968 R</td>
<td>5.2 R</td>
</tr>
<tr>
<td>2010</td>
<td>9,252 R</td>
<td>6,005 R</td>
<td>7,179 R</td>
<td>1,000 R</td>
<td>25,035 R</td>
<td>5.2 R</td>
</tr>
<tr>
<td>2011</td>
<td>9,362 R</td>
<td>6,842 R</td>
<td>7,336 R</td>
<td>1,946 R</td>
<td>25,519 R</td>
<td>5.1 R</td>
</tr>
<tr>
<td>2012</td>
<td>9,548 R</td>
<td>7,021 R</td>
<td>7,008 R</td>
<td>2,101 R</td>
<td>26,679 R</td>
<td>5.0 R</td>
</tr>
<tr>
<td>2013</td>
<td>9,165 R</td>
<td>6,880 R</td>
<td>7,787 R</td>
<td>2,135 R</td>
<td>25,506 R</td>
<td>4.7 R</td>
</tr>
<tr>
<td>2014</td>
<td>9,588 R</td>
<td>7,179 R</td>
<td>8,044 R</td>
<td>2,232 R</td>
<td>27,042 R</td>
<td>4.6 R</td>
</tr>
<tr>
<td>2015P</td>
<td>10,606 R</td>
<td>7,934 R</td>
<td>8,613 R</td>
<td>2,485 R</td>
<td>29,838 R</td>
<td>4.9 R</td>
</tr>
</tbody>
</table>

Source: Statistics New Zealand
Direct and indirect tourism value added, when combined, accounted for 62 cents for every dollar spent by tourists. GST accounted for 8 cents for every dollar spent by tourists. The remainder represents imports as you can see in Figure 2. (Statistics New Zealand, 2015)

Figure 2 Share of tourism expenditure by component

International tourism expenditure increased 17.1 percent, and domestic tourism expenditure increased 6.3 which you can see in Figure 3. (www.stats.govt.nz.)
6.2 Employment

Figure 4 shows that tourism directly employed 168,012 people in 2015 in New Zealand. Tourism activity directly generated 6.9 percent of total employment in the country. Tourism contributes more to total employment than it does to direct value added so that fact reflects a higher level of labour intensity in tourism industries. (Statistics New Zealand, 2015)

6.3 Overseas visitor arrivals

Table 3 presents the breakdown of international visitors by region of last permanent residence and by purpose of visit for the years ended March 2012–15. The number of
international visitors increased 7.1% following an increase of 5.4% in the previous year. Visitor numbers from the Americas and Asia experienced the strongest growth. The category other recorded a decrease. The number of visitors from Asia increased 18.5 percent (106,368), following an 8.8 percent increase the previous year and visitor numbers from the Americas increased 7.5 percent (21,360). Visitor numbers from Europe increased 5.1 percent (22,000). (Statistics New Zealand, 2015)

The increase in short-term visitor arrivals to New Zealand was due to the number of visitors in three categories: holiday - up 9.9% (128,960), visiting friends and relatives - up 5.0% (43,488) and ‘other’ - up 8.6 percent (16,576). The education visitor category also increased strongly (9.7%, 5,168). The only visitor categories that decreased were the conferences and conventions, falling only 0.8% (448). (Statistics New Zealand, 2015)

