



# **TOURISM, ICT & COMMUNITY DEVELOPMENT: GLOBAL PERSPECTIVES, LOCAL APPROACHES**

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**[www.nztri.org](http://www.nztri.org)**

**UNEP COAST Project Workshop**  
**Watamu, Kenya, April 27-29 2013**

# Summary

- Growing trend towards yield based strategies
- Growing demand for C 2 T approaches from both tourist and industry (greeter network, spotted by locals)
- Both community and tourists are seeking ways to provide authentic experiences and to build quality of life through tourism
- Different models to meet different circumstances:
  - Government led 'top-down' with content harvested from locals
  - business led with assistance from some form of technical expertise, a milder form of 'top-down' or bottom-up

# Kedas Lodge – Takoradi, south-western coast Ghana

[www.kedaslodge.com](http://www.kedaslodge.com)



MIEMIA-BEACH



SEARCH

CONTACT

FLIGHTS

SITEMAP

IMPRINT

► ABOUT US

► KEDAS LODGE

► ACTIVITIES

► PHOTO GALLERIES

► GUEST BOOK

► NEWS

## HIDDEN PARADISE

In a place in Ghana, far from the brash, loud African city centers, nestling by the wild ocean in the peace and quiet of an almost forgotten corner of the earth, is Kedas Lodge, set on the Miemia Bay.

On our wonderfully isolated beach you can simply lie in the shade of the palms, or you can swim and snorkel, kayak or jet-ski. Depending on the season, we offer whale- watching tours, as well. As being the first international dive center in Ghana, we invite you to dive with us into the fascinating underwater world of the Gulf of Guinea. Our professional dive instructors are more than happy to provide you with the necessary know- how. Our boats get you to secluded bays or take you out to beautiful diving or fishing spots.

Get yourself pampered with our exclusive service and enjoy our excellent culinary specialties. BBQ with selected wines and a beautiful sunset is one of our romantic highlights.







▼ ABOUT US

- ▶ Our Philosophy
- ▶ Our Team

▶ KEDAS LODGE

▶ ACTIVITIES

▶ PHOTO GALLERIES

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▶ NEWS

## OUR PHILOSOPHY



Ghana is considered the most peaceful, democratic and safest travel destination in Africa. Its rich culture and vitality of the Ghanaians make a visit an unforgettable experience. Ghanaians are very proud of their country and attach great importance to it to show the world. In close cooperation with the locals, we try to develop the tourism step by step, to make it an even more attractive and exclusive travel destination.

Kedas Lodge and Watersport Center is located right next to a small fishing village. As previous tourism did not yet get into remote places like this, development assistance and similar programs are processing very slowly. Our goal is to exchange experience and skills to achieve mutual benefit – to provide long-term development assistance on the site. This includes, for example, that Kedas Lodge employs most of their staff directly of the village next door. We provide special trainings in different areas such as service, accounting, safety and first aid, to name just a few.

As we offer a variety of activities, which carry certain risks, safety and environmental awareness is extremely important to us. We want to make sure that our guests feel comfortable and safe. Of course, local fishermen know best where to find fishing spots in the Gulf of Guinea, which is of great interest for divers like us. Moreover, they are proud to take you out in one of their traditional boats. In exchange, we provide the necessary European know-how to reduce water shortage, to improve sanitary facilities or transport routes or give them advice in how to sell their products at a profit. Also, we are providing them with our truck to get materials for their new school. A project between the cultural center San Antonio - Fort Axim and Kedas Lodge is already very successful. A series of books of the West Coast's forts is financed by Kedas Lodge. Parts of these profits are used for the preservation and rehabilitation of the Axim Fort. Further projects







► ABOUT US

► KEDAS LODGE

▼ ACTIVITIES

- Watersport
- Whale-Watching
- Diving & Snorkeling
- Land-Tours
- ▼ Culture, History and Wildlife
  - Axim Slave Fort
  - Cape Coast Castle
  - Fort Friederichsburg
  - Fort St. Jago
  - Crocodile Invocation
  - Canopy Walkway
  - Ankasa Nature Reserve
  - Nzulezu: The Village on Stilts

► PHOTO GALLERIES

► GUEST BOOK

► NEWS

## CULTURE, HISTORY AND WILDLIFE

The listed attractions are within a radius of max. 80 km, so you should allow up to a day to visit them.



Axim, Slave Fort "St. Anonio"



Cape Coast Castle



Fort Friederichsburg in Princess Town



Fort St. Jago (Conradsburg) - Elmina



Crocodile Invocation



Canopy Walkway



Ankasa Nature Reserve



The Village on Stilts of Nzulezu





► ABOUT US

► KEDAS LODGE

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► PHOTO GALLERIES

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► NEWS

## NZULEZU - THE STILT VILLAGE



An amazing village where life goes on in the centre of lake Tadane, just 90 km west of Takoradi. The houses are built on stilts, and traditional village life adapts to the watery conditions. The excursion from Beyin involves a walk through the reeds at the lake's edge, and a trip in a dugout canoe to the village. The village welcomes visitors everyday except Thursday, which is a sacred day.

Quite only the journey in the canoe is worth the trip. It leads away by small canals with crystal-clear water, which are overgrown by water lilies. Later the thick mangrove-wood which makes a donation pleasantly shade grows rampant over the heads. After approx. 45 minutes one comes to the small and big lakes whose sight is simply fantastic.

The village itself accommodates between 400 and 500 people. There are three classrooms, an inn, a bar and a small shop where the locals can purchase the most necessary things. Otherwise all products must be got from the next town by canoe - a day trip.





► ABOUT US

► KEDAS LODGE

► ACTIVITIES

▼ PHOTO GALLERIES

► Country and People

► Sea-life Pictures

► GUEST BOOK

► NEWS

## COUNTRY AND PEOPLE

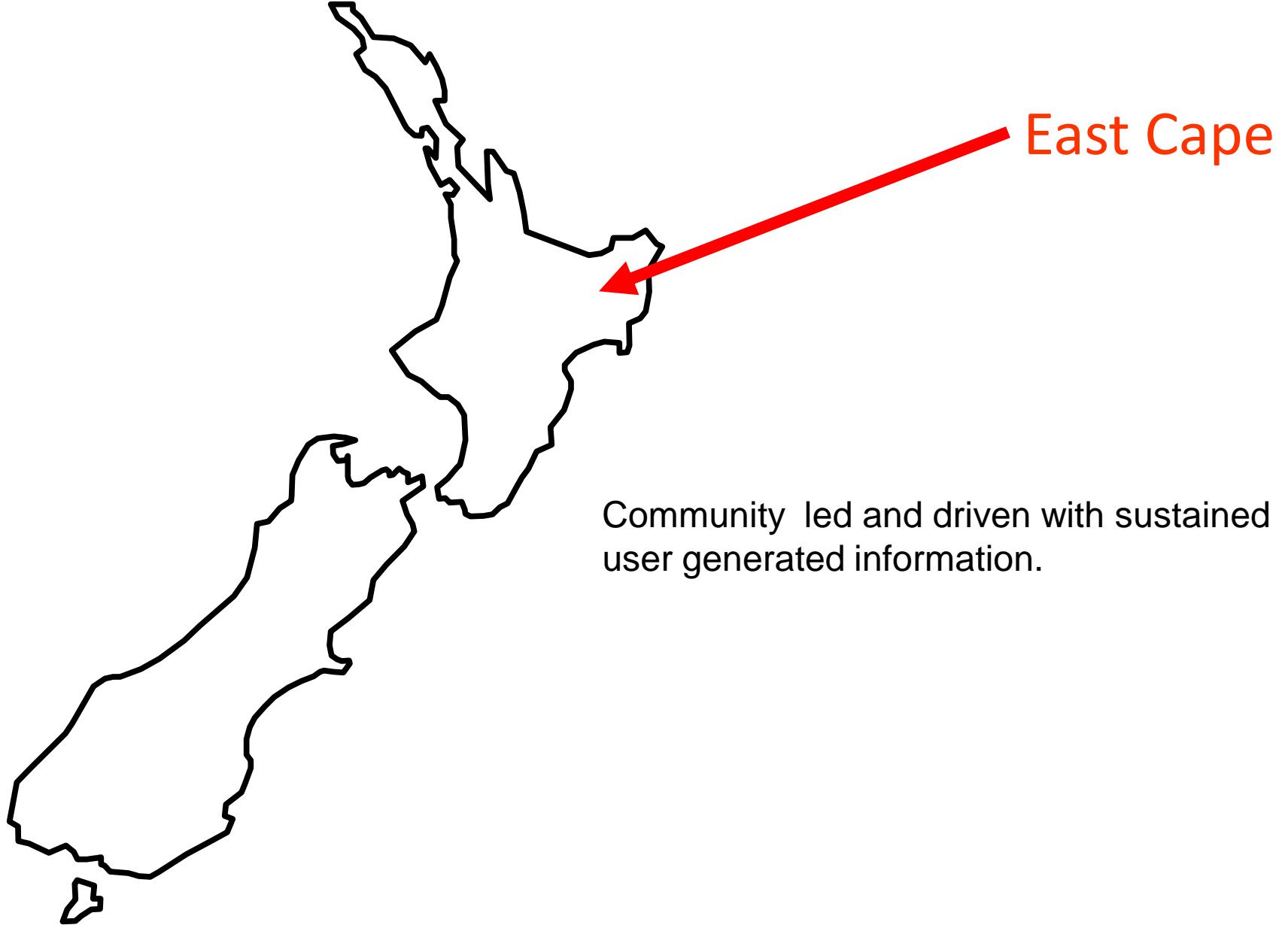
The Western Region of Ghana is an integrated complex of beautiful safe beaches and African touched beach resorts. It provides the largest collection of European trading forts (later used in the slave trade). The tropical jungles in that area are huge. There are many gold mines, picturesque villages, varieties of architectural styles, friendly people and vibrant festivals. The region's water villages on stilts are amazing to experience. A visitor can charter a local canoe out to the village and actually stay over night in a guest house on the water. The region is located in the south-western part of Ghana and shares boundaries with the Central, Ashanti, and Brong-Ahafo regions. To the West it shares a border with the republic of Cote D'Ivoire. The region has 192 km of tropical beaches on the Atlantic Ocean and a tropical climate characterized by moderate temperatures all year round. The native people of the Western Region are mostly Akans, speaking various dialects including: Ahanta, Nzema, Sefwi, Wassa, Brosa, and Pepesa. The dominant religion is Christianity, but there are also African indigenous beliefs and Islam. Principle economic activities include agriculture (cash crops and food crops), fishing (commercial and subsistence), mining and manufacturing. The main exportable products are cocoa, timber, copra, coffee, rubber/latex, gold, manganese and bauxite.





# Summary

- ICT and CI is not a 'silver bullet'
- Needs to be developed and managed to meet different contexts
- Needs to be viewed in an incremental fashion
- Doesn't replace personal contact, solve conflicts and change attitudes – but can help
- Ignoring ICT as an option only leads to a greater digital divide
- tourism can help to close that divide – providing a 'hook'



East Cape

Community led and driven with sustained  
user generated information.











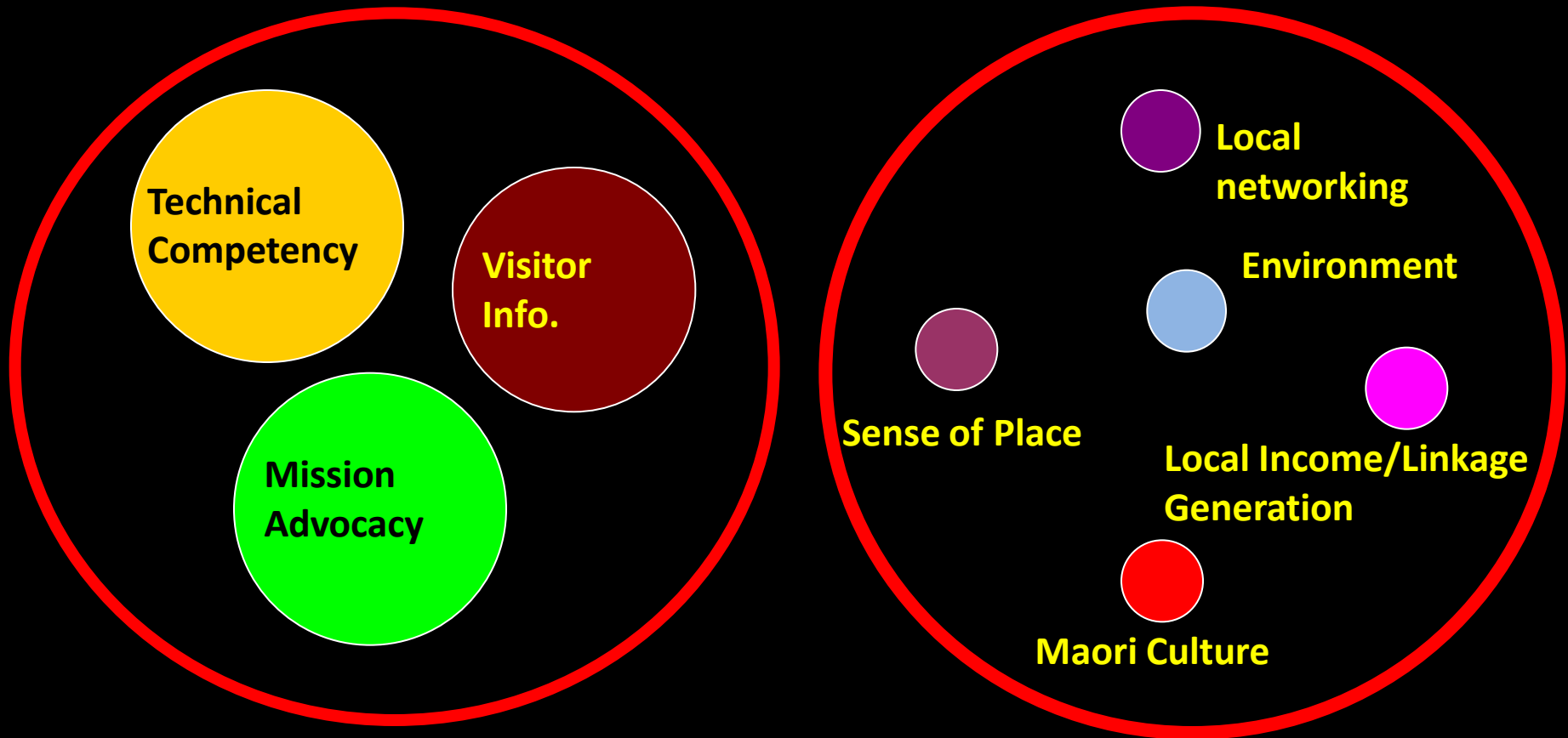








# East Coast Web-audit



An unbalanced mix

# Linkage, product development, marketing, empowerment.....

**Developing sites that will:**

- **Link tourism & other sectors**
- **Encourage networking**
- **Create skills transfer**
- **Educate visitors (& locals)**
- **Increase local input**
- **Attract the 'right' visitor**
- **Enhance environmental/social outcomes**

**“Web-raising”**





# Web-Raising

**Step One:**

**Build Awareness and Desire**



# THE WAIROA star

Wairoa, H.B.

THURSDAY, October

## Meeting to focus on tourism potential

FOCUSSING on ways in which the district's tourism industry can develop new product opportunities and increase economic linkages to the local economy, especially in arts and crafts and agriculture sectors, will be emphasised at a meeting convened by the Mahia Tourism Group next **Monday, October 16.**

It will begin at **7.30 pm** at the **Kahungunu Marae** at Nuhaka and two authorities on the industry will speak.

Simon Milne is Professor of Tourism at the Auckland University of Technology, and David Mason a senior lecturer in the School of Communications and Information Management at Victoria University, Wellington.

