



**Lincoln
University**
Te Whare Wānaka o Aoraki
CHRISTCHURCH • NEW ZEALAND



Community attitudes to hosting cruise ship arrivals in Akaroa

Jude Wilson and Michael Shone

Lincoln University

17 July 2013

New Zealand's specialist land-based university

Outline

- Background
- Survey
- Sample
- Key results
 - Living & working in Akaroa
 - Benefits & problems
 - Attitudes (general)
 - Benefits
 - Issues & problems



- Additional comments
- Overall findings

Background

- Sudden & significant increase in the number of cruise ships visiting Akaroa

Season	Ships visiting	Passengers	% change
2010/2011	16	21,067	+140.7
2011/2012	86	125,667	+496.5
2012/2013 (forecast)	86	143,925	+14.5

- Letters to *The Akaroa Mail*
 - 3 against; 17 in support; 3 from cruise ship visitors
- Survey to assess impact on Akaroa community

Survey & Sampling

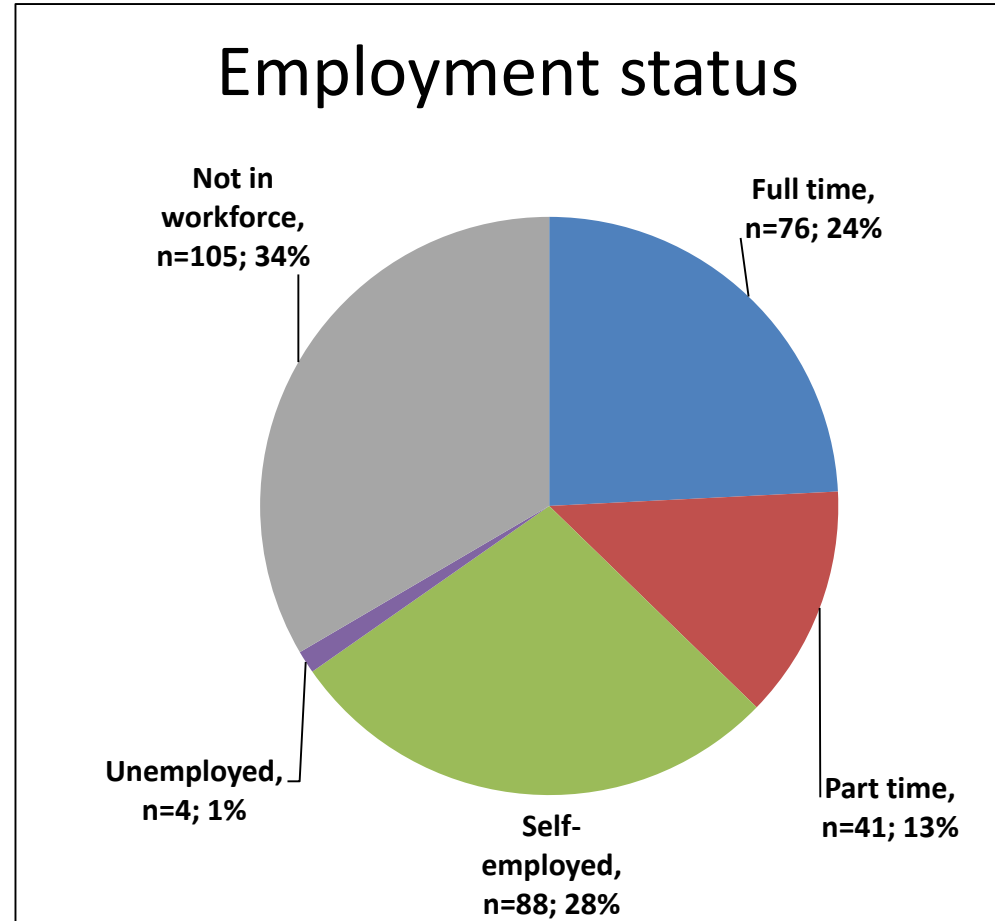
- Living & working in Akaroa
 - Residential status
 - Length of association
 - Work in tourism-related jobs
 - Contact with cruise ship visitors
 - Impact on quality of life
- Benefits & problems from cruise ship tourism in Akaroa
 - Attitudes (overall)
 - Attitudes (specific)
 - Benefits
 - Issues & problems
- Demographic information
- Additional comments

