

Cook Islands Community Attitudes Towards Tourism

NZTRI

7 January 2019

Introduction

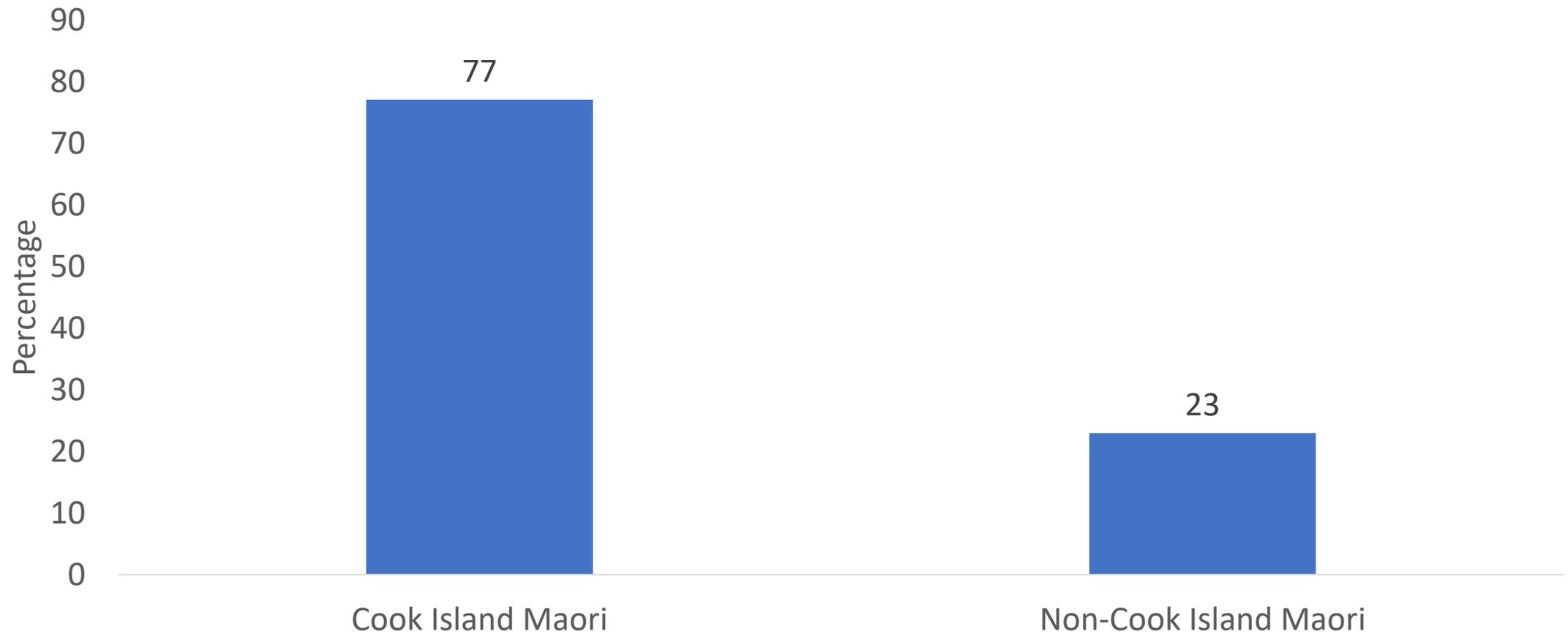
- The *Cook Islands Community Attitudes Towards Tourism Survey* explores the relationships between community and tourism from a number of perspectives including: economic, cultural, environmental and in terms of general quality of life.
- Online data collection was run with the support of Cook islands Tourism and Telecommunications provider Bluesky. The survey ran from 26 September to 10 December 2018. Nine hundred responses were collected. Based on the total population aged over 15 (2016 census) of 13,138 the sample size is estimated to be approximately 7% (NB for ethical reasons the survey only targeted those aged 18 and over).
- The data is analysed and compared with a focus on the following variables: (1) Cook Island Maori and Non-Cook Island Maori; (2) Age groups; (3) Island of residence (Rarotonga and Aitutaki); and (4) employment type (tourism sector and non-tourism sector).



Respondent Characteristics

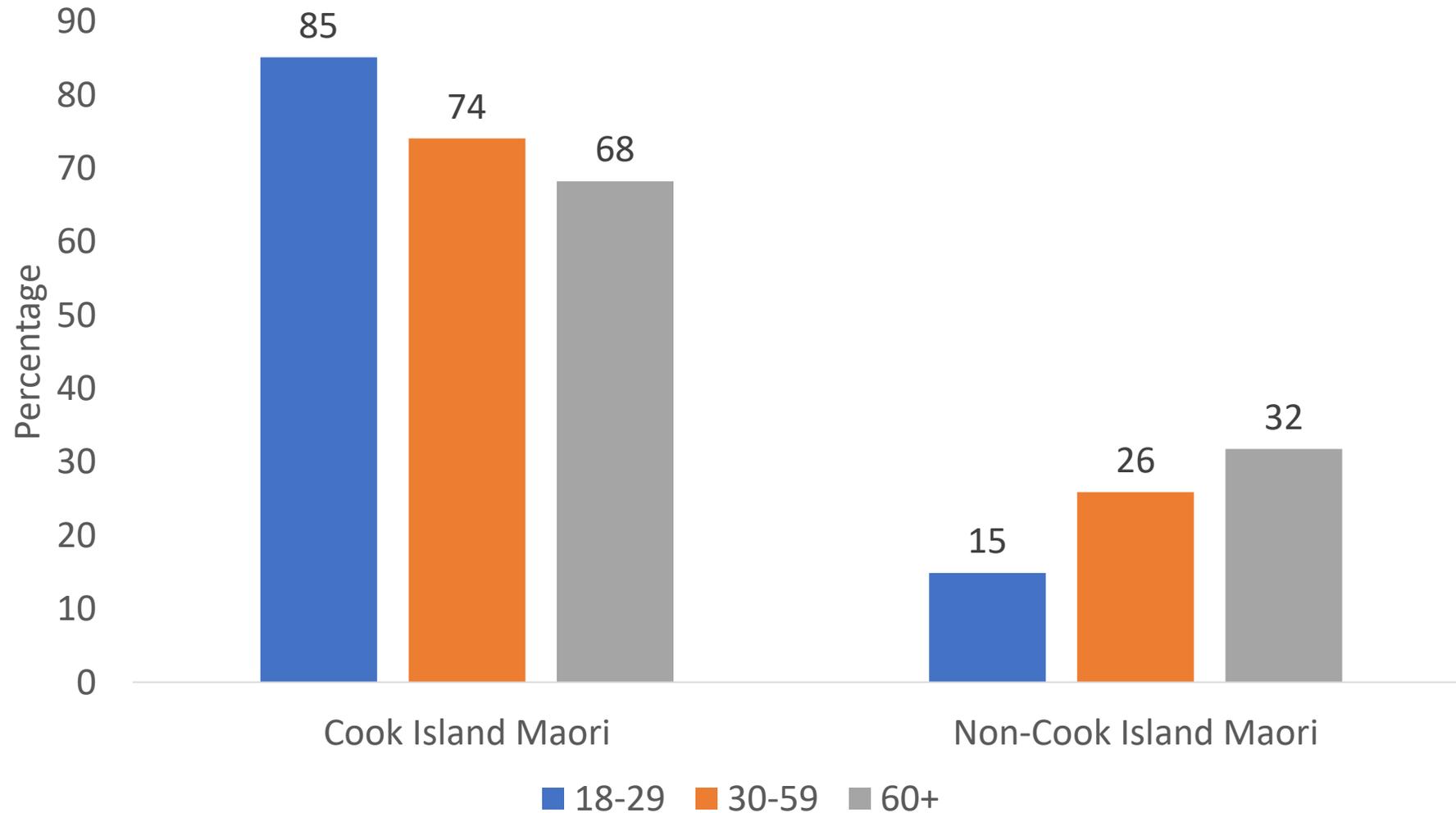


Which of the following best describes you?



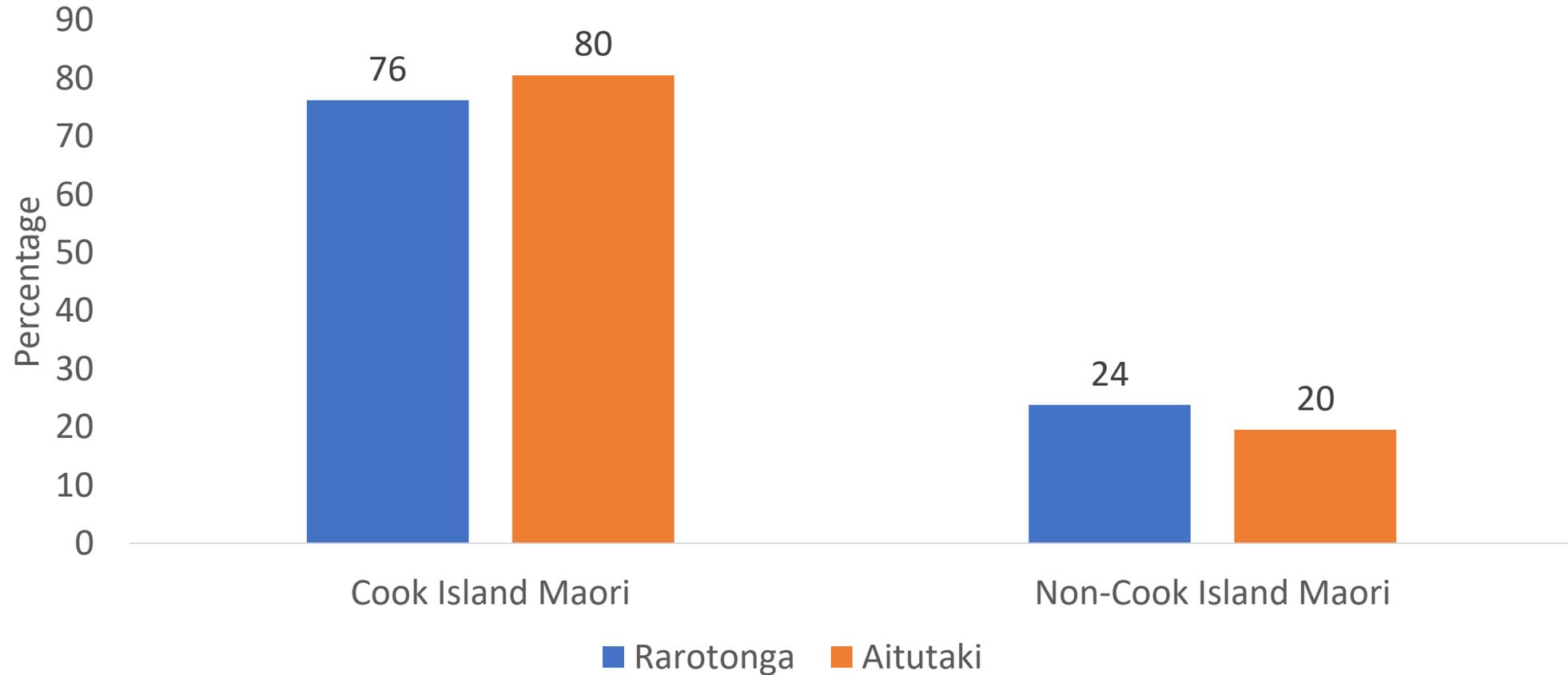
Which of the following best describes you?

Age group by CIM/Non CIM



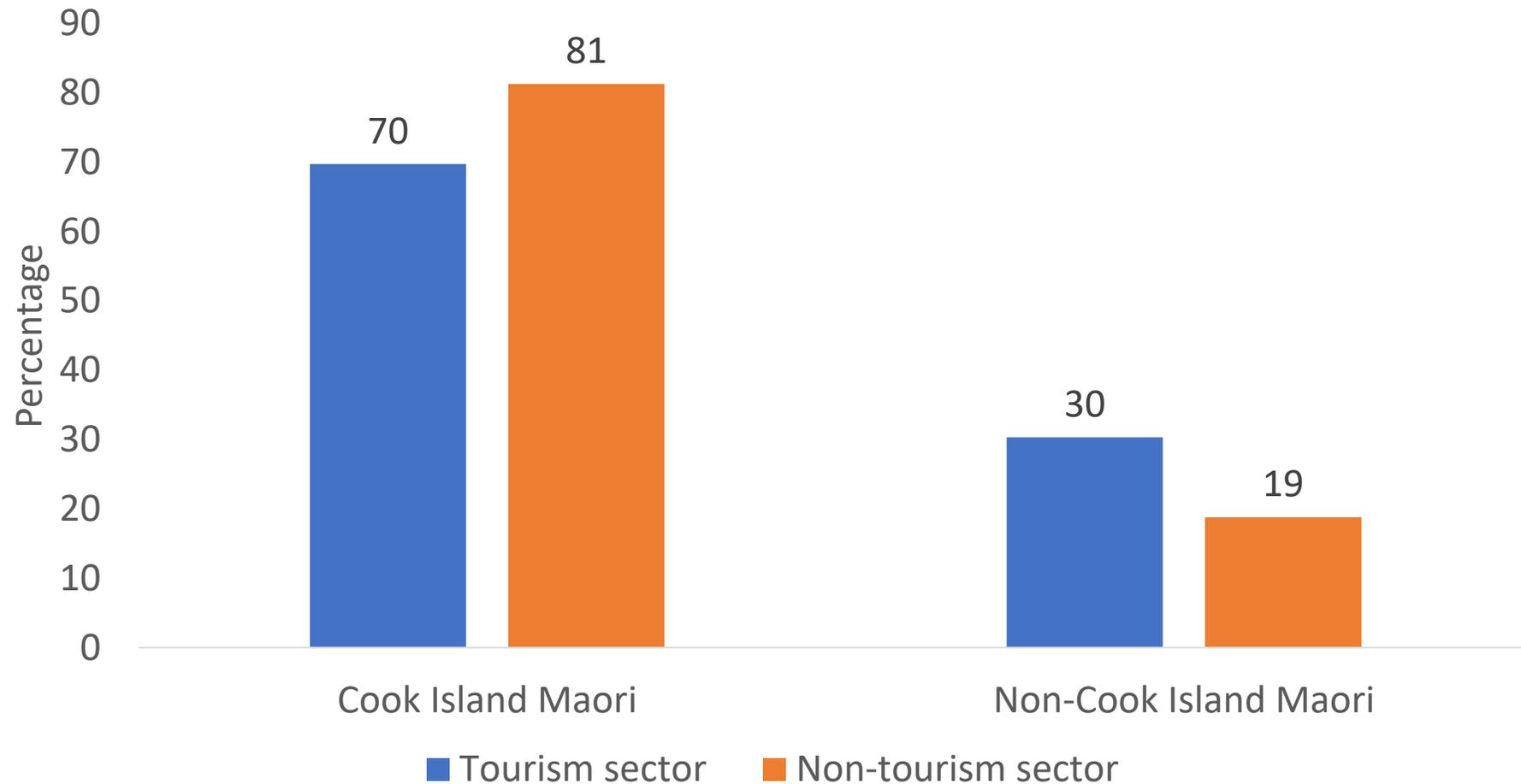
Which of the following best describes you?

Rarotonga / Aitutaki by CIM/Non CIM



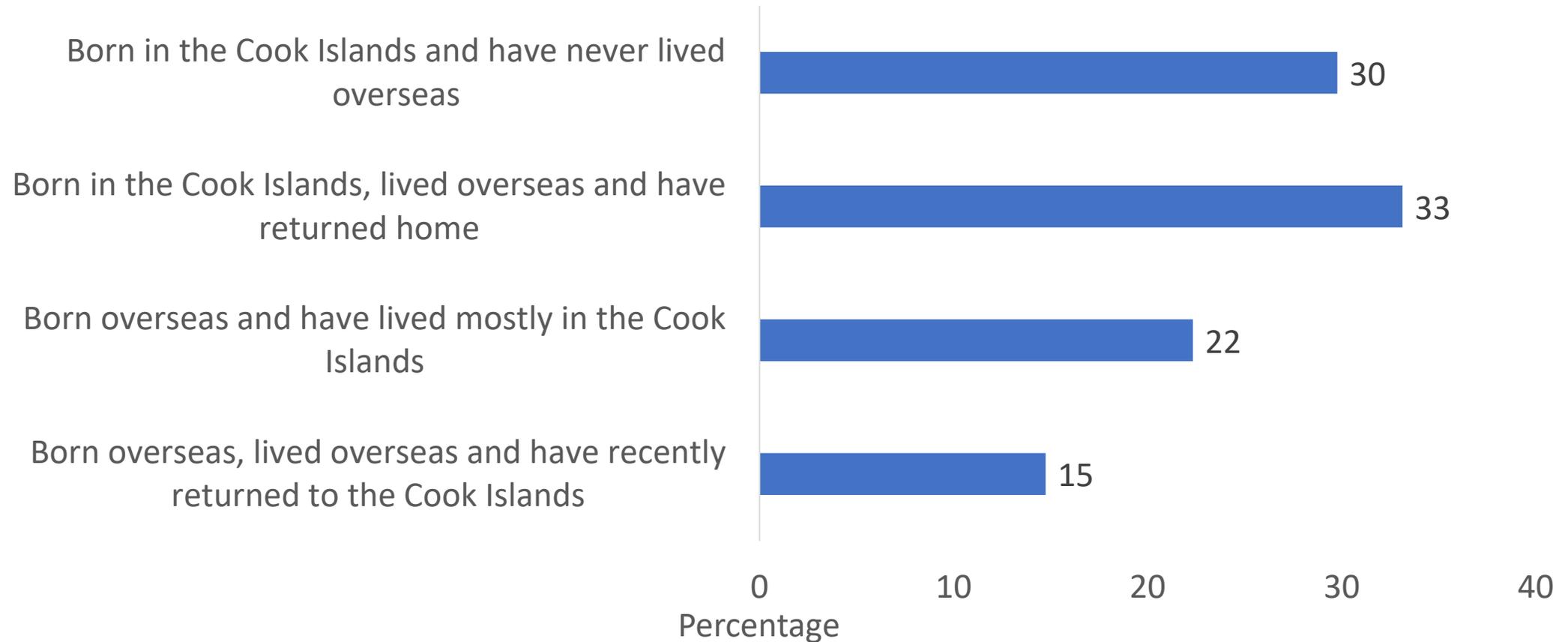
Which of the following best describes you?

Tourism / Non-tourism by CIM/Non CIM



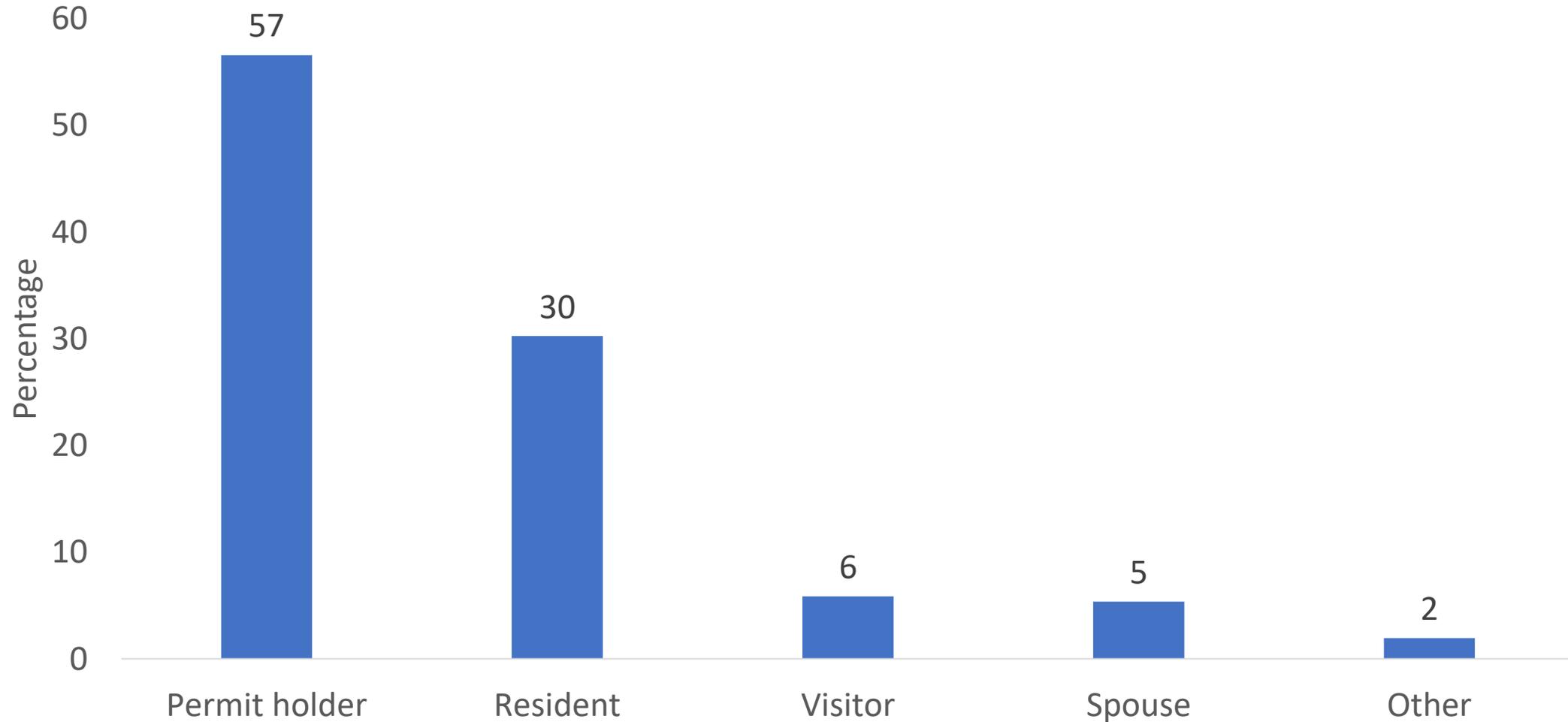
Which of the following best describes you?

Cook Island Maori

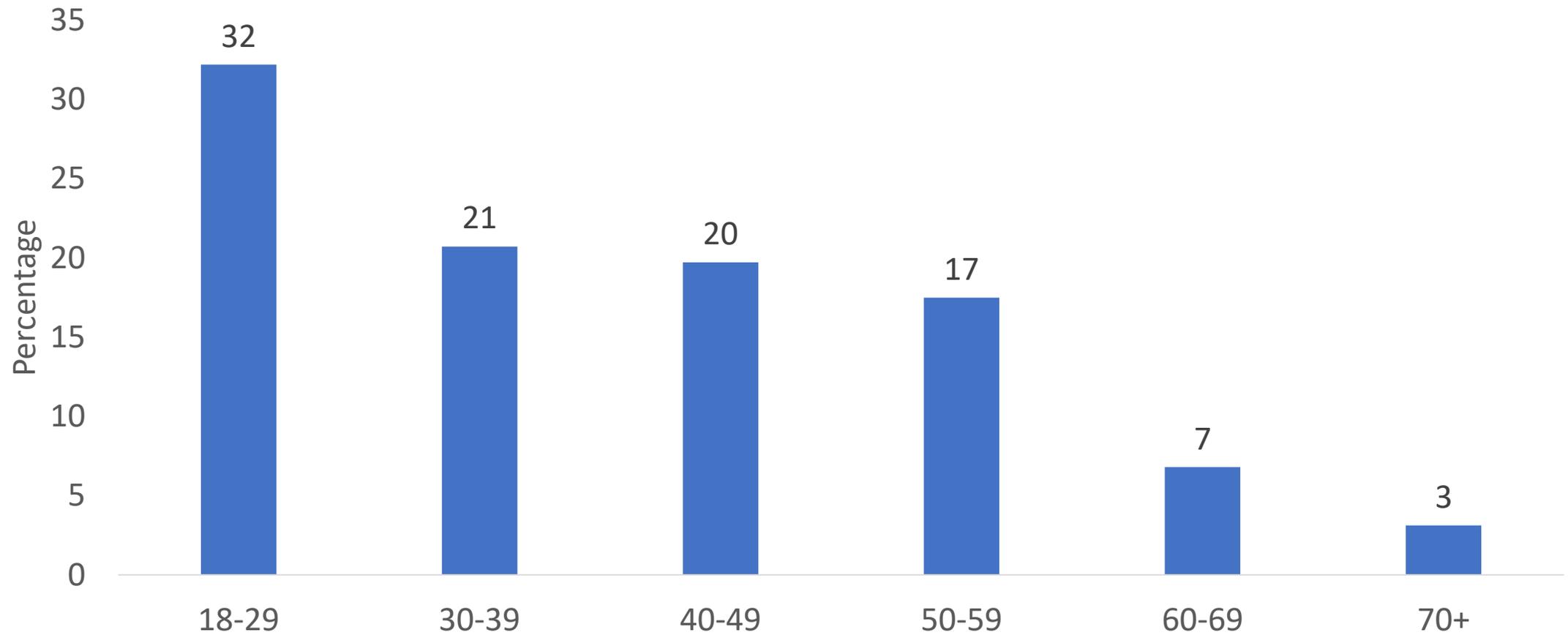


Which of the following best describes you?

Non-Cook Island Maori

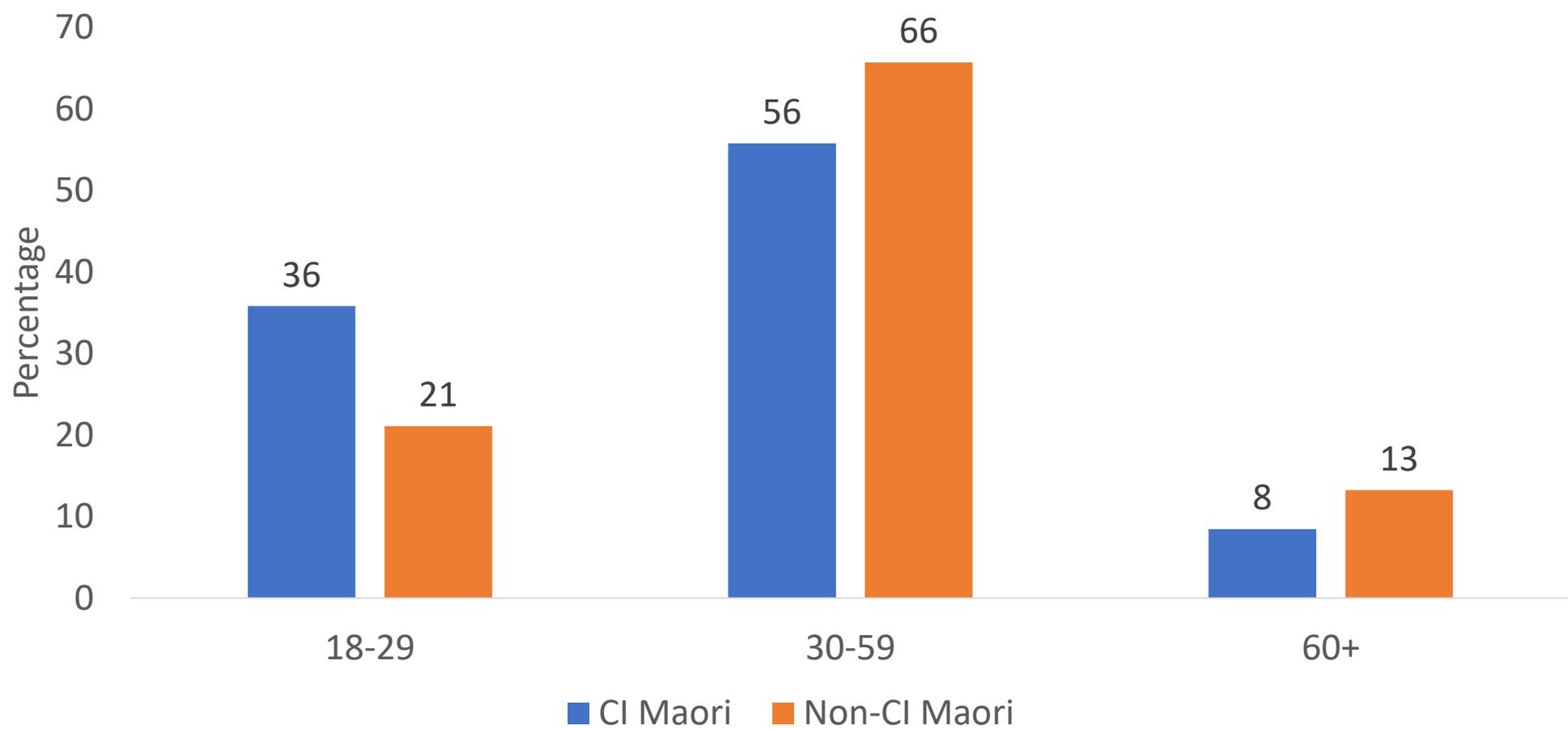


Which age group are you in?



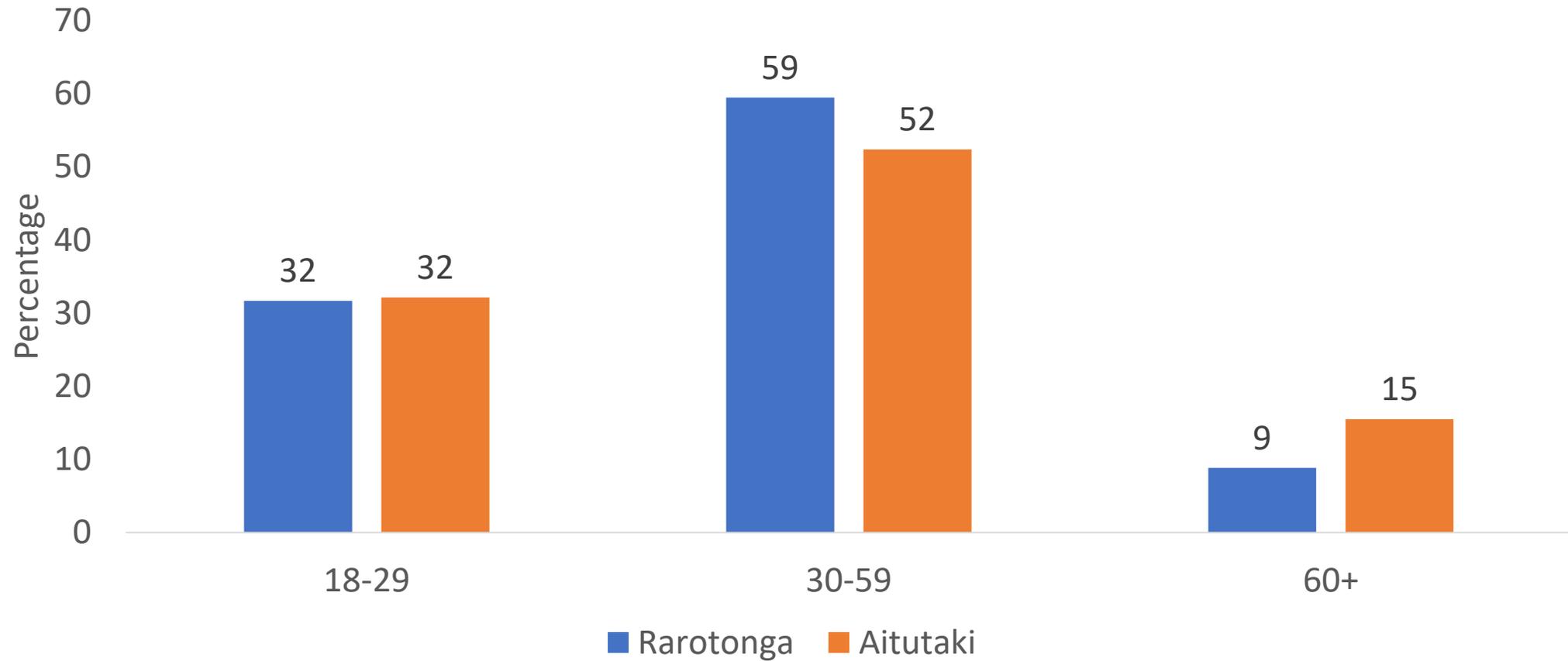
Which age group are you in?

CI Maori / Non-CI Maori



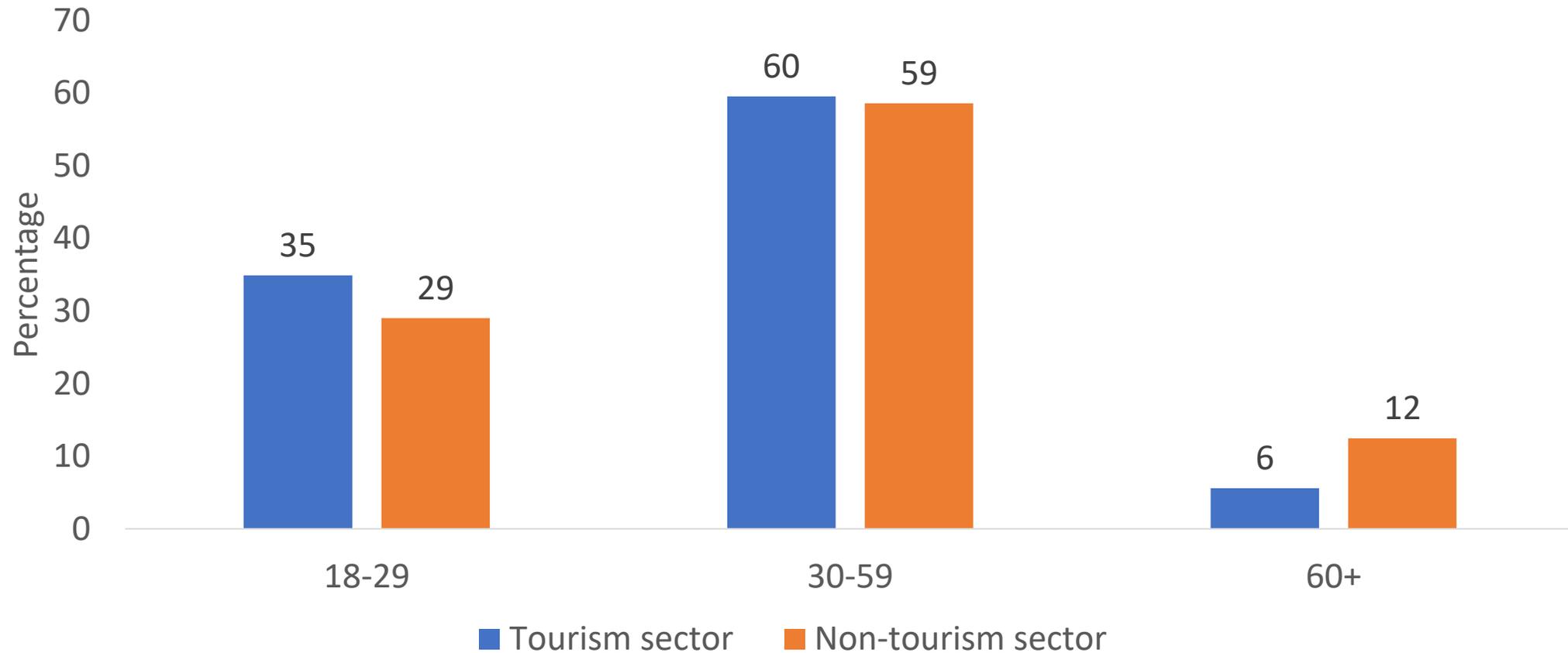
Which age group are you in?

Rarotonga / Aitutaki

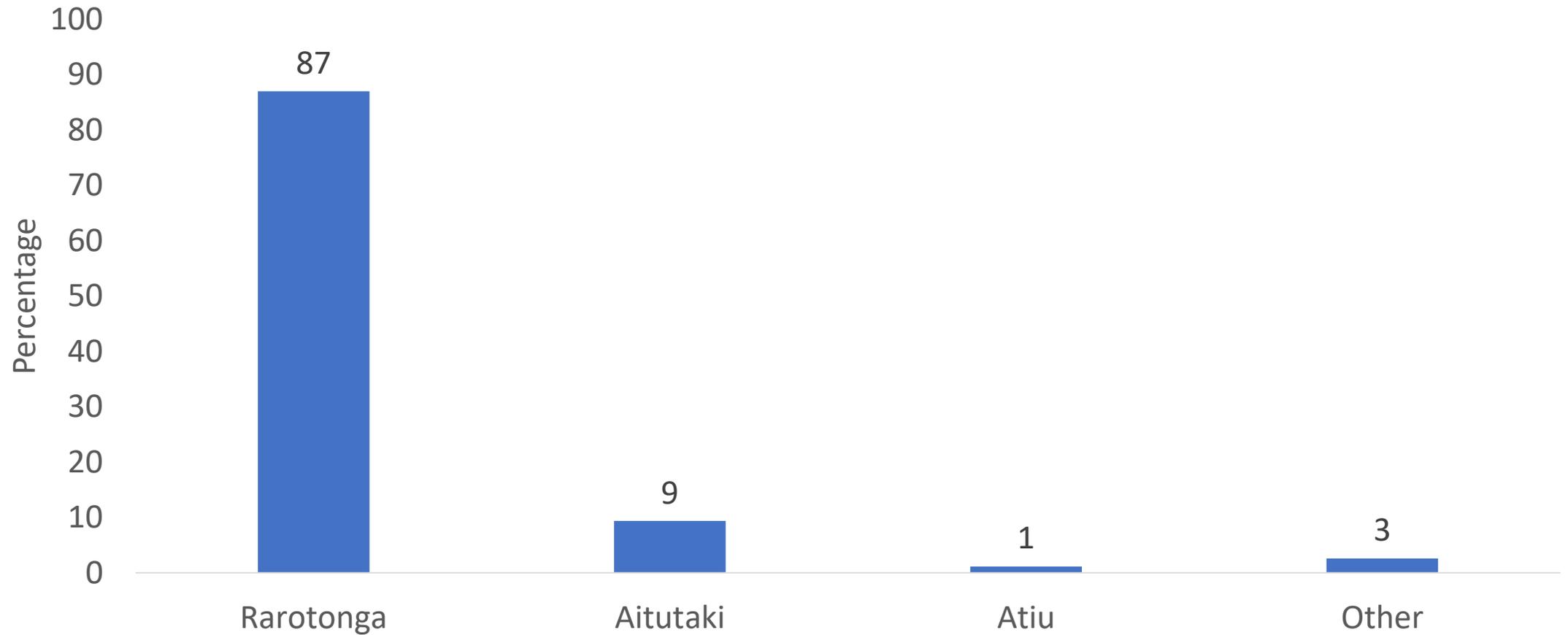


Which age group are you in?

