

Coastal tourism in New Zealand: a challenge for local culture in a changing era?

Kareem Ismail

PhD Researcher, (School of Architecture and Planning, NICA, University of Auckland),

kism817@aucklanduni.ac.nz

Keywords: Sustainable coastal tourism, Maori indigenous culture, Chaos theory.

Abstract

Tourism sustainability is based on its ability to represent local culture and being beneficial for the community. This paper deals with this topic through investigating the relationship between coastal tourism activities and local communities in five case study areas in New Zealand and comparing them according to sustainable tourism indicators. Data were collected and analysed using mixed method research approach through A) Case study visits and literature review to identify the tourism system characteristics and connecting them with theoretical tourism models such as Mckercher s chaos models. B) Semi-structured interviews were conducted with local community representatives to get their perception on the effect of coastal tourism activities on their culture and tourism strategies implementation. The results showed that the lack of regional tourism strategies leads to weakening of the institutional structure managing coastal tourism activities in New Zealand causing fragmentation in the responsibilities of different agencies. Local and iwi community representatives express their dissatisfaction of the planning for tourism, its negative effects on their culture and lack of job opportunities in tourism. However, they appreciate the efforts made by some governmental authorities such as MfE, DOC and some local councils in protecting coastal tourism environmental assets and their cultural heritage. The study recommends formulation of updated tourism strategies on the regional level connected with New Zealand tourism vision 2025, enhancement of community participation through using adaptive management approach, incorporating local iwi culture in tourism activities and increasing tourism job opportunities for local community members to achieve sustainable tourism outcomes.

References

- Butler, R.W., 1980. The concept of a tourist area cycle of evolution: Implications for management of resources. *The Canadian Geographer Journal*. 24 (1), 5-12. [online] Available at :< <http://onlinelibrary.wiley.com/doi/10.1111/j.1541-0064.1980.tb00970.x/epdf>> [Accessed September 2014].
- Christchurch and Canterbury Tourism Board, CCTB, 2013.Christchurch & Canterbury Tourism Business Plan 2013/14. [online] Available at <<http://www.christchurchnz.com/media/293280/cct-2013-14-business-plandocx.pdf>> [Accessed July 2013].
- Crenat, L. and Gourdon, J., 2007. Is the concept of sustainable tourism sustainable? Developing the sustainable tourism benchmarking tool. United Nations Conference on Trade and Development. Geneva: United Nations publications.
- Dyanna Jolly Consulting and Ng Papatipu R nanga Working Group 2013.Mahaanui Iwi Ma Prepared for Ng i T huriri R nanga, Te Hap o Ng ti Wheke (R paki), Te R nuku R nanga,Wairewa R nanga and Te Taumutu R nanga Christchurch, NZ: Mahaanui K [online] Available at: <<http://mkt.co.nz/mahaanui-iwi-management-plan/Mahaanui-IMP.pdf>> [Accessed on September 2013].
- Leiper, N., 2004. *Tourism Management*. 3rd Edition. Frenchs Forest: Pearson.
- Marlborough District Council, 2014. Natural Character of the Marlborough Coast: Defining and Mapping the Marlborough Coastal Environment. Prepared by Boffa Miskell limited, Lucas Associates, DOC, Taramor Limited and Landcare research for Marlborough District Council.

- Ministry of Business, Innovation and Employment, 2011. New Zealand Maori Tourism Action Plan. [Online] Available at: < <http://www.med.govt.nz/sectors-industries/tourism/maori-tourism/maori-tourism-action-plan>> [Accessed at March 2012]
- Ministry of Business, Innovation and Employment 2014. Regional tourism estimates report. [online] Available at: <http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/regional-tourism-estimates> [Accessed at November 2014].
- McKercher, B., 1999. A chaos approach to tourism. *Tourism Management Journal*. 20:4, 425-434.
- Miller, G. and Twining-Ward, L., 2005. *Monitoring for a sustainable tourism transition: the challenge of developing and using indicators*. Oxfordshire: United Kingdom. CABI publishing.
- Ministry of Tourism, 2007. New Zealand Tourism Strategy 2015. [online] Available at: <<http://www.nztourismstrategy.com/files/NZTS2015%20final.pdf>> [Accessed at September 2011].
- Quality Planning, 2015. The RMA Planning Resource. [online] Available at: <<http://qualityplanning.org.nz/>> [Accessed on February 2015].
- Thames Coromandel District Council, 2012. Draft Whitianga Coastal Action Plan. [online] Available at: http://www.tcdc.govt.nz/Download/?file=/Global/1_Your%20Council/%20Draft%20Whitianga%20Coastal%20Action%20Plan.pdf [Accessed November 2012].
- Tourism Industry Association New Zealand, 2014. Tourism 2025: Growing value together Whakatipu Uara Ngatahi.[online] Available at: <<http://www.tourism2025.org.nz/.pdf>> [Accessed December 2014]
- United Nations Environment Program UNEP, 2009. Sustainable Coastal Tourism: An integrating planning and management approach. [online] Available at: <<http://www.unep.fr/shared/publications/pdf/DITx1091xPA-SustainableCoastalTourism-Planning.pdf/>> [Accessed June 2012]
- United Nations World Tourism Organisation UNWTO, 2014. UNWTO Tourism Highlights: 2014 edition. [Online] Available at: < http://www2.unwto.org/sites/all/files/pdf/unwto_highlights14_en.pdf> [Accessed November 2014]
- Weaver, D., 2006. *Sustainable Tourism: Theory and Practice*. Oxford: Elsevier Butterworth- Heinemann publications
- World Travel and Tourism Council, 2015. Travel & Tourism Economic impact 2015. [online] Available at: <http://www.wttc.org/media/files/reports/economic%20impact%20research/regional%202015/world2015.pdf> [Accessed March 2015]

1. Introduction

Tourism activity is considered the largest business sector of the world economy according to a World Travel and Tourism Council (WTTC) 2015 report, tourism makes up around 9.5% of the global Gross Domestic Product (GDP), at approximately 7 trillion US dollars, and it is forecast for this number to increase to almost 11% of the global GDP by 2024. International tourist arrivals have doubled in 13 years from 528 million in 1995 to 1087 million in 2013, and forecasted to reach 1.8 billion by 2030 (UNWTO, 2014). Tourism also creates millions of jobs annually, in 2013 approximately 266 million jobs were generated by the tourism sector (WTTC, 2014). Moreover, the Asia- Pacific region was the fastest growing region in the last four years in terms of the international tourist growth, with 15 million more people visited the region in 2013 than in 2012 (UNWTO, 2014).

