Community Perceptions of Tourism in Christchurch and Akaroa

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Executive Summary

This study reports on community response to tourism in the urban centres of Christchurch and Akaroa (Canterbury, New Zealand). Specifically, it examines residents' perceptions, expectations and adaptations to tourism at the local level and thus represents a host community perspective on the phenomena of tourism in the Canterbury region. This report is the fourth of four case studies in New Zealand visitor destinations that are aimed at understanding the way in which host communities influence tourism and, conversely, the ways in which tourism influences them. The three previous community case studies undertaken as part of the wider research programme include Kaikoura (1998), Rotorua (2000) and Westland (2001).

Taken together, the potential impact of visitors on host destinations and communities has seen growing attention given to the issue of sustainability in tourism development. Central to this notion of sustainability is the recognition that tourism has both positive and negative impacts on host destinations. Good management of this growing industry therefore requires us to understand how tourism development occurs at the local level, as well as how different communities adapt to that development. Increasing our understanding of these processes is vital to the sustainability of the industry, and is a crucial component of the strategies that local communities need to develop in order to reap the benefits that they seek from tourism.

The specific objectives of this report are as follows:

- Provide an historical overview of the study locations, including the relative importance of tourism;
- Outline the manner in which tourism is managed and/or administered in the study locations;
- Record residents' perceptions of, involvement in, and adaptations to, tourism in the study locations;
- Identify factors that are significant in influencing residents' perceptions and expectations of tourism; and,
- Identify similarities and differences in the response(s) of Christchurch and Akaroa residents.

Three principal research methods were employed to collect data over a three-month period from October 2002 to December 2002, and included: archival research of relevant data relating to Christchurch and Akaroa; a telephone-administered resident questionnaire; and, a series of in-depth interviews with Christchurch and Akaroa residents. The most significant technique used, in terms of contribution to the results of this study, was the telephone-administered resident questionnaire. This survey was conducted over a three-week period during October and early November 2002. Overall, a total of 2,090 telephone calls were made to Christchurch and Akaroa telephone numbers, of which 1,218 were answered. Of these answered calls, 482 yielded a completed questionnaire (Christchurch = 387; Akaroa = 95), providing a response rate of 32 per cent and 60 per cent respectively for Christchurch and Akaroa.

Overall, the findings of the study indicate that Christchurch residents have a longer historical association with the local community than is the case for Akaroa residents, both in terms of length of residence and origin of birth. However, Akaroa residents appear to have a stronger economic link to the tourism industry. Specifically, Akaroa residents are more likely to be

employed in tourism, and to have members of their household or family employed in tourism, than their Christchurch counterparts. The majority of respondents from both communities, however, reported hosting out-of-town visitors in their homes in the last 12 months. This suggests that Christchurch and Akaroa residents are likely to have experienced significant social contact with visitors during the last year, and as such signifies the possibility of residents holding an already-favourable disposition towards visitors.

Residents from Christchurch and Akaroa appear to be positive about tourism, with a majority of respondents indicating a desire for increased levels of tourism in their respective communities. This represents tacit approval of tourism as an acceptable part of the 'landscape' in both locations. Respondents were also able to readily identify a number of benefits from tourism, including increased economic activity, cultural interaction, employment opportunities and improved facilities for locals. In addition, respondents were able to identify a number of tourism-related problems and concerns, including increased congestion, strain on infrastructure, road safety issues and cultural 'clash'. A large proportion of respondents from both communities, however, were unable to identify specific problems or concerns. Interestingly, Akaroa residents were statistically more likely to identify specific tourism-related problems or concerns than Christchurch residents. Additional statistical analyses showed that responses to the question of problems or concerns were influenced by several factors, including length of residence, birthplace and employment in tourism.

There appears to be a degree of congruence between responses from Christchurch and Akaroa residents with respect to the relatively high level of contact that these locals have with visitors. This holds true for overall contact as well as for 'leisure-time' contact between hosts and guests. Akaroa residents are, however, more likely than Christchurch residents to report that contact during leisure activities enhances their recreation experience. Additionally, the majority of respondents from both communities were unable to identify types of visitors that they particularly liked or disliked, as well as specific places where they either enjoyed or disliked seeing and meeting visitors.

Both Christchurch and Akaroa are currently experiencing a period of sustained growth in tourism activity, which is forecasted to continue well into the future. Although such growth is seen widely as an excellent opportunity for economic benefits to be accrued, Keller (1987) warns that tourism planners should be cautious of a fast rate of tourism development. While tourism development often involves local entrepreneurs on a small scale, as the industry grows there is a likelihood of externally owned and controlled operations setting up in the area to cater for the growing number of tourists. While such development can attract much needed capital investment, Keller (1987) argues that the use of local finance and labour resources should also be encouraged. Local tourism planners will therefore need to provide clear leadership and direction to achieve this goal. There are clearly additional facilitation roles for the public sector if tourism is to benefit the communities of Christchurch and Akaroa as a whole. However, a balanced approach between implementing appropriate tourism planning policies and establishing clearer communication between community members is vital if sustainable tourism development is to be achieved in Christchurch and Akaroa.

Chapter 1
Introduction

1.1   Introduction

This study reports on community response to tourism in the urban centres of Christchurch and Akaroa (Canterbury, New Zealand). Specifically, it examines residents' perceptions, expectations and adaptations to tourism at the local level and thus represents a host community perspective on the phenomena of tourism in the Canterbury region. This report is the fourth of four case studies in New Zealand visitor destinations that are aimed at understanding the way in which host communities influence tourism and, conversely, the ways in which tourism influences them. The three previous community case studies undertaken as part of the wider research programme include Kaikoura (1998), Rotorua (2000) and Westland (2001)[1].

Tourism is a relative newcomer in terms of its contribution to national and sub-national economies, lifestyles and environments (Simpson, 2001). Its comparative youth has been matched by meteoric growth, particularly since the 1980s, and is now widely accepted as being one of New Zealand's largest earners of foreign exchange. Its scale and significance at the national level is revealed in a brief examination of tourism statistics. According to the International Visitor Survey[2] (IVS), just over two million international visitors arrived in New Zealand during the year ended December 2002. These visitors spent approximately NZ$5.6 billion during their stay and accounted for over 35.4 million visitor nights. Likewise, the domestic market is also a significant contributor to the tourism sector. According to the New Zealand Domestic Travel Survey[3] (DTS), it is estimated that New Zealanders made over 16.3 million overnight trips in the year 2000. These domestic tourists spent approximately NZ$4 billion on overnight domestic travel and accounted for over 49.9 million visitor nights.

Taken together, the potential impact of these visitors on host destinations and communities has seen growing attention given to the issue of sustainability in tourism development. Central to this notion of sustainability is the recognition that tourism has both positive and negative impacts on host destinations. Good management of this growing industry therefore requires us to understand how tourism development occurs at the local level, as well as how different communities adapt to that development. Increasing our understanding of these processes is vital to the sustainability of the industry, and is a crucial component of the strategies that local communities need to develop in order to reap the benefits that they seek from tourism.

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1   Tourism, Recreation Research and Education Centre, Kaikoura Case Study Report No. 6/1998; Rotorua Case Study Report No. 14/2000; Westland Case Study Report No. 24/2001.

2   Sourced from http://www.tourisminfo.govt.nz

3   DTS prepared by Gravitas Research and Strategy Limited (2002) for the Tourism Research Council New Zealand.

1.2 Research Objectives

When viewed as a 'destination experience', tourism should be regarded as a product to which all of the community, not just the tourism intermediaries, are stakeholders. As such, the development of tourism in communities is not simply a matter of matching product supply with tourist demand. Because most, if not all, tourism involves some degree of interaction between members of a host community and a series of temporary guests to that locale, local acceptability must be considered (Andereck & Vogt, 2000). The principal reason for this consideration is that the nature of residents' response to the impacts of tourism is likely to be an important planning and policy consideration for the successful development, marketing and operation of both existing and future tourism programmes and projects (Ap, 1992). Simmons and Fairweather (1998) support this view, and suggest that a key starting point for any tourism plan has to be an examination of the needs and aspirations of local residents.

Accordingly, the overarching aim of this report is to examine residents' perceptions, expectations and adaptations to tourism and tourism development in Christchurch and Akaroa. The specific objectives of this report are as follows:

- Provide an historical overview of the study locations, including the relative importance of tourism;
- Outline the manner in which tourism is managed and/or administered in the study locations;
- Record residents' perceptions of, involvement in, and adaptations to, tourism in the study locations;
- Identify factors that are significant in influencing residents' perceptions and expectations of tourism; and,
- Identify similarities and differences in the response(s) of Christchurch and Akaroa residents.

1.3 Report Structure

Chapter 2 discusses the research context of this study. Specifically, information regarding the geographical and historical background of the study locations is recorded in order to provide the context in which tourism has evolved in Christchurch and Akaroa. This chapter also outlines the current administrative and management structures related to tourism in the study locations.

Chapter 3 describes the specific research methods used in this study. The primary research instrument used was a quantitative questionnaire. This residents' questionnaire was administered via telephone during October 2002 – December 2002, and was supplemented by face-to-face in-depth interviews of a sub-sample of survey respondents from both Christchurch and Akaroa. In addition, response rates and an assessment of the sample populations' demographic characteristics (in comparison to the greater Christchurch and Akaroa populations) are presented in order to provide a framework by which to consider the substantive issues that follow in Chapter 4.

Chapter 4 examines residents' perceptions, expectations and adaptations to tourism. The chapter begins by outlining the community characteristics of note to the study. Included are data that

relate to residents' attachment to the study locations (as measured by birthplace and length of residence) and involvement in tourism. It also records what respondents like about living in Christchurch and Akaroa. This chapter then examines residents' acceptance of tourism, including perceived benefits and problems associated with tourism in the study locations, as well as preferred level of future tourism development and adaptive behaviour to the presence of tourists. It draws from the telephone survey and uses information obtained from observations and interviews to illuminate these results.

The final chapter (Chapter 5) provides a summary of the results from the study and develops a set of conclusions about tourism-related issues for the communities of Christchurch and Akaroa.

Chapter 2
The Research Area: Christchurch and Akaroa

2.1   Introduction

This chapter outlines the historical background, social patterns and tourism development in the research locations of Christchurch and Akaroa. It also provides a description of the structure and management of tourism in these areas and outlines the roles played by local and regional authorities with respect to promoting and managing tourism. An array of literature has been written on the history of Christchurch and Akaroa, and it is not the intention of the authors to provide a comprehensive history. Rather, relevant sources are used to develop an overview of some important historical features, and the purpose of the overview is to provide a background for understanding the findings in this report. Three sections are contained within this chapter. The first introduces the historical background and community characteristics of Christchurch and Akaroa. The second addresses the level of tourism (e.g., tourist numbers) in these locations, while the third examines the roles of statutory authorities in facilitating tourism development in Christchurch and Akaroa.

2.2   Historical Background

This section presents information relating to the historical background and physical setting, or geography, of the study locations. The purpose of this section is to help provide a framework by which the findings contained in the following chapters can be assessed. Where appropriate, information for Christchurch and Akaroa are presented separately.

2.2.1   Christchurch

Christchurch became a city by Royal Charter on July 31, 1856. Located in the province of Canterbury, on the east coast of the South Island of New Zealand (see Figure 1), Christchurch is a relatively flat city built around two rivers (Avon and Heathcote) that gently flow through its city and suburbs. Situated on drained swampland at the foot of the Canterbury Plains, and defined by the western divide of the Southern Alps, the eastern expanse of the Pacific Ocean and the volcanic base of the Port Hills to the south, the city was laid out in rectangular blocks with a Cathedral site at its centre (Grey, 1994). Christchurch's founding fathers sought to establish a community that mirrored their English origins, and as a result a large number of neo-Gothic stone buildings were constructed. In addition, large tracts of land were set aside for parks and gardens, and it is this legacy that is responsible for the description of Christchurch as 'the most English City outside of England' (Preston, 1995).

The earliest human inhabitants of the area now covered by the city of Christchurch – Moa hunters, or Archaic Phase Eastern Polynesians – are thought to have 'arrived' as early as AD1000. However, any descendents of the Moa-hunters would have been killed or absorbed by

migrating Classical Phase Maori from the North Island, most notably Ngati Mamoe and Ngai Tahu[4] during the sixteenth and seventeenth centuries (Rice, 1999).

Figure 1
Map of Banks Peninsula and Part of Canterbury Showing Christchurch and Akaroa
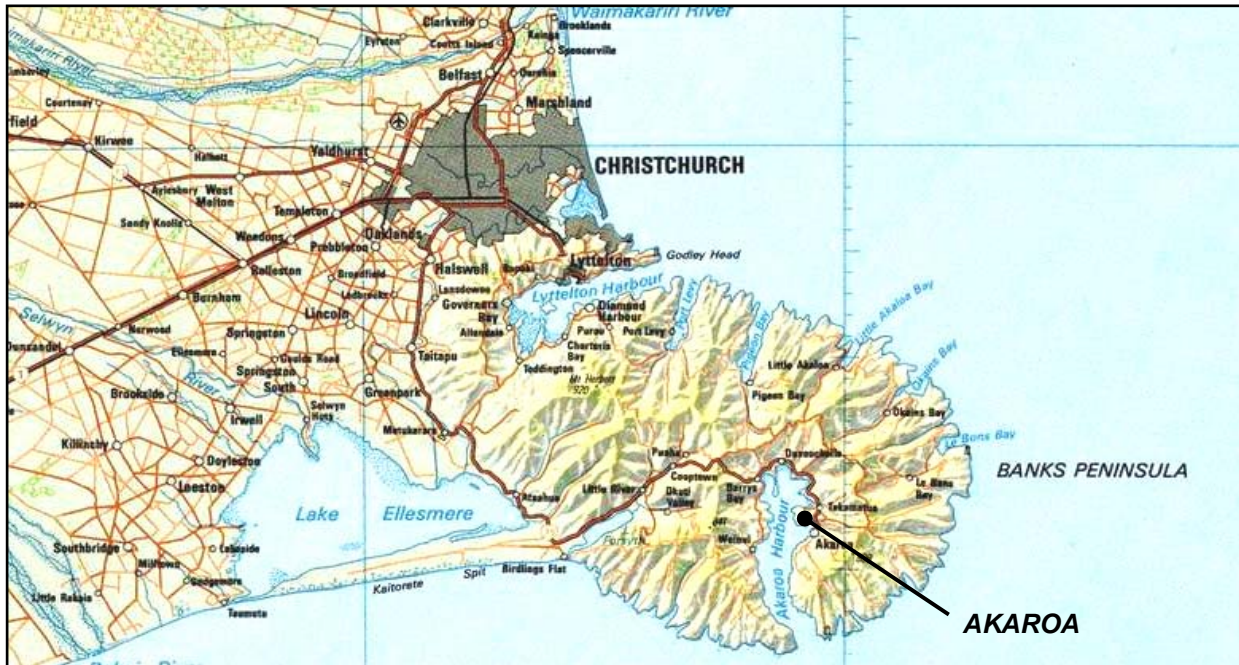
Source: Topomap New Zealand. (Scale 1:500,000). Published by MapWorld Christchurch (2001). Version 2.0

However, the first Europeans known to set foot in Canterbury were from the sealing ship *Governor Bligh*, which spent a fortnight in one of the bays of Banks Peninsula in about 1815. Whaling ships of various nationalities soon followed in the 1830s, many of which found shelter in Lyttelton harbour (now the main port of the Canterbury region). One of these early whalers, Captain W.B. Rhodes, offered the following description of the site of Christchurch:

> *All the land that I saw was a swamp and mostly covered with water* (Rice, 1999, p. 11).

From such a description, it is not surprising that the earliest European settlements in Canterbury were on Banks Peninsula rather than on the plains. However, interest in Canterbury at this stage was not limited to the British Empire. Specifically, enthusiastic reports by French whalers aroused their government's interest in New Zealand as a possible site for colonisation, and a French warship visited Akaroa Harbour in June 1838, before returning to France to report on the region's suitability for settlement. Canterbury, however, was to become a British settlement with the Treaty of Waitangi being signed in Akaroa by Ngai Tahu signatories just days before the arrival of 63 French colonists on the *Comte de Paris*. In spite of this, many of the French

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4   The Ngai Tahu tribe now lays claim to the majority of New Zealand's South Island (Te Waipounamu).

colonists decided to remain and settled in Akaroa and as such contributed significantly to the distinctly French heritage and character that present-day Akaroa possesses.

It was in the 1850s that the Canterbury settlement began to take shape with the arrival of four ships: the *Charlotte Jane*, the *Randolph*, the *Sir George Seymour* and the *Cressy*. Christchurch was planned to be established as a self-supporting settlement and was initially sponsored by the Canterbury Association, a non-profit organisation set up to spread the ideals of Church-inspired colonialism (Schöllmann, 1997). The city's principal planner, Edward Gibbon Wakefield, used Christchurch to implement his theories of planned colonisation: "alleviate the misery of the British industrial poor, but order migration with proper balance between squire, merchant, artisan and labourer" (Temple, 1980). Early descriptions of Christchurch reflect its English heritage and this has become an enduring image of the City.