Tourism / Non-tourism

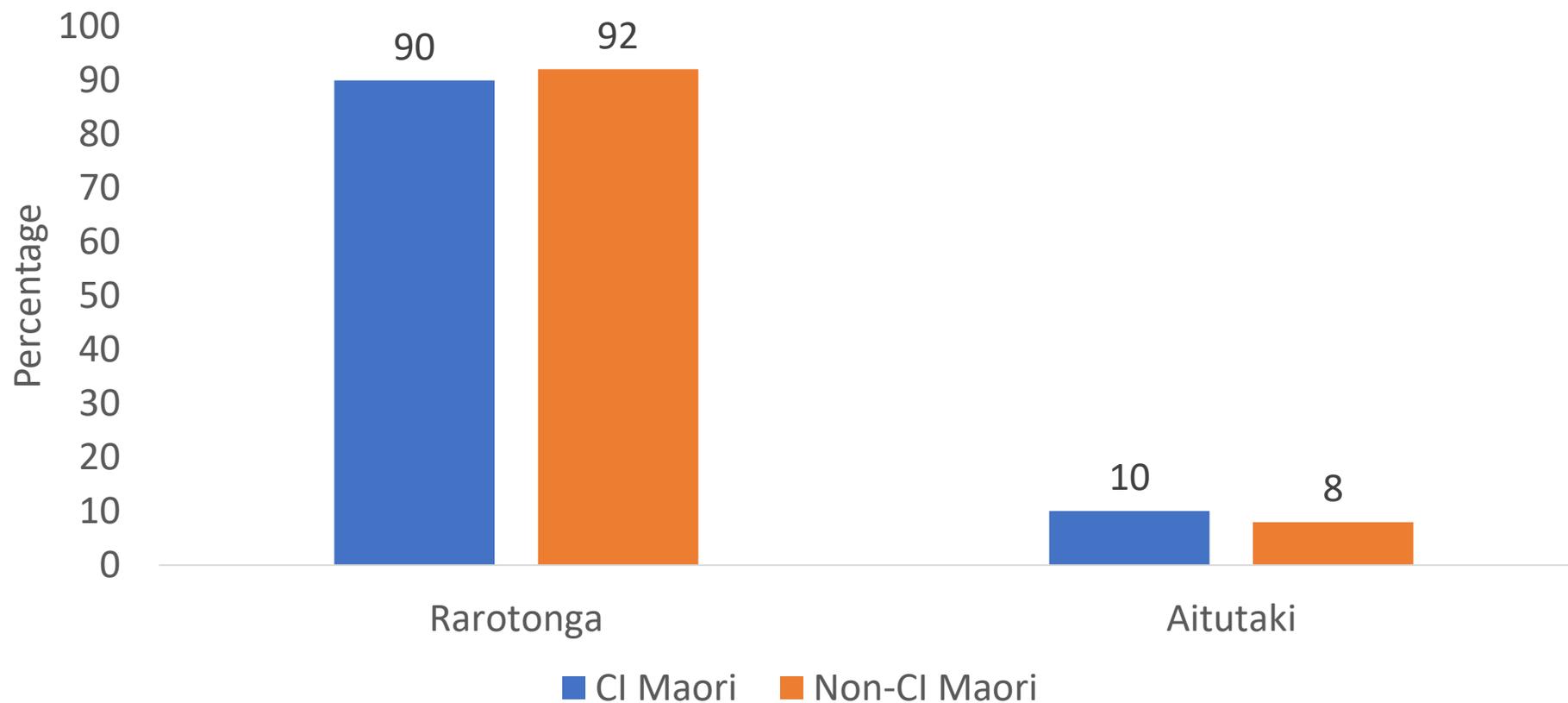


Where do you live in the Cook Islands?



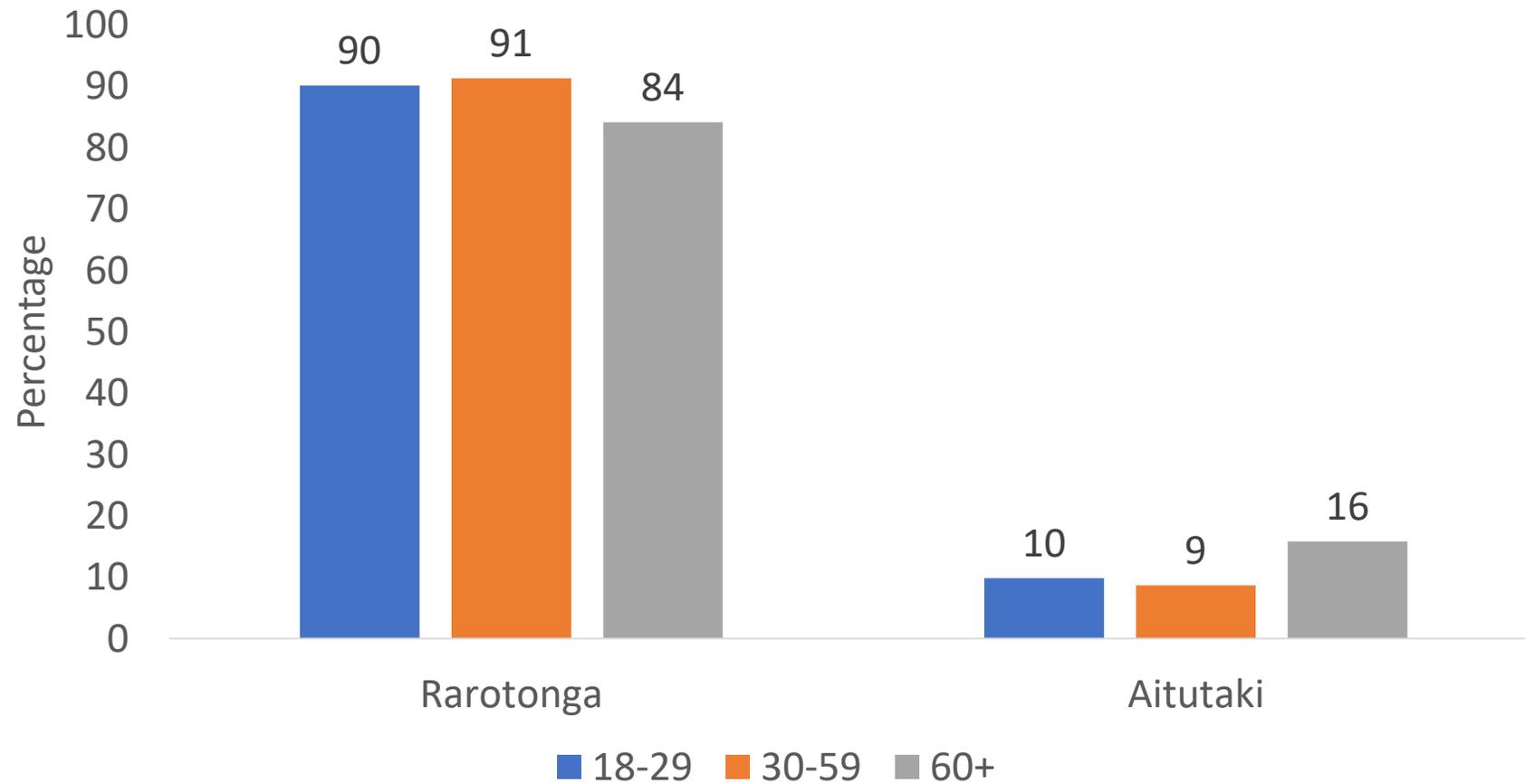
Where do you live in the Cook Islands?

CI Maori / Non-CI Maori



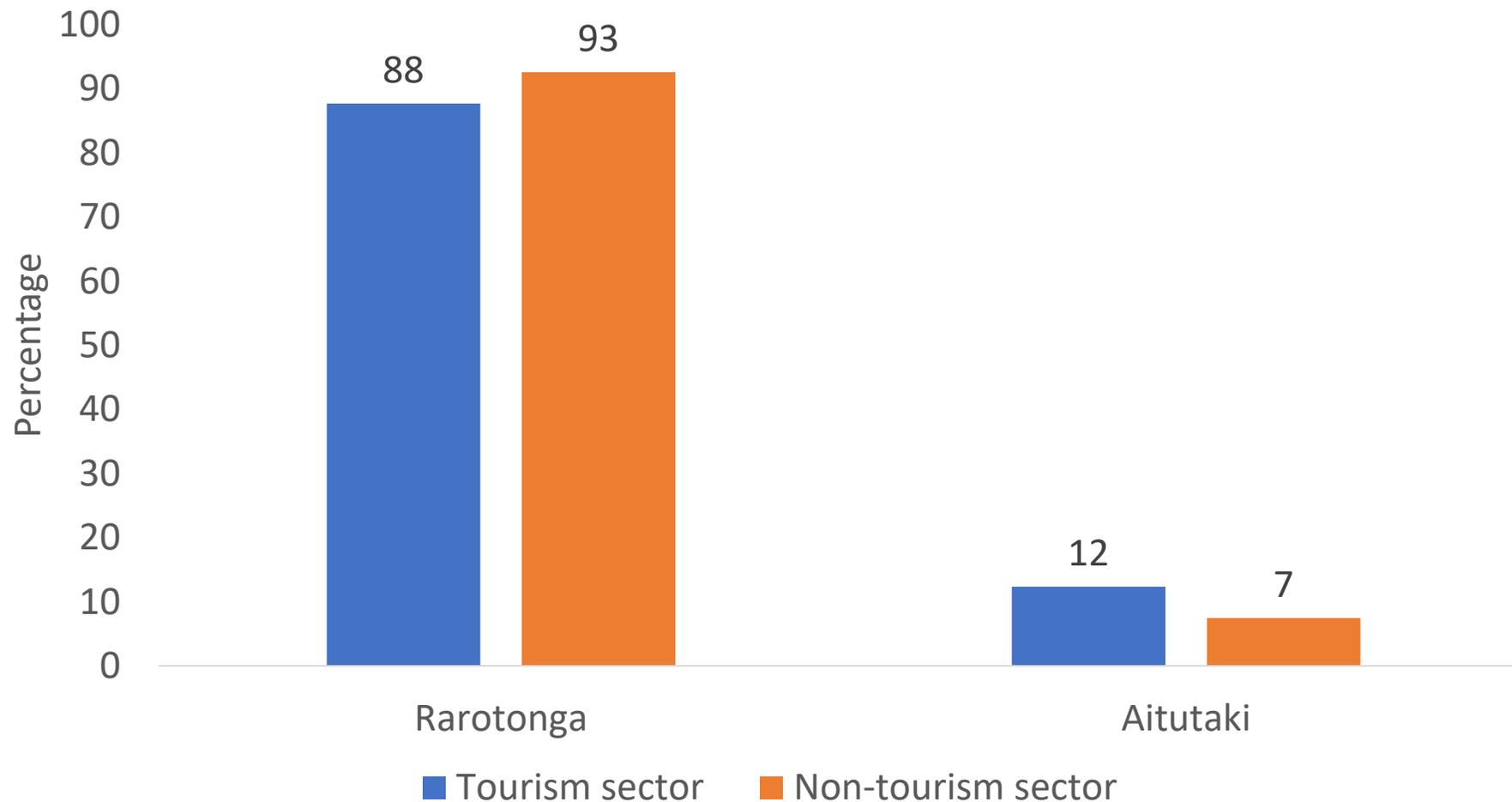
Where do you live in the Cook Islands?

Age group



Where do you live in the Cook Islands?

Tourism / Non-tourism



Which village do you live in?

**Rarotonga Island
(n=789)**

Village	Frequency	Percentage (%)	Islands
Arorangi	154	20	Rarotonga
Tupapa	136	17	Rarotonga
Nikao	95	12	Rarotonga
Titikaveka	82	10	Rarotonga
Matavera	71	9	Rarotonga
Takuvaine	34	4	Rarotonga
Ngatangia	28	4	Rarotonga
Muri	26	3	Rarotonga
Avatiu	24	3	Rarotonga
Avarua	21	3	Rarotonga
Ruatonga	13	2	Rarotonga
Vaimaanga	13	2	Rarotonga

Which village do you live in?

**Rarotonga Island
(n=789)**

Village	Frequency	Percentage (%)	Islands
Tikioki	12	2	Rarotonga
Tutakimoa	12	2	Rarotonga
Rutaki	11	1	Rarotonga
Atupa	8	1	Rarotonga
Aroa	6	1	Rarotonga
Pokoinu	6	1	Rarotonga
Avana	4	1	Rarotonga
Puaikura	4	1	Rarotonga
Teimurimotia	4	1	Rarotonga
Kavera	3	0	Rarotonga
Ruaau	3	0	Rarotonga
Kikii	2	0	Rarotonga

Which village do you live in?

**Rarotonga Island
(n=789)**

Village	Frequency	Percentage (%)	Islands
Maraerenga	2	0	Rarotonga
Panama	2	0	Rarotonga
Takamoa	2	0	Rarotonga
Vaka Puaikura	2	0	Rarotonga
Rarotonga	1	0	Rarotonga
Takitumu	1	0	Rarotonga
Tauae	1	0	Rarotonga
Te Au O Tonga	1	0	Rarotonga
Te Rua O te Tonga	1	0	Rarotonga
Tepuka Nikao	1	0	Rarotonga
Tiare Village	1	0	Rarotonga
Tukavaine	1	0	Rarotonga
Viammanga	1	0	Rarotonga

Which village do you live in?

**Aitutaki Island
(n=82)**

Village	Frequency	Percentage (%)	Islands
Amuri	25	30	Aitutaki
Nikaupara	12	15	Aitutaki
Vaipae	11	13	Aitutaki
Arutanga	10	12	Aitutaki
Vaipeka	6	7	Aitutaki
Tautu	5	6	Aitutaki
Ureia	4	5	Aitutaki
Reureu	3	4	Aitutaki
Aratea	2	2	Aitutaki
Takapora	2	2	Aitutaki
Auroral	1	1	Aitutaki

Which village do you live in?

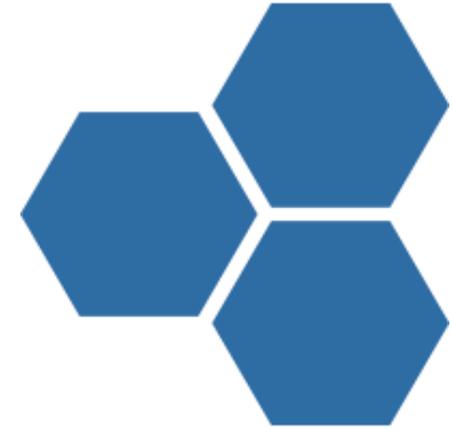
**Atiu Island
(n=6)**

Village	Frequency	Percentage (%)	Islands
Teenui	3	50	Atiu
Mapumai	2	33	Atiu
Areora	1	17	Atiu

Which village do you live in?

**Other Islands
(n=16)**

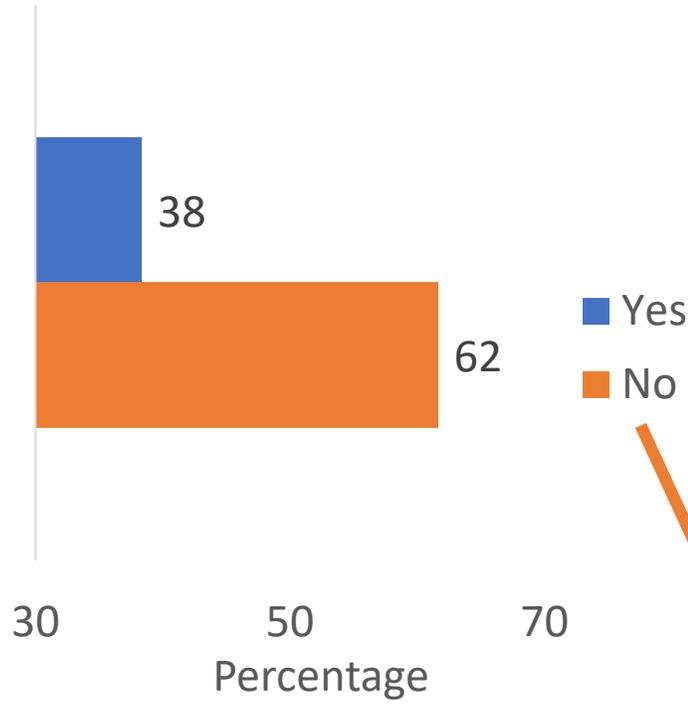
Village	Frequency	Percentage (%)	Islands
Oneroa	3	19	Mangaia
Tamarua	3	19	Mangaia
Omoka	2	13	Penrhyn
Tauhunu	2	13	Manihiki
Atai	1	6	Mitiaro
Kimiangatau	1	6	Akatokamanava
Makatea	1	6	Mauke
Manureva	1	6	Suwarrow
Oiretumu	1	6	Mauke
Purapoto Village	1	6	Rakahanga



Community Linkages to Tourism

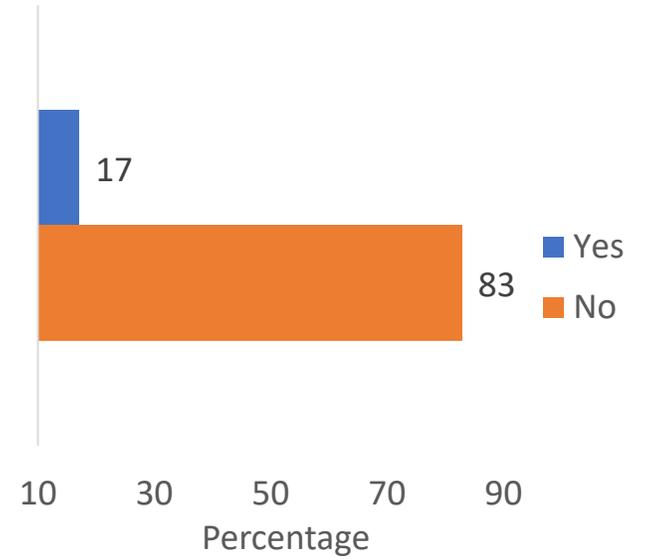


Do you work in or own a business in the tourism sector?



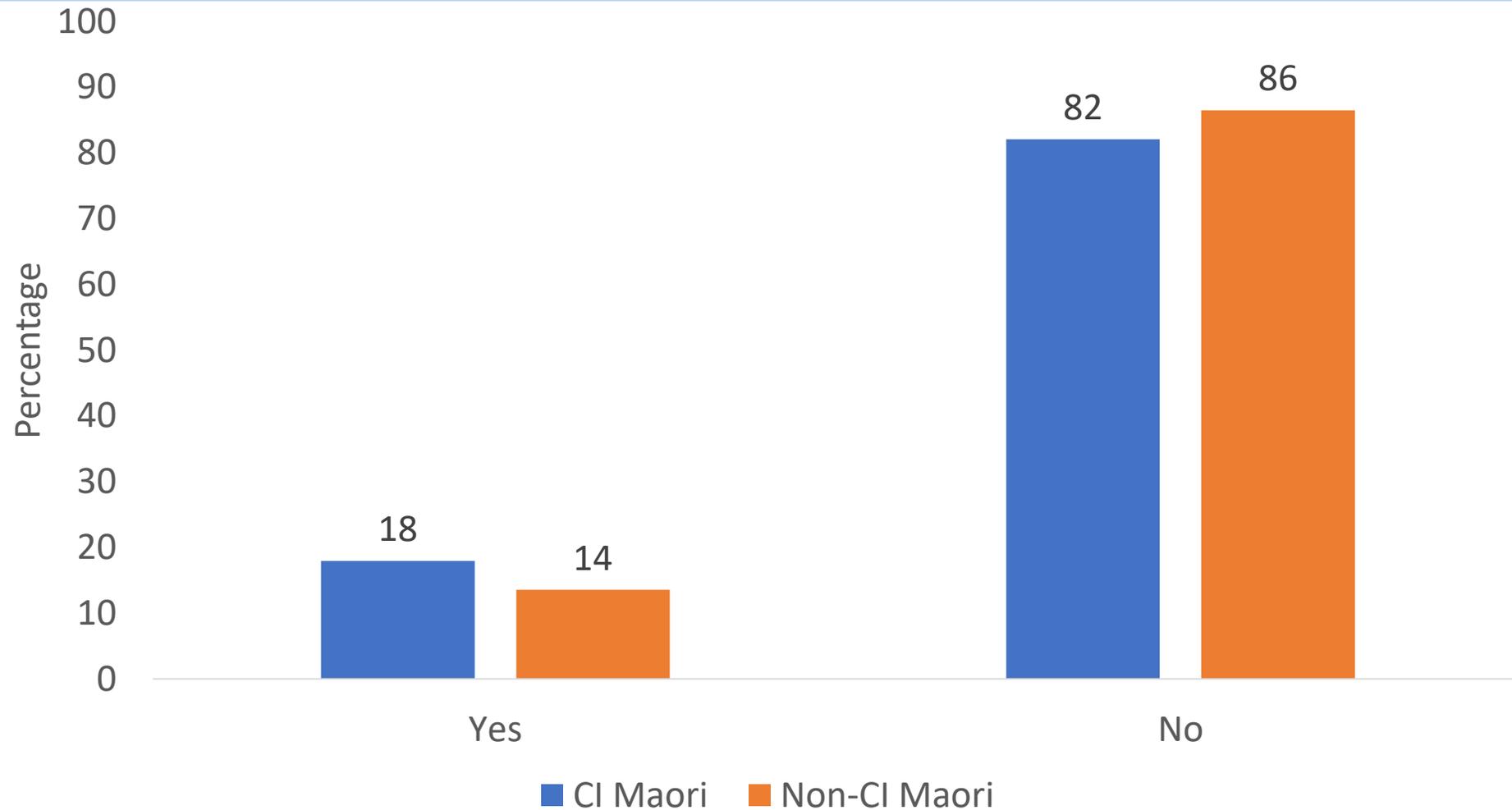
If responded NO

Do you get any income from tourism?



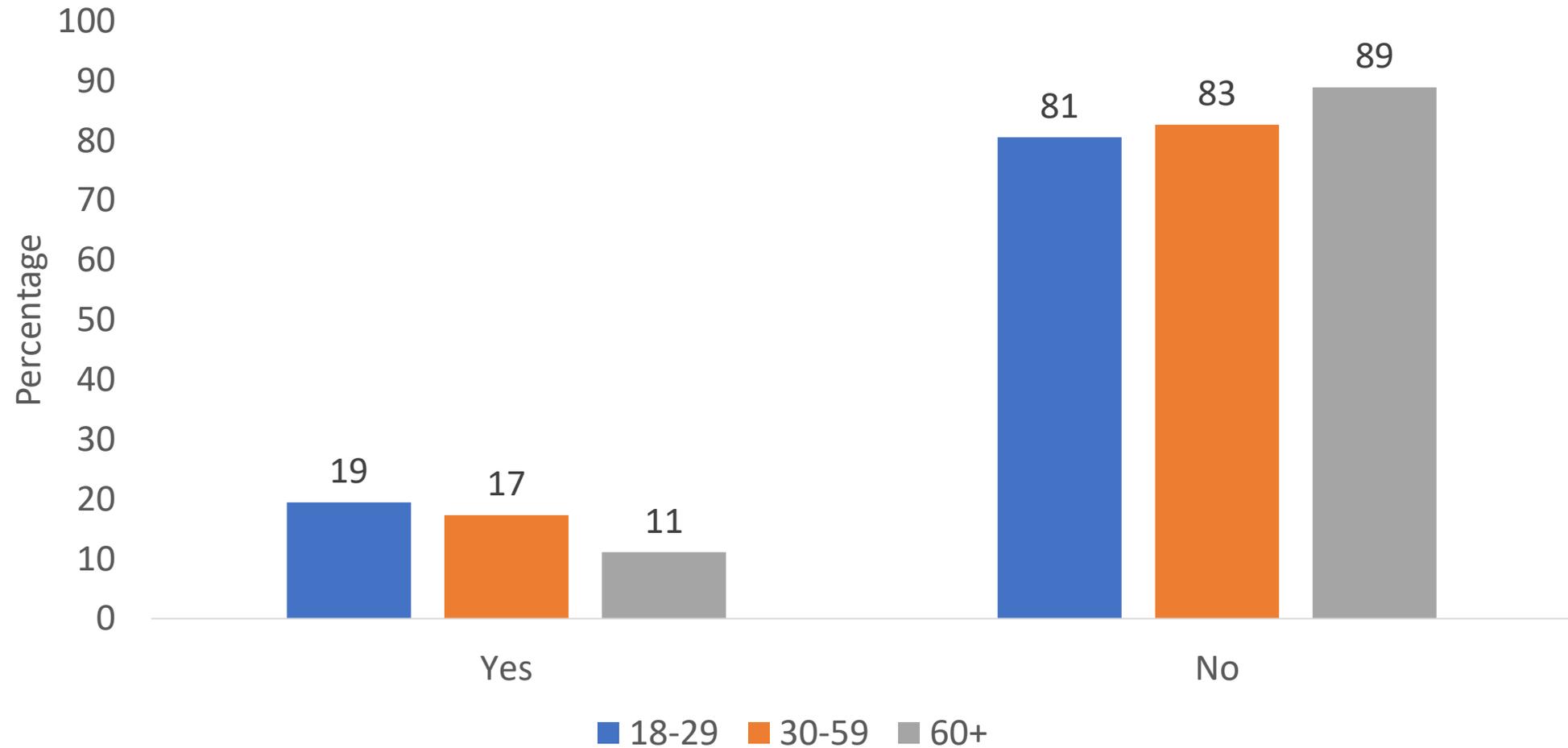
Do you get any income from tourism (those not working in tourism)?

CI Maori / Non-CI Maori



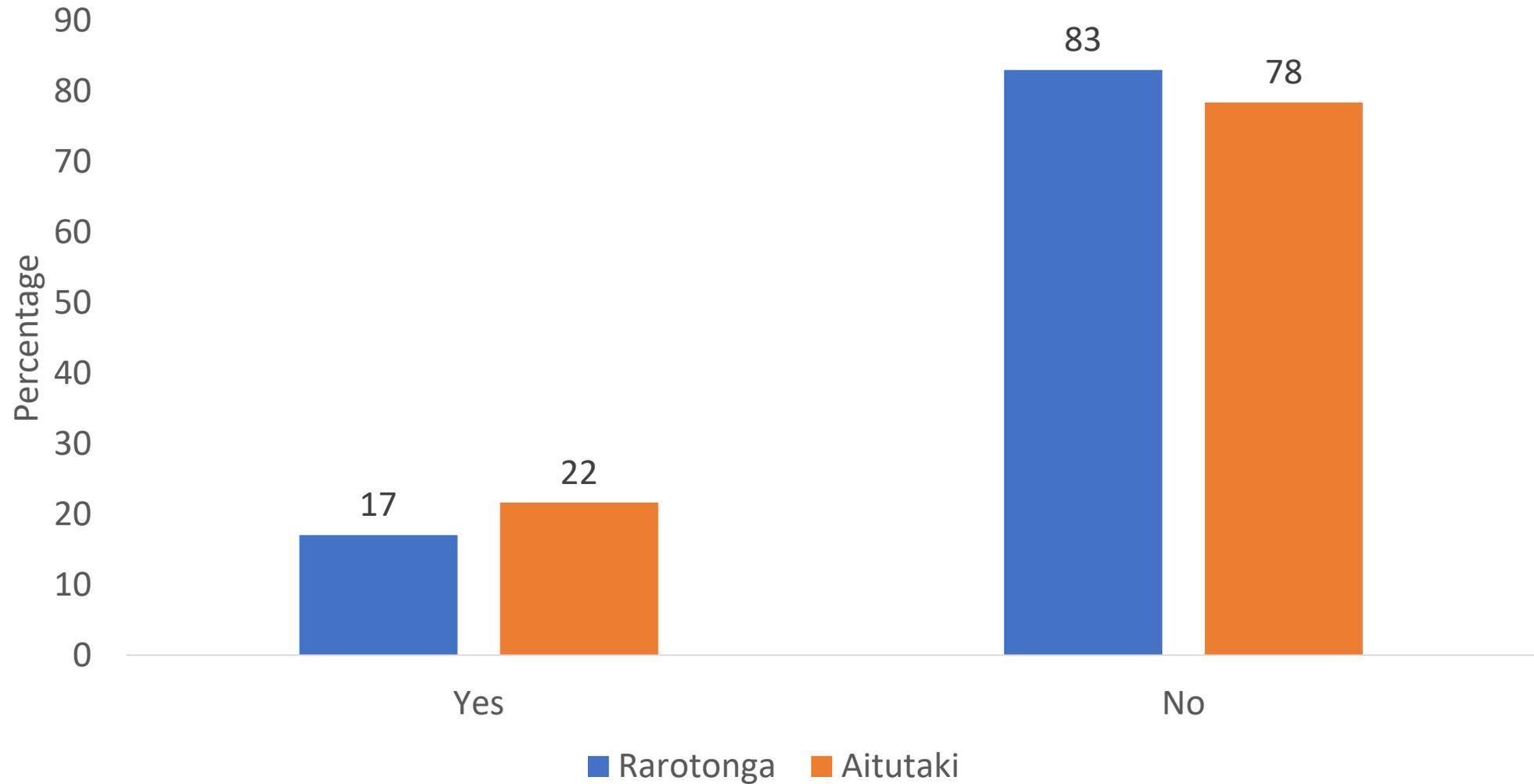
Do you get any income from tourism (those not working in tourism)?

Age group

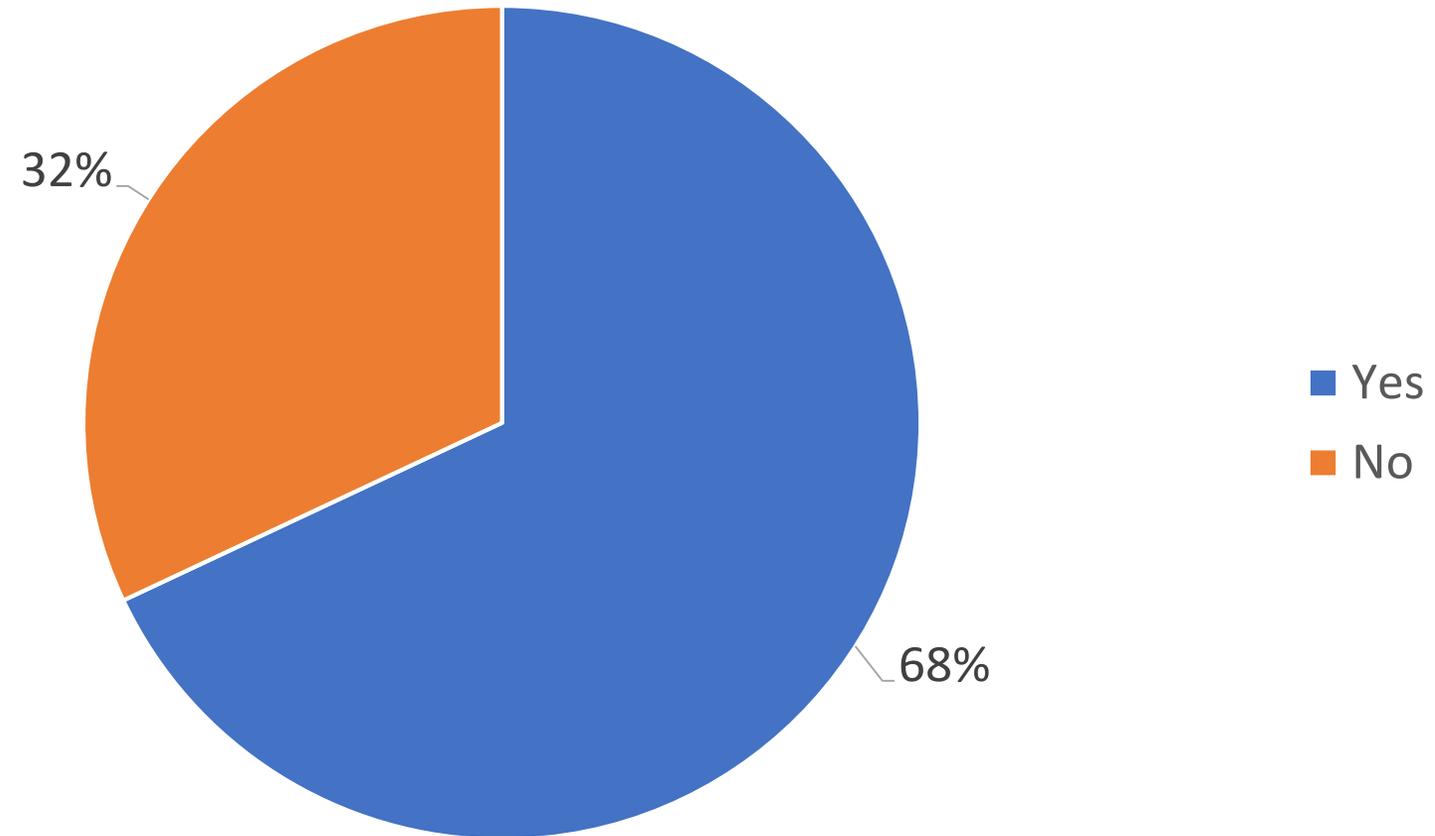


Do you get any income from tourism (those not working in tourism)?

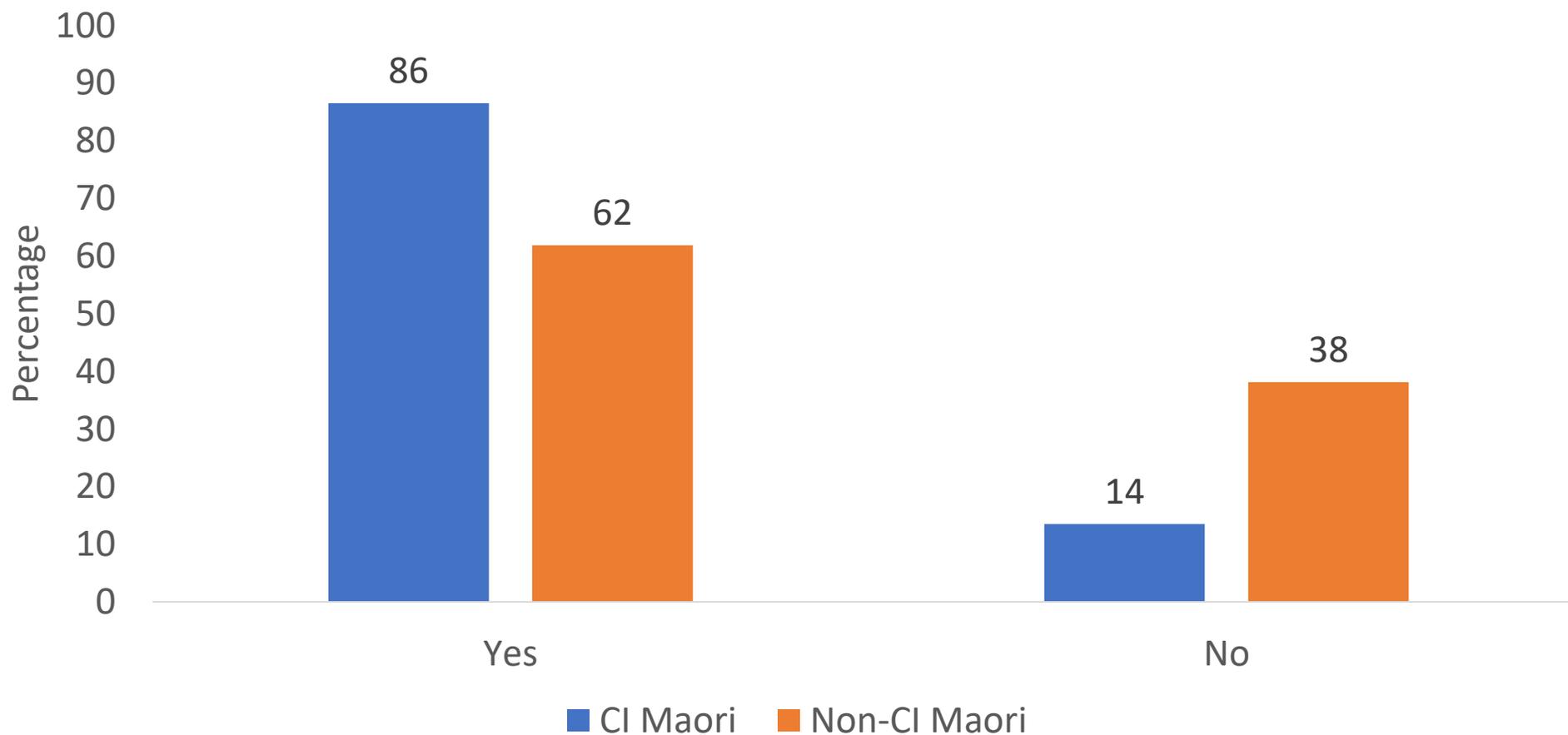
Rarotonga / Aitutaki



Do you have family members who work in the tourism industry?

