

Niue Community Attitudes Towards Tourism

NZTRI

June 2020

Acknowledgement:

The Niue Community Survey would not have been possible without our partners.

Thank you to Niue Chamber of Commerce for their support towards this project. Special thanks also to Telecom Niue Ltd's significant help in the data collection process.

Your assistance is greatly appreciated.



Introduction

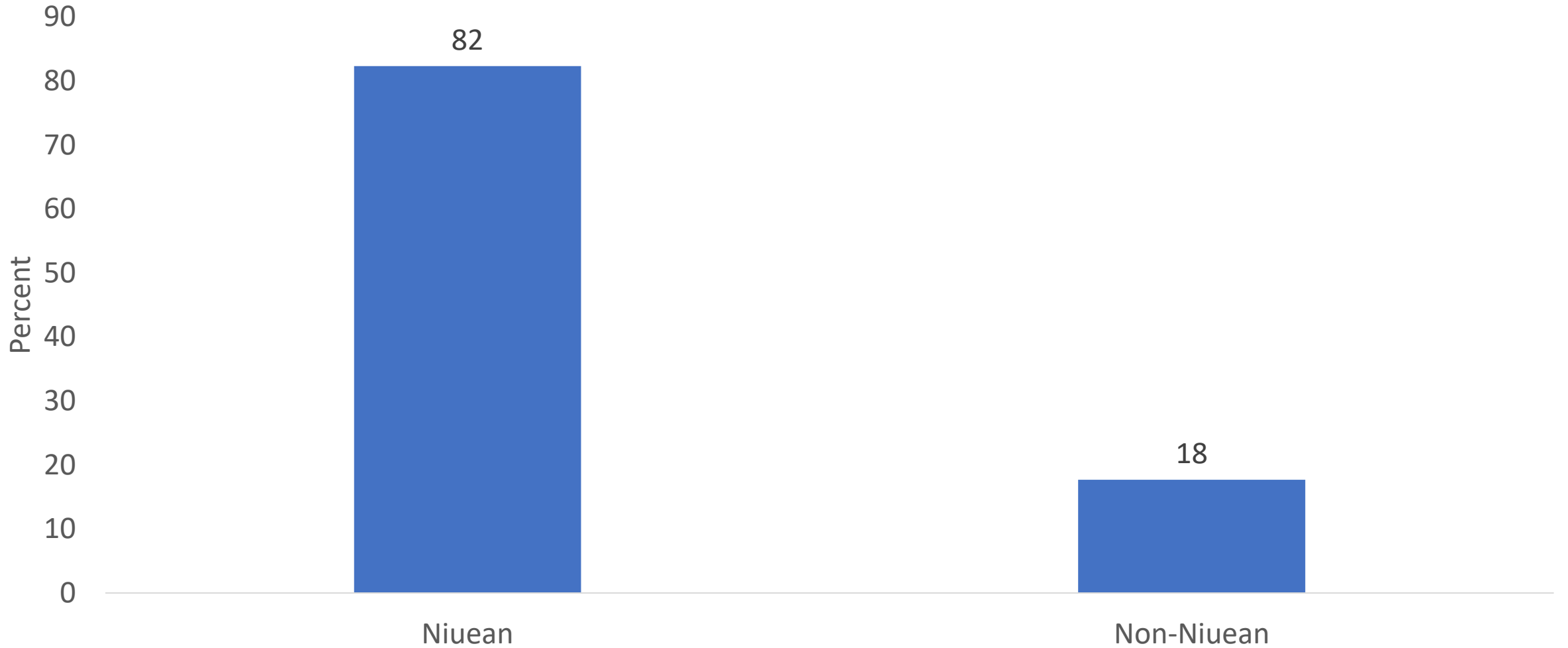
- The *Niue Community Attitudes Towards Tourism Survey* explores the relationships between community and tourism from a number of perspectives including economic, cultural, environmental and in terms of general quality of life.
- Online data collection was run with the support of Niue Chamber of Commerce and Niue Telecom. The survey ran from December 2019 to April 2020. 61 responses were collected. Based on the total population aged over 19 (2019 census) of 1,118 the sample size is estimated to be approximately 5.5% (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) Niuean and Non-Niuean; (2) Age groups; (3) Village of residence (Alofi and others); and (4) work in or own a business in tourism (tourism / non-tourism).



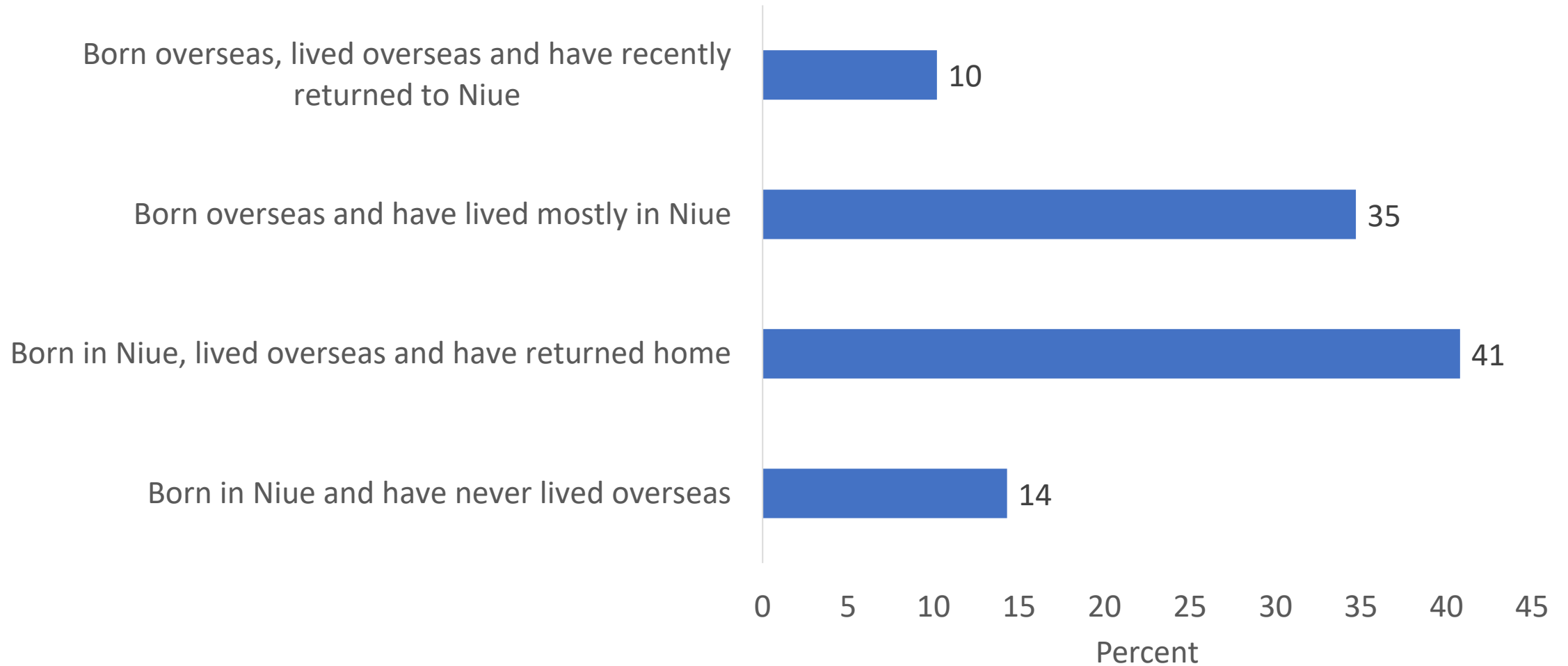
Respondent Characteristics



Which of the following best describes you?

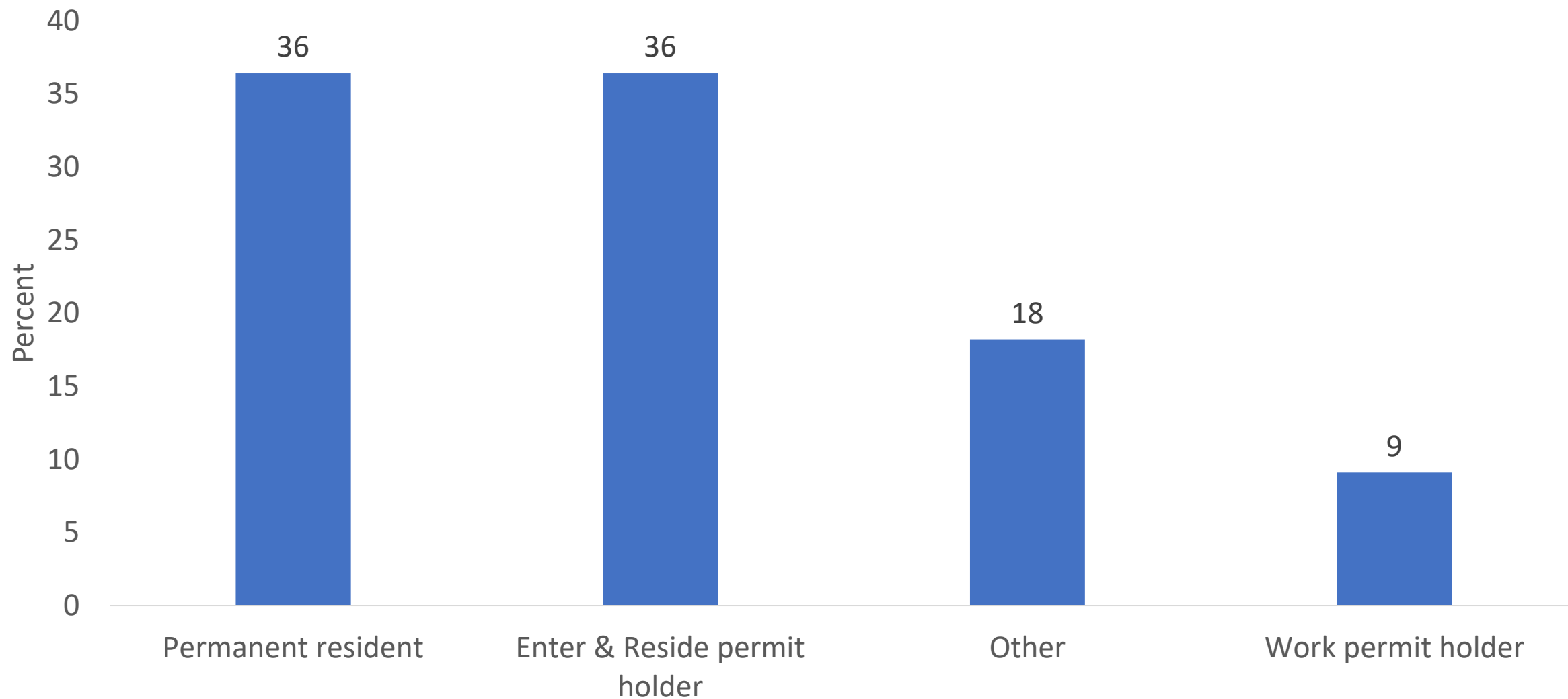


Which of the following best describes you? Niuean

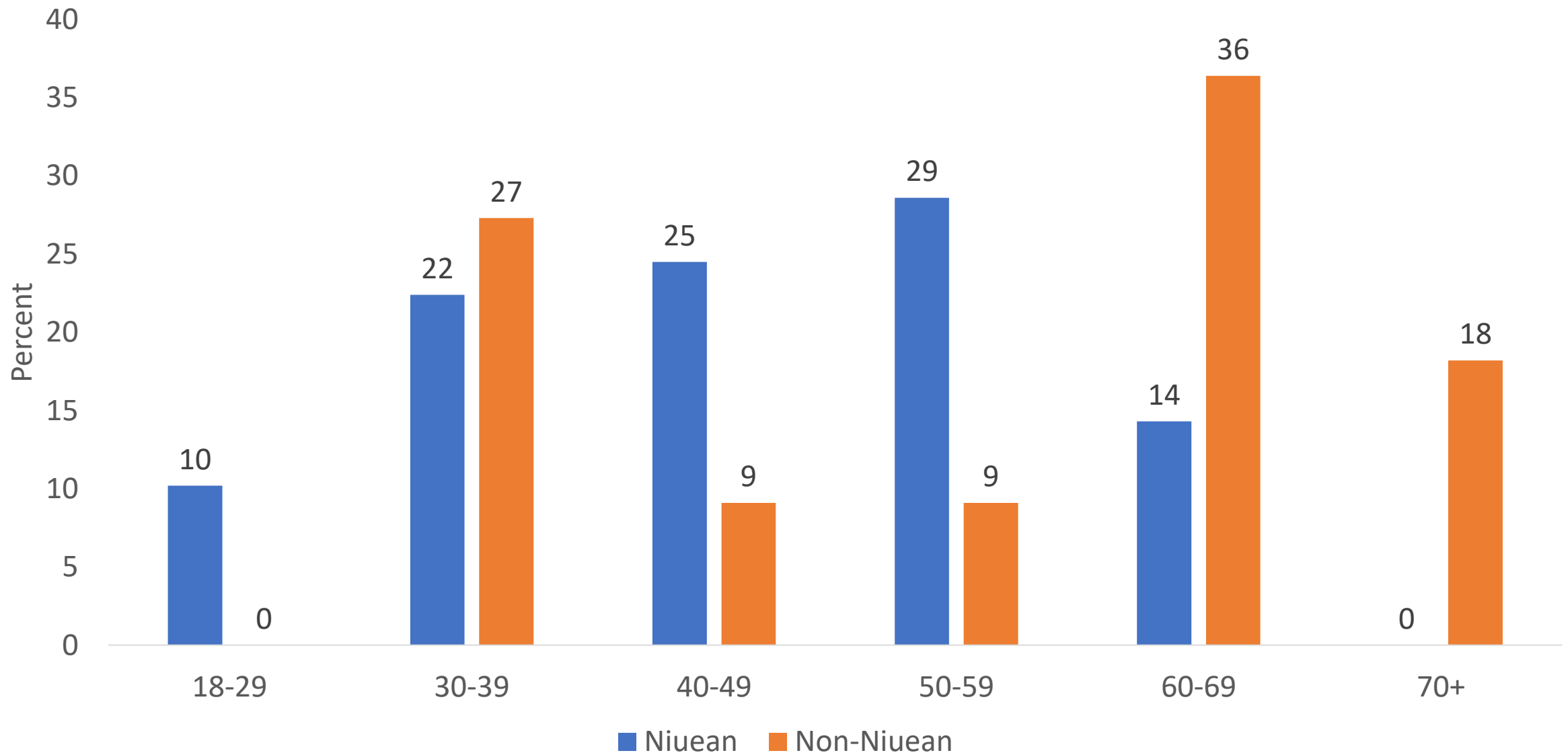


Which of the following best describes you?

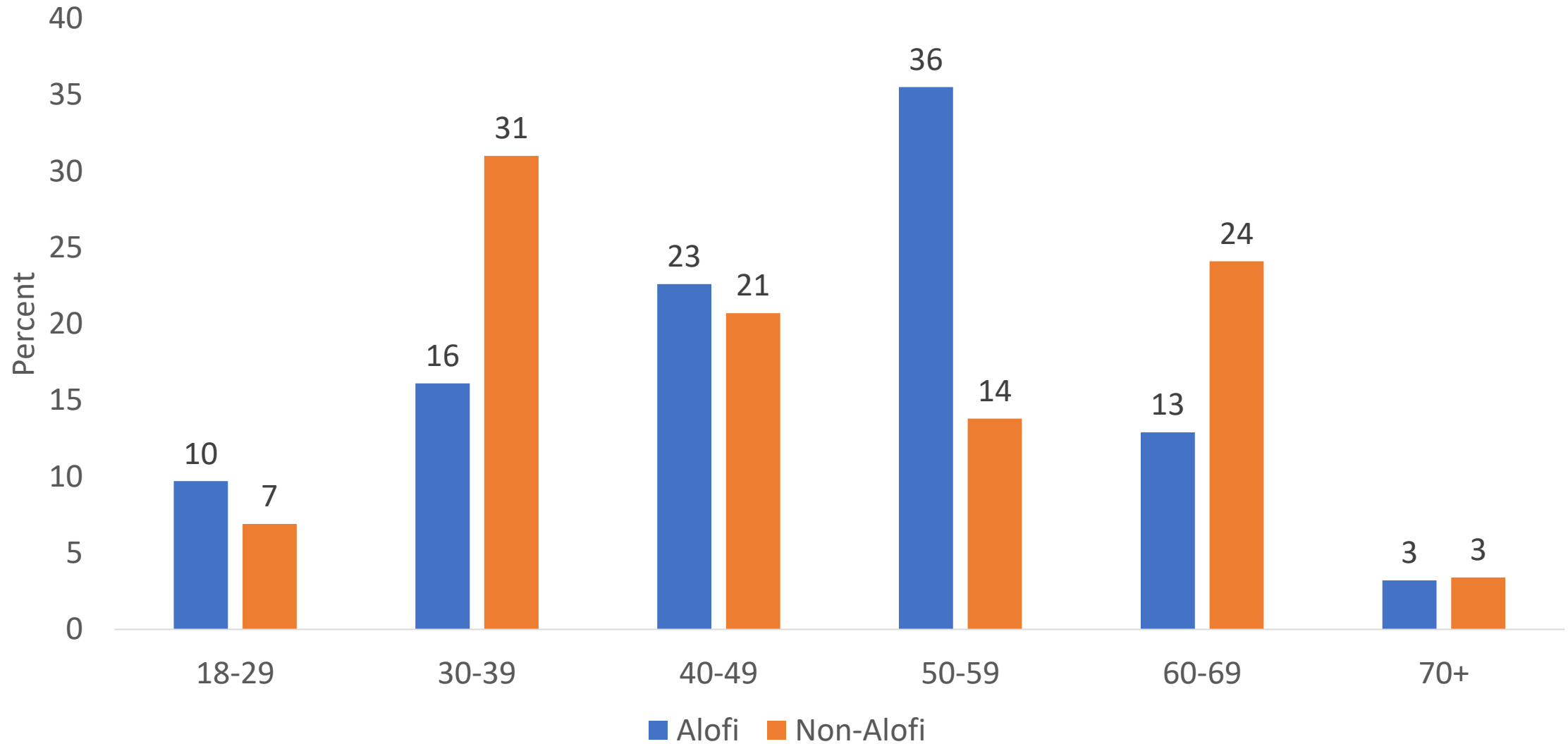
Non-Niuean



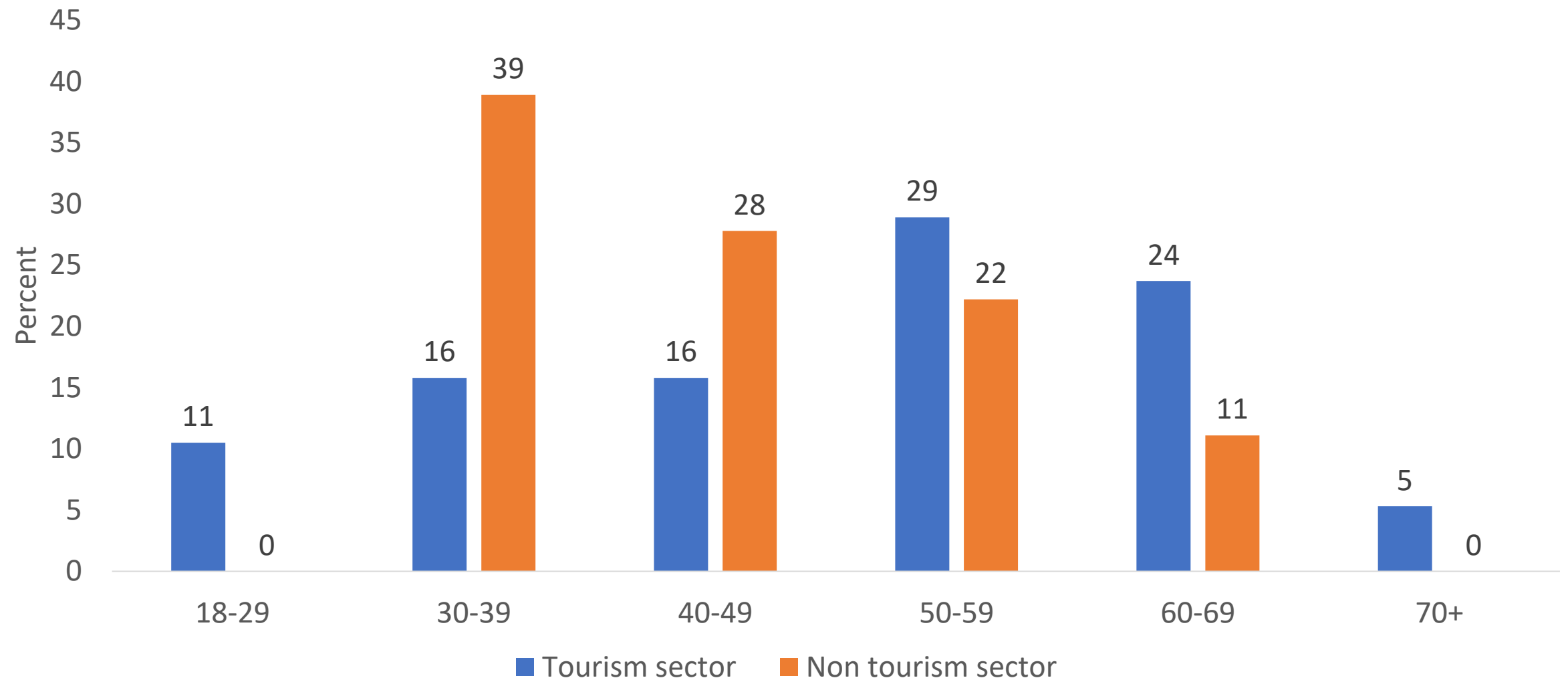
Which age group are you in?



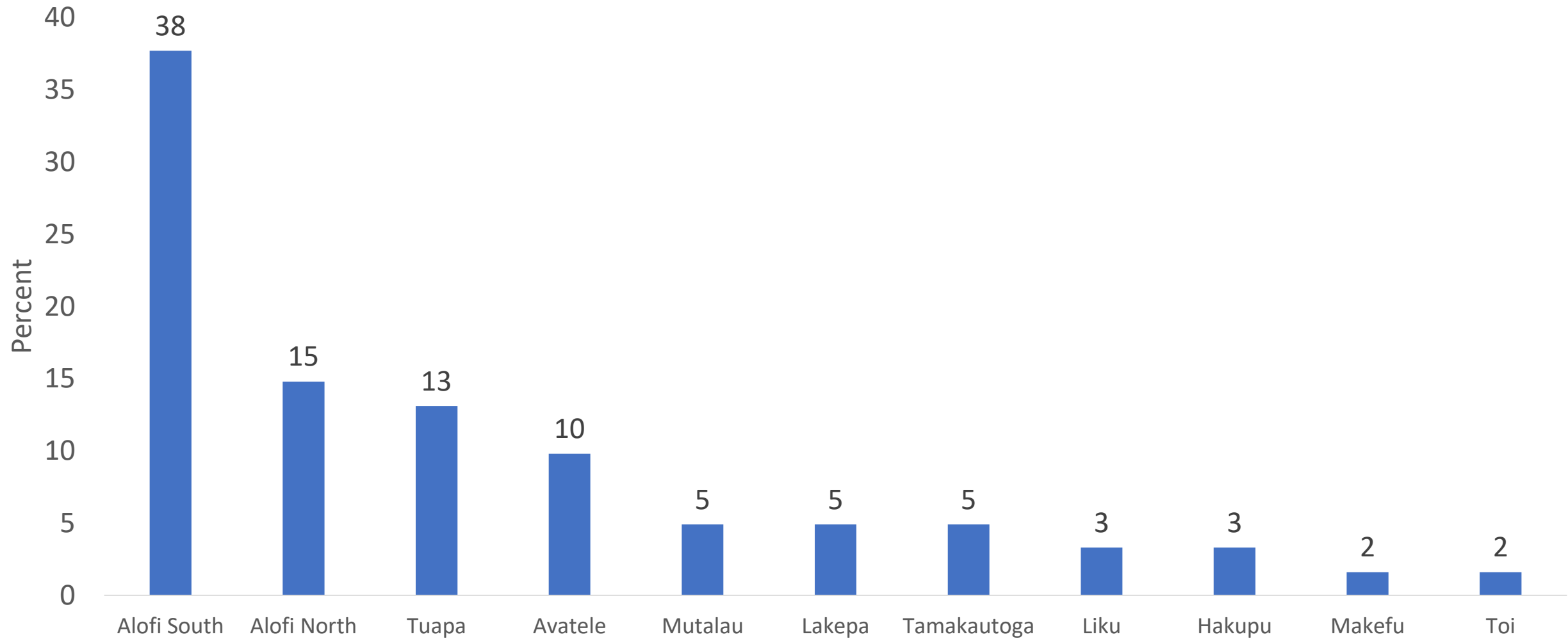
Which age group are you in?



Which age group are you in?



Which village do you live in Niue?