Therefore, studying coastal tourism, its effect on the local culture and ways to increase its sustainability is the focus of this paper. This is important because coastal tourism is considered one of the fastest growing forms of tourism in recent decades, where coastal destinations act like magnets that attract tourists to visit and enjoy various activities. Reports from international organisations such as United Nations World Tourism Organization (UNWTO) showed that eight of the top ten worldwide tourism destinations in 2014 were coastal countries (UNWTO, 2014).

The paper starts with indicating research importance to New Zealand, followed by reviewing of literature showing special relationship between indigenous communities in New Zealand named as iwi

and the coast. Then discussing the conceptual model through reviewing tourism models (linear and chaos models). The mixed method research was used in this research, were mix between qualitative techniques (interviews and document analysis) with quantitative techniques (sustainable tourism indicators) are discussed, followed by brief about the selected case studies. The analysis is based on investigating the effect of coastal tourism in local iwi culture and its coastal sites and that analysis is represented through positioning case study areas on different stage of the tourism life cycle.

The discussion continues through proposing a sustainable development framework and how local community and iwi could participate effectively in its stages to ensure their local culture is protected against any threats from mass coastal tourism activity. This is followed by conclusion specifying the main issues extracted from analysis and suggestions to solve the issues and limit its negative impacts.

2. Research importance to the New Zealand context

This area of paper response to the importance of coastal tourism and its relationship with local communities and effect on local cultural, this is important for many countries especially in the Asia-Pacific region. The study is important for New Zealand for a number of reasons. Firstly, there is a growing importance of tourism activity to the New Zealand economy, considering it is the second largest export category in the country s economy and contributing to almost 4. with one in every 10 New Zealanders working in the tourism industry based on Ministry of Business, Innovation, and Employment statistics (MBIE, 2014). New Zealand government try to develop tourism to be a major contributor to the country s economy in the future. The New Zealand Tourism Strategy (NZTS) stated that by 2015 tourism is valued as the leading contributor *a sustainable New Zealand economy* (Ministry of Tourism, 2007, p.6).

Despite that, the goal was not achieved, but the governmental desire still exist through the New NZ Tourism Strategy 2015 aims to double the revenue coming from tourism sector from \$ NZ 24 billion in 2013 to be \$NZ 41 billion by 2025 in New Zealand Tourism Vision 2025, through improving the competitiveness level of New Zealand tourism in the international market (Tourism Industry Association New Zealand, 2014).

Secondly, an important part of this competitiveness is the tourists experiencing local culture along with their enjoyment of the natural coastal environment (beaches). More than 1/3 of the total international tourists visiting New Zealand in 2013 stated that their main reasons to visit the country was the spectacular landscapes and natural beauty (Tourism Industry Association New Zealand, 2014). This future vision is not only focusing on the economic aspect, but depends on the brand 100% Pure New Zealand that promotes the country, as a place where environment is best reserved in the international tourism market, combining landscape with the indigenous culture to create a competitive tourism product that attract international tourists (Tourism Industry Association New Zealand, 2014)

Therefore, in order to achieve the tourism vision 2025 and increase the country tourism sector, it needs lots of investment in the tourism industry. However, this investment growth means increase in tourism activities and its pressure on the coastal areas and local culture sites. Although MBIE produced Maori Tourism Action Plan in 2011 (MBIE, 2011) to maximize revenue from Maori tourism sector, but its main focus was in increasing profit without major emphasis on protection of the heritage sites or local culture. Although their recognition that Maori culture is important part of the visitor experience. **Therefore, this paper tries to answer the question about the status of sustainable tourism practice in the selected study areas in New Zealand and their effect on the local culture.**

3. Maori, tourism and the coast: complicated relationship

The coast represents a special value for iwi Tangata whenua (Traditional name for iwi) consider themselves as the guardians for the coast (Kaitiaki). The role of kaitiaki involves a responsibility to ensure that the mauri (life supporting capacity and essence) of the coastal environment is protected, and that coastal resources are sustained for future generations to enjoy. This role and special connection with the coastal environment appear in the following activities:

- a) Sites and areas that reflect the long relationship of tangata whenua with the coastal environment, including nohoanga (temporary campsites), taurangawaka (canoe landing sites), pa (fortified settlements), ana (caves), wahipakanga (historical battle sites) and pouwhenua (traditional markers, landforms/trees), fishing grounds.
- b) Cultural and spiritual sites including islands, peninsulas, headlands, and inlets.
- c) Wahitapu, including urupa (burial sites) and wahitaonga (treasured places or things).
- d) Mahingakai values, including kaimoana (food sourced from the sea), taongararanga (plants for weaving/manufacturing), and rongoa (medicinal species) customary use/management practices, including rahui, mataitai and taiapure (Quality Planning, 2015).

This special relationship was translated through the principles from treaty of Waitangi and in the last decades through number of documents such as Awaroaki Manuka for Ng ti Te Ata in 1991 and The Cry of the People Natural Resource and Environmental Iwi Management Plan in 2008. Through these documents, Tangata whenua try to reflect their holistic and integrated management approach towards the coastal environment and aim to protect their coasts and local culture. (Quality Planning, 2015).

The relationship of iwi with the coast is also recognised in Resource Management Act (1991) and Coastal Policy Statement NZCPS 2010, both recognises that tangata whenua are kaitiaki of the coastal. Different policies in NZCPS also focuses on protecting the coastal areas that are of special value to iwi and recognising the Maori culture values in the coast.