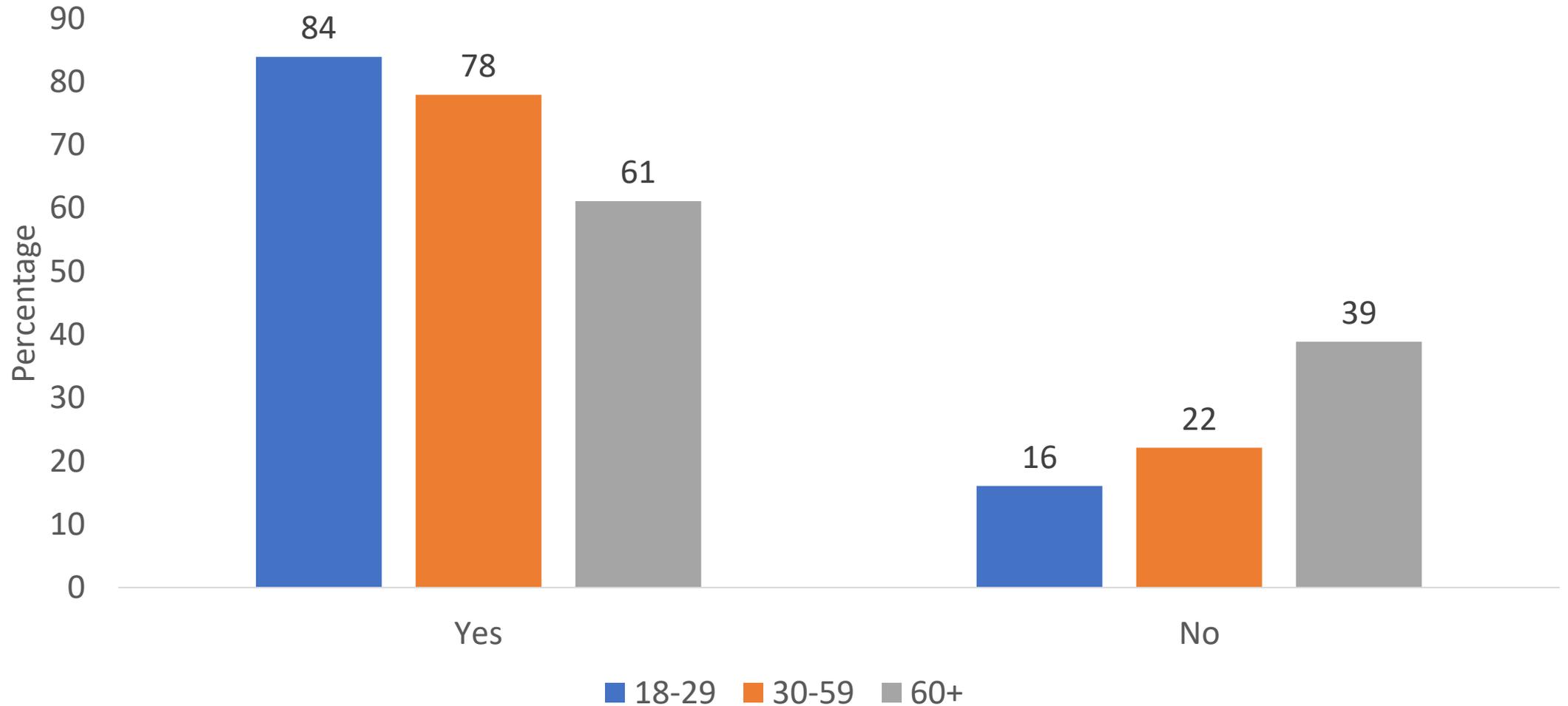


Do you have family members who work in the tourism industry? CI Maori / Non-CI Maori



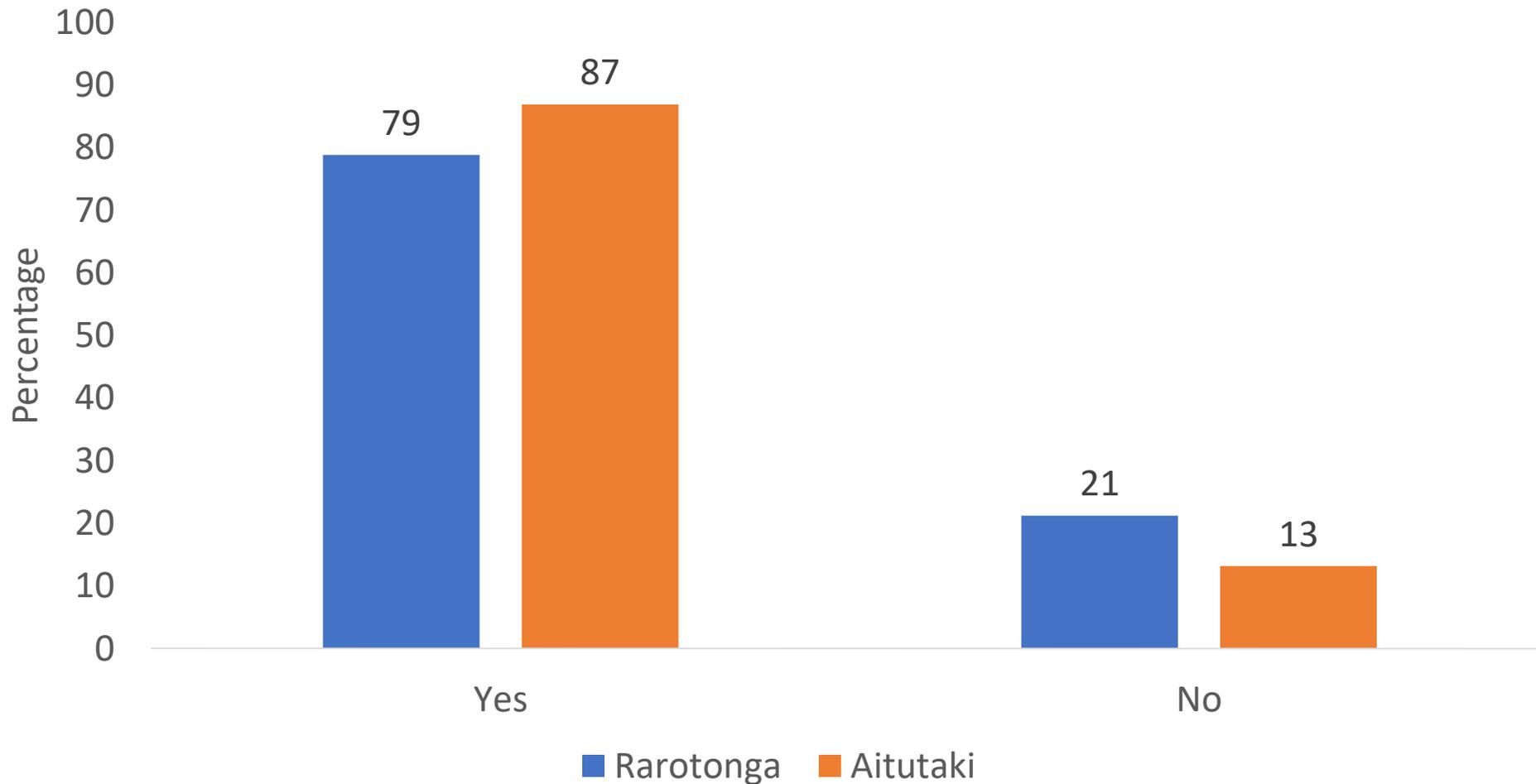
Do you have family members who work in the tourism industry?

Age group

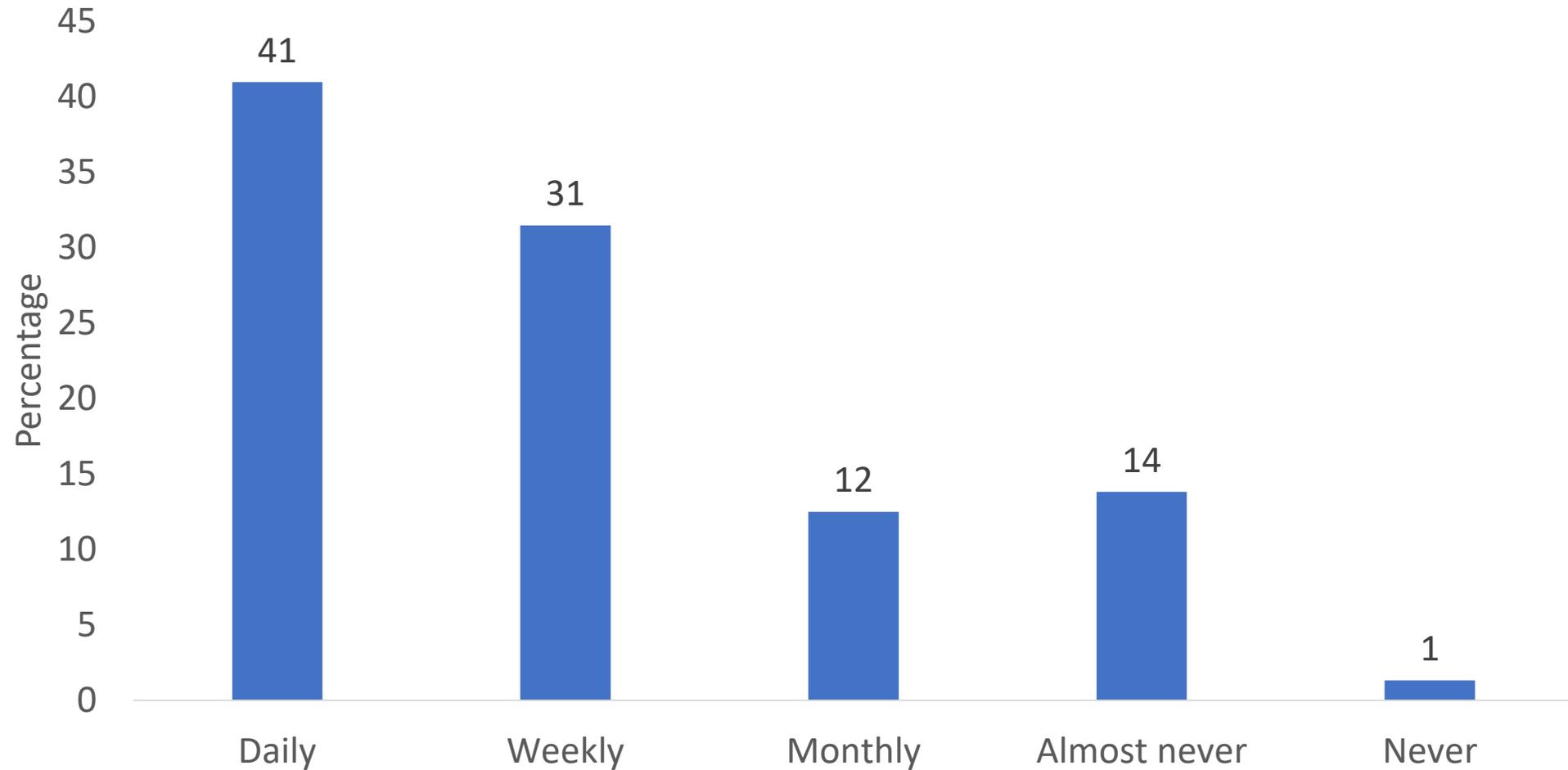


Do you have family members who work in the tourism industry?

Rarotonga / Aitutaki

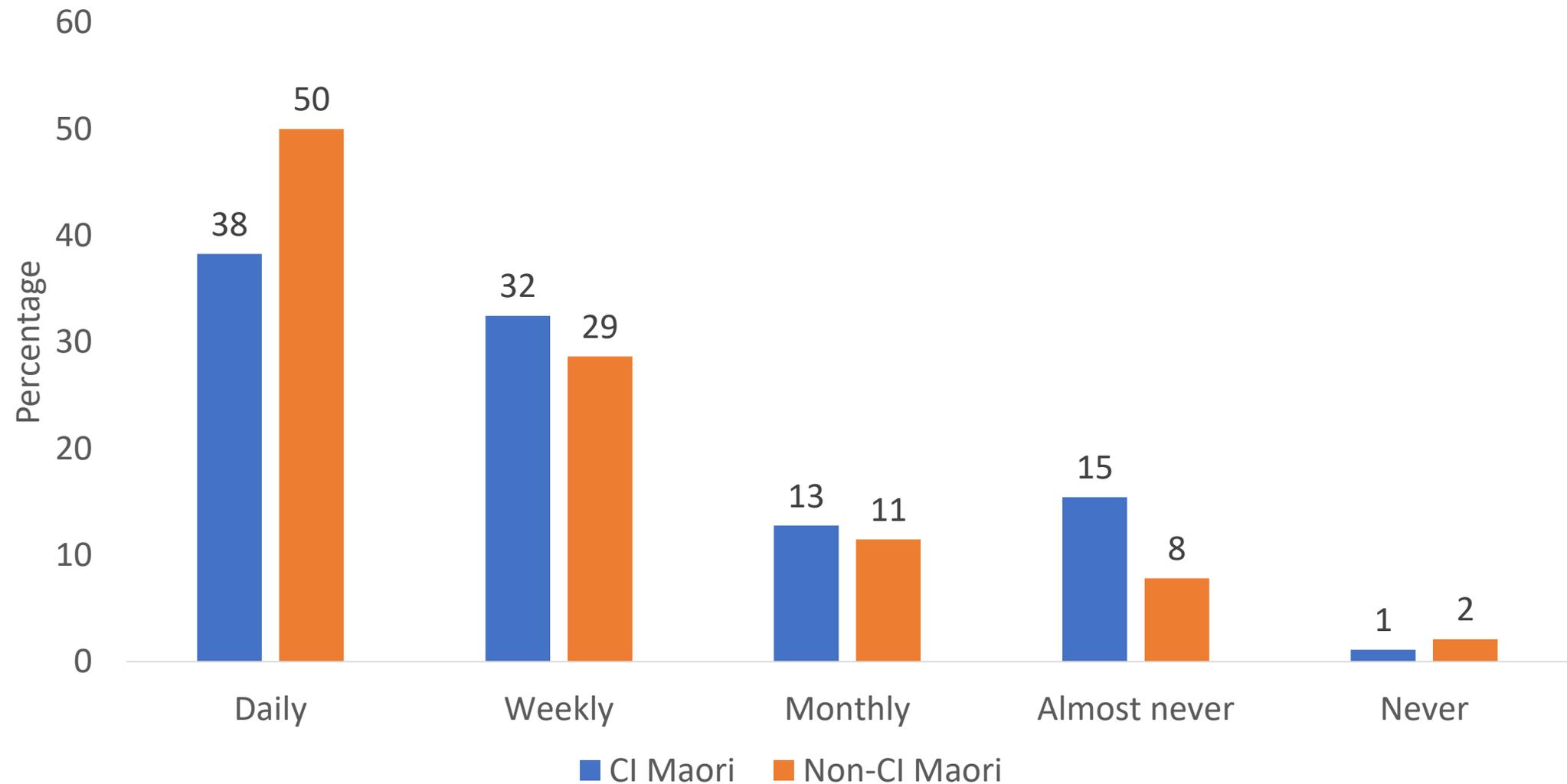


How often do you talk with tourists?



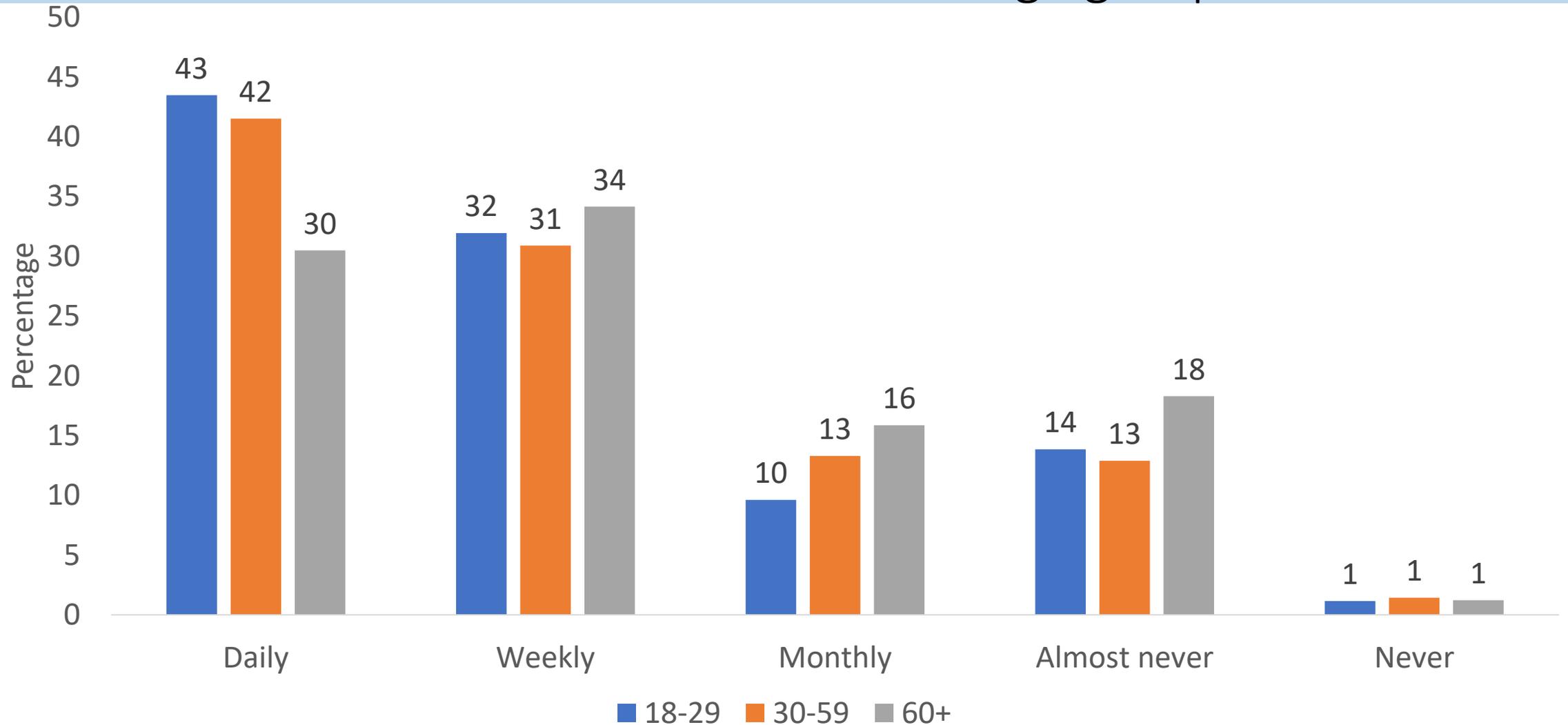
How often do you talk with tourists?

CI Maori / Non-CI Maori



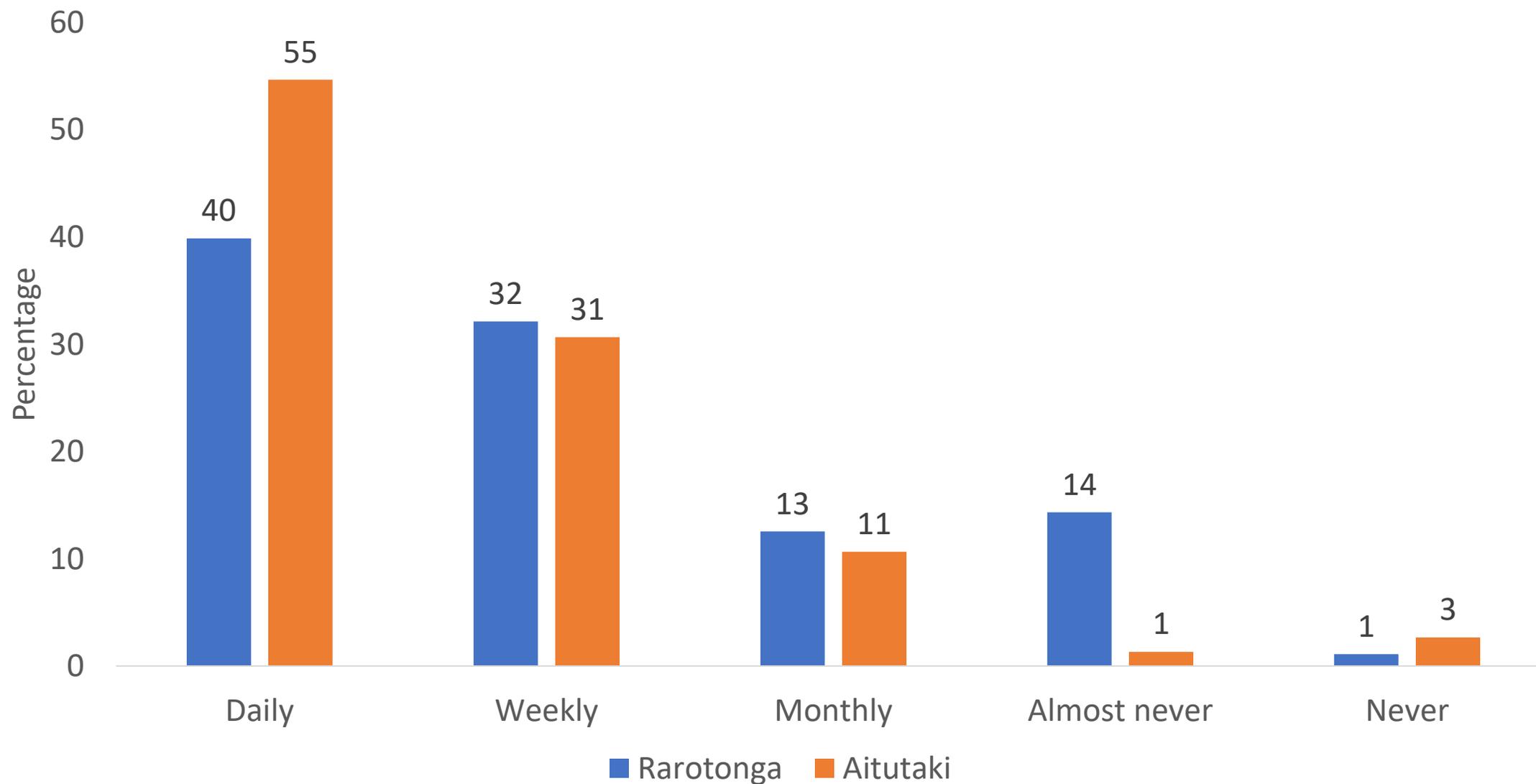
How often do you talk with tourists?

Age group



How often do you talk with tourists?

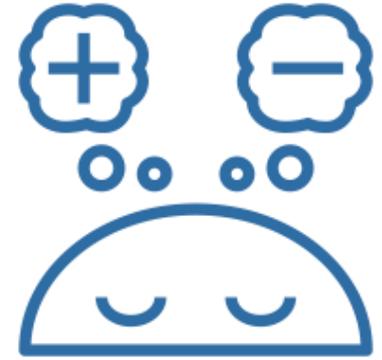
Rarotonga / Aitutaki



How often do you talk with tourists?

Tourism / Non-tourism

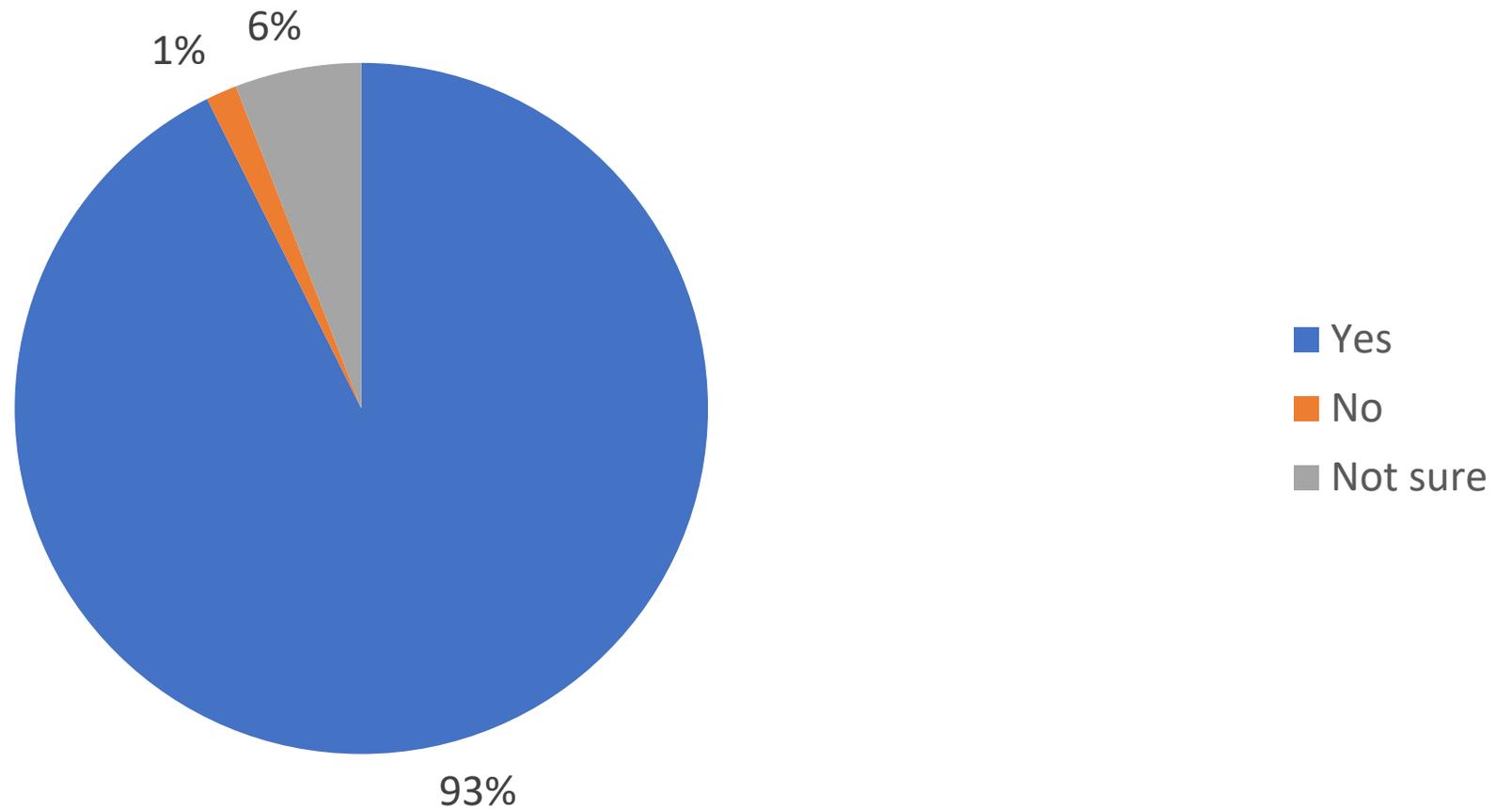




Attitudes towards Tourism

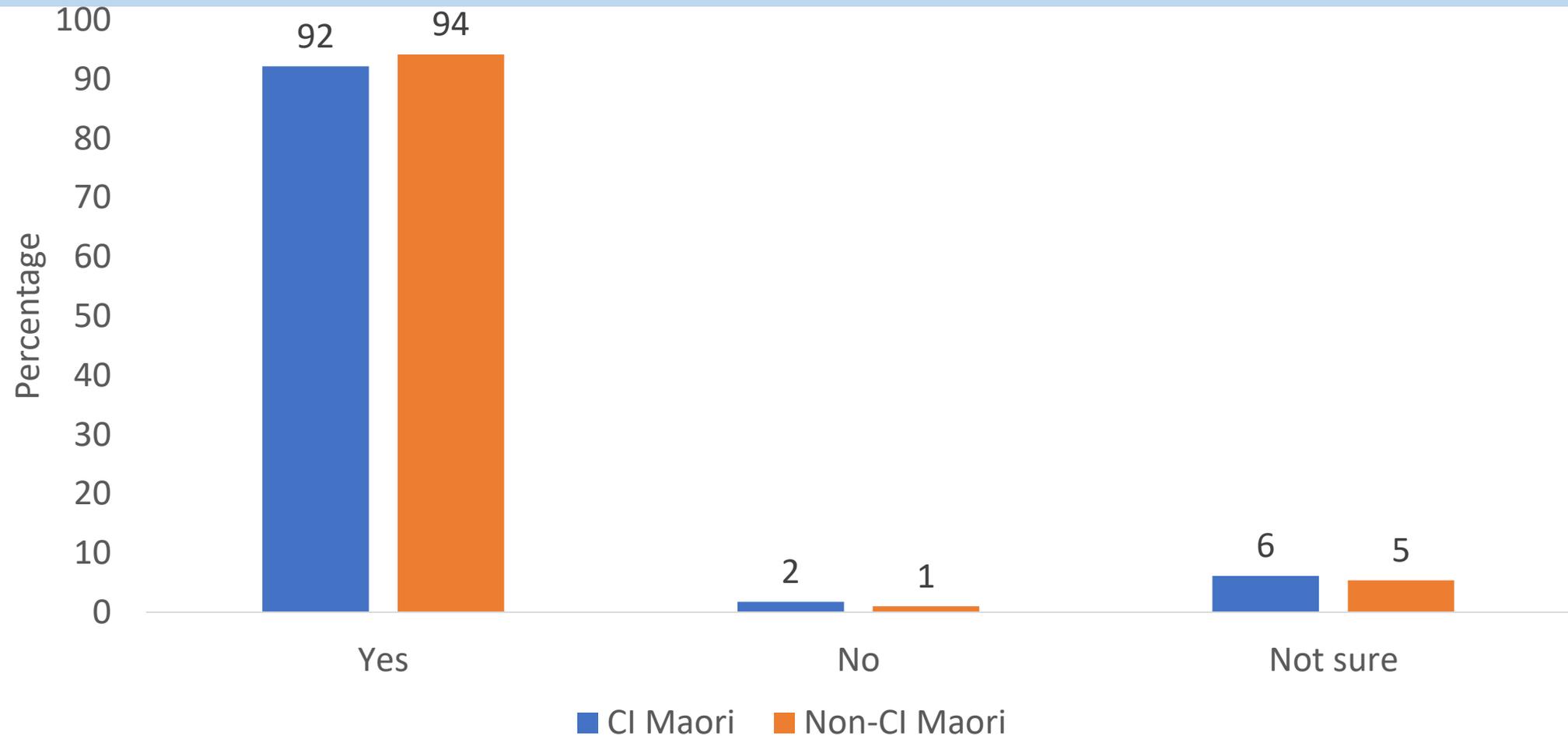


Do you think that tourism is good for the Cook Islands?



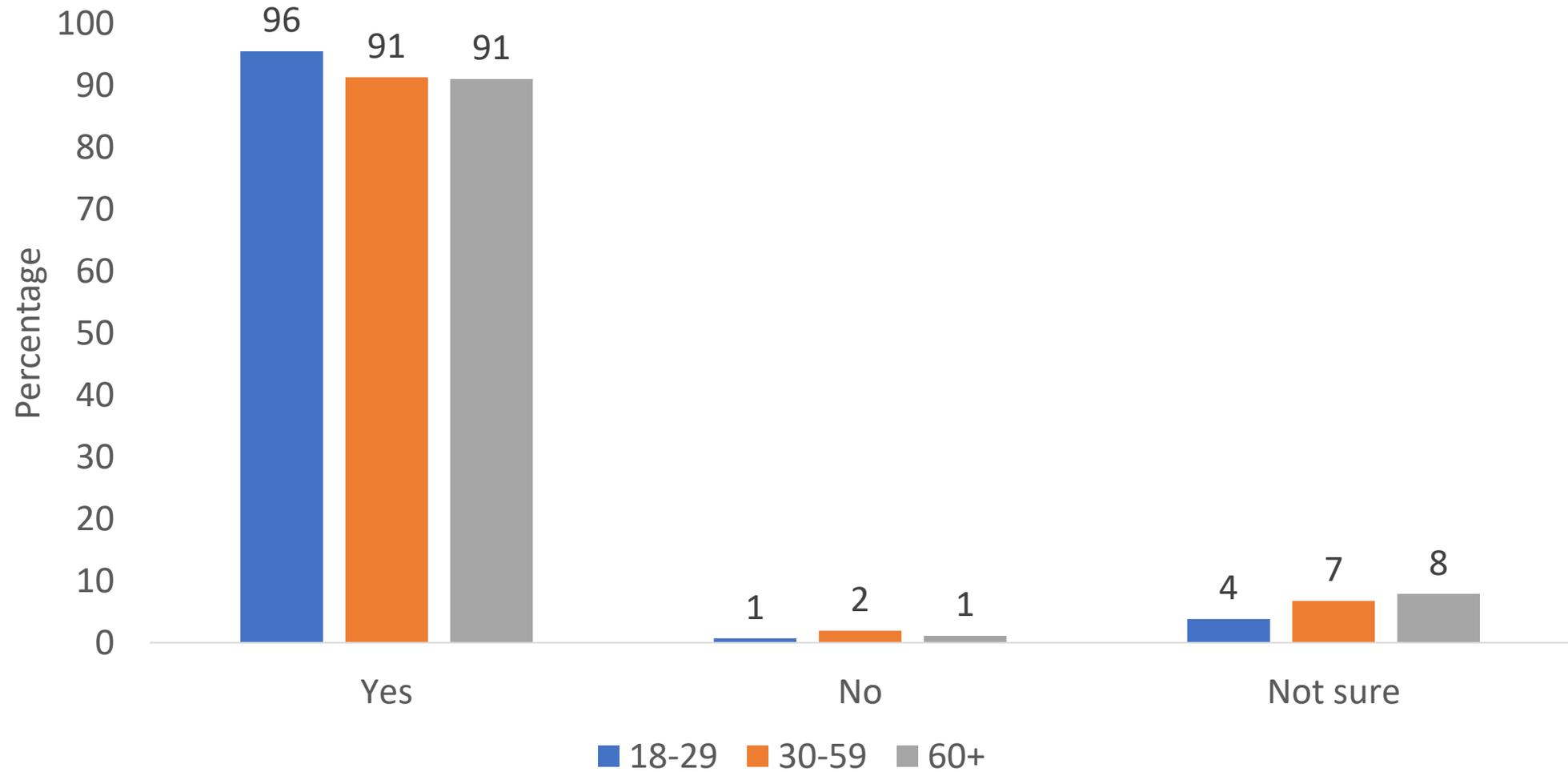
Do you think that tourism is good for the Cook Islands?

CI Maori / Non-CI Maori



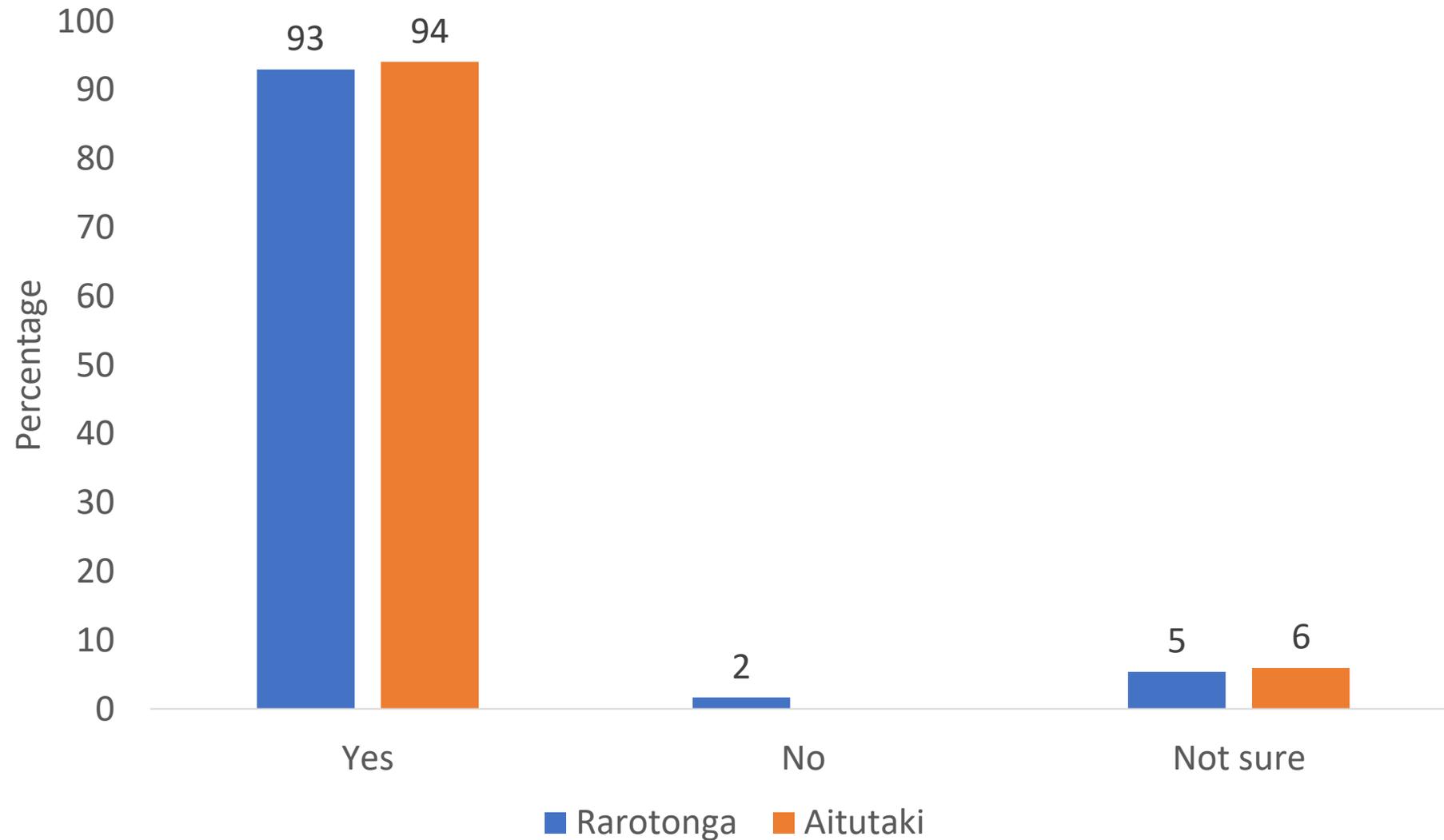
Do you think that tourism is good for the Cook Islands?