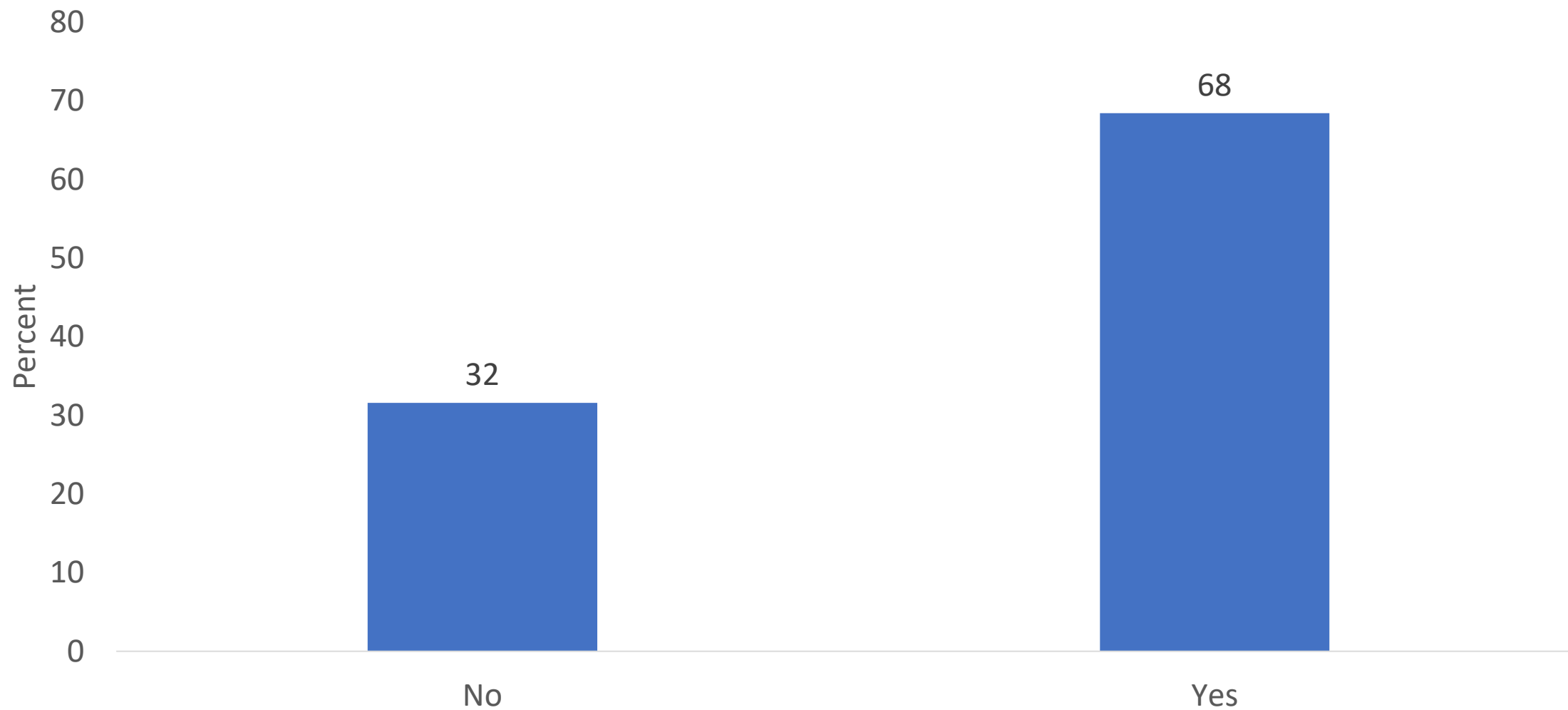




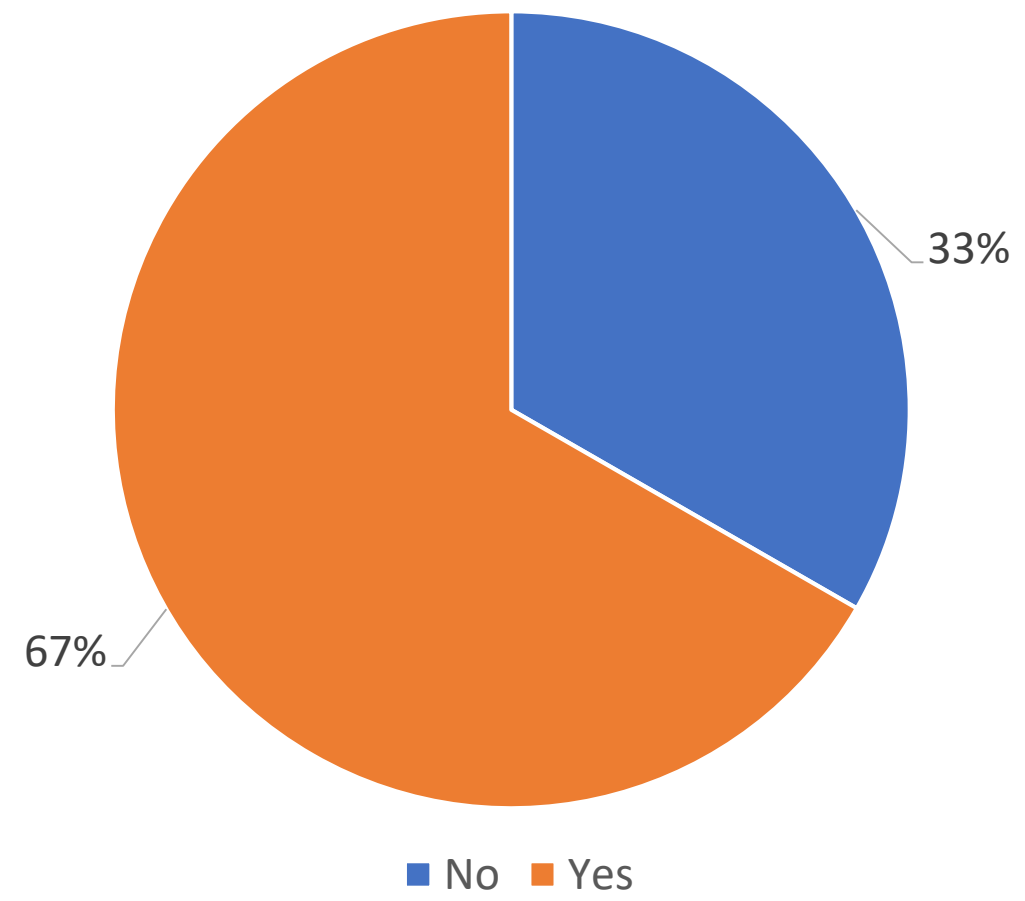
Community Linkages To Tourism



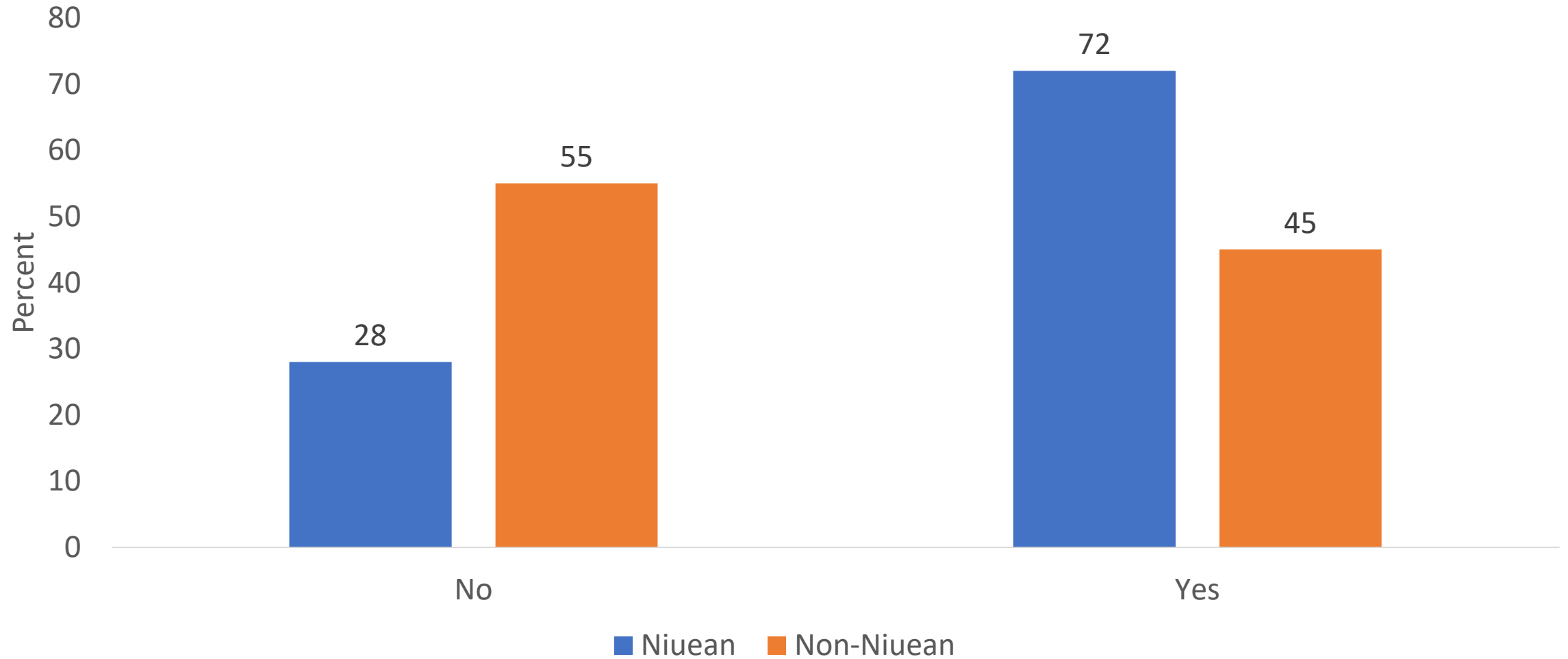
Do you work in and/or own a business in the tourism sector?



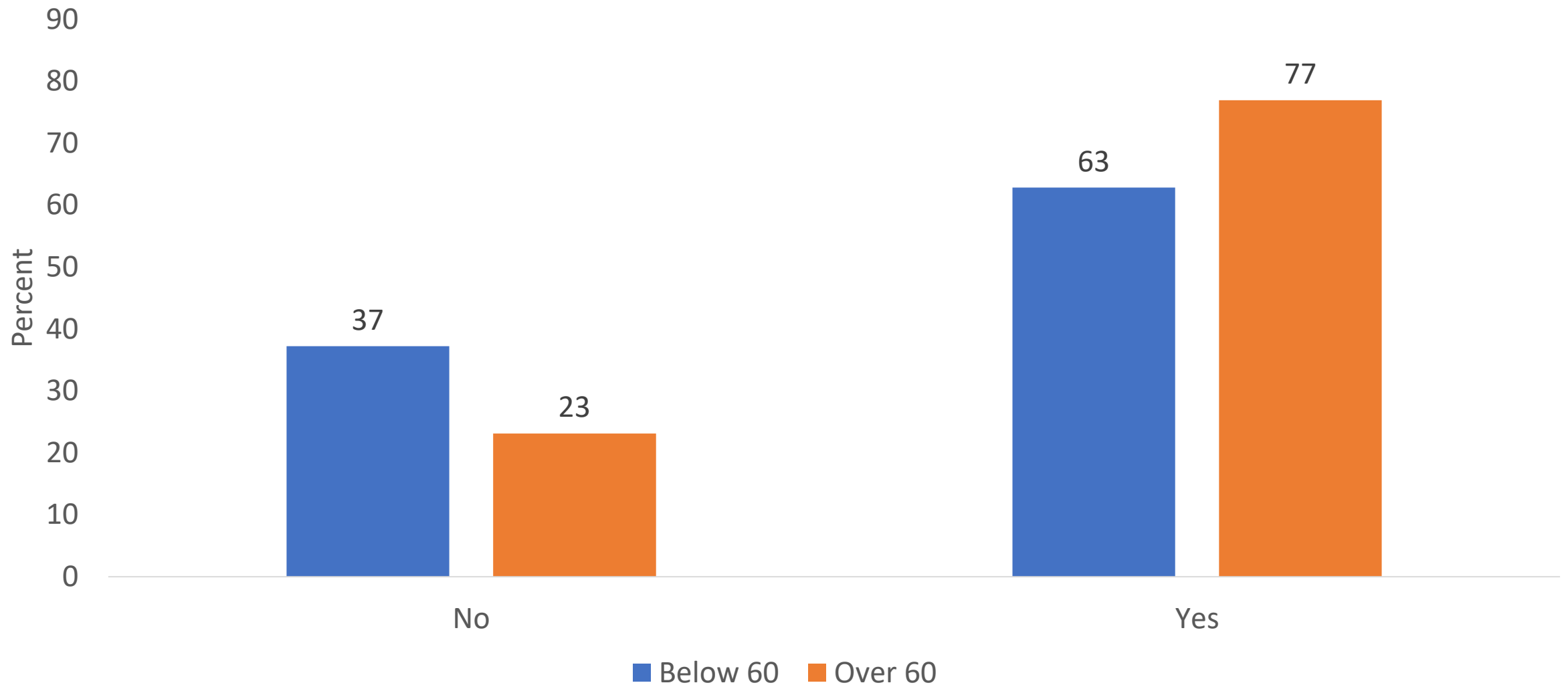
Do you have family members who work in the tourism industry?



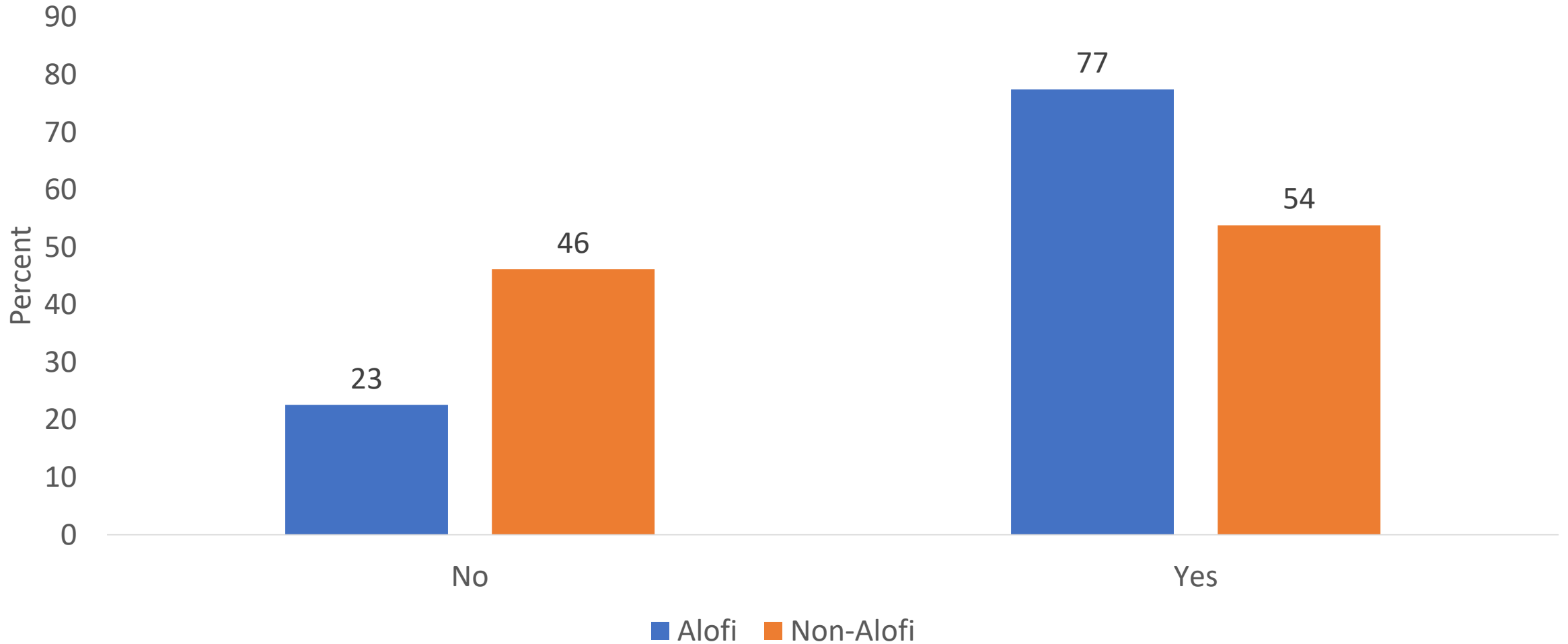
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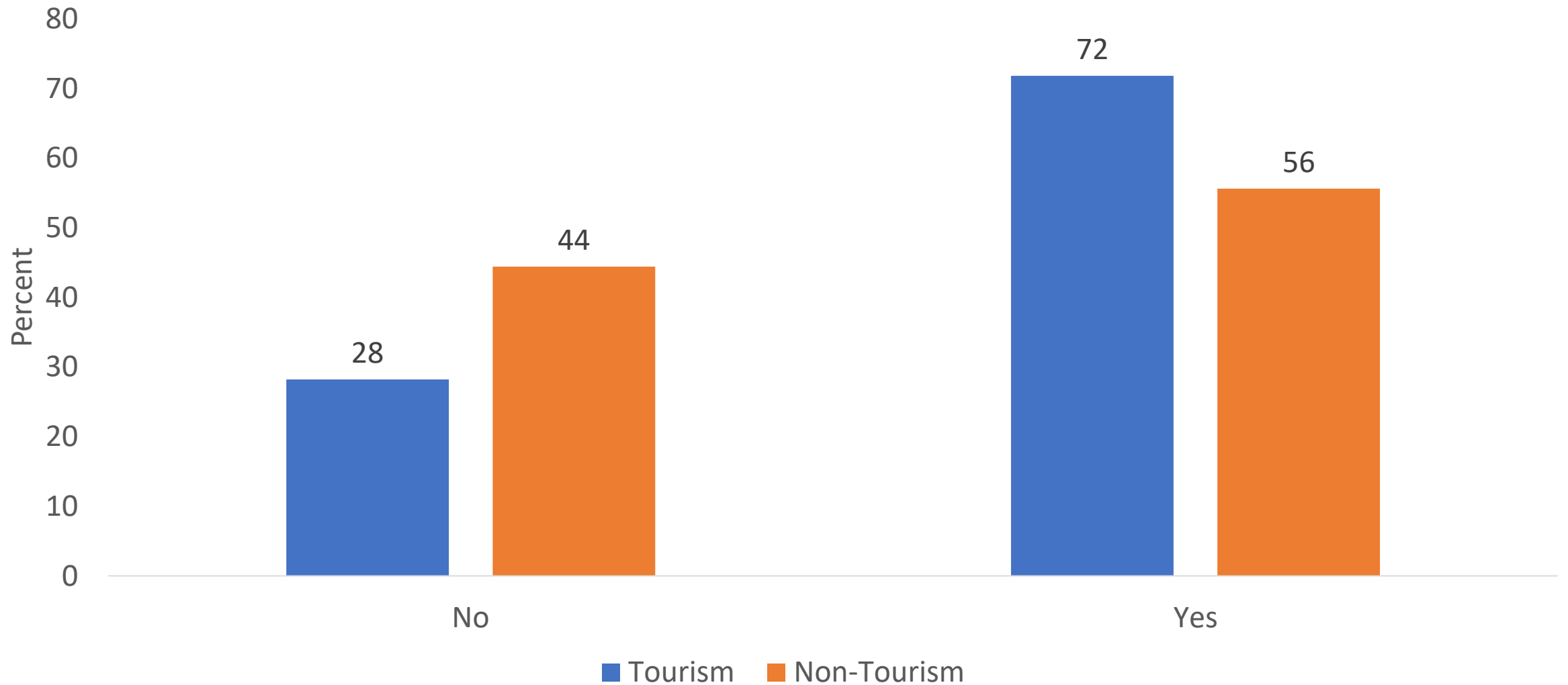
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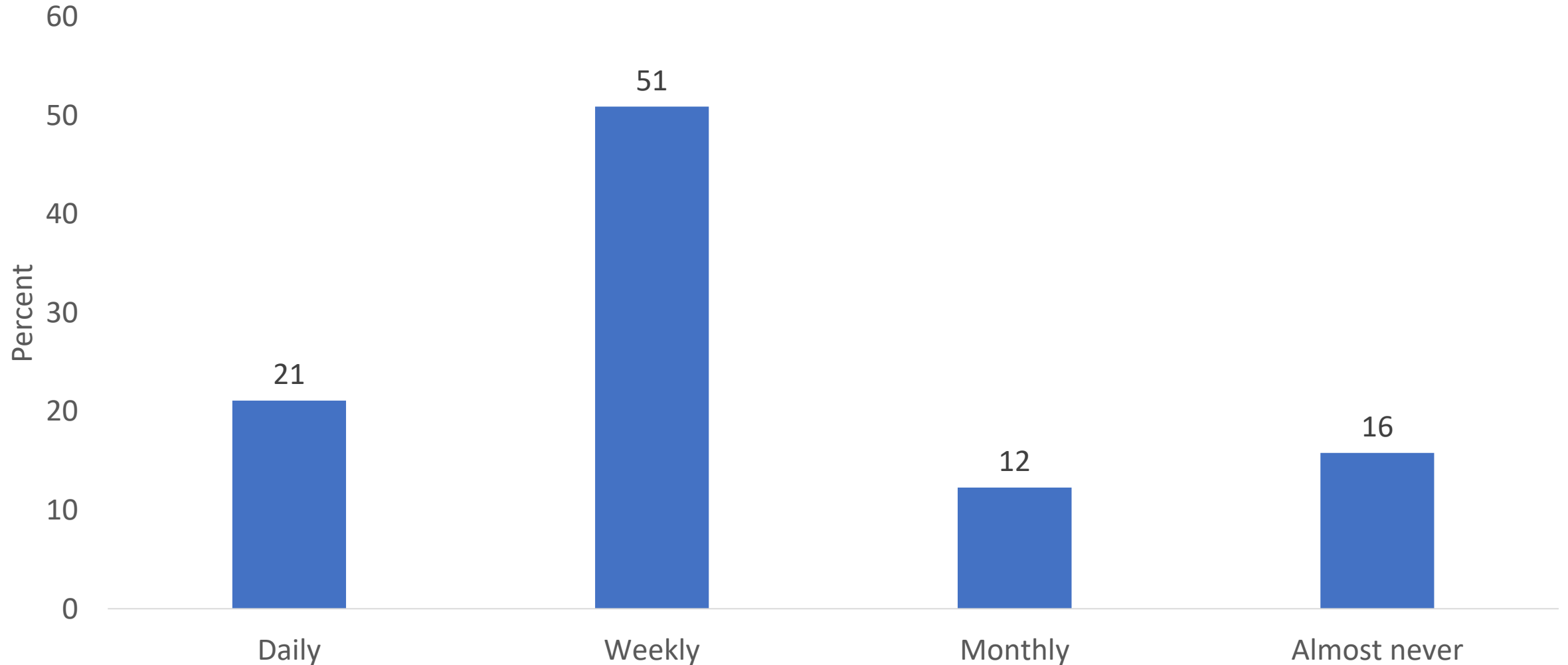
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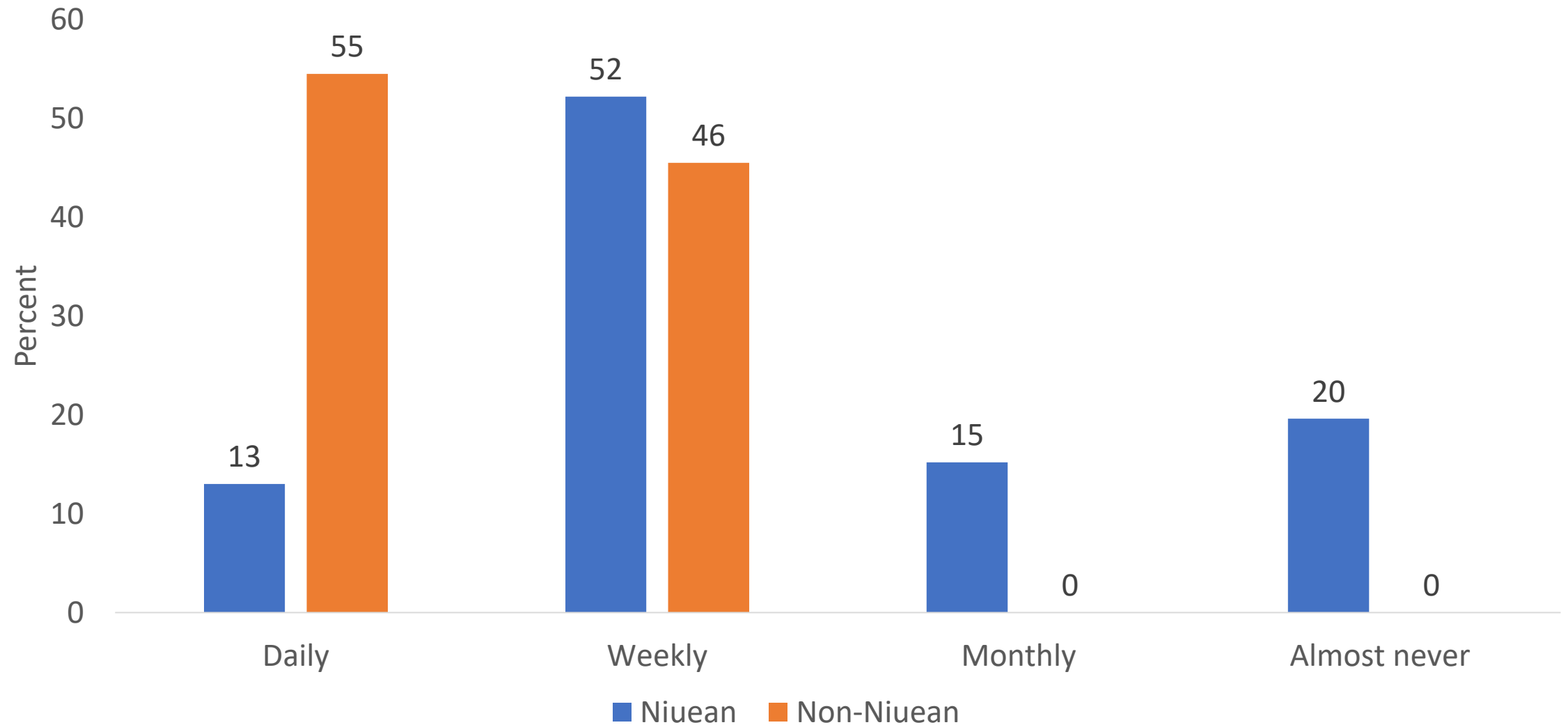
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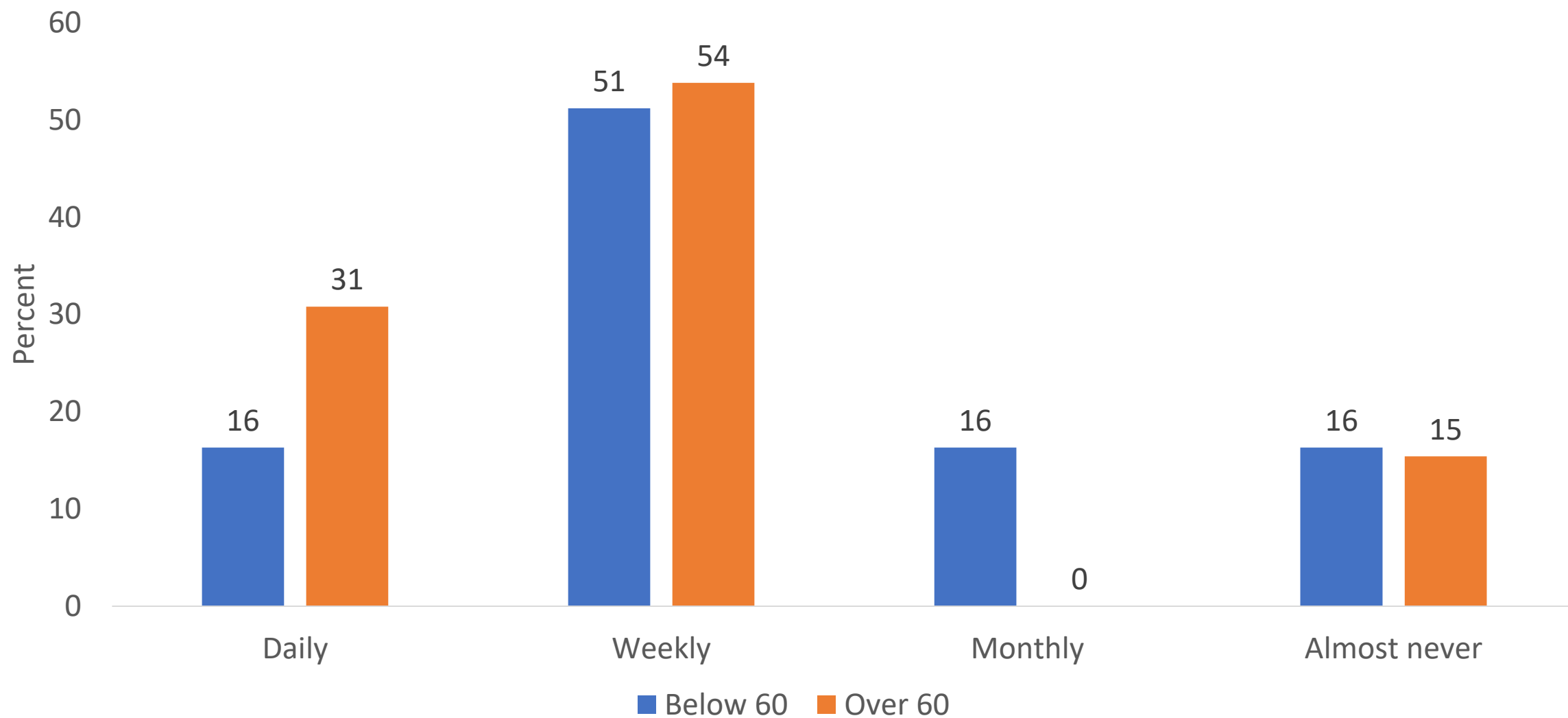
How often do you talk with tourists?



