Garden Tourism and its Potential Organization in Canterbury

by R.P. Thomas, G. Porteous and D.G. Simmons
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1.0 **INTRODUCTION**

This paper had its origin as a final year tourism research report at Lincoln University. In it we briefly review the concept of garden tourism which includes garden tours, garden festivals and special events, and the potential organization of this particular type of tourism in the Canterbury region. The origins of garden tourism in England and Germany are examined, followed by a review of models, objectives and management for organizing garden festivals and special events.

A description of a variety of New Zealand garden festivals follows. Results of a recent garden tourism survey (Tipples, 1990) are presented prior to a summary of the types of commercial garden tours offered in the Canterbury region.

Recommendations and conclusions focus on the possible organisational structure of garden tourism in Canterbury, and on the goals, objectives and organisational development of garden tours and festivals in the region. It is hoped this framework will also provide guidance for the development of garden tourism on a national basis.

1.1 **Origins of Garden Tourism**

The origin of garden tourism are to be found in Europe, in particular in England and Germany during the early 20th Century. The English developed the concept of garden tours and visits throughout the country whereas the Germans concentrated on the establishment of two-yearly Bundesgartenschaus (Federal Garden Shows) that were six months in duration and hosted by different cities.

Both concepts proved to be very successful, making garden tours a substantial part of the English tourism industry, and providing German cities with major tourist attractions. By 1983, up to 10 million visitors were recorded in Munich during the Bundesgartenschau.

1.2 **Garden Tourism in England**

Visiting historical, traditional cottage gardens as well as modern and contemporary landscape gardens seems to be a favourite pastime of the English. The variety of gardens throughout the country provides for garden visits and experiences to a wide range of domestic and international garden tourists and enthusiasts.

Two organisations have greatly contributed to developing garden tours in England.
The National Garden Scheme was developed in 1927 with the main purpose of enabling garden tours. Today the National Garden Scheme is a year round operation which publishes a guidebook including information about opening times, entry fees, locations, and brief garden descriptions. It has more than seventeen hundred gardens in its register.

A second programme, The National Trust, was founded in 1948. While it has its main emphasis on historic buildings it also manages and maintains a number of gardens, because many of the stately homes and historic buildings are surrounded by lavish grounds. The National Trust and the Royal Horticulture Society jointly developed a plan to also enable the Trust to hold and preserve gardens which by reason of their plants, history, and design were worthy of preservation in their own right.

A Gardens Committee (later panel) was established to assist and report to the wider Properties Committee in reviewing the standards and management policy of the Trust's gardens. The Panel makes periodic visits to gardens and along with the Historic Buildings Secretary offers advice to the Trust. The funding of the Trust's gardens, their presentation and maintenance is however sourced from contributions from the National Garden Scheme.

According to recent estimates there have been 4.75 million admissions annually to gardens as separate attractions and a further 8.3 million admissions to gardens associated with historic buildings (Blaney, 1991). Commercial tour operators such as Thompson and Thomas Cook now offer garden tours throughout England and a growing number of regional and local tour operators are joining in garden tourism ventures in England.

1.3 Garden Festivals in Germany

The Bundergartenschau concept was implemented for the first time in the city of Hannover in 1951. The initial goal of this federal garden show was "to reclaim both park and rubbled areas with a series of large scale landscape exercises which achieved planning goals, delighted the eyes, had virtually guaranteed finance and gave employment to many both directly and indirectly" (Bareham, 1983). The concept has been so successful that the average visitor attendance throughout the 1980's was 8-9 million visits.

The key elements of the German federal garden shows are:

* The garden show is held every two years in a different German city.

* Every ten years the event becomes an International Gartenbau Ancisstellung (International Horticultural Exhibition).

* The gates open in April and close in October.
* The garden show area normally covers a large area (70 to 90 hectares).

* An existing park is revitalised or a new park is laid out.

* Cultural and entertainment events complement the garden show.

* An effective marketing strategy is developed and implemented incorporating the host city garden festival theme.

* The event is a promotion and ‘shop window’ for both professional and commercial horticultural and landscape enterprises.

* The host city benefits through new buildings and urban improvements.