Furthermore, tourism is accused of being destructive to the environment and local culture. Studies and theories were made to test this claim; concepts introducing tourism as a sustainable activity began to rise, and others tried to convert tourism towards more environmentally responsible trends like the eco-tourism concept (Crenat & Gourdon, 2007).

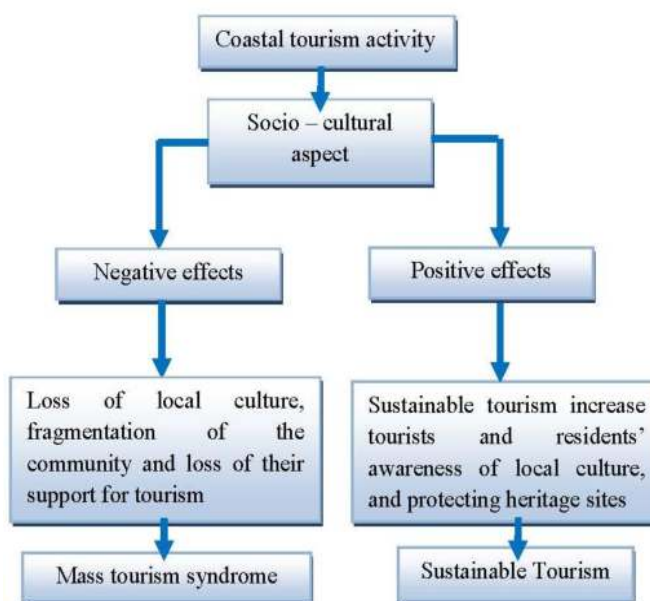


Figure 1: Coastal tourism effect on socio-cultural aspects

Reviewing such concepts is important to this study because they enlighten us to considering new perspectives for the tourism activity. A definition provided by the World Tourism Organization (1999) states that: *sustainable tourism development meets the needs of present tourists and host, while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support* (Weaver, 2006, p. 20).

4. Conceptual framework

Tourism is a complex activity; one of the earliest definitions of the tourism system, was introduced by Leiper (1990), responding to the emergence of the sustainable development concept. Leiper defined the tourism system as a linear controlled system depending on traveller/ tourist journey from the traveller generating region, then departing to the transit route region where the travel industry exists and flight takes place to reach the tourist destination region.

Other researchers, such as Miller *et al.* (1999) explained that the tourism system could be described as an interaction between three main components (Figure 2). The Locals (L) representing the traditional communities, and Tourists (T), either domestic or international, and Brokers (B), who are representing the private sector. Miller added that the tourism system is constrained by human and natural settings, and that tourism has a direct impact on both the social and natural environment. This model tries to explain the dynamics of the tourism system and its interaction with the surrounding environment and local community, and focuses on the analysis of the power dynamics and internal relationship between system components.



Figure 2: The B-L-T model from Miller *et al.* (1999)

However, it does not emphasise the effect of the external factors like political and socio-economic factors on the system. Other researchers like McKercher (1999) argued that the linear, controlled, predictable Leiper's model (1990) is not entirely correct, as the tourism plans produced according to this perception were failing to achieve their goals, and that these linear models fail to reflect the dynamic nature of tourism or describe the complex interrelationships that exist between organisations managing tourism challenge including local community and their culture.

He then introduced the chaos model of tourism (Figure 3), where the tourism system is described as an open model where there are continuous movements happening between the different elements of the system and that each of these elements is interconnected. McKercher added to Leiper's system components communication sector which connects travellers to destinations, consider non-tourism externalities like changing political, economic, or social conditions and outputs of the system.

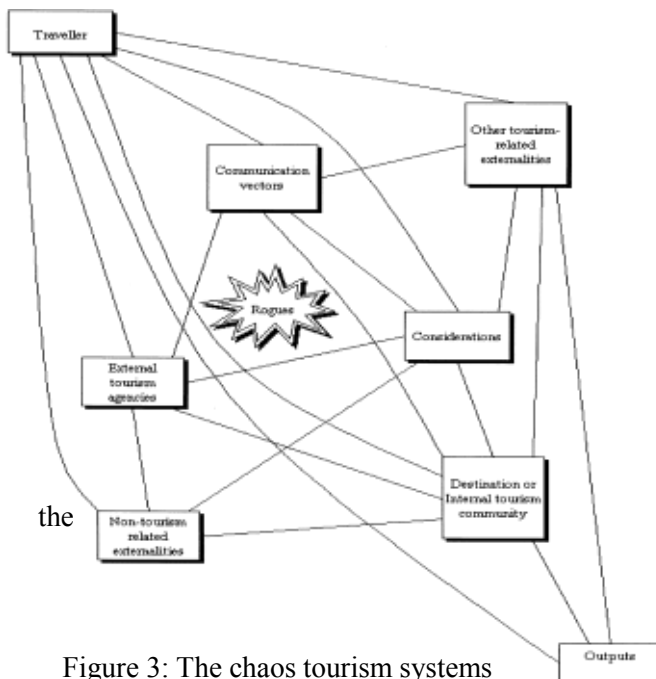


Figure 3: The chaos tourism systems model from McKercher (1999)

The tourism system components were defined further by Leiper (2004, p.) As it comprises of five elements: tourists, generating regions, transit routes, destinations regions, and tourism industries which combine to enable tourism to occur in practice (Figure 4). Responding to the rapid changes that happened in the tourism industry, its booming growth in the 1990s and as a step to emphasising external factors ignored by Miller. Leiper modified the model and suggested that the tourism system works in an operational context that includes economic, socio-cultural, political, technological, legal, and environmental variables.