Historically, Christchurch's (and Akaroa's) economy has been based in primary production. Drawing from the surrounding Canterbury Plains, primary production remains a substantial activity in the wider Canterbury area (agriculture is the mainstay of primary production in the Canterbury region) and has significant flow-on effects for economic activity in the city. The secondary sector, including manufacturing, is also strong and represents a significant proportion of Christchurch's economic output (Schöllmann, 1997). While the importance of the primary and secondary sectors are still high, major economic restructuring in the 1980s has resulted in the growing significance of industries such as electronics, information technology and tourism.

Restructuring, a process that became necessary in the face of international and technological change across the world, is closely linked to the development of international tourism in New Zealand (Horn et al., 1998). Changing markets for New Zealand primary products left the country in need of adding new forms of wealth creation to the traditional economic activities. Tourism was seen to be one of the new forms of wealth creation and it has increasingly become an important part of the Canterbury economy (including Christchurch and Akaroa). Through the 1980s and 1990s, tourism was, and still is, widely regarded as one of the growth areas which could create long-term employment to replace that which was lost in the manufacturing and agricultural sectors. As such, Christchurch and Akaroa have restructured some of their economic activities with a focus on tourism and leisure activities. This is connected to a growing importance of tourism to the New Zealand economy as a whole and reflects a global increase in service industries (Schöllmann, 1997).

Today, Christchurch has a population of 316,227[5] and contains over 138,000 rateable properties. It is the largest city in the South Island and the second largest in New Zealand[6]. Christchurch's population is predominantly European and, proportionately, the City has fewer Maori and Pacific Islanders than New Zealand as a whole. The City itself covers an area of 45,249 hectares, of which approximately 16,000 are currently in urban use. Often called the most English of New Zealand cities, Christchurch City contains over 650 parks totalling over 3,000 hectares, making it a city with a substantial amount of land used for recreation and open space (Schöllmann, 1997). It is for this reason that Christchurch is commonly known as the Garden City.

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5   Source: 2001 New Zealand Census of Population and Dwellings.
6   Source: 2001 New Zealand Census of Population and Dwellings.

2.2.2   Akaroa

Akaroa was declared a Town in 1853 (three years before Christchurch was declared a City). Located 90 minutes from Christchurch by car, the town of Akaroa is situated within French Bay on the shores of Akaroa Harbour (see Figure 1). Akaroa's physical setting is largely the result of the volcanic origins of Banks Peninsula and subsequent erosion processes that have acted on the landscape. At almost 1,500 metres in height, the semi-eroded craters remain today as Akaroa and Lyttelton Harbours. Behind the town, the relatively steep inner slopes of the crater rim form an imposing backdrop. From the township, extensive views across the harbour to its western shores are afforded and as such contribute greatly to the town's aesthetic appeal.

From the early nineteenth century, Akaroa Harbour was a gathering place for whalers of many nationalities, popular for its shelter and source of water and supplies. By the end of the 1840s the whale fishery was in decline and the fleets had moved off to more bountiful fisheries further north. However, enthusiastic reports from a French sea captain, Jean Langois, resulted in interest being shown in the possibility of the region becoming a French colony. Unfortunately (for the French), before the French could make a claim of sovereignty, Britain had signed the Treaty of Waitangi with Maori leaders from around the country. Although thwarted, the French dominated the settlement of Akaroa for the first ten years of its existence, but in 1849 the New Zealand Company bought out the Nanto Borderlaise Company and the stage was then set for greater immigration from Britain (Lowndes, 1996).

Settlement of Akaroa Township gathered momentum as large tracts of timber were felled to build the City of Christchurch and to make way for pastoralism. Communications improved as timber milling and farming expanded, and Akaroa's connections with Christchurch were vastly improved with the opening of the railway line to the settlement of Little River. As access became easier, Akaroa became a favourite destination with Christchurch residents, who were attracted to the town's warm climate and rural charm. In the 1920s and 1930s, such was Akaroa's reputation as a holiday destination amongst Christchurch residents, that it became known as the 'Riviera of Canterbury' (Foster, 1982). Boarding houses flourished, and visitors from Christchurch enjoyed the leisure and recreational opportunities that Akaroa offered (Lowndes, 1996).

Since that time, the most noteworthy changes in Akaroa have been the marked expansion of the town's residential areas, the growth and subsequent decline of the fishing industry, and the renewed growth in tourism. Although there has been a steady increase in the resident population, the greatest change has been in the substantial rise in the number of holiday homes in Akaroa. The township has also become a popular place for retirement. This increase in demand for housing in Akaroa has had the effect of significantly increasing property values. In addition, this demand has placed an increasing strain on the infrastructure of Akaroa, particularly on the water supply and sewage treatment system[7].

Today, Akaroa is home to a population of 579[8] people. This figure represents nine per cent of the Banks Peninsula population, and under two per cent of Christchurch's usually resident

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7   A separate report in this series reports on Infrastructure Demand and Pricing in Akaroa (TRREC Report No. 38/2003)

8   2001 New Zealand Census of Population and Dwellings.

population. In addition, there are 1,031 rateable properties, which is less than one per cent of the number of rateable properties in Christchurch City.

2.3   International and Domestic Visitors

Christchurch is a major tourism destination for both international and domestic tourists, and is now considered to be New Zealand's second-largest destination (in terms of visitor arrivals). According to Sleeman and Simmons (2003), for the year ended December 2001, Christchurch received over 704,000 international visitors (see Table 1) and hosted over 3,228,000 international visitor nights (see Table 2). These figures are forecasted to increase by 56 per cent and 54 per cent respectively by the year 2008. The major international tourist markets for Christchurch, in terms of visitor arrivals, include Australia (23%), UK (14%), USA (14%) and Japan (12%). These four markets also generate the highest number of visitor nights to Christchurch.

Table 1
International Visitor Arrivals by Market, 1998 - 2001

Market	Year Ending December 1998		Year Ending December 1999		Year Ending December 2000		Year Ending December 2001	
	000s	%	000s	%	000s	%	000s	%
Australia	127.5	23	142.3	22	146.2	22	163.7	23
UK	75.6	13	77.4	12	87.2	13	97.6	14
USA	80.5	14	90.4	14	98.5	15	96.3	14
Japan	95.6	17	96.9	15	97.8	14	85.7	12
Germany	25.1	4	27.0	4	30.5	5	32.1	5
South Korea	0	0	6.9	1	14.4	2	20.6	3
Singapore	13.9	3	22.0	4	20.0	3	20.3	3
Taiwan	20.8	4	21.0	3	20.5	3	14.3	2
Hong Kong	15.8	3	15.3	2	13.4	2	14.0	2
Other Countries	110.5	20	140.0	22	148.3	22	160.3	23
Total	**565.3**	**100**	**639.2**	**100**	**676.8**	**100**	**704.9**	**100**

Note: Figures may not total due to rounding.
Source: International Visitor Survey (IVS) – excludes visitors under 15 years.

In addition to being a destination, the city is also a major gateway for tourists visiting Canterbury and the South Island. The economic impact of international visitors to Christchurch is considerable, and the economic multiplier to the local region is calculated to be 2.4, indicating that for every tourist dollar spent by international visitors, the local economy benefits by $2.40 (Rice, 1996).

As well as receiving a large number of international visitors each year, Canterbury also receives a considerable number of domestic visitors. According to Sleeman and Simmons (2003), New

Zealanders made over 2,330,000 trips to Canterbury in 2001. These domestic visitors accounted for over 7,000,000 domestic visitor nights. Annual growth of 3.4 per cent for domestic trips, and 2.3 per cent for domestic visitor nights, means that domestic visitors to Canterbury will contribute an additional 397,000 trips and 1,229,000 visitor nights by 2008. Taken together, the impact of international and domestic visitors to Canterbury represents a potentially significant impact on the region's community and natural environment.

Table 2
International Visitor Nights by Market, 1998 - 2001

Market	Year Ending December 1998		Year Ending December 1999		Year Ending December 2000		Year Ending December 2001	
	000s	%	000s	%	000s	%	000s	%
UK	325.4	13	363.0	12	395.0	15	615.0	19
Australia	454.7	18	635.6	22	448.8	17	575.9	18
Japan	470.8	19	653.0	22	535.9	20	439.8	14
USA	261.4	10	242.6	8	224.2	8	339.2	11
South Korea	0	0	13.6	1	91.4	3	133.0	4
Germany	108.5	4	98.8	3	138.8	5	100.2	3
Taiwan	98.2	4	53.3	2	29.4	1	76.2	2
Singapore	115.0	5	63.4	2	67.6	3	60.6	2
Hong Kong	33.7	1	29.7	1	20.3	1	28.5	1
Other Countries	639.5	25	791.2	27	717.1	27	860.3	27
Total	**2507.2**	**100**	**2944.2**	**100**	**2668.5**	**100**	**3228.7**	**100**

Note: Figures may not total due to rounding.
Source: International Visitor Survey (IVS) – excludes visitors under 15 years.

In the case of Akaroa, there is a paucity of data relating to international visitors, as the IVS does not provide data at this level. Neither does the Commercial Accommodation Monitor (CAM), since it records data for Banks Peninsula District as a whole, and may only be indicative of the number of visitors staying overnight in Akaroa. Discussions with staff from Statistics New Zealand indicated that Akaroa receives 37 per cent of all overnight visitors in Banks Peninsula recorded by the CAM. Data from the CAM are therefore able to provide a reasonable indication of the level of tourist activity (visitor nights) in Akaroa. According to the CAM, Banks Peninsula accommodation establishments received approximately 74,000 guest arrivals in the year ended December 2001, and had approximately 136,000 guest nights for the same period. These figures represent an increase in visitation over the previous 12 months of 20 per cent and 21 per cent respectively.

2.4   Public Sector Roles and Responsibilities in Tourism

Regional and local government organisations have a variety of roles in facilitating sustainable tourism development. These roles are based primarily on the legislative requirement established

by the *Resource Management Act, 1991* (RMA). The RMA has one central purpose, "the promotion of sustainable management of natural and physical resources", and therefore represents a significant piece of legislation for the management of New Zealand's natural environment. The implications of the RMA for the management of tourism are significant and wide-ranging, even though the term *tourism* is not mentioned specifically in the Act (Cameron et al., 2001). Generally, it is well accepted that New Zealand's tourism industry depends on the maintenance of environmental quality as a major draw card for international visitors. The RMA is therefore directly relevant to both the development and management of tourism. This is because it not only has an explicit commitment to the environmental sustainability of the destination area, but also is concerned with the way impacts are managed.

For local government, this involvement includes both *enabling* tourism development and the *management* of its effects. The enablement of tourism includes more than just the promotion and marketing of a region. By enabling tourism, territorial local authorities (TLAs) are able to advance economic development opportunities. Local government initiatives include public relations, support for tourism marketing organisations and trusts, promotional and information activities, sister city links, research, training, festivals, events and entertainment. Enabling visitor growth and tourism development have not been traditional functions of local government, who have often seen their role as limited to providing the required utilities and amenities, and administering necessary planning and development processes. Recently, however, local government is more actively supporting tourism as part of initiatives to spark regional economic and development opportunities. This is due largely to the tourism sector's above-average potential for growth compared to other economic sectors. Tourism is also seen as an area of investment that allows councils to fulfil their dual responsibilities of economic development and the provision of facilities and services for local communities, as well as for visitors and the industry itself (Cameron et al., 2001).

While tourism undoubtedly contributes to regional and local economic development, the costs of tourism can, unless properly managed, exceed its benefits. As public sector bodies, regional and territorial authorities in the Canterbury region (including city, district and regional councils) have certain functions and responsibilities requiring them to avoid, remedy or mitigate the social, biophysical and economic impacts increased visitor numbers and activities can cause. According to Cameron et al. (2001), there are four ways in which tourism's impacts call for public intervention. They are as follows. First, tourism causes greater social impacts than other economic sectors as it depends on an influx of outsiders into the host community. Second, there is an apparent need for a co-ordinating body or strategy to align tourism's diverse stakeholders. Third, many tourism inputs are public goods that do not involve any market transaction. These include scenery, resident hospitality, culture and public utilities. Such public good inputs are subject to exploitation as they are not excludable like private property and no price mechanism exists to regulate use. A fourth effect of tourism that justifies public sector involvement is the sector's highly competitive and volatile nature, as visitor demand constantly shapes and re-shapes the tourism product.

A number of statutory bodies in Christchurch and Akaroa have a role to play in the promotion and management of tourism. Key organisations with responsibility for the tourism policy and management process in the study area include Environment Canterbury (regional government),

Christchurch City Council and Banks Peninsula District Council (local government), and Christchurch and Canterbury Marketing Ltd. (regional tourism organisation). The tourism-related roles and responsibilities of these organisations will now be discussed.

2.4.1 Regional Government (Environment Canterbury)

In the New Zealand context, there is little direction to suggest an appropriate role for regional councils in terms of sustainable tourism development. Consequently, regional councils generally have little direct involvement in tourism planning. However, under the *Resource Management Act 1991* (RMA), regional councils do have an indirect influence on sustainable tourism development through regional policy statements and plans on air, water and soil quality, and coastal activities. According to legislation, regional councils' indirect tourism-related functions include:

- Formulation and implementation of regional environmental plans and policy statements under the RMA where these provisions regulate tourism development, such as discharges to water;
- Administration of the resource consent process, particularly monitoring the consent compliance of tourism-related developments;
- State of the environment monitoring to ensure environmental standards are being met across the region, such as ensuring drinking and recreational water quality;
- Flood management (e.g., when accommodation providers at are at risk from flooding); and,
- The provision of public transport systems.

Under the *Local Government Act 1974*, the role that regional councils can undertake in tourism planning and management are limited to those activities 'permitted' by territorial local authorities within its jurisdiction. As a consequence of this legislative constraint, Environment Canterbury plays only a limited and indirect role in sustainable tourism management that mainly involves managing the adverse biophysical impacts of tourism and other activities from an integrated regional perspective. This involvement occurs within the legislative framework of the RMA. More recently, however, Environment Canterbury has become involved in helping to sponsor the establishment of the Green Globe 21 Standard for Travel and Tourism in the Canterbury region.

2.4.2 Local Government (Christchurch City Council and Banks Peninsula District Council)

Local government has two broad functions in relation to the tourism industry. Firstly, the public sector promotes tourism development with the aim of harnessing economic benefits for constituents, while secondly, mitigating the adverse impacts increased development also brings. As these two functions create a potential conflict of interest for government, and because numerous tourism-related stakeholders seek diverse outcomes from government policies, public sector management must balance these differing interests and conflicts through its decision-making processes, while seeking the 'best' overall direction of tourism development locally, as well as regionally and nationally.

Christchurch City Council (CCC) and Banks Peninsula District Council (BPDC) administer numerous public sector assets within Christchurch and Akaroa, including roads, utilities and civic recreational facilities. Management of these assets is achieved through corporate and

business plans, as well as through annual or strategic planning processes. Unlike the City Plan or District Plan, these do not usually include regulatory functions. These councils also provide service functions such as the provision of information, advocacy functions and promotion. All these additional functions are undertaken complimentarily with duties under the RMA and the administration of the City and District Plans where applicable.

Perhaps the greatest, or most significant, impact on the way in which tourism is administered at the TLA level occurred in 1989. The reform of local government in 1989 resulted in the City of Christchurch becoming a single entity. This one entity allowed the council as a whole to rationalise management structures and procedures over the whole of the city. In the area of tourism, local government reform has allowed the council to concentrate on the refurbishment and promotion of those areas that are considered most appropriate for tourism development. Similarly, it has allowed council to better examine tourism as it applies to the city of Christchurch. Since 1989, considerable tourism development has taken place in Christchurch, which has been enhanced by a series of urban refurbishment, and much of the significant development has been supported and funded by the Christchurch City Council. In addition, the City Council has become involved in the expansion of a number of events held in the city on an annual basis.

2.4.3 Regional Tourism Organisation (Christchurch and Canterbury Marketing)

Regional tourism organisations (RTOs) were originally established in the 1980s, in close connection with, and accountable to, TLAs. The duties that regional tourism organisations perform allow for a separation of regulatory and promotional roles. Originally, RTOs were structured with diverse boards of management, including representatives from local government, the tourism industry, businesses and community groups. Over time they have tended to become more independent, less directly involved with local councils, and have gradually restructured to become smaller, more professional boards of management. In the process of their evolution, RTOs have thus become more independent of local authorities.

The key mandate of RTOs has been to promote tourism at a regional level, with their primary responsibility being destination marketing. A range of functions is performed in relation to this, for example: liaising with travel agents and local tourism operators to provide information on regional tourism products, such as accommodation and activities. RTO tasks also include providing product manuals, attending industry fairs, facilitating media promotions, offering economic or community development initiatives and business advice, and funding or managing events.

Christchurch and Canterbury Marketing Ltd. (CCM), formed in 1999, is one of New Zealand's largest RTOs and is responsible for the marketing of Christchurch and Canterbury (including Akaroa) as a visitor destination. The key goal of CCM is to improve the position of the visitor industry and the profile of Christchurch and Canterbury, while managing the industry to ensure long-term sustainability. As such, CCM maintain working relationships with industry operators and local bodies in order to promote the Canterbury region to national and international visitors. In addition, CCM provides information and booking services to visitors, and provides industry leadership with a focus on co-operative tourism related activities. Christchurch and Canterbury

Marketing Ltd. also runs Visitor Information Centres throughout the region, as well as a punting operation (on the Avon river) and Convention Bureau.