Age group



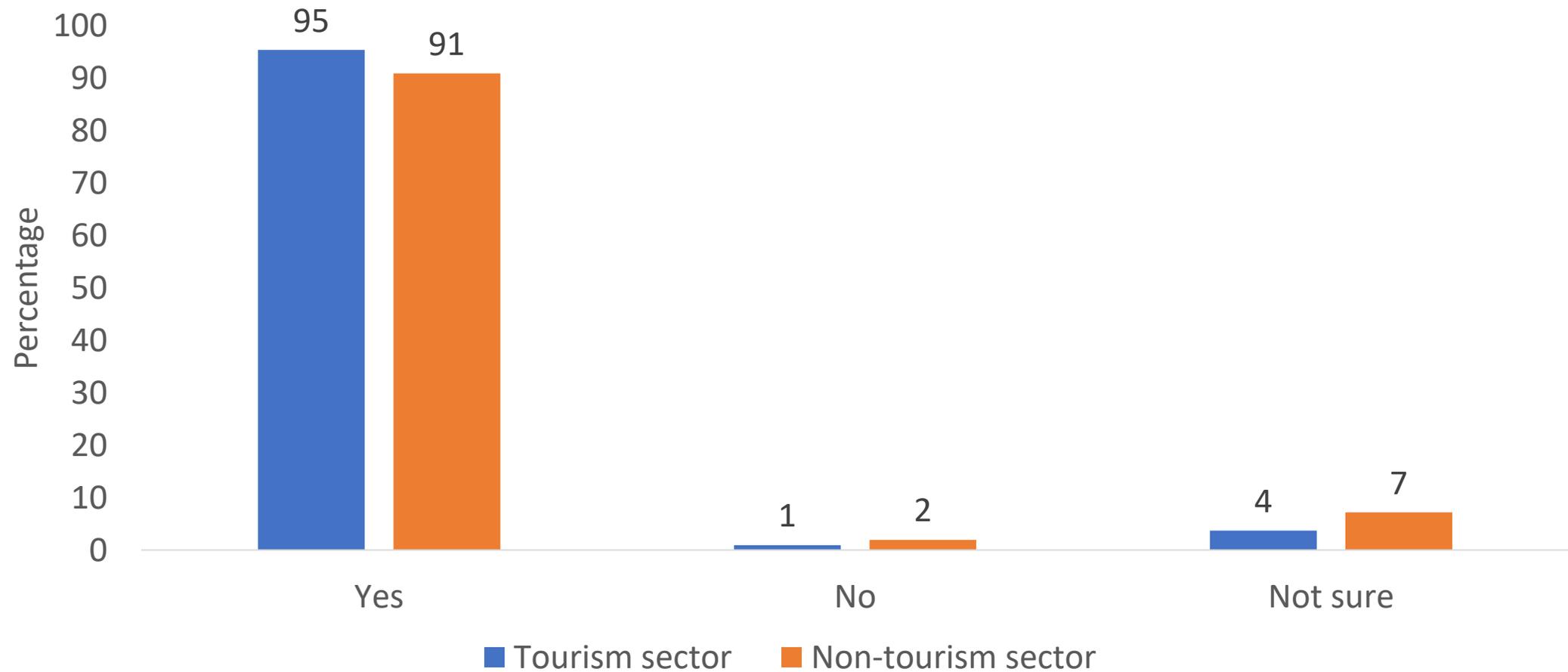
Do you think that tourism is good for the Cook Islands?

Rarotonga / Aitutaki

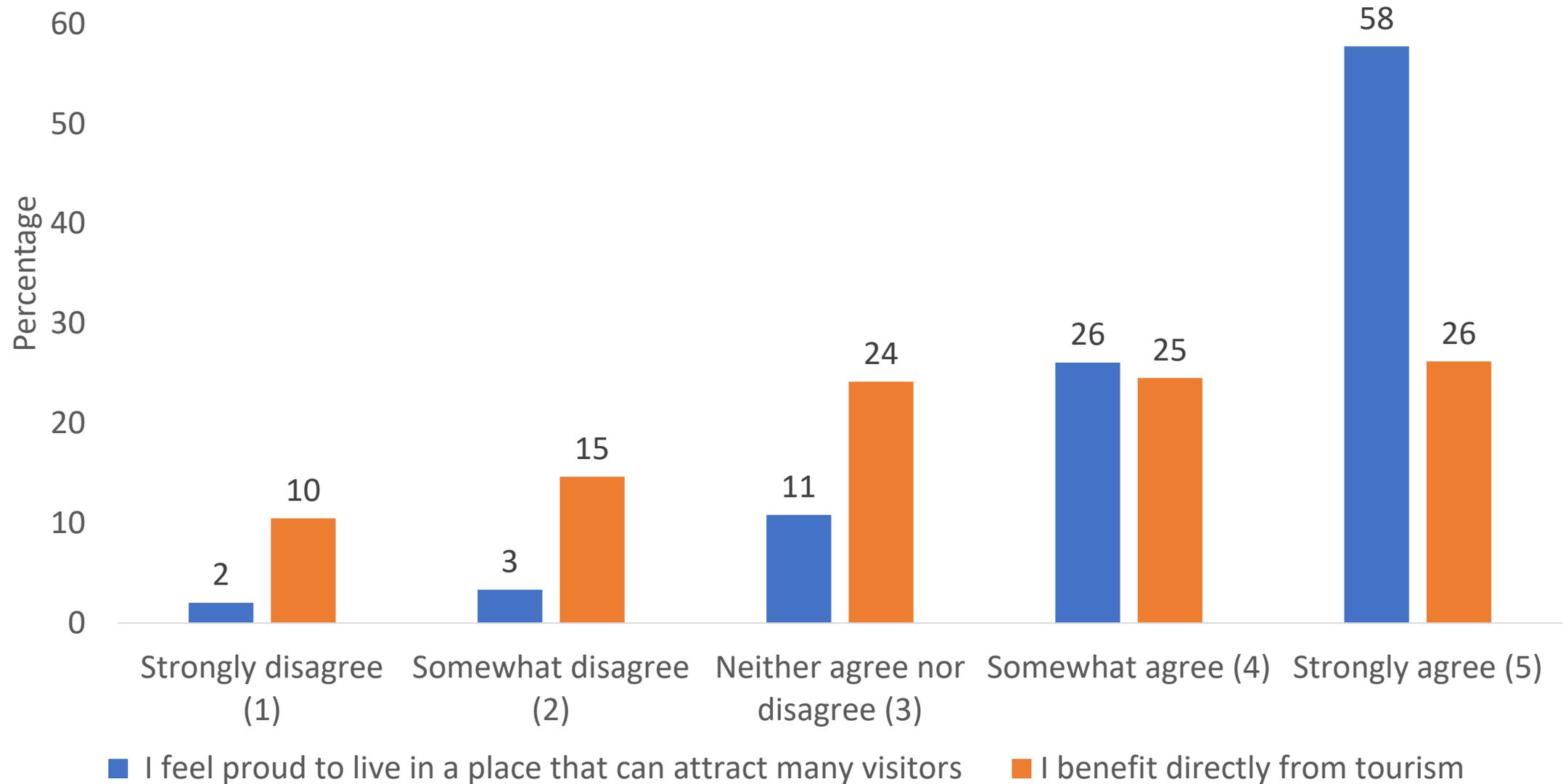


Do you think that tourism is good for the Cook Islands?

Tourism / Non-tourism



Tourism as a source of pride and direct benefit



Tourism as a source of pride and direct benefit

I feel proud to live in a place that can attract many visitors

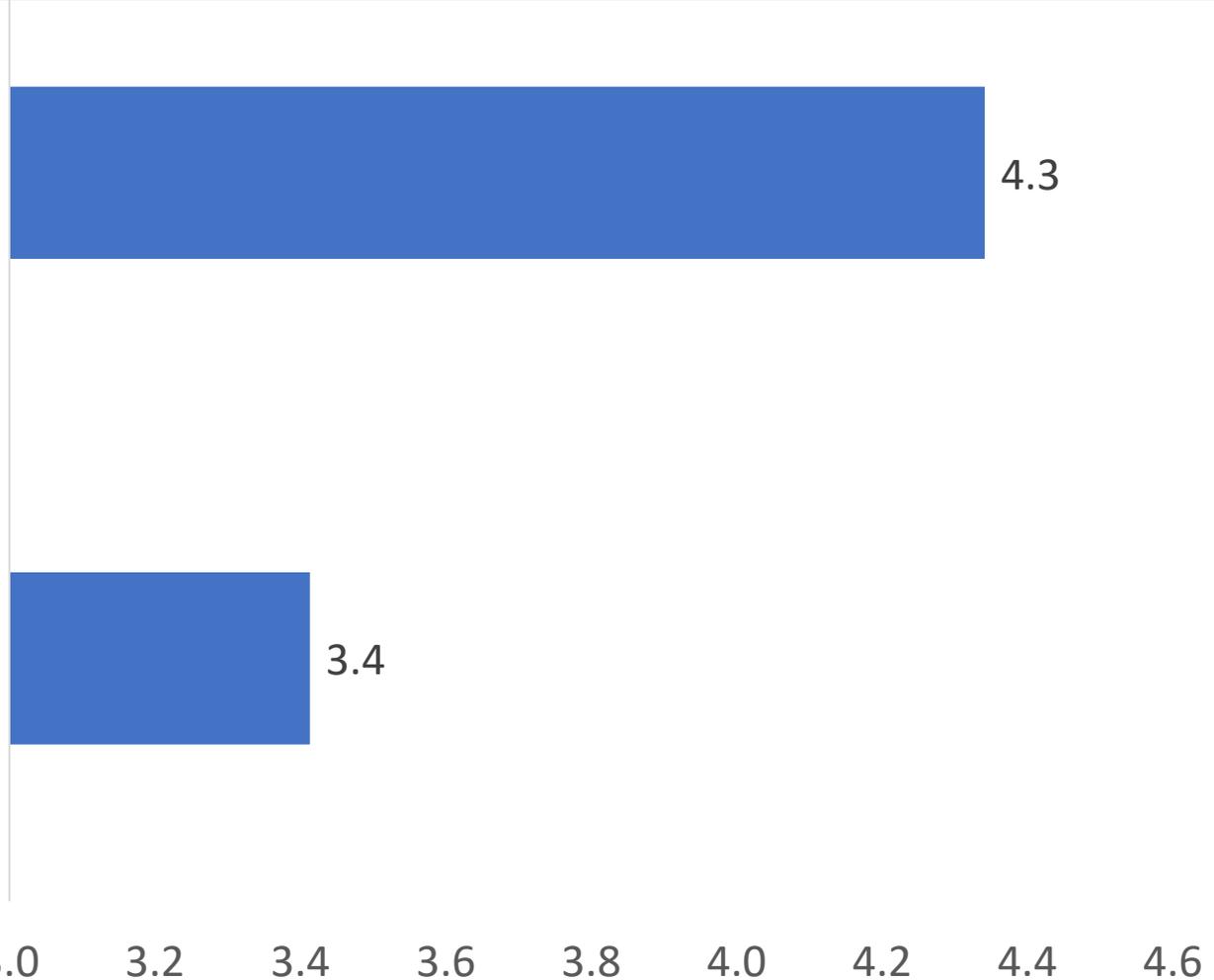
4.3

I benefit directly from tourism

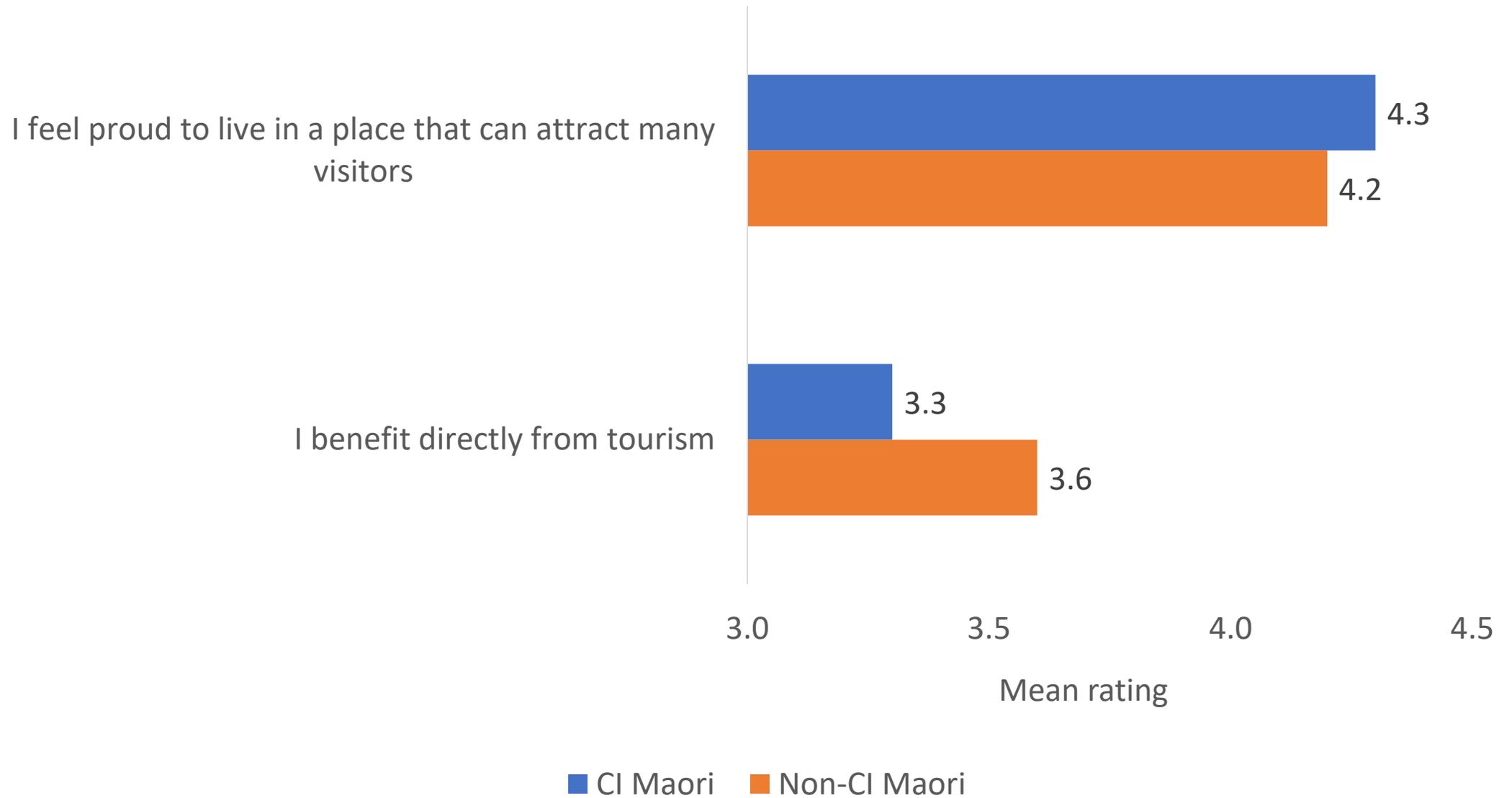
3.4

3.0 3.2 3.4 3.6 3.8 4.0 4.2 4.4 4.6

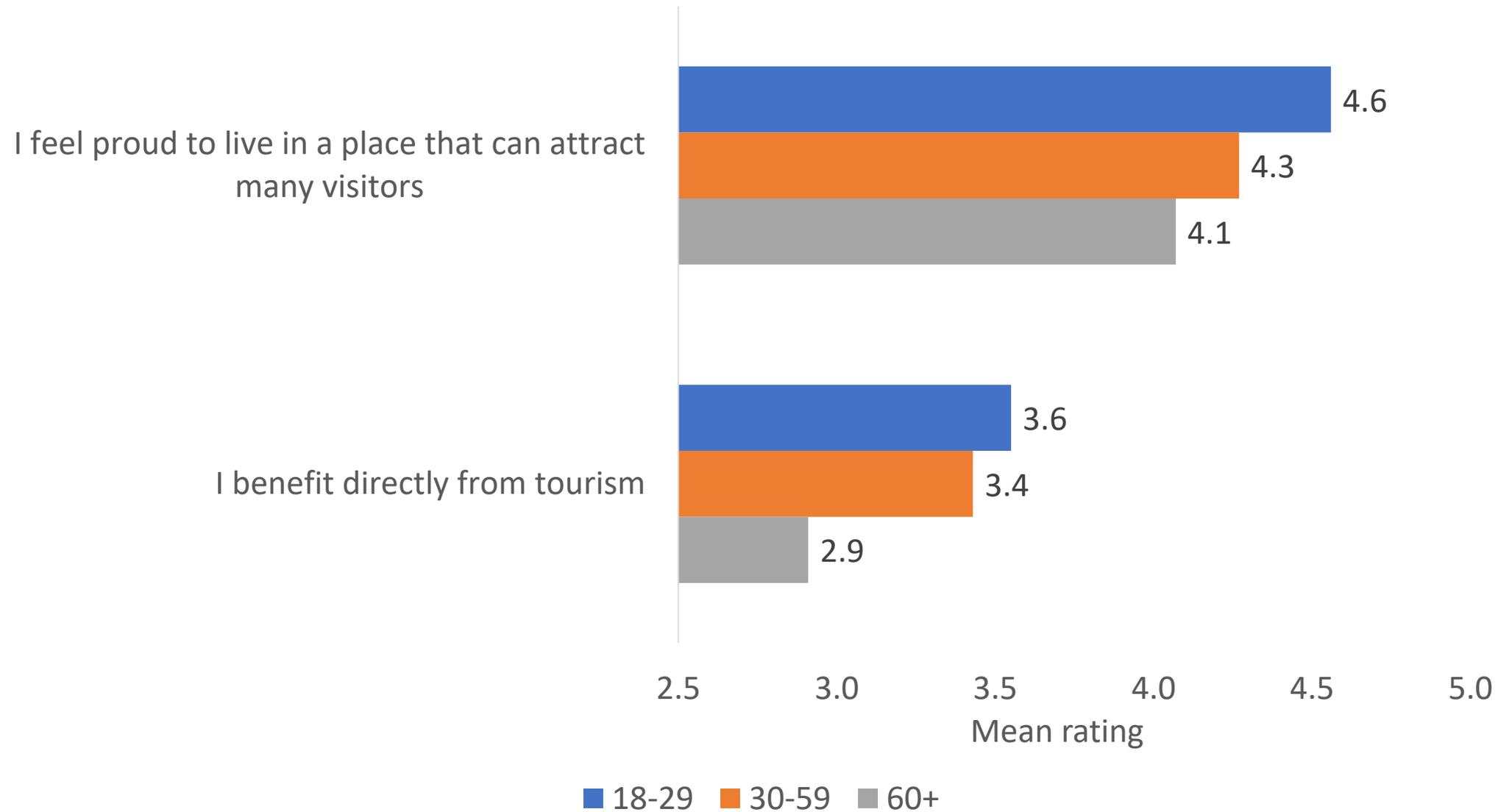
Mean rating



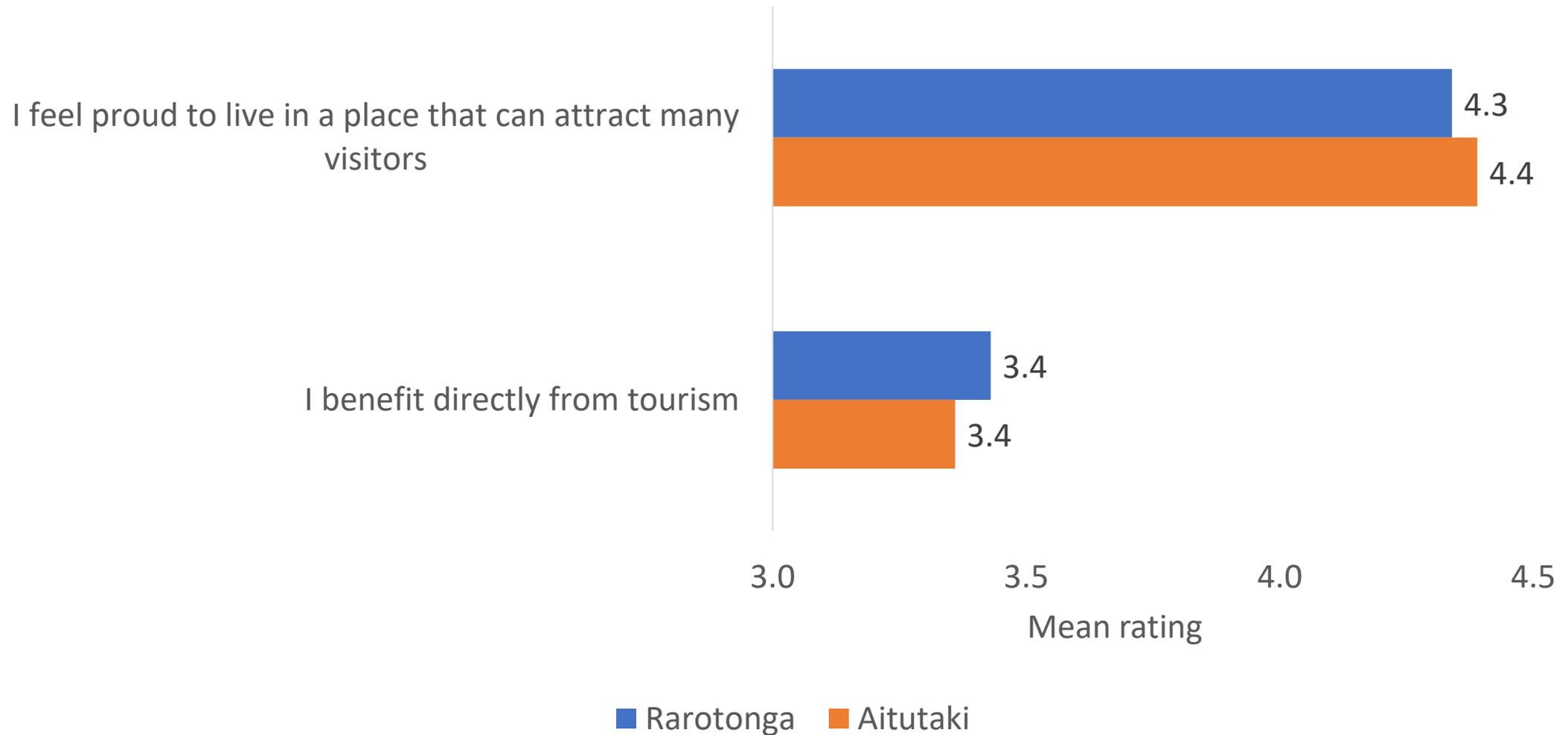
Tourism as a source of pride and direct benefit – CI Maori/non CI Maori



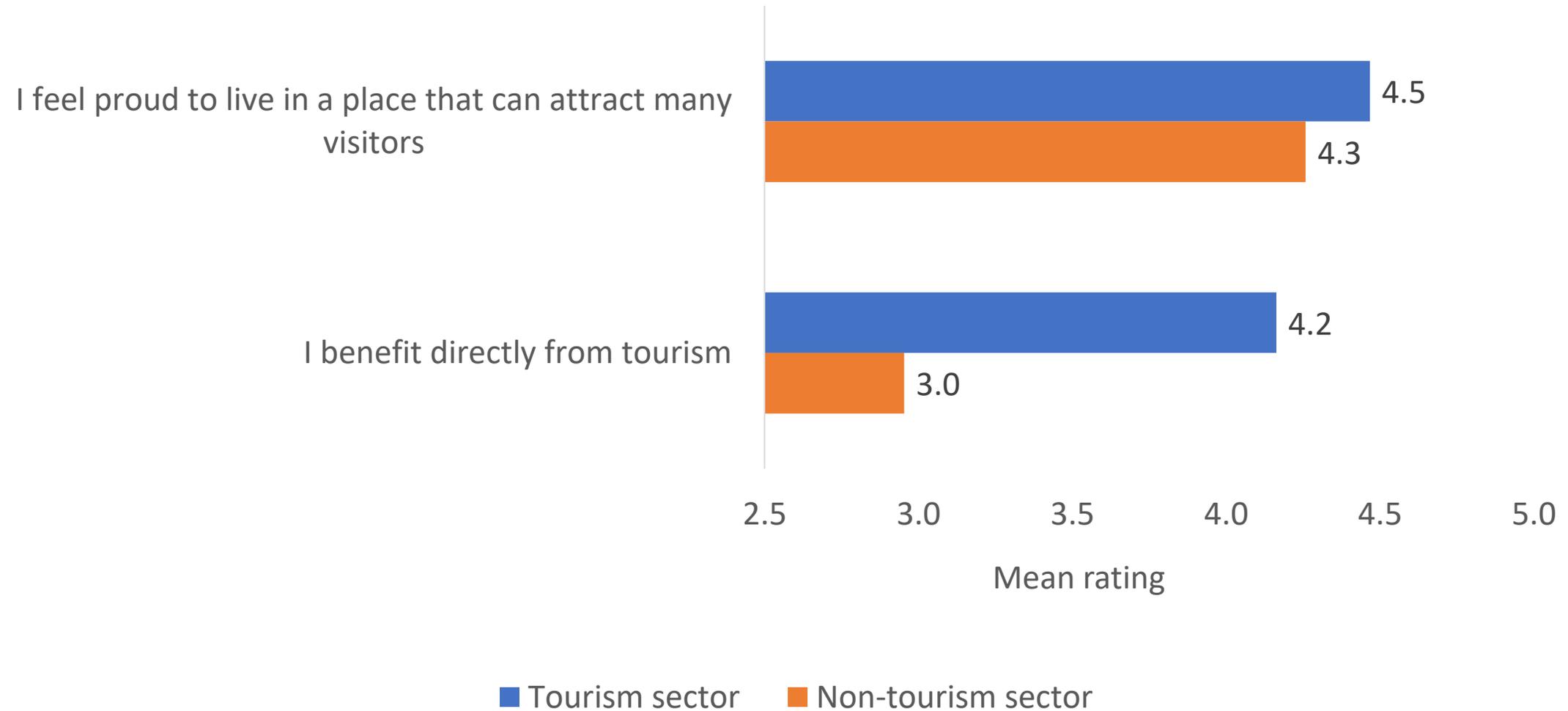
Tourism as a source of pride and direct benefit – age group