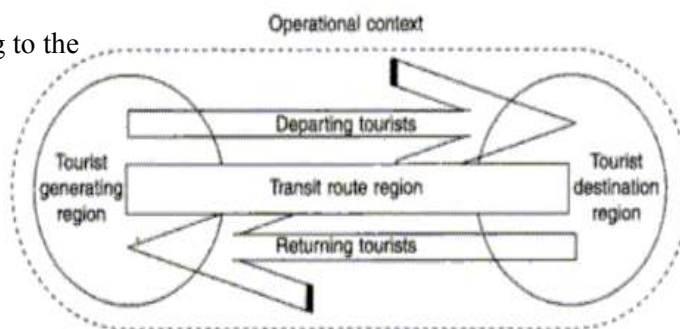


Figure 4: The tourism systems model from Leiper (2004)

However, the external factors were more generalised in the chaos model, and combining the characteristics of McKercher's model with the attributes, detailed description T model will create a better integrated definition of the tourism system that does not ignore the destination environmental, socio-cultural, economic and institutional features. In addition, the Leiper model could serve as a base to describe coastal tourism patterns in the selected case study areas.

These previously mentioned models tried to deal with the challenges facing the tourism activity, but to face the challenges the status of tourism in the selected destination must be identified precisely. Although it is older research that of Bulter (1980) produced what is known as the tourism life cycle model that clearly explains the changes happening in the tourist destination. Despite the age of this model, it is still widely used to show the evolution of tourism in any destination.

This model (Figure 5) explains the five main stages of tourism development focusing on tourism resorts. Firstly, the **Discovery** stage where the destination is gaining popularity and more economic opportunities are opened to provide services to meet the needs of tourists. Secondly, **Growth and development** stage where more tourists visit the area with more promotion of tourism activity and more demand for tourism development and infrastructure.

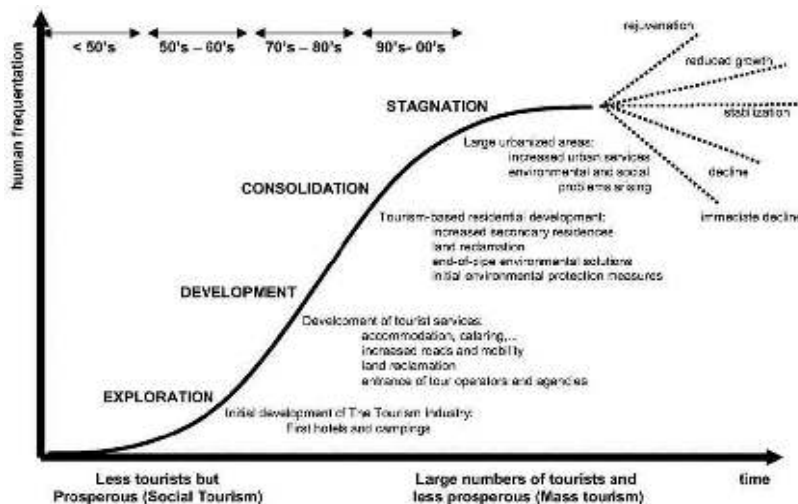


Figure 5: the life cycle tourism model from Butler (1980)

Thirdly, the **Success** stage where the area's facilities are fully utilised with mass tourism old forms of tourism. In this stage, the destination begins to lose its identity and culture, for the benefit of international and non-unique aspects of service and culture. Fourthly, the **problem stage** where the destination became neglected and little of the original features of the natural environment remains. That affects the economic revenue coming for the community from tourism. Lastly, the **decline and rejuvenate** stage where the system either decline or develops to a sustainable pattern.

5. Methodology

The analytical methods are based on the triangulation between qualitative and quantitative methods (Figure 6). The qualitative methods depend on and content analysis of statutory and non-statutory documents. The Nvivo software package as a qualitative analysis tool was used to analyse interviews, and based on the responses investigate the relationship between tourism activity, and integrated coastal management practice in the case studies. In addition, identifying the main issues from the view of key personalities managing the coastal areas, and the relationship between policies stated in statutory documents and practice. In terms of practice, the quantitative methods of research come into perspective, depending on Indicators that were developed based on a collection of related national and international indices (Table 1).

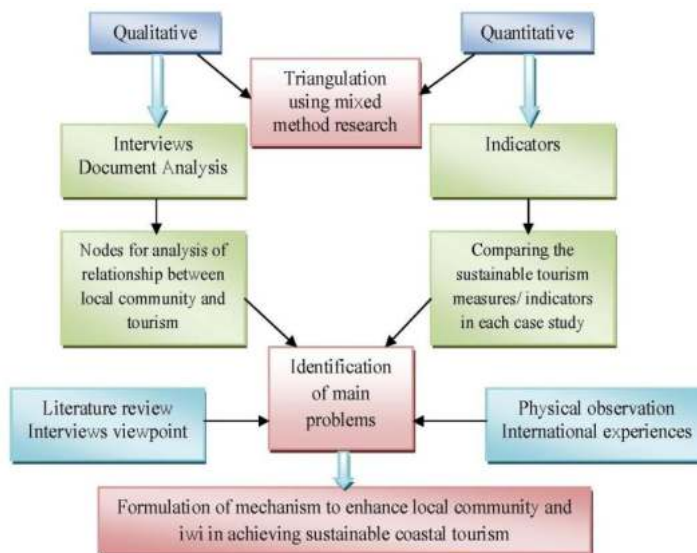


Figure 6: Chart explaining methods of data analysis

Table 1: Selected sustainable tourism indicators from literature used in the study from (UNEP, 2009)

Section	Indicator
Sustainable tourism public policy	% of the destination with a sustainable tourism strategy plan
Customer Satisfaction	% of visitors that are satisfied with their overall experience in the destination
Recreational activities and their effects on the environment	Variety of coastal based activities and % of the coastline affected negatively by those activities
Sustainable Tourism Management in tourism enterprises	% of tourism enterprises in the destination involved in environmental protection
Protecting and Enhancing Cultural Heritage	% of the destination covered by a policy or plan to protect cultural heritage
Maori involvement in tourism activity	% of Maori based tourism activities operating in the destination
Community/social impact	Number of tourists per 100 residents / % of residents who are satisfied with tourism in the destination
Protecting and Enhancing Cultural Heritage	% of the destination covered by a policy or plan to protect cultural heritage
Quantity and Quality of Employment	Direct tourism employment as % of total employment/ % of seasonal tourism jobs
Tourism performance	Average length of stay of tourists (night)/ occupancy rate in commercial accommodation per month
Tourism Flow	Number of tourists per month/ relative contribution of tourism to the destination's economy

The results from indicators enforce the community / iwi perception (qualitative methods).