2.5   Conclusion

This chapter has provided an outline of the historical background and geography of the study location, as well as introducing some tourism statistics relating to tourist activity in Christchurch and Akaroa. In addition, the roles and responsibilities of public sector bodies have been discussed in order to provide an understanding of the structure and management of tourism in the study locations. Where appropriate, information for Christchurch and Akaroa has been presented separately.

For both Christchurch and Akaroa, tourism is now considered a significant contributor to the local and regional economy. The visitor data presented shows that the region attracted over 704,000 international visitor arrivals and 3,228,000 international visitor nights for the year ending December 2001. In addition, New Zealanders made over 2,330,000 trips to Canterbury in the same period. These figures are forecasted to increase significantly over the next five years, and signify the growing importance of tourism to Christchurch and Akaroa. It is likely that the growing presence of tourism is having some important impacts on local residents. This report documents these impacts as they are perceived by local residents. The next chapter explains how these perceptions were assessed.

Chapter 3
Research Methods

3.1   Introduction

This chapter outlines the range of methods used to collect, analyse and interpret the data that are presented and discussed in the following chapters of this report. In addition, a demographic profile of respondents will be presented for both constituent communities identified in this research (i.e., Christchurch and Akaroa). This will be used to establish a framework for considering the findings contained in this report.

As with the previous Kaikoura, Rotorua and Westland case studies, a range of qualitative and quantitative methods were employed during the research. Questionnaires, interviews, observations and archival investigation were employed at various phases of the research. The integration of research methods is beneficial in situations where quantifiable data are difficult to obtain, relationships between people involved in tourism are not explicit and when qualitative data can add depth to analysis. According to Denzin (1989), different research methods yield different types of information, and, because no single research method can ever completely capture all the relevant features of any given empirical reality, the researcher should employ multiple methods in the analysis of the same empirical events. An integrated approach allows researchers to 'triangulate' their methods[9]. The aim of triangulation is to exploit the strengths and neutralise, rather than complicate, the liabilities of each particular research method (Calatone *et al.,* 1988). Thus, the integration of multiple data sources, theories and methods in a single investigation can better enable the researcher to forge valid propositions that carefully consider relevant rival causal factors.

Mindful of the need to ensure both reliable and valid data were obtained, this study utilised several different methods appropriate to the different phases of the research. Accordingly, three principal research methods were employed to collect data over a three-month period from October 2002 to December 2002. These principal research methods comprised archival research of relevant data relating to Christchurch and Akaroa, a telephone-administered resident questionnaire, and a series of in-depth interviews with Christchurch and Akaroa residents. The most significant technique used, in terms of contribution to the results of this study, was the telephone-administered resident questionnaire.

3.2   Qualitative Research Methods

The qualitative methods used in this study served two primary purposes. The first purpose was to trace the historical development of tourism in the region in order to understand the issues and challenges faced by the local communities with regard to the current state of the tourism industry. The second purpose was to conduct face-to-face in-depth interviews with residents in order to provide valuable insights into what local residents regard as important in their day-to-

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9   Refer to Denzin (1989) for a full discussion of *triangulating* social research methods.

day dealings with tourism. Telephone survey respondents were selected to participate in follow-up interviews based on self-nomination following their survey responses. Specifically, some respondents indicated that they would like to be considered for a follow-up interview, and had offered a range of comments and responses throughout the initial telephone interview that indicated the merit of their continued participation. It was therefore thought that these respondents would be most able to articulate their views and attitudes towards tourism in Christchurch and Akaroa, and that these views and attitudes would be representative of the wider Christchurch and Akaroa communities, providing key insights for further analysis of the quantitative data.

Fifteen in-depth interviews were conducted over a two-week period during late November and early December 2002. These interviews were approximately 30 minutes in duration and were semi-structured so as to give the researcher and interviewees the freedom to discuss a wide range of issues. The information and observations provided at this stage in the research process were then used to illuminate the findings of the primary research instrument employed in this study (i.e., the quantitative, telephone-administered residents' questionnaire).

3.3   Quantitative Research Methods

The quantitative research methods used in this study comprised a telephone-administered questionnaire survey of Christchurch and Akaroa residents. This survey was conducted over a three-week period during October and early November 2002 (see Appendix 1 for a copy of the questionnaire). The structure of the questionnaire, and the questions contained within, was based largely on the previous Kaikoura, Rotorua and Westland case studies, although the differences in community characteristics between Christchurch/Akaroa and these previous case studies required that some questions were altered and additional research questions included. Before the questionnaire was finalised, however, it was pre-tested on a small group of Christchurch residents. Analysis of comments made by these initial respondents led to the alteration of some questions and the removal of others.

The questionnaire used in this study was eight pages long, and comprised a cover sheet (an introductory 'script'), and 26 questions contained within three sections. The initial section asked some general questions about living and working in Christchurch/ Akaroa, while the second section was designed to gauge residents' overall reactions to visitors and tourism in Christchurch/ Akaroa. The final section asked questions of a demographic nature, including gender, age group, ethnicity, employment status and personal income, which allowed an assessment of the reliability of the sample as well as an examination of the social variables associated with residents' responses. Each questionnaire took approximately ten minutes to complete. In keeping with the methods used in the previous Kaikoura, Rotorua and Westland case studies, the criterion for inclusion in the study was set at those residents who were 15 years of age or over.

A team of six interviewers from Lincoln University conducted the telephone survey. Telephone calls were made between 6pm and 9pm. Telephone numbers were accessed from the *The Telephone Book, Christchurch 2002* (The Christchurch 'White Pages'). A process of systematic sampling in proportion to the relative population size of Christchurch and Akaroa was employed

to select respondents. Specifically, pages, and hence telephone numbers, were divided between each researcher and they were asked to telephone every twenty-fifth number listed in the Christchurch section, and every fourth number listed in the Akaroa section (excluding commercial numbers, cell phone numbers and numbers whose prefix indicated a location outside of the study area). All letters of the alphabet were covered adequately. Telephone surveyors asked to speak to the person in each household with the next birthday who was aged 15 years or over. Researchers used telephone log sheets to record response rates.

A 'one-call-back' system was employed on the survey of Christchurch residents. This meant that surveyors were required to call back (once) any telephone number from the previous evening that was not answered. This call back system was used so as to help ensure that every telephone call had a fair chance of being answered. In contrast, a 'four-call-back' system was employed in the Akaroa portion of the survey. This disparity in the methods was due to the comparatively small number of Akaroa telephone listings. The response to the survey was recorded daily in order to maintain a record of response rates. Overall, a total of 2,090 telephone calls were made to Christchurch and Akaroa telephone numbers, of which 1,218 were answered. Of these answered calls, 482 yielded a completed questionnaire (Christchurch = 387; Akaroa = 95), providing a response rate of 32 per cent and 60 per cent respectively for Christchurch and Akaroa (see Table 3).

Table 3
Telephone Survey Response

	Calls Made	Calls Answered	Refusals	Questionnaires Completed	Response Rate
Christchurch	1,703	1,059	672	387	37%
Akaroa	387	159	64	95	60%
Total	**2,090**	**1,218**	**736**	**482**	**40%**

The response rate of this study (40%, n = 482) compares with 60 per cent (n = 291) for the Kaikoura case study and 39 per cent (n = 368) for the Westland case study. No response rate was recorded for the Rotorua case study (this notwithstanding, a total of 500 respondents were obtained in Rotorua).

Data provided by the respondents were entered into a spreadsheet and were analysed using the statistical programme SPSS (Statistical Package for Social Scientists). This statistical programme was then used to generate both descriptive and inferential statistics to identify trends and relationships in the raw data. Whenever a result is indicated as statistically significant in this report it has, at the most, a probability of 0.05 of occurring accidentally (i.e., at least a 95% confidence interval).

3.4 Demographic Profile of Respondents

Surveys are particularly useful in describing the characteristics of large populations. It is therefore important that a researcher be able to compare the sample with the study population, so as to allow the quality of the sample to be determined. This can be achieved through statistical testing of the sample for a range of demographic variables, including gender, age, ethnicity, employment status and personal income. These demographic variables were then tested against corresponding data obtained from the 2001 New Zealand Census of Population and Dwellings for the general population aged 15 years and over. It is instructive to note that while there may have been some change in these census data since 2001 it is unlikely that any such change would be important.

3.4.1 Gender

The gender of survey respondents was recorded for comparison with census data obtained from the 2001 New Zealand Census of Population and Dwellings (see Figures 2 and 3). The results show that the gender breakdown of Christchurch respondents was significantly different from the 2001 census data (χ^2 = 10.04, df = 1, p < 0.005), with females over-represented (59.9%, n = 232) and males under-represented (40.1%, n = 155) in the survey sample. By contrast, the gender breakdown of Akaroa respondents was not significantly different from the 2001 census data, with 60 per cent of respondents (n = 57) female and 40 per cent (n = 38) male.

Figure 2
Gender of Christchurch Respondents

	Male	Female
☐ Sample	40.1	59.9
☐ Census 2001	48.1	51.9
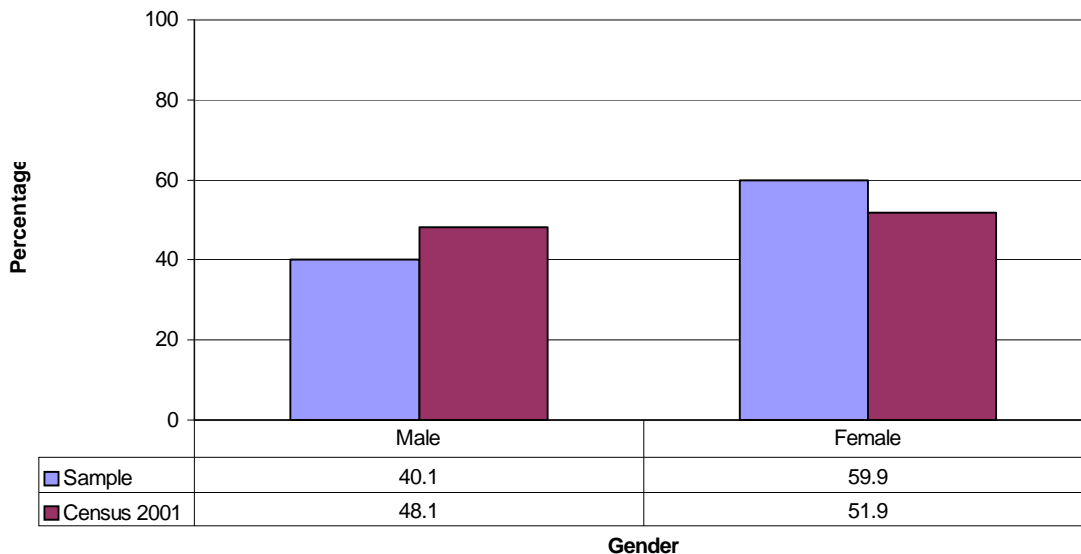
Gender

Figure 3
Gender of Akaroa Respondents

	Male	Female
Sample	40	60
Census 2001	46.8	53.2

Gender

3.4.2   Age

Age groupings of survey respondents were recorded for comparison with census data obtained from the 2001 New Zealand Census of Population and Dwellings (see Figures 4 and 5). The results show that the age profile of both the Christchurch respondents (χ^2 = 25.507, df = 10, p < 0.005) and Akaroa respondents (χ^2 = 35.069, df = 10, p < 0.001) are significantly different from the 2001 census data. In the case of Christchurch, residents aged less than 30 years were under-represented and residents aged over 65 years were over-represented. Similarly, Akaroa residents aged less than 30 years were under-represented (absent), while residents aged 45-64 years were over-represented.

Figure 4
Age Groups of Christchurch Respondents

Age Group	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Sample	6.5	6.2	6.5	10.4	8.8	9.4	6.2	10.9	6.2	7.1	21.8
Census 2001	9.1	9.5	8.9	9.6	9.5	9.3	8.4	7.9	5.9	5	16.9
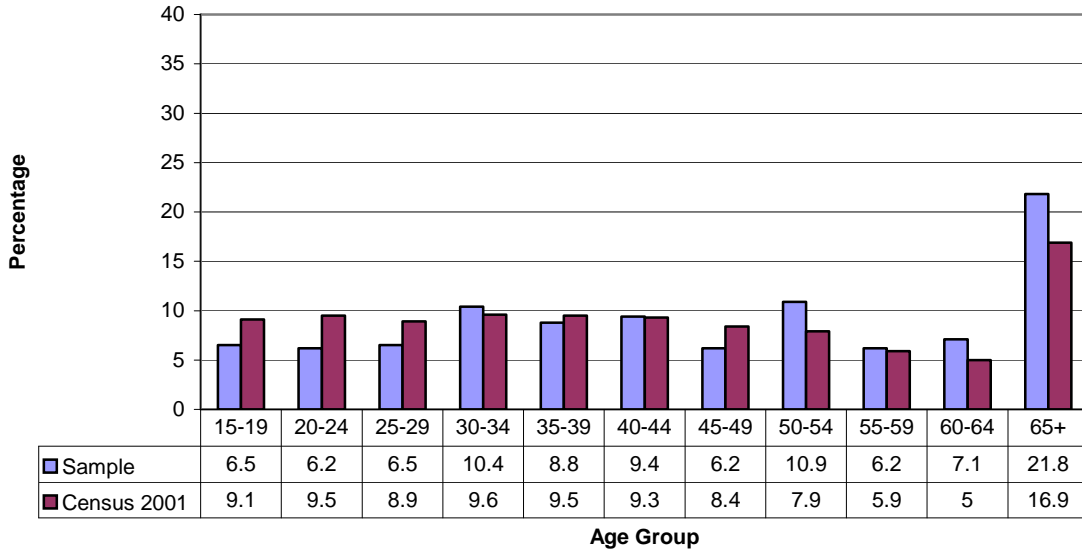
Figure 5
Age Groups of Akaroa Respondents

Age Groups	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Sample	0	0	0	6.3	7.4	8.4	16.8	12.6	13.7	13.7	21.1
Census 2001	3.5	2.9	5.2	7	7	7	7.9	9.5	8.1	8.1	33.8

3.4.3   Ethnicity

The ethnicity of survey respondents was recorded for comparison with census data obtained from the 2001 New Zealand Census of Population and Dwellings (see Figures 6 and 7). The results show that the stated ethnicity of both Christchurch ($\chi^2 = 817.034$, df = 4, p < 0.001) and Akaroa ($\chi^2 = 26.666$, df = 4, p < 0.001) respondents is significantly different from the 2001 census data. In the case of Christchurch respondents, residents of Maori and Asian ethnicity are under-

represented while residents of 'other' ethnicities are over-represented. The majority of these 'other' ethnicities were respondents who had emigrated from Australia, the United Kingdom and Ireland. In the case of Akaroa, residents of all the ethnic categories provided in the questionnaire were under-represented, while residents of 'other' ethnicities were over-represented. The majority of these 'other' ethnicities comprised residents who had originated from the United Kingdom.