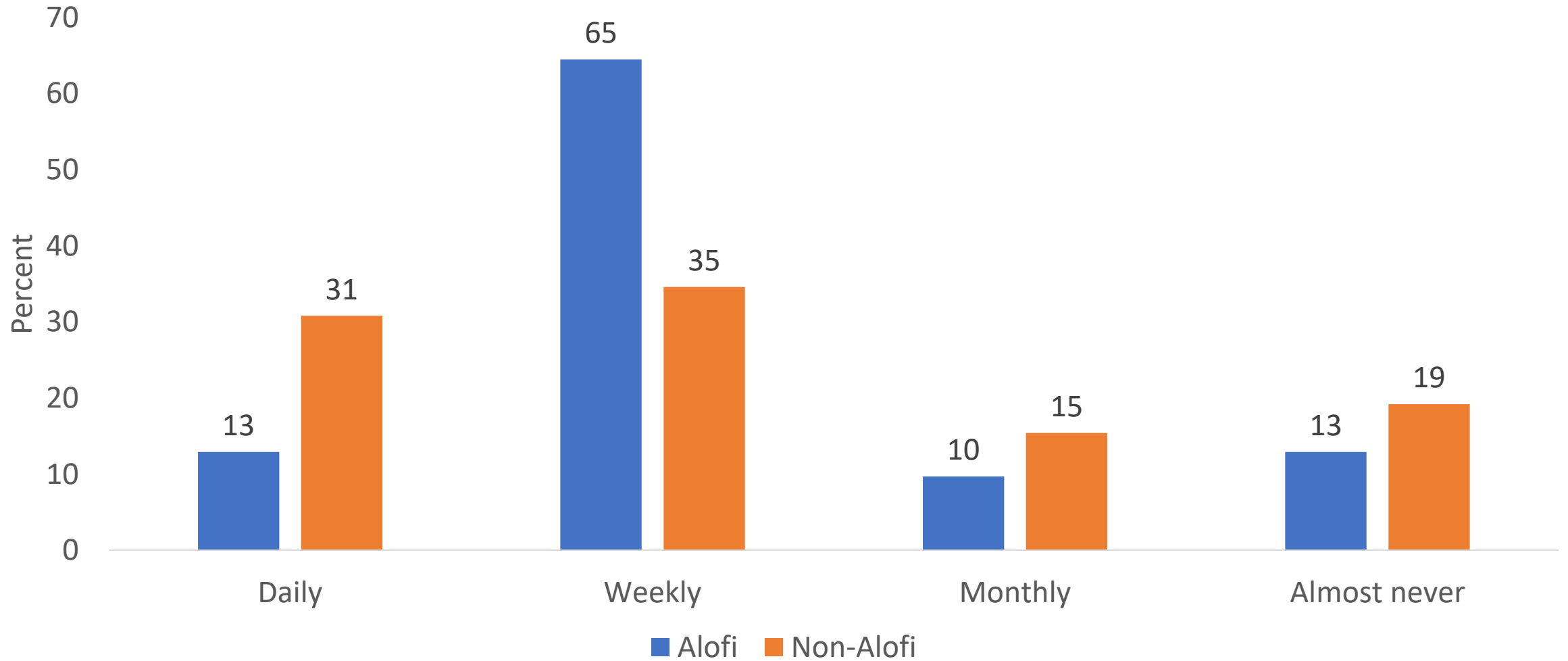
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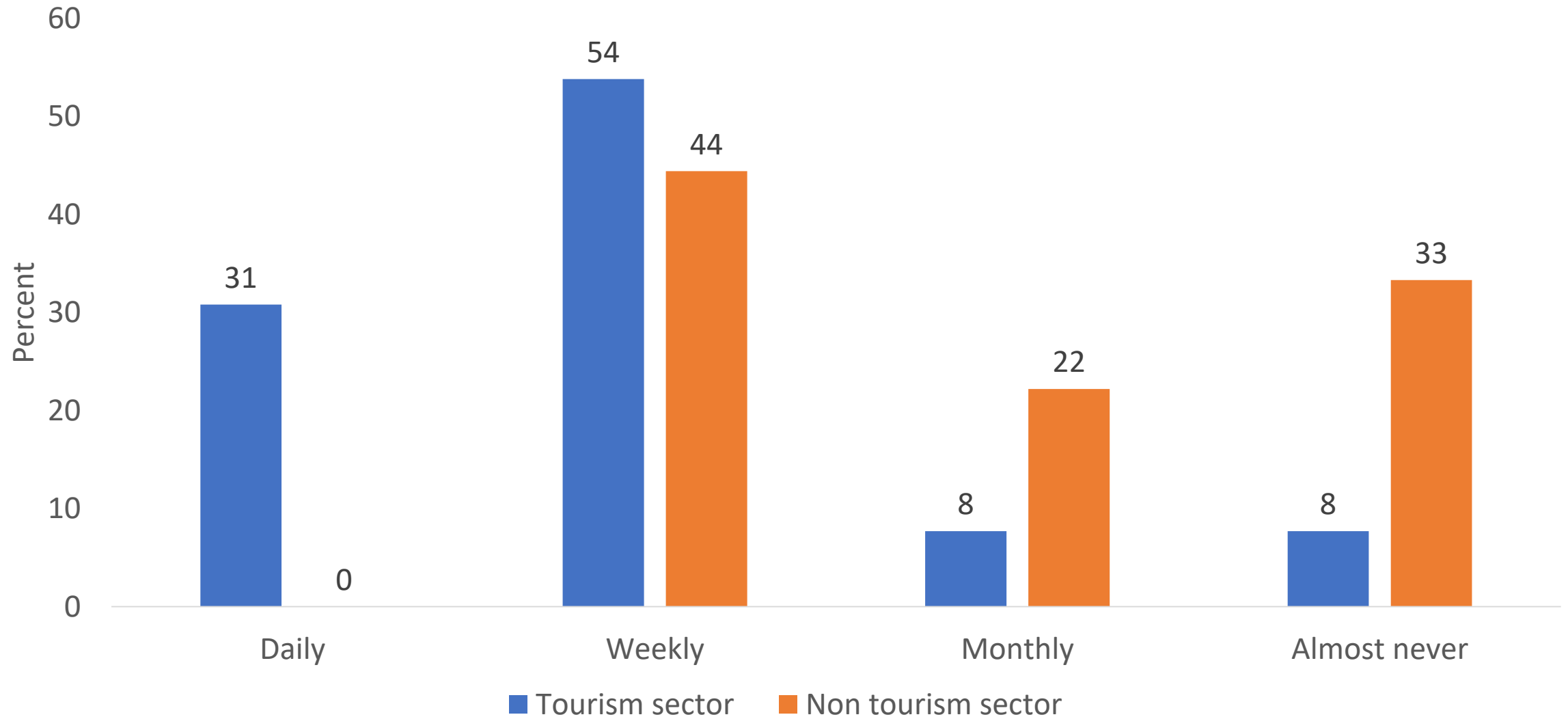
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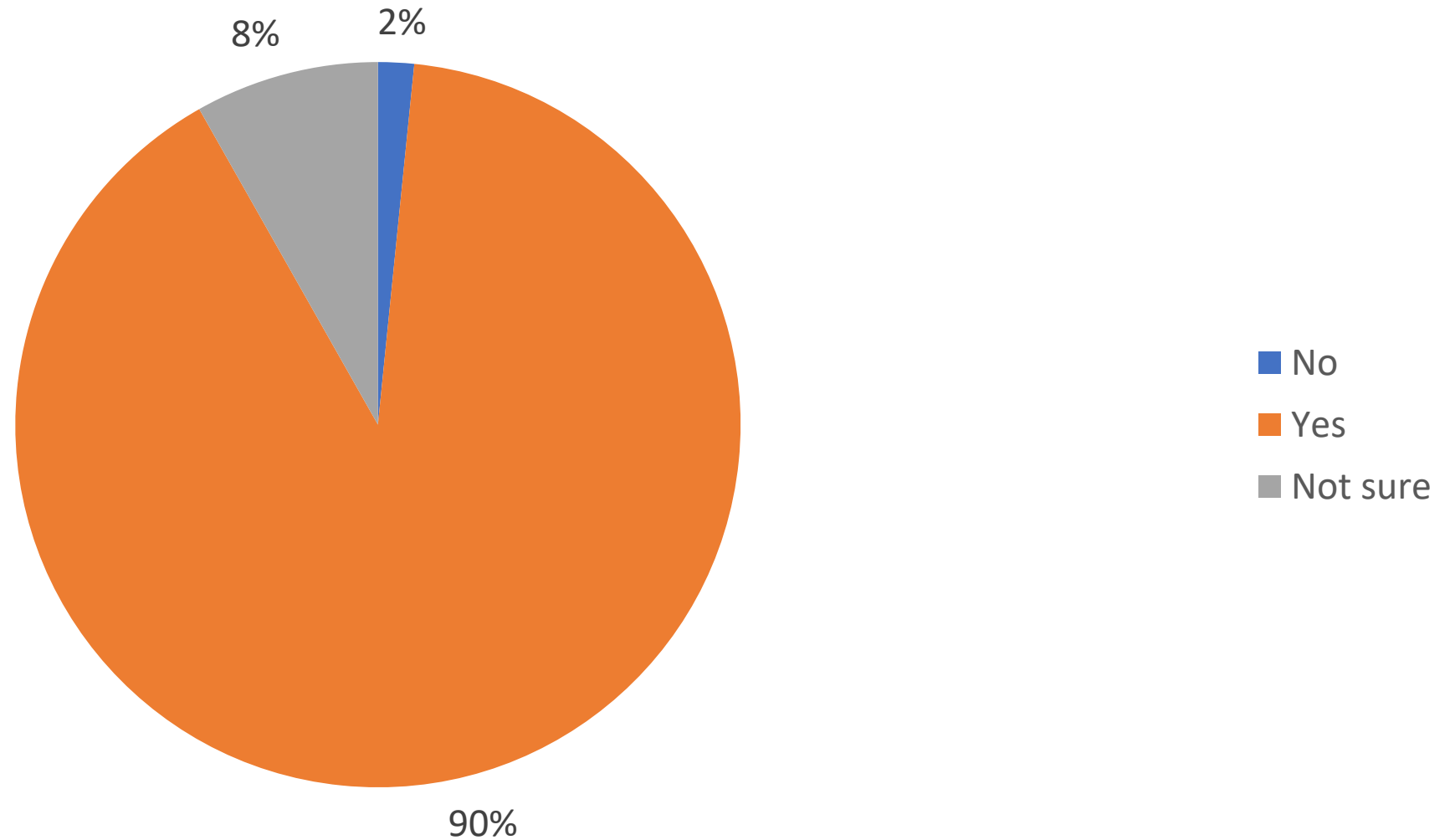




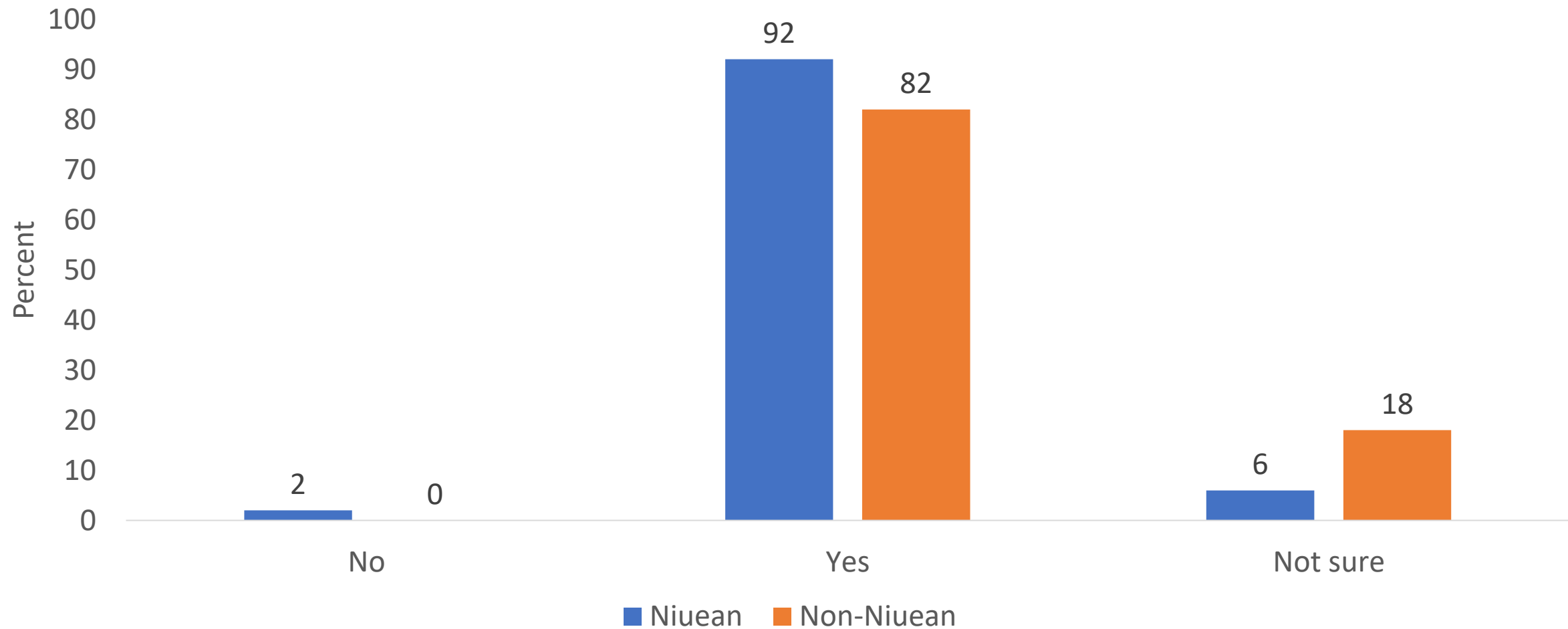
Attitudes Towards Tourism



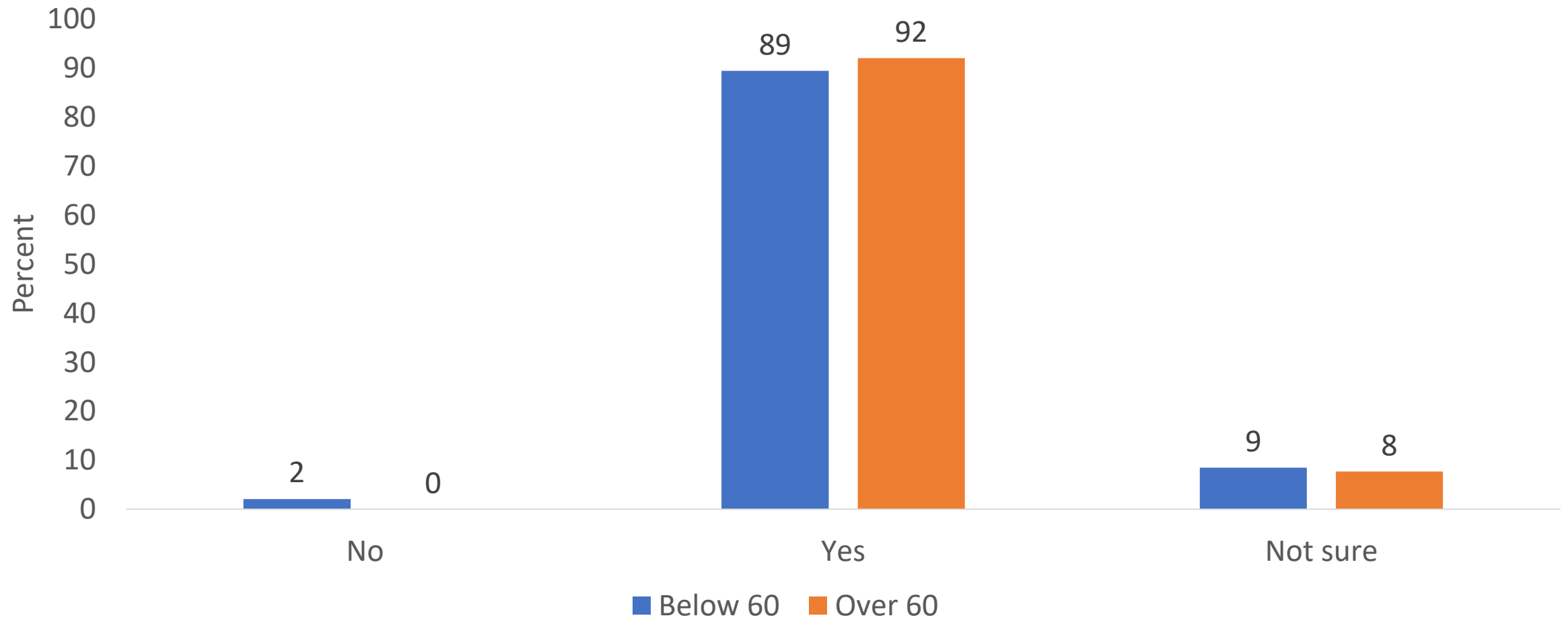
Do you think that tourism is good for Niue?



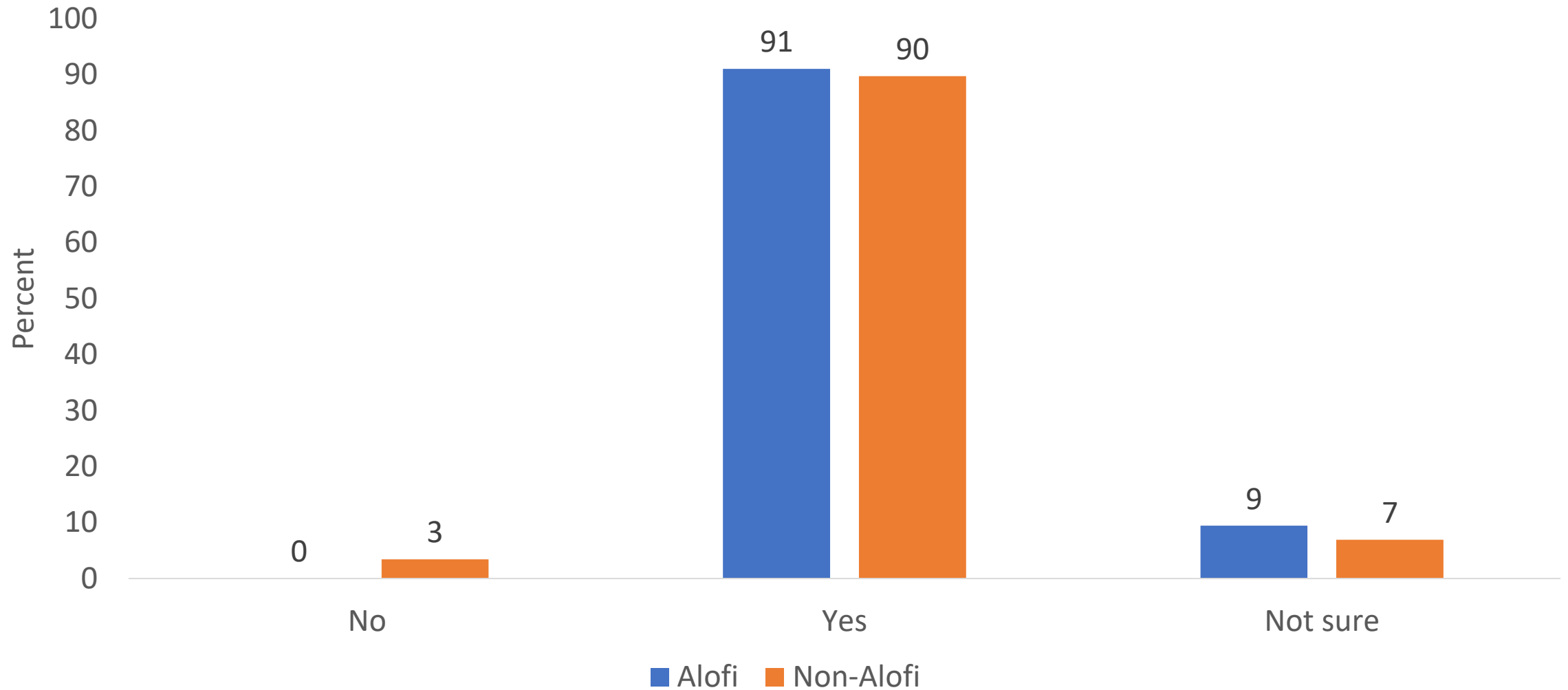
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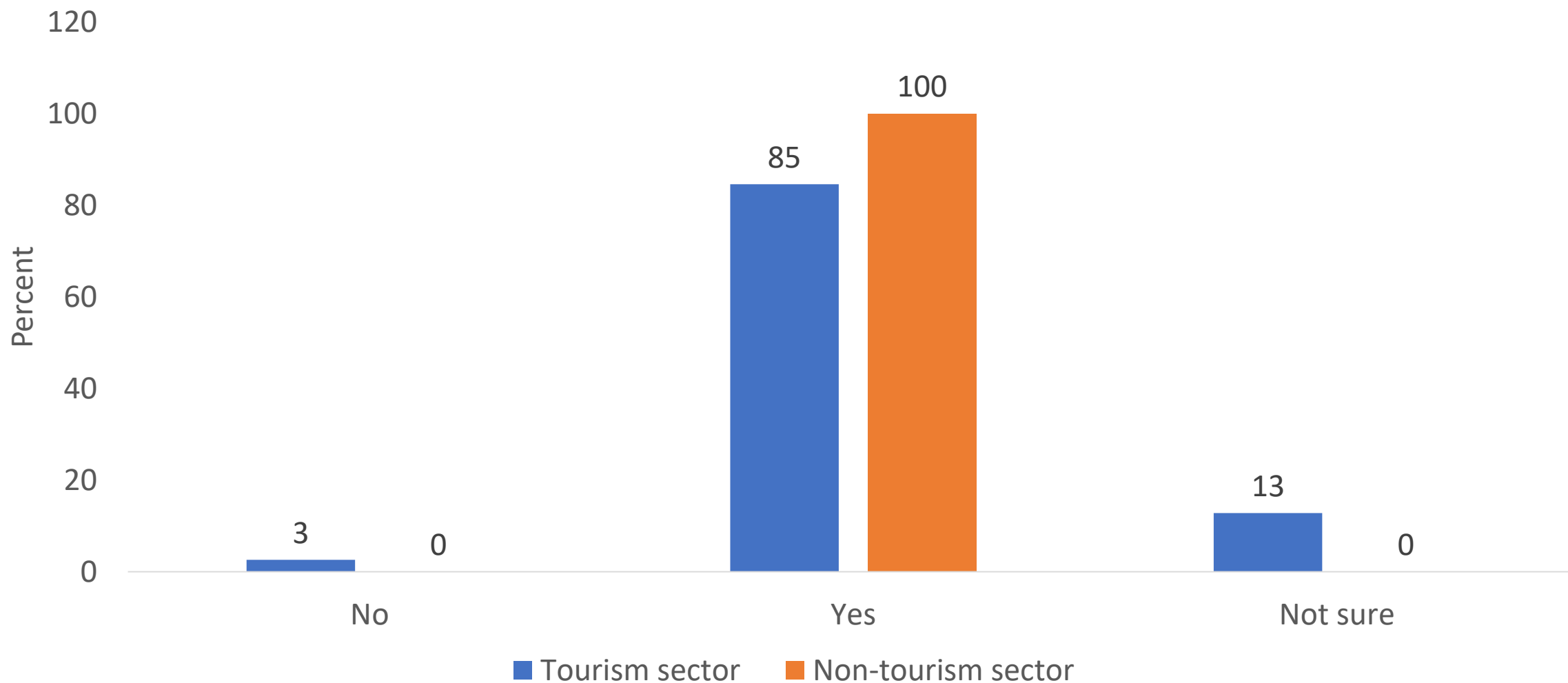
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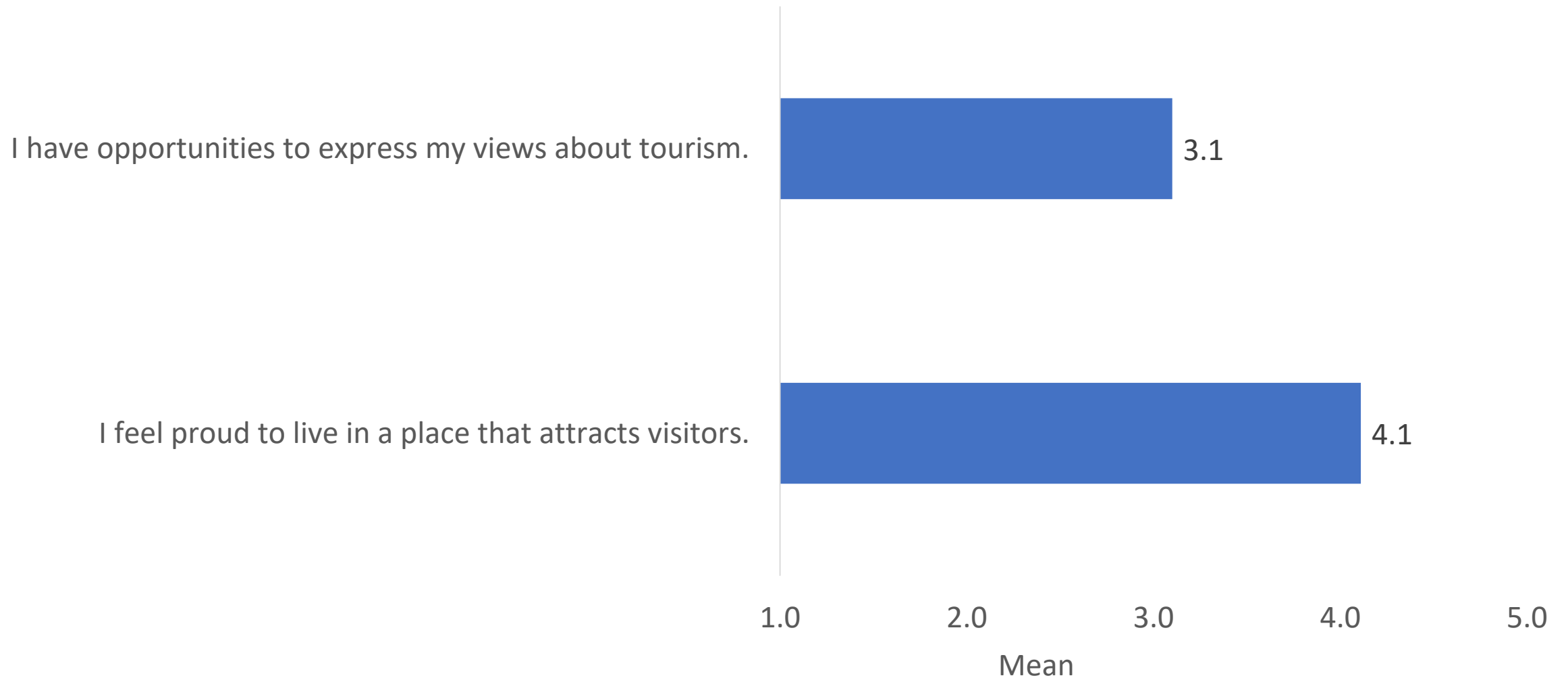
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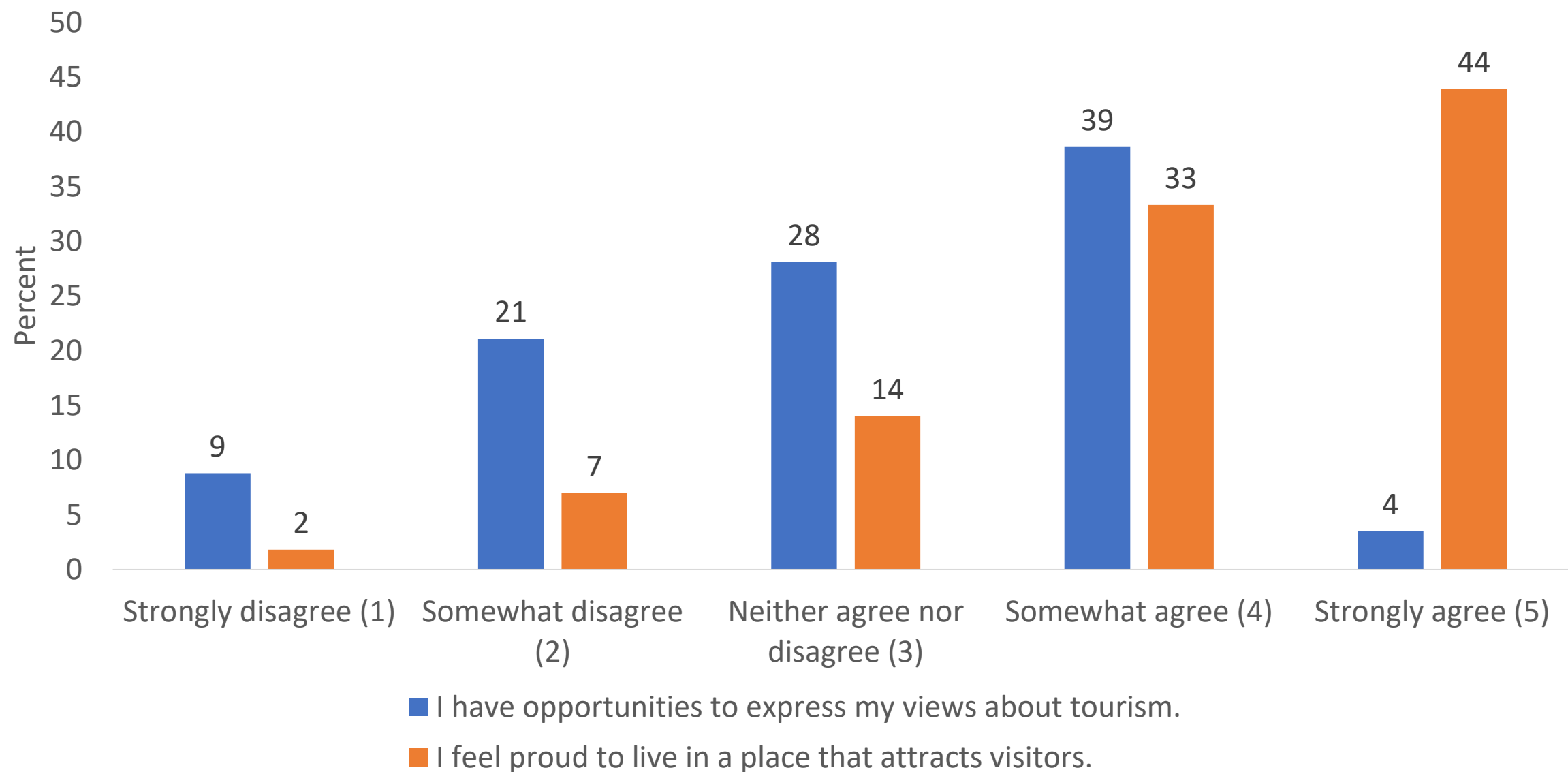
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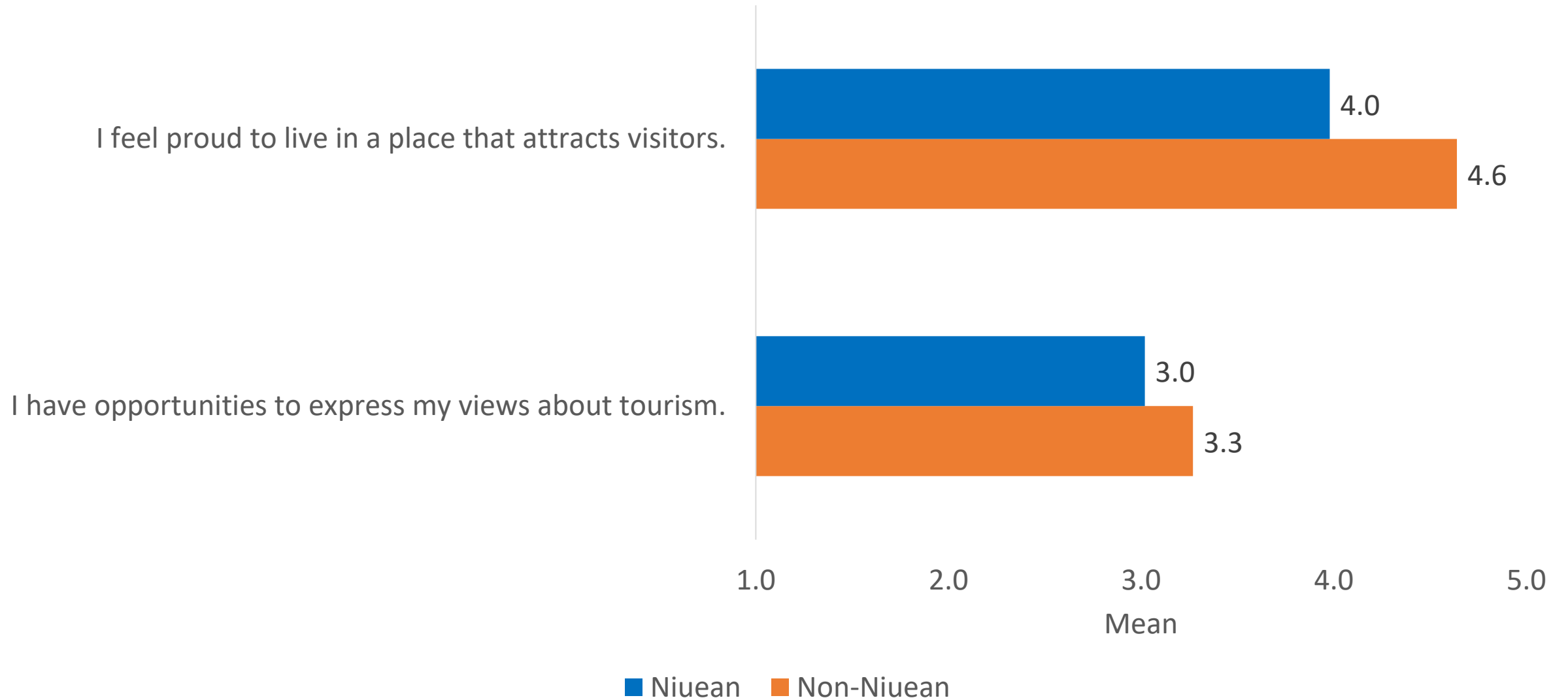
Expression of views and source of pride