Both are members of the New Zealand Tourism Research Institute, a grouping of academics and industry practitioners whose goal is to develop cost effective and innovative research that is of value



Media  
integration

Community  
Awareness



## Step 1a: Show what's out there

Welcome  
to  
Mahia

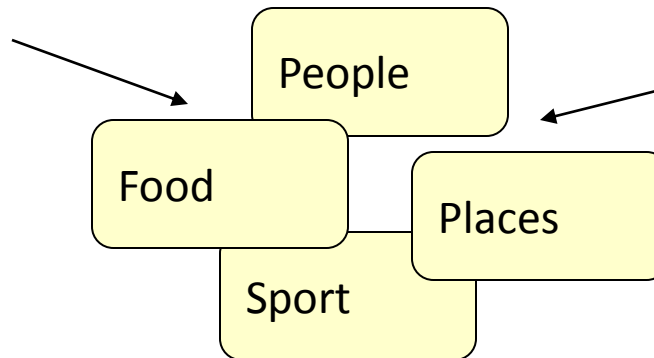
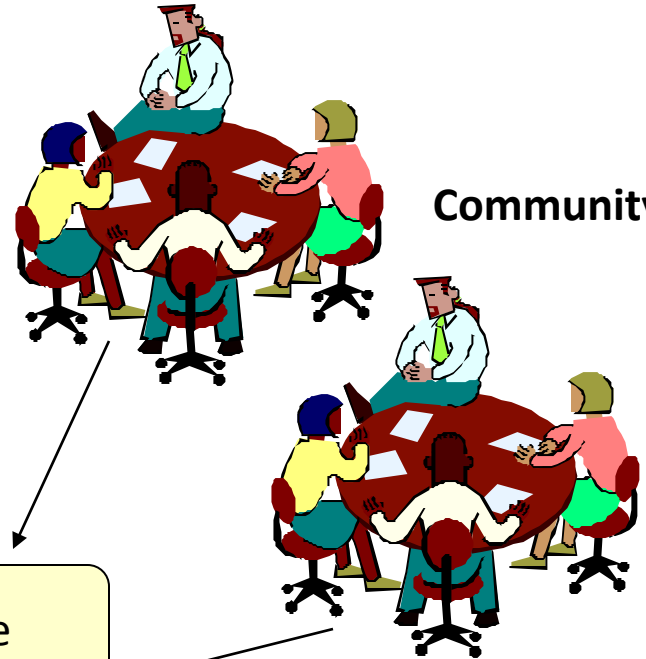


## Step 1b: Deriving Topics

**Business**

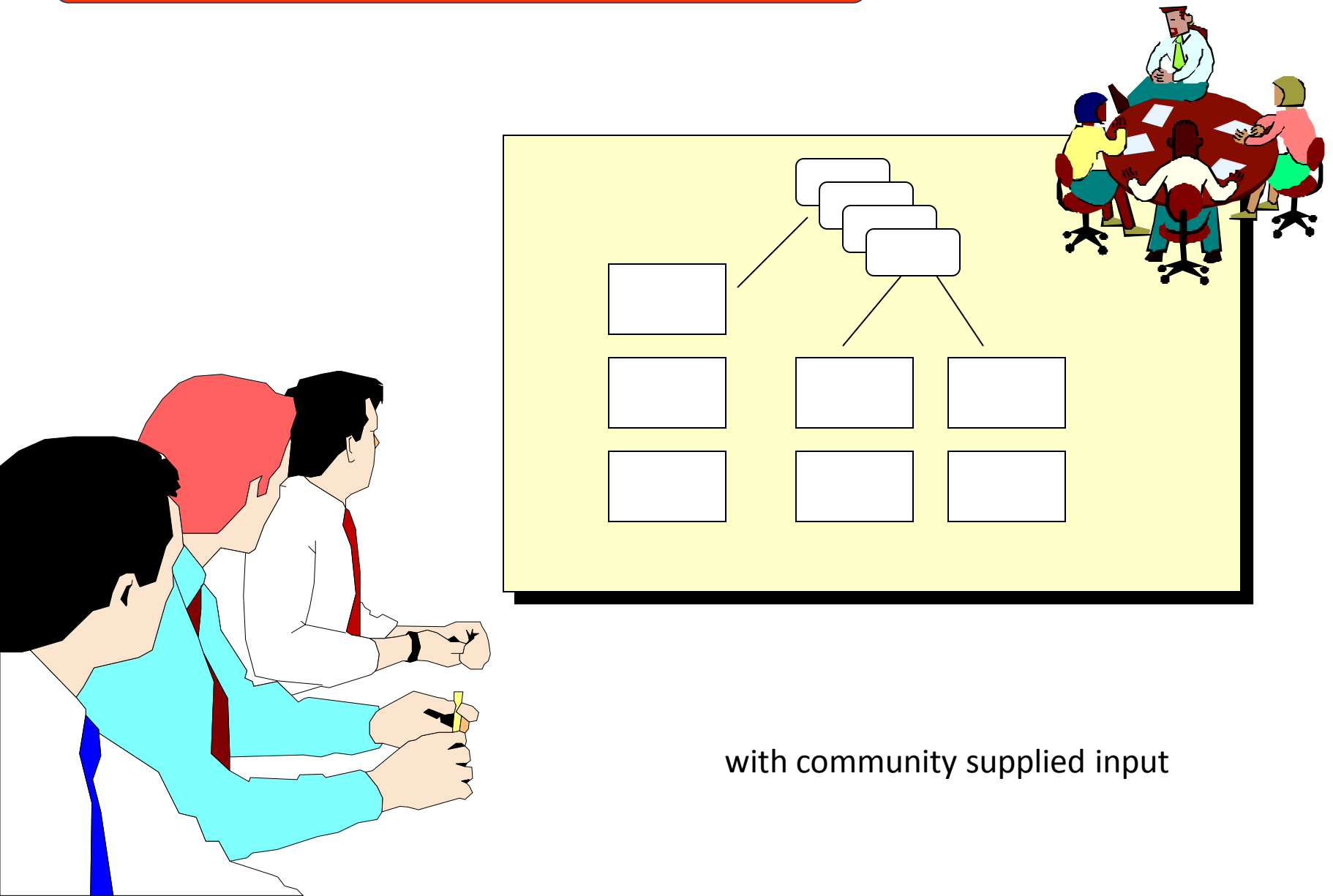


**Community**





## Step 1c: Build the Skeleton Site



with community supplied input



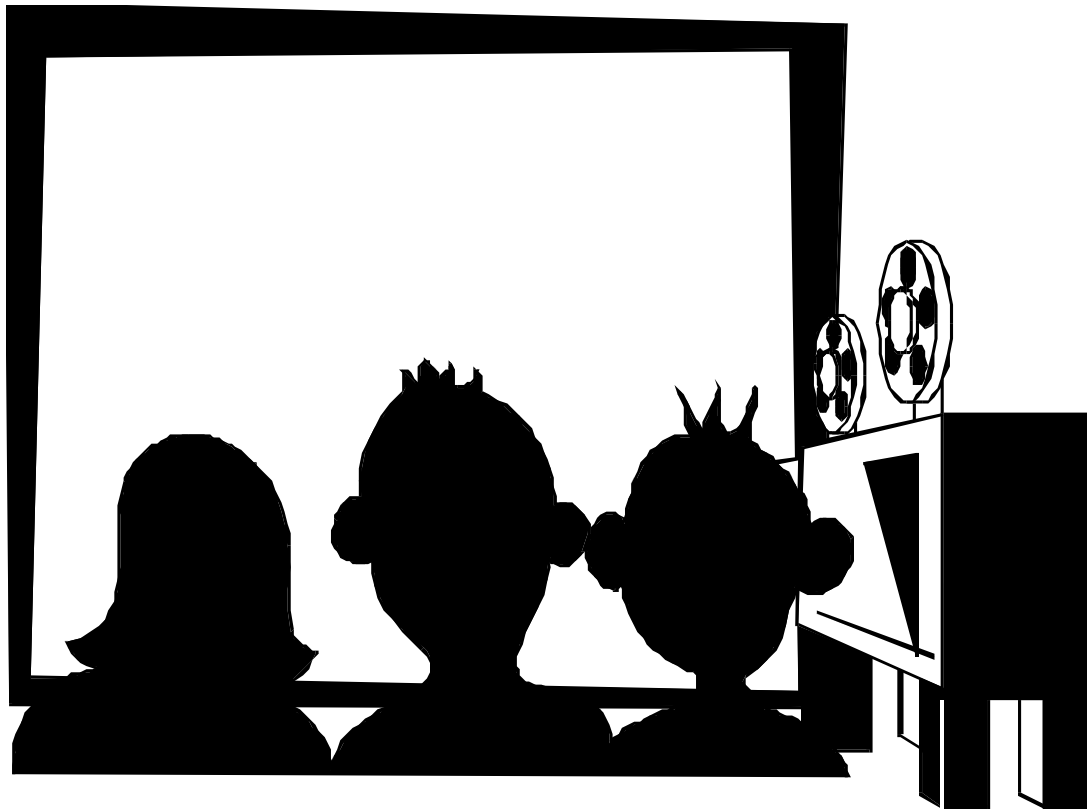


# Web-Raising

**Step Two:**

**Build Community Web site**

## Step 2a Demo Skeleton Site





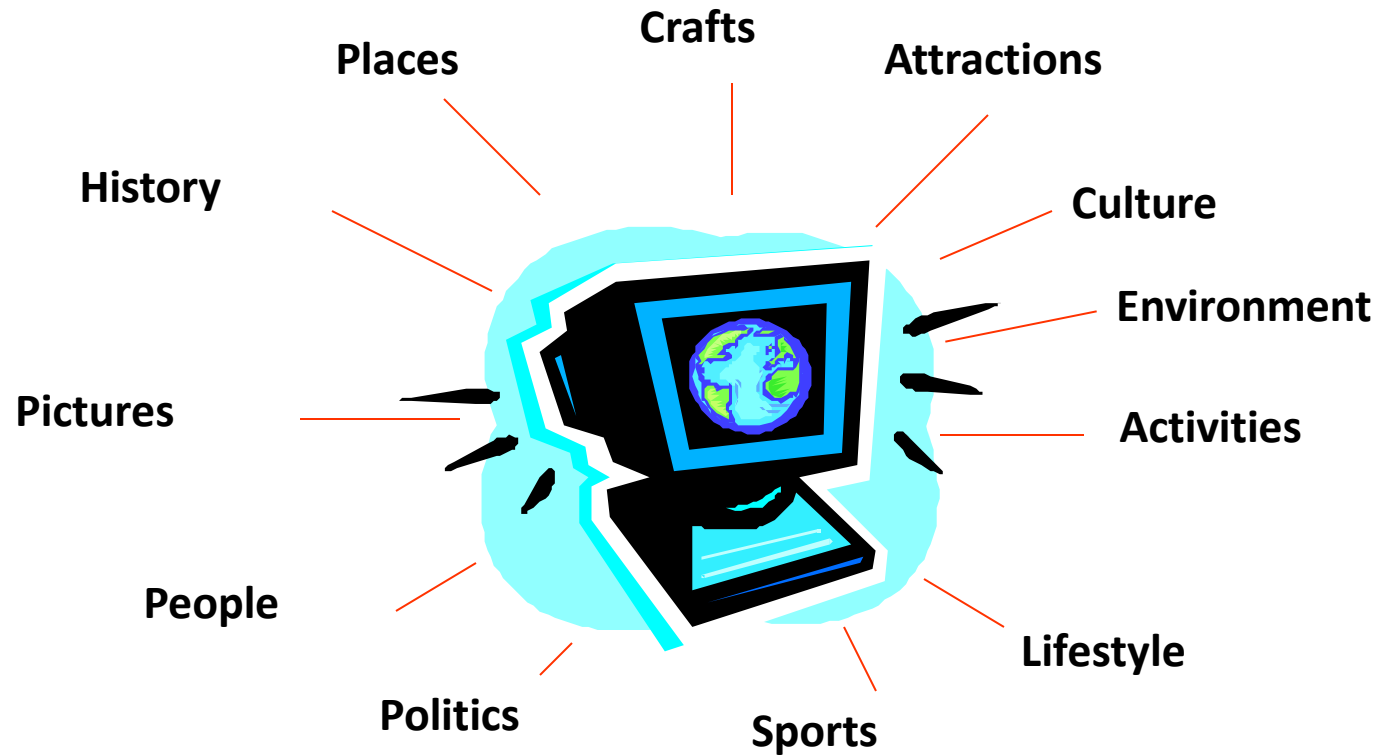
# Web-Raising

## Digital Community Roadshow





# Web-Raising



**Authentic Community Content**



Creating trails  
around some of the  
most remote parts  
of NZ, linking many  
small tourism  
businesses and  
communities.



Welcome  
Trails  
Accommodation  
Things to do  
Food & eating out  
About Kiwi Trails  
Log into the  
system

# Kiwi Trails

## Kia Ora!

Welcome to our home of rugged coastlines, sandy beaches, sparkling lakes and rivers, mountains and the magnificent indigenous forest of Te Urewera and its National Park.

The eastland region is steeped in history, and Maori culture and traditions are very much alive. Carved meeting houses, Maori language and greetings with a hongi (pressing noses together) are all part of everyday life.

Enjoy exploring our website to find out more about the region's history and mysteries as well as the local



Base map courtesy of TUMONZ

Click on the map above or go directly to one of our magnificent destinations via the links below:

[Rotorua](#)

[Murupara](#)

[Minginui](#)

[Opotiki](#)

[Te Kaha](#)

[Whakatane](#)

[Matawai](#)

[Hicks Bay](#)

[Ruatahuna](#)

[Waikaremoana](#)



## Add a general business: Enter business information Step 3 of 9

### Business contact details

We (and prospective visitors) would like to know how we can contact you, who we will be talking to, and whether already have a web page to which we can refer visitors.

When you have entered the information, please click on the "Next" button below.

Please enter the  
contact name(s)  
for the business:  
Example: George and  
Ngairi

Enter the business  
address:  
Example:  
29 Main Street  
Sometown

Phone number:  
Example: (09)  
3737599

Fax number:  
Example: (09)  
3737001

If your business  
already has a web  
page, please enter  
its address here:  
Example:  
[http://www.ngaires-  
takeaway.co.nz](http://www.ngaires-takeaway.co.nz)

Welcome

Trails

Change my  
details

Add business

My account

Financial  
Management

Reports

Area Management

Trail Management

Name Tags

Map Management

User Management

Group  
Management

Menu  
Management

Form  
Management

DB admin

View System Log

Log out



## Add a general business: Enter business information - Step 9 of 9

How would you like to link to other businesses and organisations?

This site works because it lets you link to other businesses and organisations and lets other businesses and organisations link to you.

How does this work? Easy. You can pick one of four possible link policies:

1. **link to everyone:** This policy puts a direct link to all other businesses in your local area at the bottom of your page.
2. **link to everyone except competition:** This policy puts a direct link to all other businesses in your local area at the bottom of your page, but leaves out competitors. If you run a restaurant and you do not want to recommend the local takeaway, choose this policy.
3. **link to everyone except competition, unless they link back:** This policy does the same as the previous, but puts a link to your competitor in if they permit a link back to you.
4. **link individually:** If you would rather pick the businesses you link to individually, choose this policy.

Select a link policy for your  
business home page:  
(e.g., link to everyone)

link to everyone

[Back](#)

[Save business details](#)

Welcome

Trails

Change my  
details

Add business

My account

Financial  
Management

Reports

Area Management

Trail Management

Name Tags

Map Management

User Management

Group  
Management

Menu  
Management

Form  
Management

DB admin

View System Log

[Log out](#)





# East Cape->Eastenders Farmstay [Book / Enquire Online](#)

*First farm in the world to see the sun.*

**Category:** *Backpacker Hostel*

This is a genuine New Zealand Farm where our guests can feel the real nature of this beautiful countryside. The variety of animals here are all friendly. You can ride the horses, pat and feed our piggies. And at the moment we have a whole bunch of cute cuddly puppies. If you wish to be the first to see the sun rise in the world, well you need to come to Eastenders Farmstay, where it all happens!!!

**We offer the following type of accommodation:**

- **Tent sites:** Open air anywhere. Sleeps 100.  
100 @ NZ\$15 per person per night
- **Bunkrooms:** shared facilities. Sleeps 10.  
2 @ NZ\$15 per person per night
- **Bunkrooms:** shared facilities. Sleeps 3.  
2 @ NZ\$15 per person per night

**Address and contact details:**

Your host: Rangi and Esther Raroa

**Address:** 836 Rangitukia Road, P.O Box 90, TikiTiki 3850, East Coast, New Zealand.

**Phone:** (06) 864 3820

**Fax:** (06) 864 3042

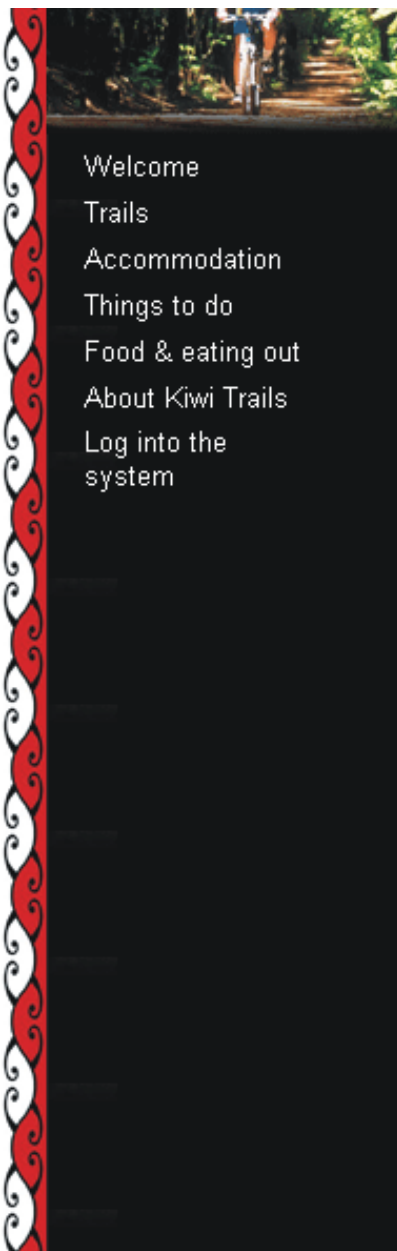
[Book / Enquire Online](#)



*Just about ready to go on the best horse ride in N.Z*



# A finished page....



## Welcome > Te Kaha > "Maungaroa Station Horse Trek and Farmstay"

Category: Farmstay

BOOK/ENQUIRE ONLINE

Maungaroa Station covers some 10,000 hectares of which 1000 is currently farmed. The balance of our private remote property is dedicated to nature and visited only by our clients. You can enjoy the wilderness, rivers and forests with ease and safety from the sturdy backs of our superbly trained horses. Our farmstay accommodation consists of a self contained cottage sleeping up to 12 persons. Tarrif, \$25 per person per night with maximum of \$200. The cottage is fully equiped for cooking and relaxing. Our horse treking takes you throughout the Station through beautiful forest and spectacular scenery. Horses cost \$35 for a one hour guided trek, \$50 for 2 hours and \$65 for up to 4 hours.

