



NEW ZEALAND ASSOCIATION FOR IMPACT ASSESSMENT
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Strategic Environmental Assessment for Tourism:

Less than 100% Pure – reactive versus strategic assessment for policies and plans

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The peculiar nature of tourism, combining public and private sector management, and delivering environmental services as well as transport and hospitality (“experiences”)

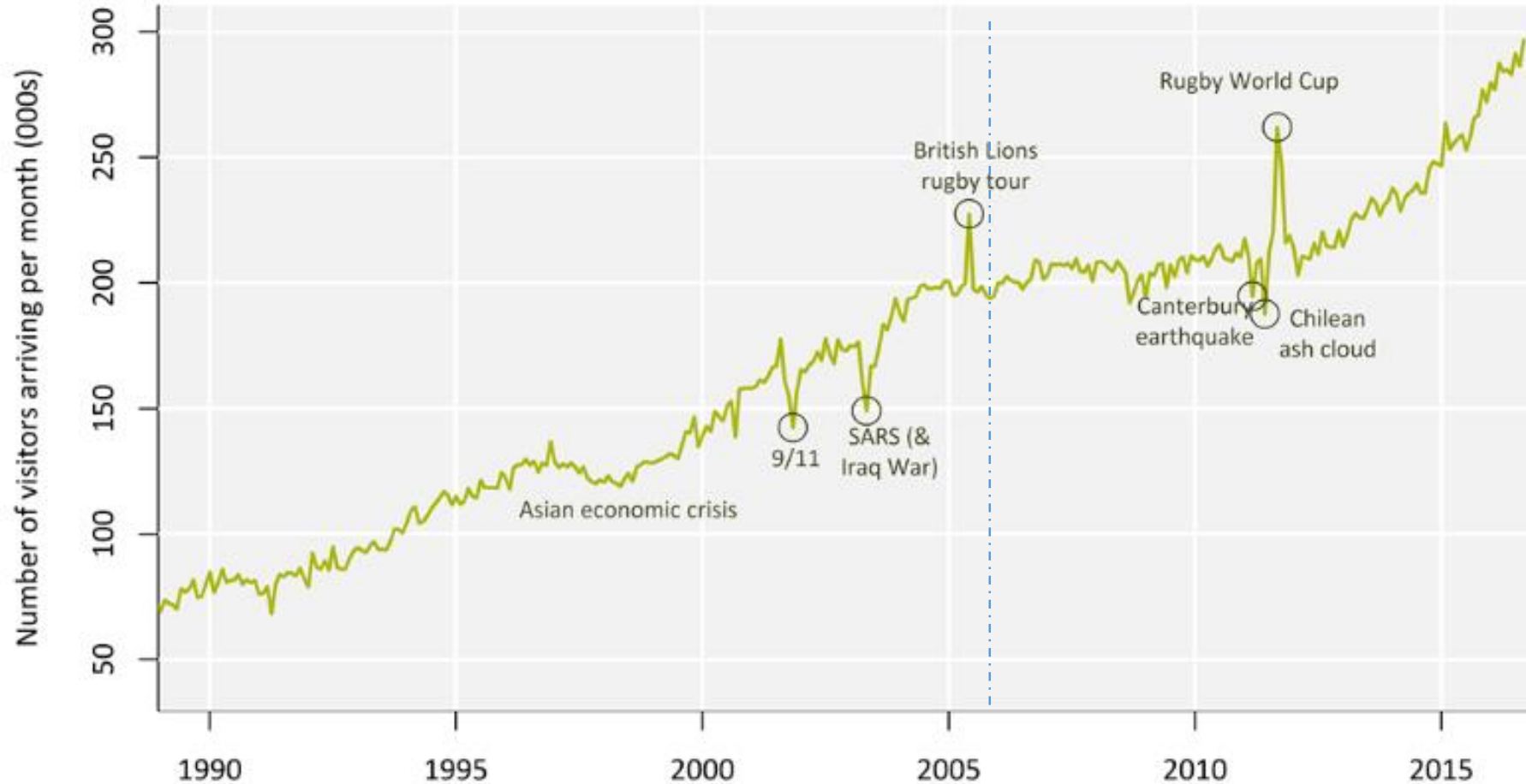
The consumer moves to, and within, the product

- The ‘product / experience’ is external to the industry
 - Significant spillover costs
 - Significant risk profile
 - Strong links to ecosystem services
- Open systems for impacts



Understanding the bigger picture

Seasonally adjusted visitor arrivals to New Zealand
(source = International Travel and Migration, Statistics New Zealand)