Figure 6
Ethnicity of Christchurch Respondents

	NZ European	Maori	Pacific Islander	Asian	Other
☐ Sample	82.3	3.5	1	1.4	11.8
■ Census 2001	84.8	6.8	2.3	5.4	0.7
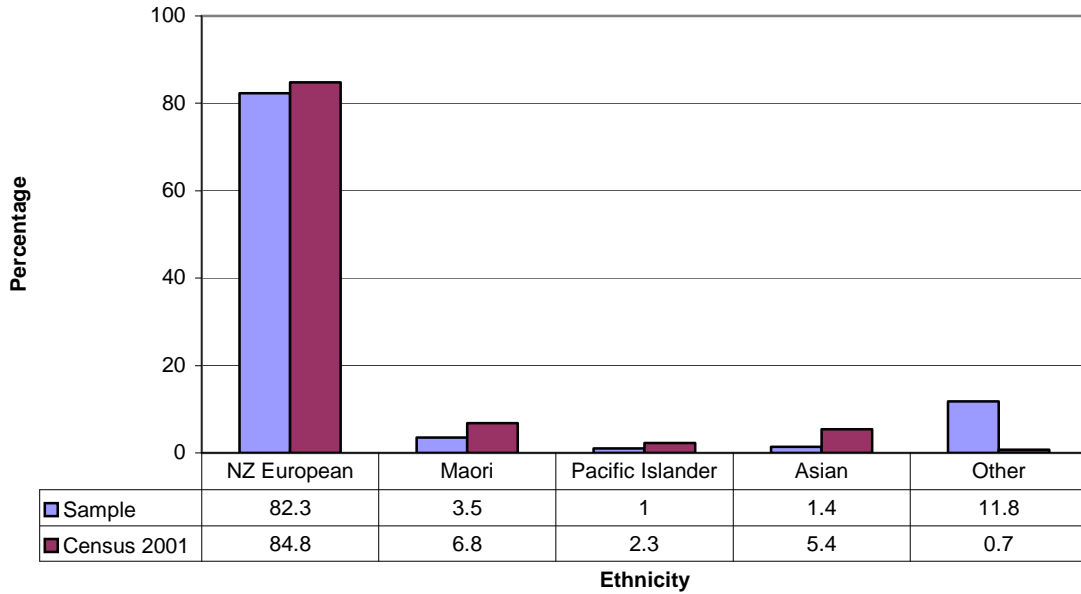
Ethnicity

Figure 7
Ethnicity of Akaroa Respondents

	NZ European	Maori	Pacific Islander	Asian	Other
□ Sample	76.8	3.2	0	0	20
■ Census 2001	92.1	6.9	0.5	0.5	0

Ethnicity
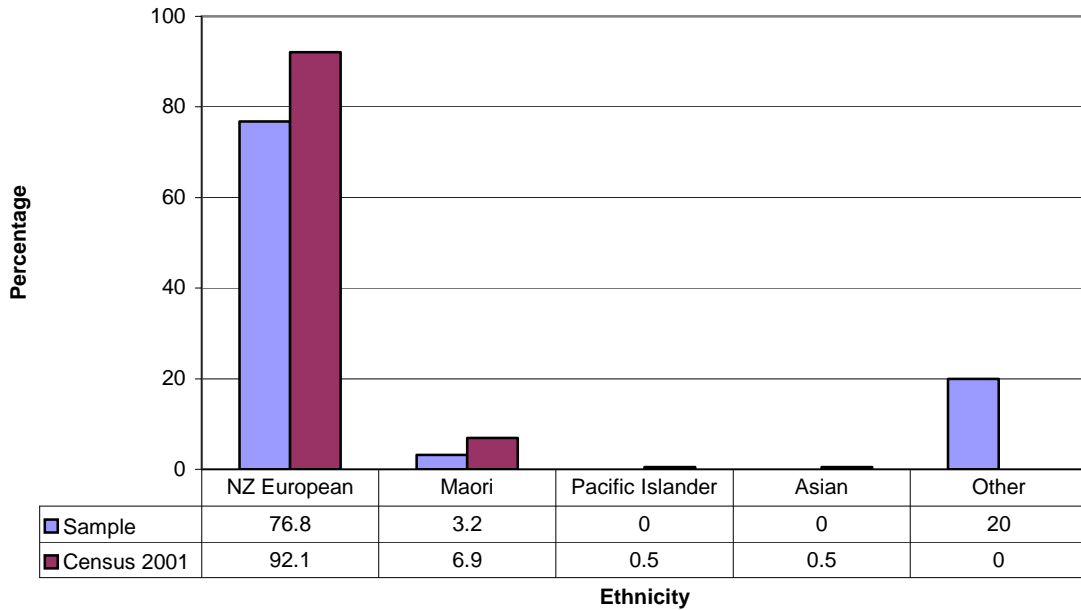
3.4.4   Employment Status

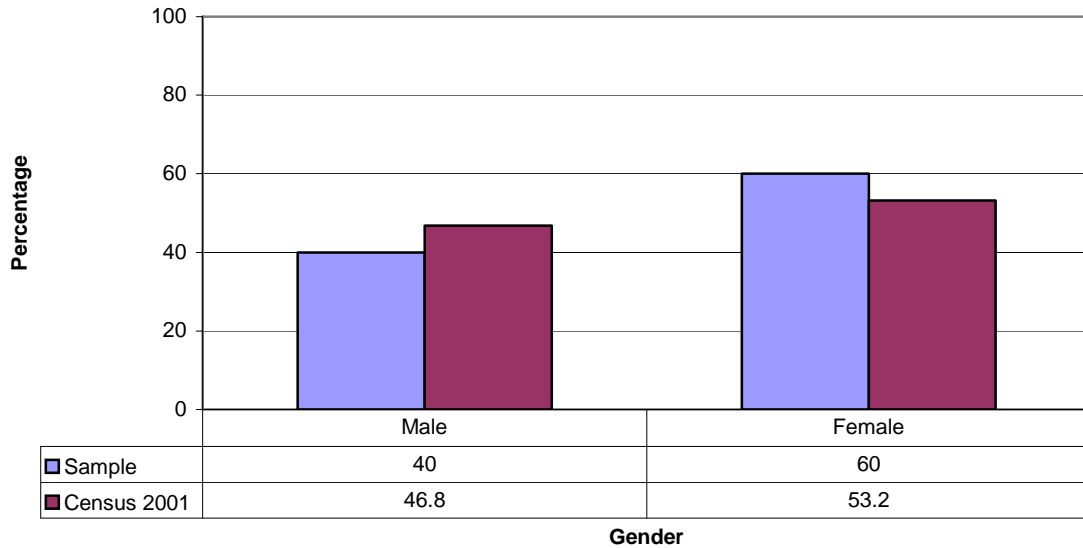The employment status of survey respondents was recorded for comparison with census data obtained from the 2001 New Zealand Census of Population and Dwellings (see Figures 8 and 9). The results show that the employment status of both Christchurch (χ^2 = 7.91, df = 3, p < 0.05) and Akaroa (χ^2 = 8.62, df = 3, p < 0.05) respondents is significantly different from the 2001 census data. In the case of Christchurch, residents who were 'unemployed and actively seeking work' are under-represented. In the case of Akaroa, residents who were 'employed full-time' are over-represented, while residents who are 'not in the labour force' are under-represented.

Figure 8
Employment Status of Christchurch Respondents

	Employed Full-Time	Employed Part-Time	Unemployed	Not in Labour Force
Sample	43.6	17.3	1.8	37.3
Census 2001	45.4	15	4.4	35.2
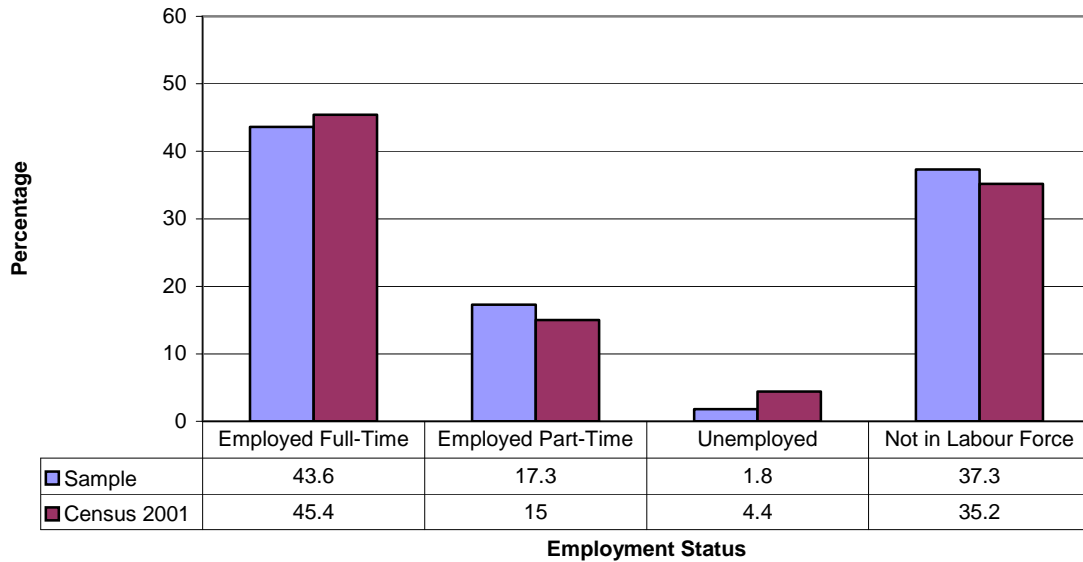
Employment Status

Figure 9
Employment Status of Akaroa Respondents

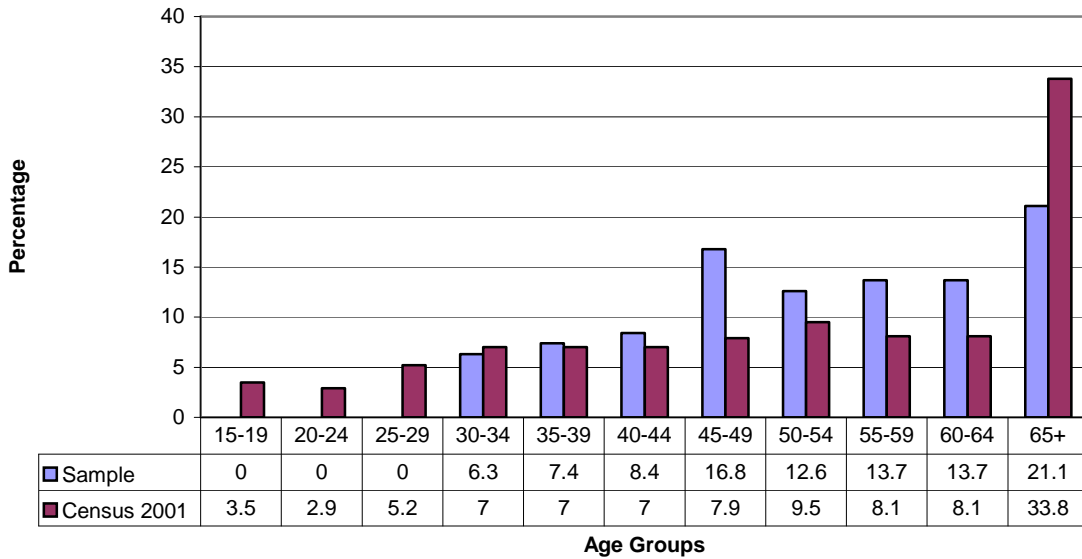|	Employed Full-Time	Employed Part-Time	Unemployed	Not in Labour Force
Sample	56	14.3	1.1	28.6
Census 2001	41.8	14.7	2.5	41

Employment Status
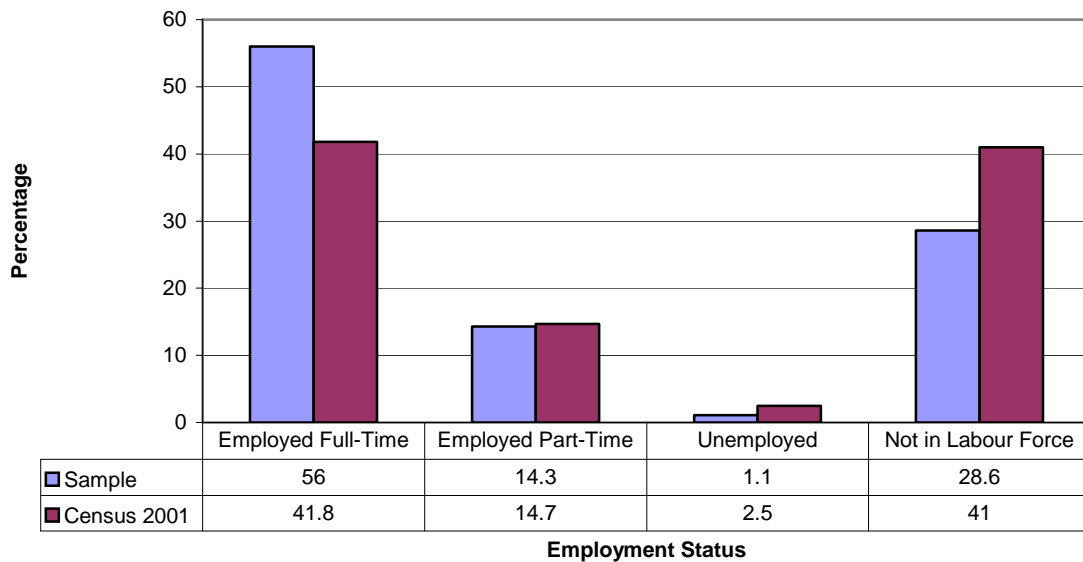
3.4.5   Personal Income

The personal income of survey respondents was recorded for comparison with census data obtained from the 2001 New Zealand Census of Population and Dwellings (see Figures 10 and 11). The results show that the personal income of both Christchurch (χ^2 = 57.141, df = 11, p < 0.001) and Akaroa (χ^2 = 64.33, df = 11, p < 0.001) respondents is significantly different from the

2001 census data. In the case of both Christchurch and Akaroa, 'low' income categories (less than $15,000 p.a.) are under-represented and 'high' income categories (over $50,000 p.a.) over-represented. For Christchurch alone, 'moderate' income categories ($25,000 - $40,000 p.a.) were also over-represented.

Figure 10
Personal Income of Christchurch Respondents

	Nil or Loss	$1-$5K	$5K-$10K	$10K-$15K	$15K-$20K	$20K-$25K	$25K-$30K	$30K-$40K	$40K-$50K	$50K-$70K	$70K-$100K	$100K+
Sample	2.4	8.5	6.2	10.5	9.2	10.5	14.8	17	7.5	6.9	2.6	3.9
Census 2001	4.8	9.6	14	16.6	9.7	8.7	8.4	12	6.7	5.6	2.2	1.7

Income Group
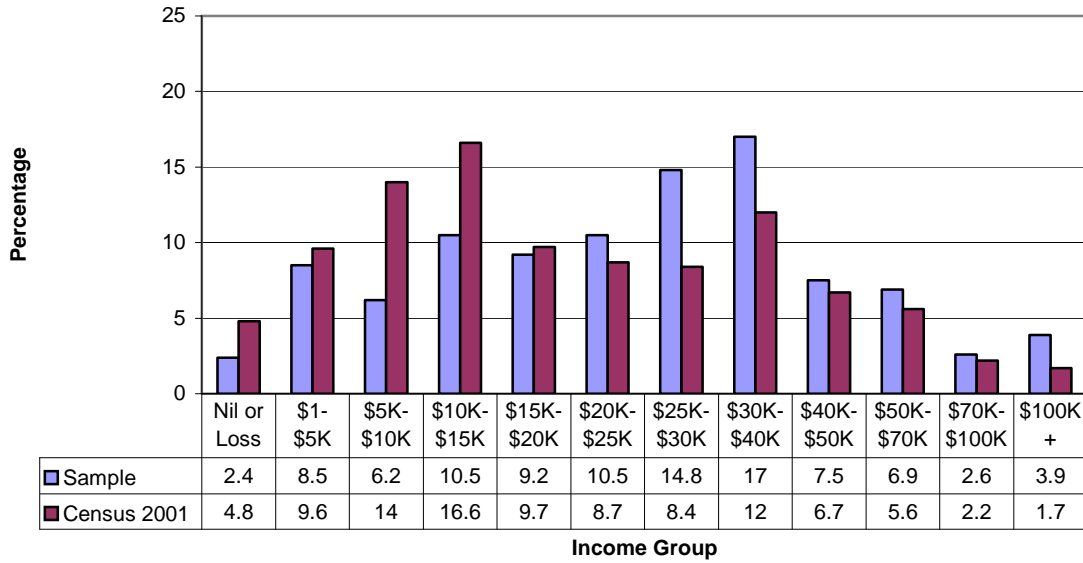
Figure 11
Personal Income of Akaroa Respondents

Income Group	Nil or Loss	$1-$5K	$5K-$10K	$10K-$15K	$15K-$20K	$20K-$25K	$25K-$30K	$30K-$40K	$40K-$50K	$50K-$70K	$70K-$100K	$100K+
Sample	0	1.5	0	13.9	15.3	14.1	8.2	12.9	5.9	17.6	3.5	7.1
Census 2001	3.9	4.5	13.6	21.4	14.9	10.4	7.8	8.4	6.5	5.3	1.4	1.9
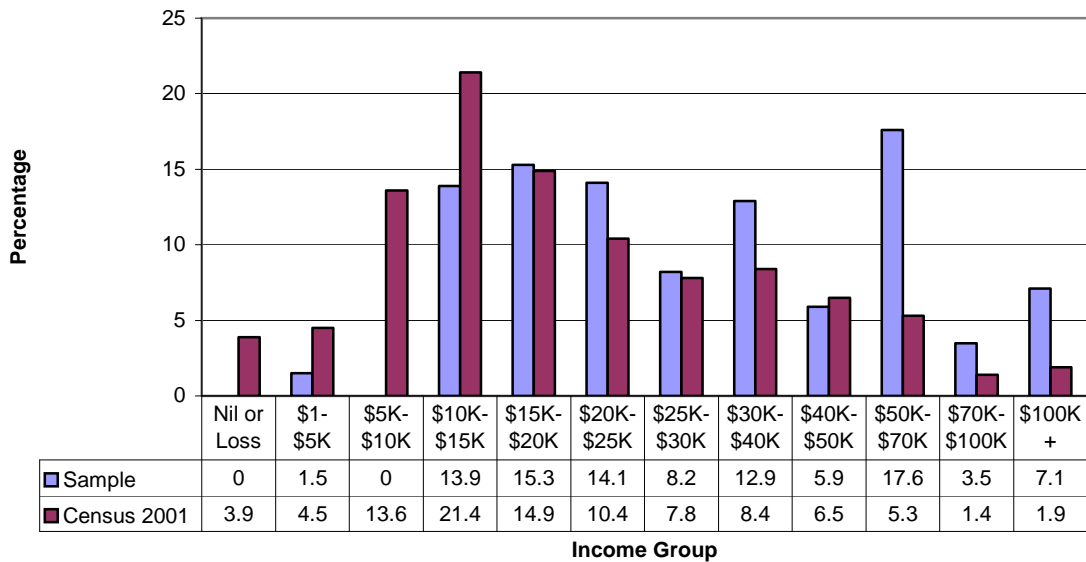
3.5   Conclusion

This chapter has provided an explicit description of the research methods employed to undertake this study. The results of this chapter show that the demographic 'profile' of survey respondents is statistically significantly different from the 2001 Census data. There are distortions and imbalances of varying degrees present in all of the demographic variables presented in this chapter. While the effect of these distortions is uncertain, such distortions and imbalances are a common feature of research of this type. For example, Horn et al. (2000) notes that an over-representation of female respondents is common, as males are more likely to refuse telephone interviews. In the case of representation of various age groups, many authors have noted an over-representation of the 'older' age groups and under-representation of 'younger' age groups (Lawson, 1998; Horn et al., 1998; Horn et al., 2000; Shone, 2001). In the case of ethnic composition of the sample, other surveys have also noted an under-representation of 'minority' ethnicities, such as Maori, Pacific Island and Asian (Lawson, 1998; Horn et al., 2000; Shone, 2001). Significantly, there was a marked over-representation of 'other' ethnicities in both the Christchurch and Akaroa samples. Anecdotally, this may be attributed in part to respondents' displeasure at being 'pigeon-holed' or labelled according to pre-determined ethnic descriptions or categories. This appears to be particularly true of respondents that vehemently opposed being referred to as Pakeha or New Zealand European, preferring instead to be recorded as New Zealanders.