6. Case study areas

Five case studies (Figure 7) were used to investigate the relationship and effect of coastal tourism activity in local culture, and they were selected based on the following criteria: its importance to New Zealand tourism industry, the development pressure on coastal areas, variety and characteristics of tourism activities (including cultural, heritage sites) and different management approaches. A brief of them as follows:

Paihia and Waitangi area (Bay of Islands)

The area is considered the gateway to the Bay of Islands, a main tourist destinations in the north of the North Island. The area includes the significant Waitangi historical grounds; (where the Treaty of Waitangi that formed New Zealand was signed), along with some of the sacred islands for local iwi on the Paihia coastline, and Russell the first European settlement established in New Zealand (New Zealand Tourism, 2012).

Whitianga (Coromandel Peninsula)

Considered by many researchers as the holiday capital of New Zealand (Peart, 2009), ***Whitianga town*** on the eastern coast of the peninsula is a major tourism destination, close to Auckland metropolitan. Whitianga coasts are facing pressures such as erosion threats and increasing coastal tourism that negatively affecting scared coastal sites for iwi.

Akaroa (Canterbury)

The coastal town of ***Akaroa***, is a major tourism destination in the South Island with rich cultural heritage (the remains of the only French settlement in New Zealand). It is also a main stop for cruise ships in Banks peninsula, in close proximity to Christchurch city.

Abel Tasman National Park

This ***National Park*** is a great example of protected areas and marine reserve regulated under the Department of Conservation (DOC). It shows the efforts to integrate coastal management between unitary authority, DOC, local community and iwi to control tourism and protect coastal assets.

Marlborough Sounds

These unique sensitive sounds represent a good example of coastal tourism in the South Island where there is a mixture of activities such as recreation, aquaculture, marine farming activity, and historical



Figure 7: Map showing location of the case study areas

significance locations for local culture. Due to its location, the area is considered the main gateway to the South Island with frequent ferries connecting it with North Island (Wellington, NZ capital).

These case studies have different management systems for coastal areas and tourism activity, between the dual system (regional and district councils), and the unitary authorities that amalgamates the two councils in one authority in Abel Tasman and Marlborough Sounds.

5. Analysis

The analysis is represented through the tourism life cycle, where the placement of case studies within the stages of the cycle, helps in identifying the characteristics of tourism activity including relationship between the activity and local culture. In addition, due to its flexibility, the tourism life cycle helps in predicting the future of tourism activity. Starting with **Akaroa** that could be placed in the **Growth and Development** stage (Figure 8), as the area is having an increase in tourism accommodation facilities, demand for better tourism development and infrastructure (CCTB, 2013).

This increase is responding to the growth in tourism industry and in number of cruise ships visiting the township. That increase create threat on local culture and put more pressure on the local infrastructure and tourism accommodation facilities overall. However, there are concerns about

the iwi s role in the tourism activity and accessing the coastal area (Dyanna Jolly Consulting and Ng Papatipu R Working Group, 2013). They are still ignored and their activity is minimal in the perspective of mass tourism visiting the area. Moreover, the characteristics of one day visits of cruise ship tourists with day trips from Christchurch does not allow the opportunity to fully explore the culture and heritage of Akaroa, with need for support in regional level (Canterbury tourism) and local level (Christchurch City Council).

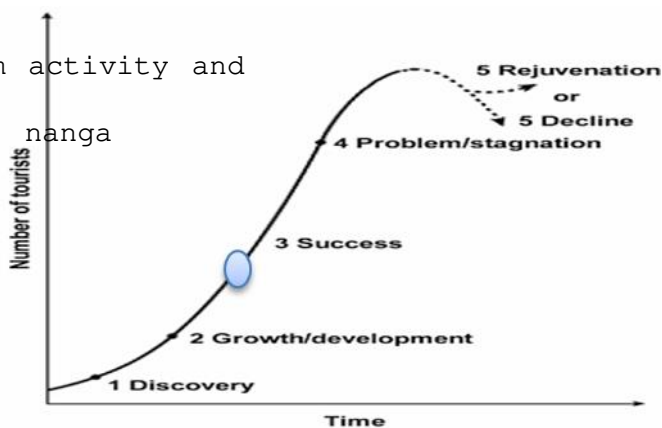


Figure 8: Placement of Akaroa in tourism life cycle

In terms of future trends, the area seems to be heading towards the stage of Consolidation (success), meaning the area is ready to increase its facilities to cater for more mass tourism. However, there is the threat of the area suffering from mass tourism symptoms by losing its identity and culture for benefit of attracting international tourism and that is concern of the residents.

Paihia and Waitangi could be placed in the **Problem/ Stagnation** stage (Figure 9), where the area is facing a number of problems. Economically, the tourism operators complain of the short tourism season (only in summer season). Also the need for upgrading tourism facilities and lack of promotion strategies limits the number of tourists.

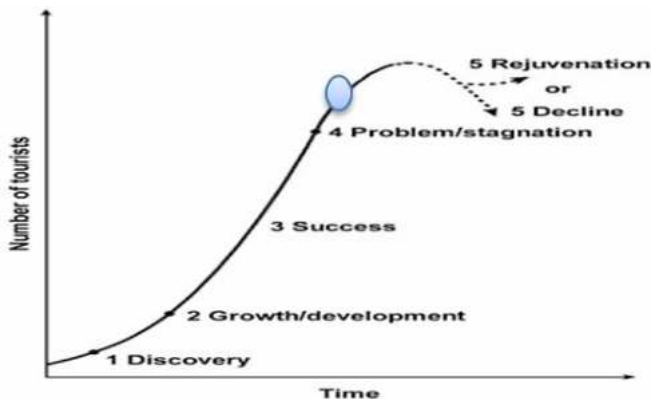


Figure 9: Placement of Paihia & Waitangi in tourism life cycle

Environmentally, catchment pollution in the Waitangi area and lack of maintenance for tourism facilities create pressure on the coastal tourism assets, especially in the Waitangi, and mean limited coastal tourism opportunities in the Waitangi beach and also it negatively affect the cultural heritage sites nearby Waitangi grounds. Another point adding to these problems is the vulnerability of ecological systems and short-term coastal defence strategies in the area make some beaches inappropriate for swimming and recreational activities and effect negatively the tourism experience.

