

## Maori Ecocultural tourism

### Abstract from a Book Chapter

Becken, S. & Sampson, K. (2007). Maori eco-cultural tourism (107-138). In Buultjens, J. & D. Fuller (eds.) *Case studies in Indigenous Tourism*. Lismore: Southern Cross University Press

*In the New Zealand tourism industry, few Maori occupy leading roles or own their own business and they tend to have lower income levels than the rest of the tourism workforce. The development of Maori tourism, in which the locus of economic control stays with participating Maori, remains a challenge in New Zealand tourism. The development of eco-cultural products is one avenue of providing this opportunity to Maori in the regions. This research explored who potential consumers of Maori eco-cultural tourism product might be and what the drivers of this interest are. To this end, 332 independent, international tourists were surveyed in two case study areas. While there was moderate interest in Maori cultural products (in particular in the Northern case study), this interest could not clearly be linked to demographic or travel-related variables. Tourists' responses to a number of scenarios for eco-cultural products showed that it is the eco-component of an activity that is the driver for tourists' interest, whereas the Maori component plays at most, a marginal role. It is possible, however, that the Maori component in a product constitutes value added to the tourist experience. Current marketing of Indigenous tourism builds on traditional images and may impose an artificial separation of nature and culture tourism. This would inhibit a diversification of Maori tourism and the integration of more contemporary aspects of Maori culture into product development.*

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