- **Resident** – door-to-door
- **Postal** – sample of non-resident ratepayers
- **District** – given out in Akaroa/left at CCC Akaroa Service Centre
- Response rates:

	Distributed	Returned	Response
Resident	286	181	63.3%
Postal	200	85	42.5%
District	72	50	69.4%
TOTAL	558	316	56.6%

Total sample (n=316)

- Age
 - 76.5% aged 55 years or over
 - 49.6% aged 55-74 years
- Gender
 - 60.3% female & 39.7% male
- Ethnicity
 - 98% European/Pakeha
- Employment status
 - 65% working



Living in Akaroa

- Residential status
 - 61% permanent or full-time residents
 - 31% non-resident property owners
 - 97 holiday home owners
- Length of association



	Resident sample (n=170) Years lived in Akaroa	Postal sample (n=84) Years owned property	District sample (n=46) Years lived in area
Range	3 months - 87 years	9 months - 60 years	6 months - 45 years
Mean	19.1 years	18.8 years	17 years
Median	12 years	15.5 years	16 years
Mode	3 years	10 years	10 years

Working in Akaroa

- Survey respondents
 - 124 (39.2%) worked in at least one tourism-related job

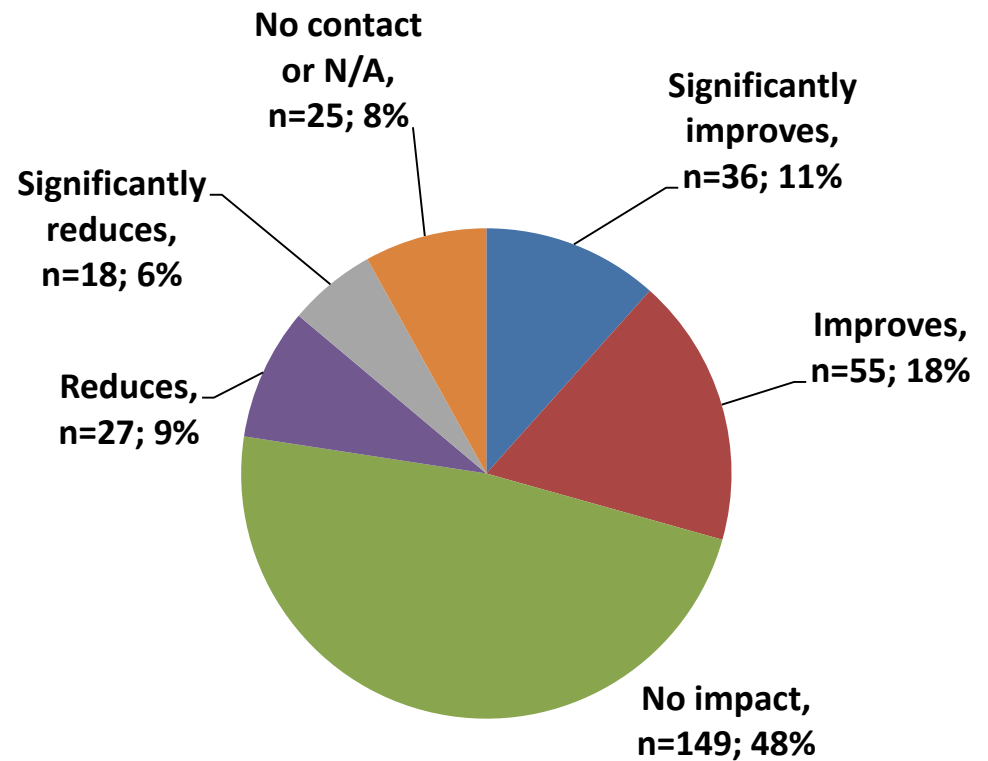
Resident		District	
Accommodation	28.8%	Tourism retail	26.8%
Hospitality	24.3%	Other retail	19.5%
Attractions	20.7%	Attractions	19.5%

- Others in household
 - 91 (28.8%) worked in at least one tourism-related job
 - 31.2% attractions (R); 26.9% hospitality (D)

Contact with cruise ship visitors

- During work time
 - 52% frequently or sometimes
 - 45% no contact
- During non-work time
 - 39% frequent
 - 42% sometimes
 - 11% rarely
 - 8% no contact

