PART 3: OVERVIEW OF WORKSHOPS ON TOURISM RESOURCES

Charles Johnston,
Auckland University of Technology 2002

CONTENTS

- Objectives
- Method
- Discussion of activity
- Analysis of results

WORKSHOP OBJECTIVES

- Identify existing resources - already developed.
- Identify potential resources that could be developed.
- Identify resource conflicts:
  - Ownership issues, wahi tapu issues
- Overall goals:
  - Help communities understand their resource base for tourism.
  - Get a package of potential tourism products identified

WORKSHOP OBJECTIVES - 2

1. "Hidden agenda"
   – JHMRC team tries to not reinvent the wheel
   – Workshop attendees have business ideas
2. Ethics issues
   – Avoid "academic imperialism"
       "You're stealing our taonga"
3. "Resident receptive" tourism – community endorses the specific developments that occur

WORKSHOPS: DELIVERY METHOD

- Problem: concept of "tourism resources"
  - Emic, etic dilemma: locals can't see what they have as well as outsiders can

- Solution: a "lecture" followed by discussion
  - Lecture provides concepts
  - Discussion attempts to bring out examples of local resources.

The James Henare
MAORI RESEARCH CENTRE

WORKSHOP: LECTURE TOPICS

1. Concept of "tourism resources" explained
   - Types of resources
   - Quality of resources
   - Quantity of resources

2. Successful development marrying needs of tourists with residents

WORKSHOP: DISCUSSION OF LOCAL TOURISM RESOURCES

- Goal = get community to understand

    1. Tourism resource base
        - Type,
        - Quality
        - Quantity

    2. Limitations to development for tourism

WORKSHOP DISCUSSION PROCESS

- Participants given handout
  - "the lecture"
  - with pages to "fill in the blanks"
- Environmental and cultural resources stressed: these = developable
- Delivery of workshop has varied:
  1. Lecture first, community participation second
  2. Lecture concepts followed by community discussion of the concept, one after another.

WORKSHOP EXPERIENCE

- Venue = Marae (typically whare kai)
- Participants are typically elders
  - Kaumatua and kuia,
  - 'Traditional' types
- Nature of discussion
  - Proceedings are formal
  - Discussion is controlled
  - Love the "cultural" side
  - Hate the "business" side
- Results
  - People learn a lot but
  - Not many good ideas emerge

WORKSHOP EXPERIENCE - 2

- Venue is not a marae (home, motel dining room, etc)
- Participants are typically
  - community development types
  - residents interested in tourism in some way
- Nature of discussion
  - Fascinated with placing local features into tourism resource categories
  - Generally have ideas for tourism businesses
- Results
  - People learn a lot and
  - Good ideas for individual businesses and local packages often emerge

WORKSHOP RESULTS:
BAY OF ISLANDS EXAMPLE

- 9 workshops held in 5 communities
  - Rawhiti (3)
  - Te Tii (2)
  - Waimate North (2)
  - Waitangi (1)
  - Karetu (1)

The James Henare
MAORI RESEARCH CENTRE

BAY OF ISLANDS: RESULTS FOR COMMUNITIES

- Rawhiti: series of treks and beach experiences. Tourists = New Zealanders and Intl

- Karetu: spiritual/medicinal.

  Tourists = Maori

- Waimate North: Marae stays and early Maori-European history.

  Tourists = Maori language learners and everyone staying in Paihia

- Te Tii: coastal resources (bush and beach); accommodation and 19th century history (Kororipo pa)

  Tourists = New Zealanders and Intl.

WORKSHOP RESULTS: ROUND 2

- Waitangi workshop
- Participants from all other communities
- Goal = establish a regional package
  - Co-opetition between communities over what was developed and how marketed
  - Centre suggestion:
    - use Paihia as source of tourists
    - Different communities become day trip destinations, with different products

WORKSHOP RESULTS - STRENGTHS

- Educational:
  - A few hundred people exposed to tourism resource concepts
    - "The knowledge" broadened, not stolen
    - Know what the community has
    - Know what it needs
    - Have initial idea of who they want to visit
    - Have initial idea of resource conflicts
- Developmental
  - Individual/family/hapu ideas for tourism projects get aired

The James Henare
MAORI RESEARCH CENTRE

WORKSHOP RESULTS – WEAKNESSES

- Limited capability to get the "right" people
  - People with ideas
  - (Young) people with tourism credentials
- Zero capability to enforce opinions expressed by participants
- Limited capability to measure success
  - BOI: we had to move on to the next area

The James Henare MAORI RESEARCH CENTRE

CONCLUSIONS

- Excitement: when a workshop works

- Frustration:
  - Communities want to develop tourism resources, but
    - Keeping the momentum alive
    - The collective will of the workshop doesn't prevail afterwards