



The effects of rural change on recreation and tourism, and vice versa

NZAIA 2009
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Evolution - then (ex Butler et al 1998)



- Lack of easy access to the countryside
- Requirements for considerable wealth and time
- Lack of ability to leave the security of home

Rural tourism exclusive to the urban elite:

- Hunting and fishing, walking, riding, lawn sports

And for the workers:

- Church, tavern, market



Activities which differed from the urban setting and which related directly to the rural environment:

- Relaxing, passive, nostalgic, traditional, low technological, non-competitive

Evolution - later



Arcadian patchwork



Participation diversifies

- Large estates uneconomic and/or broken up
- Private transport options improve
- Middle class develops
- Post WWII 'mateship' – access and support
- Diversification away from pure agriculture to remain economically viable – mazes, golf, farm stays, game parks.
- Move away from large 'zealously guarded private islands of leisure' (UK) to 'vastly greater number of extremely small private individual leisure properties'. Rural residential living.
- Walking/rambling, picnicking, fishing, sightseeing, boating, visiting historical and cultural sites and festivals, horse riding, nature and farm visits.

Evolution – now and next?



- Tourism is sophisticated and targeted.
- Land access as a commercial opportunity not a community service.
- Codes of conduct for recreation codified (Walking Access Commission) as we shift away from visitors with outdoor skills, loyalty and social and environmental ethics, to clueless, vagrant purchasers and tickers.
- Simple, traditional rural setting no longer suitable for highly specialised post-modern (if you will) consumer. Resorts and retreats.
- Active, competitive, prestigious, fashionable, technological, fast, modern, individual.
- Tourism as once complementary and additive to agricultural setting to now being competitive with it? 'Rural' and 'agricultural' not synonymous.

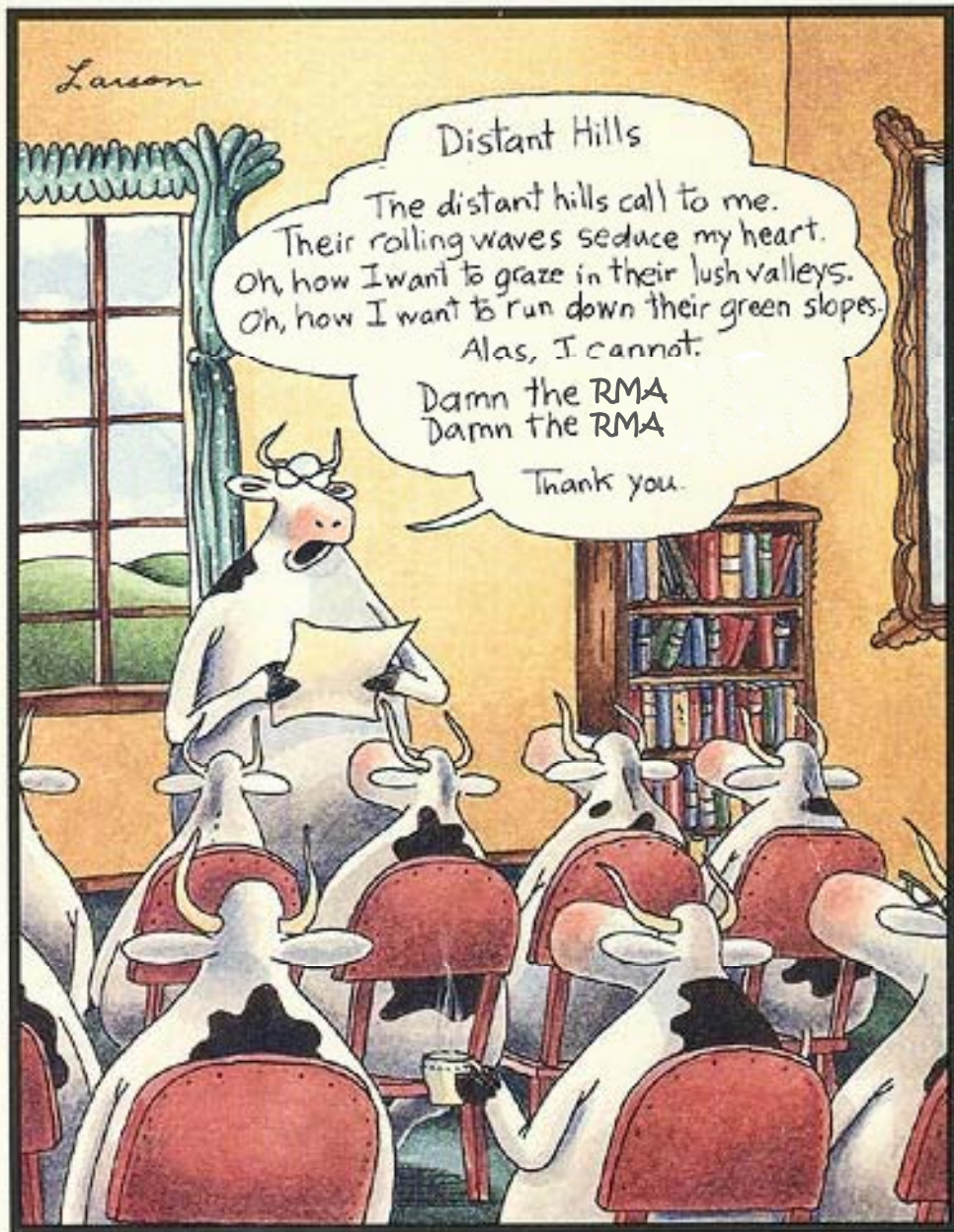
Tension?