### How to find us

From Te Kaha take Copenhagen Road to the junction of Maungaroa access road which is on the right hand side when travelling from the Opotiki direction. From there travel some 16 km along a picturesque native forest road. Allow approximately three quarters of an hour for this experience. We are the only place to go to on this road so just come to the end.

### Address and contact details

**Contact:** Lynn and Malcolm McDonald

**Address:**



Your host Lynn





# How links appear after selection....

## Businesses in Te Kaha

### Accommodation

- 3** [Maraehako Bay Retreat](#)
- 5** [Maungaroa Station Horse Trek and Farmstay](#)
- 6** [Oceanside Apartments](#)
- 8** [Te Kaha Homestead Lodge](#)
- 11** [The Homestead](#)
- 14** [Tui Lodge](#)

### Other

- 4** [Maraehako Bay Retreat](#)
- 7** [Puawai](#)
- 9** [Te Runanga O Te Whanau Kaumatua](#)
- 10** [Te Whanau A Apanui Area School](#)

### Tours and activities

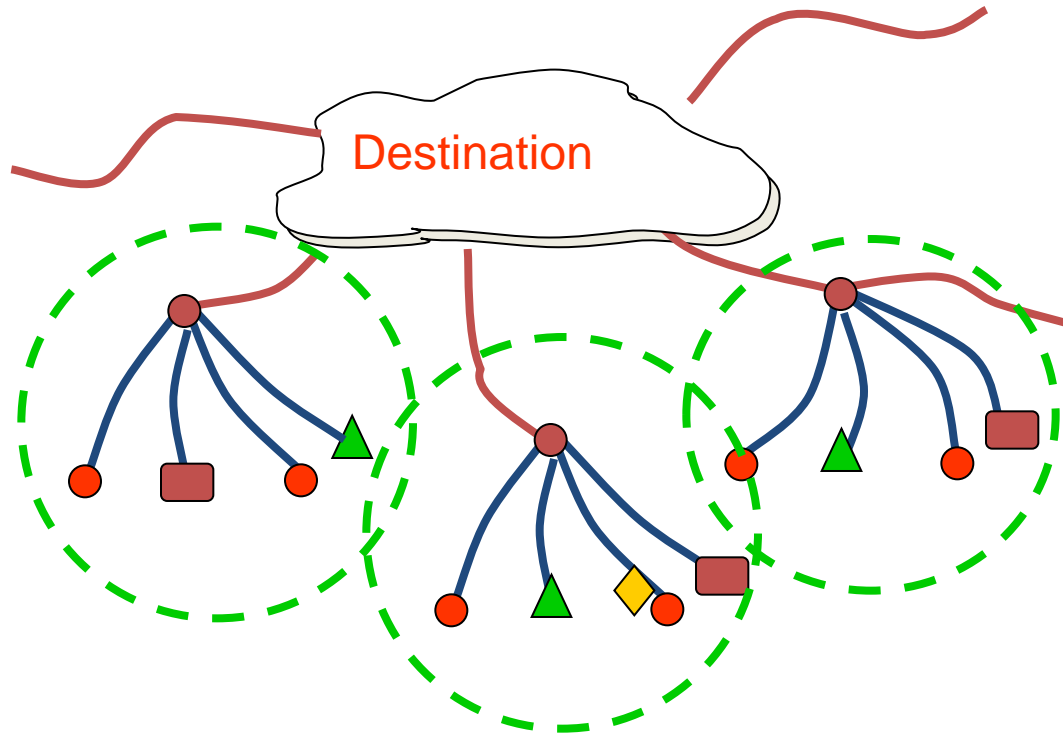
- 2** [Kuia Koroua / Mirimiri](#)
- 12** [Tovey Hunting and Fishing](#)

### Retail

- 1** [Kea Creations](#)
- 13** [Trophy Apparel](#)

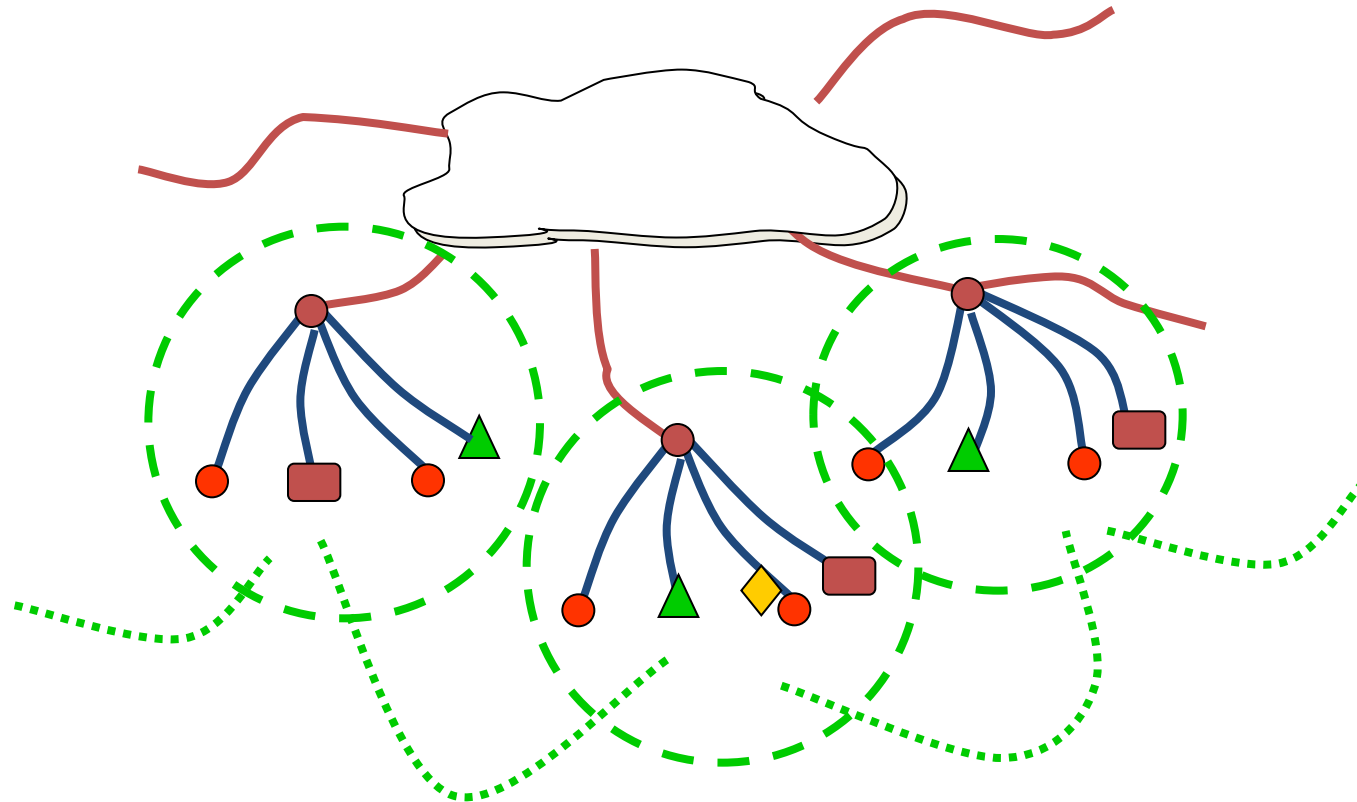


# Community Identity



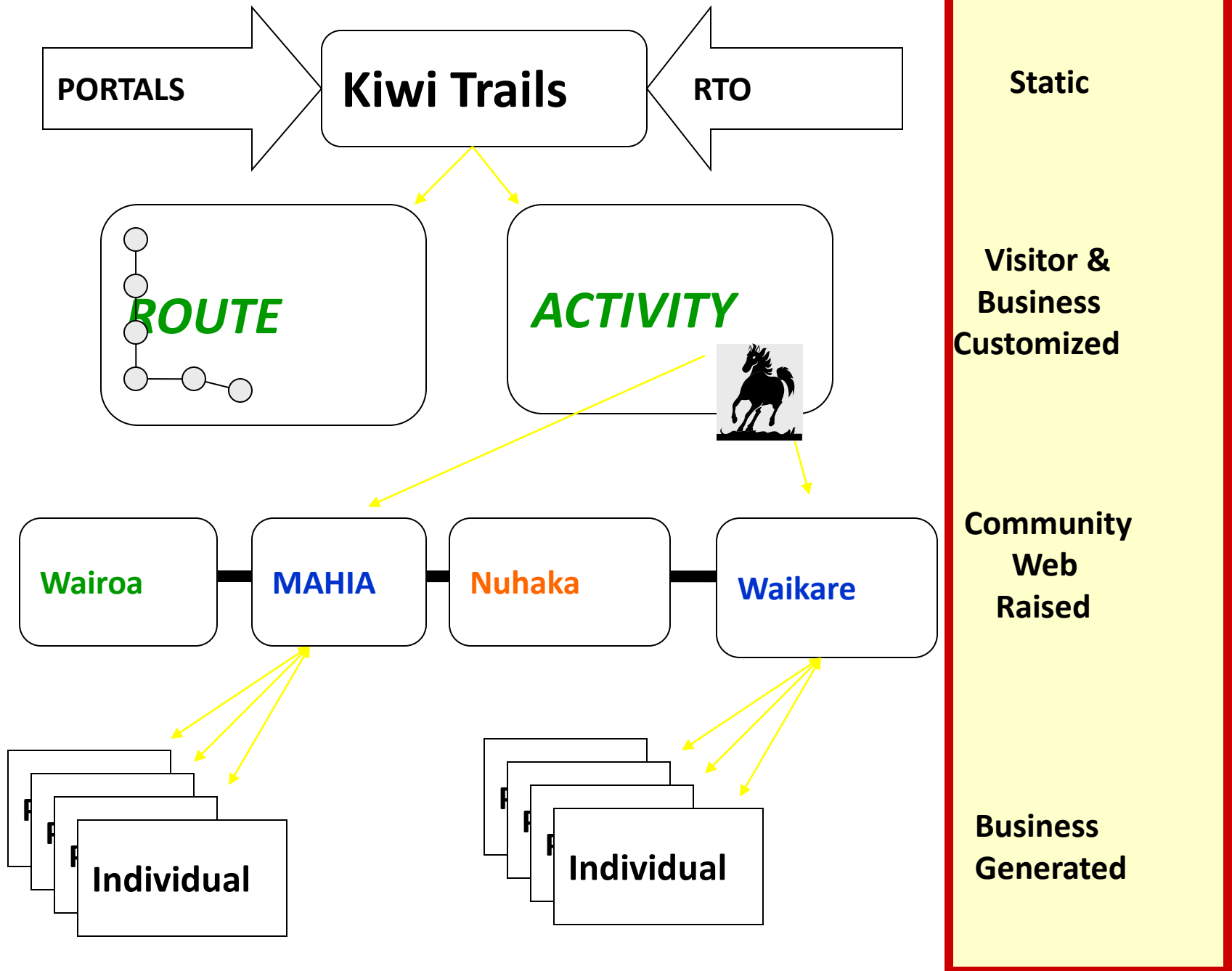
Geographic communities are integrated and overlapping

# Inter-Community Linkages



Communities are linked and cooperative





# Themed Trails - East Cape

- Maori by Nature
- Water Adventure
- Land Adventure
- Walking & Tramping
- Nature & Environment
- Fishing
- Industrial/Special  
interest
- Wellness
- ...

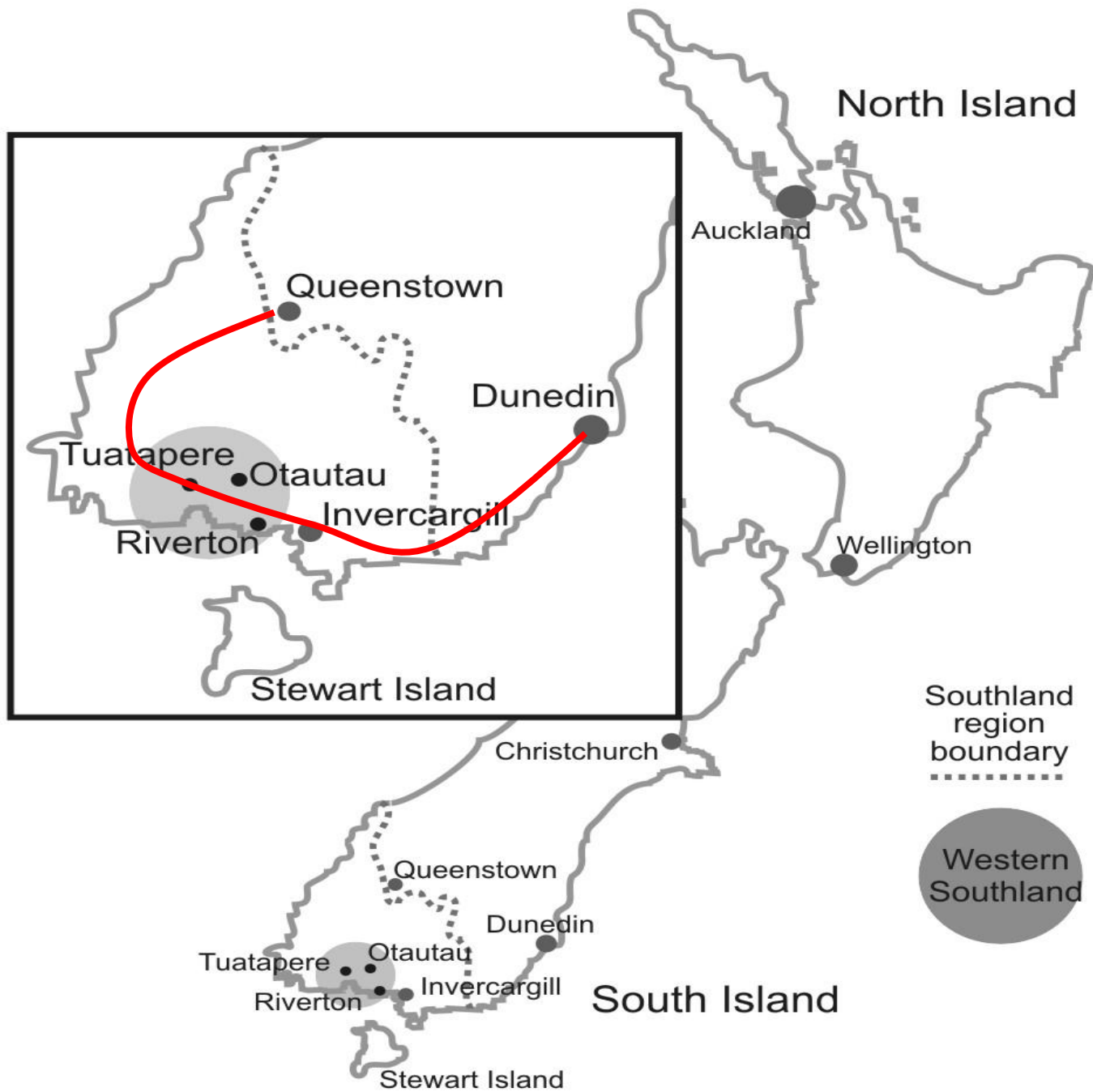
The first of several vans on the route...office  
in Rotorua...Lonely Planet listing ....but .....





# What went wrong?

- Historical differences begin to emerge
- Whose story is right??
- Weak links in the chain
- Still too much reliance on 'outside expertise'
- Not enough local champions
- Need for a strong steering group...
- Now they want to carry on.....



Search

100% PURE NEW ZEALAND

About  
New ZealandDestinations  
& MapsSights, Activities  
& Events

Accommodation

Getting to and around  
New Zealand

Conferences

+ Bookmark this page in  
my Travel Planner

## Southland (Murihiku)

### Murihiku

- › **Southland**
- › Don't Miss
- › Scenic Highlights
- › Transport
- › Activities & Attractions
- › i-SITE Visitor Centres
- › Accommodation
- › Towns

In contrast to the dryness of Central Otago, Southland is lush and green. Tranquil waterways attract fly-fishing enthusiasts in search of brown trout. Near-pristine southern rainforest provides opportunities for day walks and hiking. The amazing Catlins Coast promises wildlife encounters and the chance to see Curio Bay - a petrified forest of subtropical kauri and other trees dating back to the Jurassic age.



Population: 91,000 | Area: 31,000km2

Search Southland

Keywords: (optional)

Category

- ☒ Activities
- ☐ Accommodation
- ☐ Transport

Search

### Further Information

Venture Southland Tourism  
Email:

[info@visit.southlandnz.com](mailto:info@visit.southlandnz.com)

Website:

[www.visit.southlandnz.com](http://www.visit.southlandnz.com)

### Travel Planner

Collect. Plan. Share.

Nothing collected yet  
Use the + buttons to  
collect items from the site

Open Travel Planner

**Sign In** - to view your  
saved plan

Email

Password

[Forgotten  
password?](#)

Sign In

**Sign Up** - to  
save this plan  
between visits

Sign Up

- [Learn more](#) about the  
Travel Planner
- Want help planning or  
booking? [Send to  
Travel Partner or Airline](#)

The Interactive traveller....  
but how do they interact??  
Only one town listed, ltd  
accommodation....