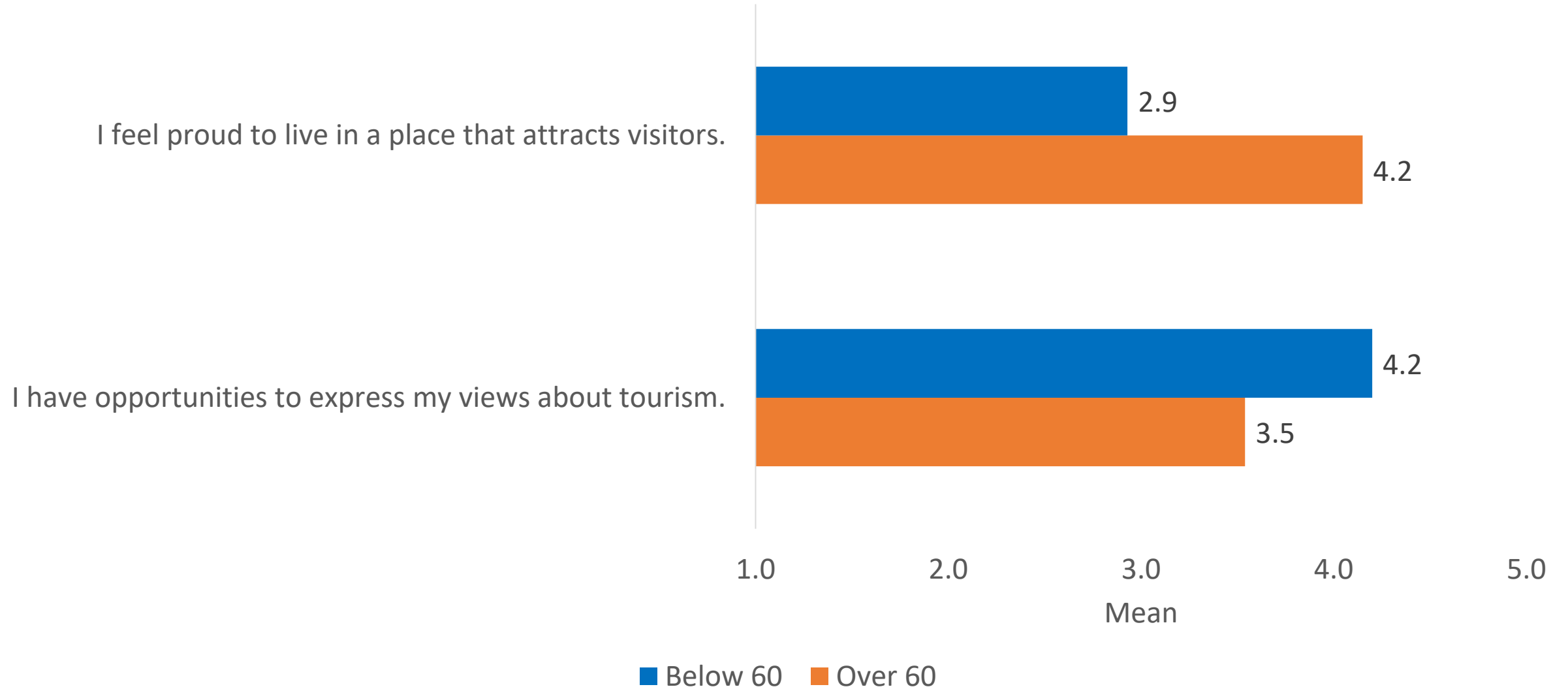
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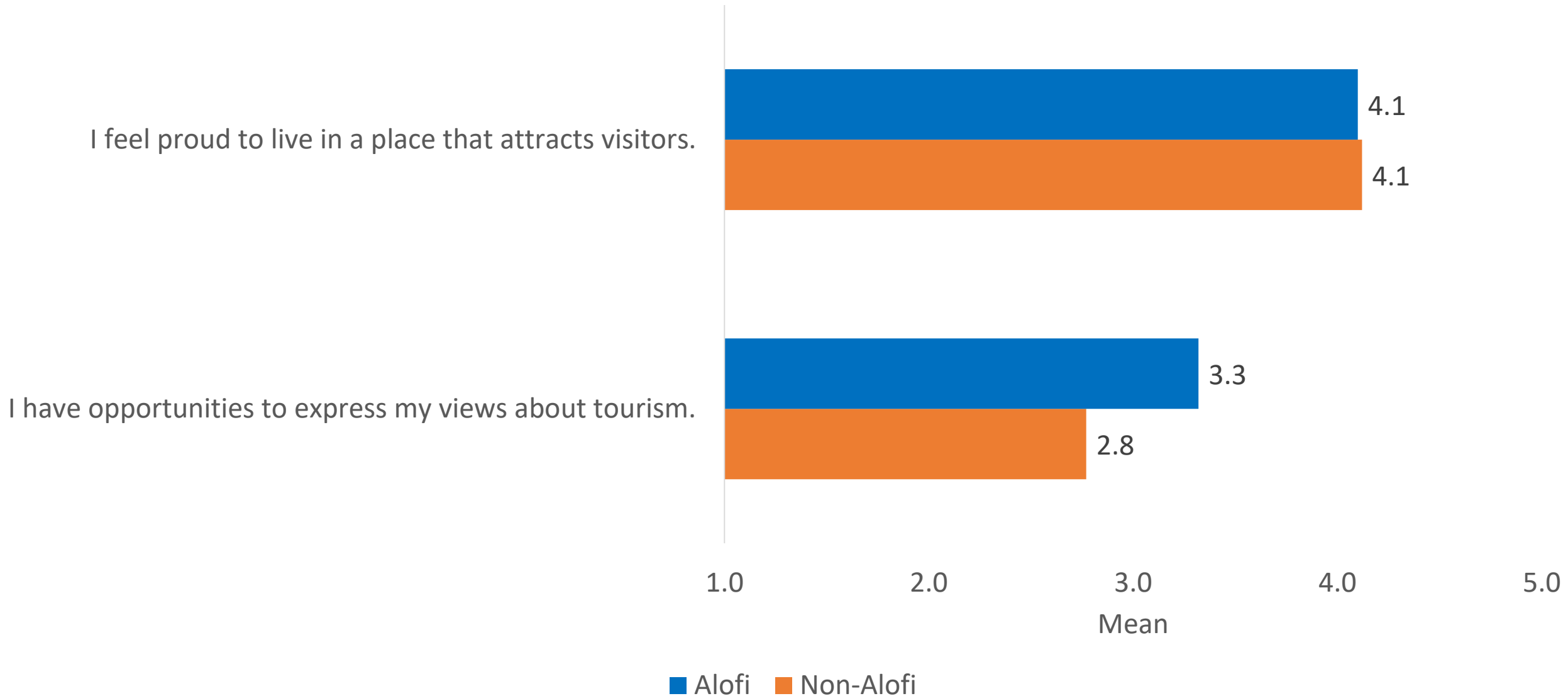
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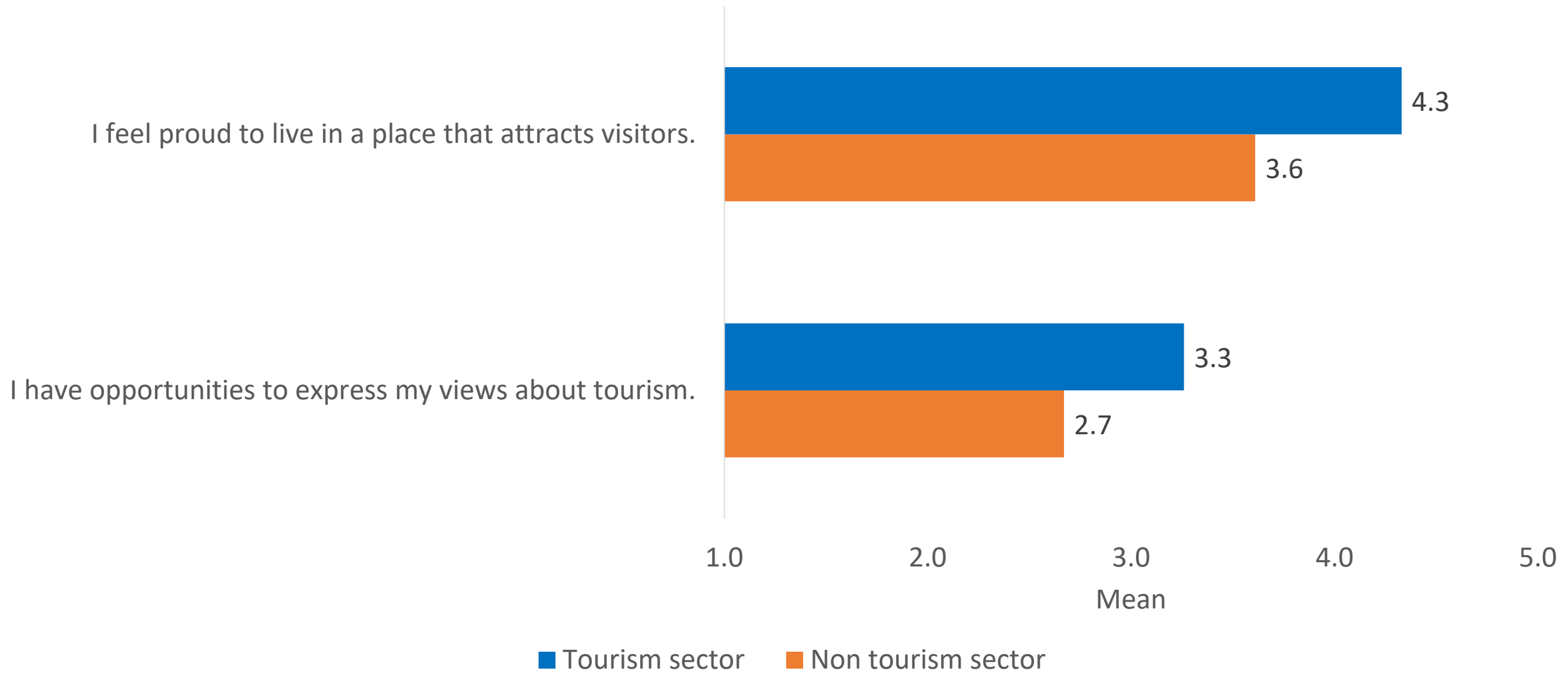
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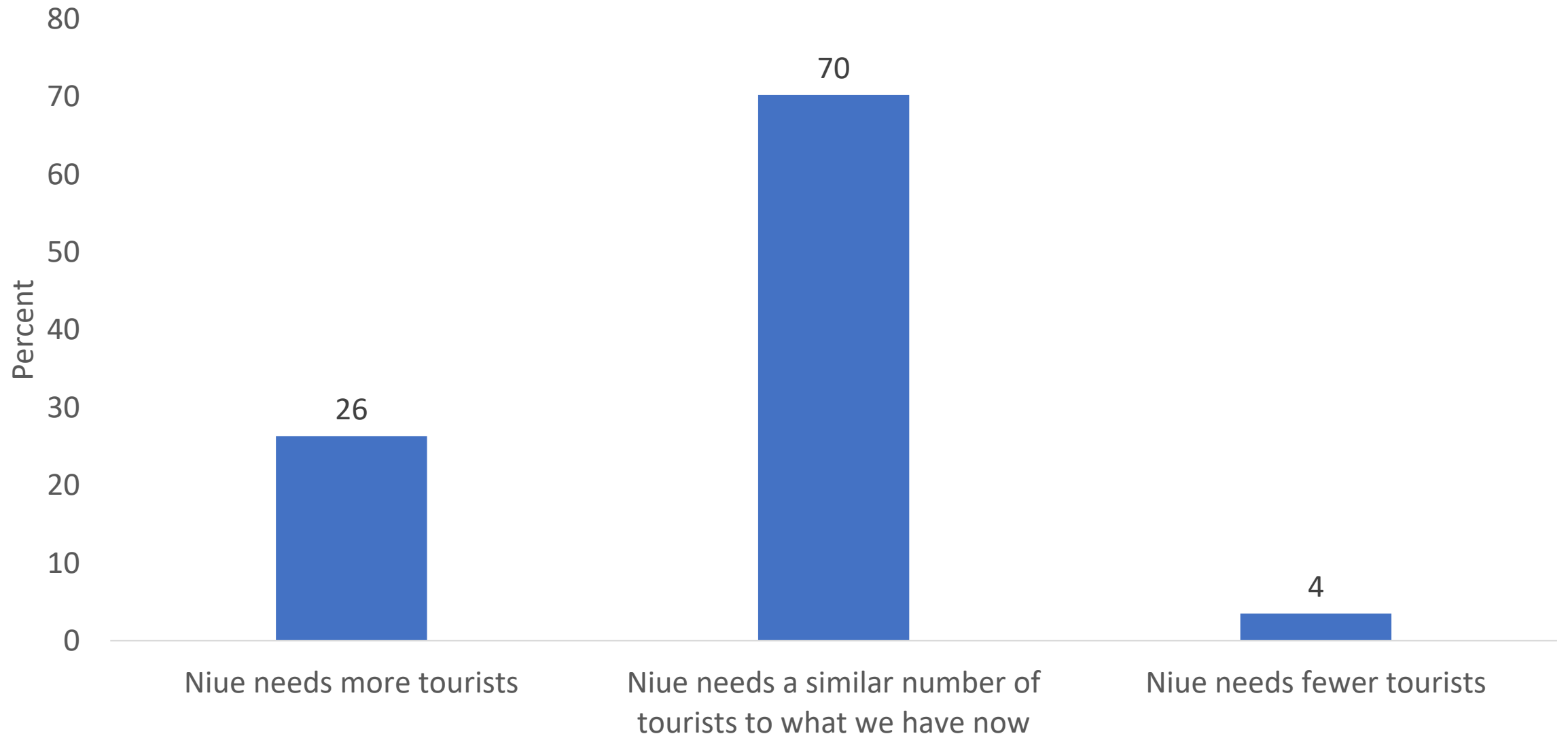
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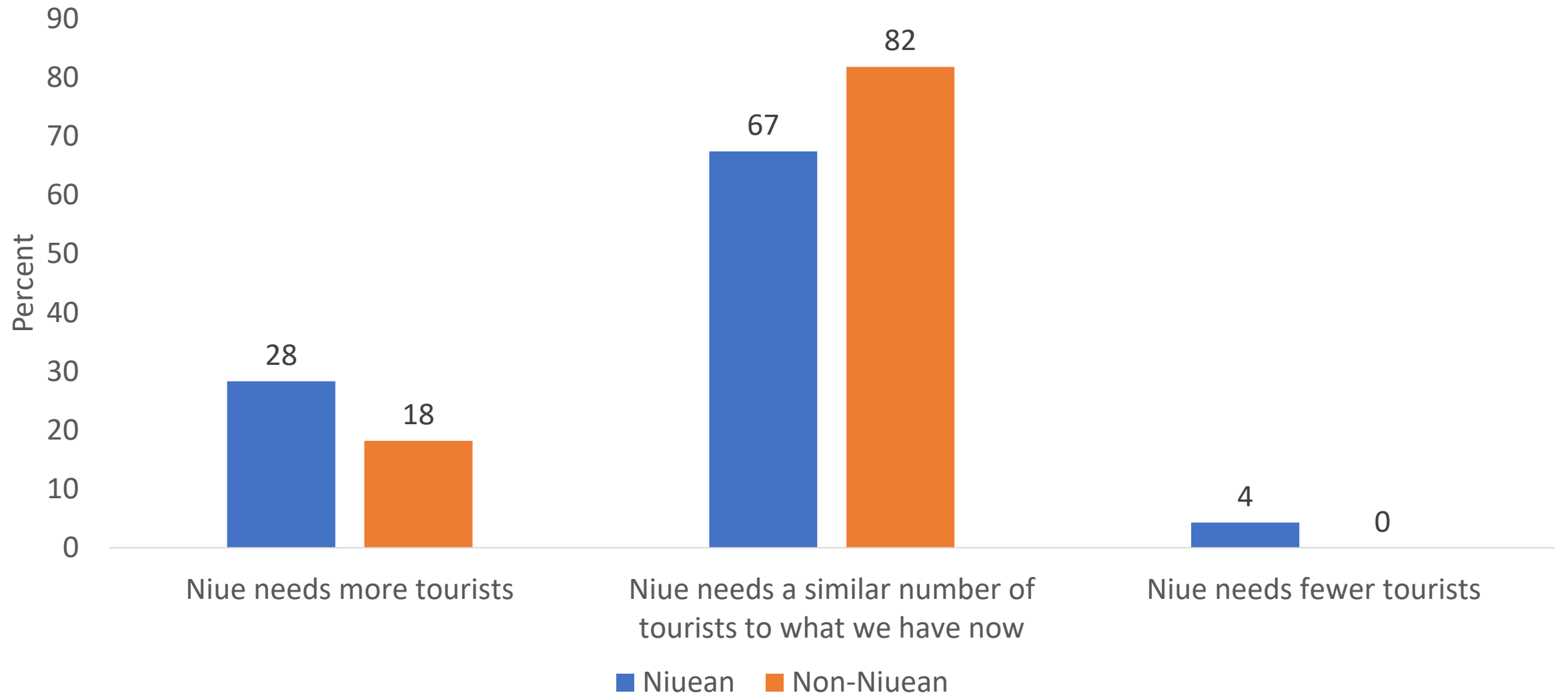
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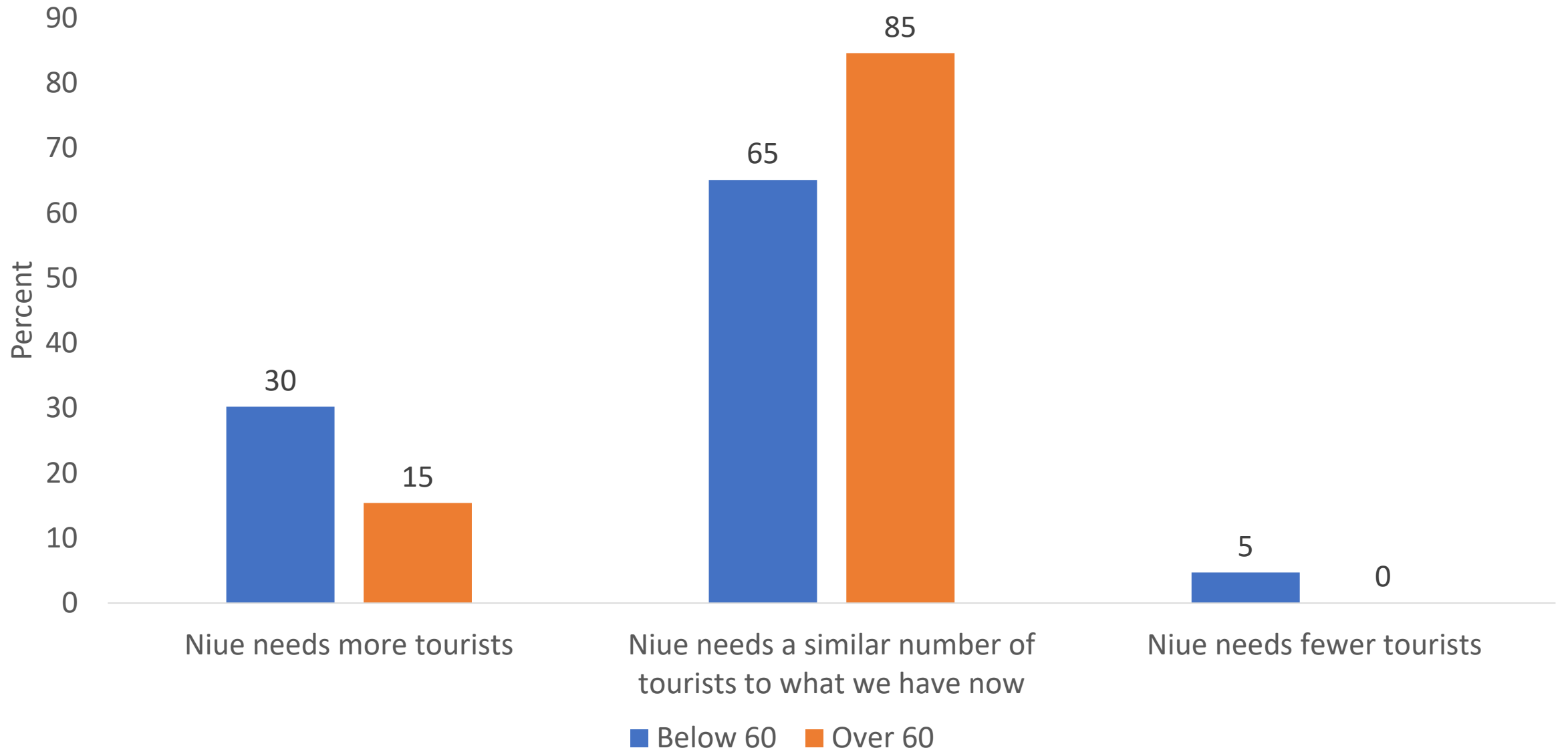
The future number of tourists in Niue



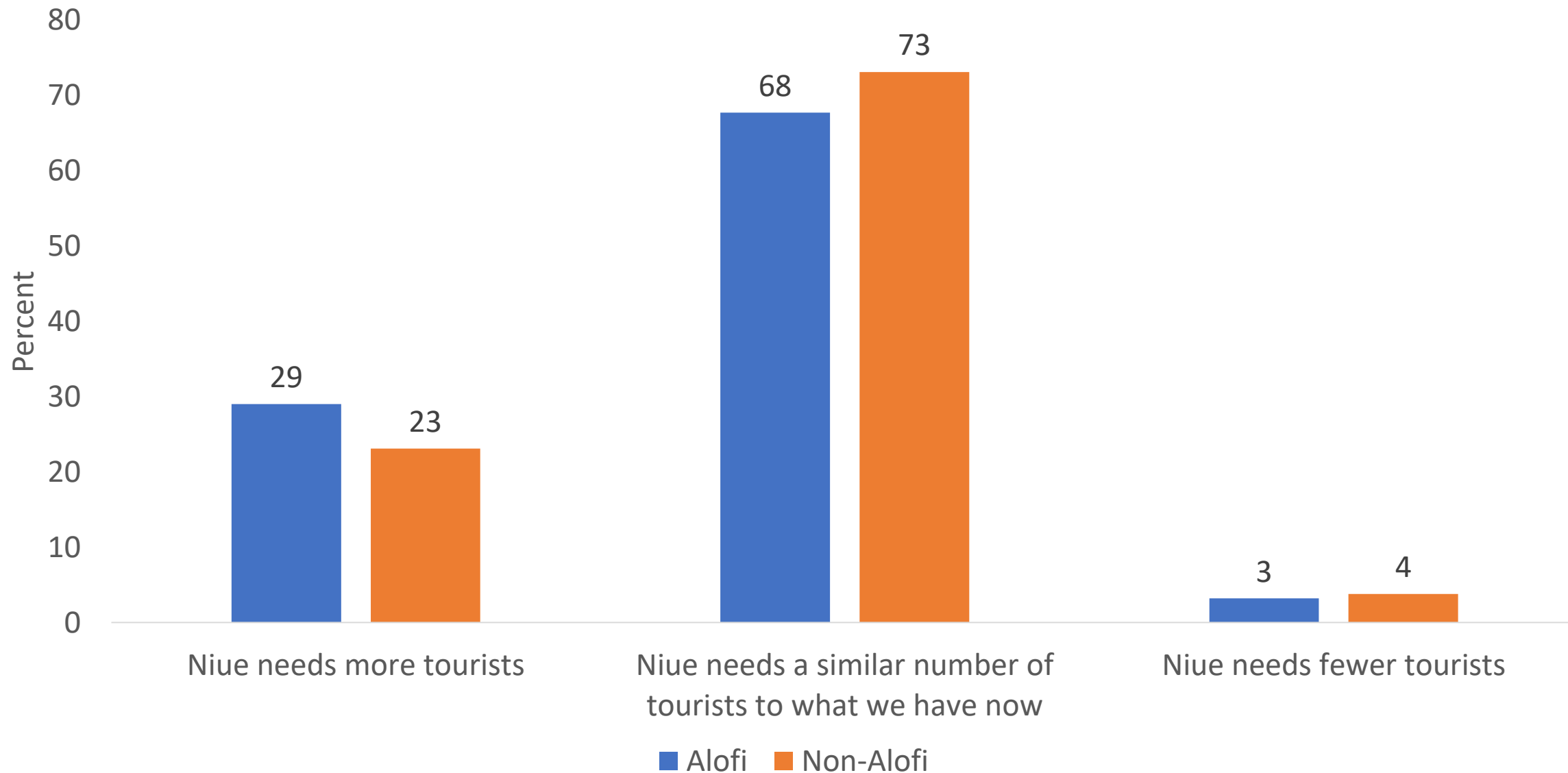
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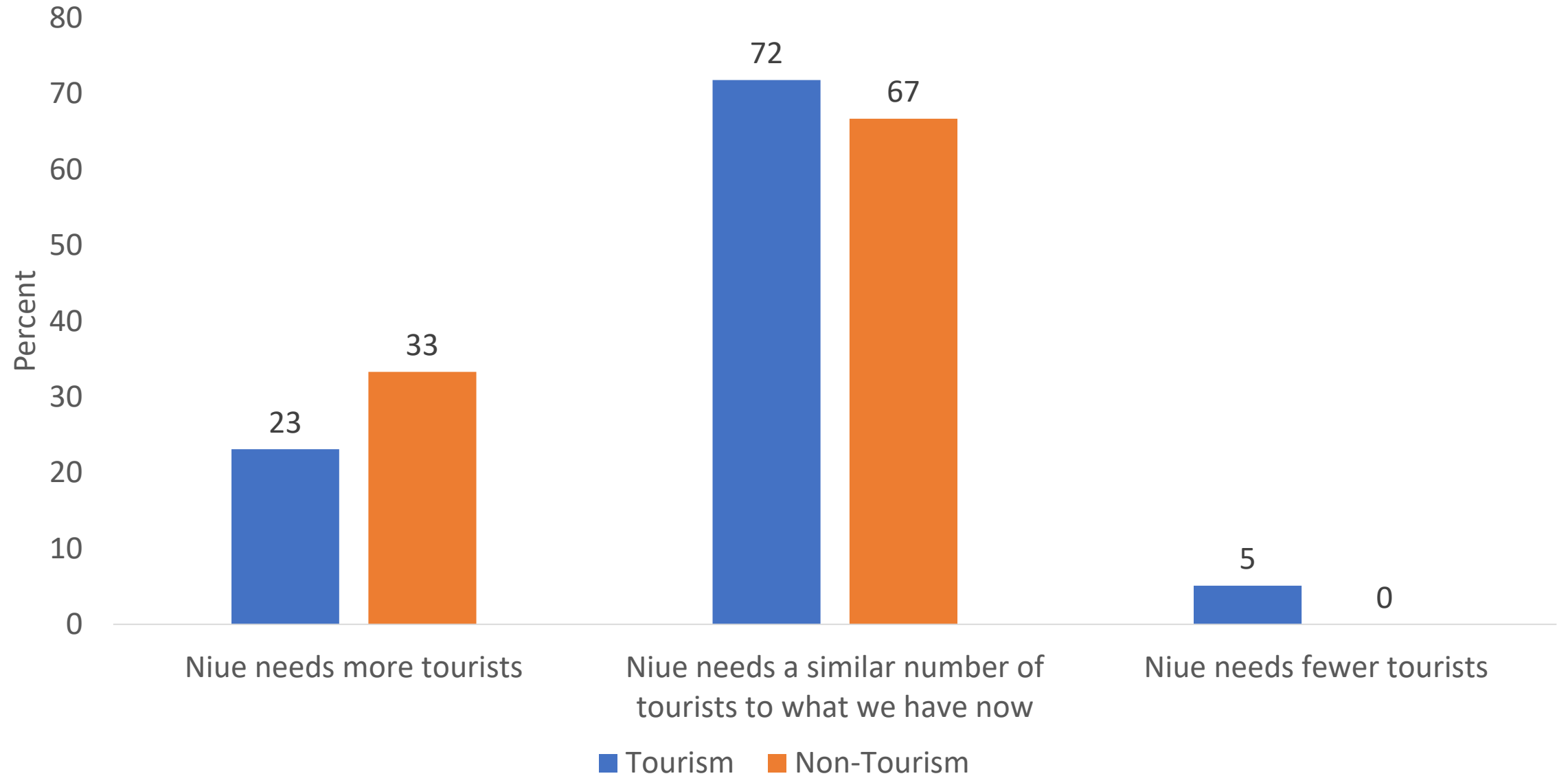
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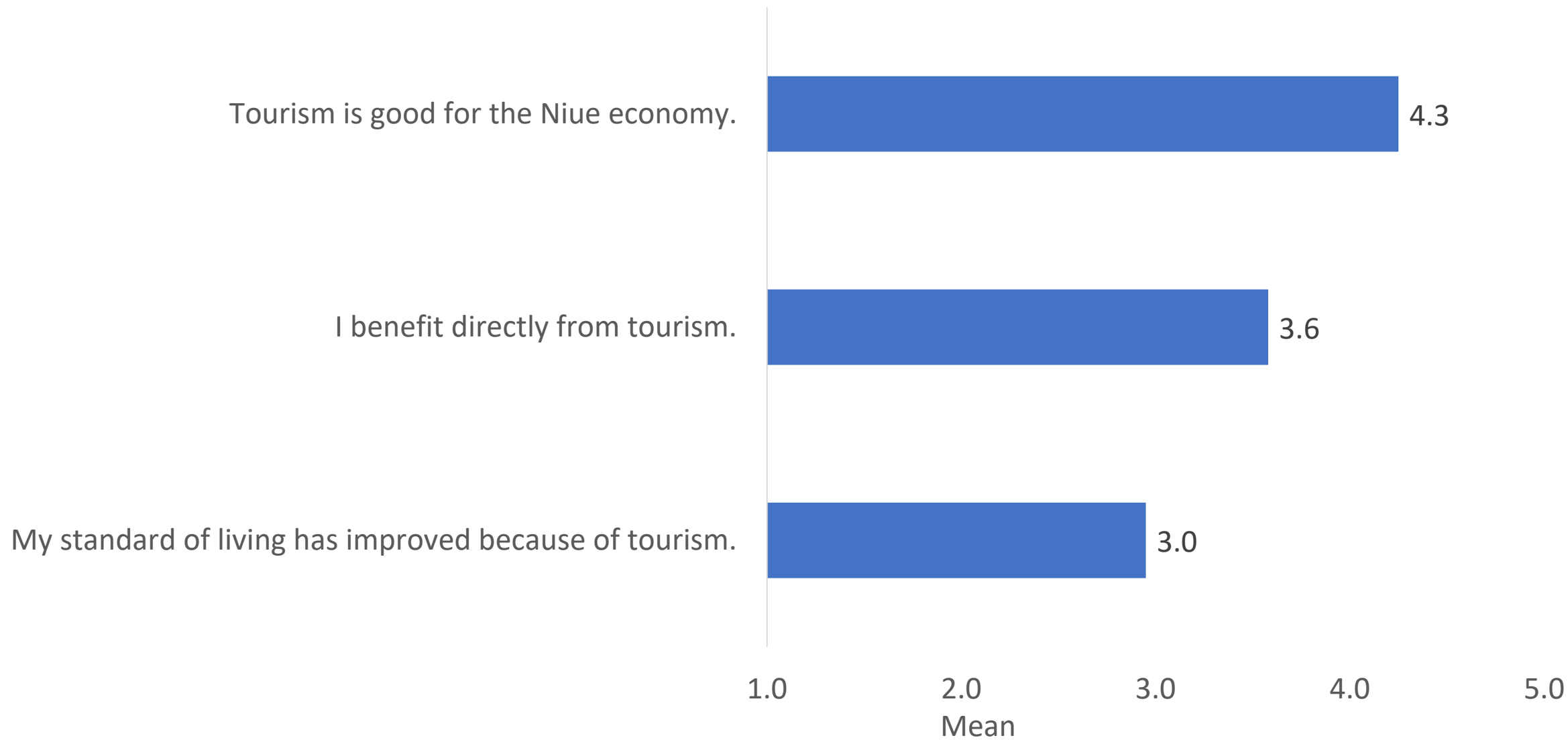




