

Tourism and Covid-19

Opportunities and challenges for Rural communities

Dr. Caroline Orchiston (University of Otago)

Dr. Jo Fountain (Lincoln University)



Webinar Outline

- Summary of the Resilience to Nature's Challenges Rural programme
- Tourism and rural [pre-Covid] contexts in NZ (RNC1-Rural tourism)
- RNC2-Rural tourism research 2019-2024

- Implications of Covid for Rural NZ
- Opportunities for rural tourism



We bring together deep partnerships, transformative research and mātauranga Māori to provide the new knowledge, tools and ways of working that will help Aotearoa New Zealand accelerate resilience to ever changing natural hazards and actively manage disaster risk.



Rural



Urban



Māori



Built



Resilience in
Practice



Earthquake
Tsunami



Coastal



Volcano



Weather



Multihazard
Risk

RNC1-Rural tourism research (2016-2019)

Kaikōura and North Canterbury

- Social-ecological inventory -> Cradock-Henry & Buelow
- Tourism recovery marketing -> Fountain & Cradock-Henry
- Kaikōura tourist survey: experience and resilience -> Fountain

AF8 [Alpine Fault magnitude 8]– tourist challenges for CDEM response

- Tourist exposure to disaster risk -> Darling, Wilson & Orchiston

Understanding ‘transients’

- Simmons & Wilson (LU)
- Local government guidance



Five years of strong growth in international tourism

Anger Over Tourists Swarming Vacation Hot Spots Sparks Global Backlash

In Venice, Barcelona, Thailand and New Zealand, 'overtourism' is straining local infrastructure and prompting restrictions; the 'Lord of the Rings' effect

New Yorker, 2018

- Over tourism
- Lack of environmental, social and cultural sustainability
- “Pristine, popular... imperiled? The environmental consequences of projected tourism growth” PCE Report December 2019

Pristine, popular... imperiled?

The environmental consequences of projected tourism growth

December 2019



Freedom campers staying in unsafe environments

Leighton Keith · 17:26, Feb 13 2018



Rural exposure to disaster risk

- Critical infrastructure/lifelines often pass through highly exposed areas
- Cascading/compounding disruptive events e.g. Hurunui drought + EQ + *M. bovis*
- Consistent themes emerge, e.g. social capital, adaptive capacity, personal resilience in rural places



Rural

Economic Reforms
1980/1990s

Canterbury Earthquake
Sequence 2010/2011

Hurunui Drought
2014-2017

Kaikōura Earthquake
November 2016

Mycoplasma Bovis
2017-Now

Loss of agricultural
Subsidies

Disruption to
business as usual

Described as the
most difficult of all

Followed by
tropical cyclones

Complex biosecurity
hazard

Rural exposure to disaster risk

- Visitors, temporary residents – unaware of risks, and emergency management arrangements
- High proportion of tourists:residents in some communities
- Tourists/non-locals are a significant burden on host communities during crises, and attract media attention



RNC2-Rural tourism workstreams, 2019-2024

- Enhancing tourism governance for tourism resilience
- Disaster risk of transient communities
- Longitudinal recovery trajectories in North Canterbury
- Spatio-temporal drivers of future disaster risk in rural NZ
- Co-creation, participatory research approaches