In general, the sample for Christchurch, when compared to the population, has slightly more women, older people, 'other' ethnicities, people employed part-time, and those with higher than average personal incomes. The sample from Akaroa has an appropriate proportion of men and

women, but has fewer older people, more 'other' ethnicities, full-time employed people with higher than average personal incomes. While the statistical tests show that the differences between the sample and the population are real, some characteristics of the sample are similar (e.g., the distributions are broadly similar). Further, it remains to be seen whether the different demographic characteristics of the sample translate into different views about tourism. Clearly, some caution is needed in interpreting results. However, the general patterns observed in the sample are likely to be a very good indication of patterns in the population.

Chapter 4
Research Findings and Discussion

4.1   Introduction

This chapter presents information obtained from Christchurch and Akaroa residents through completion of the residents' telephone survey and subsequent in-depth interviews. Results are presented in two major sections. In the first section, information relating specifically to the respondents themselves, and to their experience of tourism at a personal level, will be provided in order to contextualise their later responses presented in the second section. The second section examines residents' perceptions of tourism, including perceived benefits and problems associated with tourism in each study area, the level of contact with tourists, where this contact takes place, as well as types of tourists particularly liked or disliked. In addition, data relating to the ways in which residents adapt to tourism are presented. Where appropriate, the survey data are interpreted in the light of data from observations, past research and the supplementary interviews. Interviewees were guaranteed anonymity of response. Accordingly, different interviewees are identified only by an alphanumeric reference. In addition, responses along a common theme have been paraphrased for ease of interpretation.

4.2   Community Characteristics

Data presented in this section include information relating to residents' historical attachment to the location in which they live. Specifically, birthplace and length of residence are used to provide an assessment of this characteristic. Respondents' involvement in tourism is then examined, along with family involvement in tourism, to provide an assessment of the perceived economic importance of tourism to both Christchurch and Akaroa, and to the economic livelihood of respondents in these locations. Information relating the hosting of visitors in respondents homes is then presented.

4.2.1   Birthplace and Length of Residence

Respondents were asked to indicate whether or not they were born in the study location, and their total length of residence in that study location. This was done in order to gauge the degree of residents' 'attachment' to the respective study areas. Previous studies have indicated that these measures of attachment to place can be significant in influencing residents' acceptance of tourism (Davis et al., 1988; McCool & Martin, 1994). In the case of Christchurch, 43 per cent (n = 165) of respondents were born in Christchurch, with the average length of residence being 29.5 years. In the case of Akaroa, only 14 per cent (n = 13) of respondents were born in Akaroa, with the average length of residence being 17 years. In particular, the difference in the birthplace measurement between Christchurch and Akaroa respondents is statistically significant (χ^2 = 27.449, df = 1, p < 0.001), with Christchurch respondents more likely to have been born in the study location than their Akaroa counterparts. This finding, coupled with the difference in length of residence between the two sets of respondents, indicates that the Akaroa population is much 'newer' than the Christchurch population in terms of its historical attachment.

4.2.2 Involvement in Tourism

As was the case with birthplace and length of residence, several measures of residents' involvement in tourism were included to provide a basis for gauging the influence of these characteristics on resident response to tourism in both study locations. Previous tourism research has indicated that, in almost all cases, involvement in tourism (and the associated economic dependency and social contact) is positively related to support for tourism (Glasson, 1994; Lankford & Howard, 1994; Madrigal, 1993; Perdue et al., 1990). It has been argued that these results suggest that attitudes towards tourism follow some kind of equity or social exchange transaction (Lankford & Howard, 1994; Perdue et al., 1990).

Respondents were therefore asked to indicate whether or not they were employed in any tourism-related jobs in the last 12 months. A list of jobs used in the three previous TRREC case studies was then read out to each respondent. This list was left unchanged so as to more adequately provide a basis for comparison. Of the 387 Christchurch respondents represented in this study, only 231 (60%) were 'in the work force' (i.e., employed full-time, employed part-time, or self-employed). Of these 231 respondents, 18 per cent (n = 42) indicated that they were employed in tourism (see Table 4), as indicated by the provided list of job descriptions (see Appendix 1).

Table 4
Respondents' Tourism – related Employment Status

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Employed in tourism	42	18	36	57
Not employed in tourism	189	82	28	43
Total	**231**	**100**	**64**	**100**
Tourism-related employment status	**Christchurch**		**Akaroa**	
	Frequency	**%**	**Frequency**	**%**
Full-time tourism	15	36	17	47
Part-time tourism	20	47	13	36
Casual tourism	7	17		17
Total	**42**	**100**	**36**	**100**

The majority of these respondents were employed in accommodation (33%, n = 14), souvenir shops, and arts and craft shops (21%, n = 9), transport (19%, n = 8) and restaurants, cafes and bars (17%, n = 7) (see Table 5). Of these tourism-related jobs, 36 per cent (n = 15) were full-time positions, 47 per cent (n = 20) were part-time positions and 17 per cent (n = 7) were casual positions.

Table 5
Christchurch Respondents' Tourism Occupations

	Frequency	%
Accommodation	14	33
Souvenir shops/ arts and crafts shops	9	21
Transport	8	19
Restaurants/ cafes/ bars	7	17
Travel agency/ information centre	2	5
Tour guiding/ tourist attractions	2	5
Total	**42**	**100**

In the case of Akaroa, of the 95 respondents represented in this study, only 64 (67%) were 'in the work force' (i.e., employed full-time, employed part-time, or self-employed). Of these 64 respondents, 57 per cent (n = 36) were employed in tourism (see Table 4). The majority of these respondents were employed in accommodation (64%, n = 23), tour guiding or tourist attractions (14%, n = 5) and souvenir shops, and arts and craft shops (11%, n = 4) (see Table 6). Of these tourism-related jobs, 47 per cent (n = 17) were full-time positions, 36 per cent (n = 13) were part-time positions and 17 per cent (n = 6) were casual positions. The differences in response of Christchurch and Akaroa residents' involvement in tourism is significant, with Akaroa residents being statistically more likely to be employed in tourism-related jobs (χ^2 = 40.689, df = 1, p < 0.001) than Christchurch residents.

Respondents were then asked if anyone else in their household or immediate family worked in any of the same listed jobs. In the case of Christchurch, 18 per cent (n = 69) of respondents indicated that they had other household or family members that worked in tourism in the last 12 months. Of these tourism-related positions, 65 per cent (n = 45) were full-time, 22 per cent (n = 15) were part-time and 13 per cent (n = 9) were casual positions. In the case of Akaroa, 42 per cent (n = 39) of respondents indicated that they had a household or family member that worked in tourism in the last 12 months. Of these tourism-related positions, 49 per cent (n = 19) were full-time, 38 per cent (n = 15) were part-time and 13 per cent (n = 5) were casual positions.

Table 6
Akaroa Respondents' Tourism Occupations

	Frequency	%
Accommodation	23	64
Tour guiding/ tourist attractions	5	14
Souvenir shops/ arts and crafts shops	4	11
Restaurants/ cafes/ bars	2	5
Transport	1	3
Travel agency/ information centre	1	3
Total	**36**	**100**

As was the case with personal employment in tourism, Akaroa residents are also statistically more likely to have a member of their household or immediate family employed in tourism-related jobs (χ^2 = 24.689, df = 1, p < 0.001) than Christchurch residents. These findings are indicative of the relative importance of the tourism industry to Akaroa's economic well-being when compared with Christchurch. Such a finding is not unexpected, as large urban centres are more able to attract and support diversity (business and industry) within in their economic sectors than smaller, secondary and provincial centres.

Respondents were also asked to indicate whether or not they had any 'out-of-town' visitors stay in their home in the last 12 months. This question was included to gauge the level of significant social contact with visitors to the study locations. In the case of Christchurch, 76 per cent (n = 295) of respondents indicated that they had hosted 'out-of-town' visitors in their home in the last 12 months. Of these respondents, 28 per cent (n = 85) had hosted only international visitors, 42 per cent (n = 125) had hosted only domestic visitors and 29 per cent (n = 87) had hosted both international and domestic visitors. In the case of Akaroa, 84 per cent (n = 80) of respondents indicated that they had hosted 'out-of-town' visitors in their home in the last 12 months. Of these, 12 per cent (n = 10) had only hosted international visitors, 35 per cent (n = 28) had hosted only domestic visitors and 53 per cent (n = 43) had hosted both international and domestic visitors. Clearly, both Christchurch and Akaroa respondents have high levels of contact with visitors.

Taken together, the results from this section highlight some significant differences between Christchurch and Akaroa respondents' experiences of tourism. In the case of Akaroa, residents appear to have a very high level of economic dependence on tourism when compared with Christchurch. Specifically, Akaroa respondents are statistically more likely to be employed in tourism, and have a family member employed in tourism, than their Christchurch counterparts. In addition, a large proportion of respondents from both destinations have a high level of social contact with visitors through hosting them in their homes. However, findings indicate that the overall experience of tourism by Christchurch residents is one of voluntary hosting (e.g., family and friends in their homes), rather than the more service-oriented experience of Akaroa residents (e.g., serving guests in accommodation establishments).

4.2.3   Community Attributes Valued by Residents

In addition to gathering data relating to respondents' characteristics, both demographic and tourism-related, the survey also sought to identify the characteristics of each study location that residents valued. This followed the structure of the three previous TRREC case studies and was

included to provide some basis for comparison with other findings of the study. For example, valued lifestyle-related characteristics could be compared with perceived problems or concerns associated with tourism in each study location. From such a comparison, issues of significance for each of the study locations could be identified.

In the case of Christchurch, eight key themes were identified in the responses to the question: "What do you like about living in Christchurch?" (see Table 7). These themes included:

- Size of city;
- Unhurried lifestyle;
- Access to the outdoors;
- Community facilities and services;
- The presence of family and friends;
- Abundance of parks and reserves;
- Climate; and,
- Employment.

The size of the city was identified by 42 per cent (n = 161) of respondents as a desirable characteristic of Christchurch. Specifically, respondents were eager to praise Christchurch's relatively small size and associated ease of access to the city centre. In particular, respondents stated that the lack of traffic congestion compared with other urban centres (e.g., Auckland City) was valued highly. Similarly, respondents stated that Christchurch was "big enough, but not too big…[Christchurch has] big city attributes, but a small size". These size-, and congestion-, related attributes appear also to have been borne out in additional responses offered by residents regarding the lifestyle characteristics available in Christchurch. Specifically, 35 per cent (n = 134) of Christchurch respondents stated that they liked the relatively "slow pace of life for a city", the "easy way of life and calm Canterbury culture".

Table 7
What Do Respondents Like About Living in Christchurch?

	Frequency	%
Size of city	161	42
Unhurried lifestyle	134	35
Access to 'outdoors'	113	29
Community facilities and services	98	25
Family and friends	85	22
Abundance of parks and reserves	80	21
Climate	52	13
Employment	19	5
Other	**66**	**17**

Note: Multiple response question. Percentages do not total 100.

Access to the 'outdoors' was identified by 29 per cent (n = 113) as a characteristic of Christchurch life valued by respondents. Specifically, respondents were appreciative of the

unique geographical setting of Christchurch, with relative ease of access to beaches and Port Hills on the eastern side of the city, an array of rivers to the north and south, and the Southern Alps (and associated features) to the west. The proximity to rural settings (as opposed to urban settings) was also regarded as an appealing aspect of Christchurch's location. In addition, 21 per cent (n = 80) of respondents identified Christchurch's abundance of parks and reserves as being a valued feature about living in the City. This feature is perhaps Christchurch's most recognisable, with the city containing approximately 650 parks and reserves, the largest of which (Hagley Park; 161 hectares) is located near the city centre.

In addition, 25 per cent of Christchurch respondents also identified the provision of, and access to, community facilities and services as a valued attribute of living in Christchurch. These facilities and services included both public and private assets, and can be considered to be an integral part of living in a major urban centre. Examples of public assets identified by respondents included public transport systems, community recreation facilities (e.g., public swimming pools) and publicly funded festivals. Examples of private assets identified by respondents comprised mainly shopping facilities.

Residents also identified the presence of family and friends, with 22 per cent (n = 85) of respondents stating that having family and friends nearby was something they liked about living in Christchurch. The two remaining 'themes' to be identified by Christchurch respondents included climate (13%, n = 52) and employment (5%; n = 19).

In the case of Akaroa, seven key themes were identified in the response to the question: What do you like about living in Akaroa?" (see Table 8). These themes included:
- Natural setting (scenery/ landscape);
- Peace and quiet;
- Village atmosphere;
- Unhurried lifestyle;
- Climate;
- Close proximity to Christchurch; and,
- The presence of family and friends.

Table 8
What Do Respondents Like About Living in Akaroa?

	Frequency	%
Natural setting (scenery, landscape)	85	91
Peace and quiet	39	42
Village atmosphere	31	33
Unhurried lifestyle	25	27
Climate	11	12
Close proximity to Christchurch	7	7
Family and friends	6	6
Other	5	5

Note: Multiple response question. Percentages do not total 100.

The features most-commonly identified by Akaroa respondents included characteristics associated with the town's natural setting. Specifically, 91 per cent (n = 85) of Akaroa respondents identified the surrounding scenery and landscape of the Akaroa setting as being something they liked about living in the area. Comments relating to Akaroa's "close proximity to native bush" and "spectacular scenery" were provided by a vast majority of respondents, and as such indicates that the aesthetic appeal of the Akaroa setting is of significant importance to the resident population.

The peacefulness and quietness of living in Akaroa was identified by 42 per cent (n = 39) of Akaroa respondents. In addition, 33 per cent (n = 31) of respondents identified the village atmosphere of Akaroa as being a desirable characteristic, while 27 per cent (n = 25) identified the relatively unhurried lifestyle associated with living in Akaroa. These findings indicate that respondents clearly value the 'small community characteristics' of living in the town. Perhaps somewhat problematically, it is these features that serve to attract visitors to Akaroa. Likewise, Akaroa's close proximity to Christchurch, identified by seven per cent (n = 7) of respondents, makes the town an attractive and accessible destination for day-trippers (predominantly) and overnight visitors. In addition to the above, Akaroa respondents also identified the climate (12%, n = 11) as well as the presence of family and friends (6%, n = 6) as being valued characteristics of living in the town.

The results of this section have provided an indication of the lifestyle characteristics and attributes valued by residents living in Christchurch and Akaroa. In the case of Christchurch, residents valued the city's relatively small size and unhurried lifestyle (compared to other cities worldwide) and ease of access to facilities, services, and the outdoors. For Akaroa residents, the town's scenery and landscape, along with its peaceful village atmosphere, were important lifestyle features. The way in which residents perceive tourism, and its associated impacts on their lifestyles, will now be presented.

4.3   Residents' Perceptions of Tourism

This section presents data relating to residents' perceptions of tourism in Christchurch and Akaroa. First, findings relating to the level of tourism, as well as perceived benefits, problems

and concerns associated with tourism in the study locations are presented and discussed. Following this, data relating to the level of contact residents have with tourists, and the places where residents both enjoy and dislike seeing and meeting tourists are presented. This is accompanied by data relating to the types of tourists particularly 'liked' or 'disliked' by respondents in each study location. Finally, the ways in which residents adapt to tourism, and to the presence of tourists, are presented and discussed.

4.3.1   Level of Tourism Development

Respondents from both Christchurch and Akaroa were asked to describe the level of tourism experienced by their respective locations at the time the survey was administered (October 2002 – December 2002). This question was included in order to establish a 'baseline' level of tourism activity, as perceived by respondents, in both communities (see Table 9). In the case of Christchurch, 37 per cent (n = 129) described the level of tourism as "very high" or "high", 59 per cent (n = 205) described the level as "moderate", and four per cent (n = 13) as "low" or "very low". These findings are mirrored by those for Akaroa, in which 38 per cent (n = 35) of respondents described the level of tourism as "very high" or "high", 56 per cent (n = 51) described the level as "moderate", and six per cent (n = 6) as "low" or "very low".