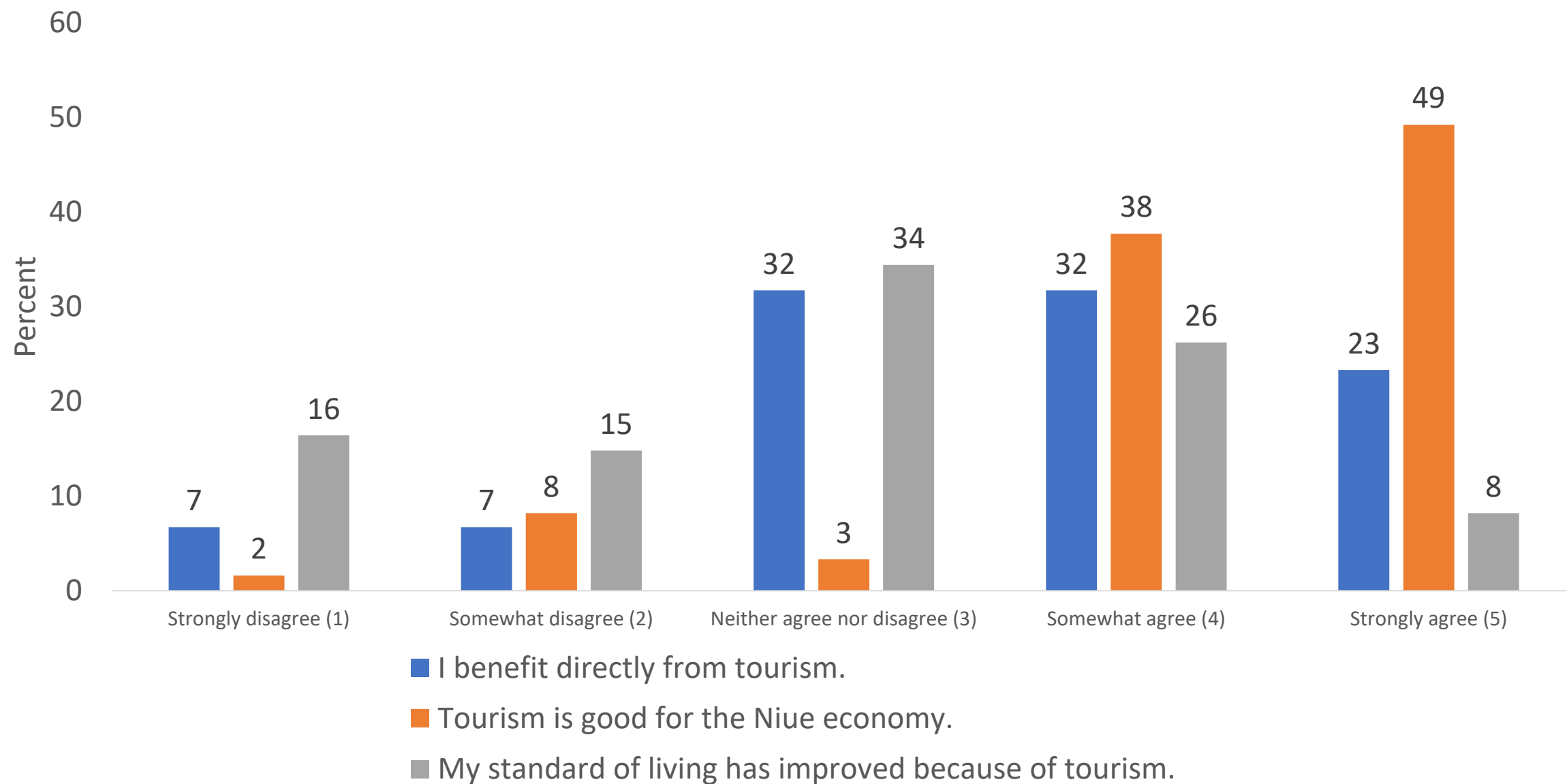
Tourism And Economic Dimensions



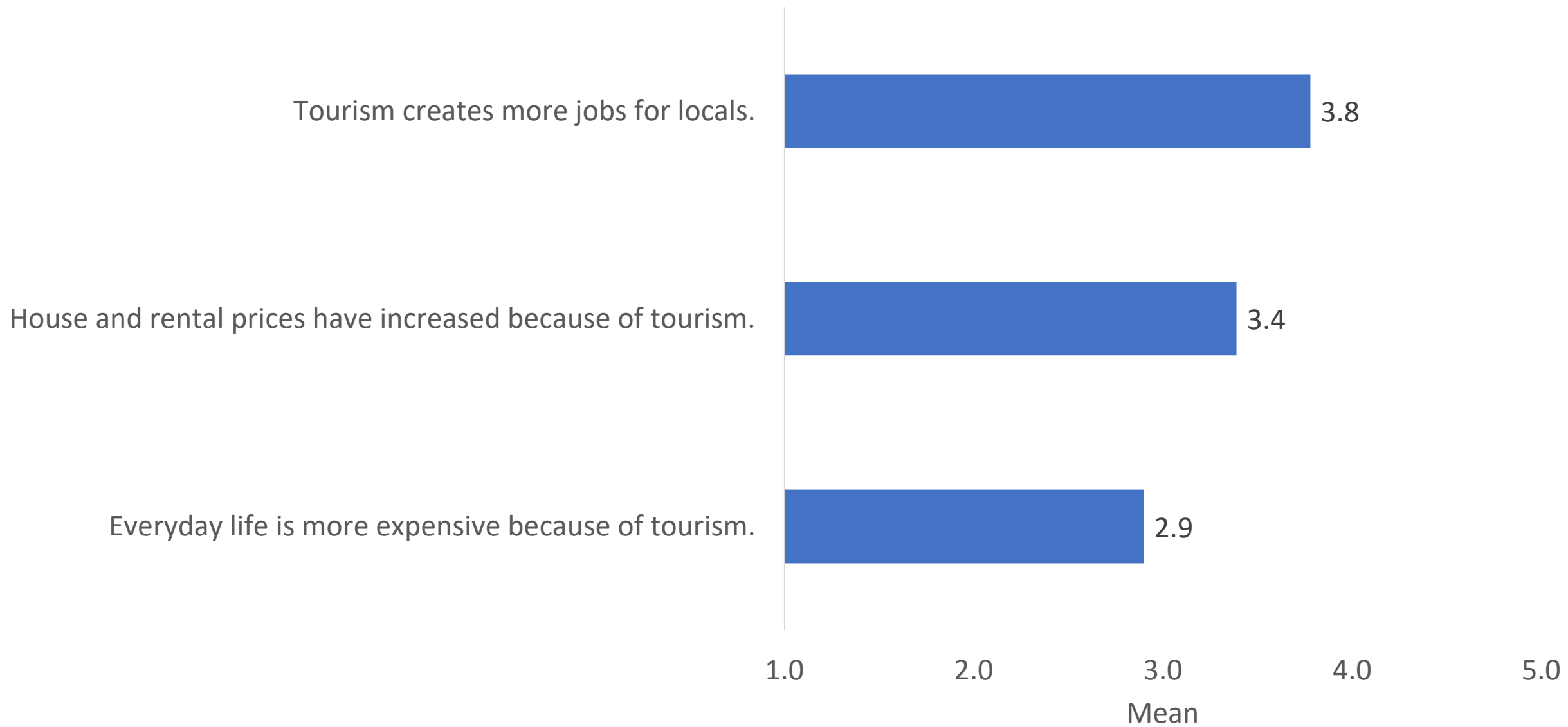
Tourism and economic impacts



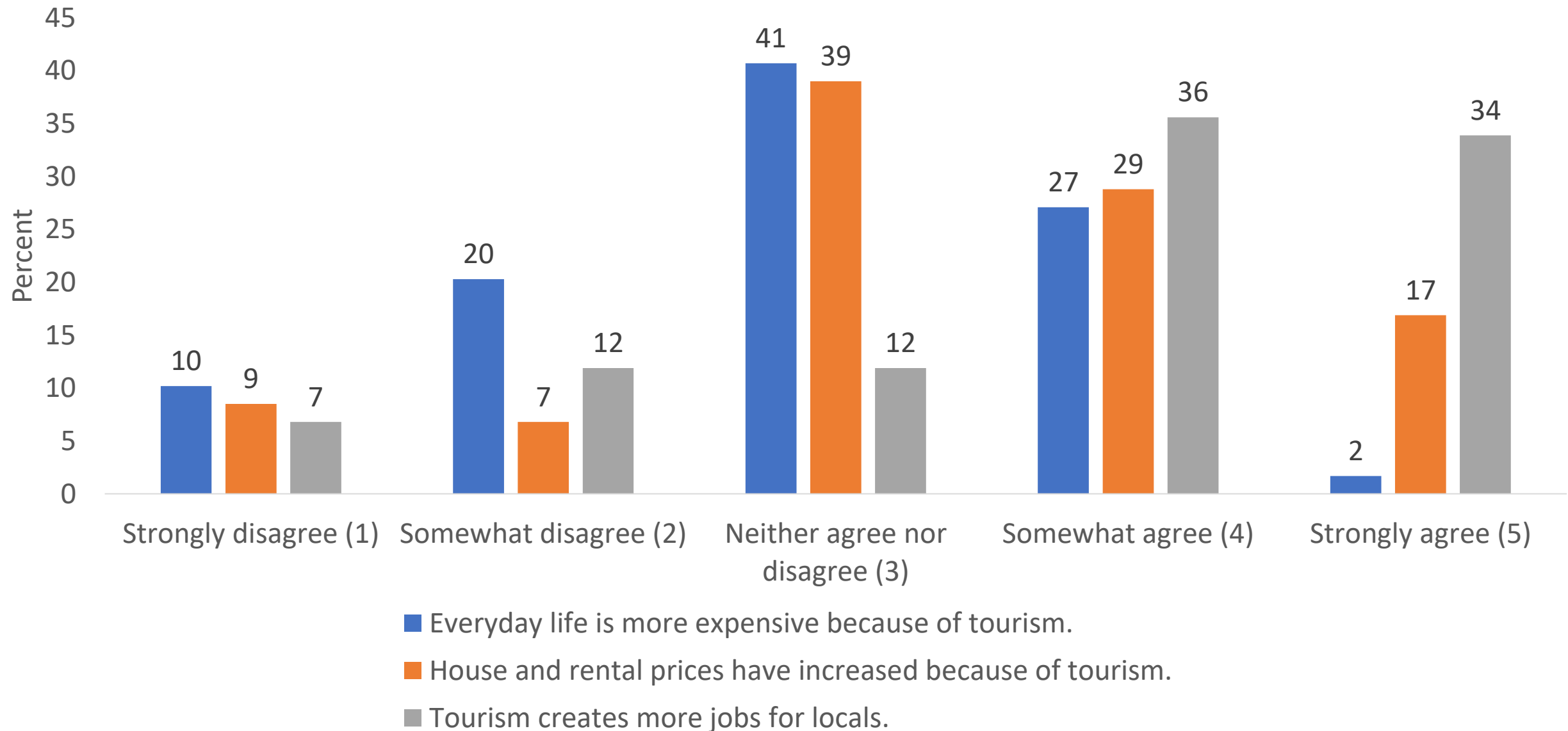
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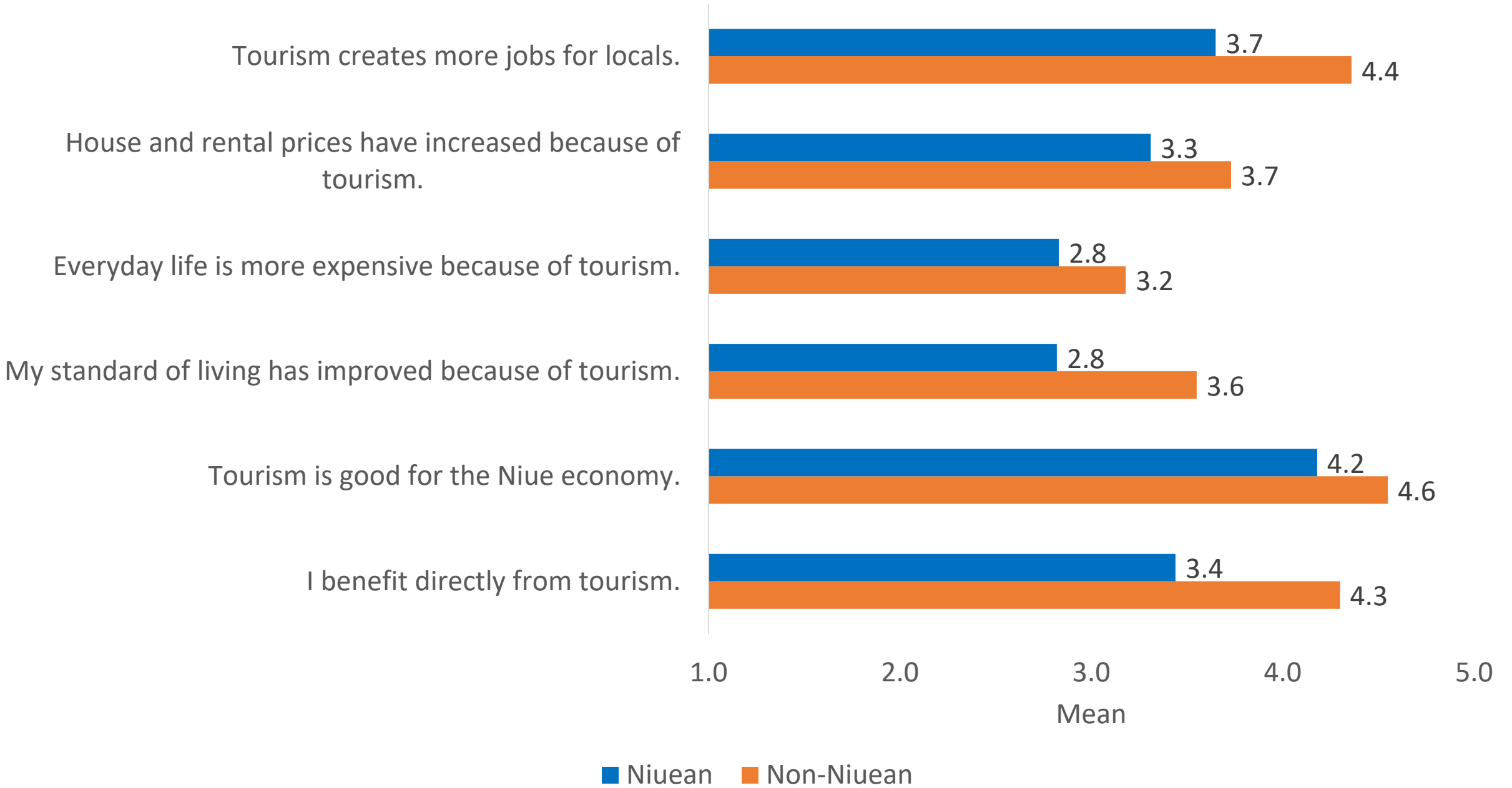


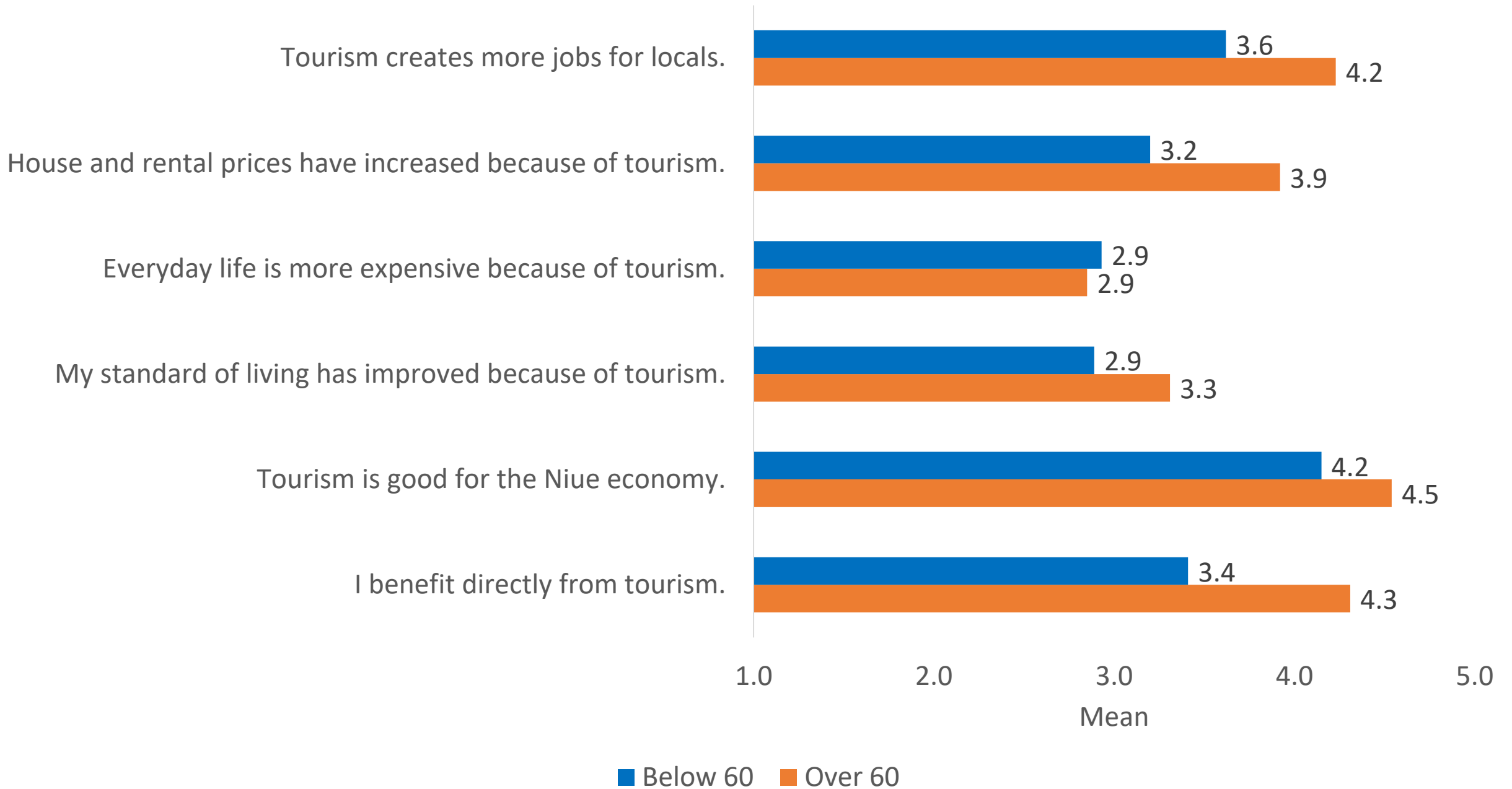
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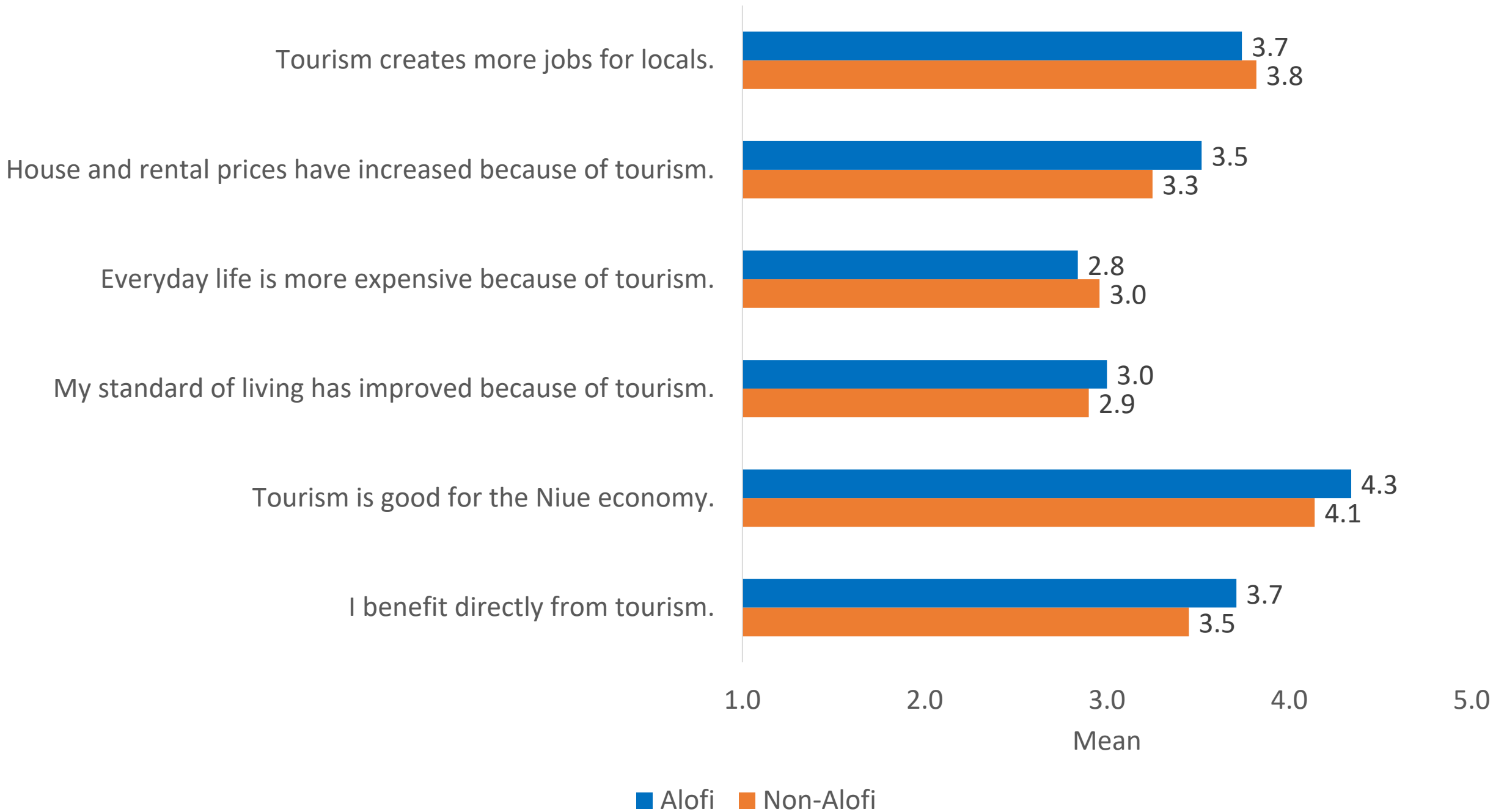


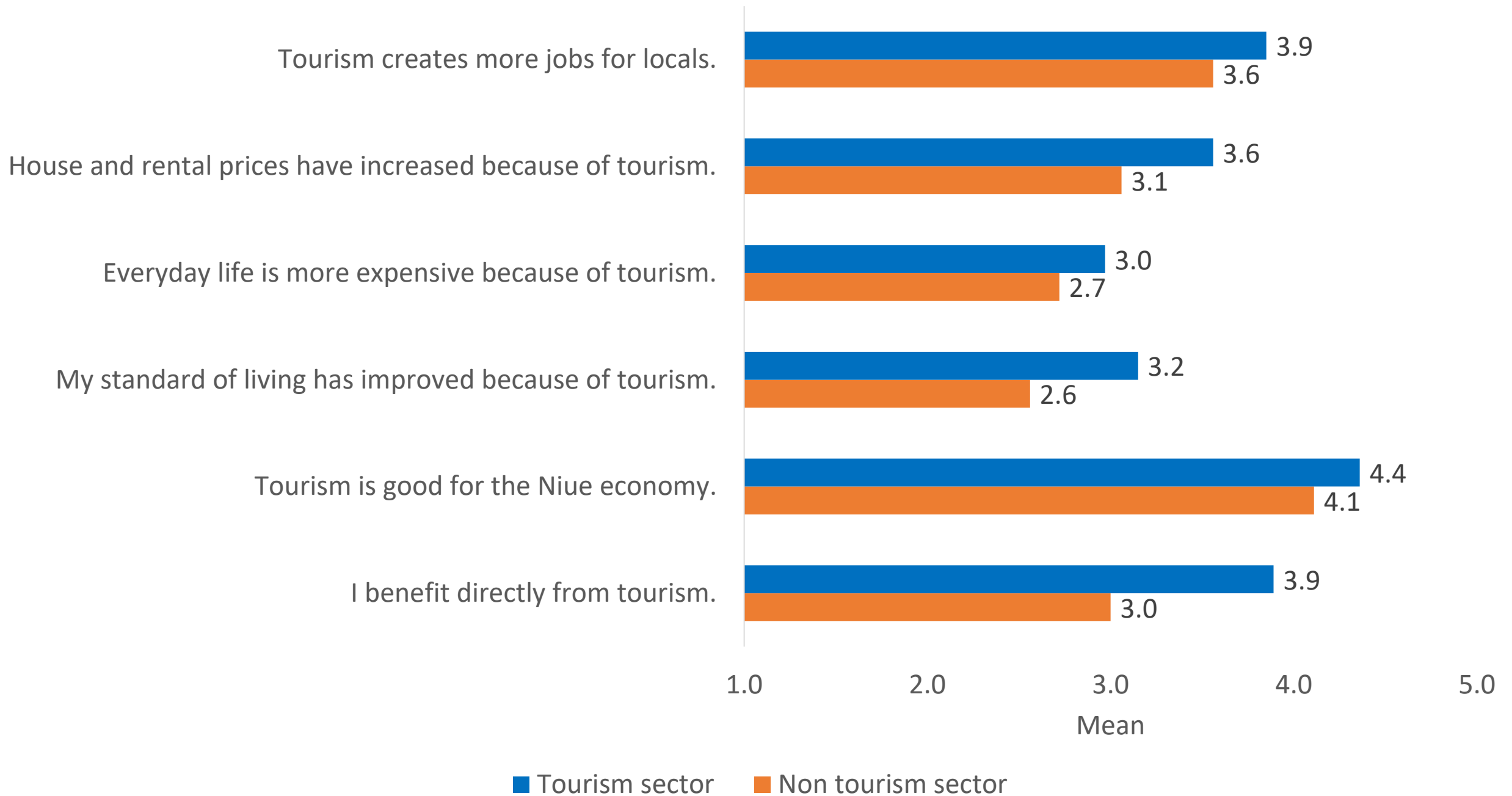
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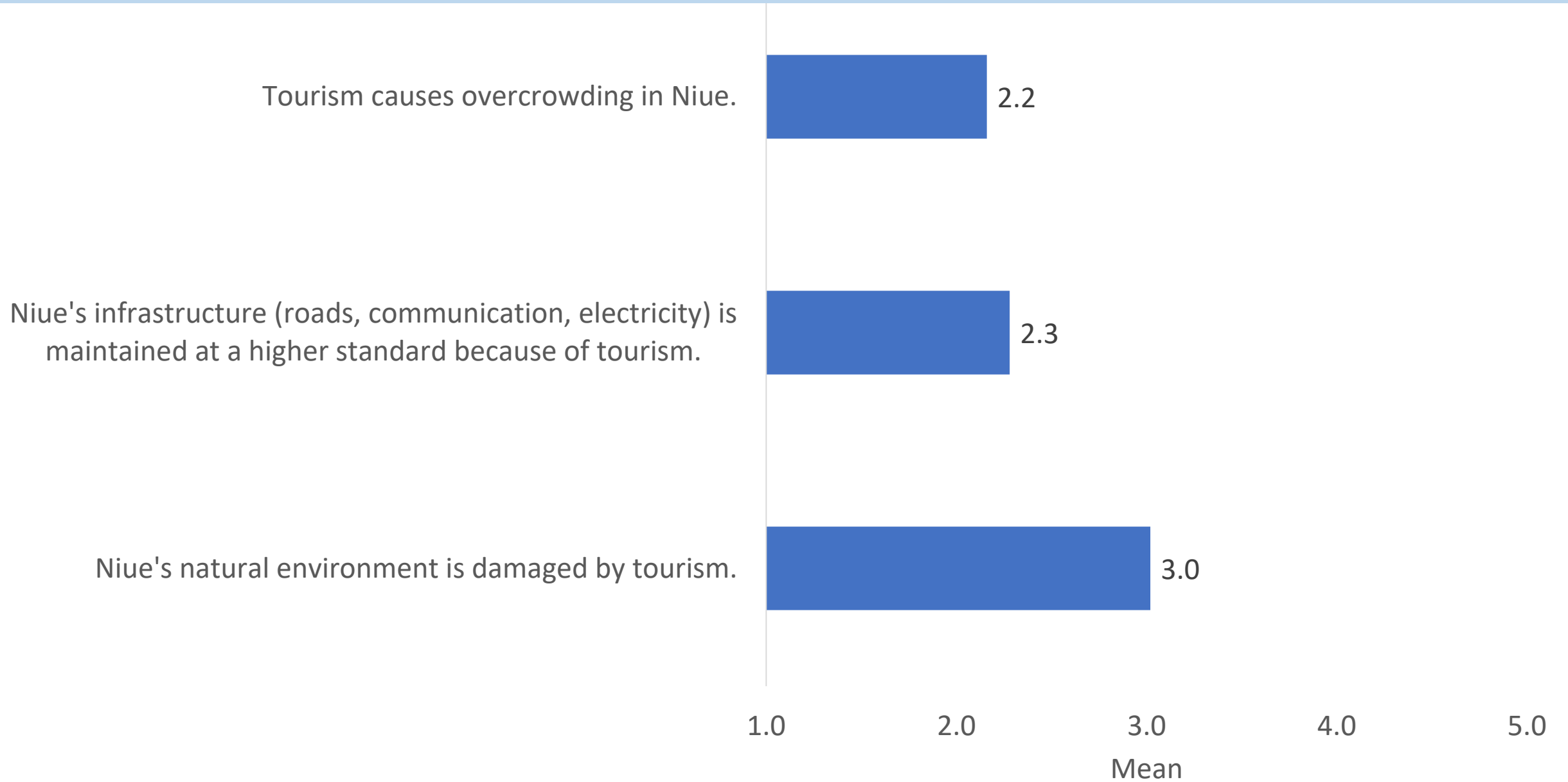