Tourism as a source of pride and direct benefit - Rarotonga/Aitutaki



Tourism as a source of pride and direct benefit - tourism/non-tourism

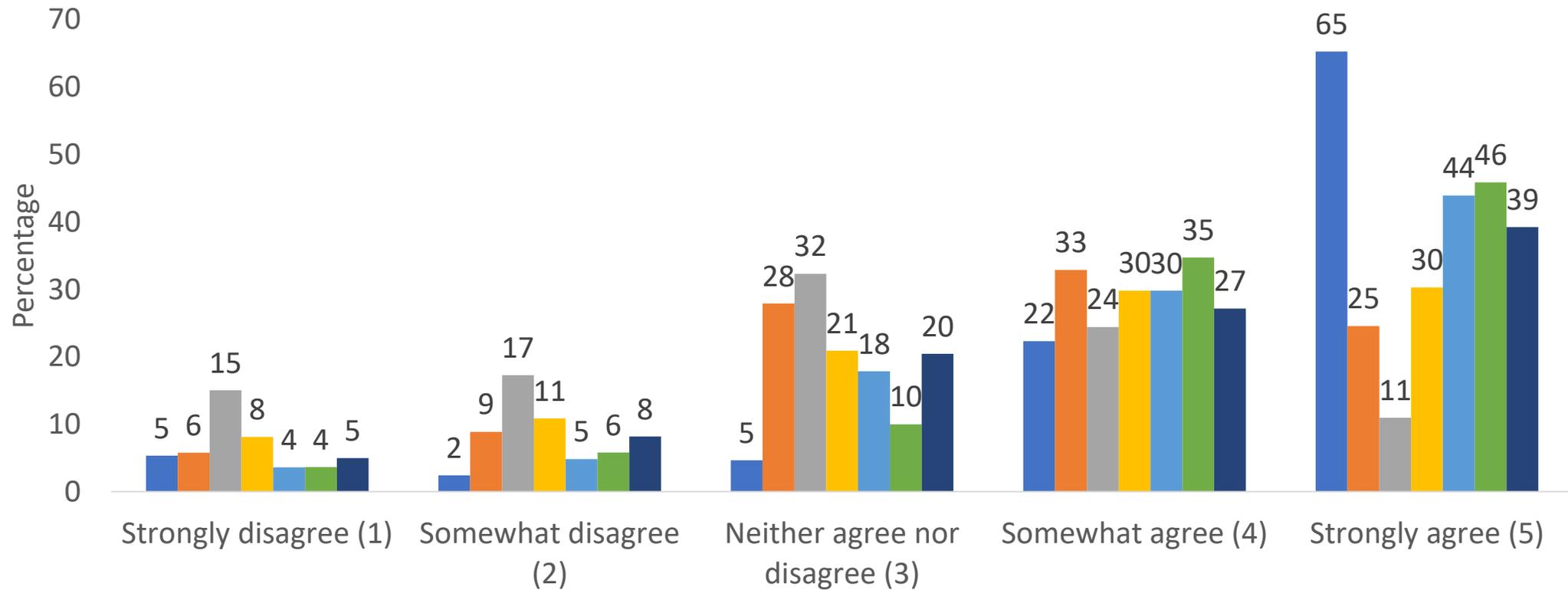




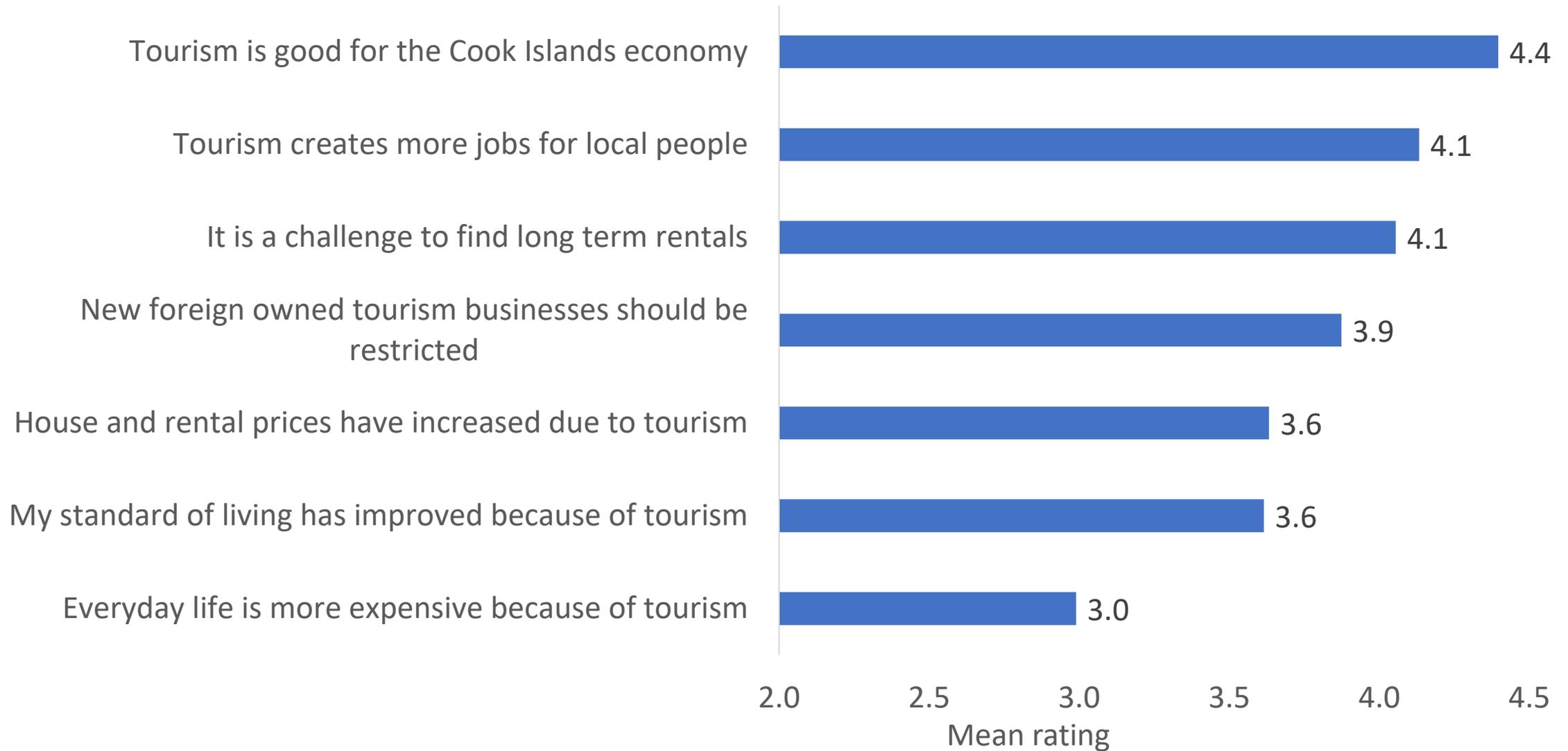
Tourism and Economic Dimensions

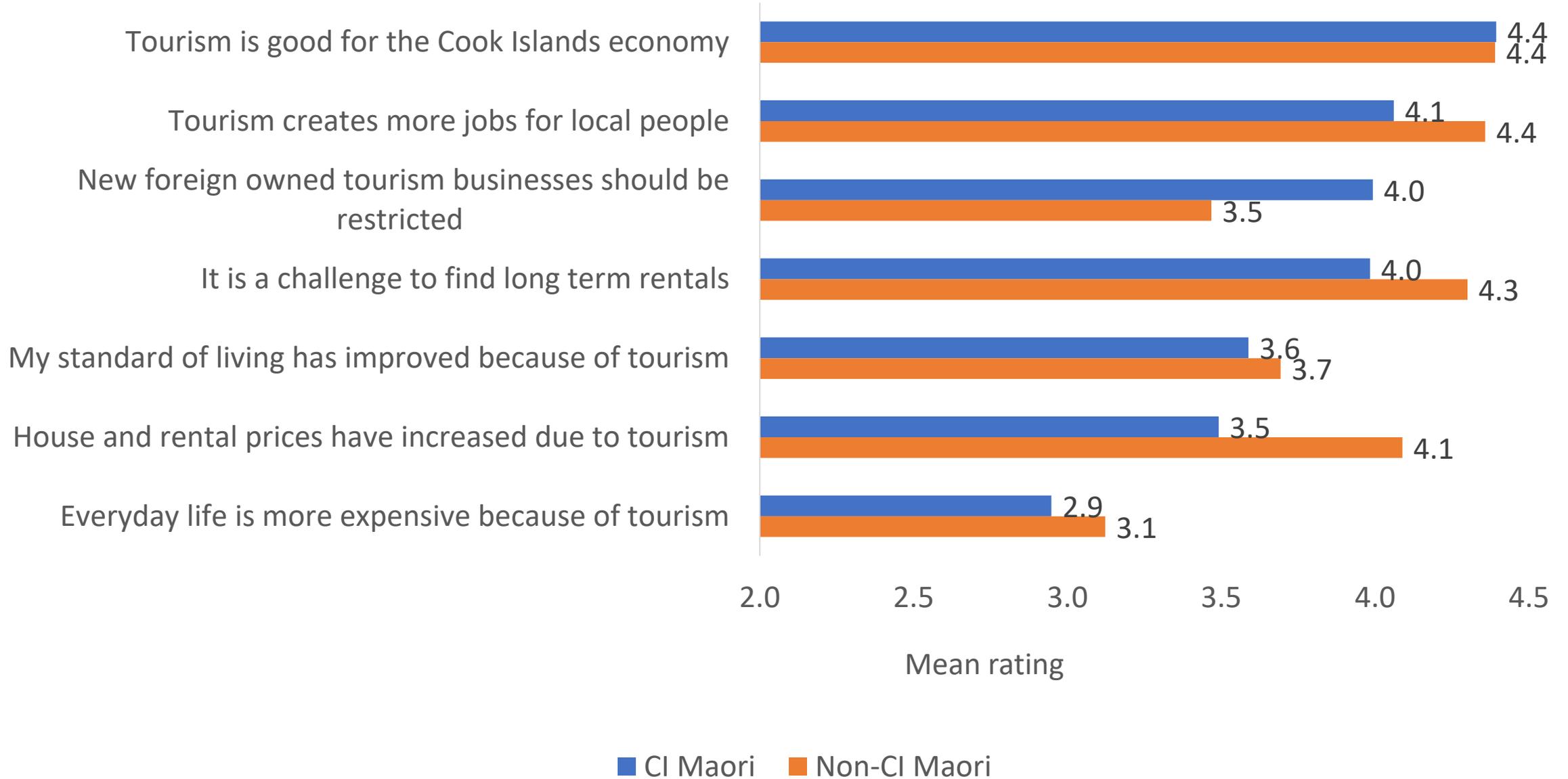


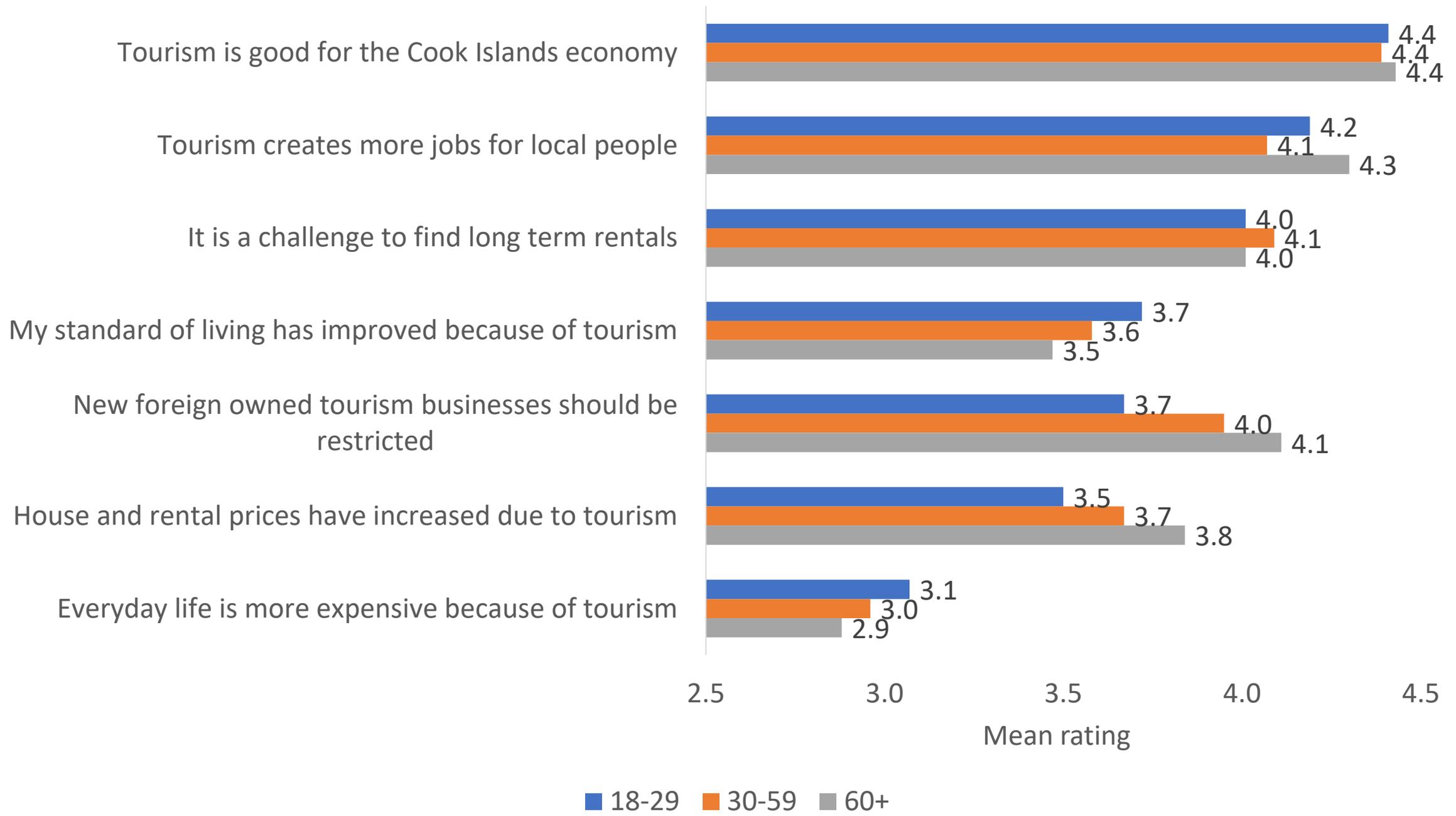
Tourism and economic dimensions

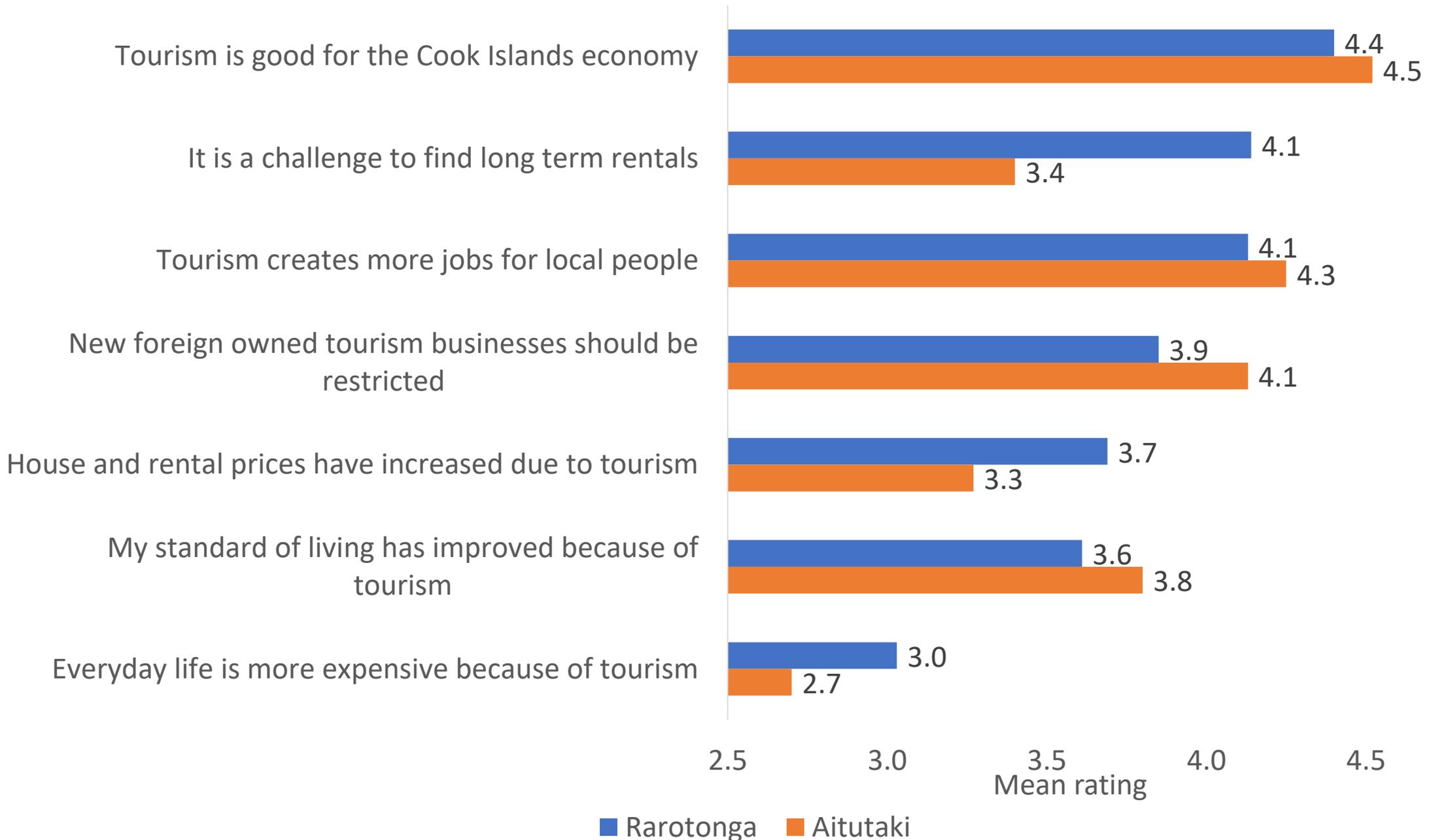


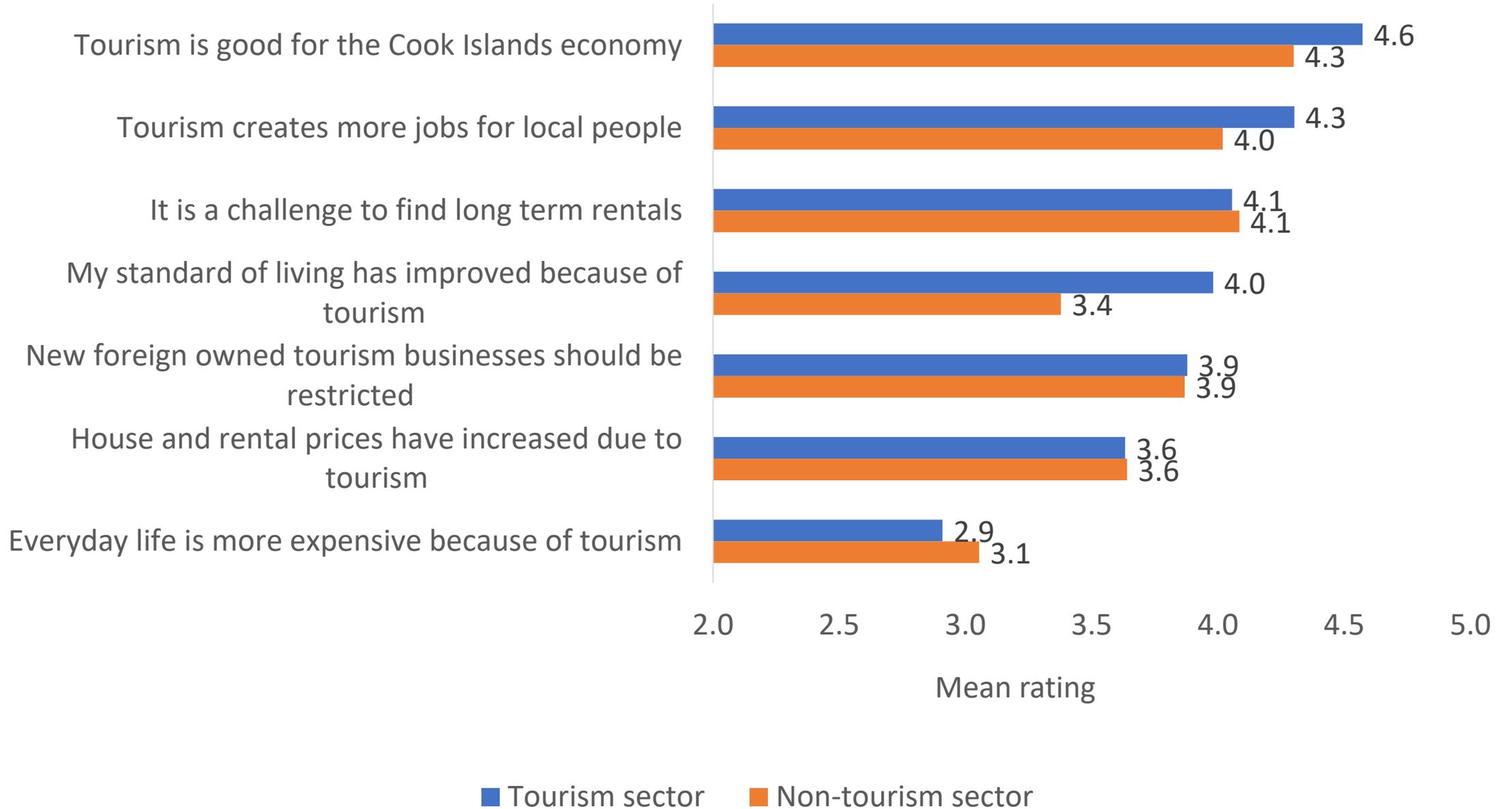
- Tourism is good for the Cook Islands economy
- My standard of living has improved because of tourism
- Everyday life is more expensive because of tourism
- House and rental prices have increased due to tourism
- It is a challenge to find long term rentals
- Tourism creates more jobs for local people
- New foreign owned tourism businesses should be restricted









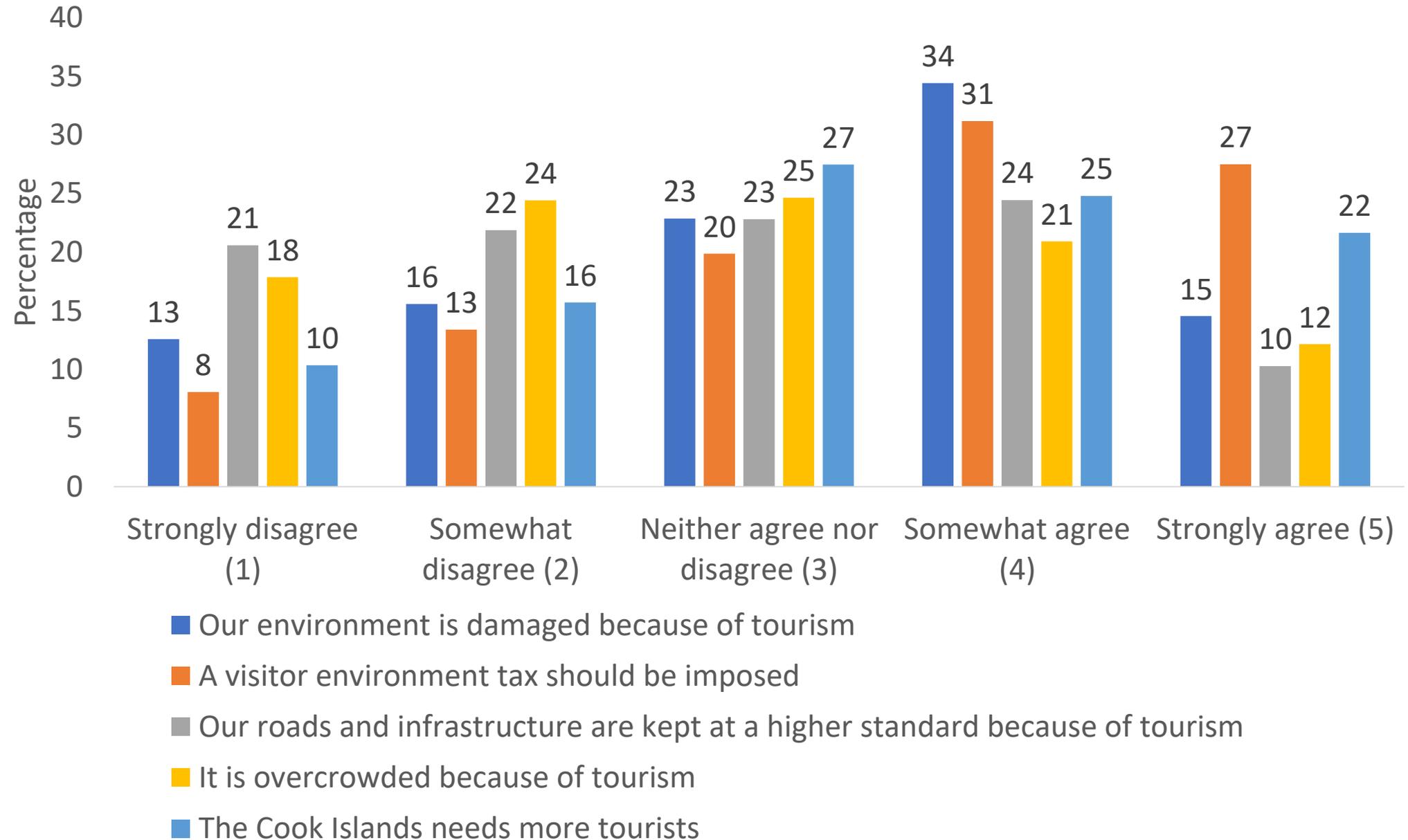


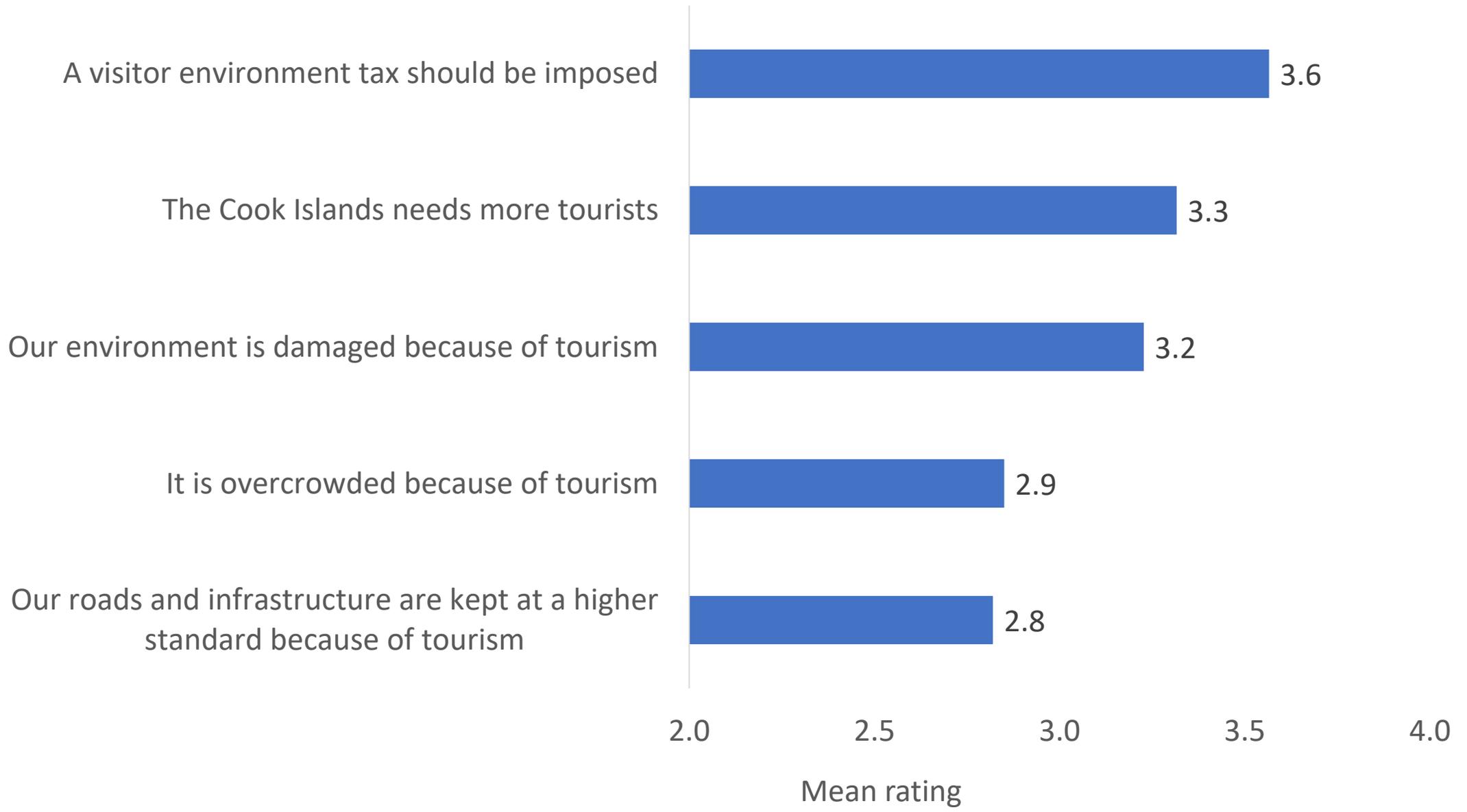


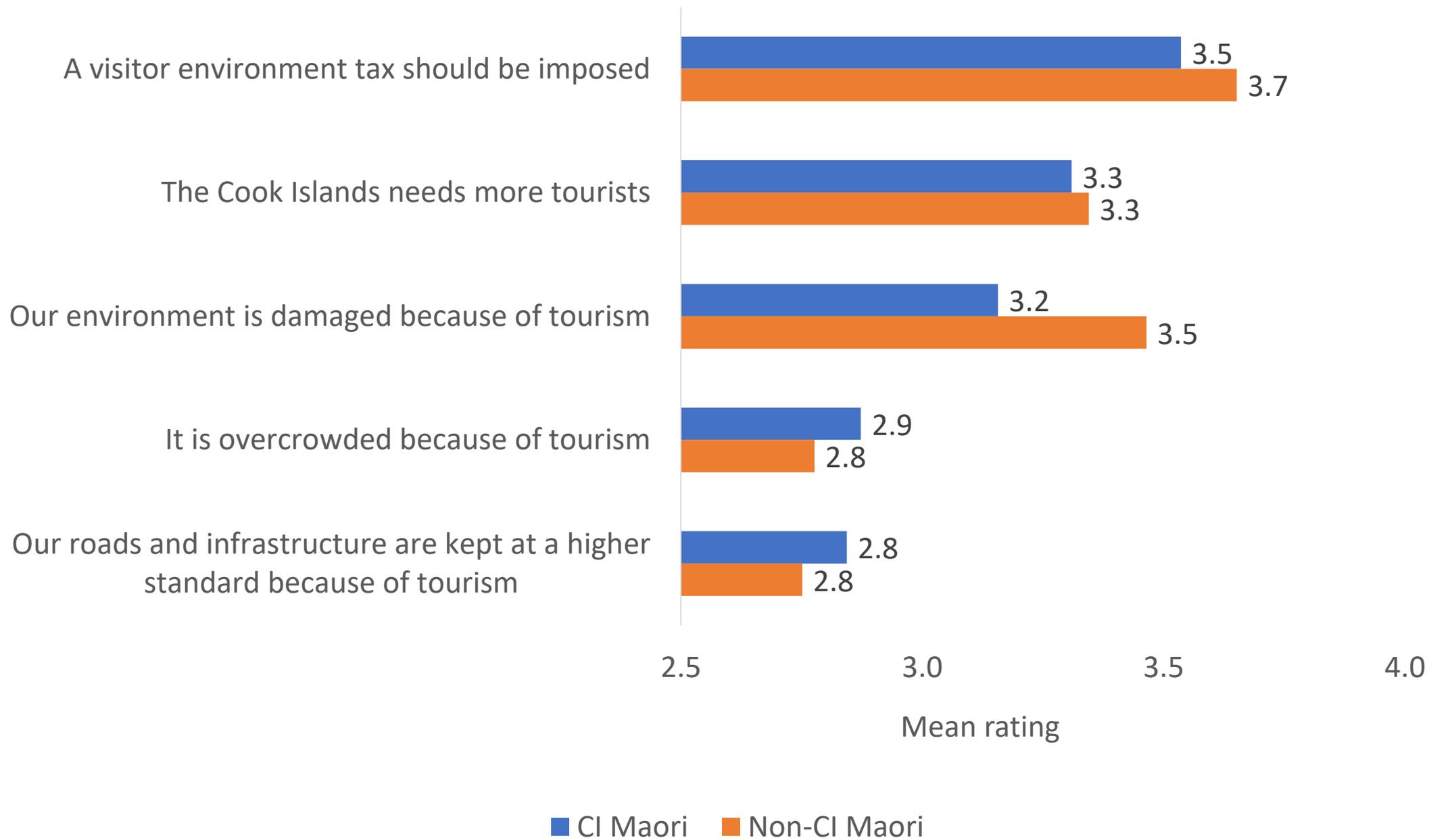
Tourism and Environmental Dimensions

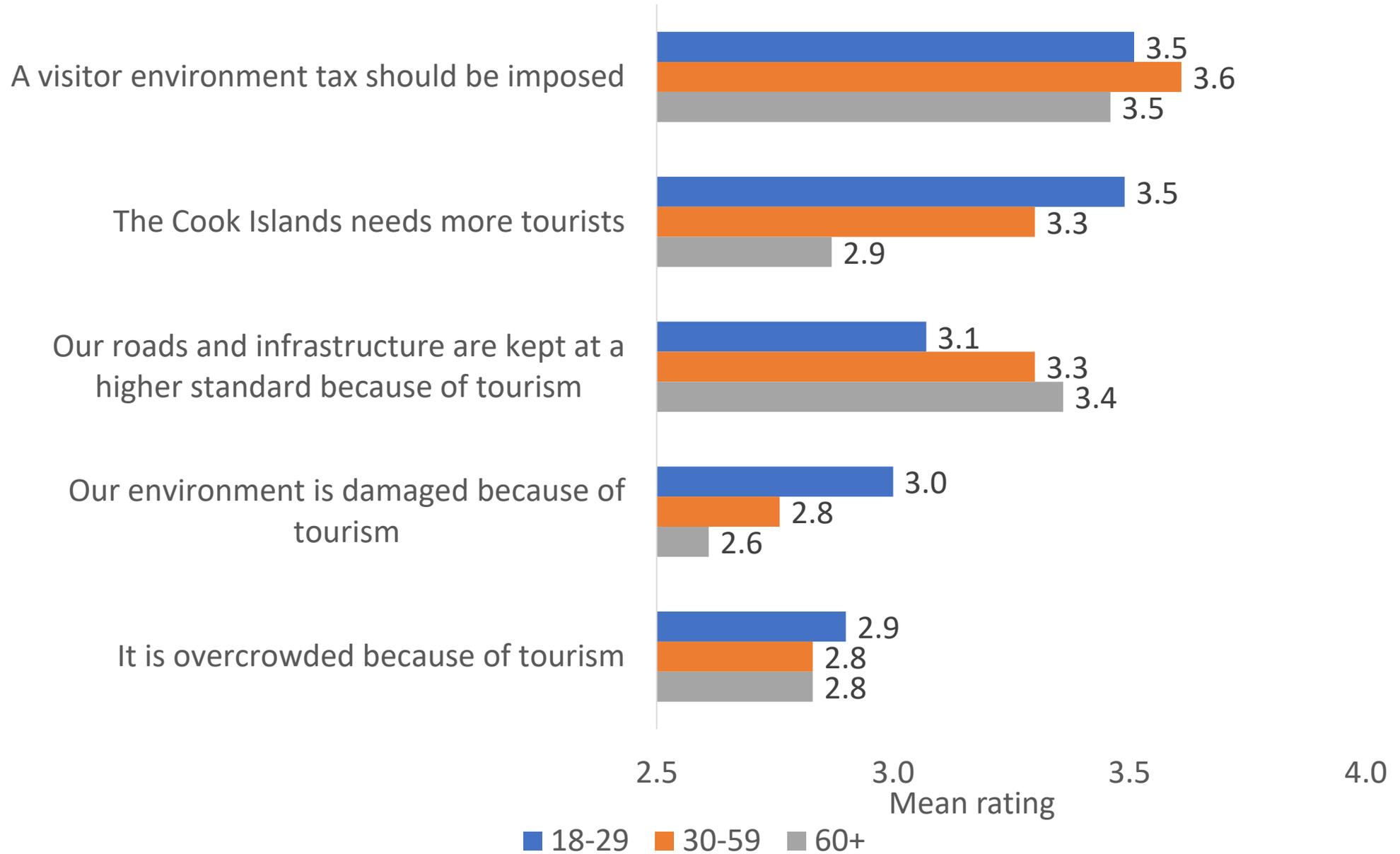


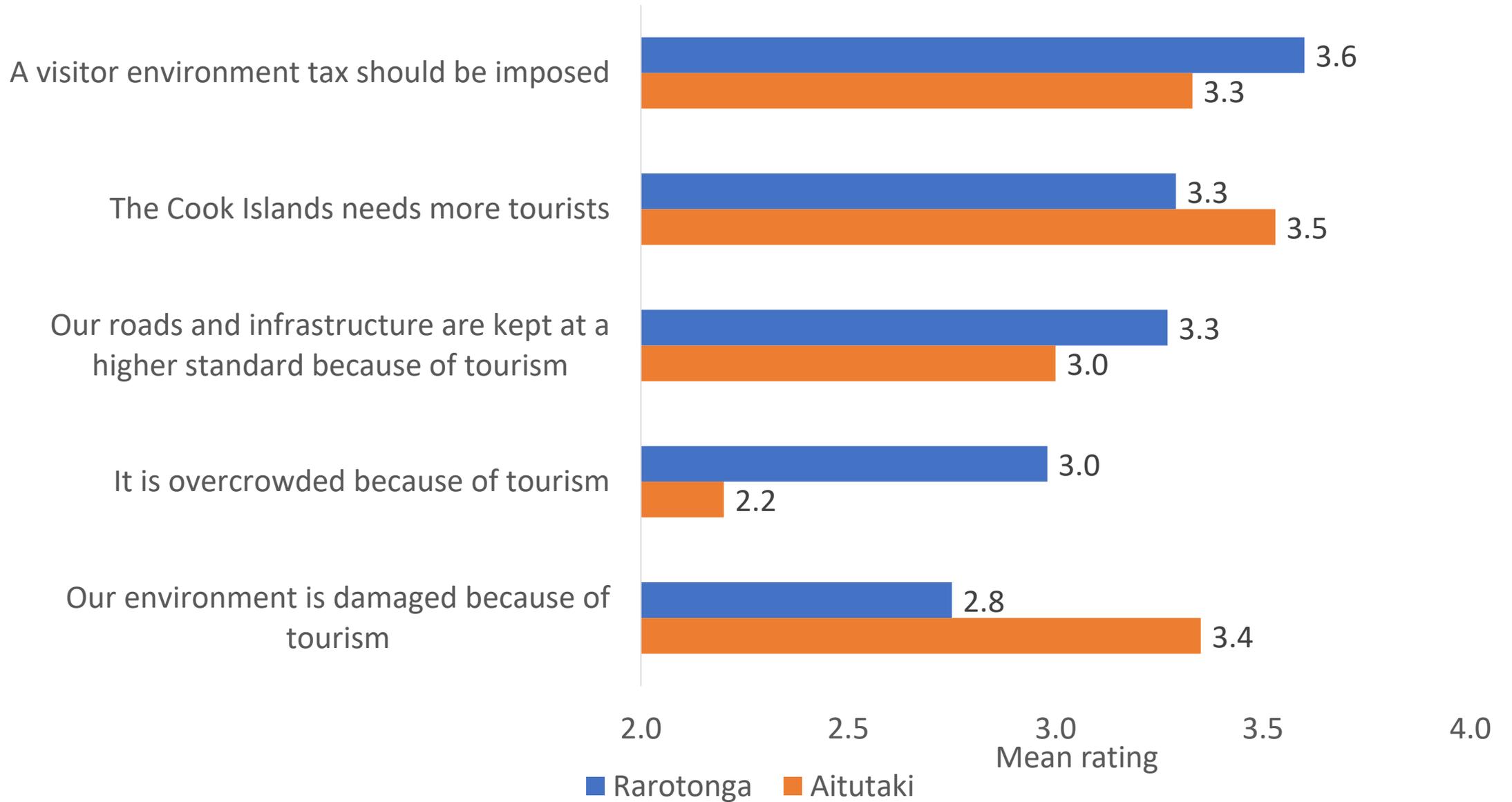
Tourism and environmental dimensions

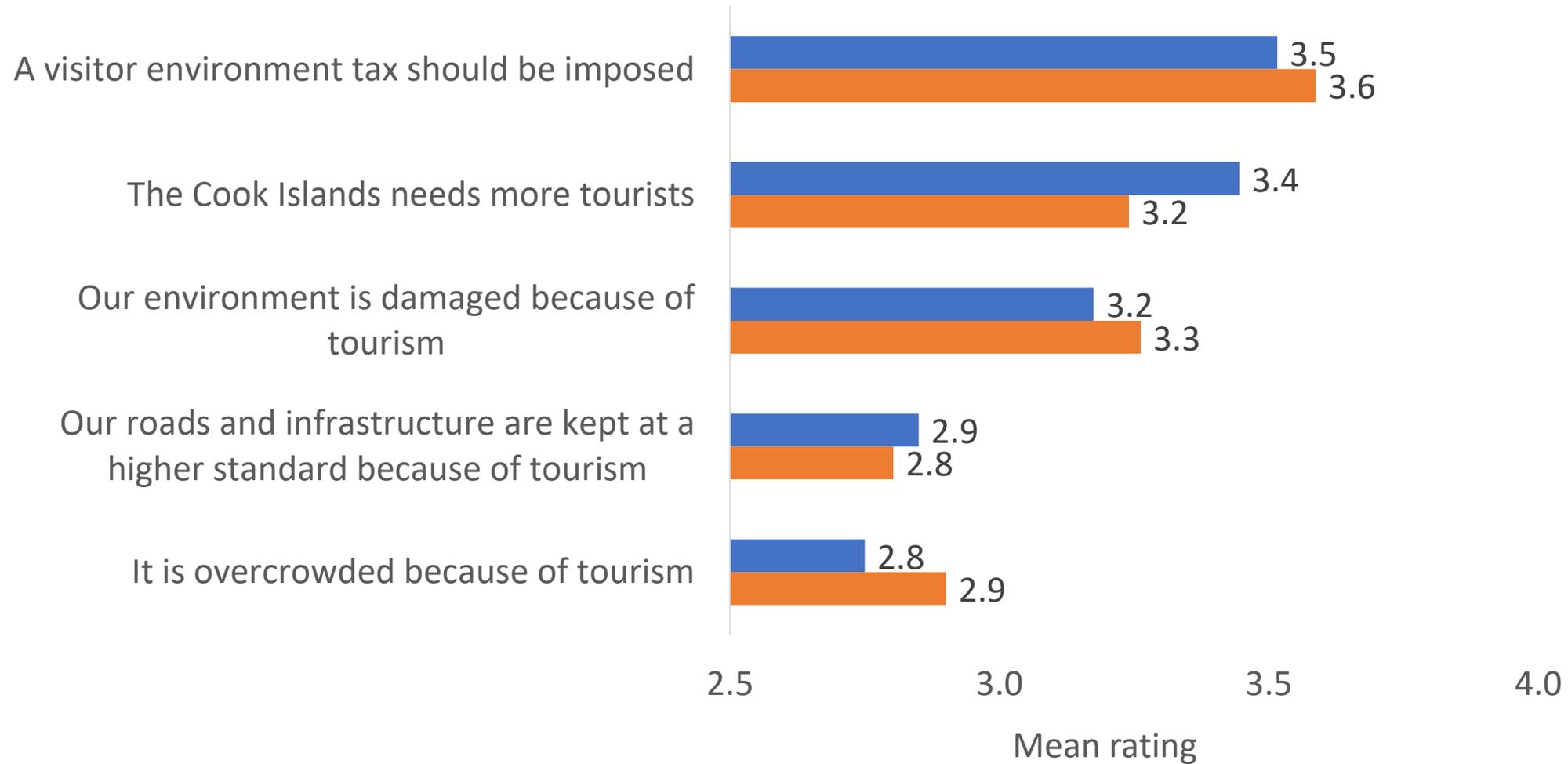












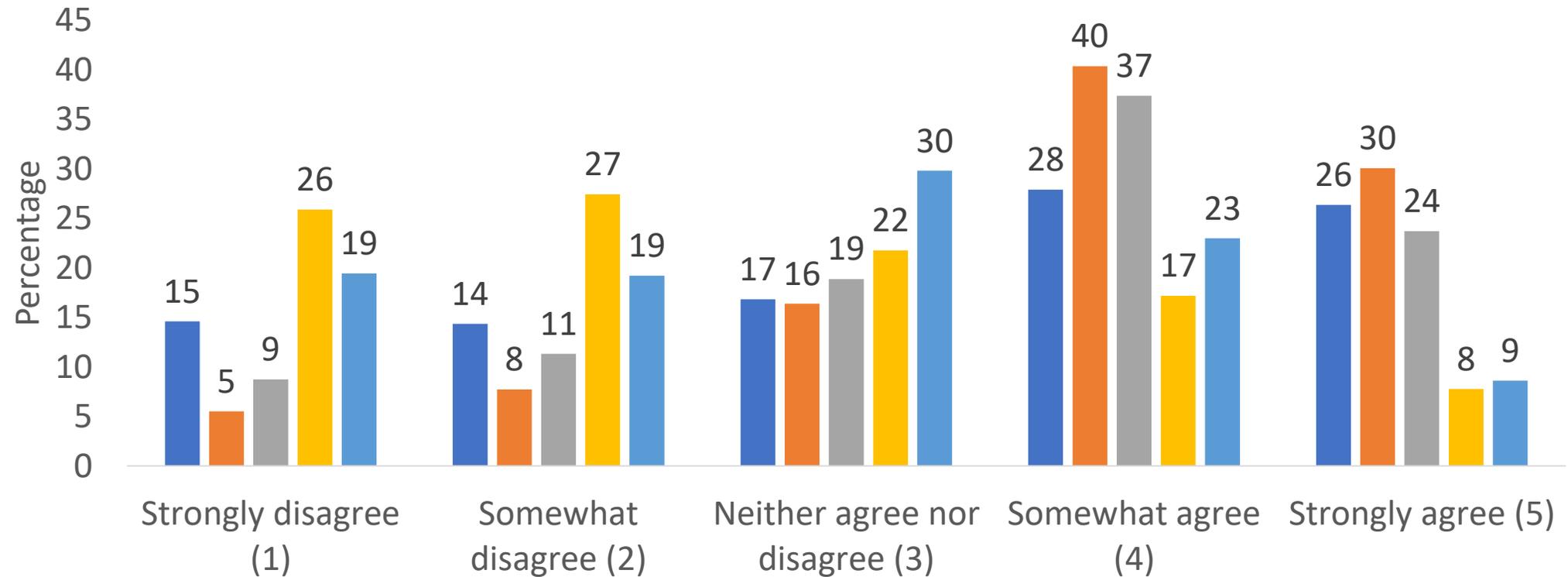
■ Tourism sector ■ Non-tourism sector



Tourism and Cultural Dimensions



Tourism and cultural dimensions



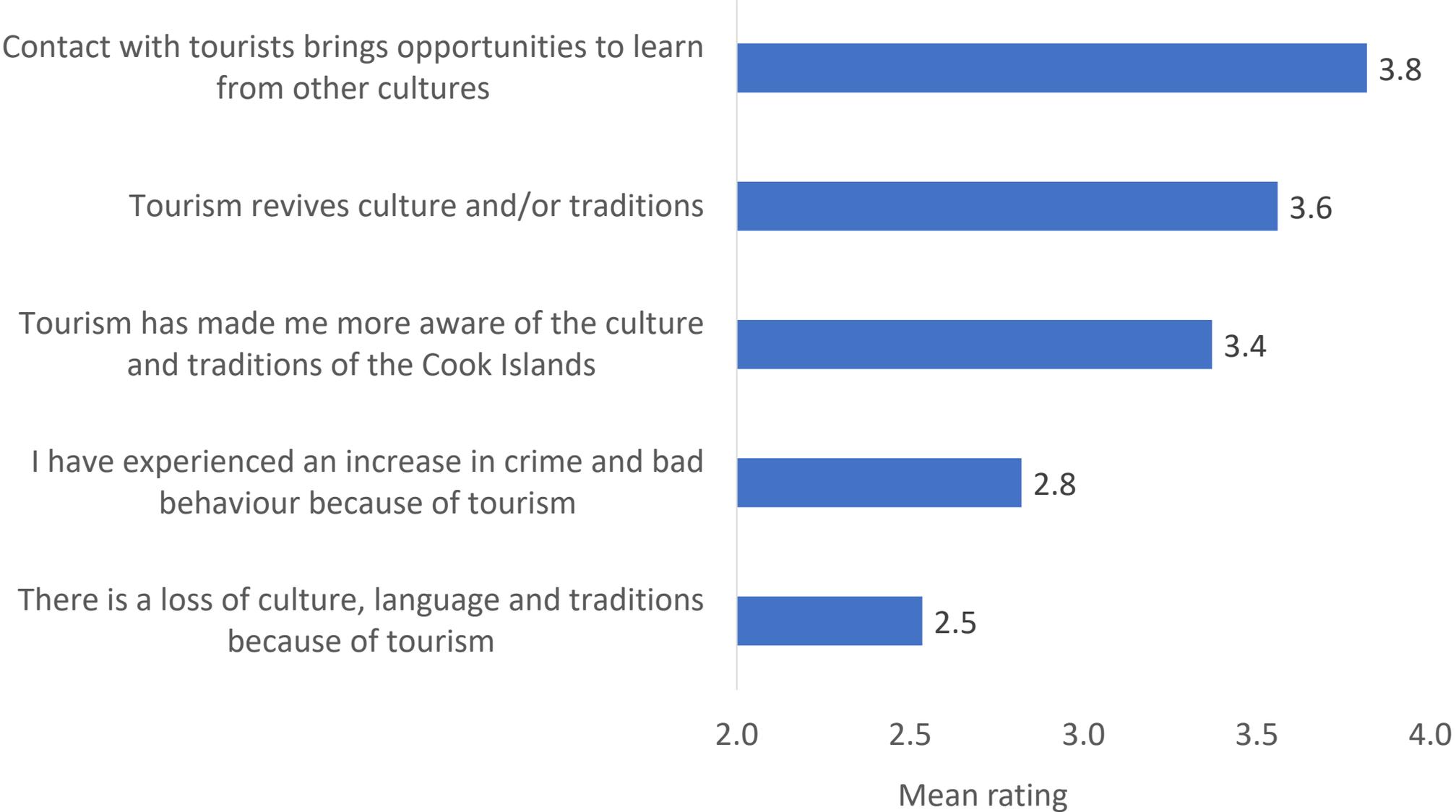
■ Tourism has made me more aware of the culture and traditions of the Cook Islands

