

# A Strategic Plan for Māori Tourism Development for the Ministry of Māori Development, 1999 - 2002

The Three Year Strategic Plan for Māori Tourism Development is an initiative of the Economic Development Branch of the Ministry of Māori Development, Te Puni Kōkiri, (the Ministry) as part of the Ministry's commitment to economic development for Māori.

## Background

### Issues

The Manaakitanga Hui held in Rotorua in 1985 and consultation on the Strategic Plan have identified several issues for Māori tourism, including the:

- ◇ Responsiveness and effectiveness of government funding targeted at tourism.
- ◇ Lack of opportunities to market Māori tourism.
- ◇ Low level of Māori participation in tourism business development.
- ◇ Low level of Māori representation in decision-making levels of the tourism industry.
- ◇ Low level of Māori representation in professional employment in the tourism industry.
- ◇ Lack of capital for investment in the tourism industry.
- ◇ Lack of education, training resources and opportunities.
- ◇ Lack of management of the environmental effects associated with tourism.
- ◇ Lack of research in Māori tourism issues.
- ◇ Inappropriate use of Māori images in tourism marketing.
- ◇ Lack of protection of intellectual property and the need to develop authenticity for Māori tourism products.

There is a growing interest among Māori to be involved in the tourism industry for a range of reasons. These include the need for Māori business development within the industry, management of environmental effects, preservation, and the sharing of Māori culture in a manner appropriate to Māori.

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## The Strategic Plan

The Strategic Plan identifies key policy objectives and provides a framework for the Ministry to assist key agencies develop policy for Māori tourism development within the broader framework of Māori economic development. The Strategic Plan identifies practical ways for increased Māori participation in the growth of the tourism industry through business development, the creation of job opportunities, and the responsiveness of key government agencies to Māori needs.

### *Aim*

The overall aim of the Strategic Plan is to improve economic development for Māori through the provision of advice on the development of business opportunities and employment in the tourism sector.

### *Vision*

The vision for the Ministry's Strategic Plan is that Māori fully participate in the economic and social benefits of sustainable tourism development, while maintaining cultural integrity.

### *Objectives of the Strategic Plan*

The main objectives of the Strategic Plan are to provide high quality policy advice to Government on:

- ◇ Increasing the effectiveness of government funding targeted at tourism to reduce disparities between Māori and non-Māori in the tourism sector.
- ◇ Assisting with the marketing of Māori tourism products.
- ◇ Identifying opportunities for Māori in Millennium events.
- ◇ Identifying barriers to Māori participation in the tourism industry.
- ◇ Identifying employment opportunities for Māori in the tourism industry.
- ◇ Identifying opportunities for Māori in education, training and awareness programmes in the tourism industry.
- ◇ Assisting in managing the environmental effects of tourism related to Māori.
- ◇ Promoting research on Māori tourism issues.
- ◇ Promoting cultural integrity in Māori tourism.

### *Māori involvement in tourism*

Research conducted by the Ministry in 1997 indicates that there are approximately 250 Māori tourism-related businesses in Aotearoa/New Zealand. This research indicates that Māori are represented in businesses such as: accommodation; attractions and activities; art and crafts production; cultural centres; living culture and performing arts; tour operators and transport; retailing; restaurants and bars and tourism services. However, Māori are under-represented in the decision-making levels of the tourism industry, and in ownership of tourism businesses.

## Government Objectives

The Government has an ongoing commitment to the tourism industry in New Zealand, providing funding through the New Zealand Tourism Board of approximately \$56 million for the 1998/99 financial year. The 1998 release of the Māori Tourism Directory and the New Zealand Tourism Board's Māori Information and Image Kit, demonstrate the Government's commitment to promote Māori tourism, both domestically and abroad. The Ministry plans to build on this commitment by ensuring that the Government receives quality advice to assist the development of a sustainable Māori tourism industry.

### *Role of the Ministry of Māori Development*

The role of the Ministry of Māori Development in Māori tourism is to:

- ◇ Provide policy advice to the Minister of Māori Affairs on sustainable Māori tourism.
- ◇ Monitor the responsiveness of key government agencies involved with the tourism sector to Māori needs.
- ◇ Provide liaison, co-ordination and networking with the key players in both the public and private sectors to enhance Māori tourism development.

- ◇ Increasing the awareness of Māori in tourism both nationally and internationally.

#### **Strategies for Achieving Objectives**

The following are key strategies for achieving the objectives. These strategies will be implemented over the Three Year period of 1999-2002.

#### **Short Term**

- ◇ The development and ongoing implementation of relationship agreements with the New Zealand Tourism Board and the Office of Tourism and Sport, whose activities affect Māori tourism development.
- ◇ Promoting the marketing of Māori tourism through the New Zealand Tourism Board.
- ◇ Linking Māori tourism operators, mentioned in the Māori Tourism Directory, on the Ministry's internet website.
- ◇ Promoting Māori representation on tourism boards.
- ◇ Promoting cultural integrity in Māori tourism.
- ◇ Promoting Māori tourism during the APEC 1999 process.
- ◇ Providing access to information on business opportunities in Millennium events for Māori tourism operators.