TOURISM FORUM

26 September 2019

Distinction Hotel | Te Anau



Prof. Tom Wilson

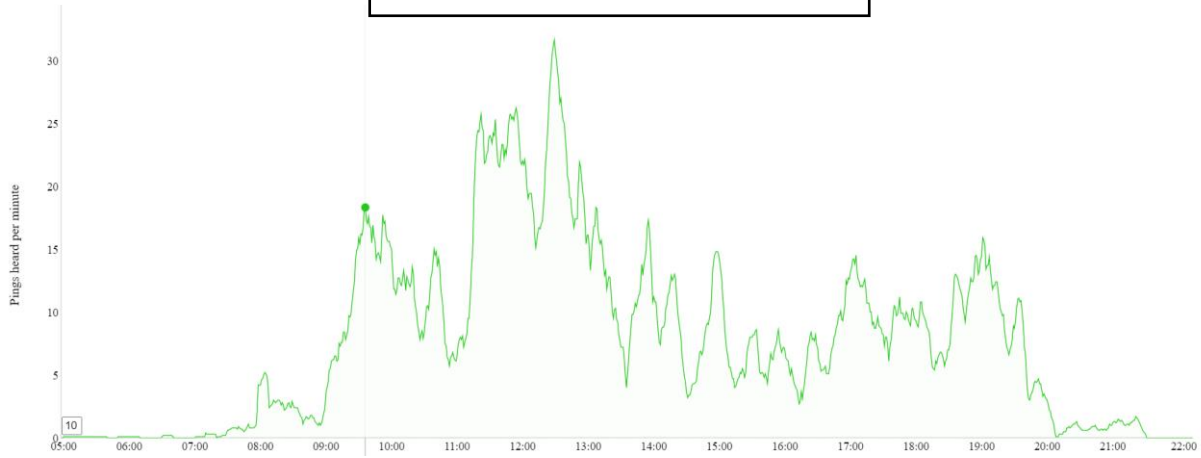
RNC-Rural PhD research



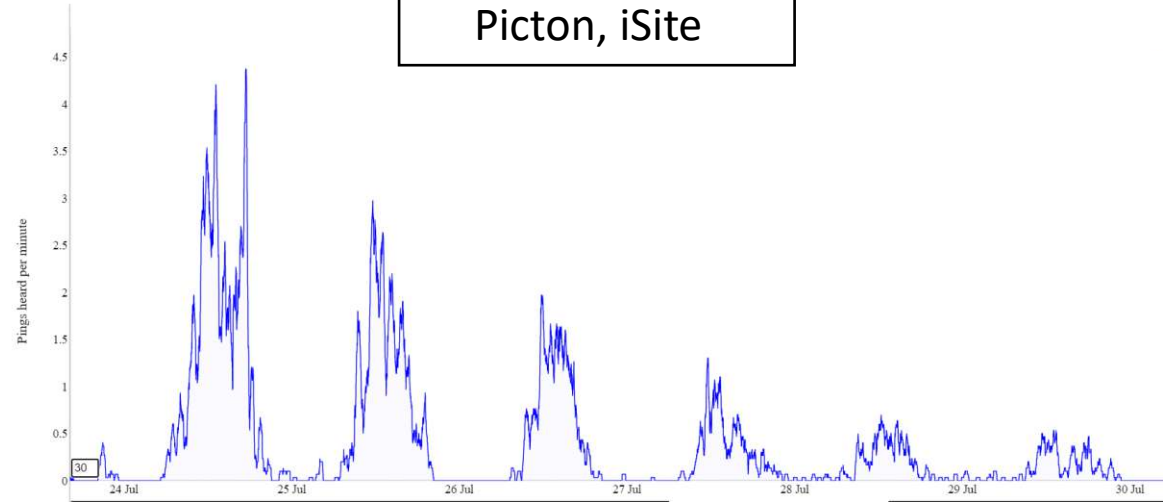
- Mat Darling – *Transients and disaster risk exposure* (Canterbury). Supervisors: Tom Wilson, Caroline Orchiston, Brendon Bradley, Ben Adams
 - Using volunteered geographic information and other novel datasets to model visitor movements
 - Capturing tourist mobility through a network of data sensors across the South Island – insights into the Covid tourism crash and recovery
 - AF8 and Covid case studies