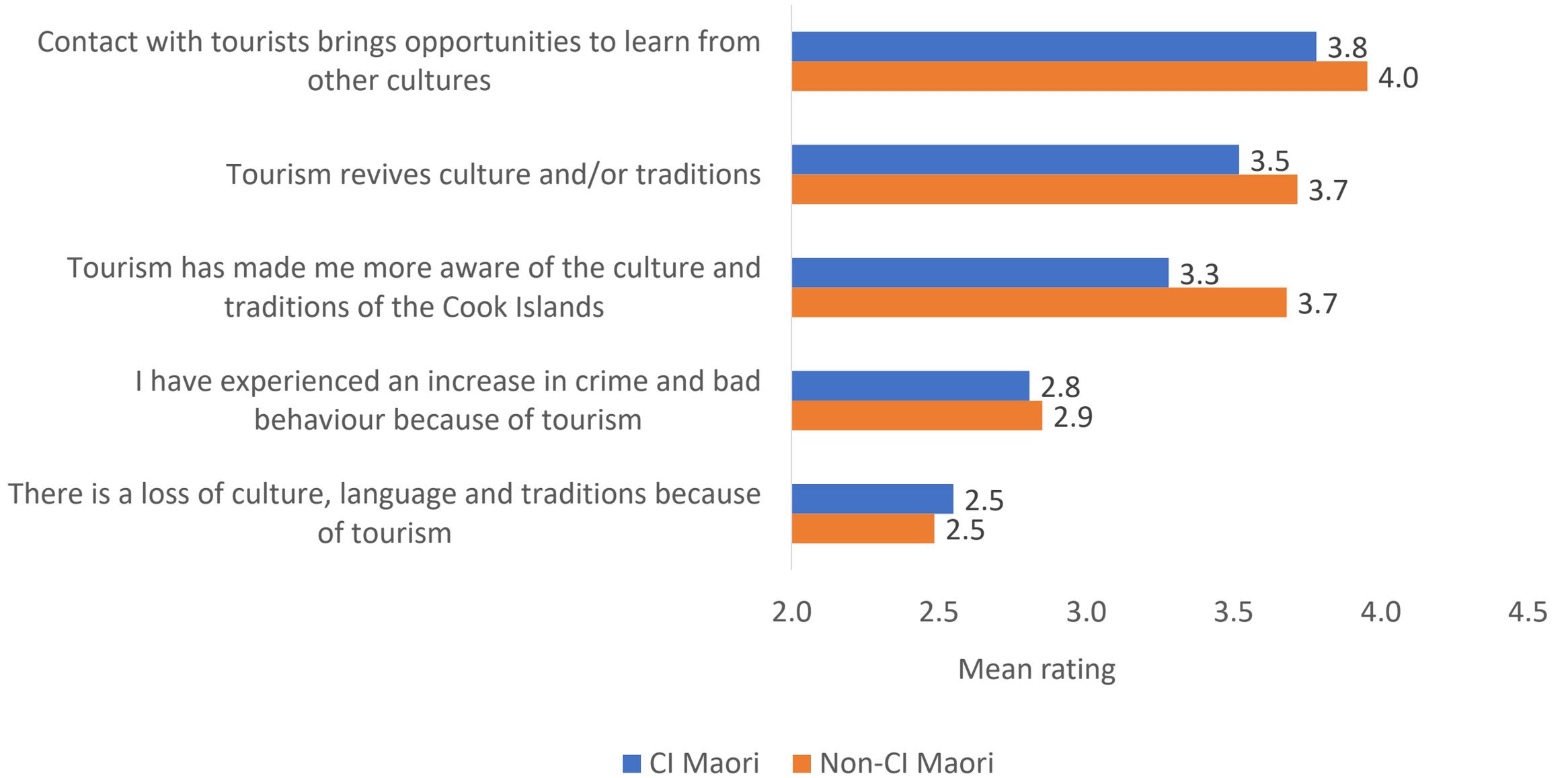
■ Contact with tourists brings opportunities to learn from other cultures

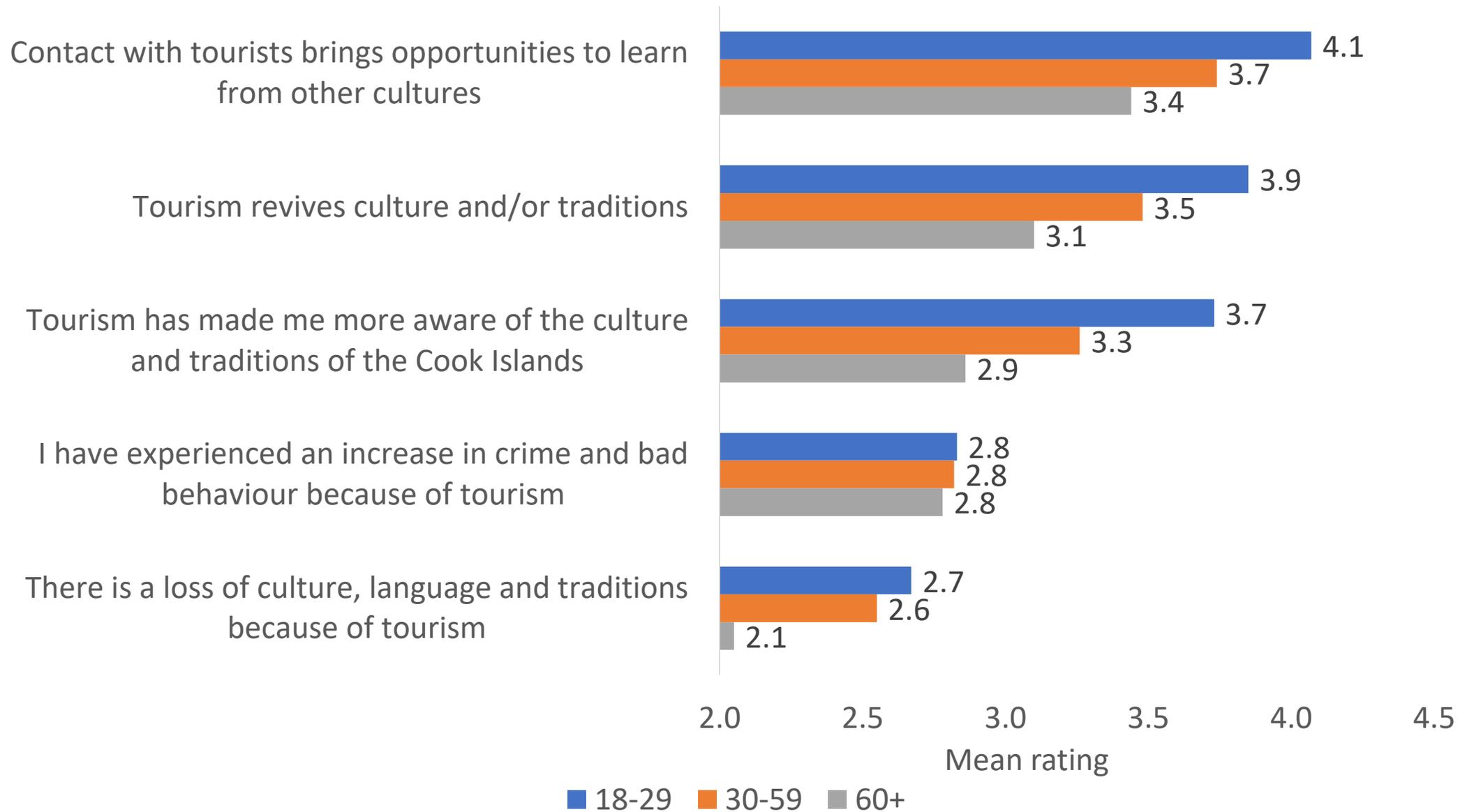
■ Tourism revives culture and/or traditions

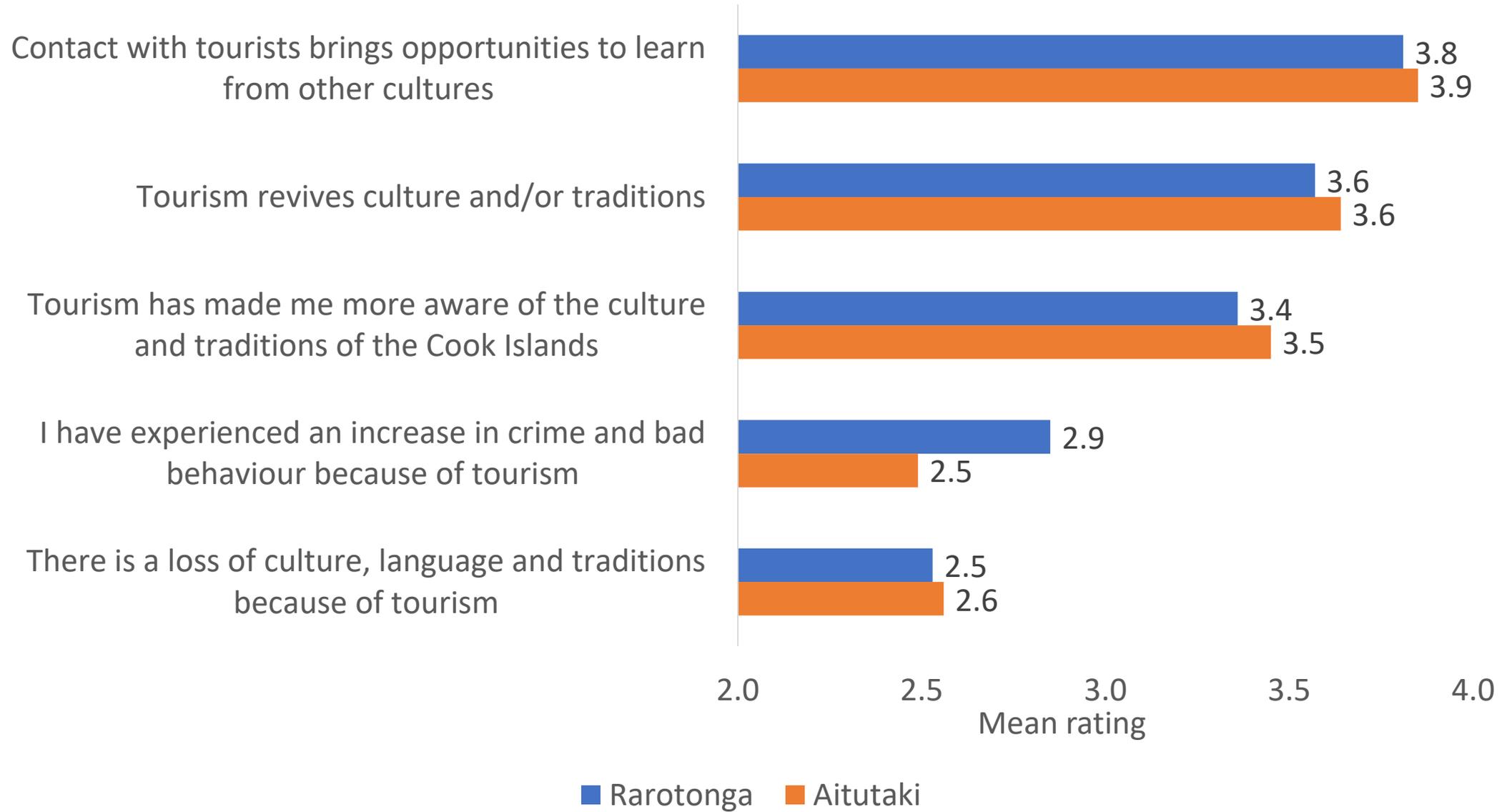
■ There is a loss of culture, language and traditions because of tourism

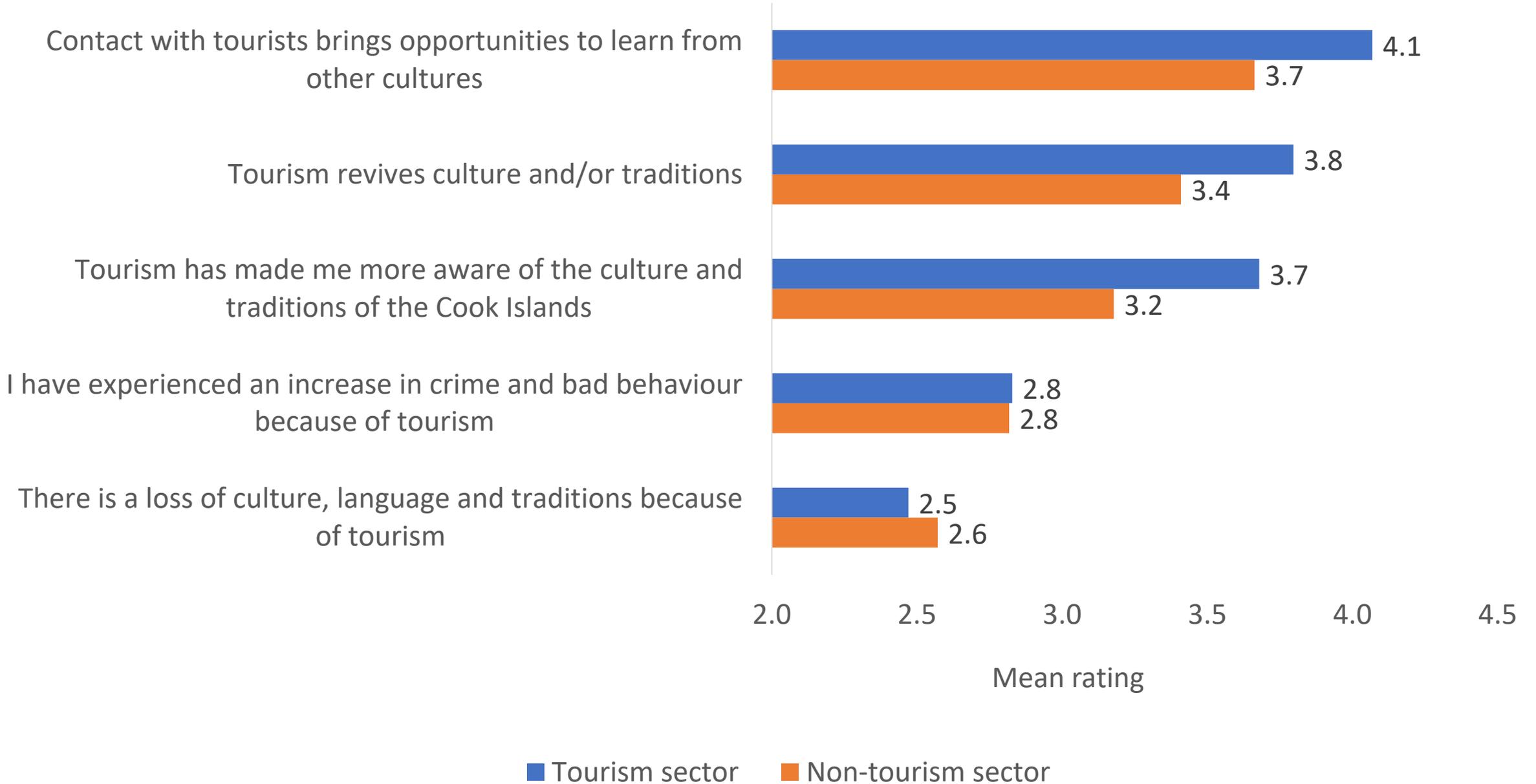
■ I have experienced an increase in crime and bad behaviour because of tourism



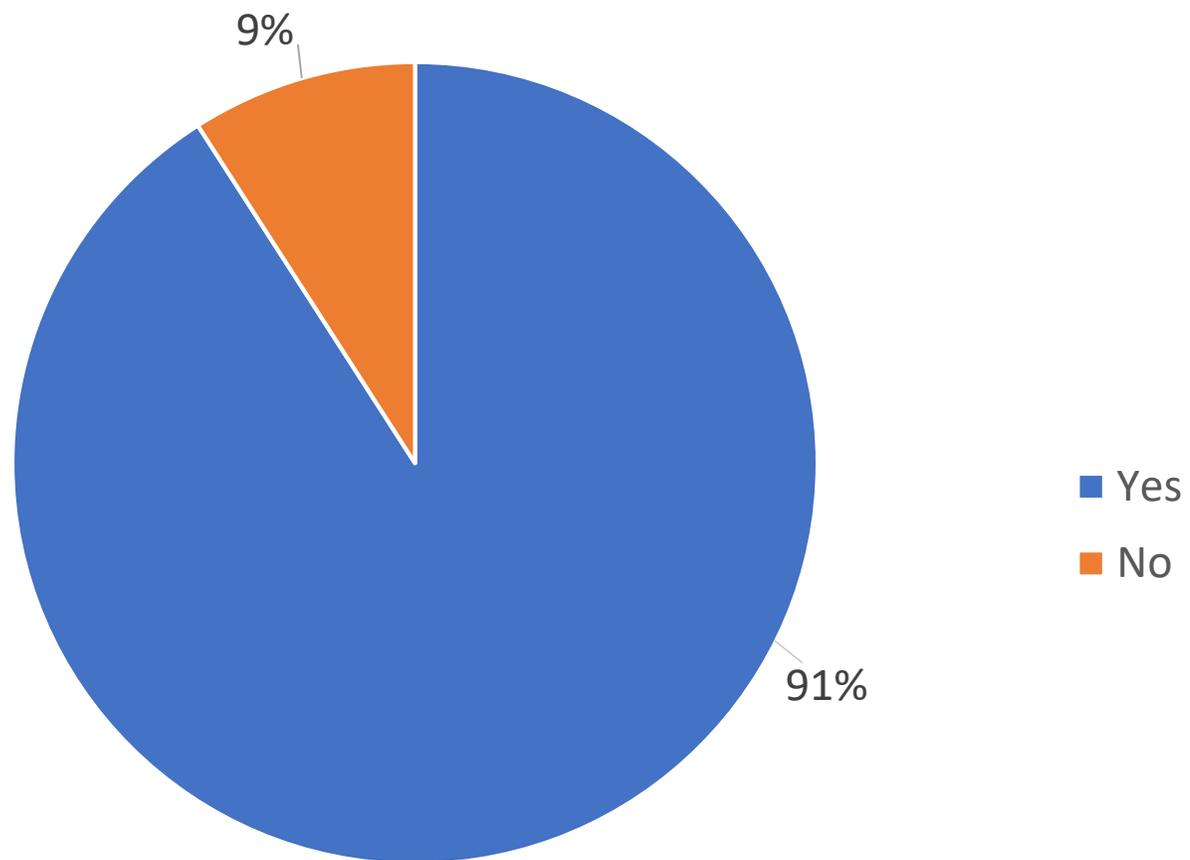






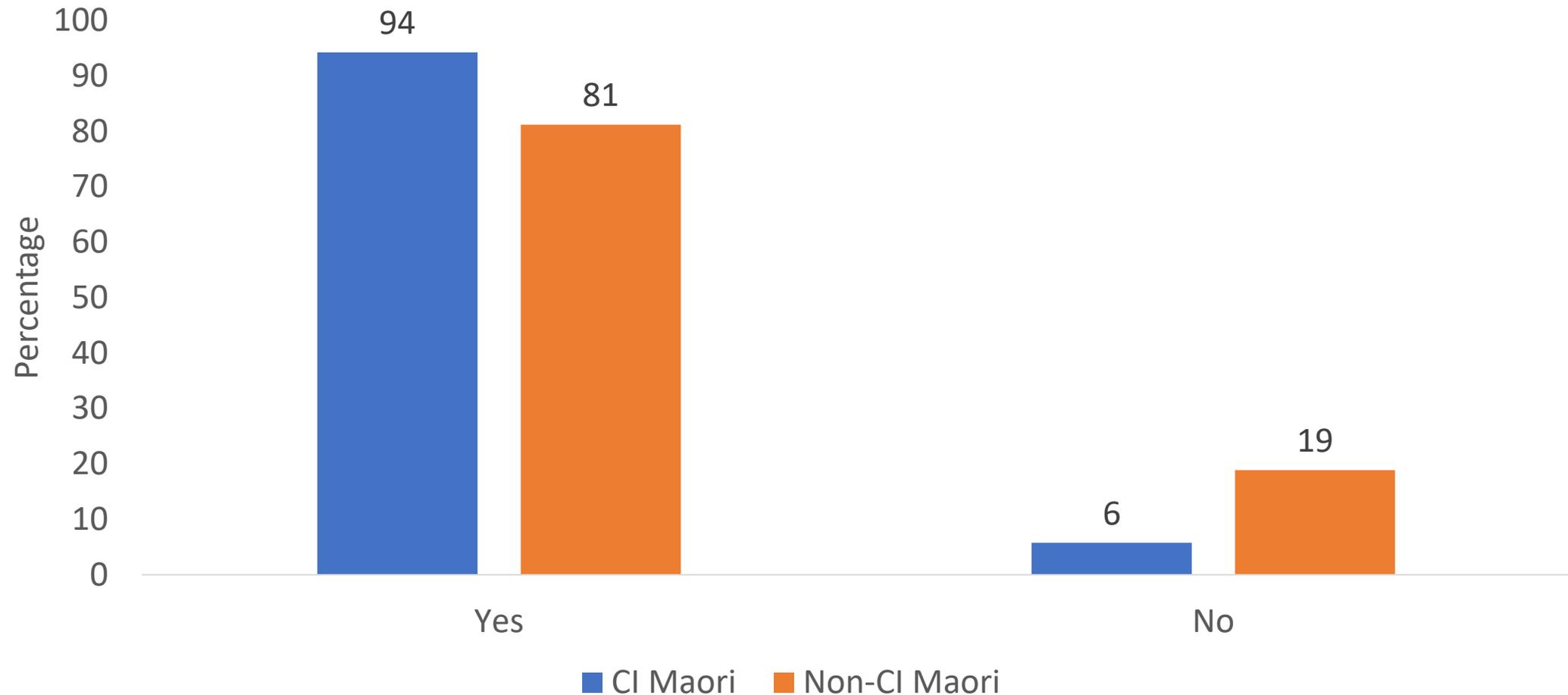


I would like to share my culture and values with tourists



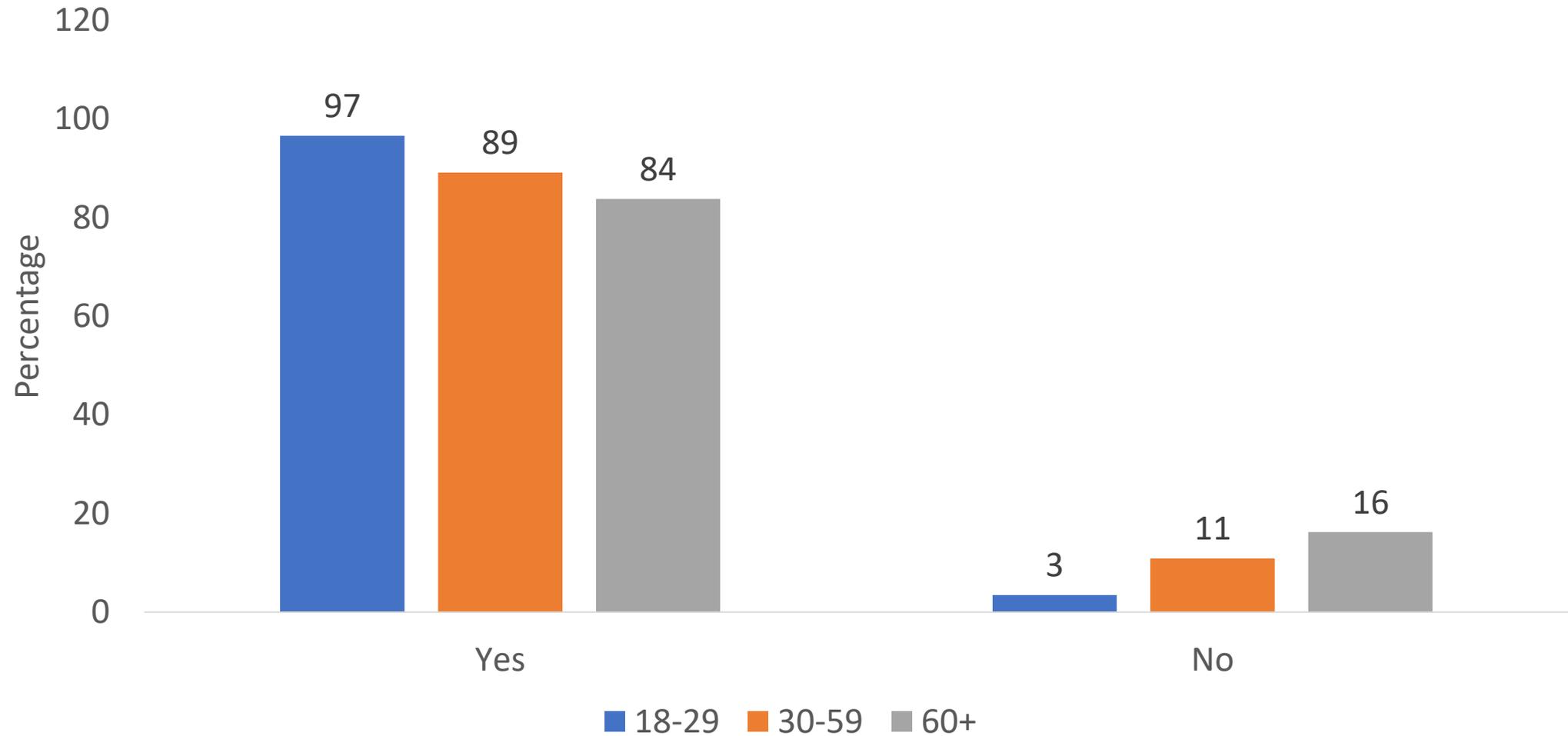
I would like to share my culture and values with tourists

CI Maori / Non-CI Maori



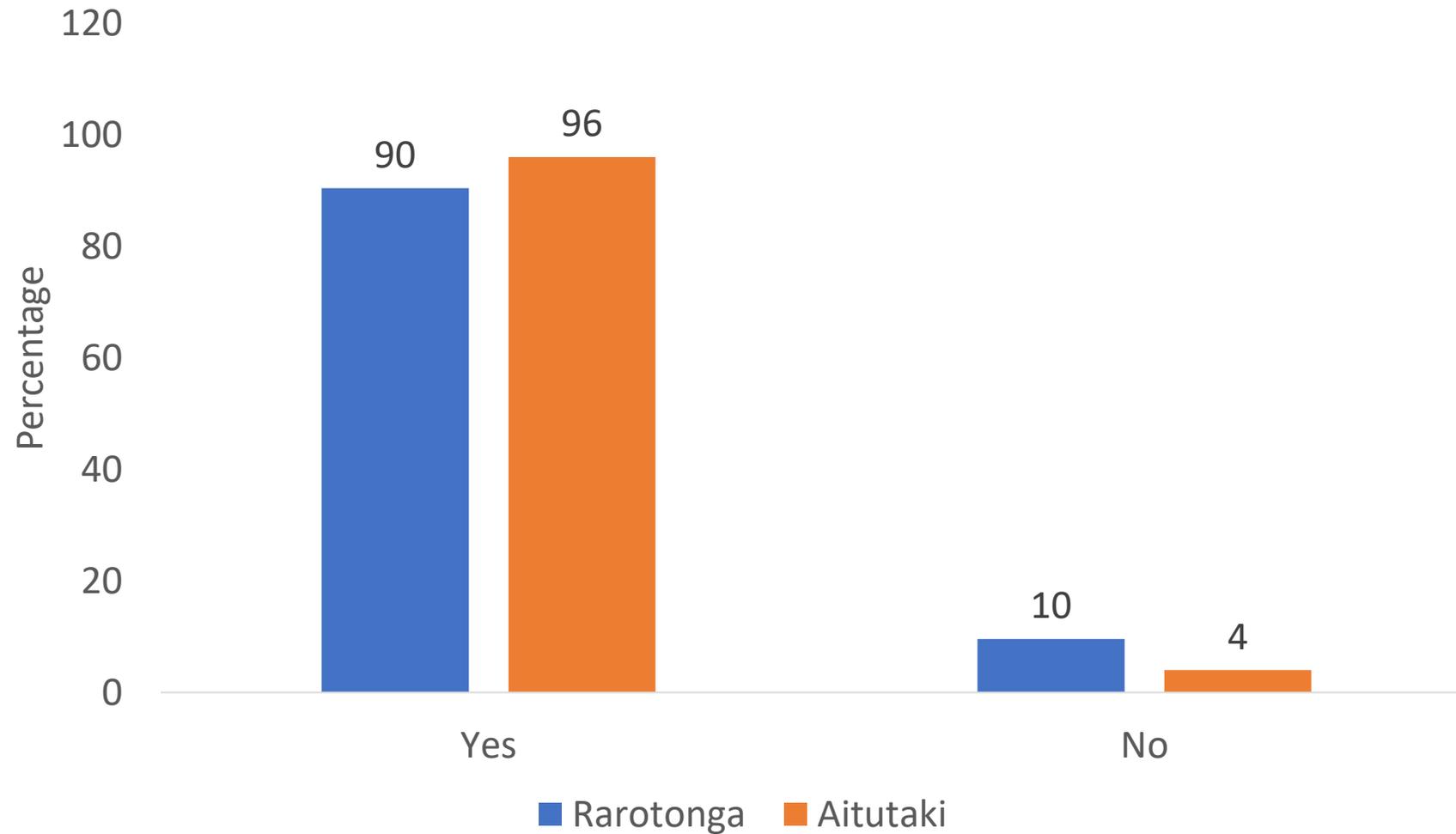
I would like to share my culture and values with tourists

Age group



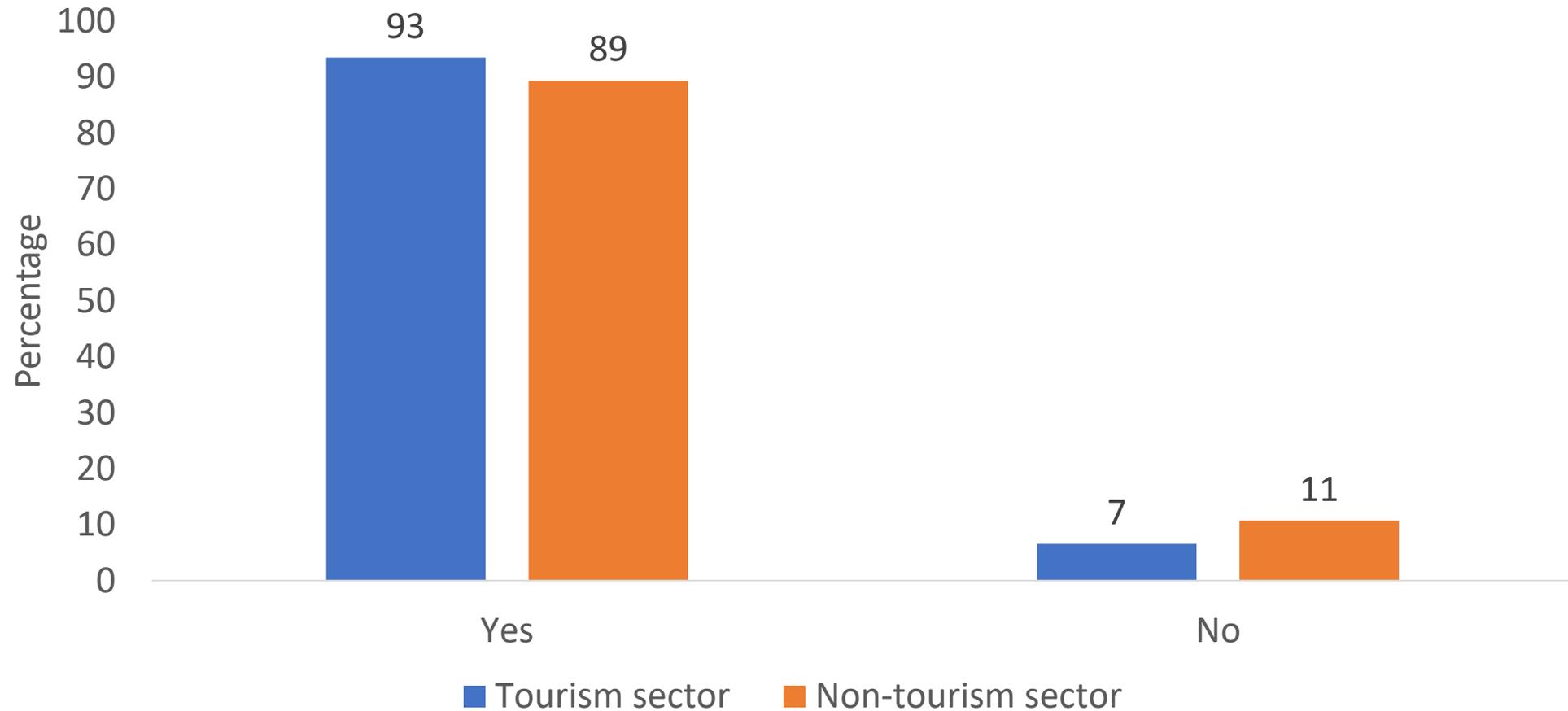
I would like to share my culture and values with tourists

Rarotonga / Aitutaki

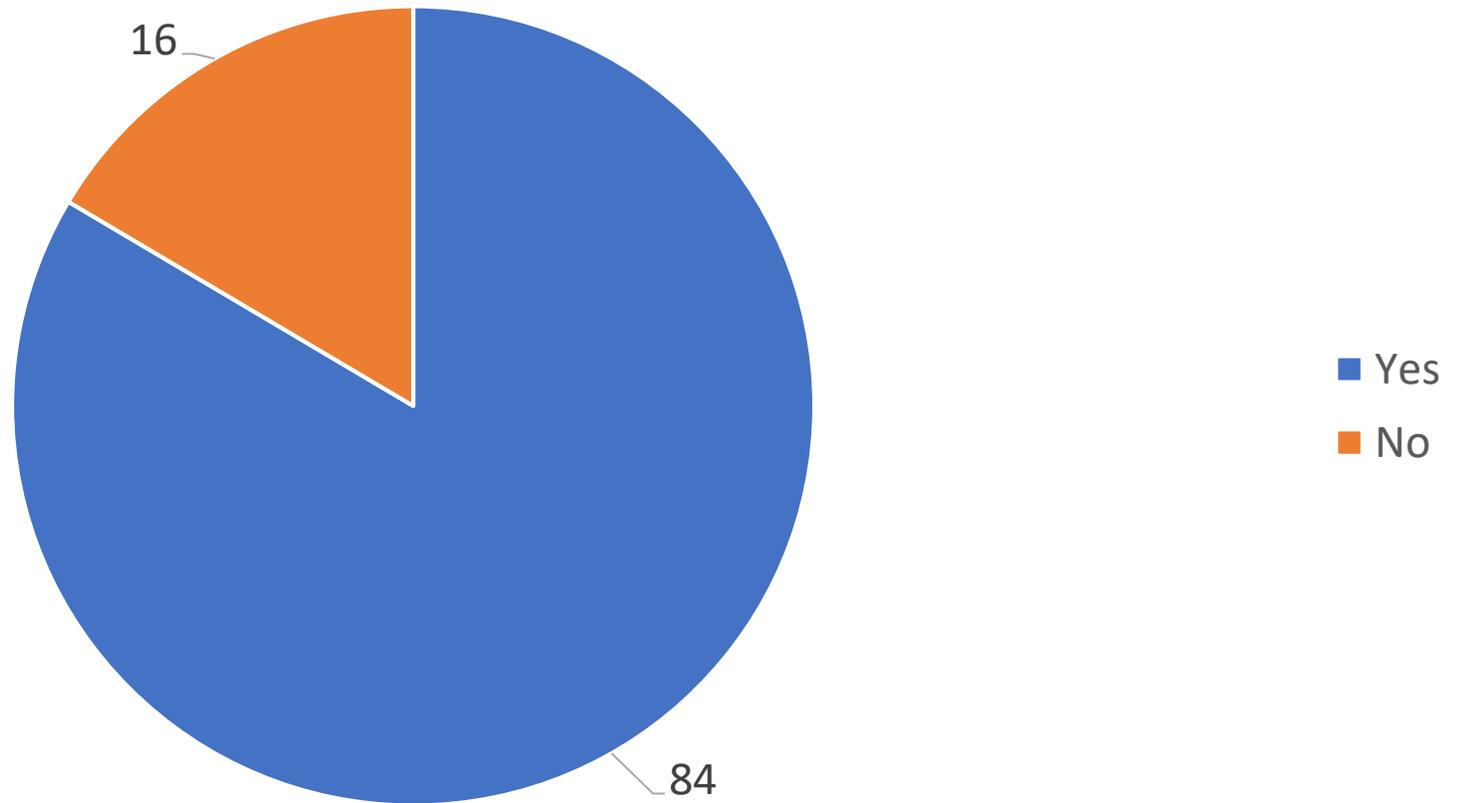


I would like to share my culture and values with tourists

Tourism / Non-tourism

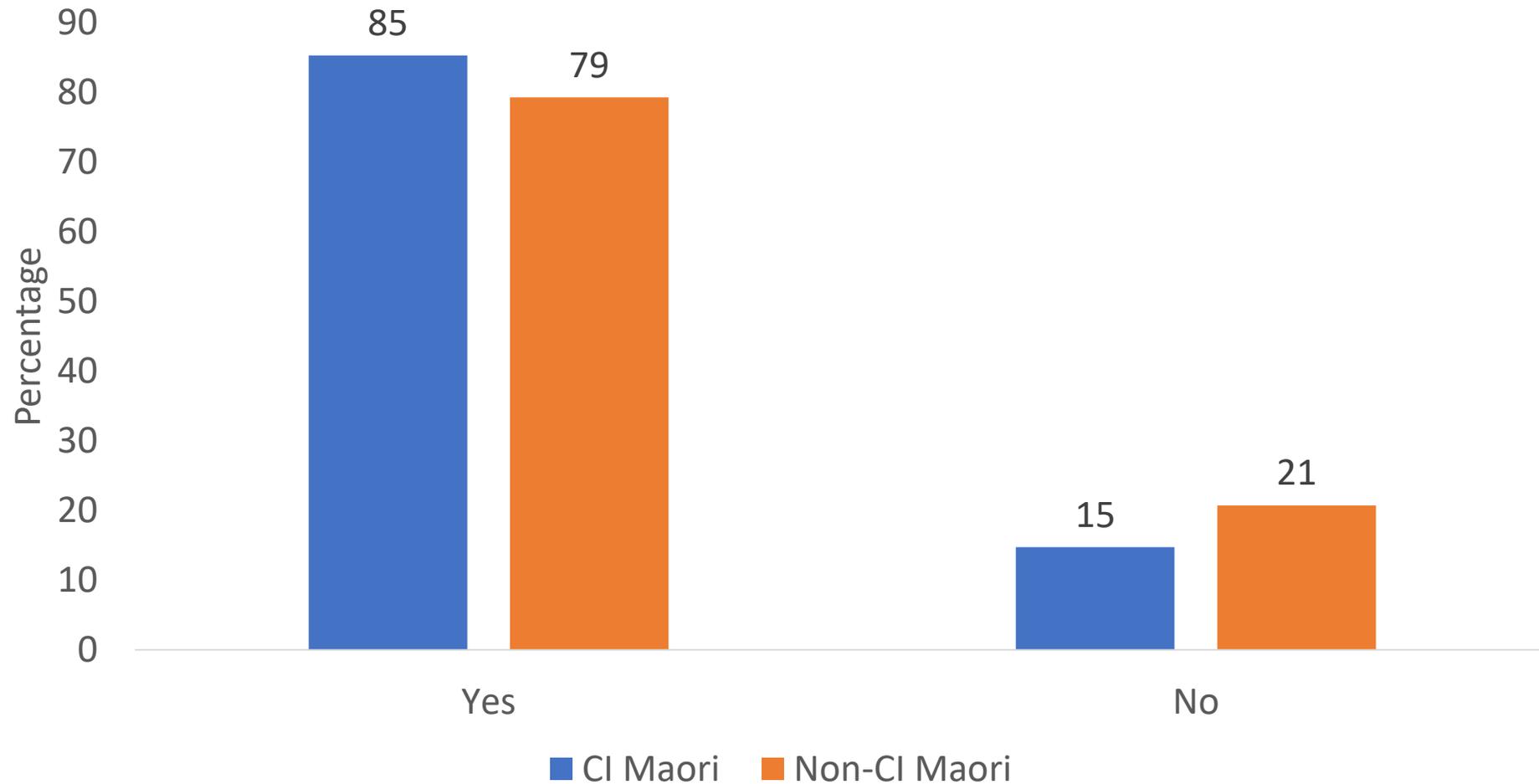


I am aware of the Kia Orana Values programme.