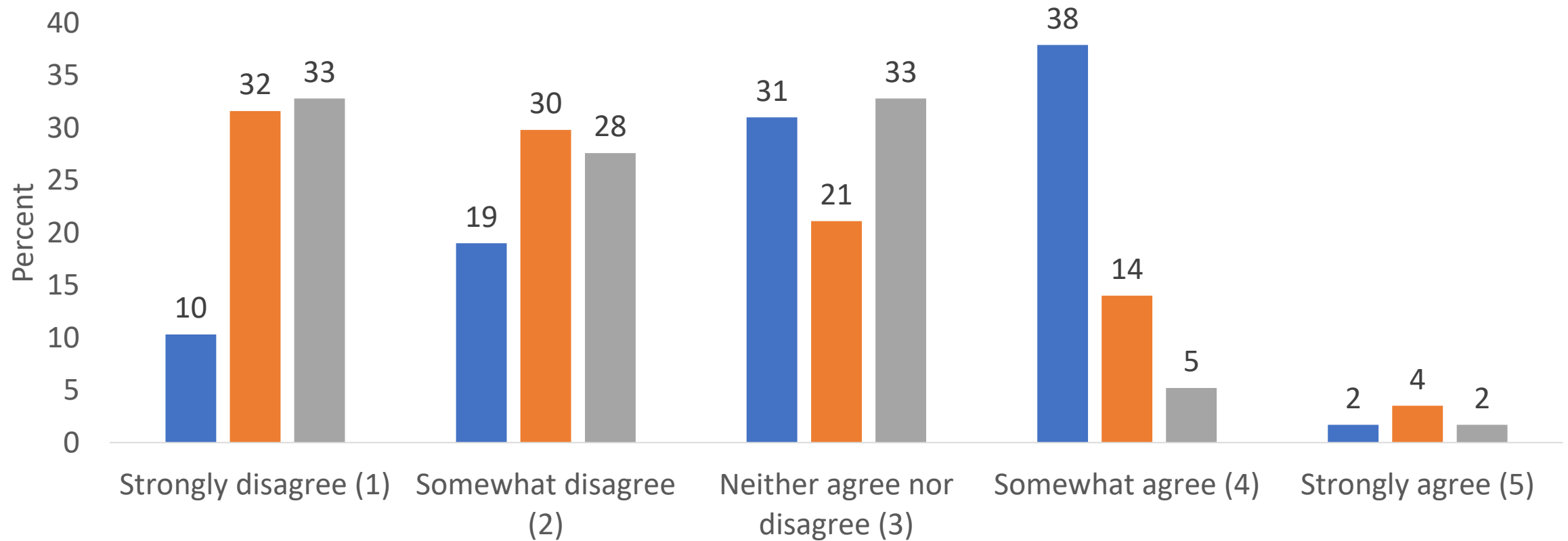
Tourism And Environmental Dimensions



Tourism and environmental dimensions



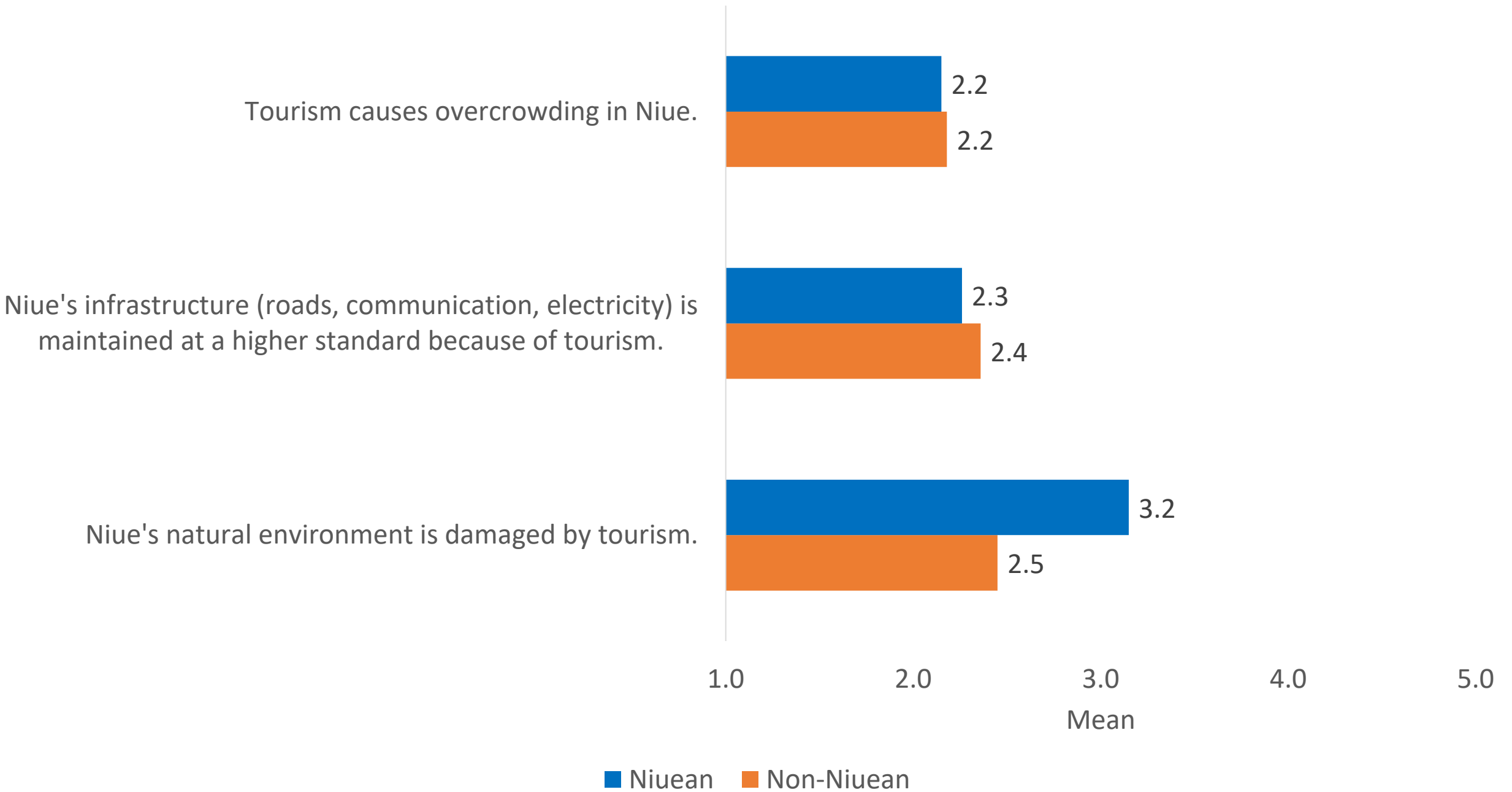
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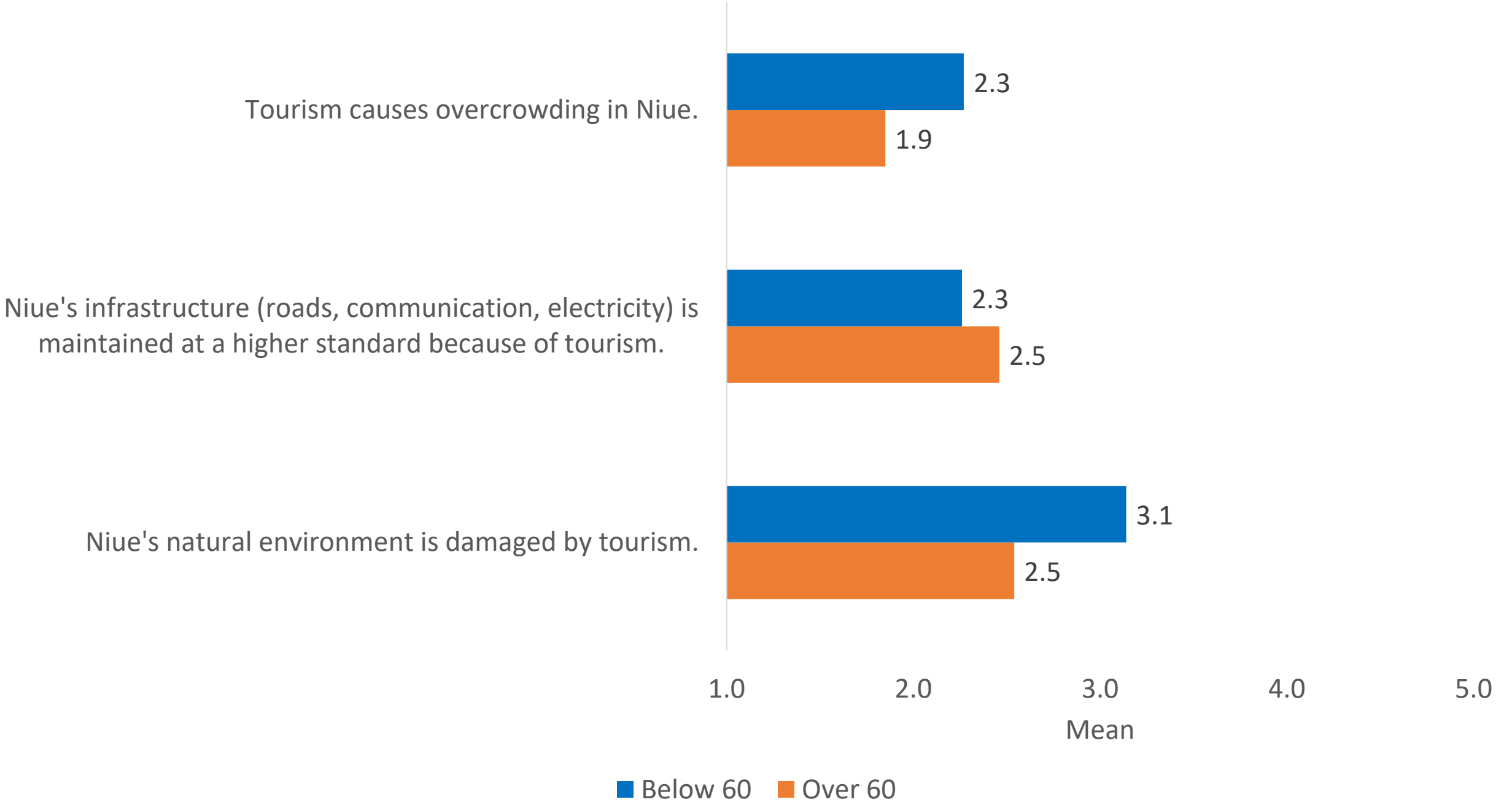


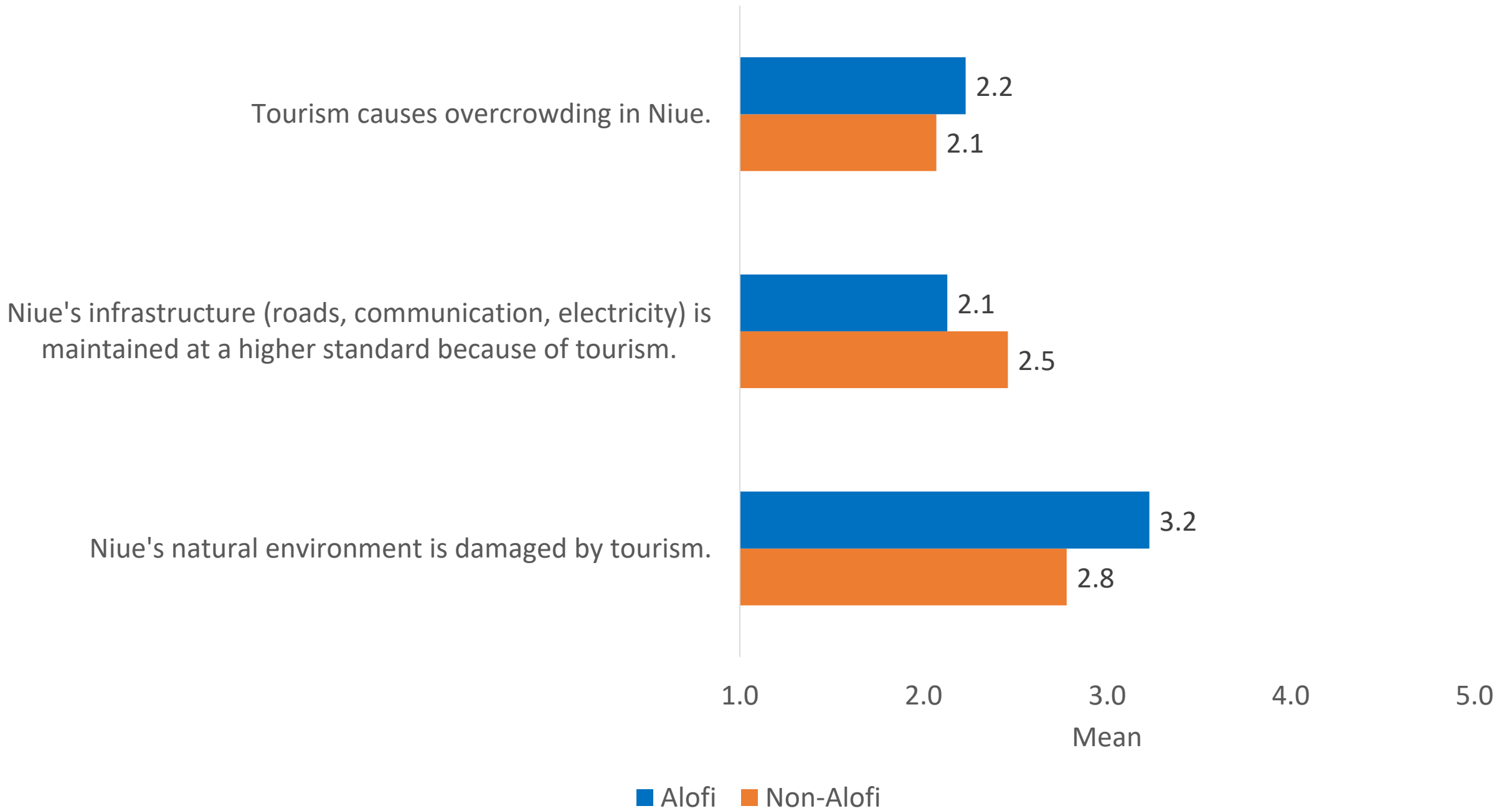
■ Niue's environment is damaged because of tourism

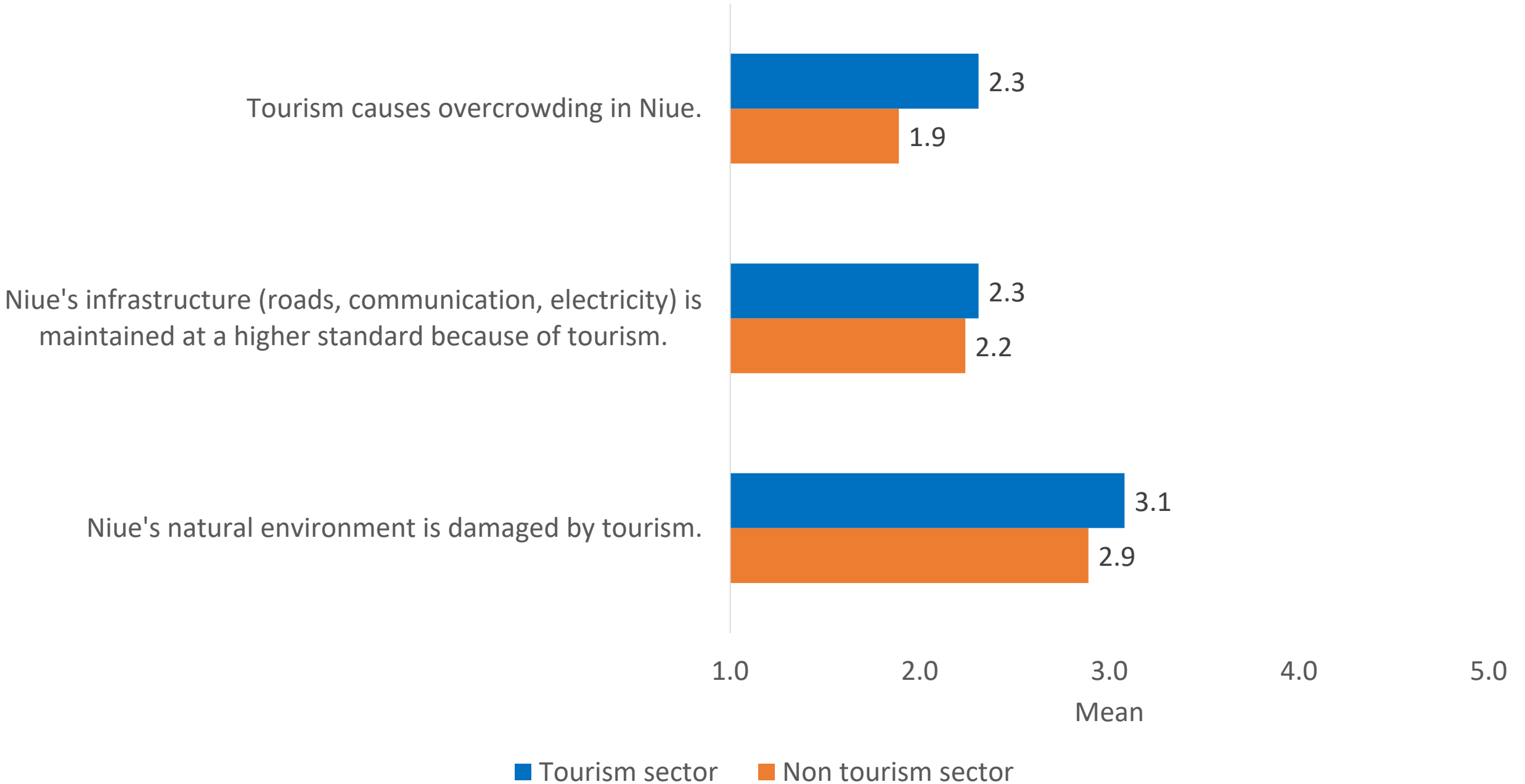
■ Niue's infrastructure (roads, communication, electricity) is maintained at a higher standard because of tourism.

■ Tourism causes overcrowding in Niue.