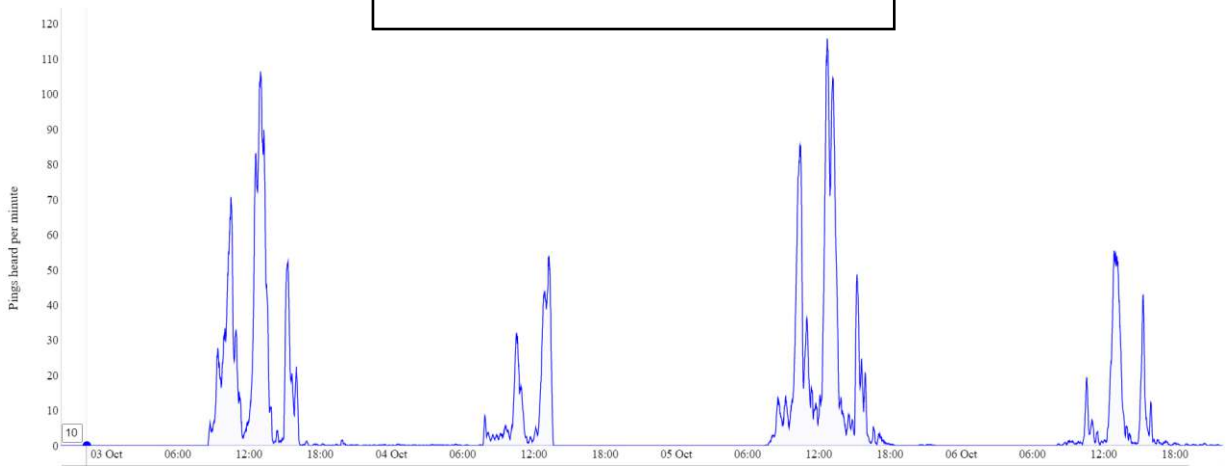
Franz Josef, main street



Picton, iSite



Milford Sound, terminal



Queenstown, Earnslaw Park



RNC-Rural PhD research



- Lucia Danzi – *Tourism, emergency management and rural disaster resilience* (Otago). Supervisors: Caroline Orchiston and James Higham
- Understand the relationship between tourism and emergency management, Covid and broader disaster context
 - Systematic review
 - Policy analysis
 - Network analysis
 - Qualitative interviews/workshops



RNC-Rural Masters research



- Moriah Osborne (QC/aligned Masters, Otago) – *RTOs and Covid: recovery and resilience*. Supervisors: Caroline Orchiston and James Higham
- Regional Tourism Organisations – disaster resilience and recovery post-Covid
 - Interviews with 13 South Island RTOs completed
 - Covid impacts, RTO Govt funding prioritisation and future resilience initiatives



RNC-Rural PhD research

Investigating 'The Resilient Tourist' in a NZ, post-COVID-19 context



- Lydia Michela (Lincoln): *Domestic tourist resilience to natural hazards on New Zealand's conservation estates*. Supervisors: Jo Fountain, Stephen Espiner, Nick Cradock-Henry



- Cui (Aviva) Qian (Masters, Lincoln): *Chinese tourists' risk perceptions, awareness of and preparedness for natural hazard: A case study of the West Coast, New Zealand*. Supervisors: Jo Fountain, Stephen Espiner



Tourism and COVID-19: the personal context

- Project Leader (July 2019-2024): Long term recovery trajectories and resilience building initiatives for rural regions. *Resilience to Nature's Challenge - Rural*
- Theme Leader: Food, Wine and Agritourism for Regional and Community Resilience. *Centre Of Excellence: Sustainable Tourism For Regions, Landscapes & Communities* (Lincoln University)
- Post Quake Farming Workstream Leader: Agri-tourism and Telling our Stories (Earthquake Recovery Fund; Beef + Lamb NZ)
- Senior Researcher (2017-2020): *Resilience in the Wine Industry* (Earthquake Recovery Fund; MPI/NZ Winegrowers)



COVID-19: Implications for tourism in Rural NZ

- Lockdown: 'Business As Usual' in many rural regions
 - Majority of workforce 'essential workers'
 - Tourism providers have diverse income streams



120,000 Cantabrians will work through lockdown, some are even 'business as usual'