The cultural tourism is based on coastal areas in Paihia specifically Waitangi grounds and other cultural sites in Northland region. However, iwi trustees supported by analysis of indicators show concerns about protection of these sites and efforts to increase tourists aware

The future trend of tourism in the Paihia and the Waitangi area is hard to predict. Although of community desire to develop and diversify the tourism activity through initiatives such as upgrading Paihia waterfront, along with regional and local councils support, all these factors facilitate the growth of tourism activity and head it toward a rejuvenation stage.

However, there are some points that could challenge this rejuvenation future for tourism activity in the area. The lack of funding from regional and local councils towards upgrading tourism facilities and the area s infrastructure. The lack of extensive promotion of the area for international tourists makes it lose competition with attractive destinations in the South Island or Auckland. This could push the area towards a stable status or even a decline in tourism activity. However, this depends on the cooperation degree between community, iwi, the public sector (regional and local councils) and the private sector.

In the case of **Whitianga**, the area could be placed in the *Success / Consolidation Stage*, (Figure 10). This conclusion is based on a number of factors. The first is the full utilization of the area s tourism facilities, through the construction of new tourism accommodation, as well as the upgrading of the existing accommodation. This comes as a respond to cater for the mass numbers of tourists visiting the area.



Figure 10: Placement of Whitianga in tourism life cycle

The area s relative proximity to Auckland, and its famous reputation, makes it one of the main destinations in New Zealand forecasted for the next 4 years (MBIE, 2013).

This means that the mass tourism styles coming from Auckland or international tourism are replacing old forms of tourism. The focus is on providing greater commercial tourism activities, such as recreational fishing, cruises, and kayaking, rather than cultural activities with very little input of iwi heritage in the tourism products offered in Whitianga.

The absence of a strategy to increase iwi participation and their input into the tourism activities, and an absence of a regional tourism strategy to promote the area s heritage are all factors of a destination losing its identity for international mass tourism market needs. Another aspect is the absence of sustainable tourism guidelines for the area, and desire from investors to increase their revenue from tourism activity. This desire is reflected through the expansion of the yacht marina and construction of major residential projects on the coastal area such as Whitianga waterways project.

The area is predicted to head toward stagnation / a problem stage where the environmental and social problems are increasing, negatively affecting the tourism activity and local culture sites. However, there are factors that could slow the transition of the area to this problem stage. Firstly, the settlement between the Crown and the iwi tribes in the Waikato region, which includes Whitianga, is in the final stages (TCDC, 2014). This means that the iwi community will have more involvement in the coastal area and tourism activities by being the biggest owner of land in the region. The second factor is DOC's conservation efforts and its control over the marine reserve in the area means protection of the area's natural and cultural value. Finally, there is the Waikato Regional Council to protect Whitianga's coastal areas against coastal problems.

The **Marlborough Sounds** area could be placed in the *Stagnation / Problem stage*, (Figure 11). This conclusion is based on the increase in urban sprawled tourism development along the Sounds settlements such as expansion of yacht marinas, increase of camping sites, holiday homes, and tourism accommodation facilities. The Sounds ecological characteristics allow more marine activities to exist, such as aquaculture, marine farming, and recreational fishing. These activities try to benefit the local communities and integrate them with the tourism activity, but the ability to integrate is a matter of debate.



Figure 11: Placement of Marlborough Sounds in tourism life cycle

The conservation of the Sounds' unique systems is a priority for the community, DOC, NGOs and the government through the Unitary Council are trying to balance between the economic benefit, the environmental protection of the resources, protection of cultural coastal sites and maximize contribution of iwi and the local community in tourism activity.

The future trend is hard to predict, due to the large scale of the case study area, its unique features, and the variety of coastal / marine activities happening in the area. Therefore, it could be concluded that the area is heading towards a reduced growth stage where growth in tourism activity will be controlled due to combined efforts from Marlborough District Council, DOC, and the local community. Success in achieving this goal could lead to a shift to a more sustainable status for the area. This conclusion could be challenged with the power of investment in the Sounds and lack of strong regulations that protect the unique features of the area, an absence of a clear tourism strategy and reduction in the funding from DOC will limit their ability to fully protect the Sounds. All these factors could easily lead the area towards a status of stabilization or even a decline in the tourism activity and making the local cultural more vulnerable to thresholds.

In the case of **Abel Tasman**, the area could be placed in the *Growth / Development Stage*, (Figure 12). However, in practice, due to the special status of the area as a national park with some parts covered under the foreshore marine reserve. As a national park, there are restrictions on the number of tourists, a limitation on the tourism facilities and development allowed (certain camping sites) which ensure sustainable practice of coastal tourism activity. This gives discussion of the tourism in this protected area a different perspective that focuses on the environmental sustainability of the coastal tourism assets and protection of local culture rather than economic aspects.

Therefore, placement of the area within the tourism life cycle would be slightly deceiving, as it is an area of controlled tourism activity that is unlikely to go through the phase of more growth (Success) or problems, unless one of the management factors is compromised. Therefore, it is fair to place the area in a sustainable status in regards to tourism activity, although the park's integrated management team is trying to upgrade the camping facilities to cater for more efficiently to more tourists with fewer effects on the coastal area and local heritage sites.



Figure 12: Placement of Abel Tasman in tourism life cycle

This sustainable status is supported by the tourism operators working in the national park and marine reserve areas adhering to DOC regulations and their desire to protect the area as they are the main attractions for tourists and thus the tourism operators maintain. In addition, the cooperation between iwi organizations, DOC and tourism operators lead to better recognition of the natural and cultural heritage in the area.