Table 3 Overseas visitor arrivals

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual percentage change</td>
<td>0.2</td>
<td>3.6</td>
<td>4.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By region of last permanent residence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>1,300,748</td>
<td>1,311,872</td>
<td>1,360,120</td>
<td>1,415,888</td>
<td>0.2</td>
<td>3.6</td>
<td>4.2</td>
</tr>
<tr>
<td>Asia</td>
<td>475,606</td>
<td>528,524</td>
<td>575,200</td>
<td>681,568</td>
<td>11.1</td>
<td>8.8</td>
<td>10.5</td>
</tr>
<tr>
<td>Europe</td>
<td>457,044</td>
<td>495,356</td>
<td>429,266</td>
<td>455,200</td>
<td>-11.2</td>
<td>5.8</td>
<td>5.1</td>
</tr>
<tr>
<td>Americas</td>
<td>255,750</td>
<td>254,576</td>
<td>255,664</td>
<td>307,024</td>
<td>-0.8</td>
<td>8.0</td>
<td>7.5</td>
</tr>
<tr>
<td>Other(3)</td>
<td>101,680</td>
<td>88,980</td>
<td>96,048</td>
<td>88,624</td>
<td>-12.6</td>
<td>10.3</td>
<td>-9.6</td>
</tr>
<tr>
<td>Total(4)</td>
<td>2,617,030</td>
<td>2,615,377</td>
<td>2,752,257</td>
<td>2,647,001</td>
<td>-0.3</td>
<td>5.4</td>
<td>7.1</td>
</tr>
<tr>
<td>By purpose of visit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday</td>
<td>1,221,440</td>
<td>1,294,030</td>
<td>1,303,776</td>
<td>1,432,736</td>
<td>-1.4</td>
<td>8.3</td>
<td>9.9</td>
</tr>
<tr>
<td>Visiting friends &amp; relatives</td>
<td>851,372</td>
<td>859,744</td>
<td>876,768</td>
<td>930,256</td>
<td>1.9</td>
<td>2.0</td>
<td>5.6</td>
</tr>
<tr>
<td>Conferences &amp; conventions</td>
<td>50,744</td>
<td>54,190</td>
<td>57,988</td>
<td>57,440</td>
<td>6.7</td>
<td>6.0</td>
<td>-0.8</td>
</tr>
<tr>
<td>Business</td>
<td>249,312</td>
<td>250,752</td>
<td>262,672</td>
<td>268,000</td>
<td>0.6</td>
<td>4.8</td>
<td>1.3</td>
</tr>
<tr>
<td>Education</td>
<td>52,360</td>
<td>50,040</td>
<td>53,246</td>
<td>58,416</td>
<td>-3.3</td>
<td>5.2</td>
<td>9.7</td>
</tr>
<tr>
<td>Other(5)</td>
<td>185,632</td>
<td>180,432</td>
<td>192,976</td>
<td>208,552</td>
<td>-2.8</td>
<td>7.0</td>
<td>8.6</td>
</tr>
</tbody>
</table>

Source: Statistics New Zealand

6.4 Key events that influenced tourism for years ended March 2012-2015

There was a number of key events that influenced the tourism industry in New Zealand and most important of them are: hosting the 2015 Cricket World Cup, though this event’s effect on expenditure can’t be separately identified; New Zealand hosted a royal
tour by The Duke and Duchess of Cambridge; there were significant changes to flights; from year 2013 to 2015 Hobbit trilogy was released; cruise liner and cruise passenger visits grew strongly; the framework Tourism 2025 – Growing Value Together Whakatipu Uara Ngatahi was launched; visitors from China exceed 200,000 for the first time in March 2013; New Zealand hosted the 2011 Rugby World Cup, ash from the eruption of the Puyehue-Cordón Caulle volcano in Chile disrupted air travel; during the March years 2012–15, Statistics NZ’s Accommodation Survey recorded 35.2 million guest nights spent in short-term commercial accommodation; more than 50 films and telefeatures were filmed completely, or in part, in New Zealand between the March years of 2012 and 2015 etc. (Statistics New Zealand, 2015)
7. CONCLUSION

New Zealand is not a large country and it consists of two very remote islands, and many smaller ones with the population of just over four million people so it is not the most accessible place in the world to visit, yet it remains one of the world's greatest tourist destinations. The reason behind it is that there are some of the most diverse environments on earth with unspoiled scenery, from beaches and rainforests to mountains, lakes, glaciers and even volcanoes. Many of these different natural features can be visited on the same day. Culture is also a big part of New Zealand’s beauty. First it was inhabited by the local native people, the Maori, before the arrival of the Europeans, so today it is a fascinating blend of cultures who mingle in a peaceful yet vibrant society. That is the reason why the tourist activities expand more and more each year and why tourism has positively influenced the growth of country’s economy and it also contributes to the development of other industries which are directly or indirectly linked to it.

With its rich history, cultural and especially natural beauty, New Zealand is a very special place which offers various contents to many different people around the world. Anyone who visits this country full of diversity can find something to be interested in and intrigued by. Making it a tourist destination would most certainly be both memorable and unique experience.

Director of *The Hobbit* and *The Lord of the Rings* trilogy, Peter Jackson, once summed it all up by saying: “New Zealand is not a small country but a large village.” (Oliver, 2012)
8. REFERENCES

8.1 Books:


8.2 Internet sources:


17) Tourism Satellite Account: The contribution made by tourism to the New Zealand economy, (2.7.2016.)
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