Respondents were then asked to describe their general feelings towards the prospect of future tourism development (see Table 10). This measure is intended to provide an assessment of residents' disposition towards future tourism development.

Table 9
How Would You Describe the Current Level of Tourism?

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Very high	25	7	11	12
High	104	30	24	26
Moderate	205	59	51	56
Low	13	4	5	5
Very low	0	0	1	1
Total	**347**	**100**	**92**	**100**

Table 10
What Level of Tourism Would Respondents Like to See?

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Much more tourism	82	22	19	21
More tourism	143	39	28	31
Current level is about right	133	37	39	43
Less tourism	4	1	2	2
Much less tourism	3	1	3	3
Total	**365**	**100**	**91**	**100**

In the case of Christchurch, a combined 61 per cent (n = 225) of respondents indicated that Christchurch should have "much more" or "more" tourism than is experienced currently (i.e., October 2002 – December 2002). In addition, 37 per cent (n = 133) wanted the same level as experienced currently, while only two per cent (n = 7) wanted "less" or "much less" tourism. Similarly, in the case of Akaroa, a majority of respondents (52%, n = 47) wanted to see "much more" or "more" tourism. A further 43 per cent (n = 39) indicated that there was "about the right amount of tourism now", while only five per cent (n = 5) wanted "less" or "much less" tourism.

The results from both questions clearly suggest that residents from Christchurch and Akaroa regard the level of tourism in their respective locations as being at a 'moderate' level. Furthermore, a majority of residents in each of the study locations appear eager to see increased levels of tourism (and tourism development) in the future. These findings therefore represent residents' tacit approval of tourism (and the way it is presently being managed) as an acceptable part of the 'landscape' in both Christchurch and Akaroa. As such, the limit of social carrying capacity for tourism in each of the study locations is yet to be reached.

4.3.2 Benefits of Tourism

An open-ended question regarding the perceived benefits of tourism was then asked of respondents. This question followed the format of the three previous TRREC community case studies, and was included in order to provide an assessment of the way(s) in which residents regarded the benefits of tourism. Respondents were able to identify up to four benefits from tourism. These responses were then categorised into key themes for ease of interpretation (see Table 11 for Christchurch responses and Table 12 for Akaroa responses).

Table 11
The Benefits of Tourism for Christchurch Residents

	Christchurch	
	Frequency	**%**
Economic/ financial	368	95
Cultural interaction	94	24
Improved facilities for locals	70	18
Employment opportunities	63	16

Note: Multiple response question. Percentages do not total 100.

The overwhelming majority of Christchurch respondents (95%, n = 368) identified the economic and financial benefits associated with tourism in the city. This finding clearly indicates that Christchurch residents are acutely aware of tourism's much-publicised potential for economic gain, and as such is reflective of the public sector's current stance on tourism as an agent of economic growth. Such a stance can be seen through the promotion and marketing of the city at the local level (i.e., Christchurch City Council), regional level (i.e., Christchurch and Canterbury Marketing Ltd.) and national level (e.g., Tourism New Zealand, Ministry of Tourism), as well as in the growth of tourism-related businesses (e.g., accommodation providers, tour operators etc.). This finding is supported by the comments of Respondent # CM43, who stated:

> *Tourism is absolutely vital to the city. Sure, we have other industries here in Christchurch that we can fall back on, but tourism is the way to go. You just have to watch the television or read the newspapers to work that one out.*

The second-most commonly identified benefit from tourism in the city was that of increased "cultural interaction", which was named by almost one-quarter (24%, n = 94) of Christchurch respondents. Specifically, respondents liked the way in which tourism had provided a certain "cosmopolitan feel" to the city, and had lent a level vibrancy to Christchurch that previously was absent. As one respondents stated:

> *I appreciate the cultural diversity that tourism brings. [Because of this diversity,] I get to see people from different nationalities every day, I get to hear different languages being spoken on the streets, and I get eat different foods. The Arts Centre and the market in the Square are my favourite places to go, just because they feel like a little piece of overseas. Christchurch never used to be like this, but tourism has given the city a real 'shot in the arm'* (Respondent # CF38).

Many residents also viewed the cultural interaction afforded by tourism as being a means by which to encourage cultural (and ethnic) tolerance. This is reflected in the comments of Respondent # CF49, who stated:

> *Tourism allows Christchurch residents to see things in a different light, and encourages us to be more open to different cultures and ways of living.*

In addition to the above benefits, almost one-fifth of Christchurch respondents (18%, n = 70) stated that tourism helped to provide improved facilities for local residents. Specifically,

respondents reported that there are more things for locals to see and do in Christchurch because of tourism. In addition, many respondents felt that the city was much tidier because of tourism-related beautification work undertaken by the city council. A further 16 per cent (n = 63) of respondents identified the increased tourism-related employment opportunities as an important benefit.

In the case of Akaroa, the overwhelming majority of respondents (83%, n = 79) identified the economic and financial benefits associated with tourism in the town (see Table 12). This finding mirrors the Christchurch findings, and suggests that, at the very least, residents are aware of tourism's potential for economic growth. However, unlike Christchurch, the second-most commonly reported benefit in Akaroa was tourism-related employment (27%, n = 26). When combined with the previous finding, this clearly points to Akaroa residents' relatively high dependence upon tourism for employment and economic sustainability. This is supported by earlier findings presented in this chapter, which indicate that Akaroa residents are statistically more likely to work in tourism-related jobs, as well as more likely to have a member of their household or immediate family work in tourism, than Christchurch residents.

Table 12
The Benefits of Tourism for Akaroa Residents

	Akaroa	
	Frequency	**%**
Economic/ financial	79	83
Employment opportunities	26	27
Improved facilities for locals	23	24
Cultural interaction	9	9

Note: Multiple response question. Percentages do not total 100.

In addition to the above-mention benefits, improved facilities for locals were identified by 24 per cent (n = 23) of Akaroa respondents as being a benefit from tourism in the Town. As was the case with Christchurch respondents, residents from Akaroa were able to specifically identify the presence of new shopping facilities (particularly restaurants and other eateries) as being a direct result of tourism. Finally, a further nine per cent (n = 9) of Akaroa respondents identified cultural interaction with tourists and other visitors as a benefit from tourism. This finding is much lower than the Christchurch response, and may be a reflection of the relative 'saturation' levels of tourism in the two centres. For example, the town of Akaroa covers a small geographical area and receives proportionately many more visitors than does Christchurch. As a consequence of this, tourism in Akaroa (from a resident's perspective) can be considered to be more concentrated, more visible and more 'in-your-face' than is the case for Christchurch. As such, Akaroa residents appear to place less importance on the amenity value derived from cultural interaction between tourists and locals than their Christchurch counterparts.

Christchurch and Akaroa residents appear to have a high level of acceptance of tourism and an appreciation of the benefits that tourism can bring to their respective communities. However, many of them also recognise that there are distinct costs, or problems, associated with tourism. Being able to identify the concerns that people hold regarding tourism in their locales is therefore

useful in formulating strategies that mitigate and manage these negative impacts in the future. The specific tourism-related problems identified by respondents will be presented in the following section.

4.3.3   Problems and Concerns about Tourism

The most-commonly identified problem associated with tourism by Christchurch respondents related to road safety (see Table 13). Specifically, 13 per cent (n = 48) of residents stated that the bad, and often dangerous, driving of visitors on Christchurch roads was a problem. There is, however, a question of perception versus reality attached to this finding, as no distinction was made by respondents between the driving of visitors to Christchurch and that of immigrants to the city. The author suspects that this is a function, in part, of the high media profile given to motor vehicle accidents involving tourists, as well as a reaction to the stereotypical 'poor Asian driver' that currently perpetuates New Zealand popular culture.

Table 13
The Problems With Tourism for Christchurch Residents

	Christchurch	
	Frequency	**%**
Road safety/ dangerous driving	48	13
Increased congestion	37	10
Cultural clash	34	9
Increased strain on infrastructure	22	6
Communication problems	11	3
No problems	228	60

Note: Multiple response question. Percentages do not total 100.

The second-most commonly identified problem was "increased congestion", which was named by ten per cent (n = 37) of Christchurch respondents. This was then followed by the "cultural clash" associated with host-guest interactions (9%, n = 34). In particular, these residents stated that such interaction with visitors to the city was largely unsatisfactory or unfulfilling because of the perceived rudeness and arrogance of the tourists towards residents. This cultural clash appears to be a consequence reflection of several contributing factors. Firstly, much of this unsatisfactory contact was experienced with non-Western visitors (i.e., Asian visitors). Secondly, residents stated that they were made to feel subservient to many visitors, and that these visitors (particularly Koreans) were 'rude' to them. This suggests that contact between hosts and guests of disparate cultural backgrounds is fraught with uncertainty and misunderstanding. While such interaction can potentially be a rewarding learning experience, the many differences in cultural norms and behaviours can serve to accentuate the already servile relationship experienced between these two groups in a tourism setting.

Other problems identified by Christchurch respondents included "increased strain on infrastructure" (6%, n = 22) and "communication problems" (3%, n = 11). Perhaps more importantly, however, was the finding that a clear majority of Christchurch respondents (60%, n = 228) were not able to identify any problems associated with tourism in the city. This suggests

that Christchurch residents are largely unaffected, at a personal level, by the negative impacts of tourism, and the presence of tourists, in the city.

In the case of Akaroa, the most-commonly identified problem associated with tourism in the town related to the increased strain on infrastructure (36%, n = 34) (see Table 14). Of particular concern to locals was the additional strain placed on the town's water supply, as well as sewage treatment system, by the influx of visitors at peak times. These concerns were expressed by Respondent #AM45:

> *All our (Akaroa's) water comes from one source: a spring. With only one aquifer, the streams lower significantly in the summer, no question.*

However, it is important to note that Akaroa is undergoing a period of significant growth with respect to residential development. Much of this demand for housing has been driven by Christchurch residents wishing to build holiday homes in Akaroa, and this is the focus of resentment by locals who view these 'outsiders' as driving up property prices out of the reach of long-term residents, as well as placing undue strain on the town's water supply. Because of this, many of the infrastructure problems identified by residents are, in fact, development-related rather than tourism-related *per se*. This point is acknowledged by Respondents #AM50, who stated:

> *The spread of development into areas such as Takamatua and Ngaio Point are of great concern to me. The problem is that this development is often attributed to tourism, but tourism is not the driving force. The amount of accommodation and services for tourists is already well catered for, but the rapid increase in housing sections and residential subdivisions has meant that Akaroa is now experiencing difficulties in infrastructure capacity, especially in water and sewage.*

This assertion that a large proportion of the increased demand on infrastructure can be attributed to a rapidly-growing housing sector is supported by the comments of Respondent #AF35, who stated:

> *It's getting to a stage where locals can't afford to live here anymore because house prices are going through the roof. The pressure is coming from those (people) with money in Christchurch. You can't do anything about it, but it's driving out the locals. These Christchurch owners only visit at weekends, and it's this influx of holidaymakers from Christchurch that are the crowds in the street, not 'true' tourists.*

Table 14
The Problems With Tourism for Akaroa Residents

	Akaroa	
	Frequency	**%**
Increased strain on infrastructure	34	36
Increased congestion	19	20
Car parking	17	18
Rubbish/ litter	12	13
Campervan effluent dumping	10	10
Dangerous driving	8	8
Noisy visitors	6	6
Seasonality	4	4
No problems	28	29

Note: Multiple response question. Percentages do not total 100.

The second-most commonly identified problem from tourism was "increased congestion" (20%, n = 19), followed by "car parking" (18%, n = 17). These two problems are clearly linked and are a function of the relatively confined geographical characteristics of the town, especially the tourist precinct (i.e., waterfront and main street). Some interviewees, however, questioned the degree to which Akaroa residents were inconvenienced by congestion and a lack of parking. As Respondent # F56 stated:

> *I don't buy into the problem of parking in Akaroa, nor do I believe that the solution is to encourage huge tour coaches in the middle of the town. What we need is a 'reception' area for visitors to the town. Let them walk from there. People happily walk around Florence or the middle of London, but here they seem to want to be delivered within five steps of the Canterbury Cat (harbour cruises). It's ridiculous.*

Other problems identified by Akaroa respondents included "rubbish and litter" (13%, n = 12), "campervan effluent dumping" (10%, n = 10), "dangerous driving" (8%, n = 8), "noisy visitors" (6%, n = 6) and "seasonality" (4%, n = 4). Significantly, only 29 per cent (n = 28) of Akaroa respondents were not able to identify any problems from tourism. This is significantly less than was the case for Christchurch respondents, at 60 per cent (χ^2 = 53.992, df = 1, p < 0.001).

Respondents were also asked to identify any concerns that they had about tourism and visitors in Christchurch. Their responses to this question were then categorised according to whether or not they related to supply-side issues (e.g., environmental impact of visitors) or demand-side issues (e.g., increased tourist arrivals). As such, 22 per cent (n = 83) of Christchurch residents identified supply-side issues relating to tourism in the city. Specifically, residents were concerned that the needs and wishes of the local community would become secondary to those of visitors to Christchurch, and that tourism development(s) and attractions would become financially inaccessible to the local population. A further 18 per cent (n = 70) of respondents expressed concerned about demand-sided issues relating to tourism in the city. Specifically, these residents were concerned that tourist demand, or visitation, could be threatened due to factors such as crime directed toward tourists, discourteous Christchurch residents and 'unflattering' media

portrayals of racial intolerance and bigotry in the city. Interestingly, 60 per cent (n = 230) of residents were unable to identify any concerns they held regarding tourism or visitors in Christchurch. This finding mirrors the previous finding relating to problems associated with tourism and suggests that Christchurch residents do not consider tourism a 'pressing' concern.

In the case of Akaroa, 54 per cent (n = 51) respondents identified supply-side concerns relating to tourism in the town. Proportionally, this is over twice the amount as was the case for Christchurch residents, at 22 per cent (see Table 15 for a comparison between the two locations). Specifically, Akaroa residents were concerned about the impact of tourism on the natural environment, infrastructure and the potential for the town's village character and ambience to be lost.

A further 11 per cent (n = 10) of respondents expressed concerned about demand-side issues relating to tourism in Akaroa. Specifically, these residents were concerned that tourist demand could wane in the future, and that the seasonal nature of tourism in Akaroa could be exacerbated. Interestingly, only 36 per cent (n = 34) of residents were unable to identify any concerns they held regarding tourism or visitors in Akaroa. Proportionally, this figure is almost half of that reported by Christchurch residents (60%), and indicates that Akaroa residents appear more aware of the negative impacts of tourism than their Christchurch counterparts. Moreover, Akaroa residents also appear more concerned about the impacts of tourism on the community and environment than is the case for Christchurch residents. Alternately, Christchurch residents appear more concerned by the potential reduction or loss in tourist demand, and hence visitation, than is the case for Akaroa residents.

Table 15
Categorising Residents' Concerns About Tourism

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Supply-sided concerns	83	22	51	54
Demand-sided concerns	70	18	10	11
No concerns	230	60	34	36
Total	**383**	**100**	**95**	**100**

The apparent differences in the ways in which Christchurch and Akaroa residents regard, and experience, tourism in their local communities is further reinforced by the following findings. Of the 153 Christchurch respondents who were able to identify specific tourism-related concerns, only 5 per cent stated that they had been concerned enough to do something like write to a newspaper or contact the Christchurch City Council (see Table 16). By comparison, of the 61 Akaroa respondents who were able to identify specific concerns about tourism, 46 per cent (n = 28) stated that they had been concerned enough to take some form of action.

Table 16
Have You Ever Been Concerned Enough To Take Action?

	Yes		No	
	Freq.	**%**	**Freq.**	**%**
Christchurch (n = 153)	8	5	145	95
Akaroa (n = 61)	28	46	33	54

These findings suggests that Akaroa residents are almost nine times as likely to publicly voice their concerns about tourism than Christchurch residents. This is, undoubtedly, a reflection of the local contexts within which tourism is played out. In particular, the nature of tourism in Akaroa means that residents are more likely to be financially dependent on tourism, have more contact with tourists, and where they are subject to a proportionately greater financial burden (through the provision of public infrastructure and council-related services) than Christchurch residents. It is therefore not unexpected that Akaroa residents should appear more aware of the consequences of tourism activity, and more vocal in addressing these consequences, than their Christchurch contemporaries.

In addition to the aforementioned findings, further statistical analyses were undertaken in order to determine the influence of several variables upon residents' responses to the question of tourism-related problems. It was theorised that the identification of any such influencing factors could prove a valuable tool in the sustainable development of tourism in Christchurch and Akaroa. Specifically, problems identified by the resident populations could be mitigated so as to ensure that locals were not adversely affected by tourism and its associated impacts. Four key independent variables were identified as displaying a statistically significant influence upon whether or not a respondent was able to name any problems from tourism. These variables included length of residence, birthplace, employment in tourism, and overall contact with tourists. The findings of these analyses are detailed below, and treat both Christchurch and Akaroa responses as a whole.

A negative relationship was found to exist between length of residence and the ability to identify problems from tourism (t = 3.463, n = 452, p = 0.001). Specifically, as length of residence increased, the likelihood of being able to identify tourism-related problems decreased. This indicates that 'newer' residents are, at the very least, more likely to voice an awareness of the negative impacts of tourism. Alternately, longer-term residents of Christchurch or Akaroa were less likely to be able to identify tourism-related problems. Similarly, residents who were not born in the respective study locations were more likely to be able to identify tourism-related problems than residents who were born in the study locations (χ^2 = 5.941, df = 1, p = 0.015). This finding supports the previous finding relating to length of residence, and suggests that 'newer' residents are more likely to be able to voice objections to tourism activity than longer-term residents.