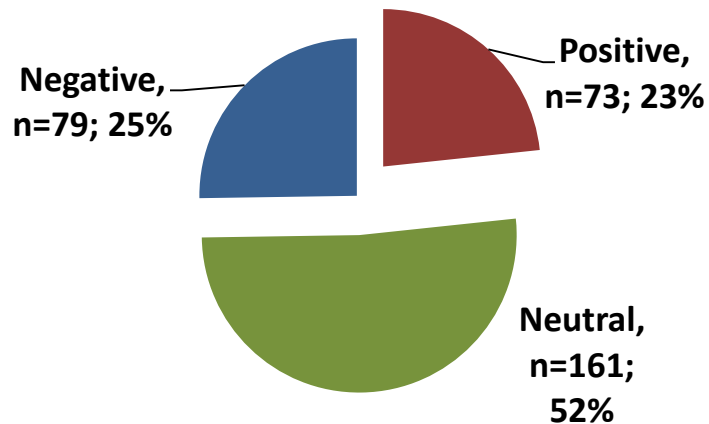
Impact on quality of life



Attitudes

- 24 statements
- Higher level agreement for positives

Overall attitude scores



11 negative

13 positive

Jobs $m=4.02$

Benefits $m=4.06$

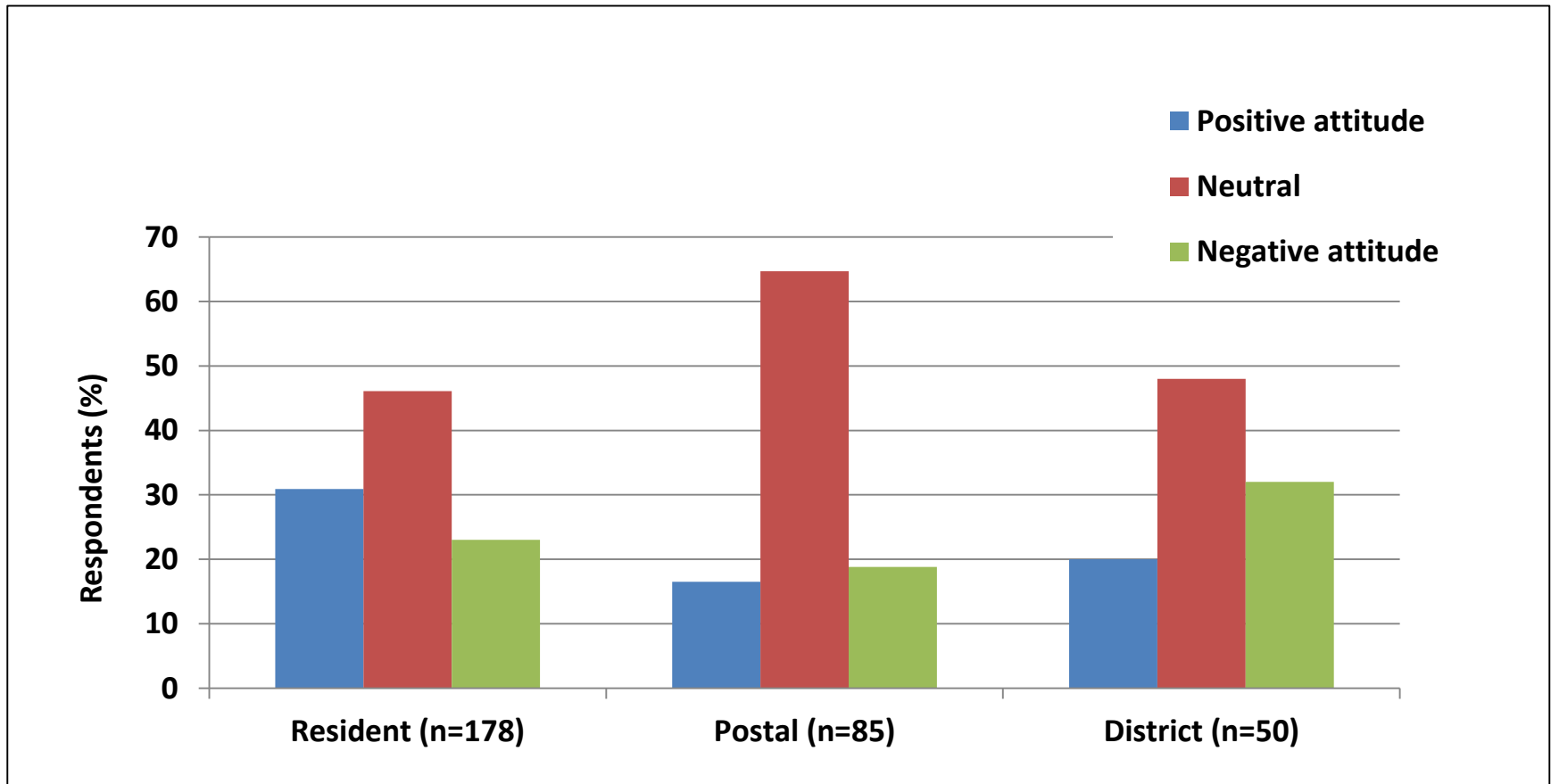
Planning $m=4.13$

Economy $m=4.38$