6. Discussion of results: Enhancement of public participation and iwi involvement

Public participation is a major factor in the sustainability of coastal development and tourism activity. In New Zealand, the role of iwi is an essential part of the process because of their special relationship with the coast, discussed earlier in this paper. The case studies analysis and discussion have showed issues regarding the degree of public participation and effectiveness of the role of iwi in decision-making process, coastal management, and tourism activity. Therefore, this section includes discussion about the role of public participation in the different stage of the suggested management framework (Figure 13) and ways to enhance it for the aim of protecting local culture.

Starting with the *coherence building stage*, the participation of the local community and iwi in the plan preparation process is vital, and needs to be continuous in every stage of the plan preparation process. This participation is needed because of their knowledge about the existing issues to solve, identify the main goals, heritage sites to conserve and opportunities to enrich.

However, document analysis and personal communication with local community board representatives and iwi trustees showed that this role is practised at the end of the process before issuing the plan, and /or is covered quickly through public hearings without any in depth discussion to get public perception about the coast. This practice deprives the decision makers from getting the valuable contribution of the public and iwi, also making the local community feel excluded from the management process.

Following that, in the *spatial planning stage*, the local community could help in identifying the main coastal issues and their exact locations based on their daily practice. This will add a spatial dimension to the coastal plans and help in implementation of its policies. Another important aspect is the iwi management plans; their knowledge (Kaitiakitanga) and role as guardians of the land (resources) plays important roles in identifying the heritage sites which carry importance to the local culture. However, many iwi prefer to avoid identifying their heritage sites on a spatial scale to limit accessibility and avoid any vandalism to these sites.

There are some successful examples of effective public and iwi participation in managing and conserving the coast. In Abel Tasman National Park Foreshore Plan, iwi and the local community are supporting the conservation activities and sustainable tourism practice in the park. The same practice happens through the steering group in Whitianga with public and iwi participation helped in the formation of a Whitianga coast action plan to protect the coast and its heritage sites from erosion.

The role of local community and iwi trustees as taxpayers is essential in the **implementation stage**, because they are the source of funding for the district councils from their taxes. Their participation in conservation projects through logistical support facilitates implementation of these projects and ensure their success. This support is clear in the public participation through funding of Janszoon Conservation Project in the Abel Tasman National Park, also through funding from Focus Paihia community group to build a new waterfront for Paihia Township to encourage tourism activity.

For the **incorporation stage**, the local community and iwi have little contribution, because they do not have any legislative power to enforce. Local community board members / councillors, as representatives of their communities, play consultative roles rather than having real power to enforce.

In the **monitoring stage**, the community could be the best to monitor any changes happening to their beaches and coastal heritage sites. In the case in Akaroa, community helps in getting samples of recreational water quality in periodical basis. The same idea happens on a bigger scale in Abel Tasman National Park, where residents in Torrent Bay monitor any changes that happen in their area and cooperate with DOC to eliminate any degradation to the coastal environment that are significant.

In the **information technology stage**, the community and iwi help in increasing the transparency of data through public hearings. They could be a valuable source of information that increases regional and district council knowledge of the issues and opportunities in the coastal area. Paihia Urban Design Guidelines Report and iwi Mahaanui management plan in Canterbury are good examples of this idea.

In the **research stage**, the community could help in creating some research documents in cooperation with district and regional council. This case is clear in the preparation of Marlborough Sounds Coast Mapping Report for the Marlborough District Council (MDC, 2013), where local consultancy and iwi trustees helped in mapping the coast and identifying the culturally significant sites.

In the **promotion of creative ideas stage**, the community plays an important role in identifying issues that face their local community and its coastal environment and creating some solutions for these issues. Their role also extends to protecting the coast through sustainable use of its resources based on the Kaitiakianga principles, which is almost similar to sustainable development concepts, aiming towards keeping the coastal systems and heritage sites in a resilient status for future tourism.

The main way to protect local culture from threats including mass tourism negative effects, come from enhancing the public role in the decision-making process through focused consultation with local communities. However, based on analysis of existing iwi management plans in the case studies, indicators and interviews with iwi trustees many of them showed their concern about being excluded, as they are only being consulted in the late stages of the plans preparation, knowledge in coastal protection measures which add to the threats on local culture.

The consultation should not be limited only to the community representatives but also through public hearings and focus groups with local experts to ensure different viewpoints are heard. In addition, adaptive management can make the residents act as partners in the daily management of the resources through their participation in monitoring, research process, and increasing awareness of local culture.

Another important aspect is spreading awareness in the local community of coastal issues and the significance of local culture and heritage sites. This is happening in different scales through local NGOs in Whitianga, Paihia and Waitangi, and in the Marlborough Sounds. Adding to the organisations, some of the local tourism operators are spreading awareness through their tours in the coastal area and by educating tourists about the importance of marine reserves. The role of iwi is extremely important as discussed earlier, because in some areas they have customary rights settled according to the Treaty of Waitangi such as the case in Whitianga and Paihia.