HOME | ABOUT WESTERNSOUTHLAND | PLACES | TRAILS | EVENTS | ACCOMMODATION | THINGS TO DO | USER LOGIN

Home

## WELCOME!

### Welcome to Western Southland

#### Western Southland Update

##### News

Events functionality has been added to the website - [Click here](#) if you know of any upcoming events! If you have any suggestions for site improvements, please let us know.

If you have any queries, please contact us, please contact us!

This website is a community driven site that opens up the very best of the region. Explore the site and see what Western Southland has to offer!

Western Southland is a very special corner of the world. Tucked between the towering peaks of Fiordland to the west, the Takitimu mountain range to the north, and the wild Southern Ocean, Western Southland boasts spectacular unspoilt scenery, lush rolling farmland, and an easy pace of life.

Rich in Maori culture and early settler history, and built on a pioneering foundation of gold mining, whaling and sealing, the region is a step back in time. Native bush and birdlife abound, and there are limitless opportunities for walking, hiking or tramping. Away from the crowds people are often amazed that they have the road or the beach to themselves. The sheep seem to be larger than life and the grass greener

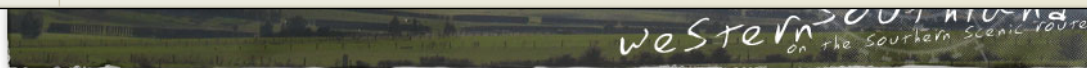
## PODCASTS



## THE MAP



Community resource



## OHAH

### Ohai

Ohai township was founded in 1917 following the discovery of large amounts of high quality coal in the area. However, the early days of mining were restricted by poor roads. Coal production boomed in the area in 1925, when the Ohai Railway Board opened a new line linking Wairio to the Ohai Railway District. This line also carried workers between Wairio and Ohai on a passenger steam train called the 'Piecart'. Mechanization of mining methods in the 1980's brought huge changes to Ohai (and the nearby sister town of Nightcaps). Many families with generations associated in mining left the area. In Ohai today, shearing now rivals mining as the biggest industry employer in the town. Recent times have seen a number of people move into the Ohai/Nightcaps area (many of them North Islanders), attracted by the rural lifestyle and affordable housing.

Traditionally miners were given nicknames and this is still common practice today. Here you can meet local characters with names such as Jogger, Tinny, Radar and Bungy.

Ohai has a population of around 400 people and is serviced by one hotel, a well stocked dairy and an automotive garage. There are 2 primary schools in Nightcaps (8 kilometres away) with a good bus service available. Having numerous clubs and organizations, it also proudly boasts a large heated and covered 33 metre swimming pool. Its rural location lends itself well to many outdoor pursuits. These include fishing and duck shooting, the close proximity of rivers and duck ponds making these popular local pursuits.

More information towards the bottom of the page.

### GROUPS & ORGANISATIONS

Groups and Organisations in Ohai:

- Takitimu District Pool (center the map)

### MORE INFORMATION

### PHOTOS



Click on any photo to

### THE MAP



POWERED BY  
Map data © 2006 MapData Sci

### Western Southland Photo Viewer - Microsoft Internet Explorer



### Lamb Shearing record at Mt Linton Station in January 06

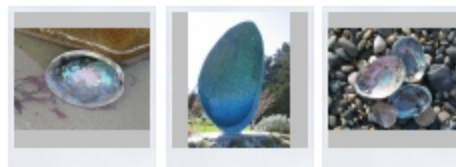
Shane Harvey (pictured) was one of three men who shored 2350 lambs in 6 hours under very strict criteria.

[Close this page](#)

largest paua shell on the main street. Paua is cheaper here than anywhere else in the world, and there are lots of opportunities to see the beautiful creations local artists make with paua, or try this unusual delicacy.

## WHAT'S ON THIS TRAIL?

- (A) North Beach (center the map)
- (B) Coastal walk to Riverton rocks and Howell's Point. (center the map)
- (C) The Back Beach & the Rocks 'Wetland' Oxidation Ponds Walk (center the map)
- (D) Riverton Beach House (center the map)
- (E) Longwood Lodge Holiday Park. Riverton's only Holiday Park (center the map)
- (F) RIVERTON COMMUNITY ARTS CENTRE (center the map)
- (G) Ocean Shell (center the map)
- (H) Something Special Gallery & Gift Shop (center the map)



Click on any photo to show an enlarged version.

## THE MAP





## RIVERTON

### Longwood Lodge Holiday Park. Riverton's only Holiday Park

If you are looking for comfortable ensuite accommodation; a campervan site in a quiet garden setting; a warm welcome and sweeping sea views then look no further. Since March 1st 2007 ours is the only Holiday Park in Riverton

We have 2 ensuite units, as well as beautifully landscaped tent and campervan sites, full kitchen, laundry and bathroom facilities, and a large recreation hall.

Longwood Lodge is set up on high with wonderful views of Taramea Bay, and within walking distance of Riverton town, the beach and Mores Reserve Bush Walks.

Hosts at Longwood Lodge are Helen and Lex Wylie. Both come from pioneering farming families in the fertile plains of Western Southland. Being retired from paid employment we have plenty of time to spend with our customers.

We have had a long association with the tourist and holiday industry, having been involved with management of accommodation facilities at Invercargill, Te Anau, Milford Sound and Tahuna Beach in Nelson. We are both Life Members of the Youth Hostels Association. Helen was recently a tour guide at 'Olveston' in Dunedin.

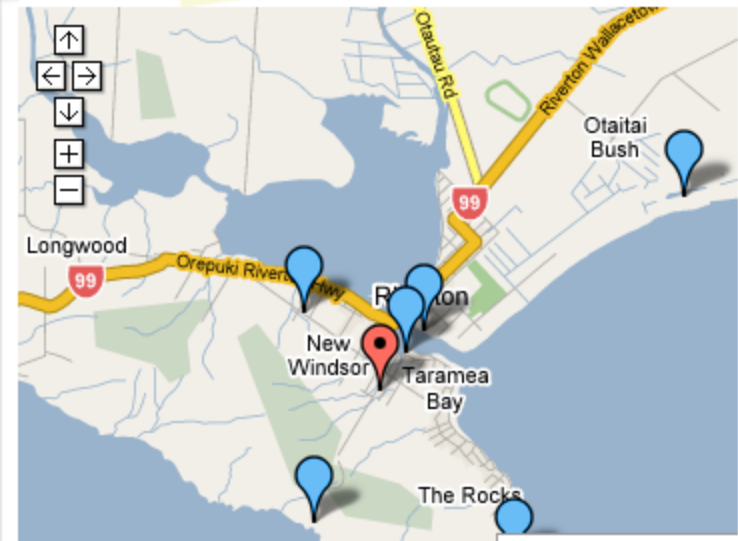
Together we have a wide knowledge of Western Southland and look forward to sharing that knowledge with our guests.

## PHOTOS



Click on any photo to show an enlarged version.

## THE MAP



## PRODUCTS/SERVICES



## Welcome to Western Southland

### Western Southland Update

#### News

Podcasts - If you are looking for instructions on uploading a podcast, you can view these by [clicking here](#). If you have any queries, please [contact us](#)!

This website is a community driven site that opens up the very best of the region. Explore the site and see what Western Southland has to offer!

Western Southland is a very special corner of the world. Tucked between the towering peaks of Fiordland to the west, the Takitimu mountain range to the north, and the wild Southern Ocean, Western Southland boasts spectacular unspoilt scenery, lush rolling farmland, and an easy pace of life. For more information on the wider Southland region, you can view the [Visit Southland](#) website.

Rich in Maori culture and early settler history, and built on a pioneering foundation of gold mining, whaling and sealing, the region is a step back in time. Native bush and birdlife abound, and there are limitless opportunities for walking, hiking or tramping. Away from the crowds people are often amazed that they have the road or the beach to

Home

### PODCASTS



- Helen McKay Pikelet Recipe
- Mrs Clark's bakery
- Beaches of Riverton
- Intro to Colac Bay
- Theophilus Daniel's house



- Download Podcasts as MP3

### THE MAP







## DO'S & DON'TS

WWW.WESTERNSOUTHLAND.CO.NZ

### DO'S

- Be on time
- Be on the bus
- Be on the bus
- Be on the bus
- Be on the bus
- Be on the bus

### DON'TS

- Don't be late
- Don't be late
- Don't be late
- Don't be late
- Don't be late
- Don't be late

www.westernsouthland.co.nz





# **2005- 2013 The Benefits**

**Community involvement in and understanding of tourism through content provision (web-raising, podcasts, social media etc)**

**Tourism is a hook to engage people with information technology (opens new opportunities for funding)**

**A broader and richer array of visitor experiences – heritage and everyday life**

**Less ‘passing through’ – slower paced, higher yield industry**

**Business networking and cooperation**

**A community resource for those inside & outside the region**

**Engagement with young (the future) and elderly (heritage)**



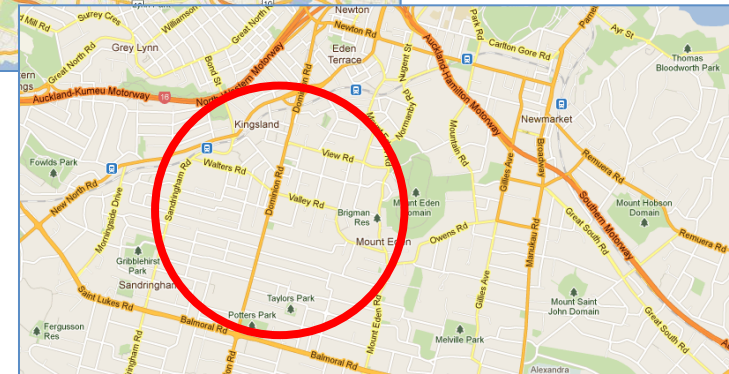
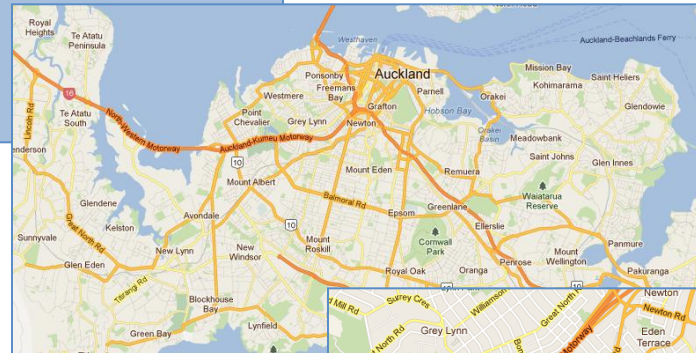
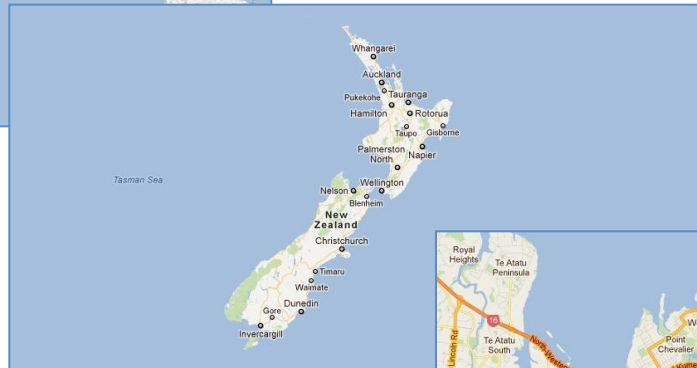
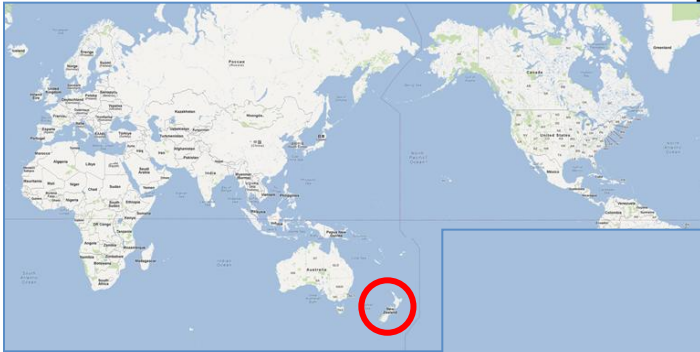
**SLOW DOWN  
YOU'RE HERE**







# JUST HOW VISIBLE & INTERACTIVE IS EDEN VALLEY?



# Online Experience – National Level



[www.newzealand.com](http://www.newzealand.com)

- No specific information on Eden Valley
- Information on Mt Eden is generally hard to find
- General information on Auckland's volcanic cones
- Misplaced information (e.g. accommodation located in Birkenhead)



[www.nz.com](http://www.nz.com)

- No specific information on Eden Valley
- Information on Mt Eden is generally hard to find
- Good information on events in Mt Eden





**Pictured here:**

Get the adrenaline pumping,  
[learn more](#)

[About Auckland](#)
[Where to go](#)
[What to do](#)
[Events](#)
[Where to stay](#)
[Studying](#)
[Conventions](#)

## Auckland, New Zealand

Haere mai, welcome to the official visitor information site for Auckland, New Zealand's biggest city. Wherever you stay in Auckland, you're never far from breathtaking scenery, beautiful beaches, invigorating walks, idyllic holiday islands, outstanding food and wine, great shopping and exciting nightlife.



### School Holiday Fun

Take a look at our list of school holiday activities for the whole family.

[Read more](#)


### Snap up a hot deal

With over 25 great deals up for grabs you'll be sure to bag yourself some goodies.

[Read more](#)

[Find out more](#)

## Search and book accommodation

Area

Style

All

All

Search



## In this section

- ▶ Downtown Auckland
- ▶ City Fringe
- ▶ Hauraki Gulf & Islands
- ▶ Northern Bays
- ▶ North Auckland
- ▶ West Auckland
- ▶ East Auckland
- ▶ South Auckland
- ▶ Itineraries

## FEATURED

**Auckland City and Country Tours** ▶

Join our experienced New Zealand born host for a day or half day of discovery around our lovely city of Auckland. We cater for small groups of up to four persons only. We pick up from inner city accommodation.

1 2 3 4 5 6

Eden Valley is not listed in any category

## Where to go

Which Auckland are you visiting? At its heart you'll find a spectacular cityscape. At any point on the compass you'll find a different adventure.

**The Insiders' Guide** ▶

Local picks, tips and secrets from Downtown Auckland

**Spotlight on Awhitu** ▶

Explore this hidden gem in Auckland's South

**Plan your day on Waiheke island** ▶

Here's how to get started

**Downtown Auckland** ▶

This is the heart of Auckland, with a relaxed Pacific vibe by day and a night-time pulse shared by the inner-city suburbs that surround it.

[In and around Queen Street](#) [Vulcan Lane, High Street & Chancery](#)  
[Britomart Precinct](#) [Viaduct Harbour](#) [Wynyard Quarter](#)

**City Fringe** ▶

Like many great cities, Auckland is a collection of villages. To Aucklanders, these are vitally important – each is a landmark that helps define the city they live in.

[Ponsonby](#) [K'Road](#) [Parnell](#) [Mission Bay](#) [St Heliers](#) [Newmarket](#)  
[Mount Eden](#) [Kingsland](#)

**Hauraki Gulf & Islands** ▶

The jewel in Auckland's crown is the Hauraki Gulf. Its home to over a million hectares of sheltered, sparkling-blue waters and is dotted with beautiful emerald islands.

[Waiheke Island](#) [Great Barrier Island](#) [Rangitoto & Motutapu](#)  
[Tiritiri Matangi Island](#) [Rotoroa Island](#) [Kawau Island](#)





Nature lovers will want to admire the 5.5 acre award-winning garden on the side of Mt Eden with its colourful plant collections.

Mt Eden Village is thought of by many as "Home of the Arts" due to its large community of creative artists, writers, teachers and university lecturers. Heritage walks explore different themes of historical development in the area from the 1840's onwards. The village today is lined with shops including popular specialty food stores. And if you're into music head down to the Powerstation on Mt Eden Rd to catch a live performance by local or international musicians.

## Location



View [Mount Eden](#) in a larger map



### RELATED LINKS

[Mount Eden accommodation](#)

[Mount Eden restaurants](#)

- Eden Valley is not mentioned
- It is all about Maungawhau and Mt Eden Village

- Good linkages to accommodation and restaurants (also in Eden Valley)





**Dominion Rd**  
mt eden

[About Us](#)[Contact Us](#)[Members](#)[Business Association Members](#)

**Dominion Rd Mainstreet & Business Association**

A portal for what's on & what's happening in Dominion Rd, Mt Eden

[Home](#)[Businesses](#)[Forums](#)[Events & Promotions](#)[History](#)[Local Attractions](#)[About Us](#)[Contact us](#)[Members](#)[Business Association](#)

[Businesses](#) > [Leisure/Entertainment](#) > Planet Cycles

## Planet Cycles

[Planet Cycles](#) | [Reigers](#) | [TAB Mt Eden](#) | [Videoezy](#) | [The Digital Darkroom](#) | [Petstop](#) | [Videon](#)

216 Dominion Road  
Mt Eden  
Auckland  
Tel: (09) 630-6940  
Fax: (09) 630-6941

Website: [www.planetcycles.co.nz](http://www.planetcycles.co.nz)

Monday to Friday 9am - 6pm  
Saturday 9am - 5pm  
Sunday - closed - Gone Riding!

[Home](#) | [Site Map](#) | [Back to top](#)

Website by Zeald :: © 2006 Eden Valley Mainstreet Business Association Inc. All rights reserved.