Control $m=3.05$

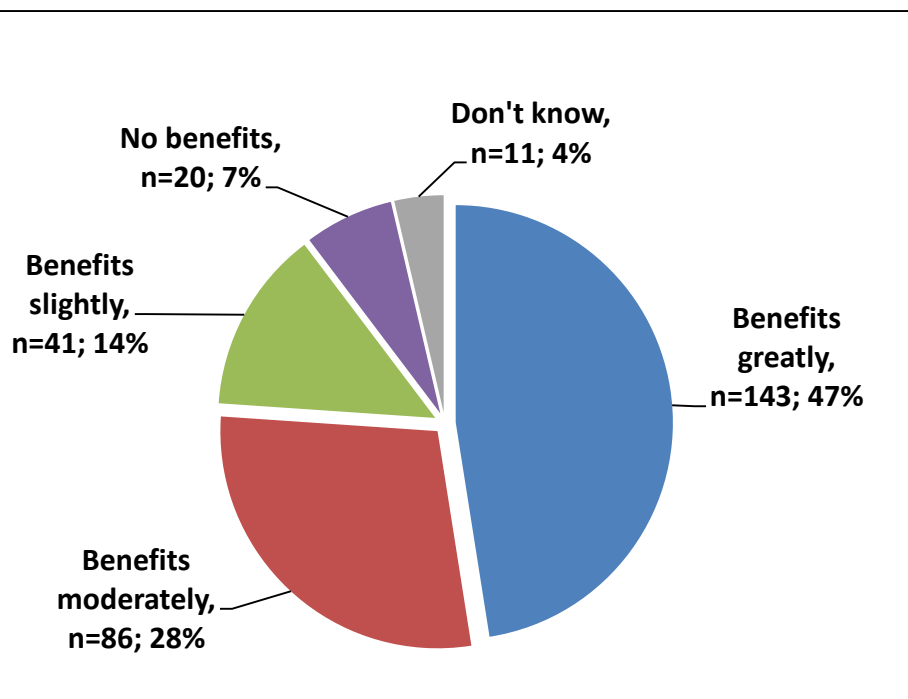
Traffic $m=3.65$

Attitude by sample group



Benefits

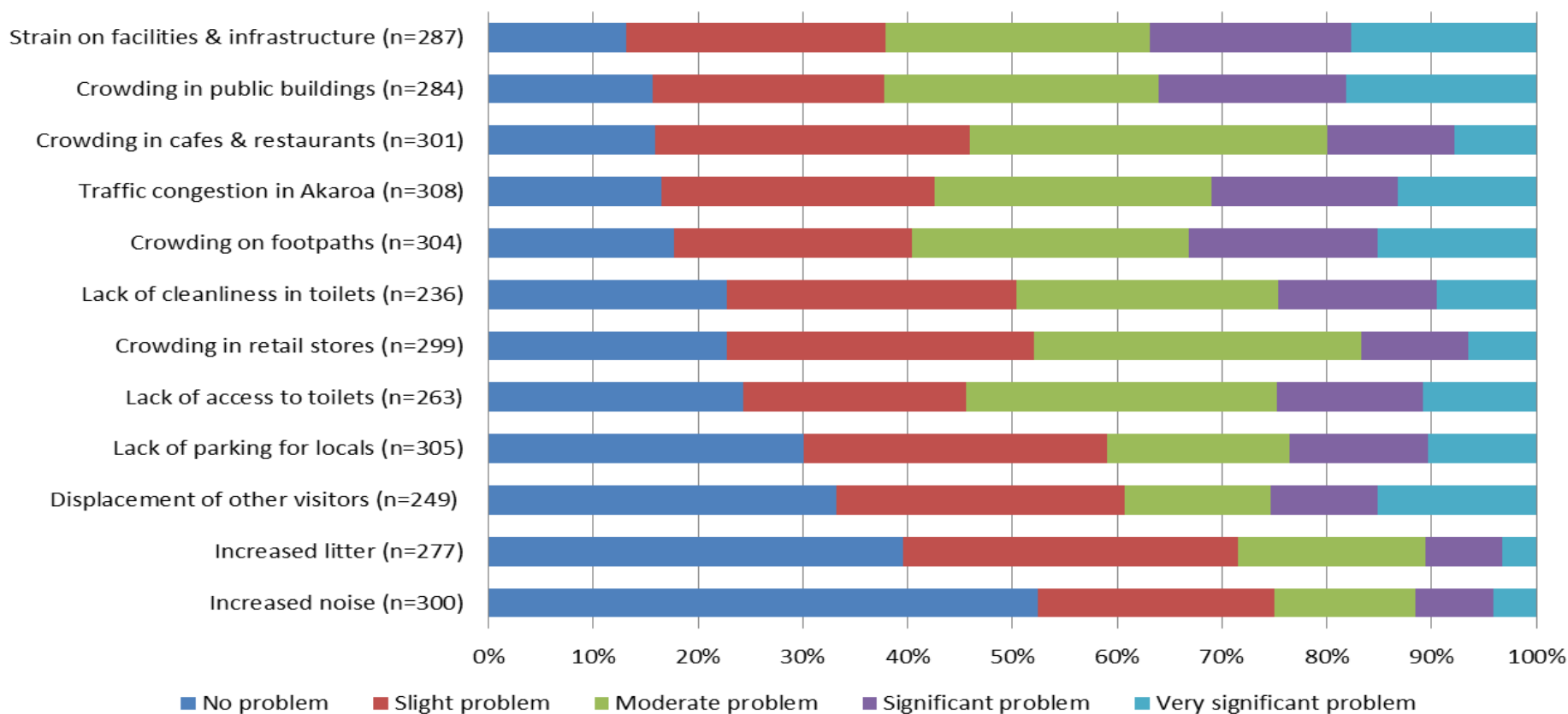
- Does the Akaroa community benefit from cruise ship tourism ?



- What are the three main benefits?
 - 265 respondents identified 730 benefits