Steven Walton - 14:18, Mar 30 2020



Farming is 'going to keep the country afloat', says a farm sector leader



Rural

COVID-19: Implications for tourism in Rural NZ

- Government tourism support packages
 - Strategic Tourism Asset Protection Programme
 - Kaikōura Whalewatch (\$1.5m)
 - Dolphin Encounter (\$900k)
 - \$20.2m to RTOs across 2020/21 FY
 - Hurunui Tourism; Destination Kaikōura \$400k ea
 - Tourism Transitions Fund/Business Advisory Fund
 - Tourism NZ → Pivot to Domestic



Implications for tourism in Rural NZ

- Ongoing impacts:
 - Impacts of economic recession (global, national)
 - “Post-lockdown zeitgeist”
- Connecting with roots
- Connecting with nature
- Simplicity: in search of slow
- Loving local; loving home
- → ***Supporting Domestic Tourism***
- → ***Rethinking New Zealand Tourism***



<https://www.theguardian.com/world/2020/jun/06/new-zealand-readers-tell-us-how-they-want-the-country-to-change-after-covid-19>



In search of slow...

- Simplicity: in search of slow
 - Value- based holidays, Free time and bargains
- *Valuing time and taking time*
 - *Slow tourism*
 - *Slow food*
 - *Slow travel*

Many New Zealanders it seems are increasing our veggie patches and our ability to take care of ourselves in the event of another emergency like this one.

After Covid-19, I hope to continue spending greater time on activities that are so much more meaningful to me now, given our gradually less-limited freedom. While I was already a nature-lover and foodie, my passion for these areas of life has grown exponentially



Living and loving local ...

- Loving local; loving home
 - *Supporting local businesses*
 - *Pride in the 'team of five million'*
 - *New ways of working*

It seems the silver lining in NZ has been a reinforcement of some core community values which may have been lost over the last few decades.

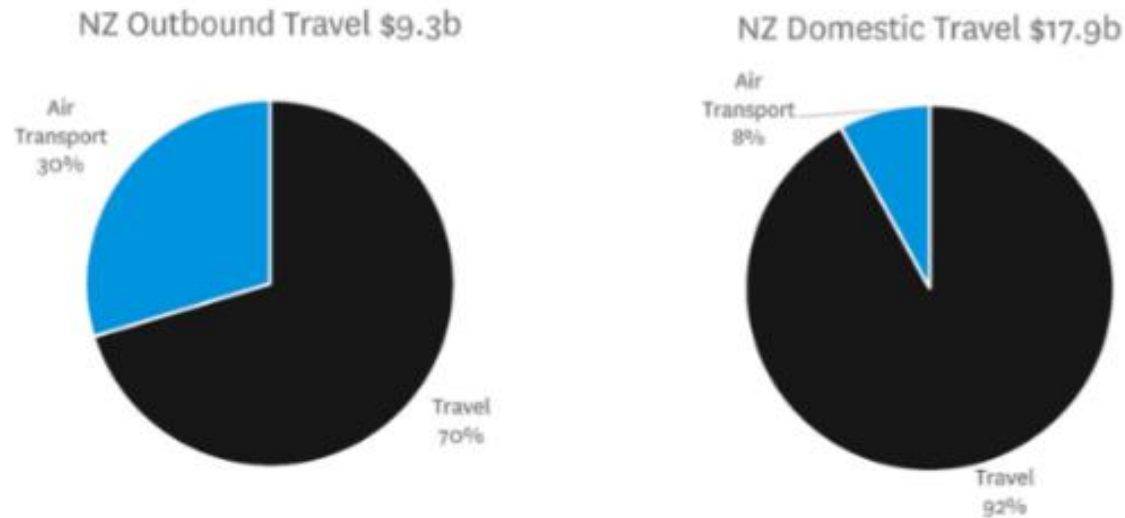
I've loved being able to enjoy the sunshine all day long, while working from home. When I stop for a coffee, I can go sit in the sun, or go potter outside amongst the plants. When I think of going back to the office, all I see in my mind is the unrelenting greyness of shadowy office space. I no longer want to spend the best part of every day sitting in the gloom.