#### **Medium to Long Term**

- ◇ Providing advice on employment opportunities for Māori in the tourism industry.
- ◇ Improving access to information on education, training and awareness programmes to build capacity and skills to access employment in the tourism sector.
- ◇ Assisting with the establishment of a Māori Tourism Marketing Network through the New Zealand Tourism Board.
- ◇ Providing assistance to other government agencies on the management of environmental effects associated with tourism.
- ◇ Supporting research on Māori tourism issues.

- ◇ Developing strategic linkages with key stakeholders in the tourism sector to facilitate and encourage Māori tourism development.
- ◇ Implementing joint research with the New Zealand Tourism Board on the identification of barriers for Māori in the tourism industry.

These strategies will assist in increasing the effectiveness of the available resources for Māori tourism development to reduce disparities between Māori and non-Māori in the tourism sector.

#### **Implementation**

The Ministry will work with key government agencies, and private sector organisations including, but not limited to, the New Zealand Tourism Board, Office of Tourism and Sport, the Ministry for the Environment, Creative New Zealand, the New Zealand Tourism Industry Association, Māori tourism networks, research providers and the Aviation, Tourism and Travel Training Organisation, to implement the strategies and achieve the objectives of the Strategic Plan.

#### **Current Work Programme**

##### **Effectiveness of Government**

As part of the overall strategy, the Ministry has signed an ongoing Relationship Agreement with the New Zealand Tourism Board. The purpose of the Agreement is to:

- ◇ Define the role of the Ministry's relationship with the New Zealand Tourism Board.
- ◇ Establish and promote a collaborative working relationship between the Ministry and the New Zealand Tourism Board.
- ◇ Provide consultation on strategic priorities and plans of each agency.
- ◇ Provide consultation on policy initiatives, including Cabinet submissions.
- ◇ Provide collaboration, including joint involvement in development of projects.

### **Marketing**

The Ministry launched a Māori Tourism Directory in June 1998 which assists Māori tourism operators market their products both domestically and internationally. The New Zealand Tourism Board has distributed the directory through their overseas offices and Visitor Information Network centres throughout New Zealand. The directory will be used by inbound tour operators, tour organisers, wholesalers, travel agents and others as a key marketing tool.

### **Environment**

The Ministry has reviewed the Parliamentary Commissioner for the Environment's report "Management of the Environmental Effects associated with the Tourism Sector" which was tabled in Parliament on 7 November 1997. The principal recommendation, which was made to the Minister of Tourism, is to:

*"Facilitate and resource the development of a strategy for sustainable tourism for New Zealand. The development of the strategy should be in accordance with the principles of the Treaty of Waitangi, and should provide for the practical expression of kaitiakitanga by iwi and hapū."*

The principal recommendation of the report, if implemented, should increase opportunities Māori have to influence the development of a sustainable tourism industry. The need for close involvement of Māori as Treaty partners, industry participants and community members is recognised by the wording of the principal recommendation.

In response to the recommendation a Consultative Group was established to prepare a Draft Government Strategy for Sustainable Tourism. The findings of the Consultative Group are currently with the Minister of Tourism.

### **Cultural Tourism**

The Ministry participated in New Zealand's first Cultural Tourism Symposium

in Nelson in 1998. The Symposium placed particular emphasis on authenticity and sustainability in tourism, using case studies from whenau, hapū and iwi. The Symposium's objectives included the recognition of Māori culture and Māori tourism as unique to Aotearoa.

The Symposium led to the establishment of a Working Group to encourage co-operation between the cultural and tourism sectors at both national and international levels. The Working Group includes representatives from the New Zealand Tourism Industry Association, the New Zealand Tourism Board, the Ministry, Creative New Zealand, Local Government and Regional Art Councils. The Working Group will prepare for the international Pacific Asia Travel Association cultural tourism conference, to be held in Wellington in 1999.

### **Tai Tokerau Research**

The James Henare Māori Research Centre has undertaken significant research into Māori owned and controlled tourism, focused on the North Hokianga. The findings of this research were discussed at a meeting of representatives from the James Henare Māori Research Centre, the New Zealand Tourism Board, the Office of Tourism and Sport, and the New Zealand Tourism Industry Association, which was recently hosted by the Ministry. The meeting provided valuable feedback to the Research Centre and has helped identify tourism opportunities available to Māori in Tai Tokerau.

### **Major Events**

There are a number of upcoming major events which will provide important opportunities for the tourism sector. These include New Zealand's hosting of APEC in 1999, the Americas Cup, the Millennium celebrations and Sydney 2000 Olympics. The Ministry is working with other agencies to develop a communication strategy to ensure Māori are made aware of these opportunities, and is developing strategies to ensure Māori are made aware of the broader opportunities arising from these events.