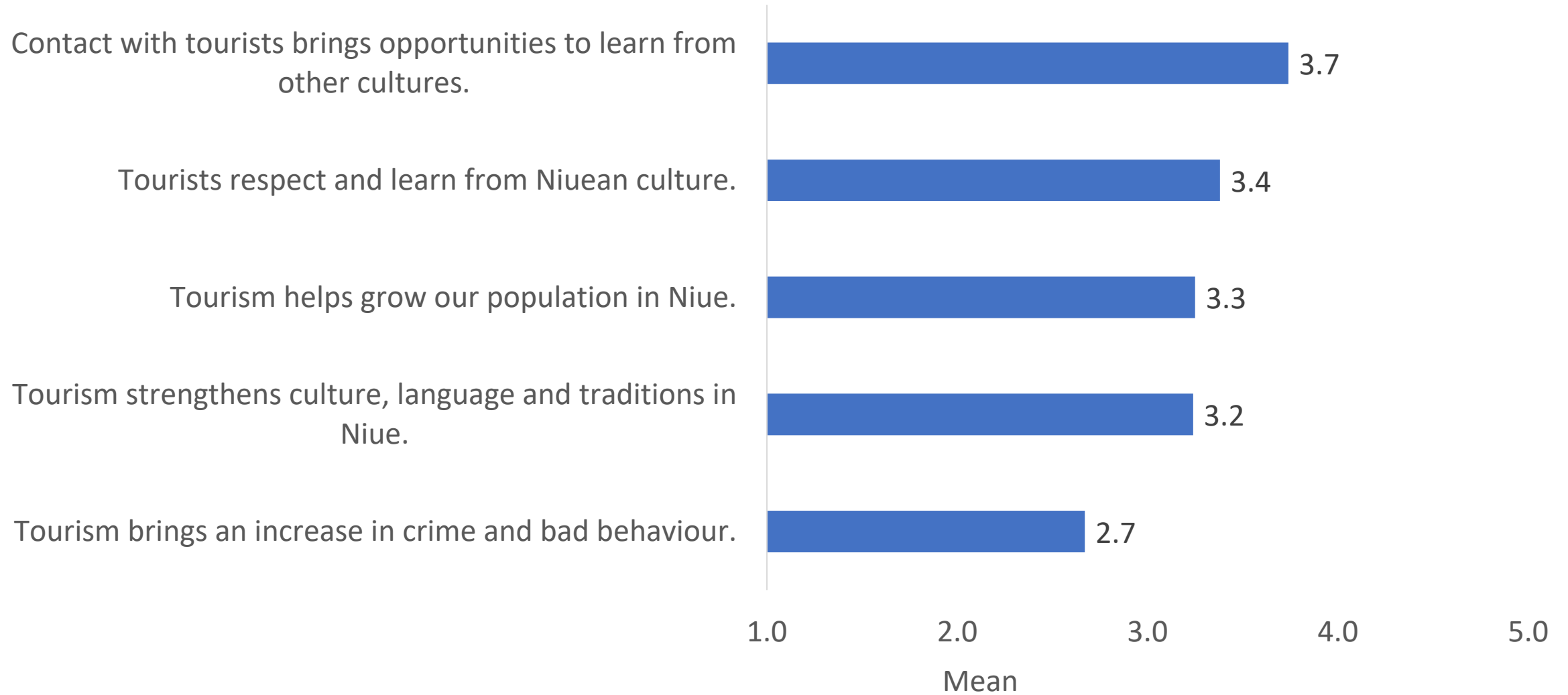




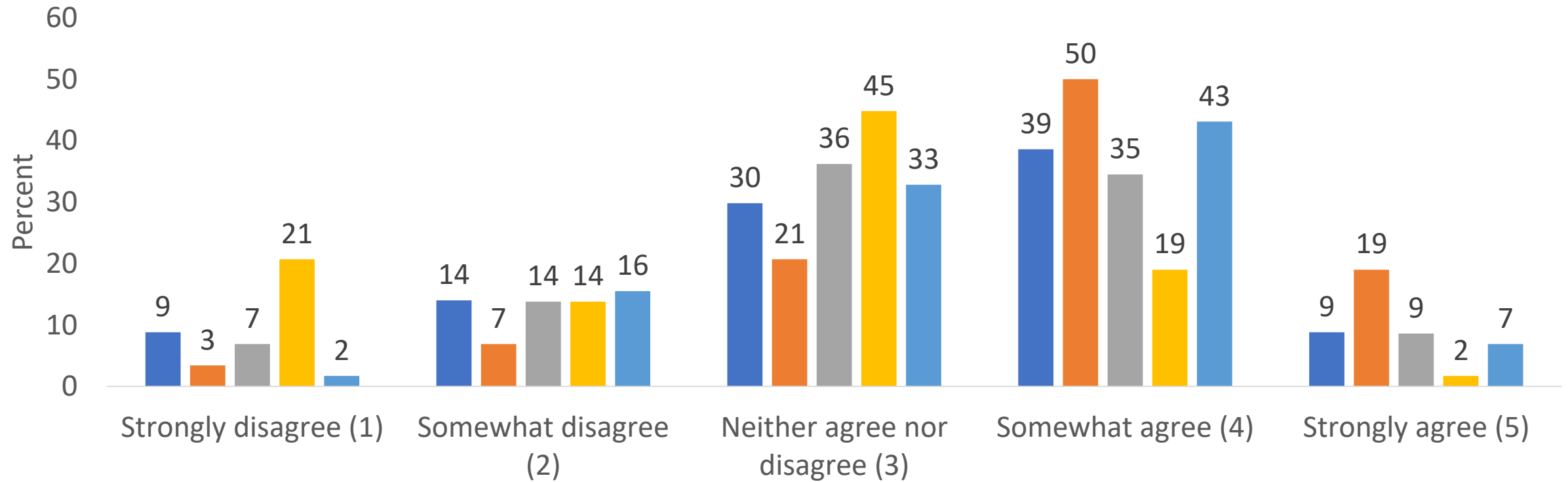
Tourism And Cultural Dimensions



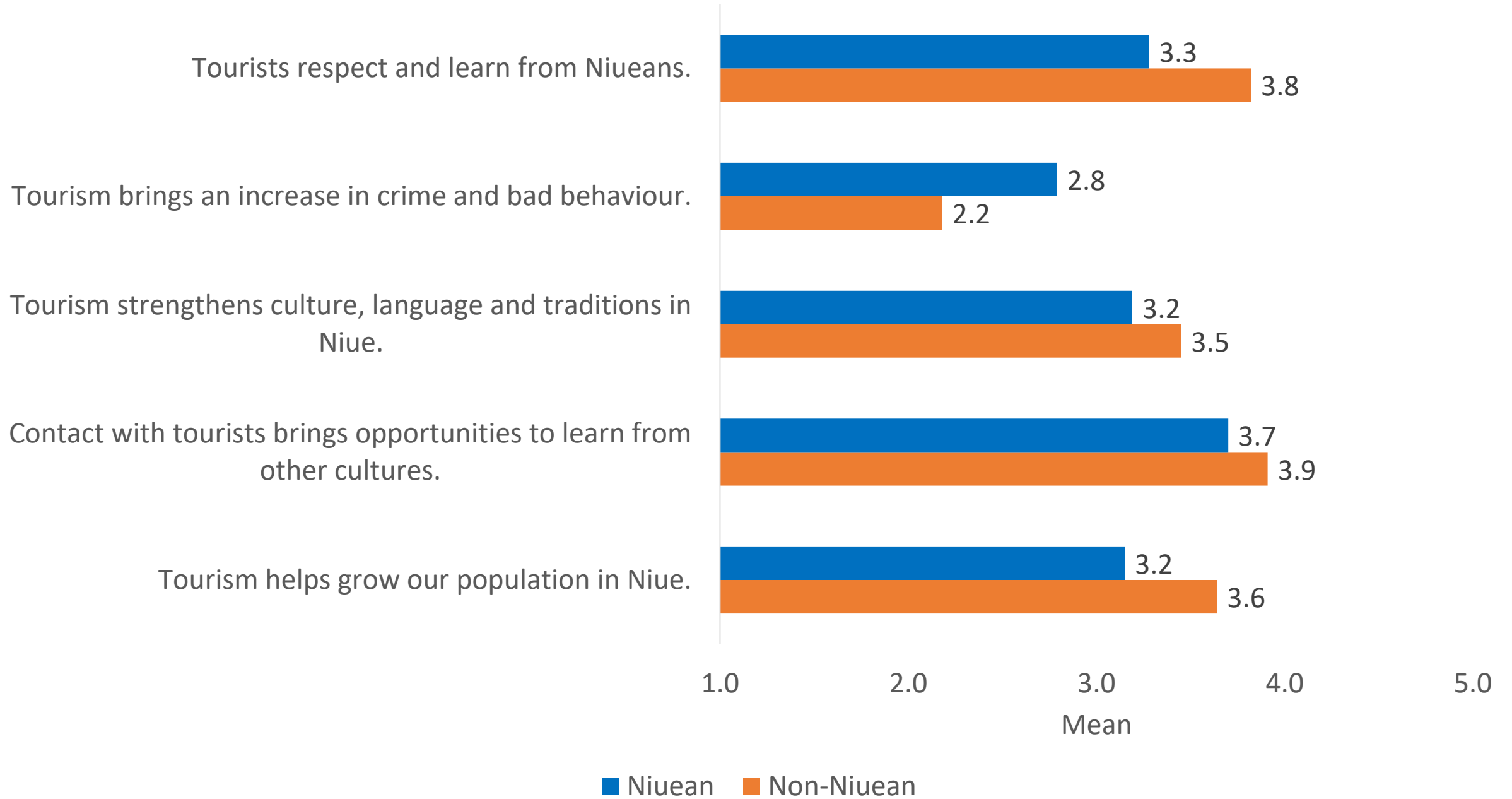
Tourism and cultural dimensions

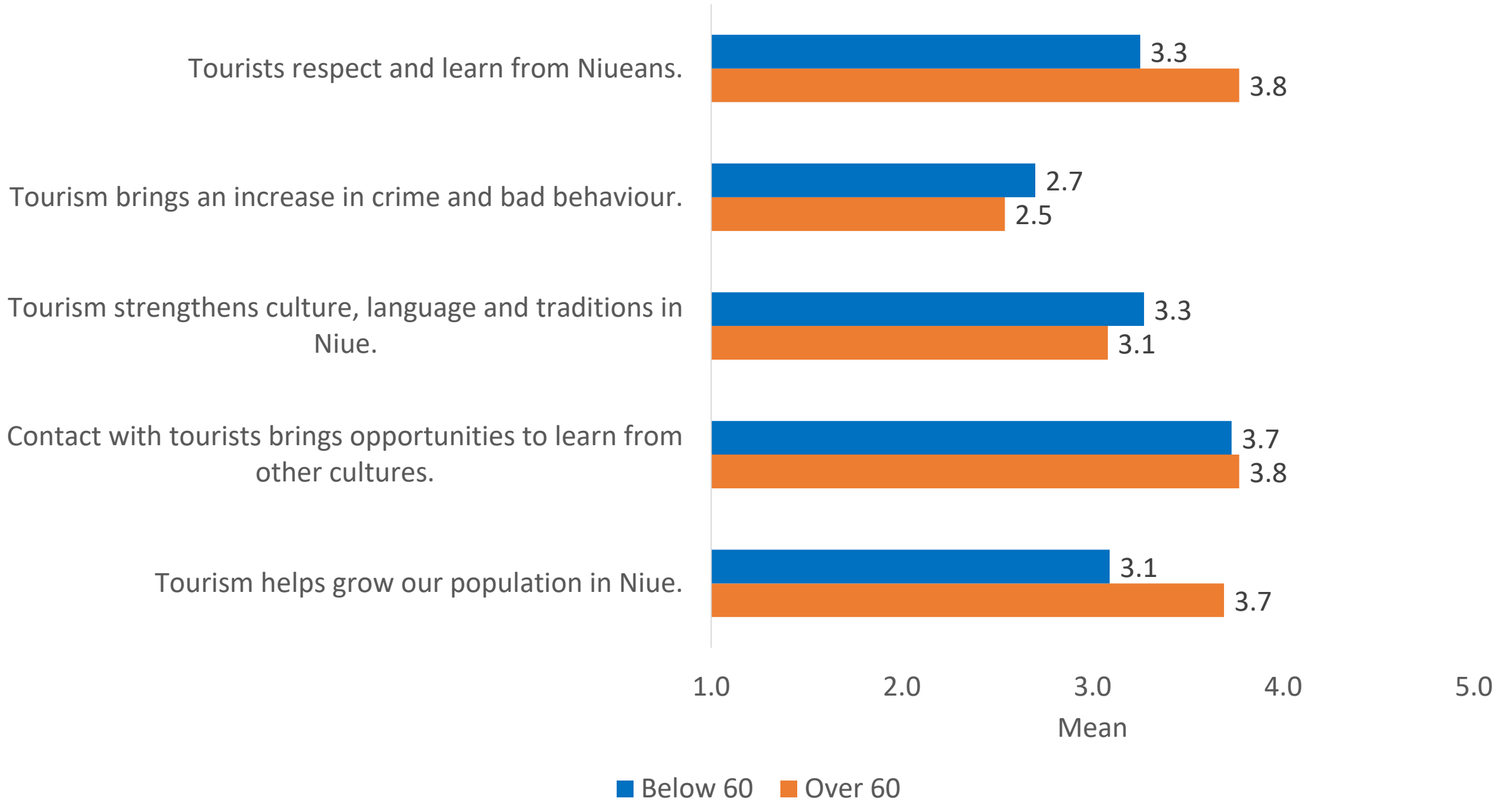


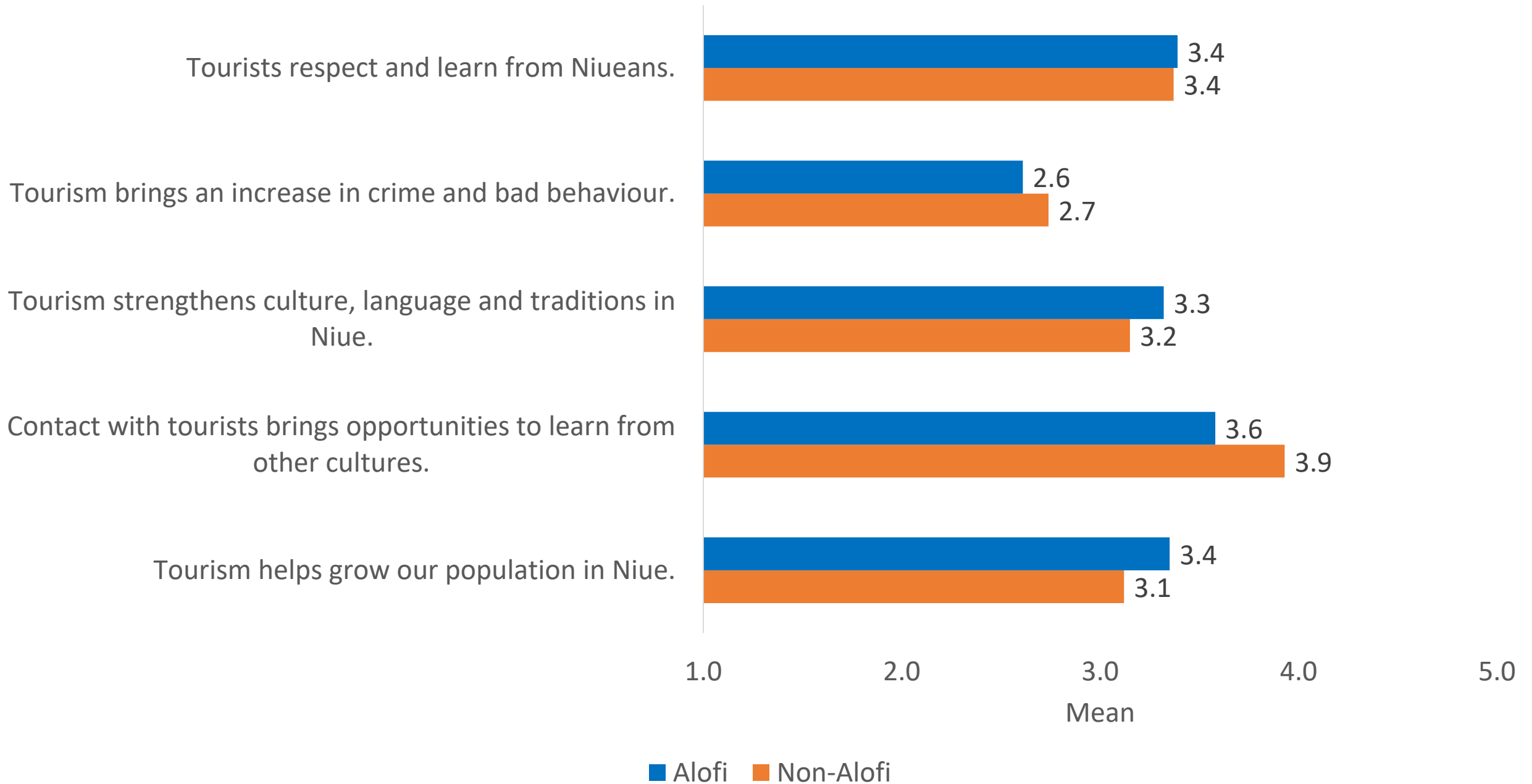
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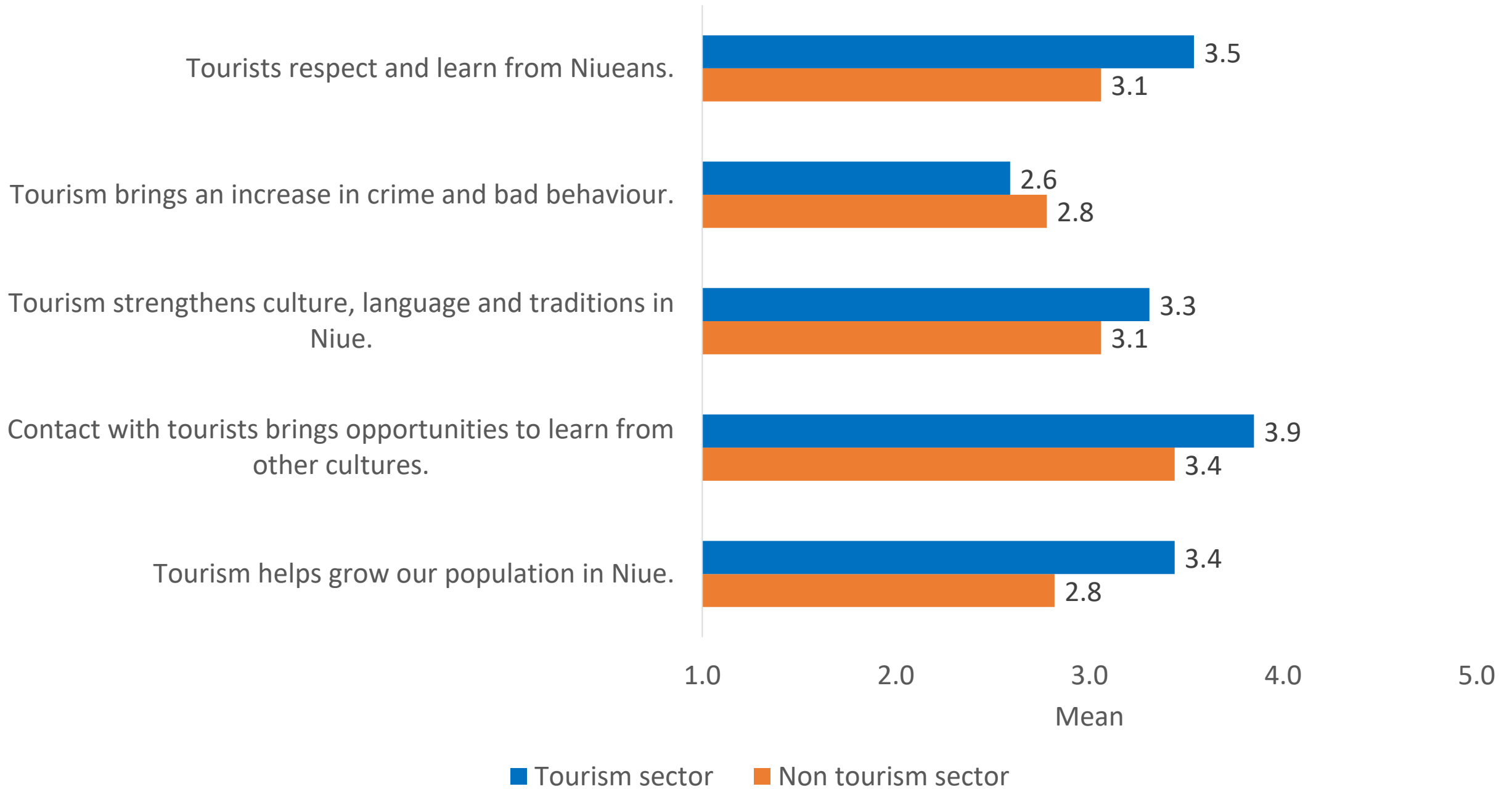


- Tourism helps grow our population in Niue.
- Contact with tourists brings opportunities to learn from other cultures.
- Tourism strengthens culture, language and traditions in Niue.
- Tourism brings an increase in crime and bad behaviour.
- Tourists respect and learn from Niueans.

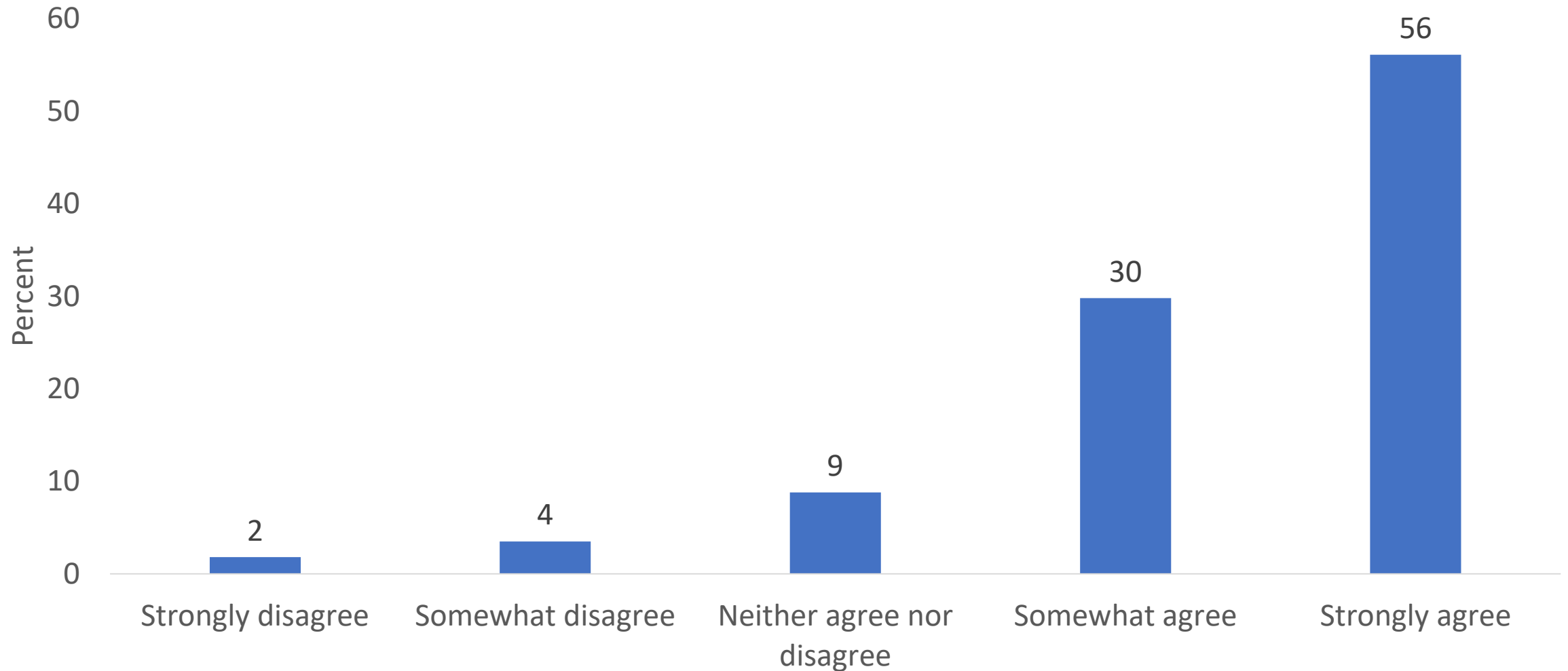




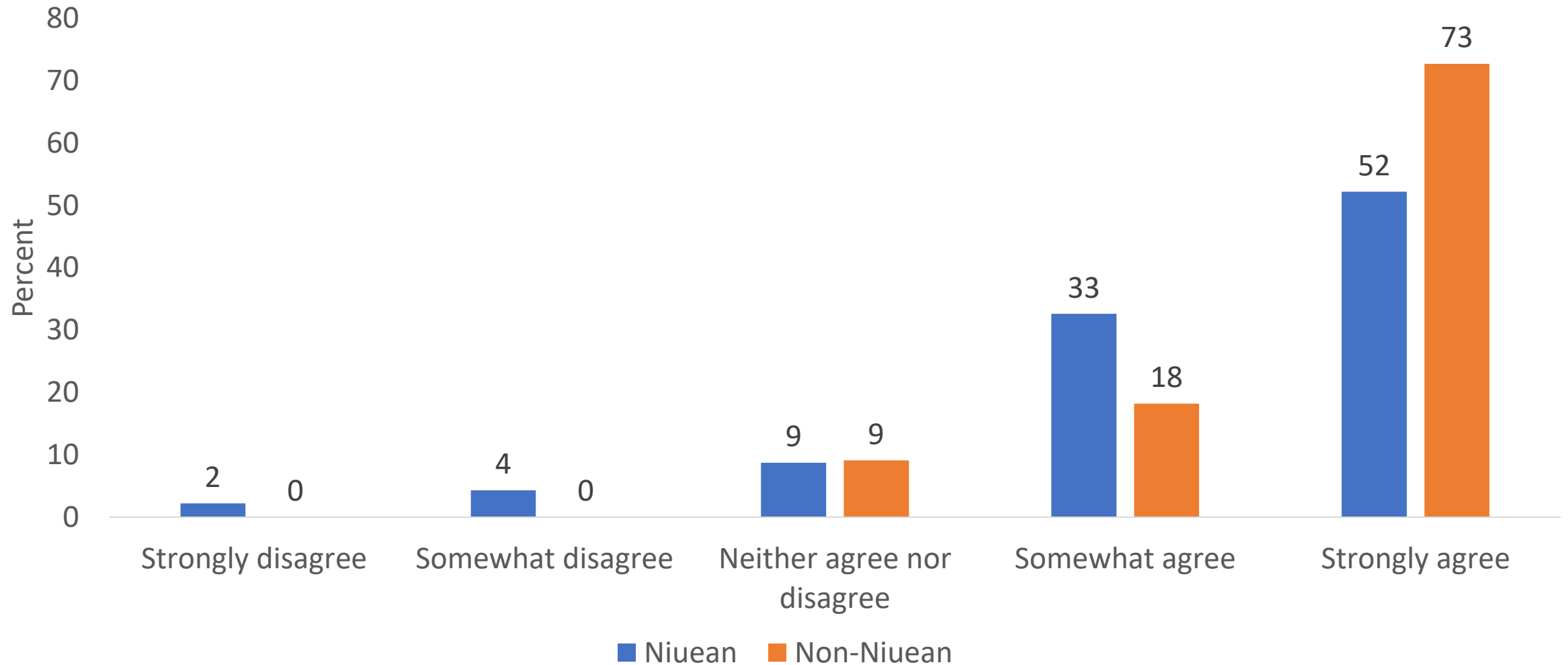




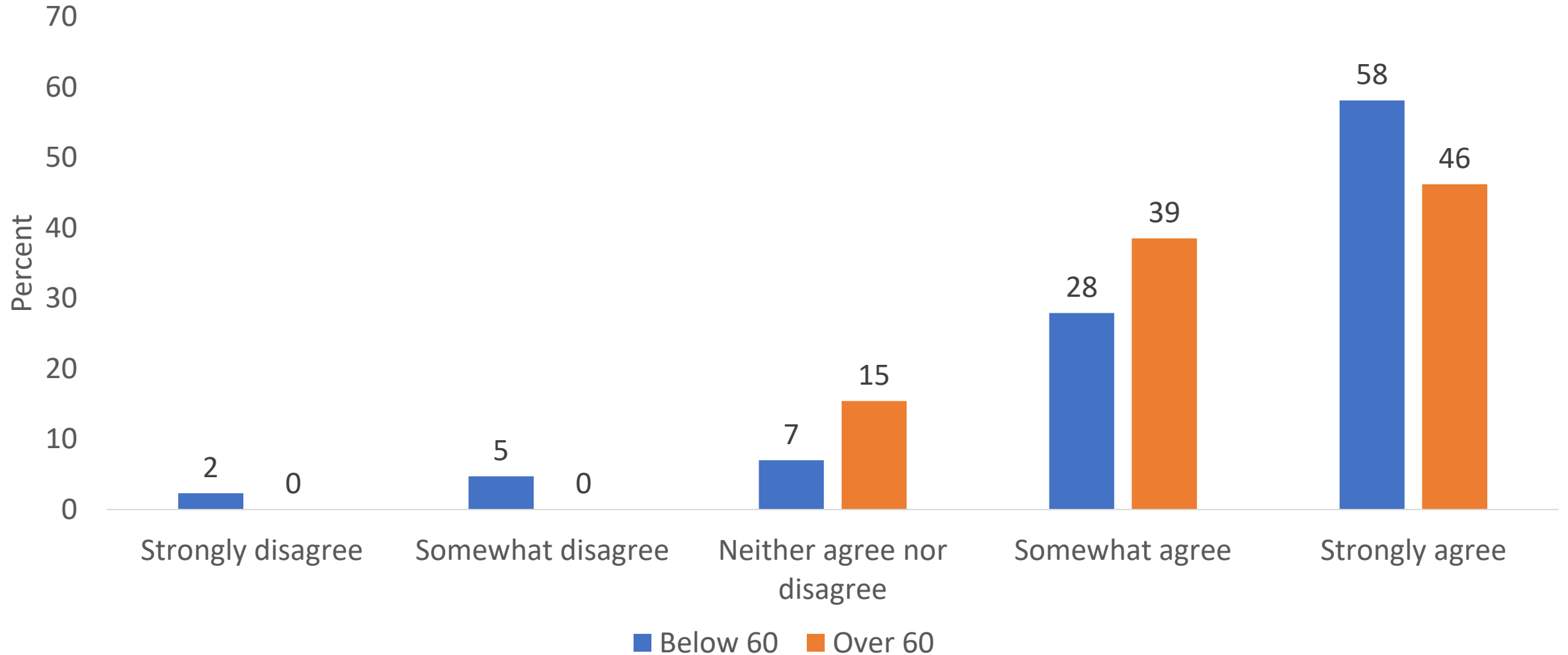
Young people need to be better educated about tourism



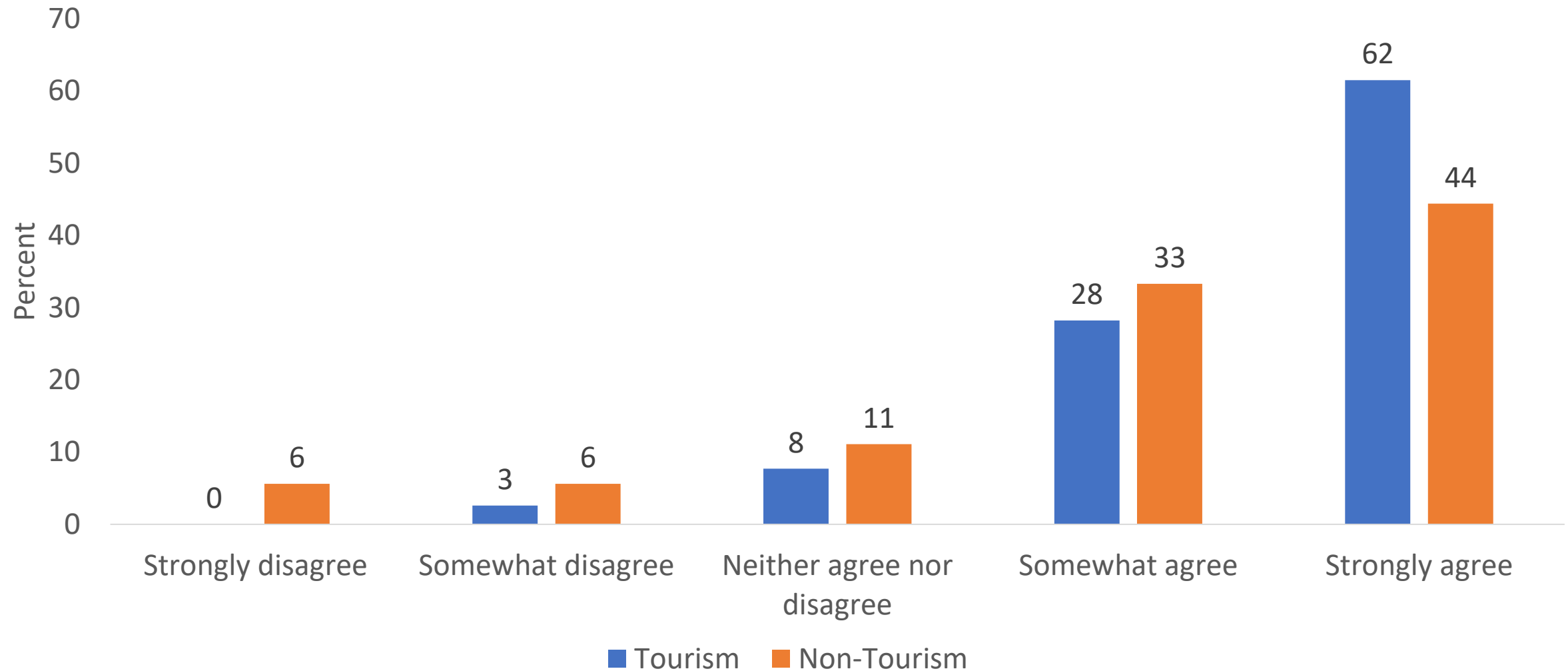
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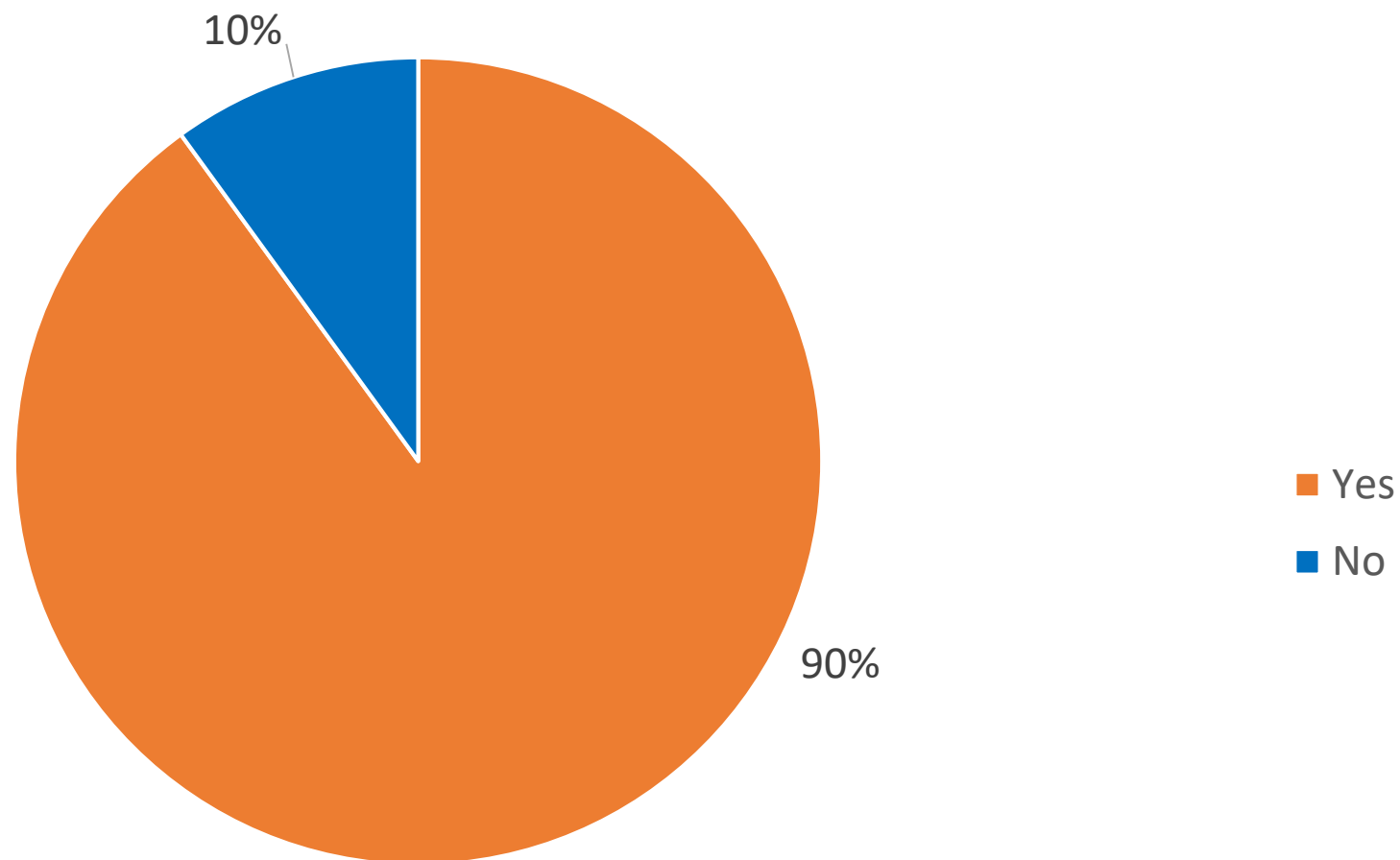
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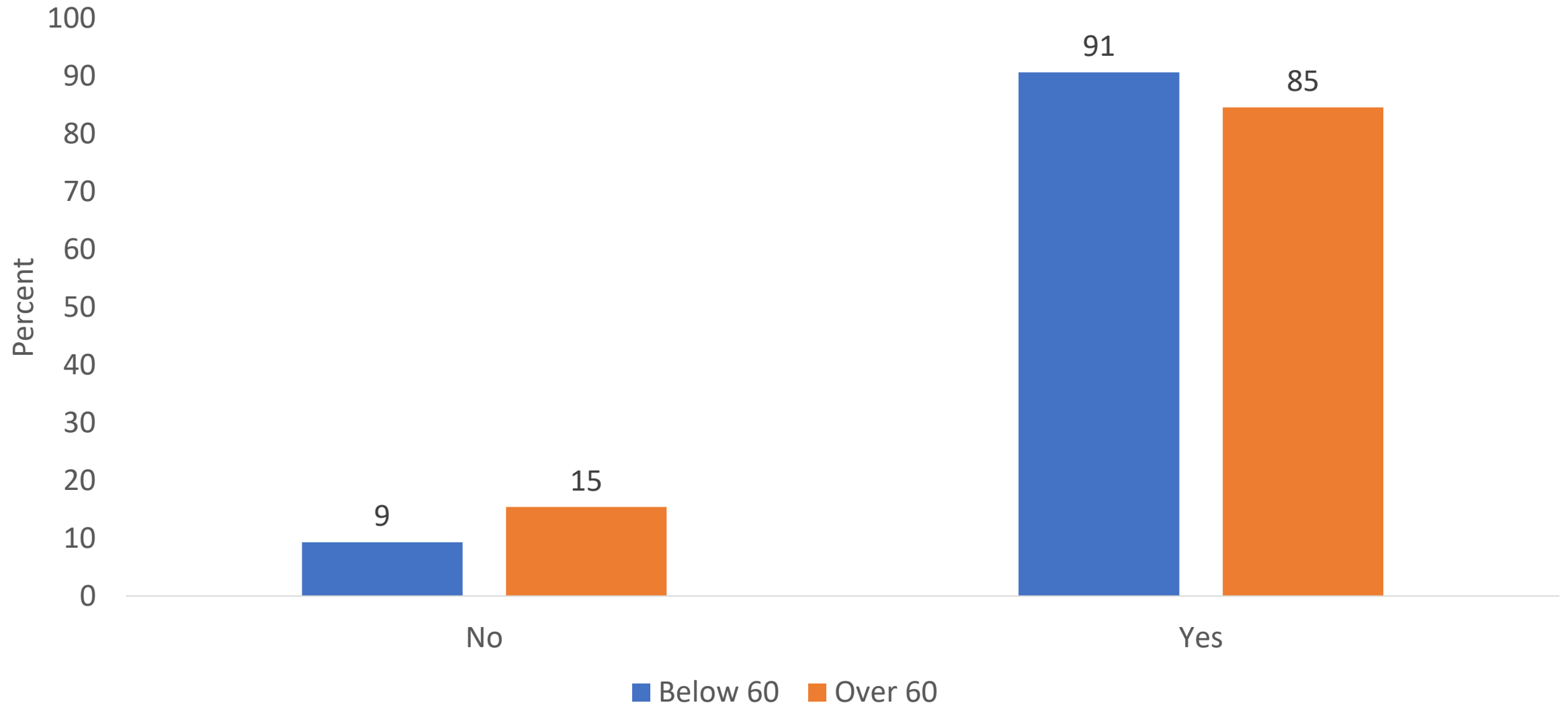
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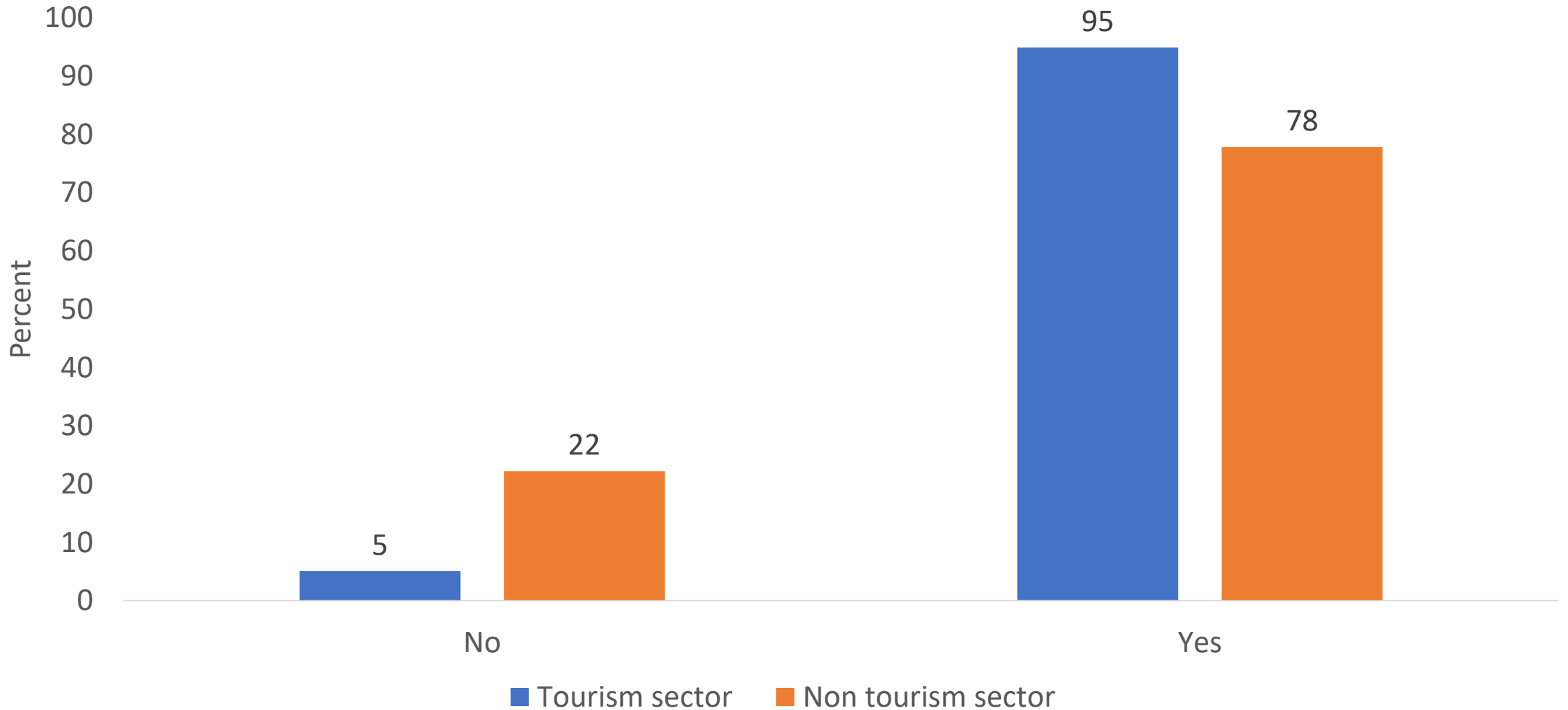
I would like to share my culture and values with tourists



