



TOURISM

United**Future** recognises the historical and cultural importance of tourism in New Zealand and its increasing relevance in the global economy.

Tourism is a major contributor to the New Zealand economy. The gross domestic product of the tourism industry in 2005 was \$6.5 billion (4.8 percent of New Zealand's economy) with a further \$5.8 billion generated by industries supporting tourism. Tourism contributed 18.7 percent (\$8.1 billion) to New Zealand's total export earnings. An estimated 105,000 full-time equivalent employees (or 5.8 percent of total employment in New Zealand) were directly engaged in producing goods and services purchased by tourists in 2005.

Tourism not only offers obvious economic benefits to New Zealand but it also has the potential to make a sustainable contribution to our quality of life and our economic, social and cultural development. Consequentially, tourism benefits and strengthens our communities and families.

New Zealand's image as a scenic, environmentally-conscious nation provides us with an important marketing tool for promoting tourism in overseas markets. Therefore, tourism should be based on sustainable, eco-friendly industries and infrastructural development should be encouraged to support primary tourism ventures. Flexible economic policies and business-friendly cost structures are essential to ensure that tourism can prosper and benefit New Zealanders in the greatest possible way.

It is United**Future** policy to:

- Ensure tourism is a strategic economic priority for government
- Work with the industry to complete the implementation of the NZ Tourism Strategy 2010
- Develop effective training programs that ensures higher levels of service standards and take into account the job-rich potential of the industry is essential.
- Review all legislation and regulations that impose coercive powers (e.g. Resource Management Act, Occupational Health and Safety Act) to ensure that the impact on business is minimised yet is consistent with the overall public interest. A specific review of the vast array of regulations impacting on the tourism sector is also needed
- Promote self-regulation in the industry, where appropriate
- Establish a dedicated tourism research and development fund with an emphasis on added value and new venture criteria, beyond the current Tourism Research Council
- Overhaul the Tourism Industry Training Association to reflect present and future employment and marketing needs
- Incorporate cultural and community values into industry initiatives, ensuring that cultural protocols are respected
- Encourage private and public sector tourism bodies to work closely together and produce more coordination across the industry.
- Ensure that labour legislation is not a disincentive to business development and job creation
- Build on the post-graduate research scholarship scheme established in 2004, in collaboration with industry partners.
- Develop working holiday programmes for young tourists.