

Tourism Policy

Vision

Tourism is a benefit to tangata whenua and local communities, who are respected, natural ecosystems, which are restored, and to future generations. For tourists, it is a chance to experience the unique character of Aotearoa New Zealand.

Values and Principles

Tourism policies must align with the following values and principles:

- *Honour Te Tiriti o Waitangi*: Tourism should help enhance the mana of Te Tiriti o Waitangi internationally. Māori tourism should be led by tangata whenua and systemic barriers to the receipt of benefits by tangata whenua from tourism should be removed.
- *Ecological Wisdom*: Tourism should help to protect and restore biodiversity and ecosystems, and contribute to global efforts to keep human activity within ecological limits.
- *Social Responsibility*: Tourism should actively enrich our communities.
- *Appropriate Decision-Making*: Tourism activities that impact local communities and cultures should be subject to community decision-making that focuses on long-term environmental, social, cultural and economic wellbeing.
- *Non-Violence*: Tourism should acknowledge but not perpetuate or celebrate harmful activities, including harms of colonisation.

Summary

Reforming tourism to be part of a regenerative economy requires a strategic and collaborative approach, which must recognise the importance of leadership by tangata whenua. Managing the pressures of tourism on conservation land and prioritising forms of transport for tourism with a smaller environmental footprint, while supporting eco-tourism, will help tourism have a net restorative outcome on the natural world. Enabling community decision-making and ownership of tourism will help tourists experience the special character of Aotearoa New Zealand while respecting our cultural heritage. Focusing on domestic tourism, diversity and accessibility will bring resilience to the sector.

Strategic Priorities

The Green Party's strategic goals include:

"...regenerative practices in all areas of economic activity, including land use and food production, will predominate."

Actions in this policy that will help achieve this include:

- 1.1 In partnership with mana whenua and tangata whenua, develop and implement a regenerative tourism strategy underpinned by values from Te Ao Māori and mātauranga Māori.
- 2.3 Ensure all subsidies for tourism, including funding for tourism infrastructure, incentivise enduring restorative outcomes, and, where subsidies are consequently removed, provide funding to support workers in a just transition.
- 2.7 Implement strategies to reduce the impact of high tourist numbers in sensitive ecosystems, guided by consideration of the cumulative effect of visitor activities on the character of public conservation land.
- 3.1 Prioritise the wellbeing of communities and cultures over the growth-related interests of the tourism industry.
- 4.1 Promote and support domestic tourism that is ecologically sustainable, innovative, diverse and accessible.

Connected Policies

Tourism operators should operate within the values and principles outlined in our [Sustainable Business](#) Policy. Other policies that support managing the negative impacts of tourism include [Agriculture and Rural Affairs](#); [Arts, Culture and Heritage](#); [Climate Change](#); [Conservation](#); [Transport](#); and [Workforce](#) Policies.

Policy Positions

1. [Tourism and Te Tiriti o Waitangi](#)

Issues

Māori walk a tightrope between the risks and opportunities of tourism. Tourism in Aotearoa has often highlighted aspects of Māori culture but its benefits have historically passed over tangata whenua while being part of deeper cultural erasure and harm. Tourism impacts the way that Aotearoa New Zealand is understood internationally, and hence the international mana of Te Tiriti o Waitangi and tangata whenua.

Actions

- 1.1. In partnership with mana whenua and tangata whenua, develop and implement a regenerative tourism strategy underpinned by values from Te Ao Māori and mātauranga Māori, that:
 - 1.1.1. redefines and repurposes tourism based on a Te Ao Māori framework;
 - 1.1.2. adopts a collaborative, cross-governmental, community-driven approach;
 - 1.1.3. incentivises tourism operators to uphold Te Tiriti o Waitangi and ensure an enduring positive impact on local people and places;
 - 1.1.4. ensures tourism operators are held accountable for any negative impacts; and
 - 1.1.5. ensures that infrastructure enables regenerative tourism, in the regions, on public conservation land, and in and between key urban centres (see our [Transport](#), [Housing and Sustainable Communities](#), and [Conservation](#) Policies).

- 1.2. Build Māori leadership into all government activities and public-private partnerships that promote, enable and coordinate tourism (see our [Tiriti o Waitangi](#) Policy).
- 1.3. Resource leadership by iwi, hapū and Māori commercial entities in the tourism sector and in other sectors, in areas of high tourism density.
- 1.4. Protect the intellectual property rights of tangata whenua within tourism, including that of Māori cultural heritage.
- 1.5. Enable and give priority to Māori tourism businesses operating on public land.
- 1.6. Support tourism operators to incorporate information about Te Tiriti o Waitangi into their activities.

2. Managing the Pressure of Tourism on Ecosystems

Issues

Tourism is implicated in loss of natural quiet, water quality degradation, solid waste generation, ecological harm from infrastructure development and landscape modification, biodiversity loss and biosecurity risk, and greenhouse gas emissions. Visitor density and long-distance tourism are significant factors.