216 Dominion Road, Mt Eden, Auckland

**Phone 09 630 6940**

info@planetcycles.co.nz

[Home](#)[About Us](#)[Santa Cruz & Ibis Bikes](#)[Mountain Bikes](#)[Road Bikes](#)[Kids Bikes](#)[Contact Us](#)

## Contact Us

Our store is located **towards the city end of Dominion Rd, in Mt Eden, Auckland**. It's the **bright blue shop** with the Bikes outside!

### Contact Details

Phone: 09 630 6940

Fax: 09 630 6941

### Physical Address

216 Dominion Road

Mt Eden

Auckland

New Zealand

### Opening Hours

Monday to Friday: 9am - 6pm Thursday till 8pm

Saturday: 9am - 5pm

Sunday: Closed

Please take a few moments to send us your questions, comments or suggestions, and we will respond as quickly as possible.

Name \*

Company

Phone

Email Address \*

Website \*

Subject

Your Comments \*

Submit

# Online Experience – Social Media



- No specific videos on Eden Valley
- Some on Mt Eden (mostly related to volcano)

- No specific tweets about Eden Valley
- Some about Mt Eden (related to coffee shops, music, traffic)

- No site for Eden Valley, just site about Mt Eden, which lacks information and links to regional websites

**A Social Media user cannot retrieve any information on Eden Valley**



# Wikipedia



**WIKIPEDIA**  
The Free Encyclopedia

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## Eden Valley

From Wikipedia, the free encyclopedia

**Eden Valley** may refer to:

- the valley of various rivers called [River Eden](#)
- [Eden Valley 216](#) in Alberta, Canada
- [Eden Valley \(California\)](#) in Mendocino County
- [Eden Valley, South Australia](#) in Australia
- [Eden Valley, Minnesota](#) in the United States of America
- [River Eden, Cumbria](#) in England
  - [Eden Valley Railway](#), heritage railway in the above location



*This [disambiguation](#) page lists articles about distinct geographical locations with the same name.  
If an [internal link](#) led you here, you may wish to change the link to point directly to the intended article.*

Categories: [Place name disambiguation pages](#)

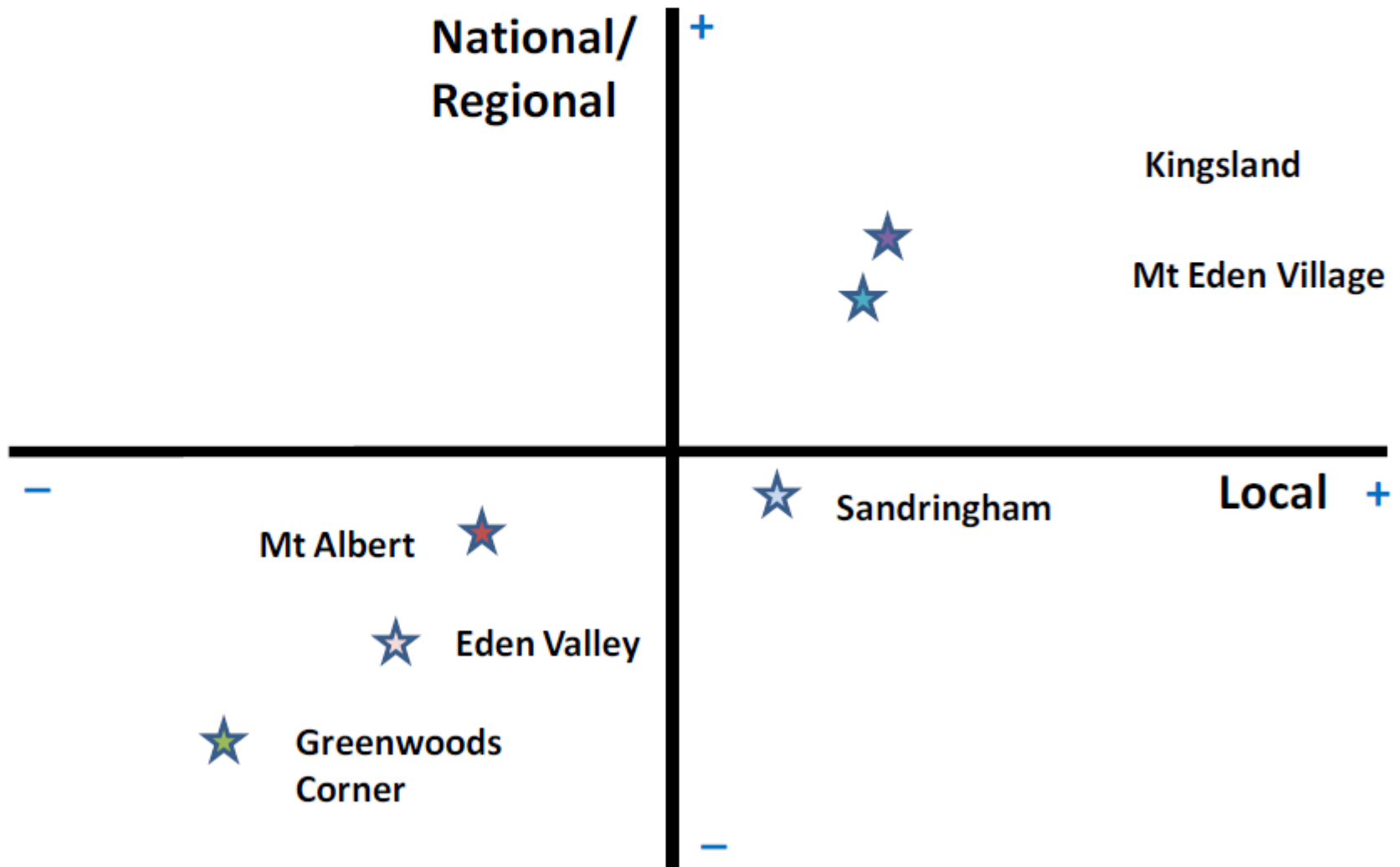
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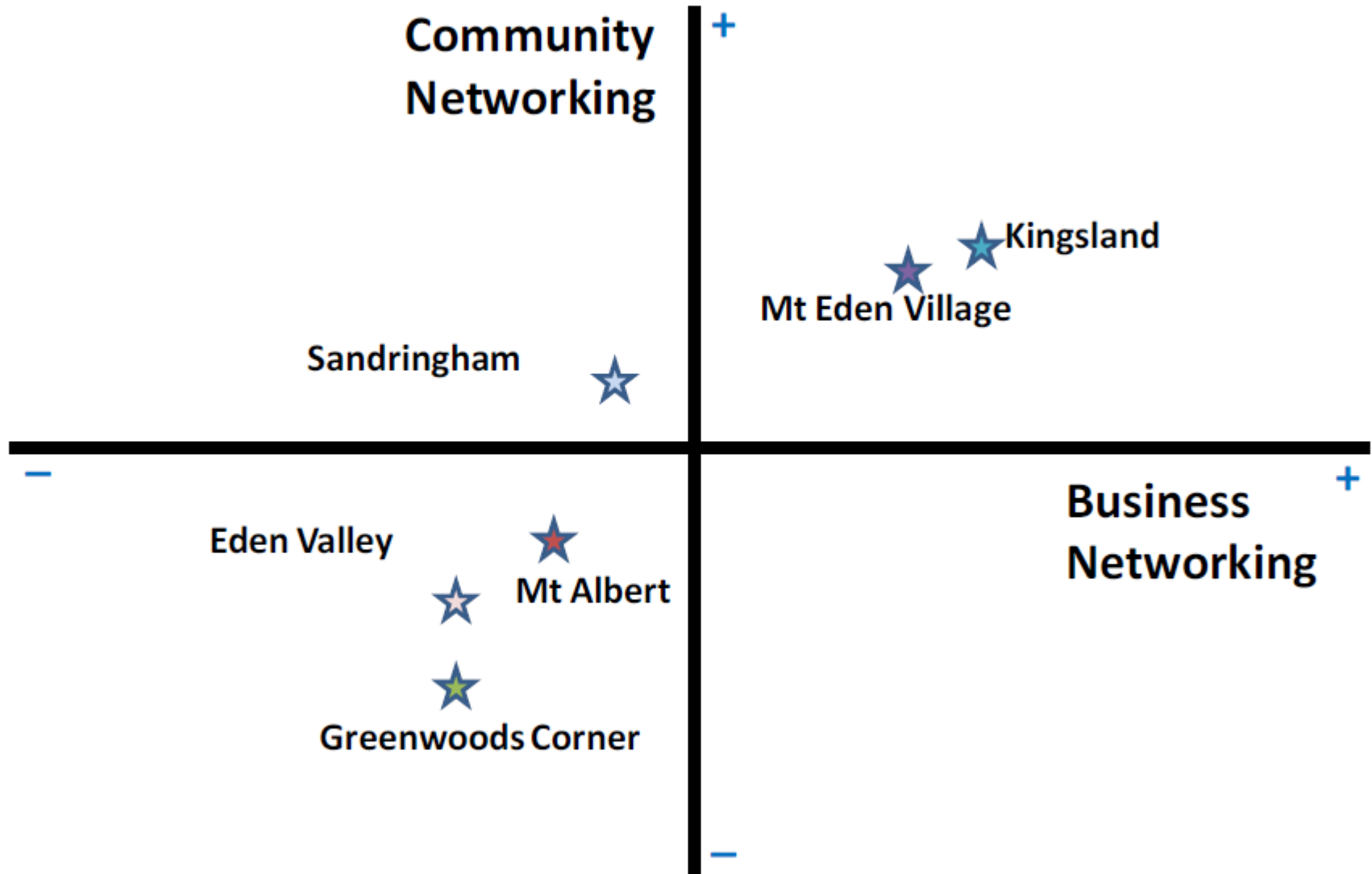
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# ON-LINE VISIBILITY



# ON-LINE INTERACTION





# New Wikipedia page



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## Eden Valley, New Zealand

From Wikipedia, the free encyclopedia

Coordinates: 36°47′03″S 174°75′09″E﻿ / ﻿36.78417°S 174.11917°E﻿ / -36.78417; 174.11917

**Eden Valley** is an inner-city suburb of [Auckland](#), the largest and most populous urban area in [New Zealand](#).<sup>[1]</sup> The suburb grew around [Dominion Road](#), one of the Auckland's main arterial routes. Eden Valley's commercial hub is made up of a collection of businesses, shops, and dining options that service the area. The hodgepodge collection of shop fronts and signage on Dominion Road has aptly been described as, "colour and chaos".<sup>[2]</sup> The "colour and chaos" of the commercial hub is strongly contrasted by the surrounding residential area. Eden Valley is characterized by heritage buildings that house modern day businesses, a residential area that has a range of late [Victorian](#), [Edwardian](#) and transitional bay villas, and [basalt](#) and [scoria](#) stone walls that give the area a long established feel.<sup>[3][4]</sup>

Eden Valley is located 3.5 km south of the [Auckland Central Business District](#) (CBD).<sup>[5]</sup> Dominion Road makes up the spine of Eden Valley; it runs south from [Eden Terrace](#) to [Waikowhai](#) – almost the length of the Auckland [isthmus](#). Eden Valley itself has no definitive beginning or end, but generally runs from View Road to Ballantynes Square with the intersection of Valley Road and Dominion Road as its central axis from which the suburb radiates out. [Mount Eden](#) provides a navigational landmark to the east and [Eden Park](#) is located to the west. Dominion Road traverses some of Auckland's early lava flows from Mt Eden and the [Three Kings](#); the undulations of the road clearly indicate the location of these flows.<sup>[4]</sup>

### Contents [hide]

- 1 History
  - 1.1 Politics
- 2 Landmarks & Features
  - 2.1 Dominion Road
  - 2.2 Parks
  - 2.3 Nga Ana Wai
- 3 Popular Culture
  - 3.1 The Mutton Birds' Song
- 4 Transportation
- 5 References
- 6 External Links

## History

[edit]

Eden Valley, as a city suburb, originated as farmland before it was subdivided for residential use and commercial development followed. During the 1840's, John Walters, George Nicol and James Brown were early landowners of Eden Valley; holding substantial land for farming and quarrying stone.<sup>[6]</sup> [Auckland's volcanic landscape](#) was a blessing for the area; the fertile volcanic soil produced a variety of crops (wheat being extensively grown in the 1850's) and the volcanic stone proved to be a suitable material for road making.<sup>[7]</sup>

Suburban development in Auckland depended on the availability of land, affordable transport, and desire of the middle class to move out of the crowded inner city. Auckland experienced significant growth in population between 1874 and 1886, putting pressure on the areas closest to the city. The population growth combined with public transportation extending outside of the present city centre in the early 1880's created prime conditions for landowners to subdivide their properties for residential use.<sup>[8]</sup> Eden Valley's commercial hub began to develop in the 1880's, but it wasn't until the early 1900's that the development really took off.<sup>[4]</sup>

The development and expansion of Dominion Road from 1900 to 1930 mirrored that in Mt Eden village. The principle corner sites were redeveloped with impressive Edwardian two story shops with dwellings above. The number of shops increased in the 1920's after the intersection of Dominion Road and Valley Road became the end of the tram line.<sup>[8]</sup>

## Politics

[edit]

Eden Valley falls on the border between the [Epsom](#) and [Mt Albert](#) constituencies for national [Parliament](#).<sup>[9]</sup> In terms of local government, Eden Valley comes under the [Albert-Eden Local Board](#), of [Auckland Council](#). The Albert-Eden Local Board includes the suburbs of [Waterview](#), [Point Chevalier](#), [Sandringham](#), [Mount Albert](#), [Morningside](#), [Owairaka](#), [Balmoral](#), [Kingsland](#), [Mount Eden](#), [Epsom](#) and [Greenlane](#).<sup>[10]</sup>

During the 19th century, the planning and maintenance of the main arterial roads (Mt Eden Road and Dominion Road) provided the impetus to form local governing bodies in the area. The Mt Eden Highway Board held its first meeting in 1868.

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During the 19th century, the planning and maintenance of the main arterial roads (Mt Eden Road and Dominion Road) provided the impetus to form local governing bodies in the area. The Mt Eden Highway Board held its first meeting in 1868; it covered the area of Mt Eden, Eden Valley, Sandringham, and Balmoral. At the time it was responsible for building and maintaining the roads, as well as, dealing with the pigs, horses, cattle, and sheep that freely roamed the area. In 1882, it became the Mt Eden Road Board. In 1906, Mt Eden gained borough status and the Mt Eden Borough Council was formed. In November 2010, the council was dissolved and it became a ward of the **Auckland Council**.<sup>[7]</sup>

Landmarks & Features

[edit]

Dominion Road

[edit]

*Main article: Dominion Road*

Dominion Road is a main arterial route in Auckland, New Zealand, running north-south across most of the central **isthmus**. The road is also a major public transport route which carries 50,000 bus passengers each week, making it one of the few roads in Auckland on which similar or greater numbers of people travel by public transport than by private car.<sup>[11]</sup>

Dominion Road began as a track created by early landowner, John Walters, connecting his property to **Eden Terrace** at the Whau Road (present day New North Road). Dominion Road, originally known as Mt Roskill Road, was further developed over the years because contractors needed the road to cart basalt and scoria from **Mount Roskill** and **Three Kings** quarries. A toll booth near Railway Bridge was used to fund its maintenance. New Zealand received **dominion status** in 1907 and Mt Roskill Road was renamed Dominion Road in recognition of this momentous achievement.<sup>[12]</sup>

Parks

[edit]

**Ballantyne Square** is a green space located at the corner of Dominion Road and Ewington Ave.<sup>[13]</sup> The square provides a respite from surrounding urban activity and is distinguished by its large specimen trees. Ballantyne Square was named after the late Doreen Ballantyne, who was a councillor from 1965 to 1976.<sup>[4]</sup>

**Bellevue Reserve** is a recreational space that has a playground and picnic tables.<sup>[13]</sup> Originally Bellevue Square was the site of a scoria stone pit, quarried by early landowners, James Walters and his father John Walters in the early 1880's. In 1885 the land was vested as a reserve by the Domain Board. It was levelled and landscaped during the 1920's.<sup>[4]</sup>

Nga Ana Wai

[edit]

The underground rivers that are running through the area are known by the Maori as Nga Ana Wai, which translates to 'the watery caves.' These ancient lava caverns were created 30,000 years ago during the eruption of Mt Albert and Mt Eden (Owairaka and Maungawhau). Water springs up at various locations including Eden Park grounds, which previously was swamp land.<sup>[3]</sup>

Popular Culture

[edit]

The Mutton Birds' Song

[edit]

*Dominion Road*, was written by **Don McGlashan** and was released as a single in 1992. **The Mutton Birds** are a well-known New Zealand band, formed in 1991. The song Dominion Road features the eponymous Auckland arterial route. The music video has shots of forgotten shops on Dominion Road from 1992.<sup>[14]</sup>

Transportation

[edit]

## Transportation

Eden Valley is easily accessible by bus from the Central Business District.<sup>[15]</sup> By vehicle Eden Valley can be accessed from the Southern Motorway by taking the exit for Market Road via and the South Western Motorway by taking the exit for Queenstown Road off of the round-a-bout.