Tourism Flows



Outcomes: regional

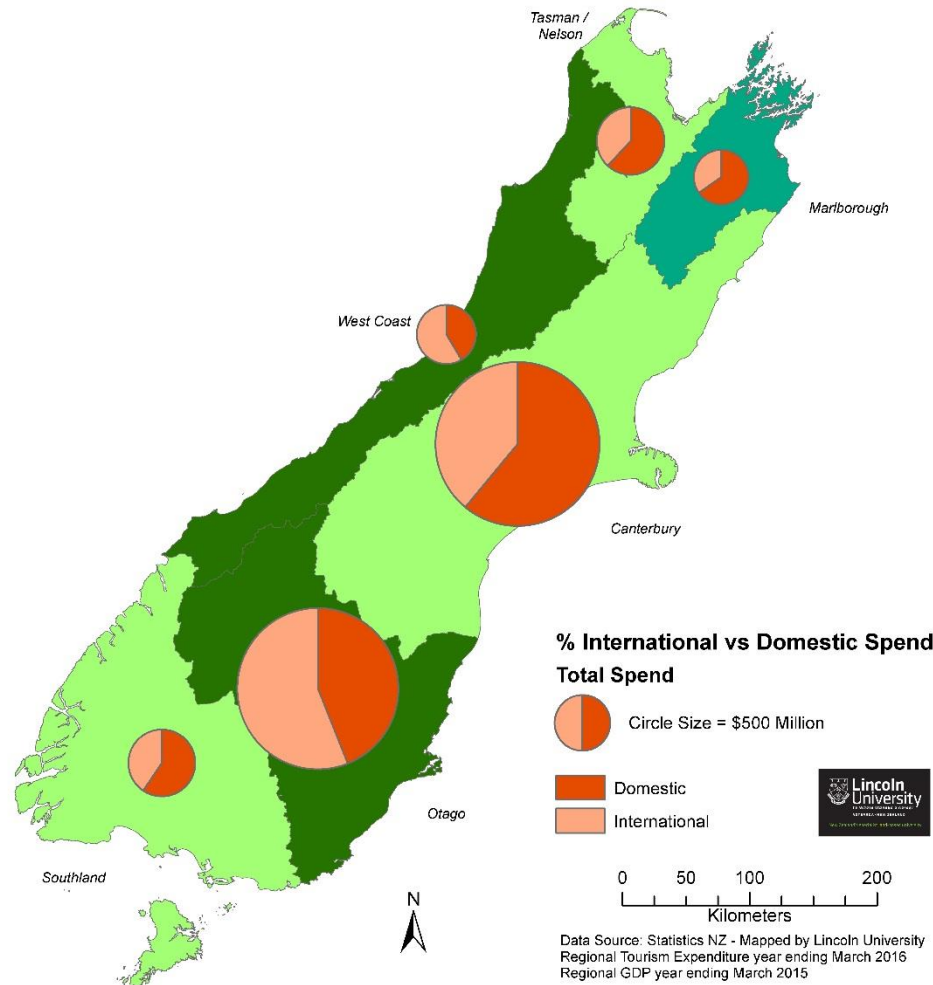
Visitor Dollars

+

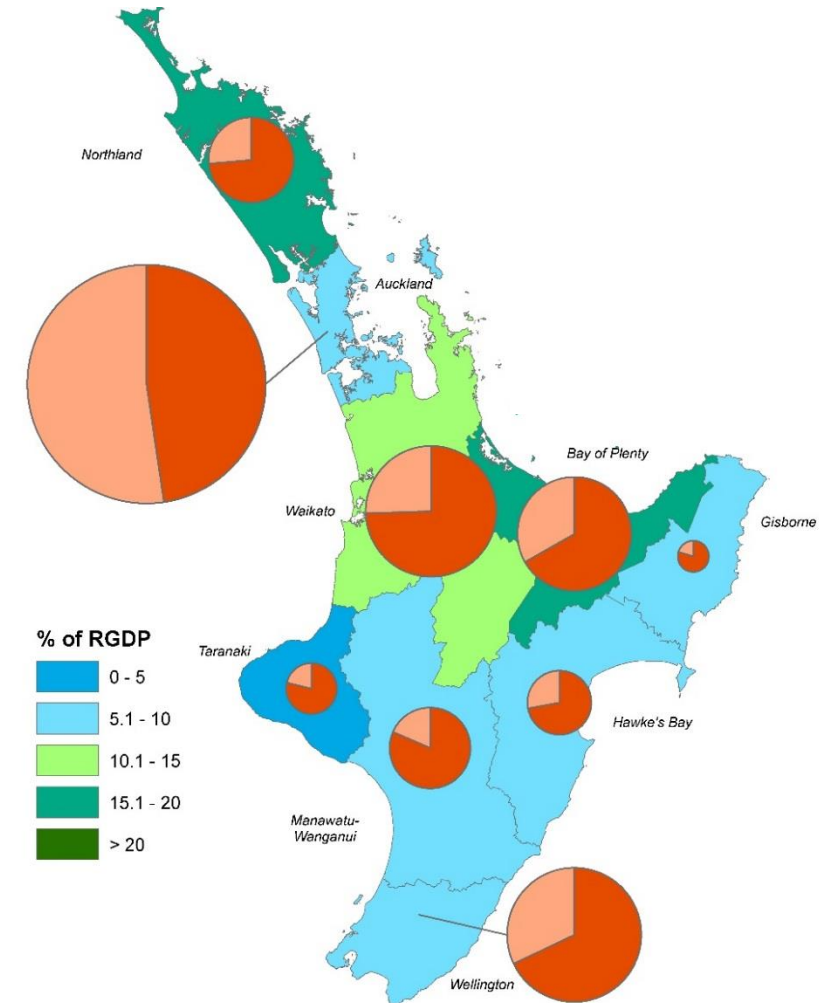
**Domestic
International
Split**

+

**Regional
impact**

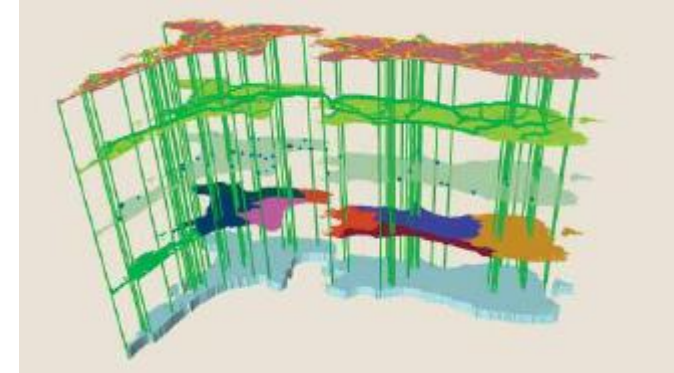


Regional tourism expenditure
as a % of regional GDP





Tourist flows



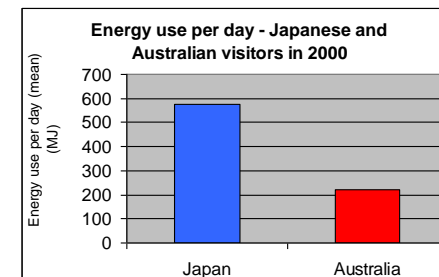
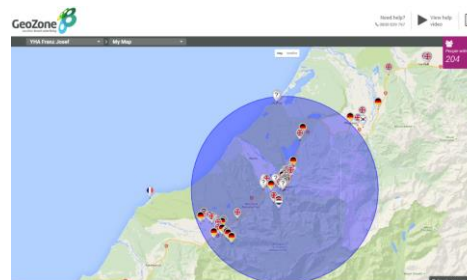
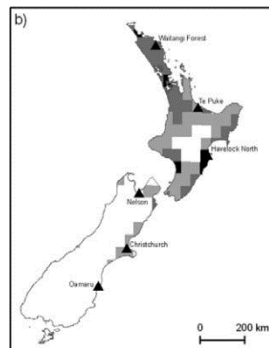
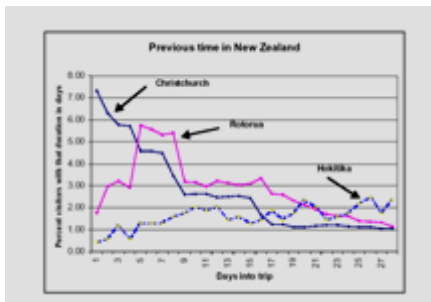
Tourism planning

Biosecurity risk pathways

Environmental indicators

Resource efficiency and climate change

Yield



Summary points

- The peculiar nature of tourism, combining public and private sector management, and delivering environmental services as well as transport and hospitality
- Public-sector policies and plans that ensure users pay while ensuring they have a good experience and do not degrade the product
- A benefit of tourism activity is that it pushes expenditure and employment into the regions, but they need the infrastructure (and planning insights) to cope
- Local government and Department of Conservation are major investors in tourism alongside the private sector, but often in a reactive mode
- Capacity to plan for, and manage, impacts in a proactive, strategic approach is very variable. Social licence to operate is only just emerging in tourism discussions.
- The need for SEA to give clear signals around environmental management to public agencies, iwi and private operators