* Applications to hold a Bundesgartenschau are made by German cities eight to ten years beforehand.

The Zentralverband Gartenbau (Central Horticultural Association) is responsible for the promotion of the German horticultural industry and has a link to government planning functions.

"The adaptability and ability to provide for a vast influx of visitors during the course of the Bundesgartenschau is considered in great depth over a range of criteria from transport facilities, to bed spaces and the capabilities of a city’s statutory services. Financing and commitment are given special consideration" (Bareham, 1983).

The garden show is organised by a specially formed company with a nucleus of highly skilled Zentralverband Gartenbau personnel. The host city has to provide most of the finance, but favourable long term loans and the positive and hidden gains to the fabric and planning of a host city mitigate much of the high costs (Bareham, 1983).

2.0 CHARACTERISTICS OF SPECIAL EVENTS AND FESTIVALS

The National Task Force on Tourism Data (Canada) prepared the following definition to characterise special events:

"A celebration or display of some theme to which the public is invited for a limited time only, annually or less frequently" (National Task Force on Tourism Data (Canada), Project Team on Festivals and Special Events, 1986).
The following criteria were also developed to distinguish special events from other types of attractions:

* They are open to the public.
* Their main purpose is the celebration or display of some theme.
* They occur once a year or less frequently.
* There are predetermined opening and closing dates.
* Permanent structures are not accrued by the event.
* The programme consists of one or more separate activities.
* All activities take place in the same community or tourist region.

(Source: Getz, 1988)

Festivals could be defined as public, themed celebrations according to Getz (1990) who argues:

"that the main differences between a festive and a special event are not always visible. Indeed, there is a growing trend to make all kinds of events more festive in nature" (Getz, 1990).

2.1 Tourism-related Roles of Festivals and Special Events

Festivals and special events can play a number of important roles in the context of tourism planning. Getz (1990) identified the four major roles of festivals/special events as:

* attractions
* image makers
* animators of static attractions
* catalysts for other developments (Fig 1).

In addition he views festivals and events;

"as part of the new wave of alternative tourism, which minimises negative impact, contributes to sustainable development and fosters better host-guest relations" (Getz 1990).
Figure 1  Tourism-related roles of festivals and special events
While each of these roles can be important in isolation, the combined, synergistic effect is vital in determining the success of both destination areas and individual attractions.

"Events have other meanings and roles as well, and although these functions might seem to be unrelated to tourism, they are nevertheless important considerations in any event tourism strategy and for every event manager. Failure to see the interconnections could weaken or impede tourism planning" (Getz, 1990).

To incorporate the most important perspectives involved in organising, supporting, managing and marketing festivals and special events, the following model (Fig.2) was also developed by Getz (1990).
Figure 2. A Model of Perspectives
2.2 Perspectives of Festivals and Special Events

It is vitally important for the successful organisation of festivals that the five different but inter-related perspectives of a particular festive event are linked by management functions. These functions follow a production function, from event conceptualization to active participation in its delivery.

From a visitor's point of view the essential services, generic and targeted benefits of a festival or special event are key components in shaping his/her visitor experience (Fig. 3).
SPECIFIC (TARGETED) BENEFITS

Uniqueness
- special theme
- rarity

Entertainment
Visitor Activities
Merchandise
- targeted to special interests

GENERIC BENEFITS (ALL SPECIAL EVENTS)

Authenticity
- community based
- non-exploitive

Belonging/Sharing
- infectious merry-making
- celebrating
- contributing
- conforming

Spectacle
- visual, larger-than-life displays and performance

Ritual
- invokes a higher principle or religious meaning

Games
- fun
- competition
- chance
- humour

ESSENTIAL SERVICES
- safety, health, sanitation
- comfort
- food and beverages
- information
- communication
- accessibility

Figure 3. EVENT PRODUCTION FUNCTIONS
Similarly, the organiser's perspective consists of the following processes:

1. relationships with the environment (especially resource acquisition);
2. internal management systems;
3. transforming processes which convert inputs to outputs;
4. the outputs themselves (Fig 4).  

(Source: Getz, 1988).