## References

1. <sup>a</sup> ["QuickStats About Auckland City"](#)  Statistics New Zealand. Retrieved 2012-10-10.
2. <sup>a</sup> Hueber, Andre. ["Art-erial plan for Dominion Road"](#)  The Auckland. Retrieved 12 October 2012.
3. <sup>a</sup> <sup>ab</sup> [Maungawhau Heritage Walks: Four Mt Eden Neighbourhood Walks](#)  Auckland Council. 2012. pp. 16-22. Retrieved 12 October 2012.
4. <sup>a</sup> <sup>ab</sup> <sup>cd</sup> Matthews & Matthews Architects Ltd. (November 2006). *Dominion Road, Auckland Heritage Study*. Auckland City Council. pp. 4.
5. <sup>a</sup> ["Google Maps Auckland"](#)  2012 Google. Retrieved 11 October 2012.
6. <sup>a</sup> Oliver, Hugh (1982). *Land Ownership and Subdivision in Mt Eden 1840-1930*. Mount Eden Borough Council, Town Planning Department. pp. 3-5.
7. <sup>a</sup> <sup>ab</sup> Angelo, Faye M (1989). *The Changing Face of Mt Eden*. Mount Eden Borough Council. pp. 15-21.
8. <sup>a</sup> <sup>ab</sup> [Character & Heritage Study: Eden Valley](#). Auckland, NZ: Auckland City Council. April 2004. p. 14-25.
9. <sup>a</sup> ["Electorate Boundaries"](#)  Elections New Zealand.
10. <sup>a</sup> ["Albert-Eden Local Board"](#)  *About the Albert-Eden local area*. Auckland Council. Retrieved 16 October 2012.
11. <sup>a</sup> Dearnaley, Mathew (22 December 2010). ["Push for bus lanes in centre of road"](#)  *The New Zealand Herald*. Retrieved 16 October 2012.
12. <sup>a</sup> ["History of St Albans Church"](#)  St Alban the Martyr. Retrieved 16 October 2012.
13. <sup>a</sup> <sup>ab</sup> ["Parks & facilities"](#)  Auckland Council. Retrieved 16 October 2012.
14. <sup>a</sup> ["Dominion Road"](#)  NZ ON SCREEN. Retrieved 16 October 2012.
15. <sup>a</sup> ["Public Transport"](#)  Auckland Transport. Retrieved 16 October 2012.

## External Links

- [Dominion Rd Main Street & Business Association](#)
- [Albert-Eden Local Board](#)
- [Maungawhau Heritage Walks: Four Mt Eden Neighbourhood Walks](#)
- [Dominion Road video by the Mutton Birds](#)

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**What's this?**

☐ Trustworthy ☐ Objective ☐ Complete ☐ Well-written

★★★★★  ★★★★★  ★★★★★  ★★★★★

☐ I am highly knowledgeable about this topic (optional)

Categories: Suburbs of Auckland



**BUT.....**

**Won't a community web-site just  
bring more tourists and spoil my  
way of life??.....**

**a role for G.I.S, DSS.....**

# Case-Study: Marahau



# Marahau

- significant changes in socio-economic and political structures
- The Past - laid back, small, farming community; Marahau gradually changes; tourism suddenly 'Took off'
- increasing number of visitors and tourism businesses
- increasing number of permanent residents
- stakeholder conflicts
- proposed 'Beach Resort'





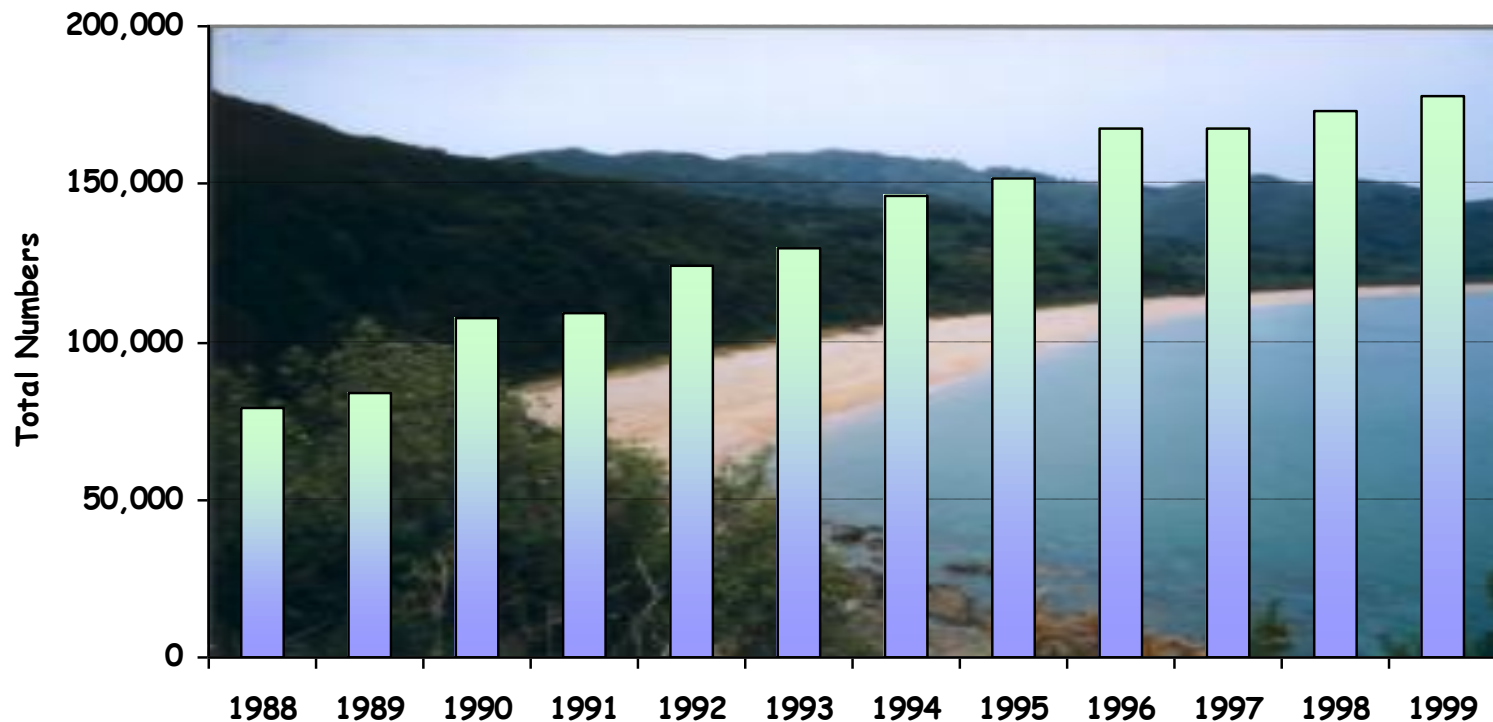


# Marahau/Abel Tasman National Park



# Increase in Visitor Numbers

Estimates of Total Numbers of Visitors to the  
Abel Tasman National Park from 1988-1999







# PPGIS

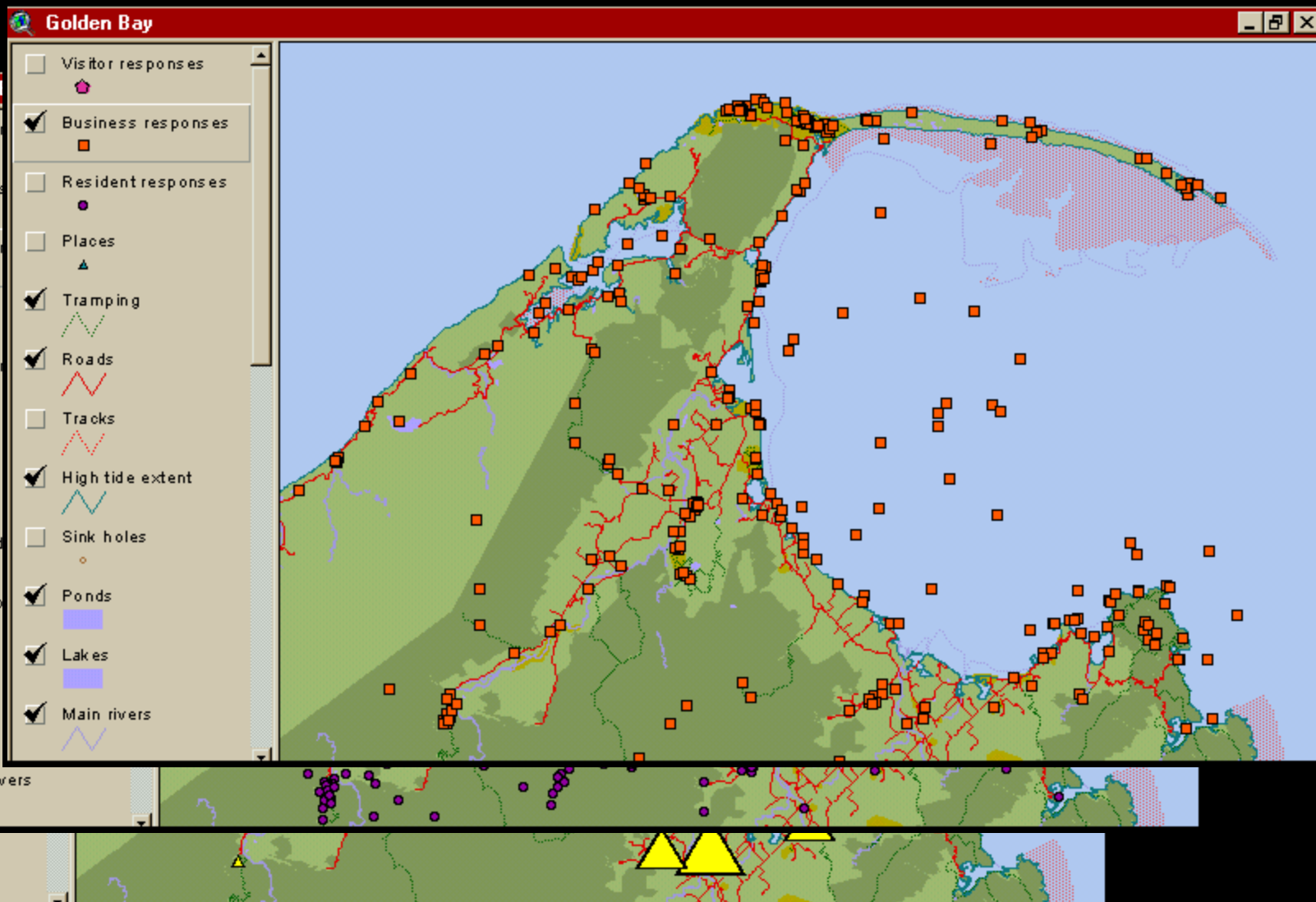
(3500 STAKEHOLDER ANNOTATIONS)

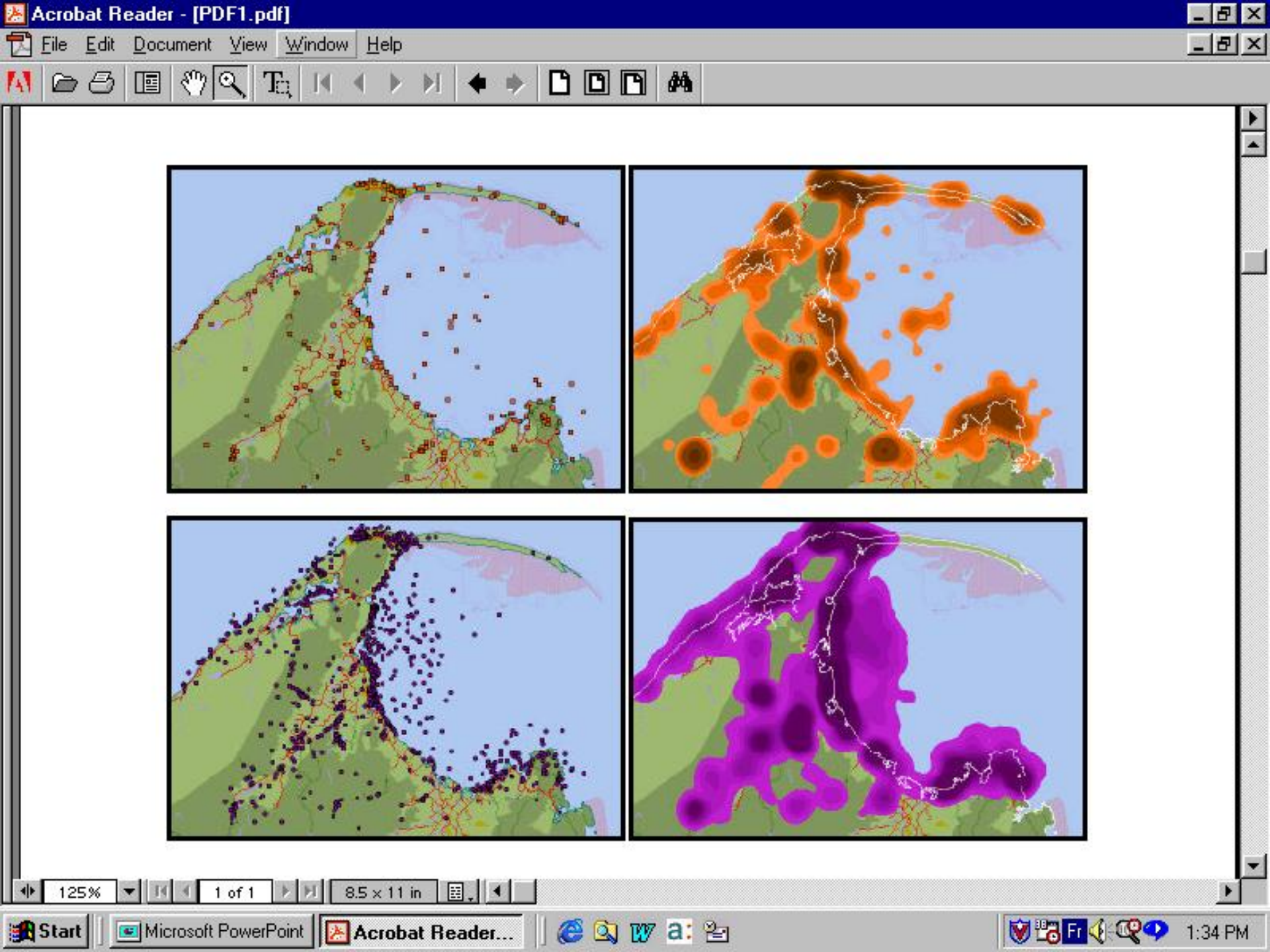


# AREAS OF FOCUS

- Multiple uses of common pool resources
- Areas of close fit, or conflict, with tourism
- Patterns of stakeholder interdependence
- Limits of acceptable change
- Community consensus and cohesion; notions of space, common property, and sustainable development







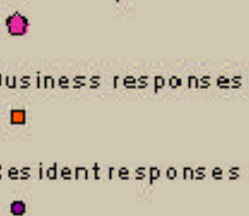


# Golden Bay

## Visitors (total activities)



## Visitor responses



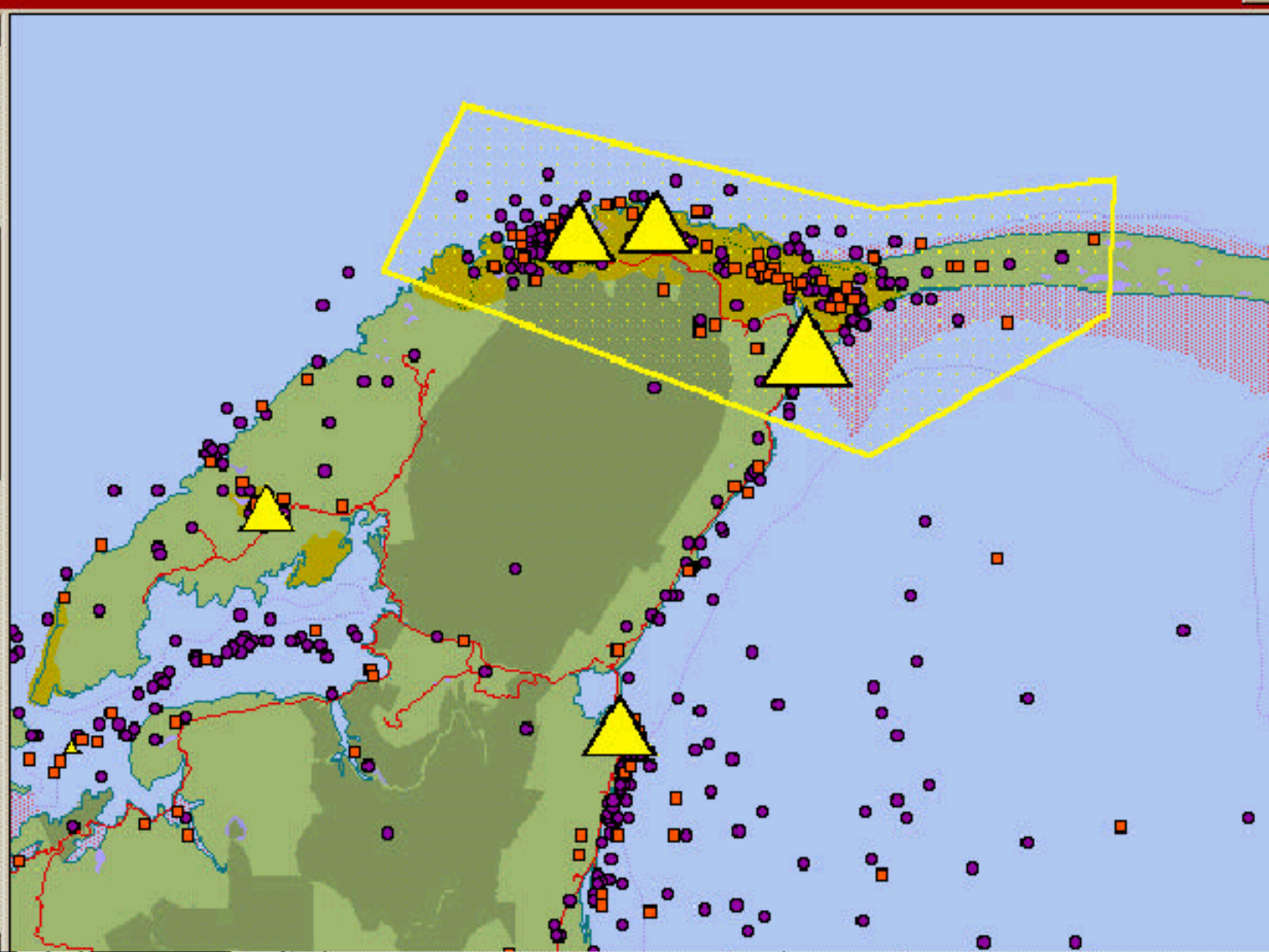
## Zone of convergence



## Places



## Sink holes







## olden Bay

## Zone IDs

- 1 Golden Bay
- 2 Whanganui Inlet
- 3 West Coast
- 4 Rangihaeata
- 5 Kaituna Track
- 6 upper Aorere Valle