 - Economic (n=253)
 - Tourism (n=201)
 - Community & social (n=157)
 - Employment (n=119)
 - Further categorised
 - e.g., tourism 'boost' & 'profile'

Problems & issues

Level of problems cruise ship tourism brings Akaroa



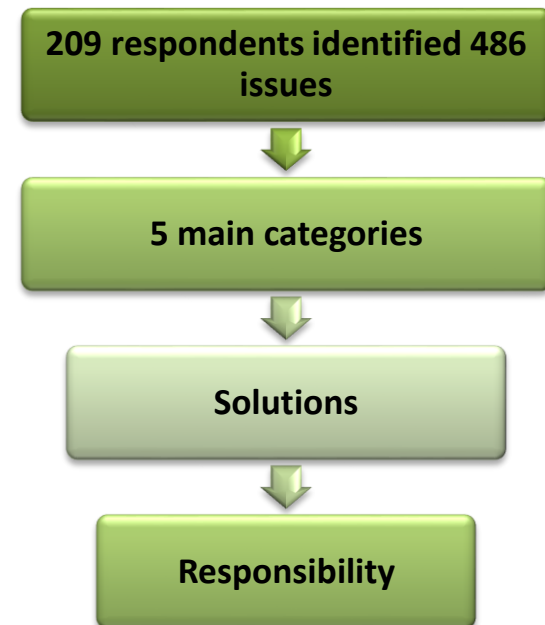
Problems & issues

- Most significant problems:

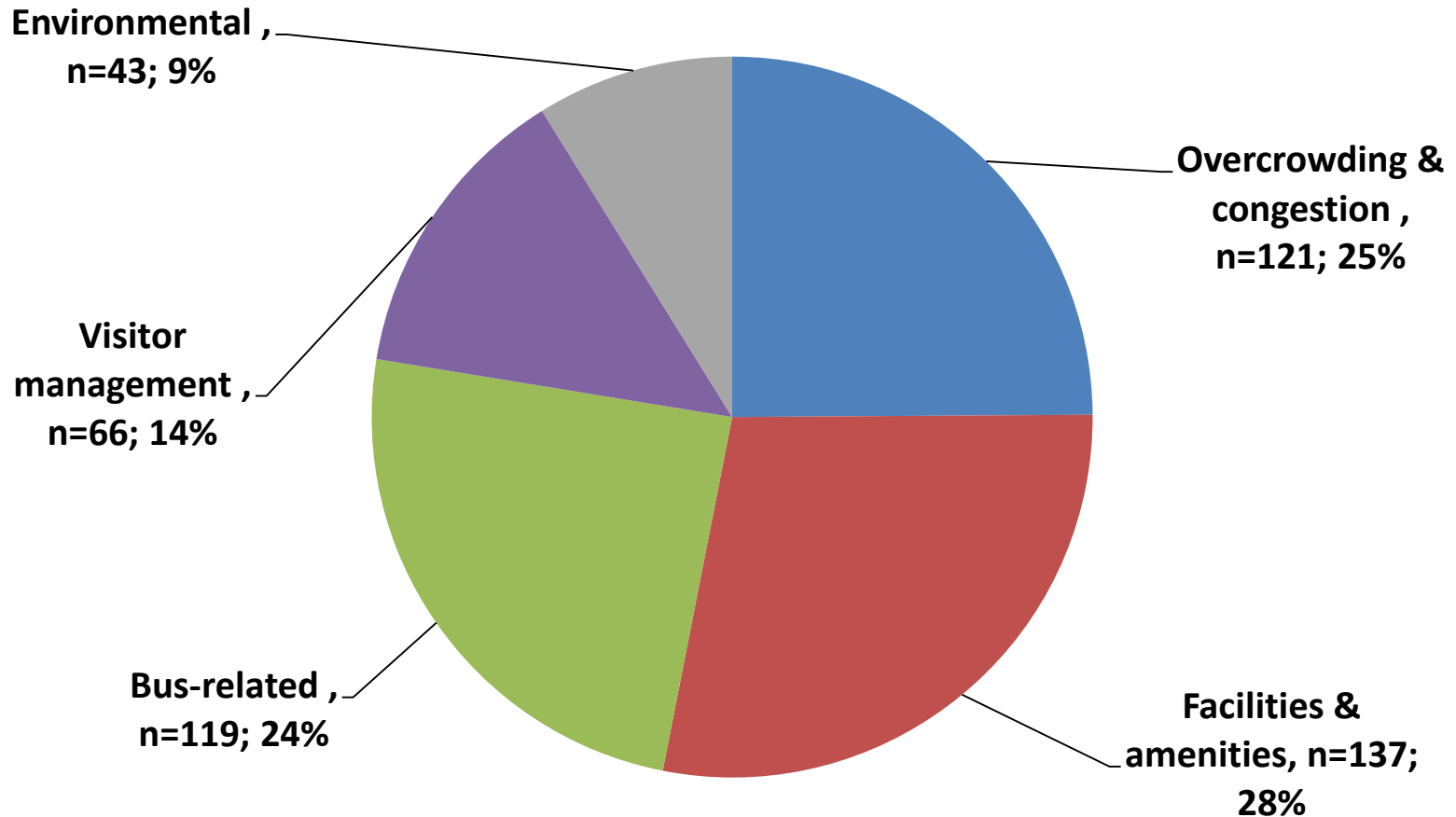
	Very significant or significant problem
Strain on facilities & infrastructure	36.8%
Crowding in public buildings	36.1%
Crowding on footpaths	33.2%
Traffic congestion	31.0%

- 32 respondents (11.4%) had taken action
 - Writing to newspaper most common

- What are the three most problematic cruise ship issues?