Butler et al 1998, p 9:

...the predominant culture of the countryside is still based on traditional perceptions of what is or should be rural and preserved. Marginalised groups have little, if any status with respect to policy formulation, landscape management or the provisions of recreational opportunity. It is fair to say that many of the current notions of rurality have been created and maintained to fit the preferences of those who own and use such rural areas.

You reckon? I don't think they wrote that very carefully. Perhaps:

The culture of the countryside is as diverse as the domestic and international, traditional, commercial and post-modern, urban and rural, origins of its residents, and their financial exigencies. Marginal groups through the RMA have great potential for defining the evolution of rural development and policy. The current notions (if not the reality) of rurality are being created and maintained to fit the preferences of urban refugees and excursionists.



Cow poetry



Economic Contribution

Year ended March 2009

Tourism Expenditure:	(billions)
International	\$9.3*
Domestic	<u>\$12.4</u>
Total	\$21.7

(Domestic expenditure comprises \$9.7 billion household expenditure and \$2.7 billion business and government expenditure)

Tourism Exports:

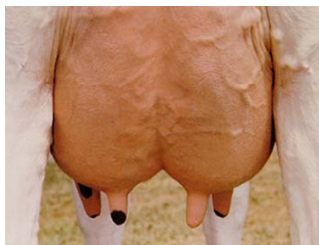
International tourist expenditure accounted for \$9.3 billion or 16.4% of New Zealand's total export earnings.

Direct and Indirect Contribution to GDP:

Tourism directly and indirectly contributes \$15.0 billion (or 9.1%) to New Zealand's total GDP (excluding GST and import duties).

Tourism Employment:

Tourism supports 94,600 direct and 90,200 indirect (184,800 total) full-time equivalent jobs (9.6% of the total workforce in New Zealand).



= \$10 billion export revenue (year ended March 2008)

\$899 million export sales (2008) =



Recreation and tourism now define 'rural'

- Landscape protection in District Plans.
- Views from publically accessible settings. Wind farms when it's not ecology. Project Hayes.
- Demand for rural residential lifestyles.
- Income diversification when subsidies retreat.
- Development restrictions – water (Hurunui), subdivision (Long Bay).
- Tourism as a core element of significant rural land change – wine: Blenheim, Waipara, Martinborough. Not many cowsheds have visitor centres or tastings.
- Subsidies to protect the tourism resources of visual amenity (when or if in NZ?). Mackenzie Basin?
- Environmental compensation for development – public access, reservation.
- National cycleways.
- Road stoppings.
- Rural depopulation....





Townies