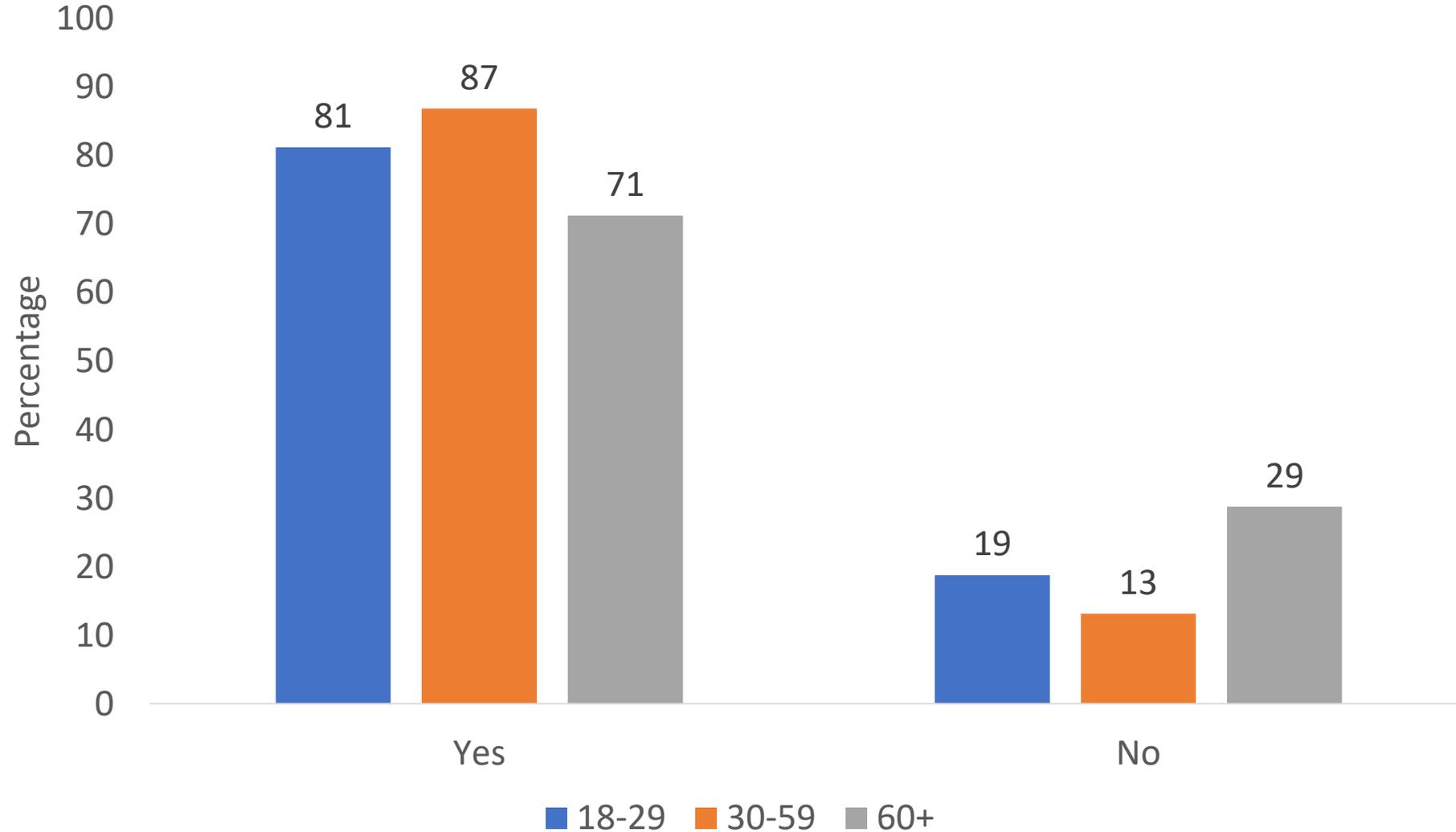
I am aware of the Kia Orana Values programme

CI Maori / Non-CI Maori



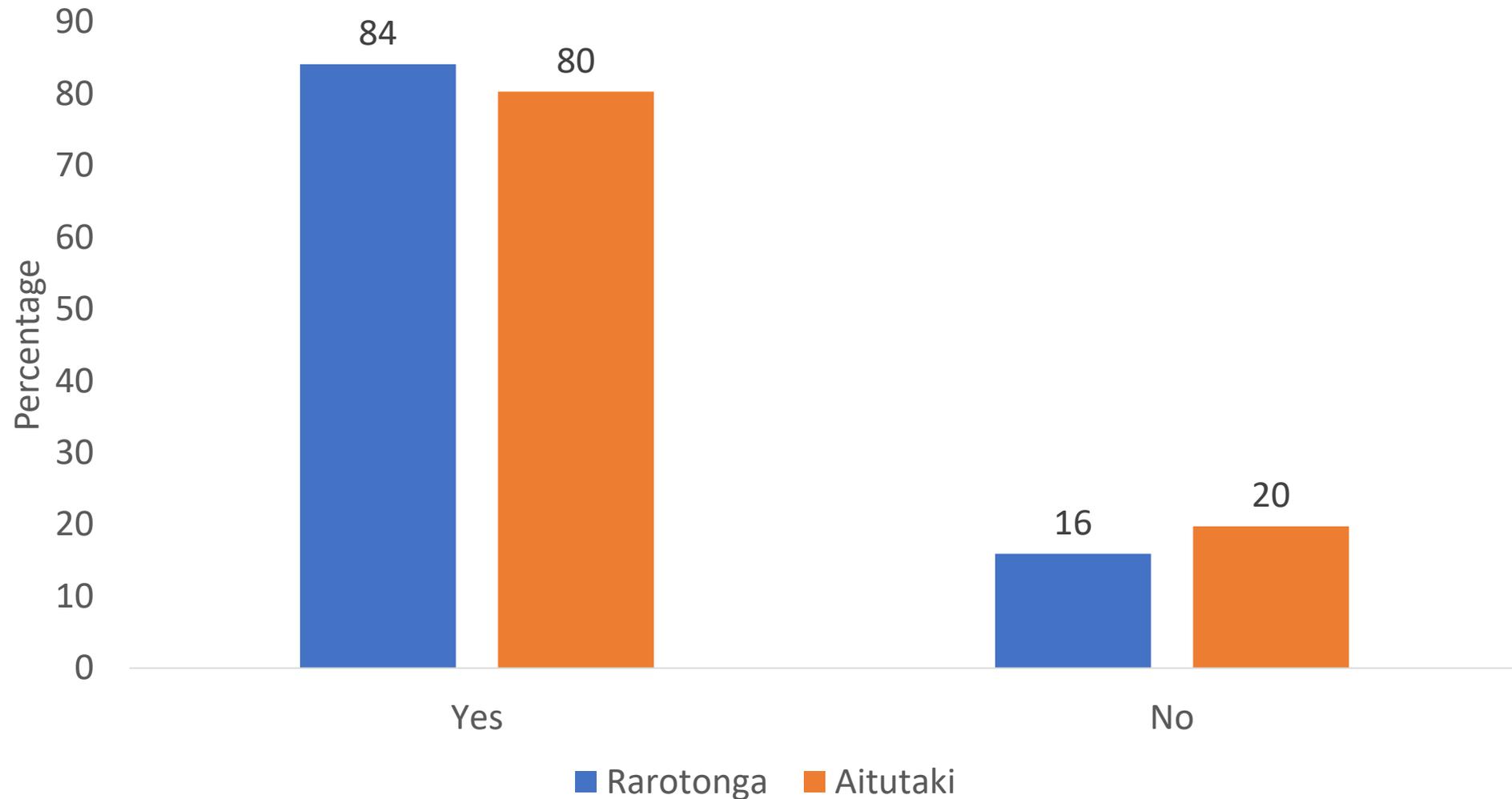
I am aware of the Kia Orana Values programme

Age group



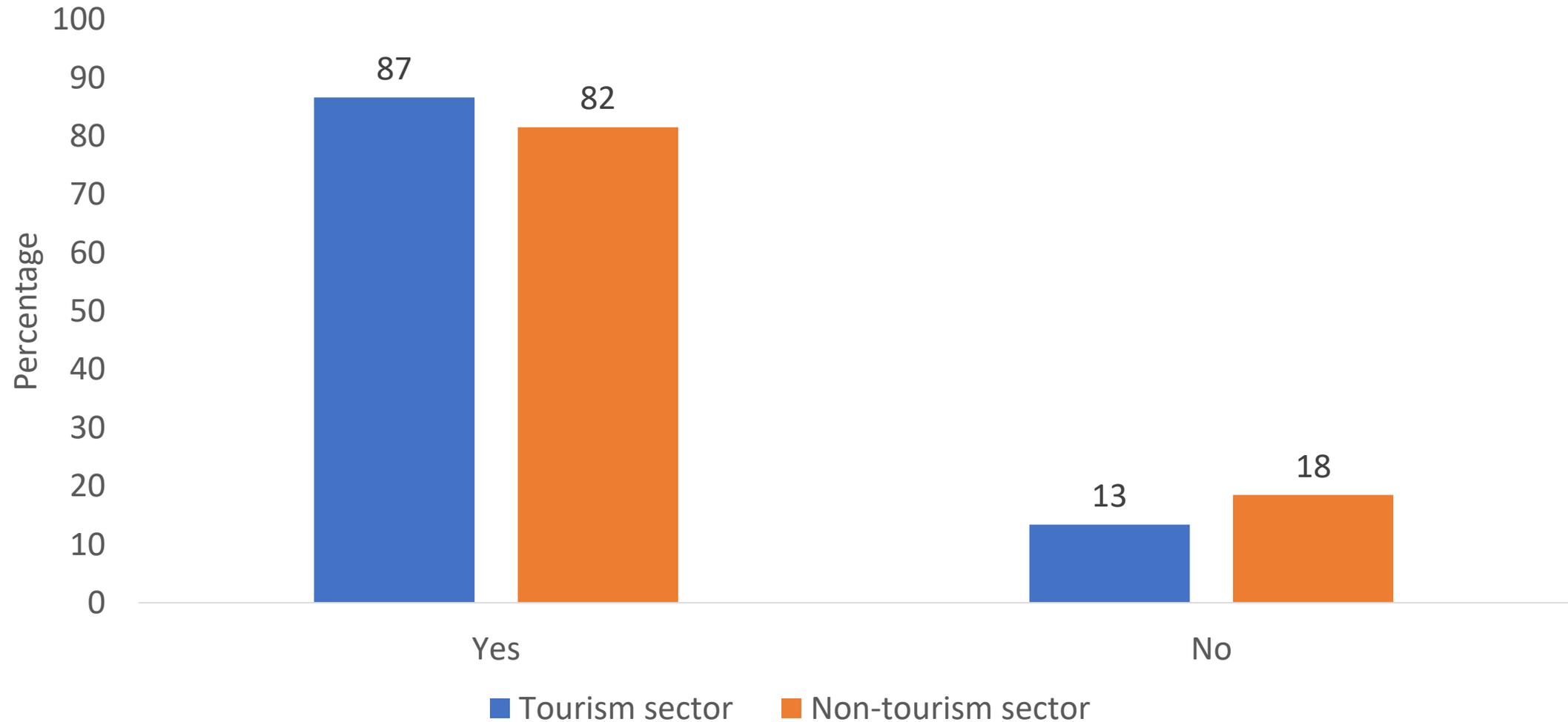
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Rarotonga / Aitutaki

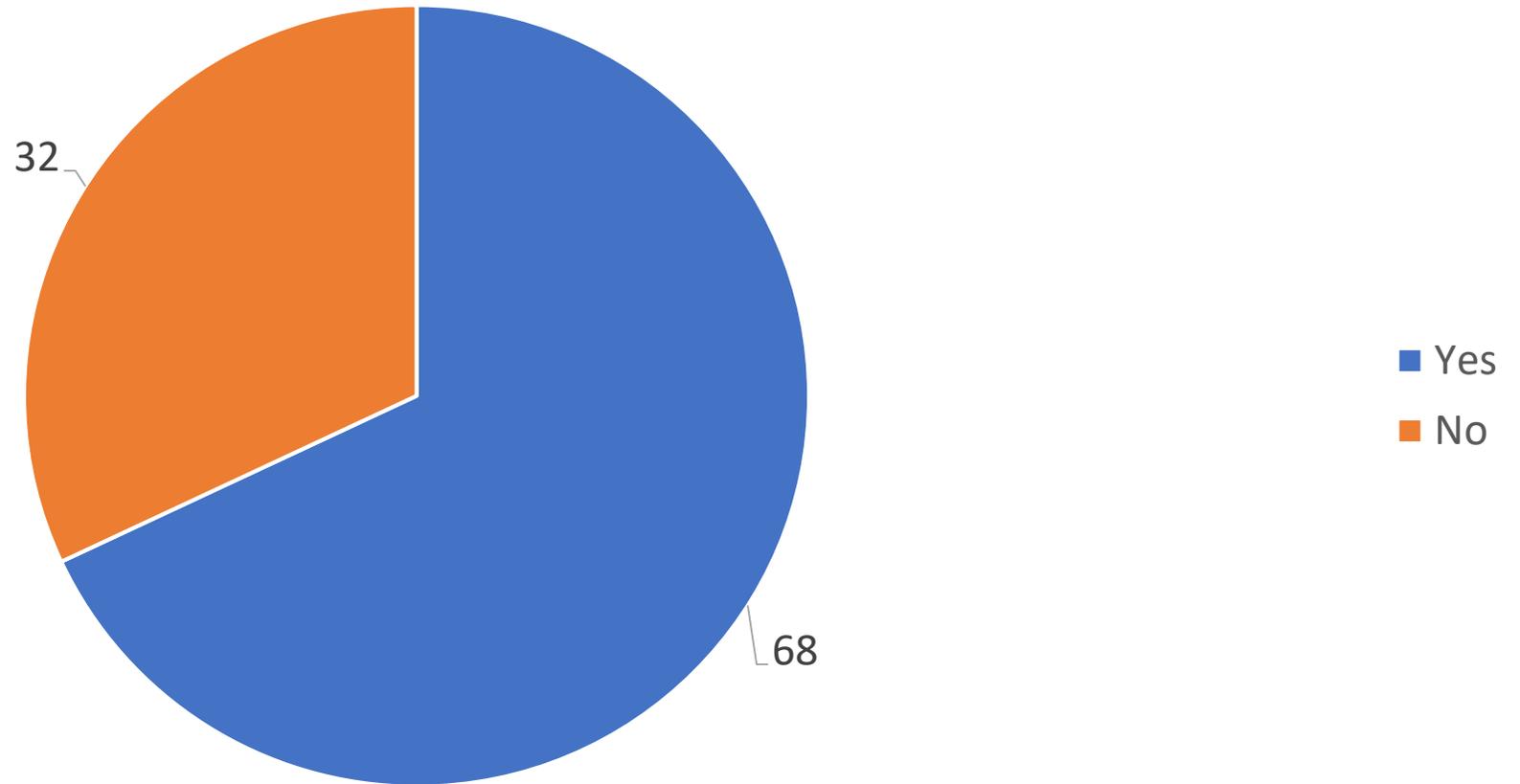


I am aware of the Kia Orana Values programme

Tourism / Non-tourism

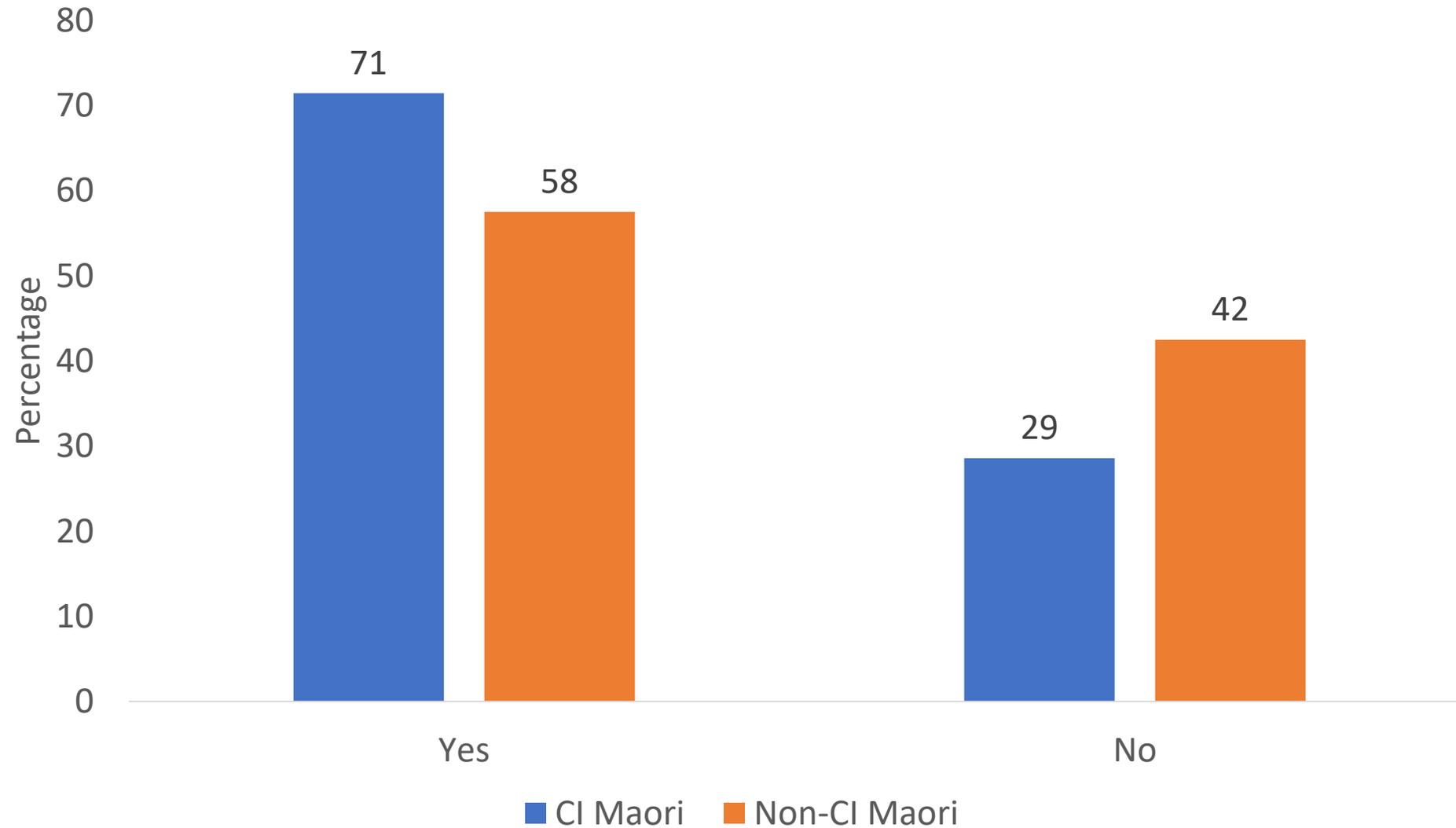


I am willing to be a Kia Orana Ambassador



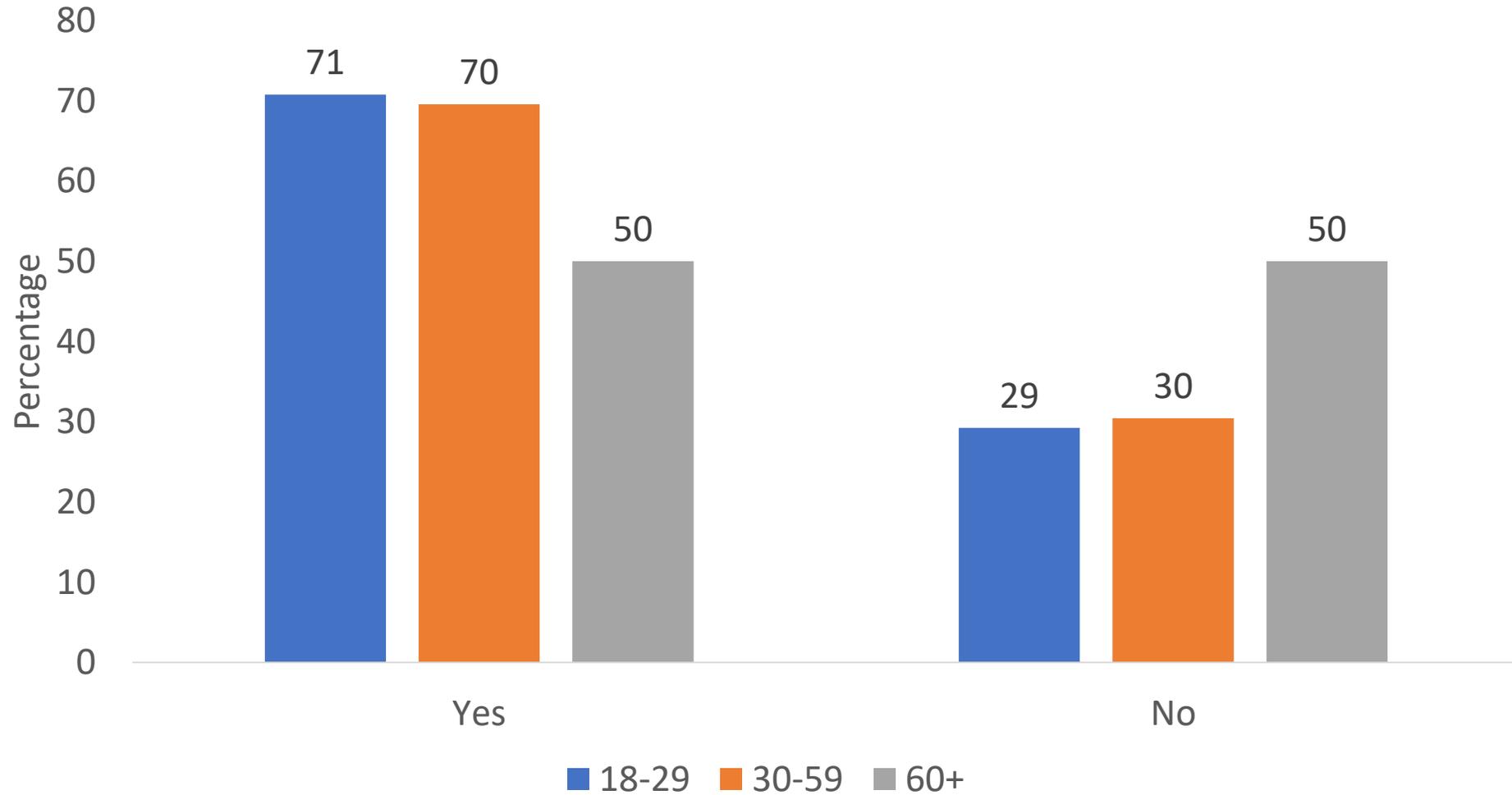
I am willing to be a Kia Orana Ambassador

CI Maori / Non-CI Maori



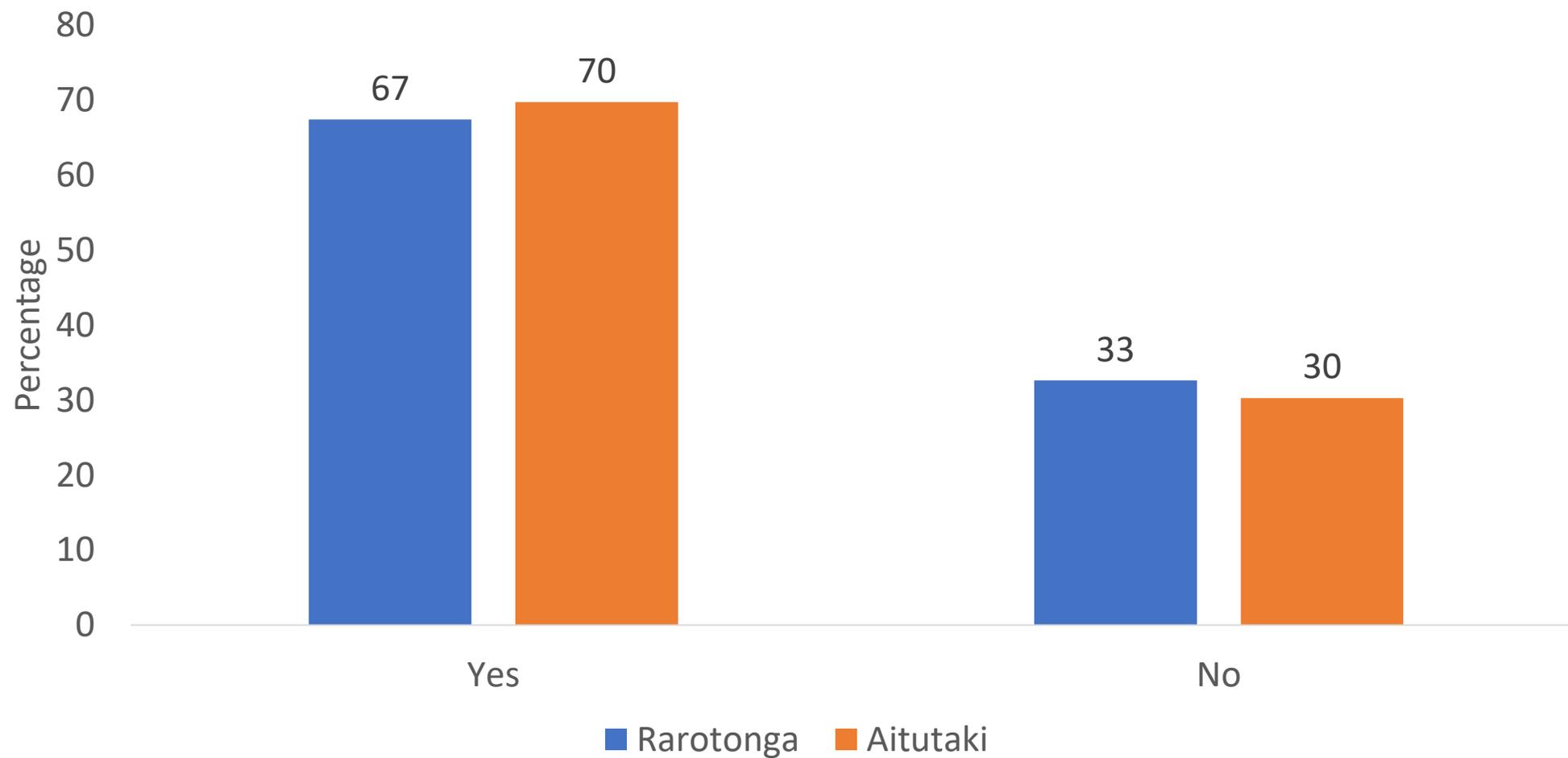
I am willing to be a Kia Orana Ambassador

Age group



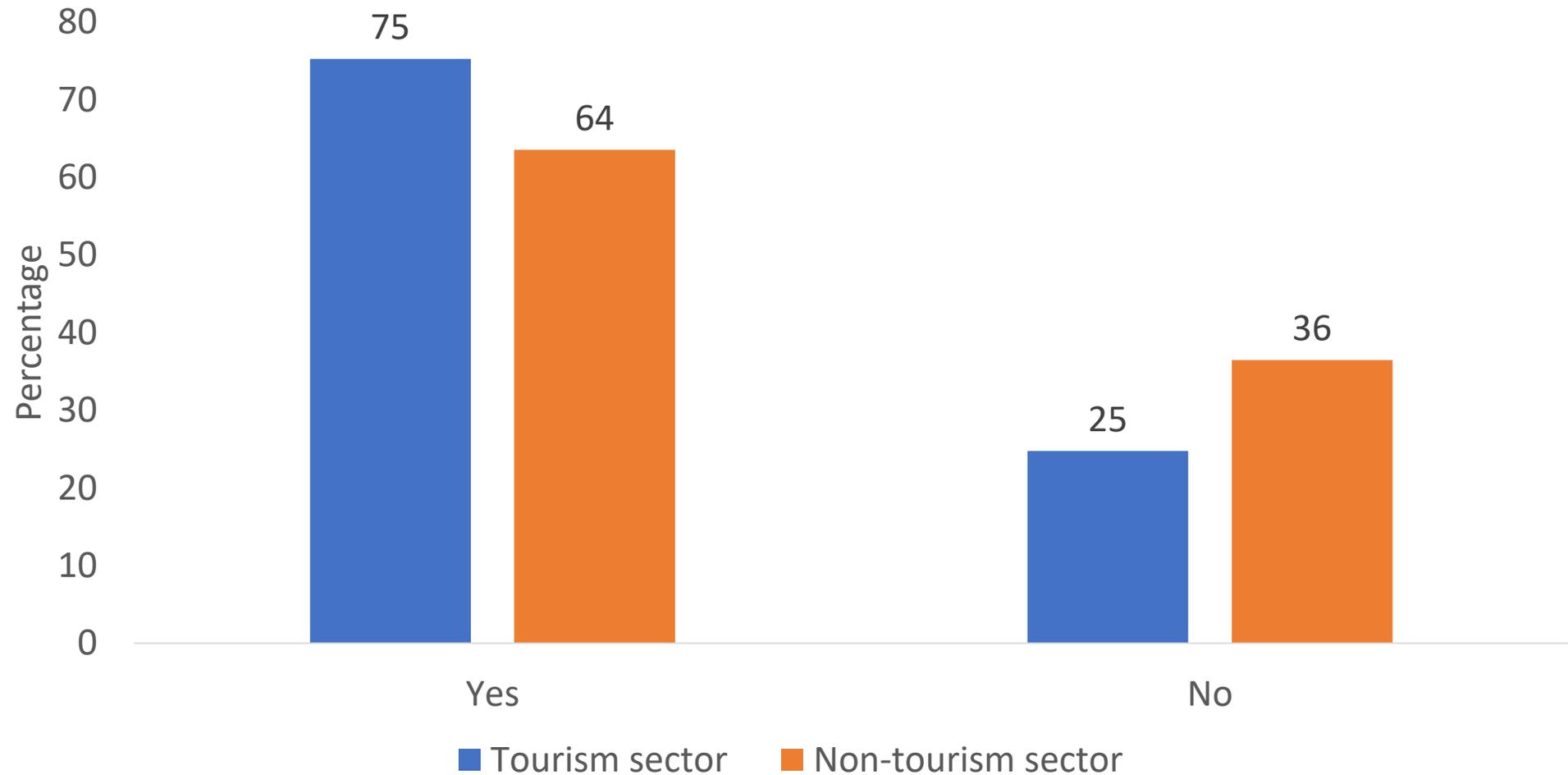
I am willing to be a Kia Orana Ambassador