In terms of contribution to community development, festivals and special events are able to offer a wide range of benefits as long as the following objectives are satisfied:

1. the community has control over the event;
2. the event is first and foremost directed at meeting community needs;
3. local leadership and inter-organisational networks are fostered;
4. event planning is comprehensive, taking into account social, cultural, economic and environmental dimensions.  

(Getz, 1988)

If planned and implemented comprehensively, with consideration of the unique characteristics of festivals and important perspectives of events, garden festivals can become tourist attractions for a number of domestic and/or overseas tourists. Getz (1990) classifies festivals, special events and their tourism-related roles, their planning, organisation and management by communities, and event organisers, as event tourism. The German Federal Garden Shows and International Garden Festivals in England are prime examples of large-scale event tourism.
ORGANISER’S PERSPECTIVE

1. The Organisation and its Environment
   * physical setting necessary - physical impact especially when major construction occurs;
   * community setting - community impact because most events are dependent on community volunteer participation and attendance;
   * the organiser can deliberately employ the event as a tool in community development.

2. Internal Management Processes
   * management of volunteers usually more difficult because of lack of professional expertise, difficulty in recruiting and keeping volunteers;
   * diffusion of goal setting and decision-making possible;
   * event might be secondary to volunteers.

3. Transforming Processes
   * the organiser’s energies need to be directed at converting resources, which includes the energy of the volunteers, into the event and desired outcomes;
   * if community development is the major goal of the event the product is not the event itself but what the festival can do toward achieving the major goal.

(Source: Getz 1988)

Figure 4
2.3 **Garden Tourism**

While European garden festivals are capable of attracting a large number of tourists to a particular designed and managed site within the host city or at its outskirts, when the attractions become smaller, are wide-spread and privately owned such as a large number of New Zealand landscape, heritage, flower, herb and contemporary gardens, a different type of tourism is able to develop, called *garden tourism*. But what exactly is garden tourism, what are its characteristics, and who can call him/herself a garden tourist? Tipples (1990) contrasted the generally known characteristics of tourism based on Urry's (1990) book "The Tourist Gaze" - with key aspects of garden tourism, (Table 1).

Garden visiting has become increasingly important in New Zealand (Tipples, 1990) with commercial guides now available to properties with gardens open to the public on a regular basis (McRae, 1990).

3.0 **GARDEN FESTIVALS IN NEW ZEALAND**

The Canterbury region and Christchurch, as "Garden City of New Zealand", are already offering a wide variety of garden tours, horticultural and commercial shows as well as a Floral Festival.

3.1 **Floral Festival - Garden City Trust**

The Christchurch Floral Festival is a significant annual garden event organised and run by the Garden City Trust. It is held over a two week period in February-March each year. The event has considerable community input and support both in participation and organisation. It is estimated that over 3000 individuals were involved in running the event in 1990, with very strong support from horticultural and gardening clubs and societies. The main activities of the Floral Festival are "Wear a Flower Day", Floral Carports in the Christchurch Cathedral, Floral Floats, Riverside Carnival, Fiesta Bay, Dahlia Show, Garden Party, Floral Design Award and Garden Tours.

3.2 **Gardenz**

A new venture is GARDENZ, promoted as the 'complete garden show'. It is being organised during Labour Weekends by Craft Shows Limited who have considerable experience in running craft shows throughout New Zealand.
Table 9 Urry's characteristics of tourism contrasted with garden tourism.