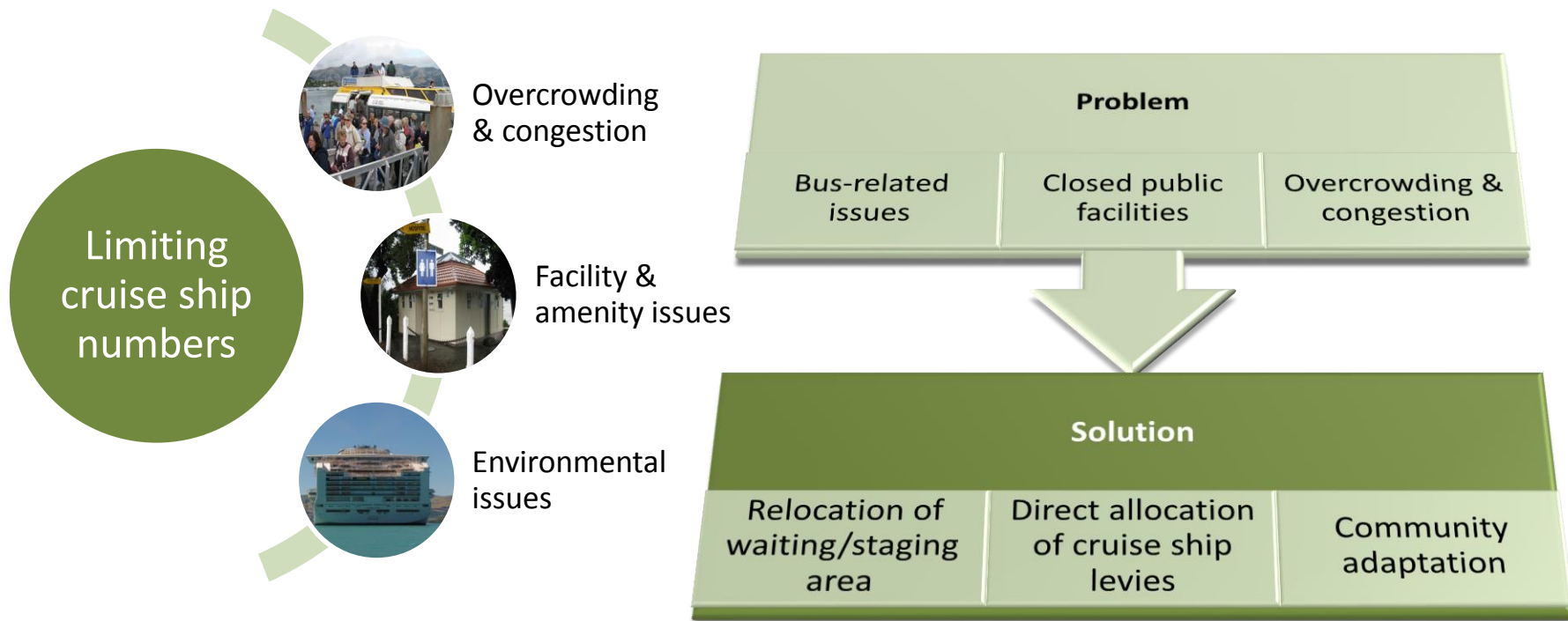


Issues (main categories)



Solutions

- Many quite generic
- Others more specific



Responsibility

- Majority assigned responsibility to CCC
 - Others included: ECan, Police, Harbour Master, Community Board, CDHB, shipping companies and tour operators
- Few mentioned tourism-specific organisations (e.g., CCT or ADP)
- Responsibility for change/mitigation was not always assigned correctly by respondents

Additional comments

- 53.5% (n=169) respondents provided some additional comments
 - District (62%); Resident (55.8%); Postal (43.5%)
 - Some reiteration of survey data
 - Broad overview of their perceptions & opinions of cruise ship tourism & its impact on Akaroa
- Coded into 5 themes

Additional comments

A 'tourist town'

Enjoy the tourists

A divided community

Balancing costs & benefits

Adapt or 'get over it'

Overall findings

- A very engaged community
 - Some concerns over impact on the community
- Overall positive attitude
- Welcome tourism & cruise ship tourism
- Widespread recognition of benefits
- Some tangible issues & problems identified
 - Many can be fixed/addressed
 - Issues in respect of transparency & uncertainty

Questions?



New Zealand's specialist land-based university