Rarotonga / Aitutaki



I am willing to be a Kia Orana Ambassador

Tourism / Non-tourism

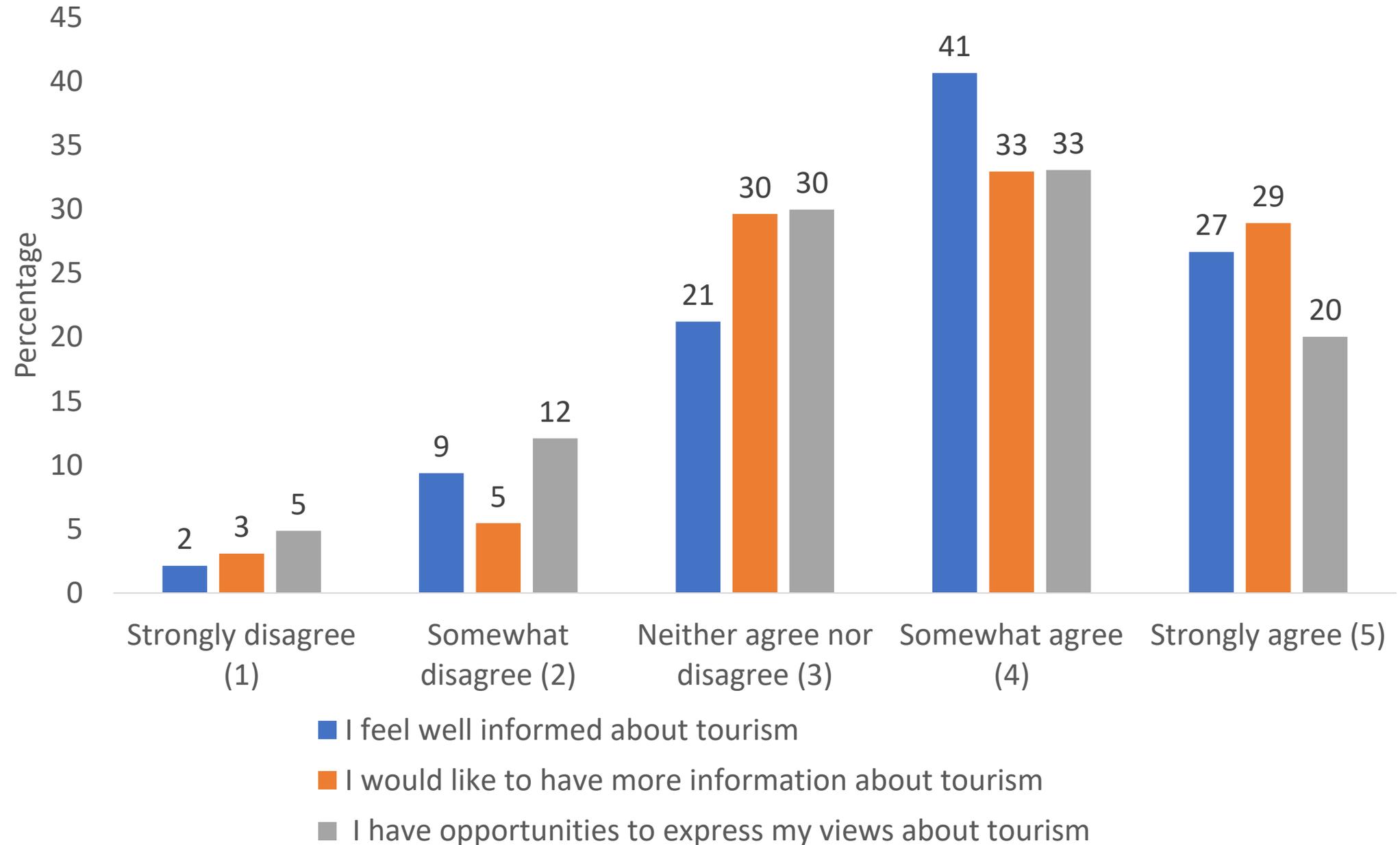




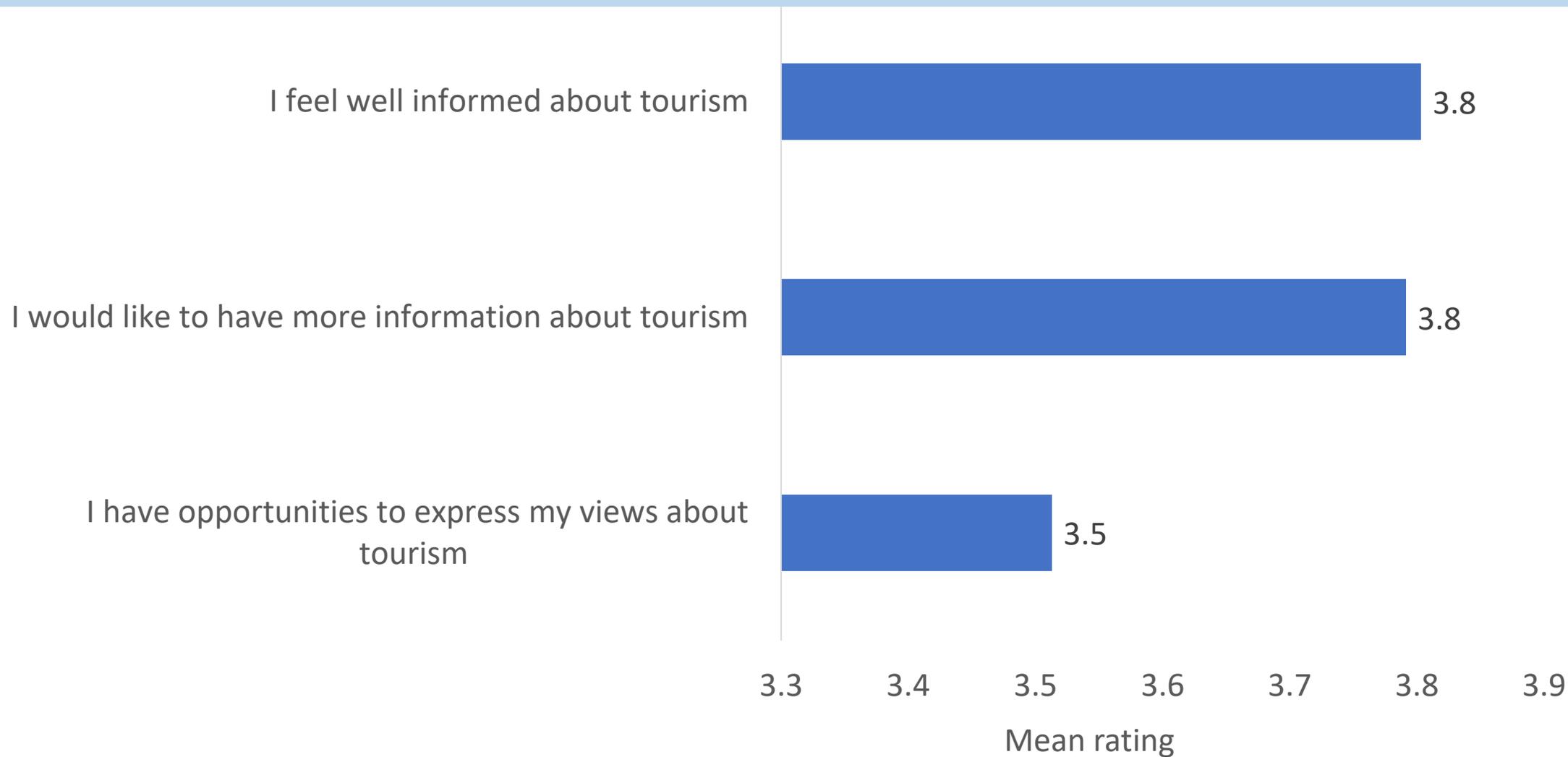
Tourism and Information Access



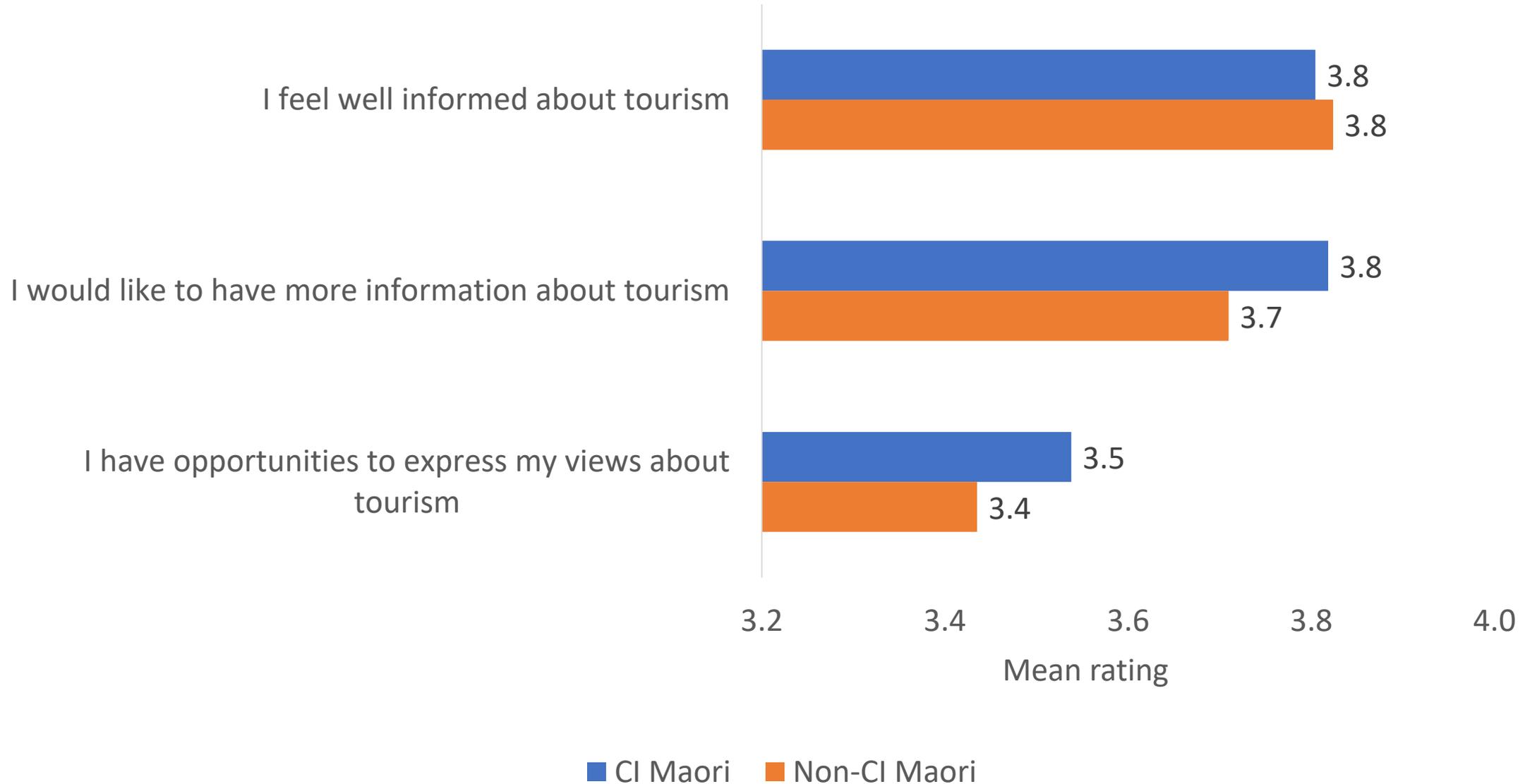
Tourism and information access



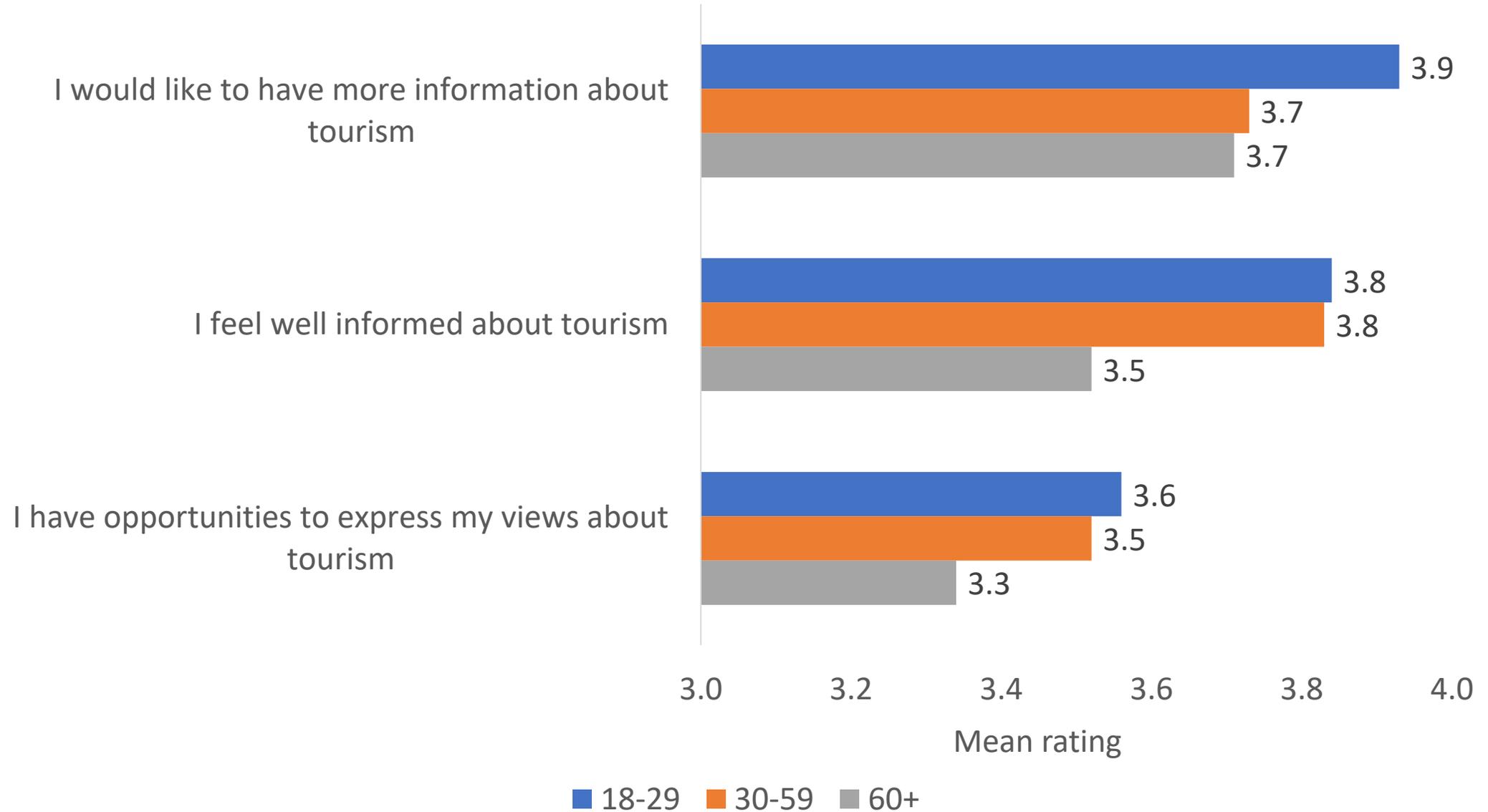
Tourism and information access



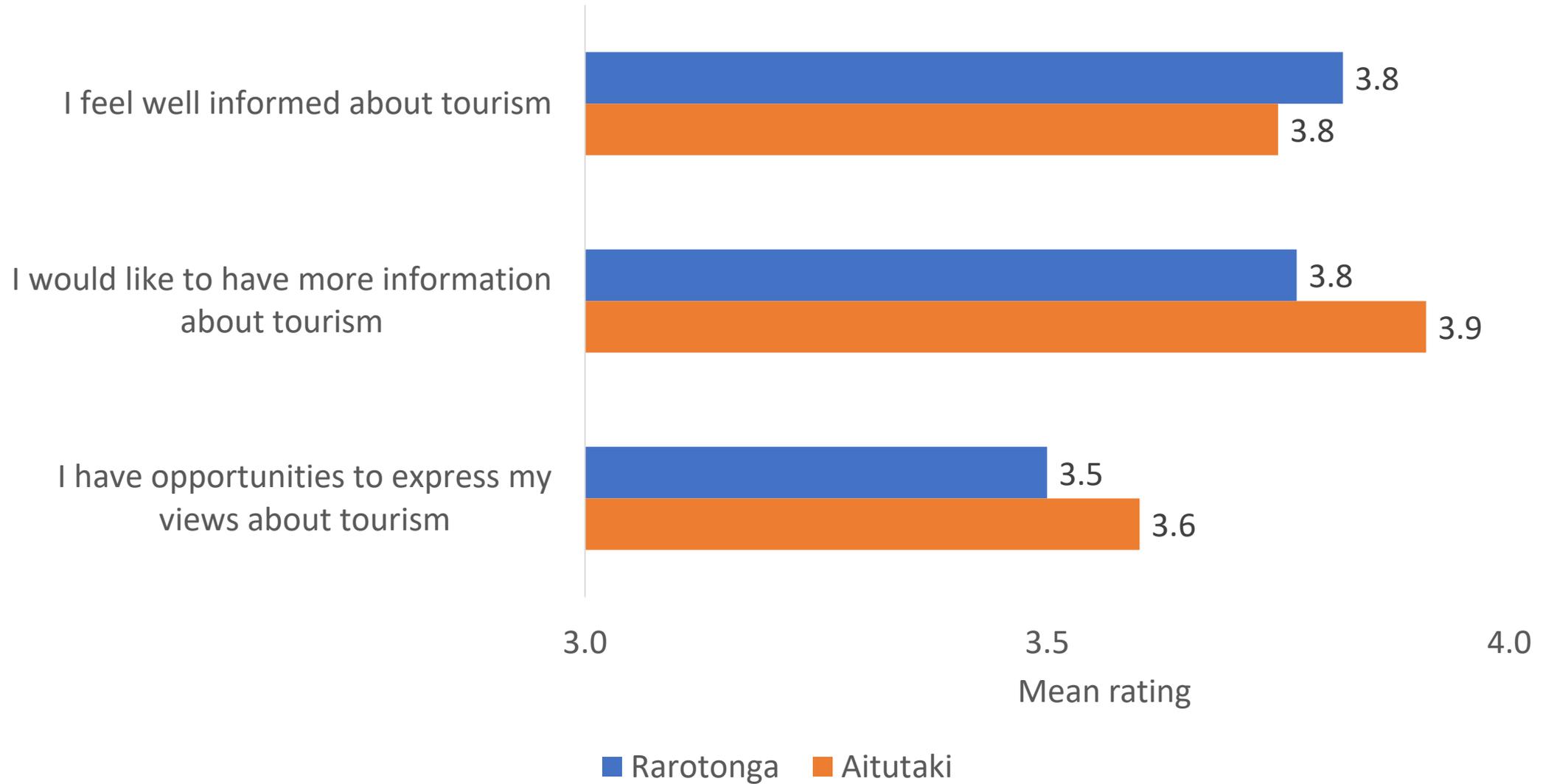
Tourism and information access – CI Maori/non-CI Maori



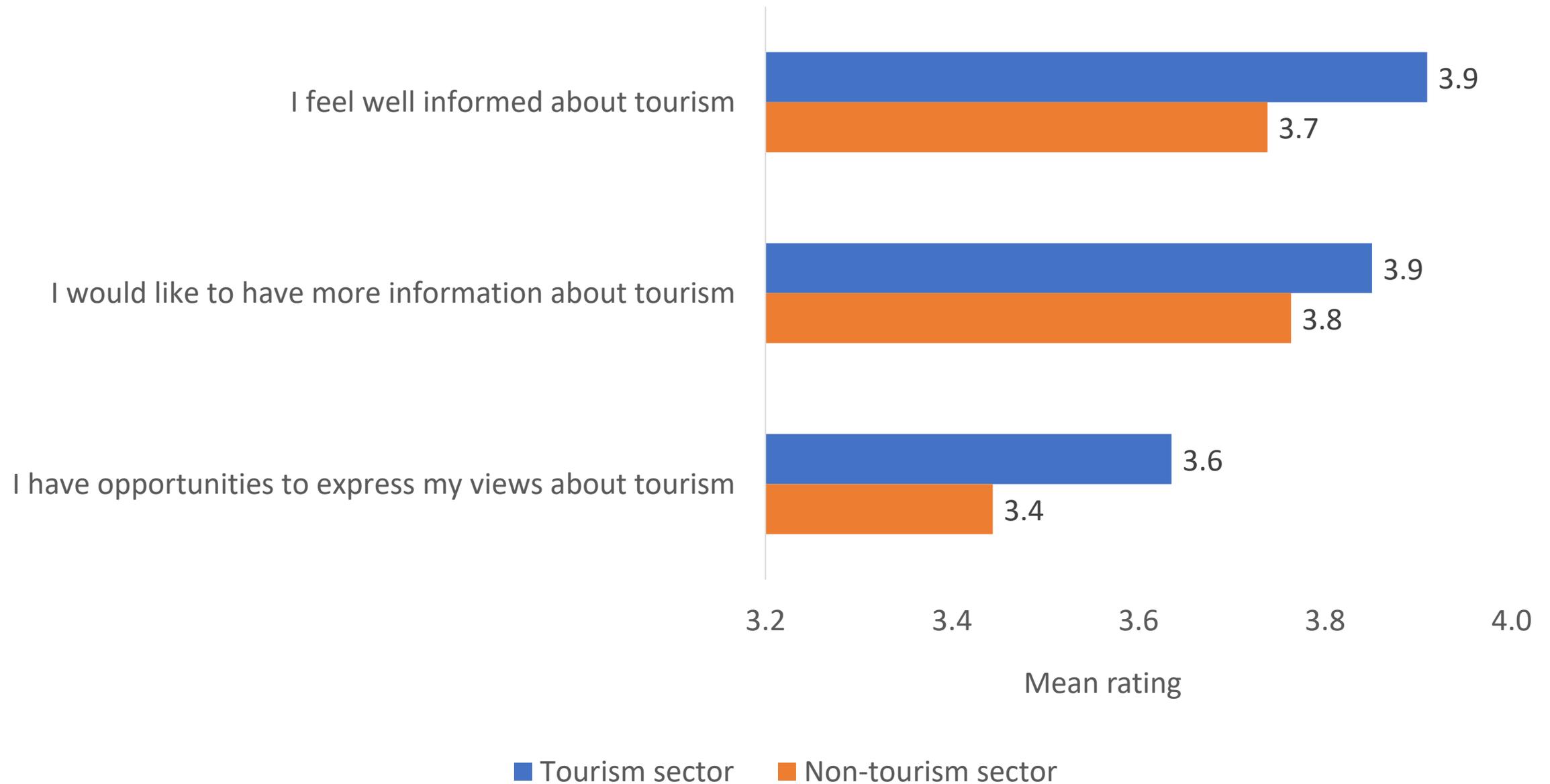
Tourism and information access – age group



Tourism and information access – Rarotonga/Aitutaki



Tourism and information access – tourism/non-tourism





Open-ended responses to 'further comments' question



Further comments

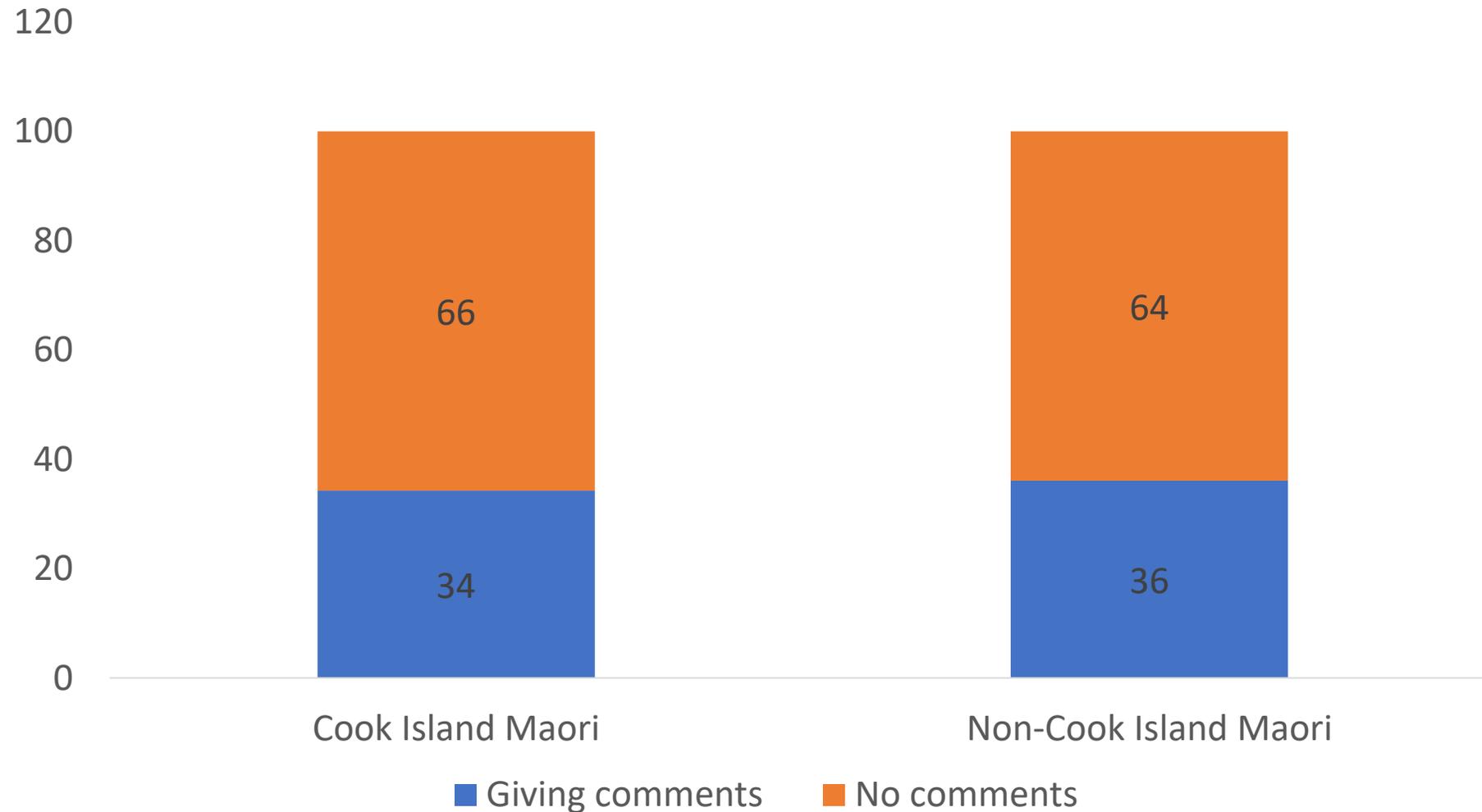
When asked if you would like to share any other comments, 34% of those surveyed responded.

The first slides show who provided comments, and who did not, using four different dimensions:

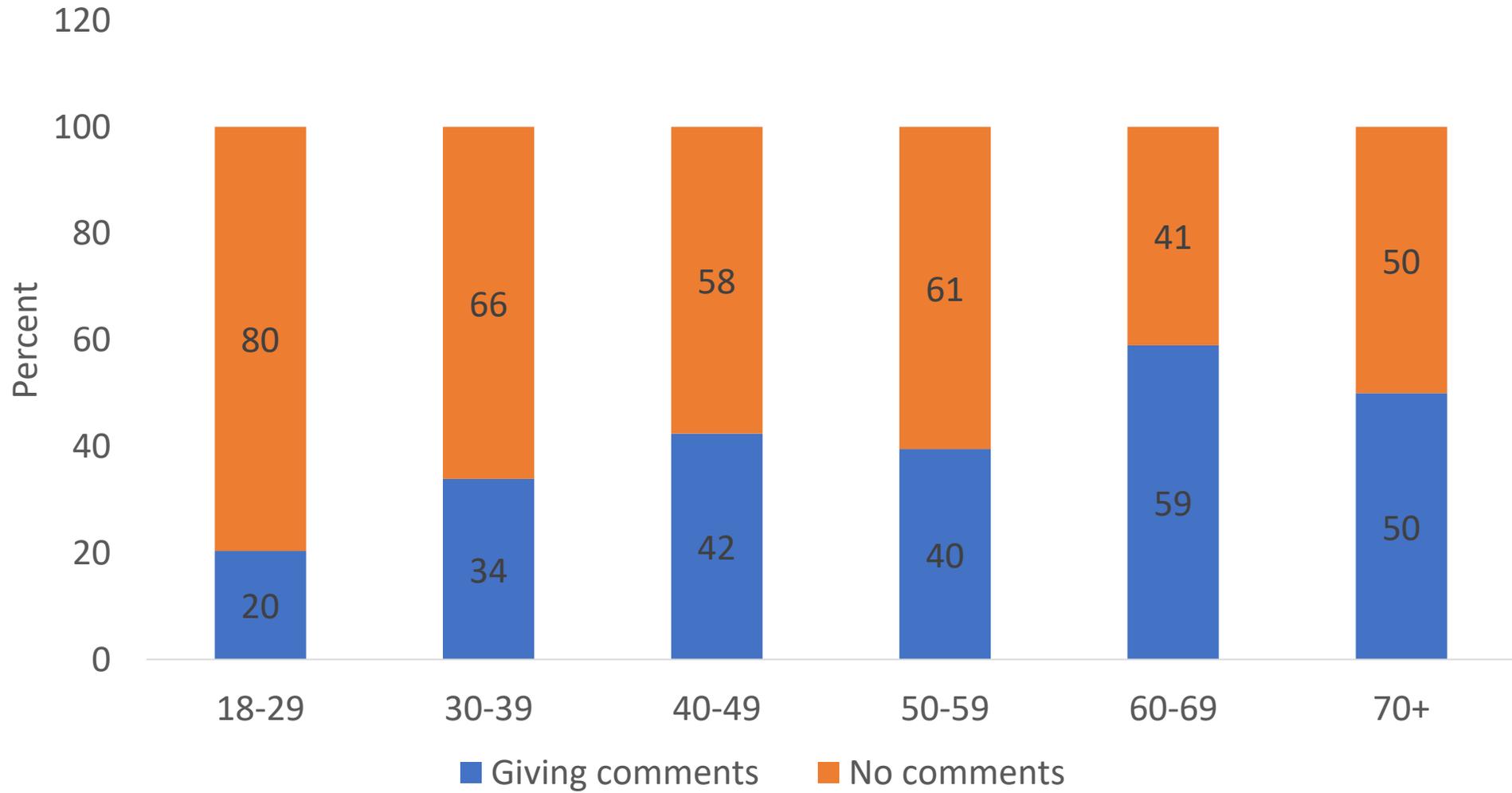
- (1) Cook Island Maori and Non-Cook Island Maori
- (2) Age group
- (3) Island of residence (Rarotonga and Aitutaki)
- (4) Employment (tourism sector and non-tourism sector).

We then explore key themes in the comments

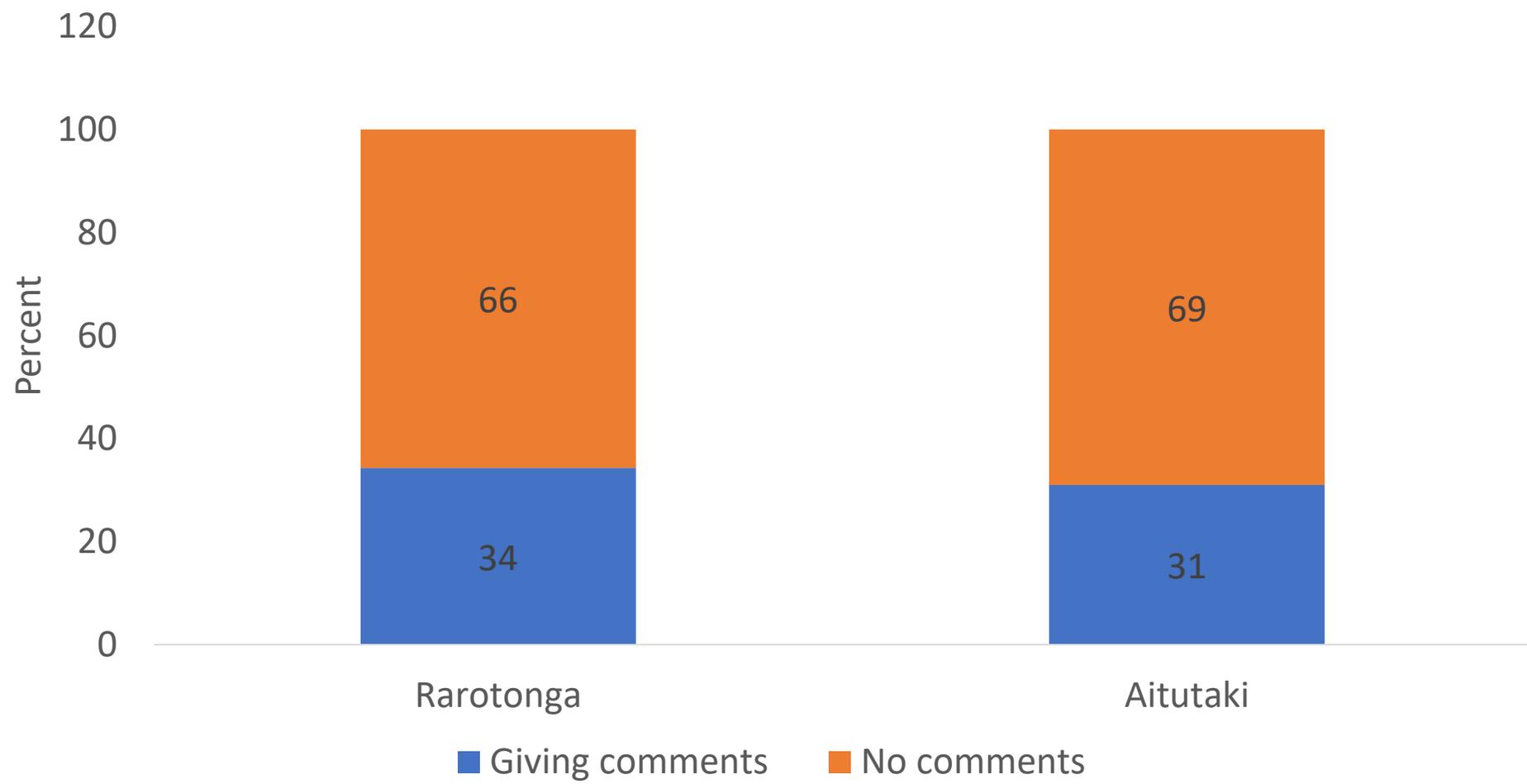
Further Comments provided - CI Maori / Non-CI Maori



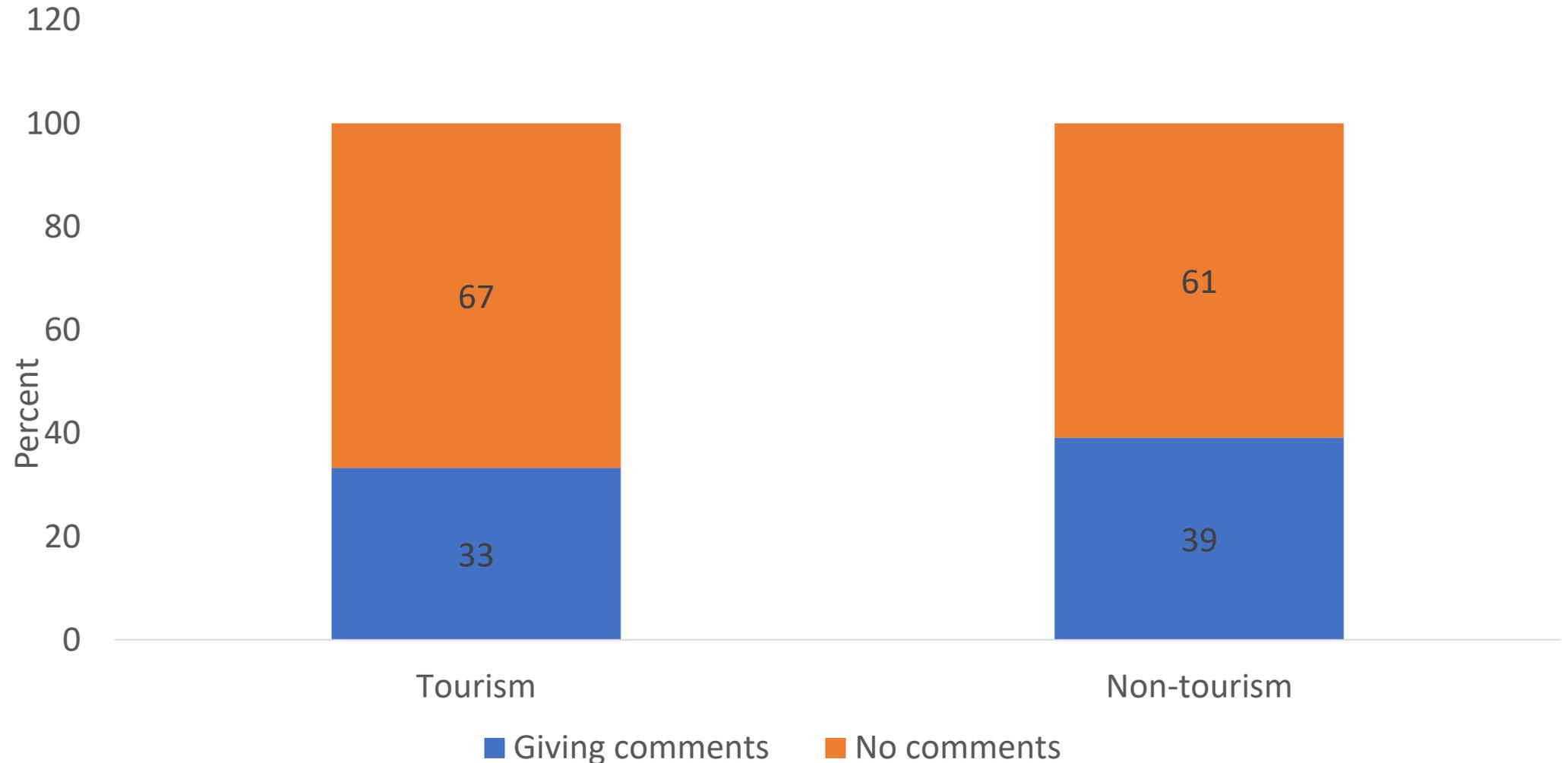
Further Comments provided – age group



Further Comments provided - Rarotonga / Aitutaki



Further Comments provided - Tourism / Non-tourism



Themes identified (% of all comments made)

Positive comments	Negative comments	Suggestions on tourism development	Don't blame tourism or tourists	Neutral comments	Appreciation of being asked
54%	47%	21%	3%	3%	2%

↓

Positive comments	
Economic impacts	34%
Well done tourism	28%
Being proud of CI	23%
Cultural impacts	9%
Willing to contribute	2%
Infrastructure	2%
Tourists	2%
Environment	1%

↘

Negative comments	
Tourists' behaviour and numbers	17%
Environment impacts	16%
Cultural impacts	13%
Infrastructure	11%
Economic impacts	8%
Social issues	8%
Stop over-developing tourism	8%
Political issues and regulations	7%
Local people's attitude and services	6%
Personal space or proxemics	3%
General concerns	3%

↘

Suggestions on tourism development	
Sustainable tourism development	60%
Infrastructure improvement	36%
Marketing	34%
Education referring to tourism	28%
Government strategies	20%
Tourists education	20%
Balance tourism and culture	11%
More training for local businesses	11%
More connections	9%
More events or activities	5%

Positive comments

- Tourism is doing a good job and donated more in our country development
- Keep up the good work marketing our paradise to the international market Tourism Cook Islands. You are making a difference to our economy.
- Tourism brings foreign exchange to the country and gives employment to the locals. Also tourism keeps the culture and traditions alive.
- We are absolutely blessed to live here and be a blessing to the world. People pay thousands of dollars to experience Our islands, our culture, people and way of life. We should do our best to protect these things.
- I live in Muri, in my view the heart of the tourism market. Although I do not personally or directly benefit from any tourist activities, I have many family members who either work in the tourism industry or benefit because or from it. For me personally I am interacting with tourists everyday as I love to walk on our beaches in Muri as a means of exercise so its not hard to pop out a kind Kia Orana to any person that I pass.
- Tourism is important and I love being part of this industry and meeting new people. I love my culture much more living here and sharing it with people around the world
- I believe the Kia Orana Values programme paired with the Vaka Pride initiative have really brought the Rarotongan communities together to promote sustainable tourism and culture.

Negative comments

- I find myself growing more and more resentful of tourism, despite its benefits, because of the attitudes that some tourists bring with them here.
- Every year there are new hotels and tourism related business going up in Rarotonga but the state of the roads remain the same.
- Sewage and Waste Storage facilities cannot meet the high volumes of tourists coming to Rarotonga so the environment then becomes overwhelmed and polluted.
- SOME TOURISTS need to respect our local way of life. Our traditions, values, culture and our people. Don't expect us locals to accept their ways e.g wearing revealing clothes or bikinis or going around shirtless on public transports or flying. SOME TOURISTS look down on our local people and think they are more superior... RESPECT is given to be received.
- Tourism is ruining our islands. Let it not be a priority, but an option.
- Tourism is about making money and not about the locals. Hotels, motels, papas businesses make money.
- I hope we educate our children to not loose a bit of ourselves while striving to please tourists.

Suggestions on tourism development

- I think that the Cook Islands should be trying to attract high end tourists and discourage budget travelers to reap the maximum return from tourism for the smallest environmental, social and cultural impact.
- I think that the Cook Islands should be trying to attract high end tourists and discourage budget travelers to reap the maximum return from tourism for the smallest environmental, social and cultural impact.
- Cook islanders can learn a thing or two on hospitality it lacks highly in Rarotonga in some good chains hotels sky blue and other places.
- A recommendation would be to look at increasing your international business events such as short conferences or incentives where you bring in short stay smaller professional groups for a purpose.
- More work collaboration between Tourism and sectors directly involved with Cook Islands Culture(Min. Of Culture, Te Aronga Mana, House of Ariki groups such as Kōrero o te 'Ōrau etc.), Environment(NES, Waste Management Te Ipukarea Society etc) and Law enforcement (Police, Crown Law & Min of Justice).
- I would rather see the Cooks injecting more effort/money into the outer islands to bring them up to the same quality of life as enjoyed by the Rarotongans.

Don't blame tourism or tourists

- I am sorry to say that Cook Islanders are using tourism as a excuse for some of their poor performance. I think Cook Islanders rip tourists off and management is very poor here, tourists put food on your tables - bad roads and tourist accidents aren't because of tourist.
- Tourism is not the problem, its how we embrace it.
- Pollution and rubbish is unlikely due to tourists, you just need to go down to 'socials' beach and there is heaps of bags of rubbish...or travel some of the back roads and rubbish is just dumped.
- It is not Tourism that causes harm to the environment or theft or other criminal behaviour. It is a lack of planning and provision for good infrastructure and a lack of prioritising that has caused harm to our environment. It is local values and poverty and parenting or lack of parenting that has caused theft and other illegal behaviours.
- Tourists aren't the problem with pollution, we are. Tourists aren't influential for road works, our Government stuck in political games are.

Neutral comments

- I'm just concerned about the influences that are newly introduced in to our Country. But overall in the future we can all work together to limit our concerns.
- If boosting tourism will benefit us without any further harm to the preservation of our environment and values then so be it.
- Tourism is good only if it is controlled and not allowed to destroy our values and our customs.
- Tourism is not about money ..it is about everything.
- Tourism has its own good and bad side of the story. It must be well guided for its full benefit.

Appreciation of being asked

- Thank you for this tourism survey...Allowing the people of the Cook Islands to participate....Meitaki atupaka ki te tourism..Kia manuia.
- Thank you TCI for all your hard work and for keeping us informed! God bless.
- Excellent survey - thank you for the opportunity to share our thoughts on tourism.
- Thank you for extending this survey to the people, I think it is a great idea.
- I am grateful for the opportunity to complete this survey, but one survey once a year is not enough for input from the public if our attitudes are being determined. Meitaki, and great job DD t.

Thank you!



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