<table>
<thead>
<tr>
<th>URRY'S BASELINE CHARACTERISTICS OF TOURISM</th>
<th>GARDEN TOURISM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourism is a leisure activity - the opposite to regulated and organised work. It involves acting as a tourist - being 'modern'.</td>
<td>Normally a non work activity at weekends, especially for older, retired people.</td>
</tr>
<tr>
<td>2. Tourist relationships imply moving to and staying in a destination. Journey -- Period of stay --- New place(s).</td>
<td>A day tripping activity involving some travel outside immediate locality, may include farm stays and long distance tours.</td>
</tr>
<tr>
<td>3. Journey to and stay at sites outside normal places of residence/work. Stays: Short term/temporary followed by return home.</td>
<td>Sites visited are other peoples' gardens which are viewed on day trips. Stays ‘away’ are unusual.</td>
</tr>
<tr>
<td>4. Places gazed on not directly connected with paid work. Normally some distinctive contrasts with paid/unpaid work.</td>
<td>Gaze on gardens - a major leisure activity for older age groups which although it involves physical labour is often regarded as leisure rather than work.</td>
</tr>
<tr>
<td>5. Substantial numbers in modern society engage in tourist practices. New forms are developed to cope with the mass character of the tourist gaze. The contrast is individual travel.</td>
<td>Not usually mass tourism as in organized groups - considerable individual independence. Gardens are often available only for 'special occasions' - access may be an issue.</td>
</tr>
<tr>
<td>6. Places are subject to 'gaze' and involve the anticipation of intense pleasures which are different to 'normal'. Anticipation is socially constructed and sustained through TV/film/literature/magazine/records/video, all constructing and reinforcing the gaze.</td>
<td>Pleasures of smell and sight - particularly natural beauties, colours/shapes and designs - God’s creation. Not actively sustained in New Zealand by the electronic media, but actively supported in print.</td>
</tr>
<tr>
<td>7. Tourists gaze on features of land/townscape making them different to 'everyday experience' - out of the ordinary. More sensitive to visual elements in the land/townscape which are visually objectified and then captured in photos/film/postcards etc. enabling endless recapture and reproduction.</td>
<td>Most gardens more extensive and exotic than normal housing section can permit. Bigger trees, wider range of shrubs and other plantings, perhaps older and more mature. Degree of capturing of images for reproduction unknown.</td>
</tr>
<tr>
<td>8. The gaze is constructed through signs - tourism is the collection of signs which confirm 'typical' behaviours.</td>
<td>Orderliness of gardens confirms natural social order?</td>
</tr>
<tr>
<td>9. Tourism 'professionals' arise reproducing ever new objects of the tourist gaze. These form a hierarchy from the interaction between competing promoters and changing views of 'good' taste among visitors.</td>
<td>Gardening so far a largely undeveloped facet of New Zealand tourism. Has potential for generating income from overseas tourists?</td>
</tr>
</tbody>
</table>

(After: Tipples 1990)
GARDENZ is a business enterprise and income is derived from trade displays and exhibiting clubs, societies and entry fees. Workshop sessions are also presented featuring local and national gardening experts. The timing of the GARDENZ show does not conflict with other events, however close liaison with the Garden City Trust and City Promotions could have enabled the event to be run in association with another event, or at least a joint promotion could have occurred.

3.3 ‘Spring’s Here’, ‘Summertimes’

Christchurch City Promotions organises two special events. The first one, "Spring’s Here" runs for eight weeks at the start of October and the "summertimes" which runs from late November until late February.

The contribution these events have for garden tourism is the staging of free entertainment in the Botanic Gardens, North and South Hagley Parks. The ‘animation’ of these permanent garden attractions gives visitors to Christchurch an extra reason to visit these sites and to encourage repeat visits by local residents.

3.4 Trustbank Garden World Hamilton

Trustbank Garden World Hamilton is a spring festival that successfully combines a wide ranging programme. Despite having a strong garden theme there is something for gardeners and non-gardeners alike to enjoy. While the Hamilton City Council initiated the festival a high level of community participation and support was obtained. The event was successful in financial terms and a modest profit was generated through sponsorship and ticket sales. The event is underwritten by the Waikato Trustbank and profits are fed back into the development of the Hamilton gardens.

The main features of this festival were:

* Major garden show at the Hamilton Gardens;
* Daily entertainment;
* Seminars and workshops;
* Riverboat picnic trips;
* Gallery displays;
* Lunchtime concerts;
* Lecture, seminar and workshops including prominent overseas speakers;

* Open gardens organised by area themes.

4.0 **GARDEN VISITING**

Dr Rupert Tipples of the Department of Horticulture, Lincoln University, conducted an exploratory study of garden opening schemes in the Canterbury region in the Spring of 1990 to investigate garden tourism in the area.