## Highest visitation sites



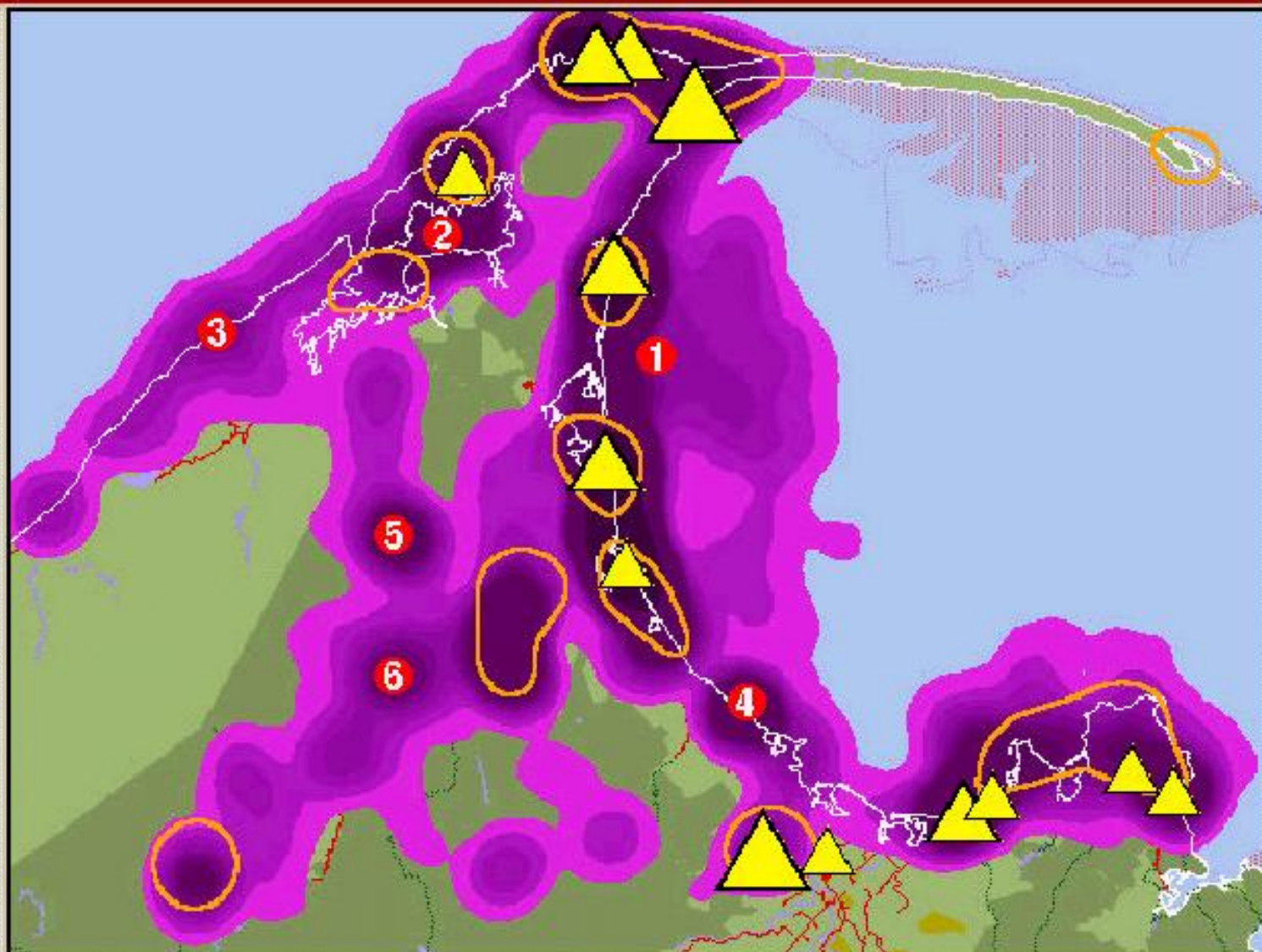
## Clusters (business es)

High tide extent

## Residents (Current impo

-0.5 - 0.0 Std. Dev

Mean

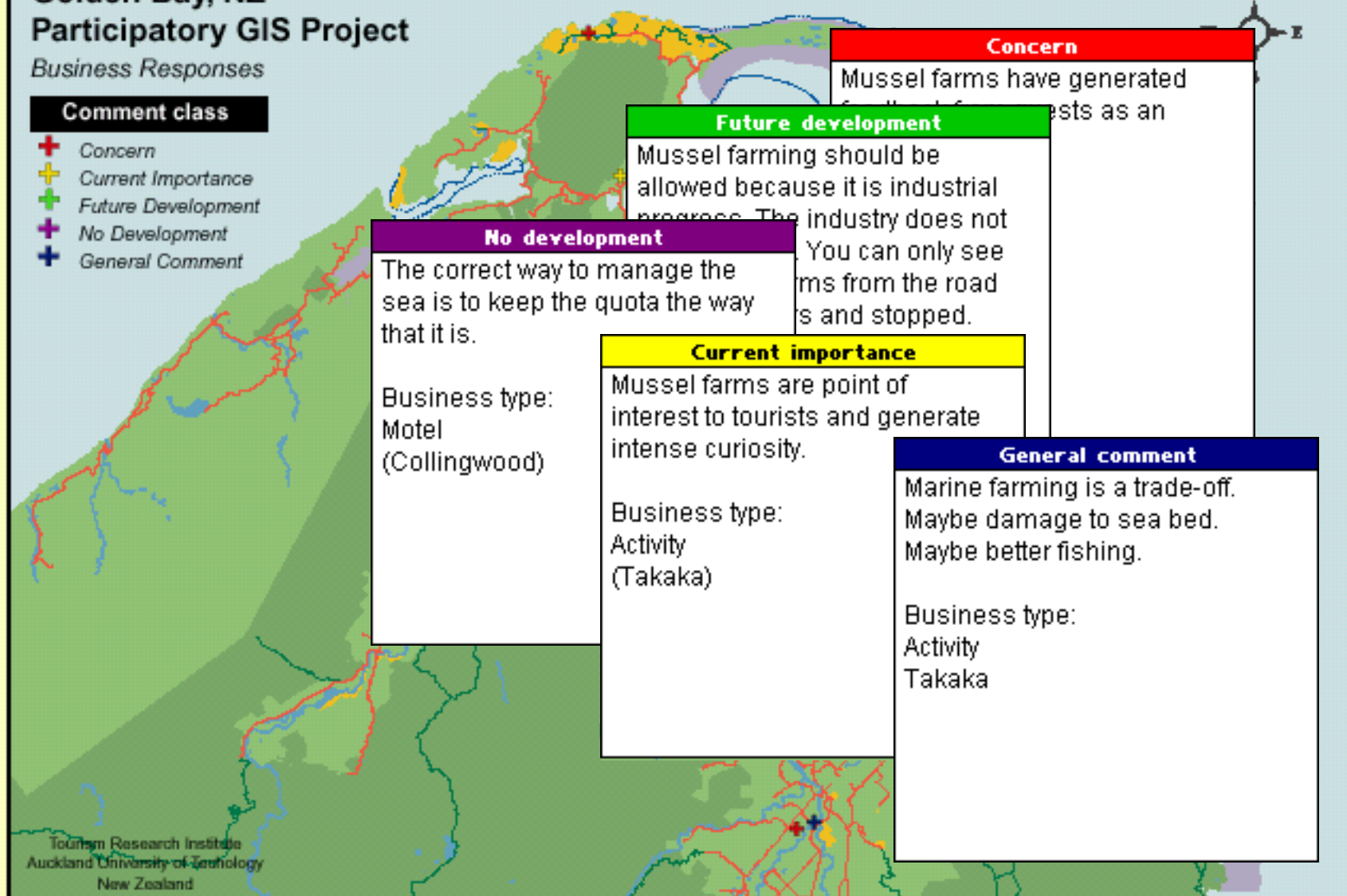


# Golden Bay, NZ Participatory GIS Project

Business Responses

## Comment class

- + Concern
- + Current Importance
- + Future Development
- + No Development
- + General Comment



### Concern

Mussel farms have generated  
... as an

### Future development

Mussel farming should be  
allowed because it is industrial  
progress. The industry does not  
... You can only see  
... from the road  
... and stopped.

### No development

The correct way to manage the  
sea is to keep the quota the way  
that it is.

Business type:  
Motel  
(Collingwood)

### Current importance

Mussel farms are point of  
interest to tourists and generate  
intense curiosity.

Business type:  
Activity  
(Takaka)

### General comment

Marine farming is a trade-off.  
Maybe damage to sea bed.  
Maybe better fishing.

Business type:  
Activity  
Takaka

# **PUHOI TO PAKIRI**

**Build Decision Support System to support strategy development and future regional website: barometers not one-off surveys**

**Focus on all stakeholders**

**‘Crowd-source’ to gather data, cut costs & build local collaboration**



# Puhoi to Pakiri



MATAKANA COAST  
*Wine Country*





## Puhi to Pakiri Visitor Strategy research home page

Welcome to the Puhi to Pakiri Visitor Strategy research home page. The Puhi to Pakiri region stretches from Puhi in the south to Pakiri in the north, and includes Leigh, Matakana, Mahurangi and Warkworth. It has experienced rapid development both as a tourism and lifestyle destination over recent years. Research is under way to gather information to inform a tourism development plan for the area. The research is being conducted by the New Zealand Tourism Research Institute (NZTRI) based at AUT University, local tourism and business stakeholders, and Rodney District Council. The project team aims to draft a sustainable, five year strategic tourism development plan for the region.

### There are three parts to the research.

1. A visitor survey: for non-resident visitors to the region, including those staying in holiday homes (rented or owned).

[Go to visitor survey](#)

2. A community survey: for permanent residents in the region.

[Go to community survey](#)

3. A business survey: for business owners in the region.

[Go to business survey](#)

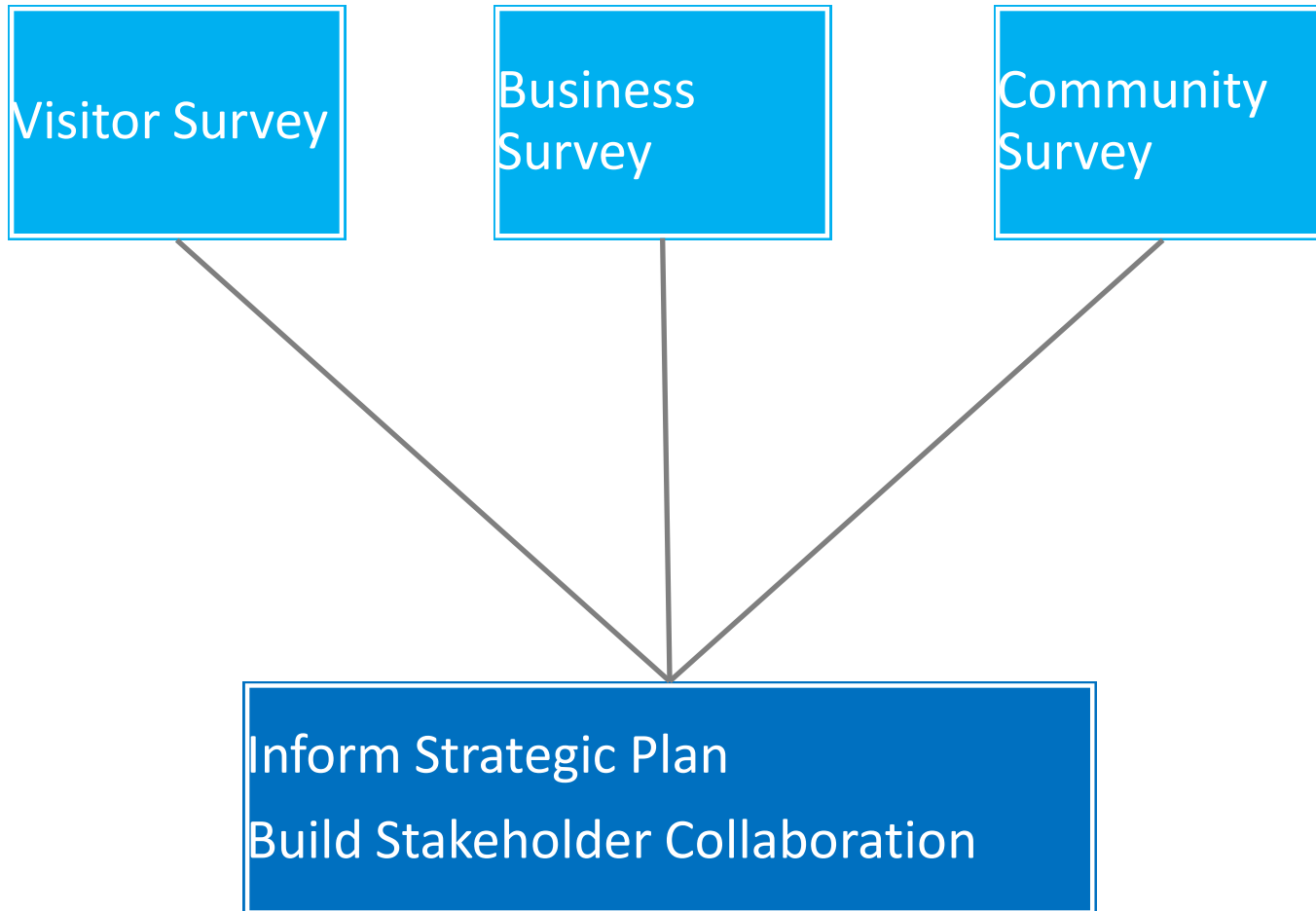
If you are a permanent resident and a business owner in the region, we would like you to complete both the community and the business surveys.

The surveys take approximately 15 minutes to complete. To thank you for your input, participants in each survey will go into a draw to win a prize (see surveys for details).

More information about the survey is online at [www.rodney.govt.nz](http://www.rodney.govt.nz). If you would like to find out more about the project contact Charlotte Cuffe on 0800 426 5169 or email [charlotte.cuffe@rodney.govt.nz](mailto:charlotte.cuffe@rodney.govt.nz). Alternatively, you can contact the NZTRI research team (Carolyn Deuchar on 09 921 9999 extn 8892 [carolyn.deuchar@aut.ac.nz](mailto:carolyn.deuchar@aut.ac.nz)).

Any information you provide to the survey team remain confidential. Aggregate results of this research may be used in journal and conference publications. A summary of the results of this research will be available on [www.nztri.org](http://www.nztri.org) in mid 2011. Prize draw winners will be notified by email.