Pivoting to domestic

For every \$1 a Cantabrian spends on tourism in New Zealand, they spend \$6 on an overseas holiday – meaning even a small conversion of this spend closer to home could double the value of the domestic market to Christchurch

Two great Kiwi pies worth \$27.2b in total



Domestic Business Events expenditure is \$5.8 b totally all domestic expenditure \$23.7b
Annual international tourism expenditure is \$17.2 b

ChristchurchNZ Pivot to Domestic Programme: Domestic visitor behavior post COVID-19: Consumer Insights. 28 May 2020. <https://www.christchurchnz.com/media/nv3nkrqp/domestic-insights-consumer-sentiment-post-lockdown-joanna-fountain-senior-lecturer-lincoln-university.pdf>



Pivoting to domestic: evidence to date

RESILIENCE
TO NATURE'S
CHALLENGES

Kia manawaroa –
Ngā Ākina o
Te Ao Tūroa

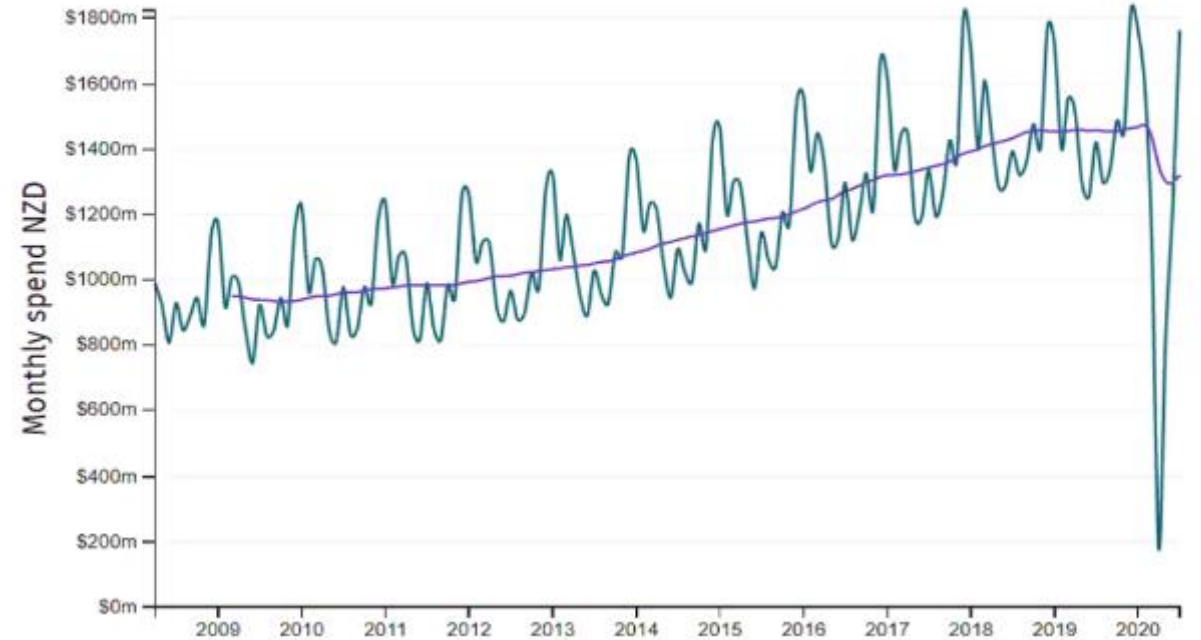


Not Botswana but not bad: Angela Campbell and her husband had a "substitute holiday" in Tairāwhiti while trying to recover the money they had paid for their cancelled Africa trip.