The following schemes were identified and studied:

1. Foothill Gardens, Mayfield;
2. Sumner Gardens;
3. Springs-Ellesmere Plunket Garden Tour;
4. Yaldhurst Rural Garden Tour;
5. "Hororata Happenings".

The owners of the gardens and the visitors to them were studied by means of self completion questionnaires distributed to both groups. 284 usable questionnaires were received from garden visitors providing the following results:

"Of the 284 respondents who had visited the gardens studied only 47 (17%) were male. Most garden visitors were aged 50 or more, but a quarter were aged less than 40. They did their visiting chiefly by car, but again one quarter travelled by bus - on no doubt the "Hororata Happenings" and Mayfield Foothills tours.

**Distances Travelled by Garden Tourists**

<table>
<thead>
<tr>
<th>Distance Travelled to Visit</th>
<th>Number of Garden Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 kilometre</td>
<td>9</td>
</tr>
<tr>
<td>1 - 4 kilometres</td>
<td>34</td>
</tr>
<tr>
<td>5 - 19 kilometres</td>
<td>105</td>
</tr>
<tr>
<td>20 - 49 kilometres</td>
<td>56</td>
</tr>
<tr>
<td>More than 50 kilometres</td>
<td>76</td>
</tr>
</tbody>
</table>
While the majority of visitors classed themselves as urban dwellers, over a third said that they came from a rural area or town. Few came from provincial towns, but most lived in the suburbs of presumably Christchurch (55%). Only 6% said that they lived in the city itself.

All respondents were asked why they were visiting the gardens included in the tour being studied. Each respondent could reply freely to this question. To facilitate computer analysis, where an individual gave multiple reasons the first or most important three reasons were encoded for computer analysis. At least 283 gave a reason for their garden visit, 175 gave two reasons and 62 three reasons. The reasons were all pooled for the subsequent analysis, thus the total is 518 reasons for garden visitation.

### Reasons for Garden Tourists to Visit Gardens

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love of gardens</td>
<td>76</td>
<td>15</td>
</tr>
<tr>
<td>Interest in ideas</td>
<td>65</td>
<td>13</td>
</tr>
<tr>
<td>Help for fundraising/Plunket</td>
<td>62</td>
<td>12</td>
</tr>
<tr>
<td>See other creations</td>
<td>53</td>
<td>10</td>
</tr>
<tr>
<td>Planning own garden</td>
<td>36</td>
<td>7</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>28</td>
<td>5</td>
</tr>
<tr>
<td>What others achieve</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>General interest</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Learn about plants</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Inspiration</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Social outing</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Other Reasons</td>
<td>113</td>
<td>22</td>
</tr>
</tbody>
</table>

**TOTAL** 518 100

Four major reasons stand out as to why people were participating in a garden tour. First, they loved gardens (15% of reasons); secondly, they were interested in the general ideas used in the gardens (13%); thirdly, they were keen to support the fund raising activities concerned (12%); and fourthly, they wanted to see other people's creations (10%).
4.1 Commercial Garden Tours In Canterbury

The Canterbury region can offer a large number of meticulously maintained, varied and interesting private gardens. In her book "Gardens to visit in New Zealand", McRae (1990) lists 168 Canterbury gardens that can be visited by arrangement.

The number of commercial garden tours is increasing in the Canterbury region. Tours of prizewinning gardens were run in 1991 by the Mt Cook Line in association with the Floral Festival. Viewing of both private and public gardens is included in tourist coach tours of the city. Similarly, Canterbury Garden Tours is a fairly new venture that organises daily and evening garden tours. Small groups of up to ten people are able to visit gardens that are not normally available to the public or to large tour groups.

Three North Canterbury properties have combined their efforts to offer garden tourists the opportunity to visit their magnificent homesteads and extensive gardens. The properties participating in "Country Gardens" are "Hui Hui" (Lee and Graham Dunster), "Gola Peaks" (Gay and John Rutherford) and "Flaxmere" (Penny and John Fino). A range of day tours, or an evening and a lunch only tour, can be arranged for groups. Couriers are provided. The families living on these Canterbury properties believe that their unique concept is able to answer the needs of travellers and conference delegates by offering them a rare opportunity to and meet and talk with New Zealanders in their own homes, and share a common interest.