In addition, respondents who worked in tourism were also more likely to be able to identify problems from tourism than those that did not work in tourism-related jobs (χ^2 = 11.632, df = 1, p = 0.001). Interestingly, respondents who had family members that worked in tourism were also more likely to be able to identify problems associated with tourism than those who did not have family members in tourism jobs (χ^2 = 19.100, df = 3, p < 0.001). These findings, on the surface, appear to contradict the long-held belief that economic dependence on tourism is linked to high

levels of support for the industry (e.g., Pizam, 1978; Belize & Hoy, 1980; Sheldon & Var, 1984; Shone, 2001). However, it should be recognised that the ability to identify problems from tourism does not necessarily preclude a resident from having a positive attitude or disposition towards tourism. Rather, it serves to indicate an elevated awareness of the negative impacts that tourism can bring to a destination. As such, it seems logical that residents who are exposed to tourism at the 'coal face' (i.e., direct contact with tourists) should have a greater awareness of the problems that tourism can bring.

The results in this section show that there are significant differences in the way in which Christchurch and Akaroa residents perceive the negative impacts of tourism. For many Christchurch residents, tourism does not appear to create many problems or concerns. Any concerns that are present are related predominantly to waning tourist demand in the future. In the case of Akaroa, residents are more likely to identify tourism-related problems and concerns than their Christchurch counterparts. These problems and concerns relate predominantly to pressure on infrastructure at peak times due to increasing levels of tourist visitation.

4.3.4   Interaction Between Hosts and Guests

The nature of host-guest encounters is determined by the characteristics of the interacting individuals or groups, and by the conditions under which contact takes place. According to a UNESCO study (1976), the relationship between hosts and guests in destinations can be characterised by four major features. Firstly, they involve transitory relationships. Visitors are usually in a community for only a short period of time, so any interaction between hosts and guests has little chance to progress beyond casual and superficial levels. Secondly, there are temporal and spatial constraints to host-guest interaction. Visits are usually seasonal and non-repeated events, so the hospitality business often becomes exploitative to take advantage of this situation. Thirdly, with the development of mass tourism, host-guest meetings lack the spontaneity associated with individual schedules. Finally, when hosts and guests meet, it is generally an unequal and unbalanced experience. Hosts often feel inferior when they compare their situation to a visitor's apparent wealth and can become resentful at this contrast. Similarly, tourists may exhibit behaviour whilst on holiday that would be considered unacceptable in their home environment. This last point raises the question of whether or not tourist behaviour is typical of the tourist in their home environment. Inskeep (1991), in addressing this issue, states:

> *The tourists' culture is somewhat different from their home culture, with tourists feeling emancipated from their ordinary cultural bounds and adopting the symbols and behaviour patterns of a non-ordinary (sic) lifestyle. Tourists have fewer social constraints and typically feel less inhibited when travelling than they do in their home cultures, with some tourists seeking experiences that would not be socially accepted in their own cultures* (p. 367).

Respondents in the Christchurch and Akaroa telephone survey were asked to indicate how much 'overall contact' they had with visitors to their communities (see Table 17). In the case of Christchurch, 27 per cent (n = 106) of respondents indicated that they had "frequent" contact with visitors to the city. A further 40 per cent (n = 157) had contact "sometimes" and 32 per cent (n = 124) had contact either "rarely" or "never".

These findings, however, are significantly different (U = 12910.000, Z = -4.760, p < 0.001) to those for Akaroa. Specifically, 54 per cent (n = 51) of Akaroa respondents reported having "frequent" contact with visitors to the town. In addition, 30 per cent (n = 29) had contact "sometimes", while a further 16 per cent (n = 15) had contact either "rarely" or "never". These findings indicate that Akaroa residents are more likely to have a high frequency of contact with visitors than Christchurch residents.

Table 17
Overall, How Often Do You Have Contact With Visitors?

	Christchurch		Akaroa	
	Frequency	%	Frequency	%
Frequently	106	27	51	54
Sometimes	157	41	29	30
Rarely	105	27	13	14
Never	19	5	2	2
Total	**387**	**100**	**95**	**100**

Respondents were then asked to indicate the level of contact that they had with visitors during their favourite leisure or recreation activity. Unlike the findings above, there were no significant differences between the Christchurch and Akaroa samples. In the case of Christchurch, 51 per cent (n = 189) of respondents had such contact either "frequently" or "sometimes". Likewise, in the case of Akaroa, 50 per cent (n = 47) of respondents had contact with visitors either "frequently" or "sometimes" during their leisure or recreation time. Respondents were then asked evaluate whether this contact enhanced or detracted from their leisure and recreation experience (see Table 18). Overall, this contact appeared to enhance residents' leisure and recreation experience, with 60 per cent (n = 166) of Christchurch respondents, and 77 per cent (n = 40) of Akaroa respondents, reporting an enhanced experience. While Akaroa respondents are statistically more likely to report an enhanced leisure experience than Christchurch respondents (U = 6011.000, Z = -2.232, p = 0.026), these results indicate that residents from both communities are still able to enjoy pleasant and rewarding social experiences with visitors.

Table 18
Does Contact With Visitors Enhance Or Detract From Your Leisure Experience?

	Christchurch		Akaroa	
	Frequency	%	Frequency	%
Enhance	166	60	40	77
Detract	13	5	2	4
Neither enhance or detract	98	35	10	19
Total	**277**	**100**	**52**	**100**

Another interesting facet of the host-guest encounter relates to the characteristics, or types, of visitors to the destination area, and the relative 'difference' between these visitors and the host population. These differences can be something as obvious as the physical characteristics of

visitors (such as those that relate to race and ethnicity). Alternately, they can be manifested through the differences in behaviour or cultural norms of visitors. Consequently, international visitors are more likely to be identifiable, or visible, to the host population than is the case for domestic visitors. With this in mind, Christchurch and Akaroa residents were asked to identify types of visitors that they particularly liked. Interestingly, only a small proportion of residents were able to name specific types of visitors in response to this question. The most-commonly identified types of visitors that Christchurch residents particularly liked included "polite and appreciative tourists" (4%, n = 17), "Asians" (4%, n = 17) and "North Americans" (4%, n = 14). An overwhelming majority of Christchurch respondents (83%; n = 320) were unable to identify specific types of visitors that they particularly liked. Akaroa residents provided similar responses, with the most-commonly identified preferred types of visitors including "polite and appreciative tourists" (7%, n = 7) and "Europeans" (5%, n = 5). As was the case for Christchurch, the vast majority of Akaroa respondents (82%; n = 78) were unable to identify specific types of visitors that they particularly liked.

Respondents were then asked to identify specific types of visitors that they particularly disliked. The most-commonly reported types from the Christchurch sample included "Asians" (11%, n = 44) and "rude and pushy tourists" (8%, n = 32). Importantly, 78 per cent (n = 302) of Christchurch respondents were unable to name specific types of visitors that they particularly disliked. In the case of Akaroa, ten per cent (n = 10) of residents particularly disliked "rude and pushy tourists", while a further 6 per cent (n = 6) disliked "Asian" visitors. Over 68 per cent (n = 65) of Akaroa respondents were unable to identify specific types of visitors that they particularly disliked.

These findings suggest that local residents were largely unable to identify specific types of tourists that they particularly liked or disliked. However, relatively few type-specific 'likes' and 'dislikes' that were named by residents appear to be linked to the behavioural characteristics of visitors, with 'polite and appreciative tourists' and, alternately, 'rude and pushy tourists' being identified. This latter observation by respondents is, most likely, a function of the cultural differences that often exist between hosts and guests, particularly those experienced with visitors from Asia. For example, while some residents may consider the manner in which some Asian visitors behave in Christchurch and Akaroa as rude or 'pushy', these same behaviours may well be considered entirely acceptable and appropriate in their country of origin. However, while such cultural 'misunderstandings' are likely to be innocent and lacking intent, they are nonetheless regarded as a 'bugbear' for a number of residents. In addition to the above, respondents were also asked to indicate where they liked seeing and meeting visitors (see Table 19).

Table 19
Where Do Christchurch Residents Like Seeing and Meeting Visitors?

	Christchurch	
	Frequency	**%**
Arts Centre	42	12
In the city	39	11
Bars, cafes and restaurants	34	10
Botanical Gardens	24	7
Parks and reserves	16	4
In shops	6	2
Anywhere	6	2
Other	31	8
No place in particular	156	44
Total	**354**	**100**

As was the case with visitor types, a majority of Christchurch respondents (44%, n = 156) were unable to name specific locations. However, the most-commonly reported locations included the "Arts Centre" (12%, n = 42), "in the city" (11%, n = 39), "bars, cafes and restaurants" (10%, n = 34) and the "Botanical Gardens" (7%, n = 24). In the case of Akaroa, a much smaller proportion of respondents were unable to identify specific places they liked to see and meet visitors than was the case for Christchurch (see Table 20). Specifically, only 42 per cent (n = 40) of Akaroa respondents reported specific locations. However, the most-commonly identified locations included "bars, cafes and restaurants" (22%, n = 21), "on the waterfront" (15%, n = 14) and "in shops" (9%, n = 9).

Table 20
Where Do Akaroa Residents Like Seeing and Meeting Visitors?

	Akaroa	
	Frequency	**%**
Bars, cafes and restaurants	21	22
On the waterfront	14	15
In shops	9	9
Other	11	12
No place in particular	40	42
Total	**95**	**100**

In addition, respondents were asked to identify places were they particularly disliked seeing and meeting visitors. In the case of Christchurch, 88 per cent (n = 341) of respondents were unable to name any specific locations. Similarly, 86 per cent (n = 82) of Akaroa respondents were unable to identify specific locations where they disliked seeing and meeting visitors to the town. Interestingly, the specific locations identified by Christchurch residents included "places that give a poor impression of the city" (5%, n = 19), on "Port Hills' walkways" (1%, n = 4) and "in my neighbourhood" (1%, n = 4). In the case of Akaroa, most-commonly reported locations

included "on the road (driving)" (3%, n = 3) and "parking campervans at scenic locations" (2%, n = 2).

The results in this section show that respondents from both Christchurch and Akaroa have a high level of contact with visitors to their respective communities. Contact with visitors during leisure or recreation activities was found to enhance many residents' leisure experiences. This suggests that residents from Christchurch and Akaroa are largely able to enjoy pleasant and rewarding social experiences with visitors to their communities.

4.3.5 Adapting to tourism: lifestyle modification

The final set of questions asked in the Christchurch and Akaroa telephone survey was concerned with the ways in which tourism had caused residents to alter their lifestyle. Specifically, respondents were asked to state whether or not they had changed their shopping times, recreational and vacation patterns in order to avoid visitors to their locales. Residents were given the choice of three alternative responses: "often", "sometimes", or "never".

The results indicate that only four per cent (n = 15) of Christchurch respondents had changed their shopping times to avoid tourists either "often" or "sometimes". These figures are significantly less (U = 10693.000, Z = -10.709, p < 0.001) than those obtained from Akaroa respondents, of whom 43 per cent (n = 41) indicated that they had altered their shopping times either "often" or "sometimes" (see Table 21).

Table 21
Have You Ever Changed Your Shopping Times To Avoid Tourists?

	Christchurch		Akaroa	
	Frequency	%	Frequency	%
Often	1	1	22	23
Sometimes	14	3	9	20
Never	360	96	54	57
Total	**375**	**100**	**95**	**100**

Respondents were then asked to indicate if they had altered their local recreation patterns to avoid tourists (see Table 22). In the case of Christchurch, only five per cent (n = 17) of respondents had done so "often" or "sometimes". Once again, these figures are significantly less (U = 13920.5000, Z = -6.729, p < 0.001) than those reported by Akaroa residents, of whom 26 per cent (n = 25) had altered their recreation patterns "often" or "sometimes".

Table 22
Have You Ever Changed Your Local Recreation Patterns To Avoid Tourists?

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Often	1	1	7	7
Sometimes	16	4	18	19
Never	359	95	70	74
Total	**376**	**100**	**95**	**100**

The final question asked respondents to indicate if they had ever gone away at busy times to avoid tourists (see Table 23). In the case of Christchurch, eight per cent (n = 28) of residents had done so either "often" or "sometimes". This figure, as was the case for the two previous findings, is significantly less (U = 14361.500, Z = -5.411, p < 0.001) than was obtained from Akaroa respondents, of whom 27 per cent (n = 26) had gone away at busy times either "often" or "sometimes".

Table 23
Have You Ever Gone Away At Busy Times To Avoid Tourists?

	Christchurch		Akaroa	
	Frequency	**%**	**Frequency**	**%**
Often	3	1	1	1
Sometimes	25	7	25	26
Never	349	92	69	73
Total	**377**	**100**	**95**	**100**

Taken together, these findings suggest that Akaroa residents are more likely to alter some aspect of their everyday lives in response to tourism-related 'pressures' than their Christchurch counterparts. As was the case with a number of the findings contained within this chapter, this appears to be primarily a function of the different nature, or characteristics, of tourism in Christchurch and Akaroa. These characteristics are shaped by a number of factors, including physical setting and size and host-guest ratio (i.e., relative concentration of tourist numbers compared with residents).

4.4 Conclusion

This chapter has described how local residents view tourism in Christchurch and Akaroa (October 2002 – December 2002). Information from a variety of sources has been presented in an integrated fashion. Findings have been presented in two major sections: the first outlined a range of community characteristics; the second examined residents' perceptions of tourism. For the purposes of presentation, quantitative data obtained from a telephone survey of Christchurch and Akaroa residents have been used as the 'template' to this study, while the more qualitative findings arising from in-depth interviews have been added to provide clarification.

Overall, Christchurch residents appear to have a longer historical association with the local community than is the case for Akaroa residents, both in terms of length of residence and origin of birth. However, Akaroa residents appear to have a stronger economic link to the tourism industry. Specifically, Akaroa residents are more likely to be employed in tourism, and to have members of their household or family employed in tourism, than their Christchurch counterparts. The majority of respondents from both communities, however, reported hosting out-of-town visitors in their homes in the last 12 months. This suggests that Christchurch and Akaroa residents are likely to have experienced significant social contact with visitors during the last year, and as such signifies the possibility of residents holding an already-favourable disposition towards visitors. Following this, respondents identified specific features of their communities that they valued. For Christchurch residents, these included the relatively small size and unhurried lifestyle of the city, as well as the ease of access to the outdoors. For Akaroa residents, the town's natural setting, peacefulness and village atmosphere were valued highly.

Residents from Christchurch and Akaroa appear to be positive about tourism, with a majority of respondents indicating a desire for increased levels of tourism in their respective communities. This represents tacit approval of tourism as an acceptable part of the 'landscape' in both locations. Respondents were also able to readily identify a number of benefits from tourism, including increased economic activity, cultural interaction, employment opportunities and improved facilities for locals. In addition, respondents were able to identify a number of tourism-related problems and concerns, including increased congestion, strain on infrastructure, road safety issues and cultural 'clash'. A large proportion of respondents from both communities, however, were unable to identify specific problems or concerns. Interestingly, Akaroa residents were statistically more likely to identify specific tourism-related problems or concerns than Christchurch residents. Additional statistical analyses showed that responses to the question of problems or concerns were influenced by several factors, including length of residence, birthplace and employment in tourism.

There appears to be a degree of congruence between responses from Christchurch and Akaroa residents with respect to the relatively high level of contact that these locals have with visitors. This holds true for overall contact as well as for 'leisure-time' contact between hosts and guests. Akaroa residents are, however, more likely than Christchurch residents to report that contact during leisure activities enhances their recreation experience. Additionally, the majority of respondents from both communities were unable to identify types of visitors that they particularly liked or disliked, as well as specific places where they either enjoyed or disliked seeing and meeting visitors.

Finally, data relating to the adaptive behaviours of residents have been presented. These findings indicate that Akaroa residents are more likely than their Christchurch counterparts to have changed their shopping times, local recreation patterns and vacation patterns in order to avoid tourists in the town. The findings contained within this chapter clearly indicate that tourism has a very real influence upon the residents of Akaroa and, to a lesser extent, Christchurch. The strong sense of community evident in both locations is a fluid and negotiated concept, which is shaped and re-shaped by residents' experiences of tourism in their everyday lives. Moreover, tourism meanings, settings and activities are manifested in different ways for different residents, with locals' perceptions, expectations and adaptations all shaped according to the manner in which they experience tourism in their communities.

Chapter 5
Conclusions

5.1   Introduction

This study has reported on community responses to tourism in the city of Christchurch and the township of Akaroa (Canterbury, New Zealand). Specifically, it has examined residents' perceptions, expectations and adaptations to tourism at the local level and thus represents a supply-sided perspective on tourism in the Canterbury region. The research presented in this study forms part of a long-term programme of research on the social, economic and environmental effects of tourism in New Zealand. The overall purpose of this programme is to understand the effects of tourism on selected New Zealand destinations in order to report generally on the effects of tourism at the national and sub-national levels. The three previous New Zealand destinations examined as part of this programme include: Kaikoura (1998), Rotorua (2000) and Westland (2001). This chapter draws together the major findings of the study and indicates the reasons why tourism in Christchurch and Akaroa is generally well accepted by the resident population. Specifically, factors that contribute residents' perceptions, expectations and adaptations are presented, and differences (as well as similarities) between the responses obtained from the two study locations, are discussed. Finally, the policy implications associated with the findings of this study are outlined.