<https://www.stuff.co.nz/travel/kiwi-traveller/300068122/domestic-tourism-boom-reveals-the-truth-about-travel-in-new-zealand>

- Domestic spend has driven growth in July 2020 in all regions (excl. Auckland)
- Largest rise in Otago (65%), West Coast (59%), Marlborough (49%), Tasman (45%)
- Kaikoura (56%)

Domestic spend



Kiwis travelled domestically en masse during school holidays - Tourism New Zealand

Pivoting to domestic: forward projections

KANTAR

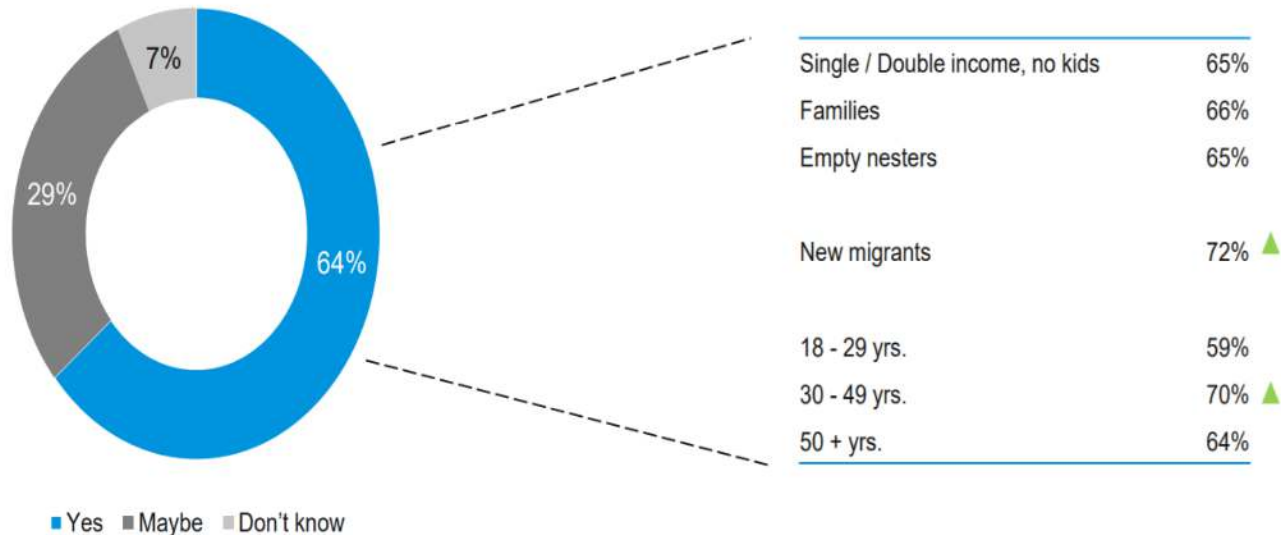
Understanding New Zealander's sentiment towards domestic travel

Full report



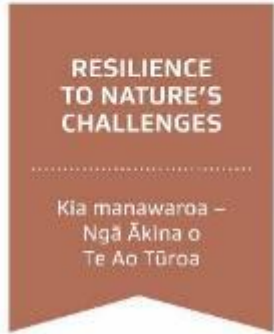
<https://www.tourismnewzealand.com/media/4222/domestic-travel-sentiment-may-20-published-version.pdf>

% NZers intending to holiday domestically in the next 12 months – total and by segment



Overseas holiday intentions after travel restrictions are lifted (% All NZers)





Opportunities for rural tourism

- To connect – to people, to heritage, to places
- To socialise – to share food, drink, stories
- To learn, and pass on learning – new skills, new food and drink experiences, new cultural understandings
- Opportunities to support local businesses and communities

→ *to combine these in memorable experiences*
→ *to offer inclusive, rather than exclusive experiences*



<https://www.tourismnewzealand.com/media/4222/domestic-travel-sentiment-may-20-published-version.pdf>