5.0 RECOMMENDATIONS AND CONCLUSIONS

This report has dealt with two major aspects of garden tourism in Canterbury; Festivals and special events, and garden tours. The following are models (Fig 5.1) of organisational development and organisational structure (Fig 5.2) which would help to ensure the planned development of Garden Tourism in Canterbury. The organisation model takes its strength from the local level, with links to regional and national structures. The models could equally be applied to other regions with consideration of similar general roles and links to national overview and co-ordination. The goal is the comprehensive co-ordination of garden tourism.

5.1 Garden Tours In Canterbury: A Community-based Co-operative

The organisation and operation of garden tours in Christchurch and Canterbury could be enhanced further by the establishment of community-based co-operatives consisting of a number of Canterbury residents who are willing to display their home, farm and homestead gardens to the public or small groups of visitors for a certain period of time. A Canterbury Garden Tour Committee could be formed representing each co-operative with the main functions of co-ordinating the tours in
the region, working closely with local authorities, as well as maintaining agreed-upon quality standards of the show gardens.

The co-operatives could set up their own transport systems, choose their distinct garden theme such as flower, herb, landscape, cottage or homestead and combine their marketing efforts to reach particular target markets. This organisational structure would also enable the participants to establish and foster information and business links with other commercial tour operators in New Zealand.

5.1.1 Potential Benefits and Challenges

Benefits

Utilisation of existing resources to create additional income.

Controlled environment.

No substantial capital outlay necessary.

Additional potential to increase income through restaurant facilities and nurseries.

Experience in meeting the (N.Z.) hosts and families.

Challenges

Potential loss of garden access and availability through change of ownership, refusal, illness etc.

No quality control or inconsistent standards.

Potential social status problems.

No regulations and controls in place between commercial tour operators and garden owners.

Fig 5.1 presents a model for organization structure with local (Canterbury) roles detailed in Fig 5.2.
Figure 5.1 Model for Organisational Development
### Members of the Canterbury Garden Tour Co-operative Committee