Actions

- 2.1. Directly support ecologically sustainable tourism operators and groups, and disincentivise non-sustainable operations (see our [Sustainable Business](#) policy).
- 2.2. Ensure Aotearoa New Zealand's border biosecurity regime is sufficiently resourced and holds the necessary expertise to effectively protect against biosecurity threats from international travel (see our [Conservation](#) and [Agriculture and Rural Affairs](#) policies).
- 2.3. Ensure all subsidies for tourism, including funding for tourism infrastructure, incentivise enduring restorative outcomes, and, where subsidies are consequently removed, provide funding to support workers in a just transition (see our [Economic](#) Policy).
- 2.4. Establish a certification scheme for regenerative tourism operators with a clear benefit to participating operators.
- 2.5. Establish a framework for limiting international tourism to ensure enduring positive net outcomes for communities and ecosystems and a strong climate response, for example a cap on the number of short-stay international tourists.
- 2.6. Identify and implement ways to encourage longer visits by international tourists.
- 2.7. Implement strategies to reduce the impact of high tourist numbers in sensitive ecosystems, guided by consideration of the cumulative effect of visitor activities on the character of public conservation land (see our [Conservation](#) Policy for details).
- 2.8. Ensure that the levy on overseas visitors to Aotearoa New Zealand provides sufficient funding to mitigate the harms of tourism, including on the conservation estate and regional infrastructure.

B. Reducing the Impact of Tourism-based Transport

- 2.9. Include, in national greenhouse gas emissions accounting and pricing systems, emissions from international travel, such as international flights, cruise ships and private yachts (see our [Climate Change](#) Policy).
- 2.10. Encourage wider provision of campgrounds and develop planning and funding tools to discourage the loss of existing campgrounds, prioritising campgrounds that:
 - 2.10.1. enable people to connect with the natural world, including the coast, rivers and lakes; and
 - 2.10.2. enable touring by cyclists and walkers.
- 2.11. Review 'freedom camping' legislation to:
 - 2.11.1. enable short-term camping by walkers and cyclists on accessible identified sites which have facilities such as toilets to reduce impacts on nature and local communities;
 - 2.11.2. limit vehicle camping to self-contained vehicles; and
 - 2.11.3. ensure that measures to regulate vehicle camping do not penalise people who are ordinarily resident in New Zealand and living in vehicles due to lack of suitable rental accommodation, rather than as part of a holiday.
- 2.12. Upgrade and extend railways to the main tourist destinations, integrate them with buses and promote the use of electric public transport for tourism, including ensuring access to the beginning of key walking and cycling trails (see also our [Transport](#) policy).
- 2.13. Encourage cycle touring as a low-carbon, stay-longer experience and enable it to reach all regions of Aotearoa New Zealand safely (see our [Transport](#) Policy).
- 2.14. Improve and integrate the infrastructure, facilities and services of the walking trail network, including Te Araroa and trails that access the high-country regions.
- 2.15. Support improved access to waterways for use by regenerative tourism operators (see also our [Recreation and Sport](#) Policy).
- 2.16. Develop standards for cruise ships with respect to carbon emissions, waste management, their impact on marine and coastal environments

3. Managing the Pressure of Tourism on Communities and Culture

Issues

Social and cultural impacts of tourism include overcrowding and overburdened infrastructure, poorly paid and precarious work, the exploitation of indigenous and minority cultures, and the un-nuanced celebration of colonial history. Tourism's impacts are often felt locally but communities can be left without recourse to address those harms.

Actions

- 3.1. Prioritise the wellbeing of communities and cultures over the growth-related interests of the tourism industry.
- 3.2. Support the evolution of distinct community identities, while protecting and enhancing cultural and historic landscapes, townscapes and other cultural taonga (see also our [Arts, Culture and Heritage](#) and [Agriculture and Rural Affairs](#) Policies).

- 3.3. Support and facilitate respectful collaborations between tourism operators and arts and crafts, heritage, and multi-cultural institutions.
- 3.4. Provide legal recourse to groups for communities adversely impacted by large tourism operators, including cultural community groups.
- 3.5. Support community-based ownership of and local employment in tourism ventures.
- 3.6. Improve standards and protections for workers in the tourism industry, especially seasonal and migrant workers, who most need them (see our [Sustainable Business and Workforce Policies](#)).
- 3.7. Require new tourism operations that are centred upon high-risk gambling (e.g. casinos) to establish community consent and make ongoing financial contributions to local community wellbeing services, and prohibit their advertising to domestic tourists (see our [Recreation and Sport](#) Policy)
- 3.8. Establish a land tax to reduce the number of homes left empty for tourist accommodation (see our [Economic](#) Policy)
- 3.9. Distribute tourism levies to mitigate the variable impact of tourism in each region (see our [Local Government](#) Policy).

4. [Resilient tourism](#)

Issues

The tourism industry is deleting its resource base (environmental, social, cultural, infrastructural), partly because of inadequate investment, governance and management. In addition, underinvestment in domestic tourism has caused dependence on international visitors and inequitable access among New Zealanders to leisure, travel and domestic tourism.

Actions

- 4.1. Promote and support domestic tourism that is ecologically sustainable, innovative, diverse and accessible.
- 4.2. Facilitate equitable access to domestic tourism.
- 4.3. Support tourism ventures that build a shared understanding of important environmental, social and cultural issues.
- 4.4. Support the development of community-centred networks of tourism operators.
- 4.5. Protect and actualise Aotearoa New Zealand's international reputation as a clean green country (see, for example, our [Environmental Protection](#) policy).