Opportunities: agri-tourism

RESILIENCE
TO NATURE'S
CHALLENGES

Kia manawaroa –
Ngā Ākina o
Te Ao Tūroa



Trip: Sea Blast



Trip: Ride & BBQ

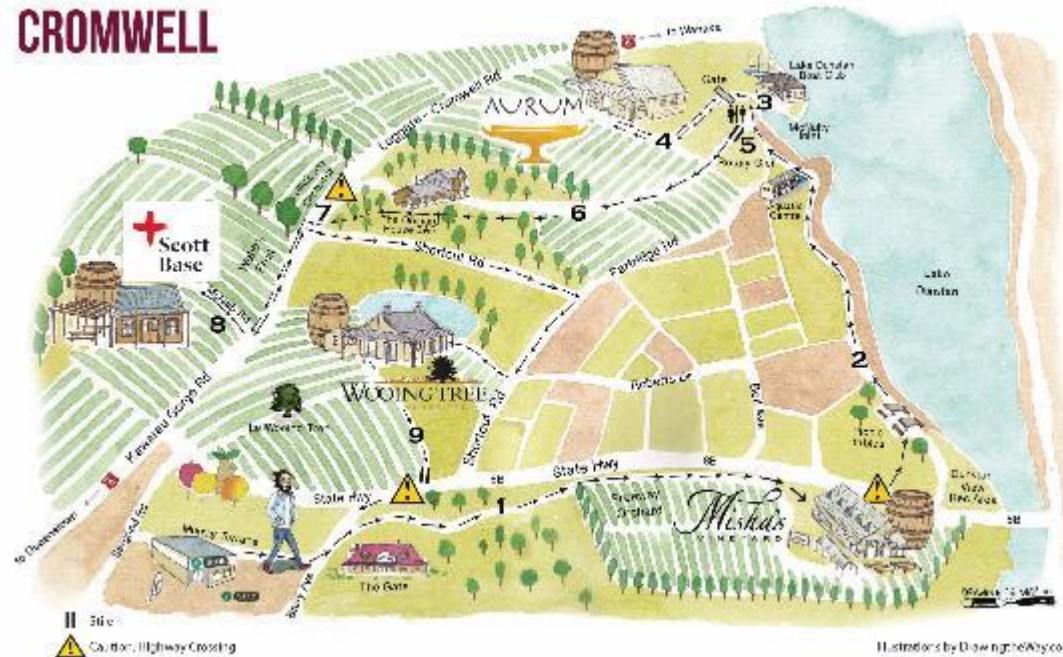


Opportunities: food and wine tourism

RESILIENCE
TO NATURE'S
CHALLENGES

Kia manawaroa –
Ngā Ākina o
Te Ao Tūroa

- Domestic tourists staying longer at cellar doors – fewer visitors, but higher spend
 - Seated tastings have promoted more engaged encounters
 - Own transport means freedom



Opportunities: wine tourism

RESILIENCE
TO NATURE'S
CHALLENGES

Kia manawaroa –
Ngā Ākina o
Te Ao Tūroa



The tasting room

The Wine & Food Experience - Bookings Essential

A seated tasting of thoughtfully prepared creations matched with 5 wines. Experience the art of wine & food pairing in our picturesque setting.

\$20 (complimentary upon joining the Wine Club)

Standard Tasting - 5 wines of your choice.

\$10 (complimentary on purchase of wine)

Booking is recommended but essential for groups of 6 or more

OPEN Thursday - Sunday 11am to 4.30pm.

Mon to Wed by arrangement

tasting.room@terraceedge.co.nz 027 4878 570

[View on map](#)



COVID-19: Rethinking New Zealand tourism

▸ Adapting to domestic tourism

- New markets, new products, new mobilities
- Outcome inequality – regions, sectors, businesses
- Implications for livelihoods & wellbeing



COVID-19: Rethinking New Zealand tourism

- › Time and opportunity to transform the New Zealand tourism system?
- › What is the value of tourism? What do we value?

How can we ensure the economic viability of businesses in a way which enriches tourists' experiences...

... while also restoring and protecting landscapes and ecosystems, and the social and cultural values of destination communities.

Call for serious rethink of New Zealand's approach to tourism

Matthew Littlewood · 17:05, Apr 19 2020



Thank you

Pātai / Questions?