<table>
<thead>
<tr>
<th>Public Interest</th>
<th>Goals/Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christchurch City Council</td>
<td>* to maximise volunteer input</td>
</tr>
<tr>
<td>Garden City Trust</td>
<td>* to increase interagency co-ordination</td>
</tr>
<tr>
<td>Canterbury Tourism Council</td>
<td>* to foster community support and local involvement</td>
</tr>
<tr>
<td>Christchurch City Promotions</td>
<td>* to upgrade public parks and gardens</td>
</tr>
<tr>
<td></td>
<td>* to maximise sponsorship and minimise cost to locals</td>
</tr>
<tr>
<td></td>
<td>* to support reinvestment in garden tourism</td>
</tr>
<tr>
<td></td>
<td>* to extend tourist stays in the region</td>
</tr>
<tr>
<td></td>
<td>* to lengthen the tourist season</td>
</tr>
<tr>
<td></td>
<td>* to enhance the &quot;Garden City&quot; image with a wide range of garden related activities</td>
</tr>
<tr>
<td>Commercial Operators</td>
<td>Goals/Objectives</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Mt Cook Line</td>
<td>* to develop and strengthen business links</td>
</tr>
<tr>
<td>Canterbury Garden Tours</td>
<td>* to promote garden tourism</td>
</tr>
<tr>
<td></td>
<td>* to maximise revenues and profit</td>
</tr>
<tr>
<td></td>
<td>* to reinvest in garden tourism</td>
</tr>
<tr>
<td></td>
<td>* to expand the market area and attract more overnight tourists</td>
</tr>
<tr>
<td></td>
<td>* to co-ordinate organisational and managerial efforts with other members</td>
</tr>
<tr>
<td></td>
<td>* to engage in the development of garden tourism</td>
</tr>
<tr>
<td></td>
<td>* to avoid pollution, habitat construction, overcrowding etc.</td>
</tr>
<tr>
<td>Community Members</td>
<td>Goals/Objectives</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Garden owners, enthusiasts</td>
<td>* to foster community support/pride</td>
</tr>
<tr>
<td>and experts, volunteers</td>
<td>* to support garden tourism promotions</td>
</tr>
<tr>
<td></td>
<td>* to provide special knowledge and expert advice about gardens and gardening</td>
</tr>
<tr>
<td></td>
<td>* to participate in local/regional garden tourism events</td>
</tr>
<tr>
<td></td>
<td>* to avoid pollution and/or destruction of show areas</td>
</tr>
<tr>
<td></td>
<td>* to gain additional income through the participation in the garden tour scheme</td>
</tr>
<tr>
<td></td>
<td>* to contribute to enhanced environmental quality</td>
</tr>
<tr>
<td></td>
<td>* to increase community awareness of gardening</td>
</tr>
<tr>
<td>Commercial Trade</td>
<td>Goals/Objectives</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>e.g. garden supplies,</td>
<td>* to increase interagency</td>
</tr>
<tr>
<td>trade, nurseries,</td>
<td>co-ordination</td>
</tr>
<tr>
<td>hardware companies</td>
<td>* to establish business networks with other members</td>
</tr>
<tr>
<td></td>
<td>* to increase community awareness of gardening</td>
</tr>
<tr>
<td></td>
<td>* to maximise revenues and profit</td>
</tr>
<tr>
<td></td>
<td>* to support reinvestment in garden tourism</td>
</tr>
<tr>
<td></td>
<td>* to utilise target marketing in order to reach potential customers</td>
</tr>
<tr>
<td></td>
<td>* to enhance the Garden City image with a variety of garden related shows, events</td>
</tr>
<tr>
<td></td>
<td>and/or activities</td>
</tr>
<tr>
<td></td>
<td>* to contribute to enhanced environmental quality.</td>
</tr>
<tr>
<td>Societies and Clubs</td>
<td>Goals and Objectives</td>
</tr>
<tr>
<td>--------------------</td>
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</tr>
<tr>
<td>e.g. Canterbury Horticultural Society, service clubs</td>
<td>* to maximise volunteer input</td>
</tr>
<tr>
<td></td>
<td>* to increase interagency co-ordination</td>
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<td></td>
<td>* to promote garden tourism</td>
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<td></td>
<td>* to foster local involvement</td>
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<tr>
<td></td>
<td>* to strengthen local organisations and leadership</td>
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<tr>
<td></td>
<td>* to increase community awareness of gardening</td>
</tr>
<tr>
<td></td>
<td>* to provide knowledge, lectures and information about gardening and tours</td>
</tr>
<tr>
<td></td>
<td>* to enhance the Garden City image with a wide range of garden related activities</td>
</tr>
<tr>
<td></td>
<td>* to extend tourist stays to the area</td>
</tr>
<tr>
<td></td>
<td>* to prevent pollution and habitat destruction</td>
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<tr>
<td></td>
<td>* to contribute to enhance environmental quality</td>
</tr>
</tbody>
</table>
Government Institutions
  e.g. Horticulture
  Departments, Parks and Recreation
  Departments, Crown Research
  Institute

Goals/Objectives
  * to increase interagency
  * to promote garden tourism
  * to increase community awareness of gardening
  * to support the upgrading of public parks and gardens
  * to foster local involvement
  * to promote reinvestment in garden tourism
  * to provide research information, expert knowledge and quality standards regarding garden tourism
  * to contribute to enhanced environmental quality

5.3 Conclusion

This report has provided a brief overview of garden tourism. Garden tourism has a long English history. It is our belief that, albeit following a different format, it offers considerable opportunity to broaden the New Zealand 'tourism product'. A variety of Garden Tourism offerings in Canterbury along with the Hamilton Trustbank Gardenworld Festival, have been reviewed and found to already provide considerable events for locals and visitors alike.

Organisational models for festivals and events are reviewed and a model and organisation structure provided for garden tourism in Canterbury and elsewhere.
6.0 **BIBLIOGRAPHY**


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National Task Force on Tourism Data (Canada) (1986) Project Team on Festivals and Special Events, unpublished.


7.0 PERSONAL INTERVIEWS AND ACKNOWLEDGEMENTS

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