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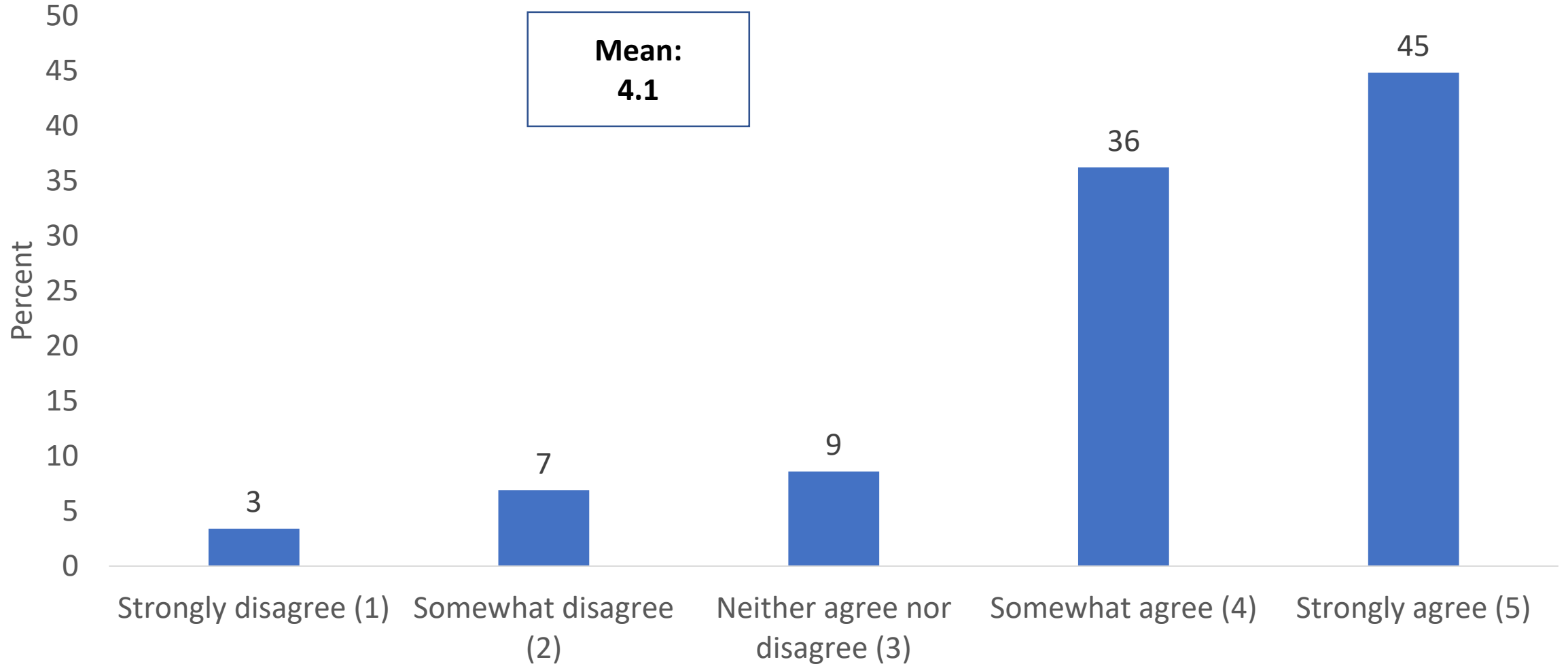


Tourism And Information Access



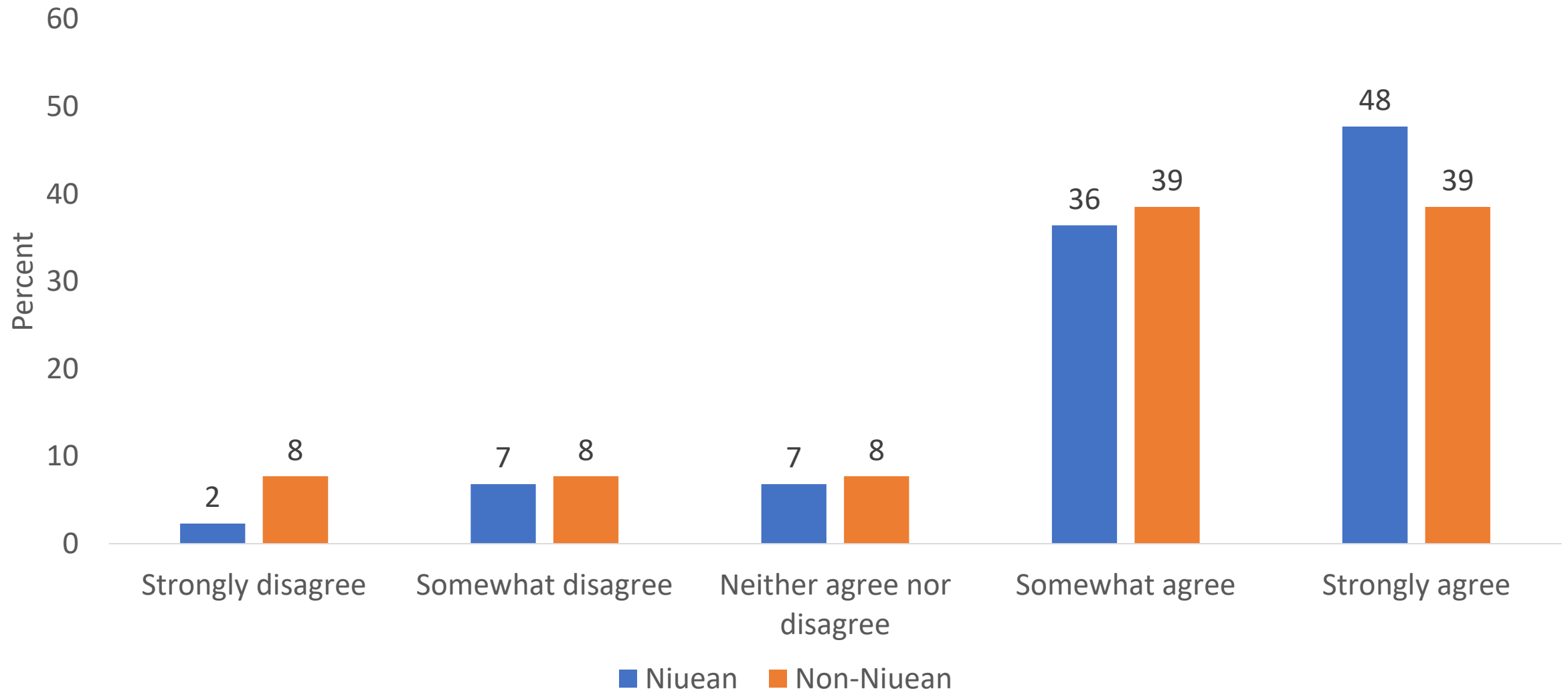
Tourism and information access

I need more information about how tourism is developing in Niue.



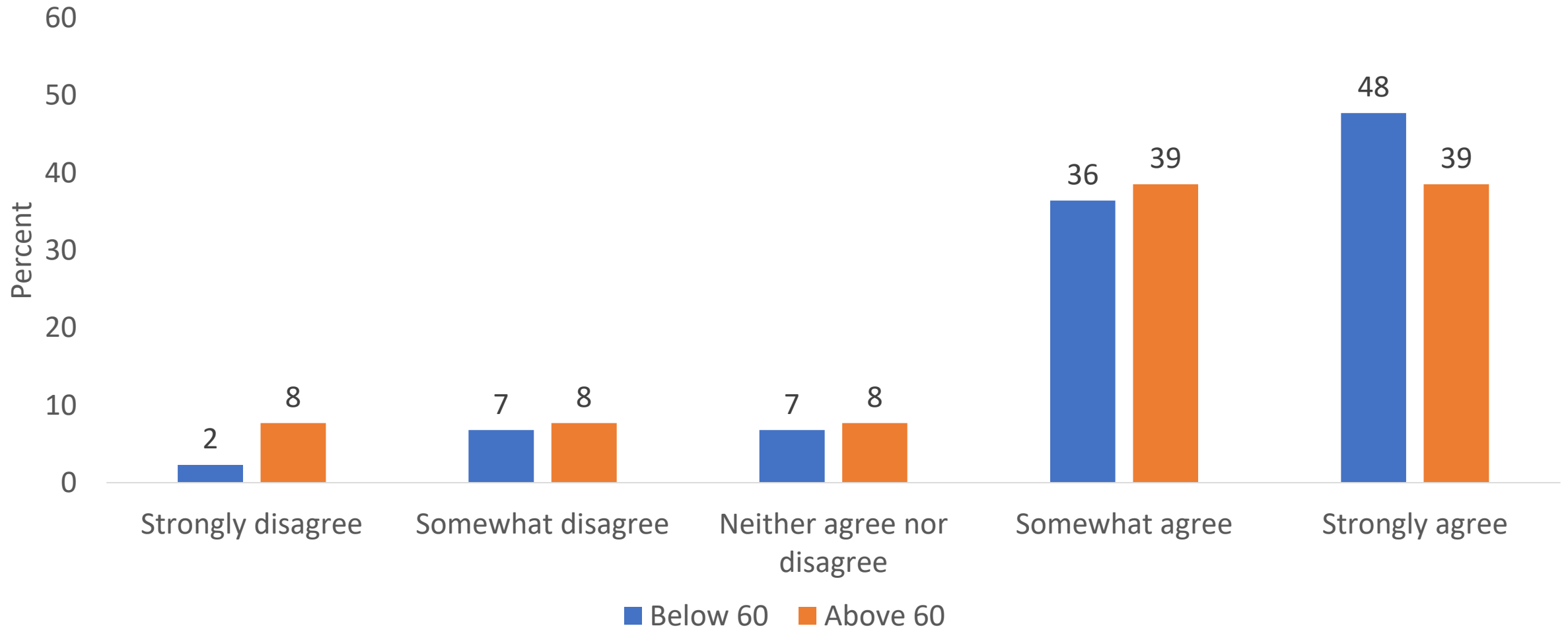
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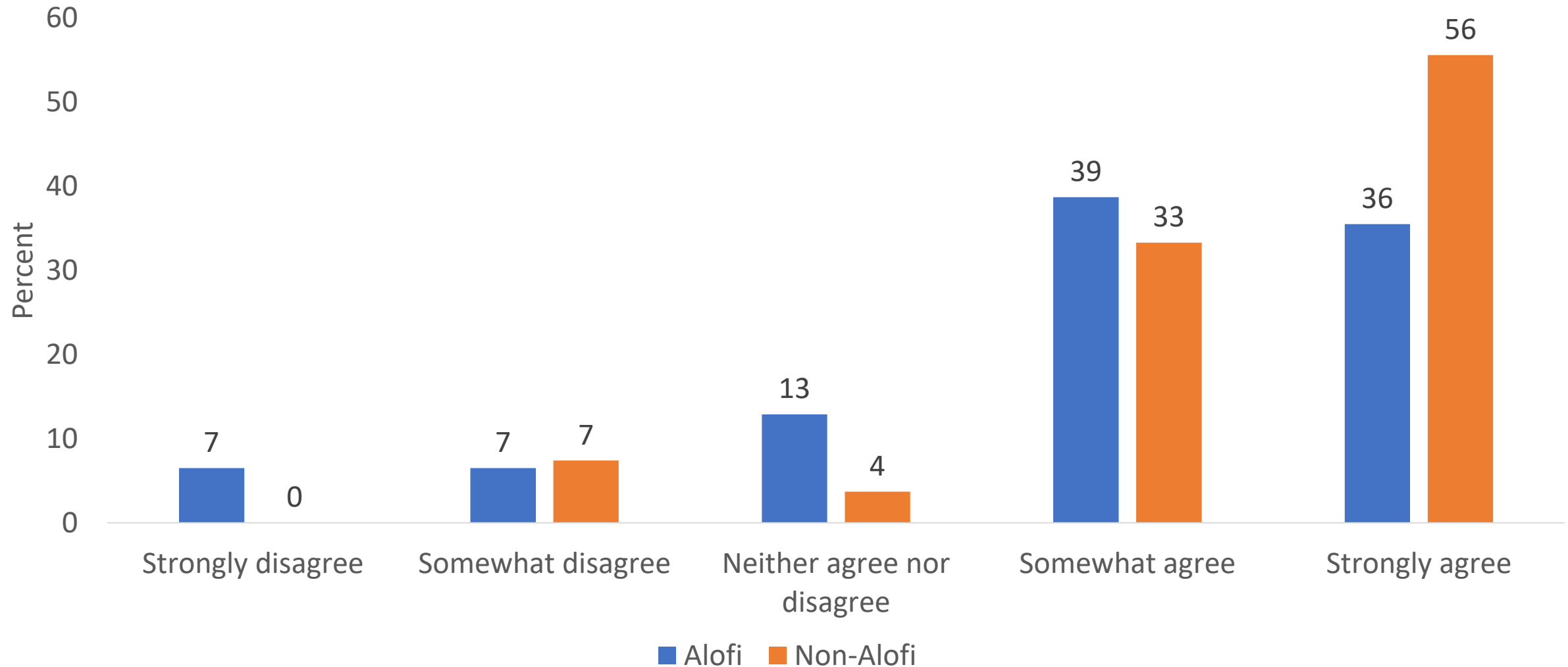
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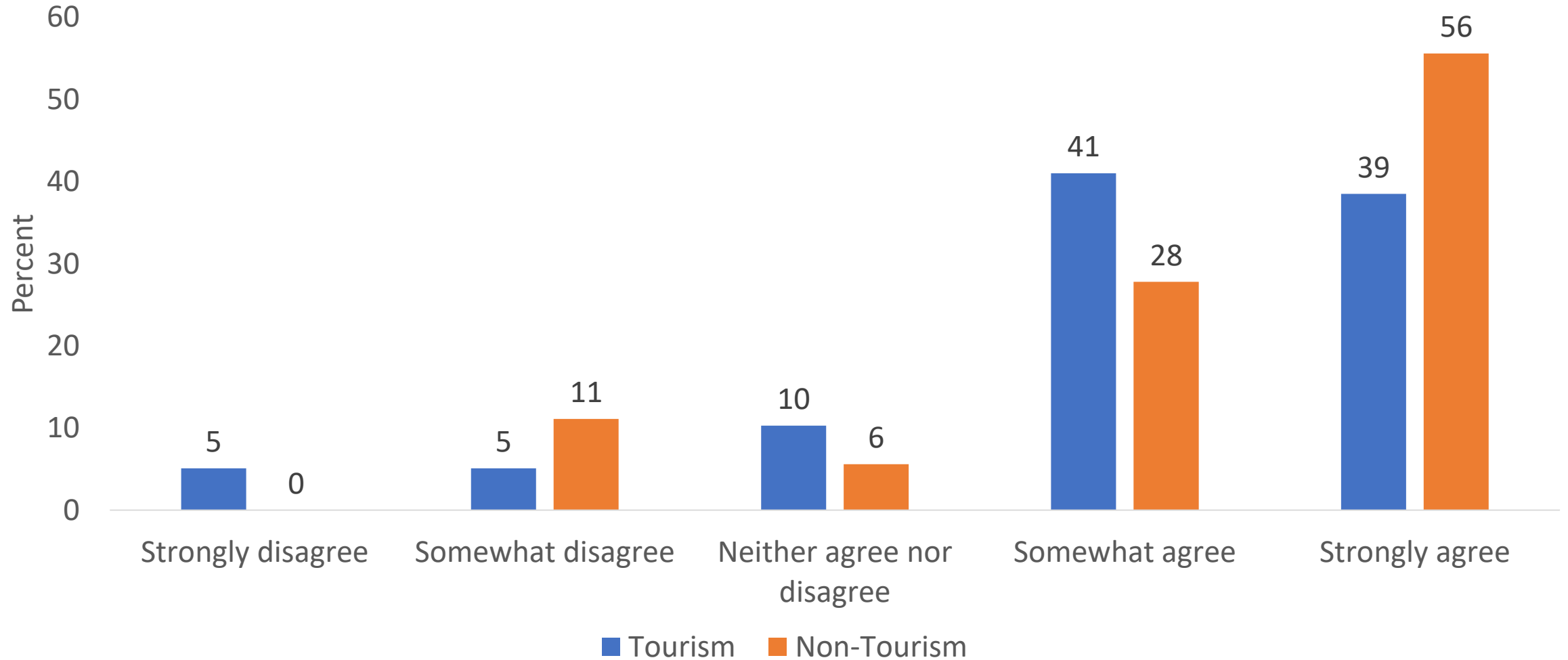
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Open-ended Responses



Further comments

When asked if you would like to share any other comments, 51% (31 out of 61) of those surveyed responded.

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

- (1) Niuean and Non-Niuean
- (2) Age group
- (3) Island of residence (Alofi and Non-Alofi)
- (4) Employment (tourism sector and non-tourism sector).

We then explore key themes in the comments.

Comments about the future of tourism in Niue

	%
Balance visitor numbers with carrying capacity	42%
Target for the right types of visitors	23%
Local economy needs more visitors	19%
Enhance tourist experiences	16%
Improve facilities	16%
Involve and benefit the local community	16%
Mitigating seasonality	16%
Keep the same number of tourists	6%

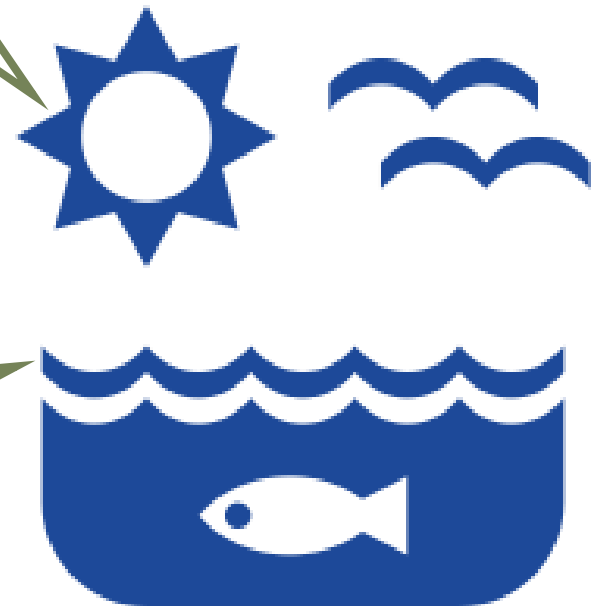
Further comments about tourism in Niue

Suggestions for tourism development		Positive comments		Negative comments	
	%		%		%
Government strategies and services	23%	Beneficial for the local community	10%	Health issues	3%
Tourism and carrying capacity	16%	Well done tourism	6%	Visitor behaviours and numbers	3%
Manage visitor behaviours and show respect to local culture	16%				
Improve visitor experiences	16%				
Infrastructure improvement	10%				
Spend local and benefit local	10%				
Target the right types of visitors	10%				
Be cautious of over commercialisation	6%				
More accurate and consistent information	6%				
Sustainable tourism development	6%				
Tourism activities	6%				
Airlines	3%				

Positive comments

Whether we have tourists or not we Niueans will continue to live off what little we have or make from our government jobs and little businesses we have and the land and the sea. I would like to see an increase in tourism because I see the benefits of some of the Niueans get from tourism in the likes of accommodation owners, tour operators and restaurants/cafe owners, rental owners and so on so yes, tourism is good for Niue and at the moment we are not having enough tourist coming over is because we don't have enough accommodation for tourists.

Tourism is great for our little country because we should be proud to show it off to the world. However I think that we should also have strict guidelines to govern how they act when they come and to not do anything that may compromise our Ecosystems. In other words come but don't do silly things that affect others...genuine tourists that love Niue.



Negative comments

Its good to have more tourists, but need to be mindful of the negatives that come with them (eg disease or illness)

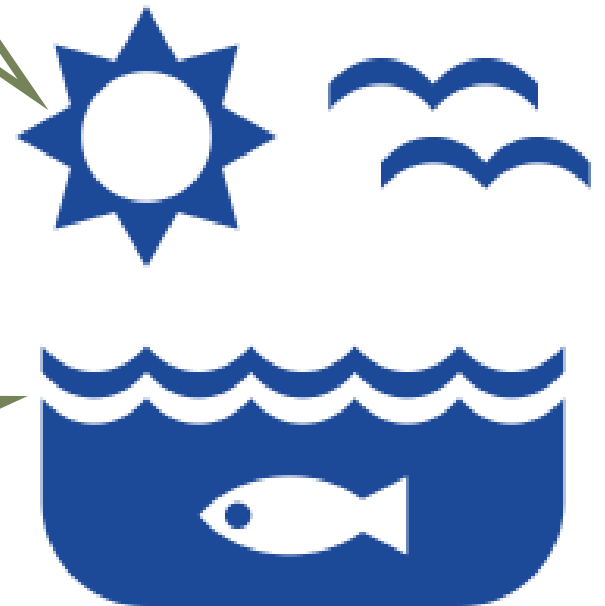
I do not like tourists trespassing on the traditional fishing grounds with spears and other stuff. And Honestly filming and photographing graves that are not your people, taking photos of us as we go about our daily lives. Let's flip the script and come to your place and film you going about your business then let us go to your graves and take photos of your loved ones. My own experience of tourists is similar to us being in a zoo, and they're coming to see the monkeys.



Suggestions on tourism development

Please include travellers guide on getting their health screening done before travel. Best also to include travellers insurance into their fare or part of their journey. You'd never know what to expect when you are out and about enjoying the beauty of Niue - such as swimming and cycling. Also for all visitors to check into Niue Tourism to see on what they can offer to Niue, such as an exercise program (one-off) or public talk on a myriad of topics, as long as these are age-&-culturally appropriate. Thank you and best regards.

I have also witnessed positive effects from a few numbers visiting Niue. They shared the experience (good and bad) they had from other countries they have travelled to, but who is taking particular note of those experiences and ensure we do not become over commercialised. We would like to say we produced the best food in the Pacific and yet we do not harvest in a sustainable manner or lead by example the protection of Niue biodiversity.





Recommendations Based On The Survey Findings



Shape demand to attract responsible travellers to visit Niue

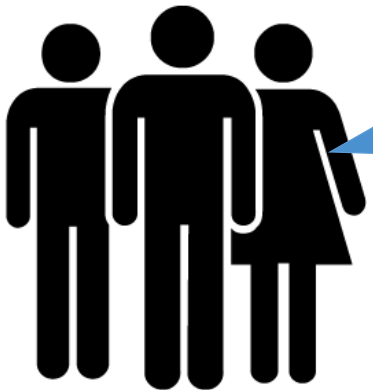
- Target 'responsible travellers' who 'shop local', and who respect local people, culture, village protocols, and the environment
- Community generally feel current level of visitor numbers is sustainable but want to see better returns from tourism at a village level
- Create experiences to grow yield and increase visitor expenditure
- Consider experiential tourism to reduce seasonality and spread the benefits to villages and across sectors
- Give the visitor important information about local conditions e.g. water and power usage, village protocols (ways to behave as respectful visitors to the Island), waste and recycling, food and beverage costs

Community and governance for tourism

- Communities lead and shape how tourism contributes to their village
- Inform villages and residents about tourism – especially when large numbers are due to arrive
- Include village councils in tourism governance and decision-making processes
- Promote opportunities for villages to strengthen linkages with the visitor industry
- There are opportunities to improve local infrastructure – for residents and visitors alike

Community and governance for tourism

Before looking at increasing the number of tourists coming into Niue. Like making sure people are informed in villages on cruise boats coming to Niue, and/or organise a market day or cultural day at the wharf for the visitors from the cruise boats. Not just advise the travel agency and border control officers and government workers. Contact village councils/people in villages to make Niue a STAND OUT place to visit. Making it an unique experience for people coming to our shores. Maybe look at incentives the village can gain back from the cruise boat visit. You know it is not only about the tourist, it is also about showcasing what Niue has in droves - beauty, culture, nature and the contact with Niuean people/People living in Niue, who are contributing back into the Niuean economy in whatever capacity. Thank you, best and sunny regards.





Thank you!

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