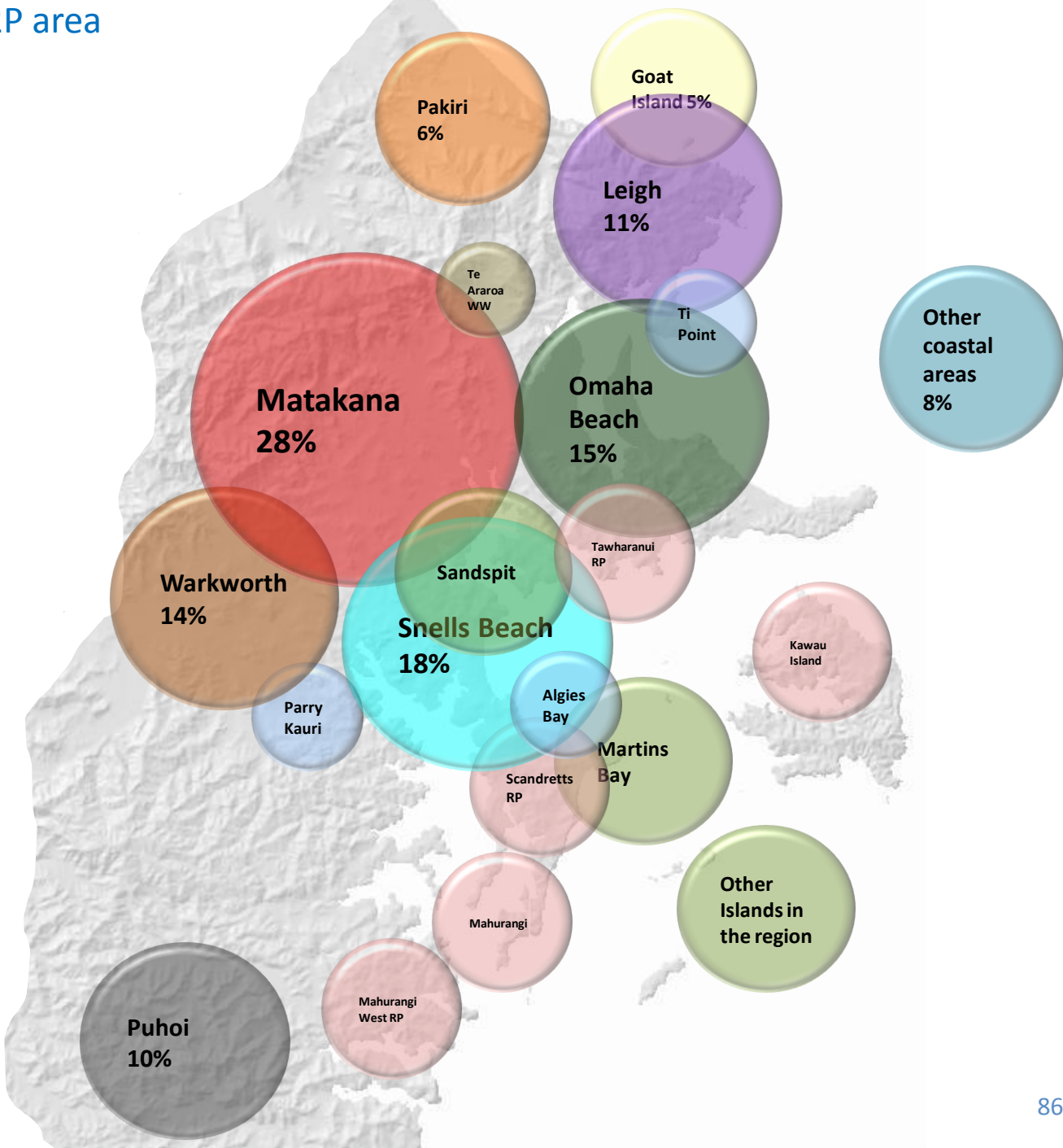
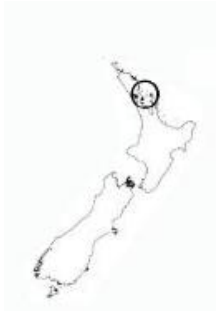




**The surveys were launched in August 2010 and continued through to end of March 2011**



Overnight stays in the P2P area



# Visitors

## Total visitor expenditure

Expenditure NZ\$*	% spend in sector	Per person per day
Accommodation	<b>33</b>	\$25
Vehicle running (petrol) & repairs	<b>8</b>	\$6
Local transport (e.g. rental car, taxi)	<b>1</b>	\$1
Restaurants/cafés/bars/cellar door/farmers market	<b>24</b>	\$18
Stores/supermarkets (e.g. food, drinks and domestic supplies)	<b>11</b>	\$9
Other shopping/retail (e.g. souvenirs, clothes)	<b>13</b>	\$9
Tours (e.g. wine tours, guided walks)	<b>8</b>	\$6
Other expenditure (please specify)	<b>2</b>	\$2
<b>Total</b>	<b>100</b>	<b>\$75</b>

\*Any expenditure that took place prior to arriving in the region including pre-paid packages and grocery shopping etc has been excluded

\* \$75 per day x 2.7 visitors (av. Group) = \$202.50

What did you find **most attractive or appealing** about this region on your recent visit?



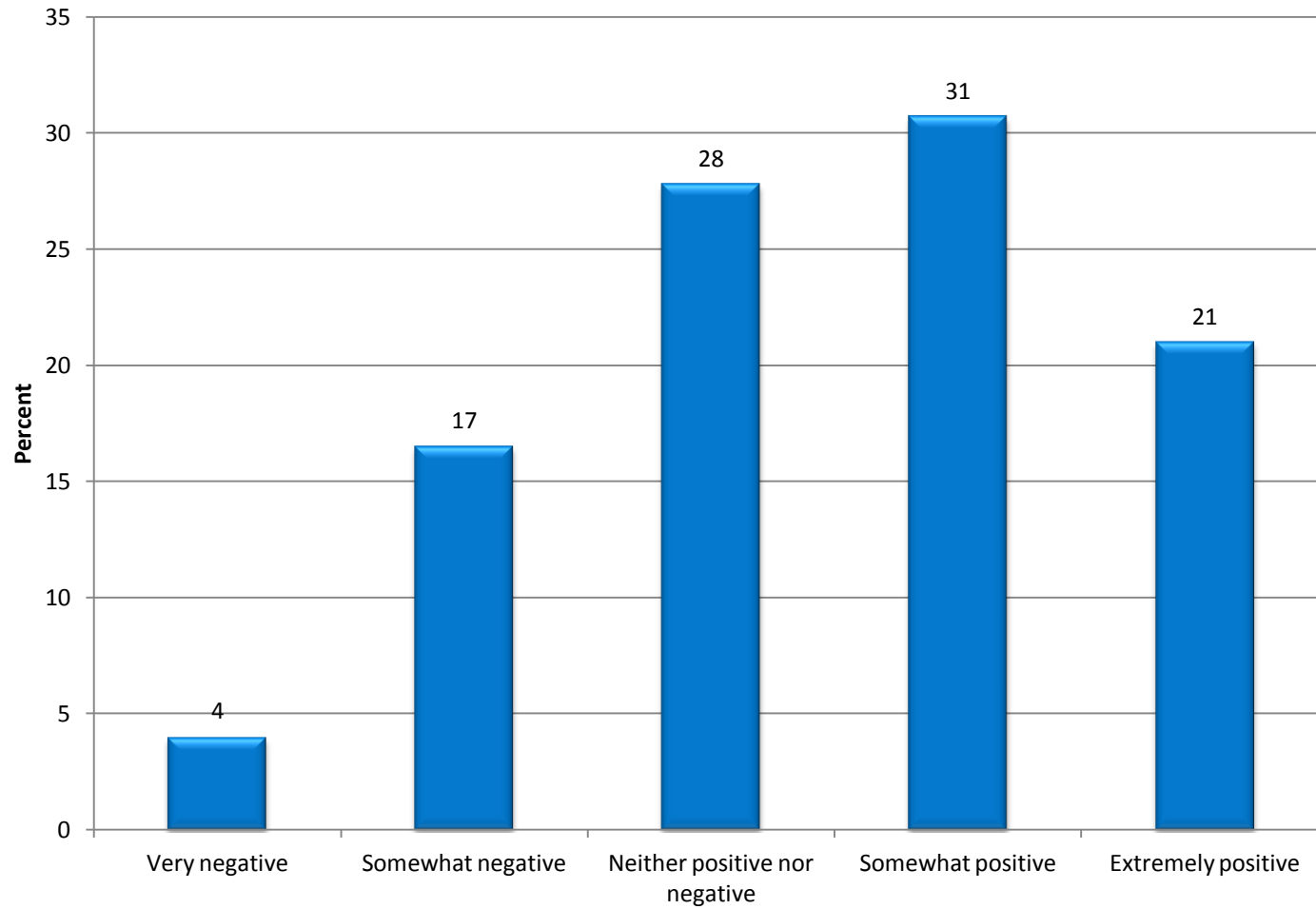


What did you find **least attractive or appealing** about this region on your recent visit?

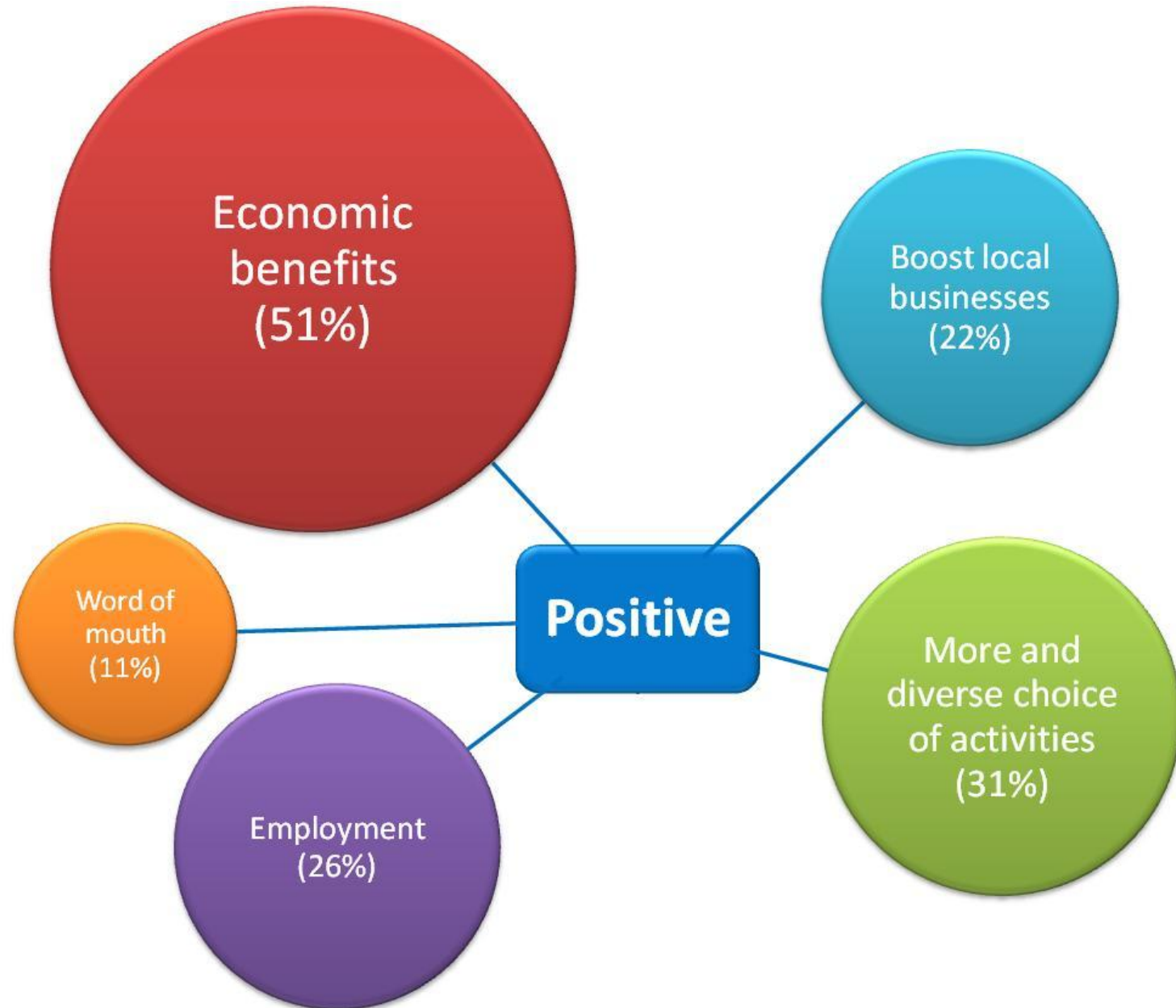


# Community

## Impact of tourism on community quality of life

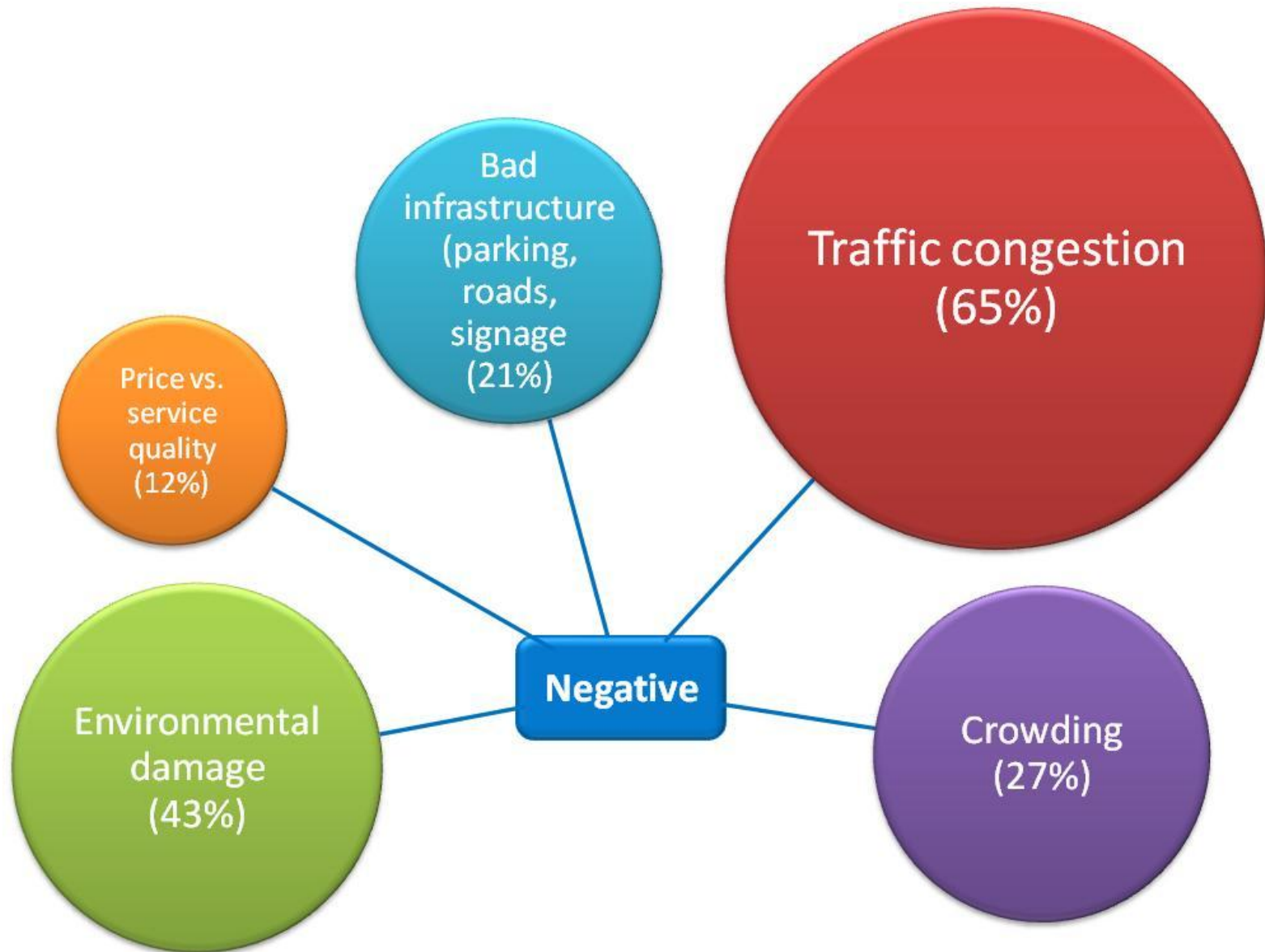


## Positive impacts of visitors coming to the region





## Negative impacts of visitors coming to the region



## Negative impacts – some quotes

"Lack of respect for  
**environment**"

"**Over sell under deliver**  
accommodation"

"Litter and **congestion** on  
beaches"

"**Visitor expectations** often  
higher than achievable"

"The **more people** the **less**  
**isolated** and rural it feels"

# WATAMU – WHERE TO FROM HERE?

- Goals, aims and vision – key stakeholders and champions



# Phase 1

**Optimize existing  
resources**

Phase 2

Phase 3

Phase 4

Phase 5

A low-cost option with immediate outcomes

## **Identify**

What's on the Web?

## **Enhance**

How can these online  
resources be better  
linked?

## **Meet**

Bring a group of key  
individuals/stakeholders  
together to improve and  
enhance existing web linkages  
and resources

# Phase 2

Optimize existing  
resources

**Build human capital  
(skills, local capacity)**

Phase 3

Phase 4

Phase 5

## Create

Local linkers and influencers

## Train

A group of people who can work to improve the web presence (on-line visibility) and also onsite information

# Phase 3

Optimize existing  
resources

Build human capital  
(skills,  
local capacity)

Decision-support

Phase 4

Phase 5

Lay the foundation for a decision-support system

## Help

Enable the area to better understand  
its visitors and what they think of the  
experience of visiting Watamu

## Uncover

Find ways to support visitors to grow a  
relationship with Watamu  
(information provision is key)



# Phase 4

Optimize existing  
resources

Build human capital  
(skills,  
local capacity)

Decision-  
support

**Themed trails,  
meanders and  
activities**

Phase 5

Build links to more individuals/stakeholders

## **Develop**

Build on and develop themed trails, localised tours and activities, e.g. art, food, history

# Phase 5

Optimize existing  
resources

Build human capital  
(skills,  
local capacity)

Decision-  
support

Themed trails,  
meanders and  
activities

Collecting  
'our stories'

Watamu's 'fabric'

## Engage

Sustained web-raising, community-generated digital content, stories, tips for travellers, local knowledge, traditional knowledge (e.g. biodiversity), environmental initiatives etc etc



**Thank You**

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