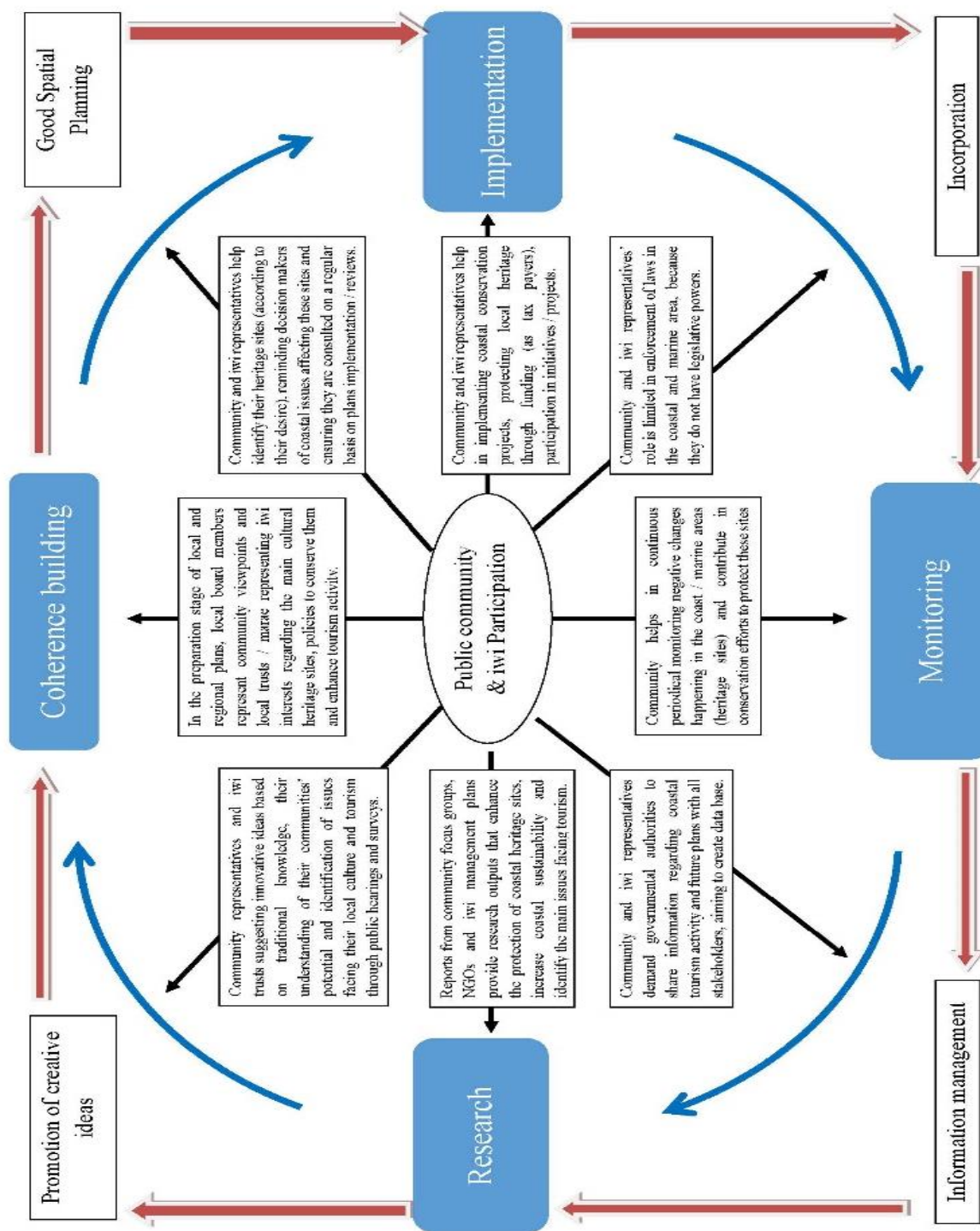


Figure 13: The role of community and iwi participation in the different stage of the suggested management framework to achieve sustainable tourism

However, the rights iwi have to access the coast is still a controversial issue and is tackled in statutes such as Marine and Coastal Area (Takutai Moana) Act 2011. In the absence of a nationwide survey about iwi satisfaction with the current situation, it is rather difficult to conclude about this relationship between iwi, tourism and the coastal management process. In order to change this situation, more empowerment of iwi representatives to represent the different voices of their tribes is required, through increasing their responsibilities in coastal areas as guardians of these resources rather than users, to achieve sustainability in these coastal areas and have maximum protection of local culture.

7. Conclusion

The content analysis and interpretations from the interviews and indicators analysis have shown number of issues that are facing sustainable tourism achievement across all the case studies:

A) **Mass tourism syndrome:** The increase of tourism activity means the coastal areas lose its biodiversity, fragmentation of landscapes and pressure on local culture sites.

B) **The short tourism season** issues as the tourism operators have complained about the short period of the tourism season, as most of the tourist visits are concentrated in the summer season, and the lack of diversification of tourism activities, depending on coastal tourism assets effecting heritage sites.

C) **The degradation of tourism facilities issue** arise from the case study areas which suffer from degradation in the services of coastal activities such as wharfs, yachts pier points and public services..

D) **The lack of tourism promotion:** The absence of regional tourism strategies negatively affects the activity in the case study areas, as the efforts to promote tourism activities are mainly made by local district councils through I-sites.

In addition, there are number of results obtained from the analysis of sustainable tourism scheme in the selected case study areas, 1) The absence of code of practice or a national strategy for sustainable tourism practice that incorporates the sustainable tourism concept more in tourism operations or which has legislative power over the tourism operators across the country. 2) The existing national tourism strategies, such as New Zealand Tourism Policy 2015 (Tourism New Zealand, 2007) or the new modified version New Zealand Tourism Strategy 2025 (Tourism industry association New Zealand, 2014), both focus on economic revenue, and it do not emphasis on neither the conservation of the coastal tourism assets nor the protection of heritage sites as sustainable tourism practices.

3) There are no middle level policies or plans at the regional level to translate the national tourism policy to the operative level at the local level. The role of the regional tourism organisations needs more reinforcement through legislation. 4) The community board members role is to deliver community perception to the governmental agencies. However, their role needs more enforcement in terms of formulating community consensus about tourism activity and increasing their awareness of the coastal issues and sustainable tourism practice. This could happen through holding community workshops, focus groups, getting funding for community initiatives in cooperation with local councils, and encouraging NGOs role, and iwi involvement in coastal protection measures.

5) The role of iwi is restricted due to the fragmentation of their own administrative structures because of conflicts between some tribes, as well as not having any power regarding coastal management or tourism practice. Therefore, this role needs to be enforced by making iwi management plans obligatory and prepare them in accordance to regional coastal plans and statements. These plans need also to discuss tourism and deliver methods to protect their heritage and significant cultural sites.

Such practices discussed in this paper could help in converting coastal tourism to be more sustainable and being a method to increase awareness of local culture rather than being a threat to it.