5.2   The Community and Tourism

Overall, residents of Christchurch and Akaroa appear positive about the role of tourism in their respective communities, and are supportive of an increase in the level of tourism development in the future. There are, however, some key differences in the response of residents from these two locations.

Christchurch has traditionally been a gateway for tourists, and most often as an exit point for tourists leaving the country. This is because of a recognised travel route for international visitors: entry at Auckland, travel though Rotorua, Christchurch, Queenstown/ Milford Sound before exiting the country at Christchurch. Therefore, Christchurch has been seen as either a gateway to the South Island or exit out of New Zealand. Recently, however, a great deal of effort has gone into trying to overturn that impression and to position the city as a destination in its own right (Preston, 1995). In reality, this has meant positioning Christchurch as a staging post for a number of other activities within the Canterbury region, including Akaroa, which can be accessed from the city. Although Christchurch has not had an historical involvement with tourism to the same degree as other New Zealand destinations (e.g., Rotorua), it now represents a significant destination in terms of both international and domestic visitor arrivals and visitor nights. The city maintains a relatively large permanent resident population because of its position as a major urban centre and associated presence of other large sectors in the Christchurch economy. Therefore, the city only relies partly on tourism and as such is an important reason why tourism has had, to date, a relatively low impact on the host community.

The large population size of the city, coupled with the presence of other significant contributing economic sectors, means that tourism in Christchurch is less visible, and thus somewhat removed from the community than is the case for Akaroa. In effect, Christchurch residents are able to go about their daily business without experiencing high levels of contact with visitors to the city. In addition, any contact between the host community and visitors to Christchurch is likely to occur in places where locals feel that they add colour and life to the city. In saying this, Christchurch residents are certainly aware of tourism as an important contributor to the local economy and source of employment for local residents. The overall response from Christchurch residents, however, suggests a degree of ambivalence to the potential effects that tourism can have on a host destination.

By comparison, Akaroa has had a relatively long association with tourism and historically has been a favoured destination of Christchurch residents. Unlike Christchurch, however, the density of visitors relative to the size of the local population is high, with Akaroa maintaining only a small permanent resident population. Because of its size, Akaroa is largely dependent upon tourism to provide the economic activity necessary to maintain the town and resident population. As a consequence, Akaroa residents' experience of tourism differs greatly to that of Christchurch residents. As such, Akaroa residents appear to possess a more pragmatic view of tourism's place in the community, and of its impact on their lifestyles than their Christchurch counterparts. For example, Akaroa residents are more likely than their Christchurch counterparts to have an economic attachment to tourism. As many of Akaroa's residents are employed in tourism, or have family members employed in tourism, they are acutely aware of the significant contribution the industry makes to the community as a whole. While this means that Akaroa residents, if by no other reason than self-interest, are accepting of tourism, it does not preclude them from holding strong views about the problems and concerns they have with the industry.

This position is compounded by the relatively small size of Akaroa's township, which means local residents have more frequent contact with visitors than do Christchurch residents. The high level of contact is, to a large extent, a consequence of the density of visitors relative to residents, and of the large proportion of Akaroa's commercial area given to tourism. Residents have no choice other than to mix and interact with visitors on a regular and frequent basis. However, the fact that many residents in the town have had to alter their shopping and recreation patterns, and in some cases moved away in order to avoid visitors is cause for concern. It is from these small inconveniences that the 'seeds of discontent' within the resident population can be sown, and the long-term sustainability of the industry threatened.

5.3   Policy Implications

The impacts of tourism development in Christchurch and Akaroa have potentially far-reaching consequences for the future cohesion of both communities. This is especially true for the town of Akaroa, whose relatively small size (in terms of population, ratings base and physical area) means that the local population experience the effects of tourism more acutely than their Christchurch counterparts.

Presently, both communities appear to be supportive of the tourism industry and the majority of community members see it as an important source of employment and new money into their local economies. There were, however, some dissenting voices with respect to the negative

impacts of tourism in the study locations. Specifically, residents' concerns centred on a loss of lifestyle characteristics such as peace and quiet (in Akaroa), and on a fear that tourism developments would occur at the expense of local residents' wants and needs. Therefore, if responding to local needs is considered important by local authorities, the economic benefits of tourism development in Christchurch and Akaroa should not be sought at the expense of threatening residents' lifestyles. While tourism development can serve as a catalyst for economic growth, the management of tourism in these locations should take account of inevitable changes in the dynamics and power relations within each host community.

Both Christchurch and Akaroa are currently experiencing a period of sustained growth in tourism activity, which is forecasted to continue well into the future. Although such growth is seen widely as an excellent opportunity for economic benefits to be accrued, Keller (1987) warns that tourism planners should be cautious of a fast rate of tourism development. While tourism development often involves local entrepreneurs on a small scale, as the industry grows there is a likelihood of externally owned and controlled operations setting up in the area to cater for the growing number of tourists. While such development can attract much needed capital investment, Keller (1987) argues that the use of local finance and labour resources should also be encouraged. Local tourism planners will therefore need to provide clear leadership and direction to achieve this goal.

There are clearly additional facilitation roles for the public sector if tourism is to benefit the communities of Christchurch and Akaroa as a whole. In particular, Christchurch and Canterbury Marketing Ltd. has an important role in facilitating a good level of co-operation into what is often a fragmented and competitive visitor industry. The maintenance of the current partnership between the public and private sectors will be important for the ongoing success of the industry. This is particularly important in this industry where networks are vital in helping tourism businesses to adapt quickly in what is a dynamic environment. In addition, as business opportunities, employment and community facilities are created in Christchurch and Akaroa, the Christchurch City Council and Banks Peninsula District Council have an important role in protecting residents' lifestyles, mainly through the provision of adequate infrastructure (e.g., water supply, sewage treatment and waste disposal) and other services. A balanced approach between implementing appropriate tourism planning policies and establishing clearer communication between community members is vital if sustainable tourism development is to be achieved in Christchurch and Akaroa.

5.4   Recommendations

The overall conclusion of this study is that tourism in Christchurch and Akaroa appears to be at a socially sustainable level at present. While future growth seems assured in the short-term, there are a number of challenges in maintaining the long-term acceptability of the sector for local residents. Accordingly, the findings in this study suggest the following recommendations:

- Although the current level of residents' satisfaction with tourism is high, Christchurch City Council and Banks Peninsula District Council should continue to increase communication with community groups (e.g., business and residents' associations). Improved communication will help to ensure that the needs and wishes of the local community are not overlooked, and

will assist all stakeholders in developing a shared tourism vision for Christchurch and Akaroa.

- Tourism management strategies should be integrated into the planning cycles of local government. This will help to ensure that additional visitor-created demands on amenities and infrastructure can be met at peak times. In order to achieve this, local government tourism planning should be strategic and co-ordinated with management efforts of other sectors and with community stakeholders. In addition, tourism planning should ensure tourism development respects the scale and character of the host location, while also providing for a quality visitor experience.

- Local government should continue to encourage local tourism-related initiatives and developments so as to ensure that benefits from tourism are retained within the community.

- Local authorities should monitor the social impacts of tourism development to ensure that the specific tourism-related problems and concerns are addressed. For example, road safety, pressure on car parking, litter, busier shopping areas and crowded recreation areas can quickly reduce local residents' acceptance of tourism. This is particularly important for destinations that experience a high density of tourists relative to residents (e.g., Akaroa).

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Christchurch/Akaroa Residents' Tourism Survey

Interviewer instructions appear in italics - please do not read these to the respondent.

Introduction

Hello. My name is _____, and I am working for Lincoln University. We are trying to find out what the local community thinks of tourism and the visitor industry in Christchurch/Akaroa.

To make sure that we have a random and balanced survey, I need to interview the person in your household (who is at home at the moment) who is 15 years or over and who has the next birthday. Is that you?

If not: May I speak to that person please? *(Repeat introduction if necessary)*

Is it convenient to ask you a few questions? This questionnaire takes about 10 minutes to complete and the answers are kept entirely confidential. We do not even need to know your name

If not: Is there a more suitable time when I could arrange to call you back?

Proceed . . .

If you feel that this person just needs some encouragement to participate:
[Your views are important. We are trying to get the views of many different types of people within the community, so it does not matter whether you feel that you have anything to do with visitors to the area or not. We would still like to hear what *you* think of tourism here in Christchurch/Akaroa]

Please note that this questionnaire is for people who reside in Christchurch/Akaroa and not for bachowners or owners of holiday homes who do not live in the area

Questionnaire number:	
Date:	
Time:	

This questionnaire is in 3 parts. You do not have to answer every question.

THE FIRST SECTION: asks some general questions about living and working in Christchurch/Akaroa

1) How long, in total, have you lived in Christchurch/Akaroa?

Years/ months
(delete one)

2) Were you born in Christchurch/Akaroa?

        1. Yes   *77. Unsure*

        2. No   *88. Not stated*

3) In which suburb or area do you live?

_____

4) What do you like about living in the Christchurch/Akaroa area?

ChCh1 _____

ChCh2 _____

ChCh3 _____

ChCh4 _____

5) In the last year, have you worked in any of the following jobs? – tell me as I read them out to you. ***Please ask the interviewee if they worked full-time (FT=1), part-time (PT=2), or casually (C=3) in any stated job.***

	#	Job Status
1. Accommodation (e.g., hotels, motels, backpackers, homestays)		
2. Transport (e.g., bus/ coach/ taxi driver)		
3. Restaurants/ cafes/ bars		
4. Travel agency/ information centre		
5. Tour guiding or tourist attractions		
6. Souvenir shops/ arts and craft shops		

7. None of the above

77. Unsure

88. Not stated

6) Does anyone else in you household or immediate family work in any of these tourism-related jobs that I just read out? *If no, go to Question 7.*

        1. Yes   *77. Unsure*

        2. No   *88. Not stated*

    b) *If yes,* **Did they work full-time** *(FT=1),* **part-time** *(PT=2),* **or casually** *(C=3)* **in these jobs?**

	Job Status
Person1	
Person2	
Person3	
Person4	

7) In the last 12 months, have you had any out-of-town visitors stay at your home?
If no, go to Question 8.

        1. Yes   *77. Unsure*

        2. No   *88. Not stated*

    b) *If yes,* **Were they international visitors or domestic visitors?**

    1. International   *77. Unsure*

    2. Domestic   *88. Not stated*

    3. Both international and domestic

THIS SECOND SECTION of the survey is designed to gauge your overall reactions to visitors and the tourism industry in Christchurch/Akaroa.

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8) In your opinion, what benefits (both for the community and/ or for yourself) are there from tourism and visitors in Christchurch/Akaroa? ***Record in order as spoken. Please ask interviewee if stated answer(s) represents a community benefit (C=1), a personal benefit (P=2), or both (B=3).***

	benefits?

9) ***In your opinion, what problems (both for the community and/ or for yourself) are caused by tourism and visitors in Christchurch/Akaroa?*** Record in order as spoken. Please ask interviewee if stated answer(s) represents a community problem (C=1), a personal problem (P=2), or both (B=3).

	e problem?

10)   Overall, do you think that the community, AS A WHOLE, benefits from tourism in Christchurch/Akaroa?

1. Yes	*77. Unsure*	
2. No *(specify below)*	*88. Not stated*	

If no, please ask interviewee to specify who (if anyone) benefits from tourism in Christchurch/Akaroa.

Who1	
Who2	
Who3	
Who4	

11)   What are your greatest concerns about tourism and visitors in Christchurch/Akaroa? ***You may have to use the following prompt: "Is there anything about tourism in Christchurch/Akaroa that you are particularly worried or concerned about?" If no concerns stated, go to Question 12.***

Con1	
Con2	
Con3	
Con4	

b) **Have you ever been concerned enough about these things to do something like write to a newspaper, or contact the council or an MP?**

1. Yes *(specify below)*   77. *Unsure*
2. No   88. *Not stated*

Act1 _____

Act2 _____

Act3 _____

Act4 _____

12)   Overall, on a scale from 1 to 4, how often do you meet or come into contact with tourists or visitors in Christchurch/Akaroa? 1 = never, 2 = rarely, 3 = sometimes, 4 = frequently. *If never, go to Question 15.*

1. Never   77. *Unsure*
2. Rarely   88. *Not stated*
3. Sometimes
4. Frequently

13)   **Using the same 4-point scale, how often do you meet or come into contact with tourists or visitors while you are doing your favourite leisure or recreation activity?** *Please ask interviewee to specify activity. If answer to this question is "never", please go to Question 15.*

1. Never   77. *Unsure*
2. Rarely   88. *Not stated*
3. Sometimes
4. Frequently

Activity _____

_____

_____

14)   **In general, does this contact with tourists detract from, or enhance, your leisure or recreation experience?**

1. Detract   77. *Unsure*
2. Neither detract nor enhance   88. *Not stated*
3. Enhance

15) Are there any places in Christchurch/Akaroa where you enjoy seeing and meeting tourists or visitors?

1. Yes *(specify below)*   **77. Unsure**
2. No   **88. Not stated**
3. No opinion

Enjoy1 _____

Enjoy2 _____

Enjoy3 _____

Enjoy4 _____

16) Are there any places in Christchurch/Akaroa where you would prefer not to see and meet tourists or visitors?

1. Yes *(specify below)*   **77. Unsure**
2. No   **88. Not stated**
3. No opinion

Dislike1 _____

Dislike2 _____

Dislike3 _____

Dislike4 _____

17) Are there any types of tourists or visitors that you particularly like or dislike?

Like1 _____

Like2 _____

Dislike1 _____

Dislike2 _____

18) On a scale from 1 to 5, how would you describe the current level of tourism in Christchurch/Akaroa? 1 = very low, 3 = moderate, 5 = very high.

1. Very low   *77. Unsure*
2. Low   *88. Not stated*
3. Moderate
4. High
5. Very high

19) **Where would you place yourself on the following 5-point scale? One (1) means that "there is far too much tourism now", 3 means that 'there is about the right level of tourism now', and 5 means that "we could do with a lot more tourism".**

1. There is far too much tourism now   *77. Unsure*
2. Less tourism   *88. Not stated*
3. There is about the right level of tourism now
4. More tourism
5. We could do with a lot more tourism

20) **The next few questions use a 3-point scale: never, sometimes, or often.**

1. Never   *77. Unsure*
2. Sometimes   *88. Not stated*
3. Often

Have you ever…?

a. Have you ever changed your shopping times to avoid tourists or visitors?

b. Have you ever changed your local recreation patterns to avoid tourists or visitors?

c. Have you ever gone away at busy times to avoid tourists or visitors in Christchurch/Akaroa?

d. Do you ever take 'out-of-town' visitors to local Christchurch/Akaroa attractions? (*If yes, please specify below*)

e. Do you ever go to local Christchurch/Akaroa attractions without visitors?

Loc1 _____

Loc2 _____

Loc3 _____

Loc4 _____

THE QUESTIONS IN THIS FINAL SECTION will allow us to check that we have a good cross-section of the community. Some of these questions are personal, but remember that your answers will be kept confidential and you will remain anonymous.

---

21) What is your gender? *You should be able to answer this question yourself without having to ask the interviewee.*

1. Male   *77. Unsure*
2. Female   *88. Not stated*

22) **What age group are you in? – tell me when I reach your age group**

1. 15-19
2. 20-24
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45-49

8. 50-54
9. 55-59
10. 60-64
11. 65 and over

77. Unsure
88. Not stated

23) **What is your ethnicity?** *You may have to select the category that best describes the interviewee's stated ethnicity.*

1. European New Zealander
2. Maori *(please state iwi)* _____
3. Pacific Islander
4. Asian
5. Other *(please state)* _____

77. Unsure
88. Not stated

24) **What is your employment status?** *You may have to prompt for response.*

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Unemployed and actively seeking work
5. Not in the labour force (incl. retired)

77. Unsure
88. Not stated

25) **In the last year, what was your personal income group? – tell me when I reach your income group** *(Gross income)*

1. Nil income or loss
2. $1-5,000
3. $5,001-10,000
4. $10,001-15,000
5. $15,001-20,000
6. $20,001-25,000
7. $25,001-30,000
8. $30,001-40,000

9. $40,001-50,000
10. $50,001-70,000
11. $70,001-100,000
12. $100,001 and over

77. Unsure
88. Not stated

26) **Another part of this study is concerned with face-to-face interviews with Christchurch/Akaroa residents. Would you be willing to participate in a short follow-up interview at a later date? This would take 20-25 minutes to complete, and would based on the responses you have provided in this questionnaire. A random sample of people who agree to be interviewed will be selected and then contacted accordingly. This interview will take place within the next four weeks.**

1. Yes	*77. Unsure*
2. No	*88. Not stated*

If yes, **What is you name and contact phone number?**

Name: _____

Contact phone number(s): _____

_____

Thank you for your time and co-operation. Goodbye.

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