

Cook Islands Community Attitudes Towards Tourism

NZTRI

November 2019

Introduction

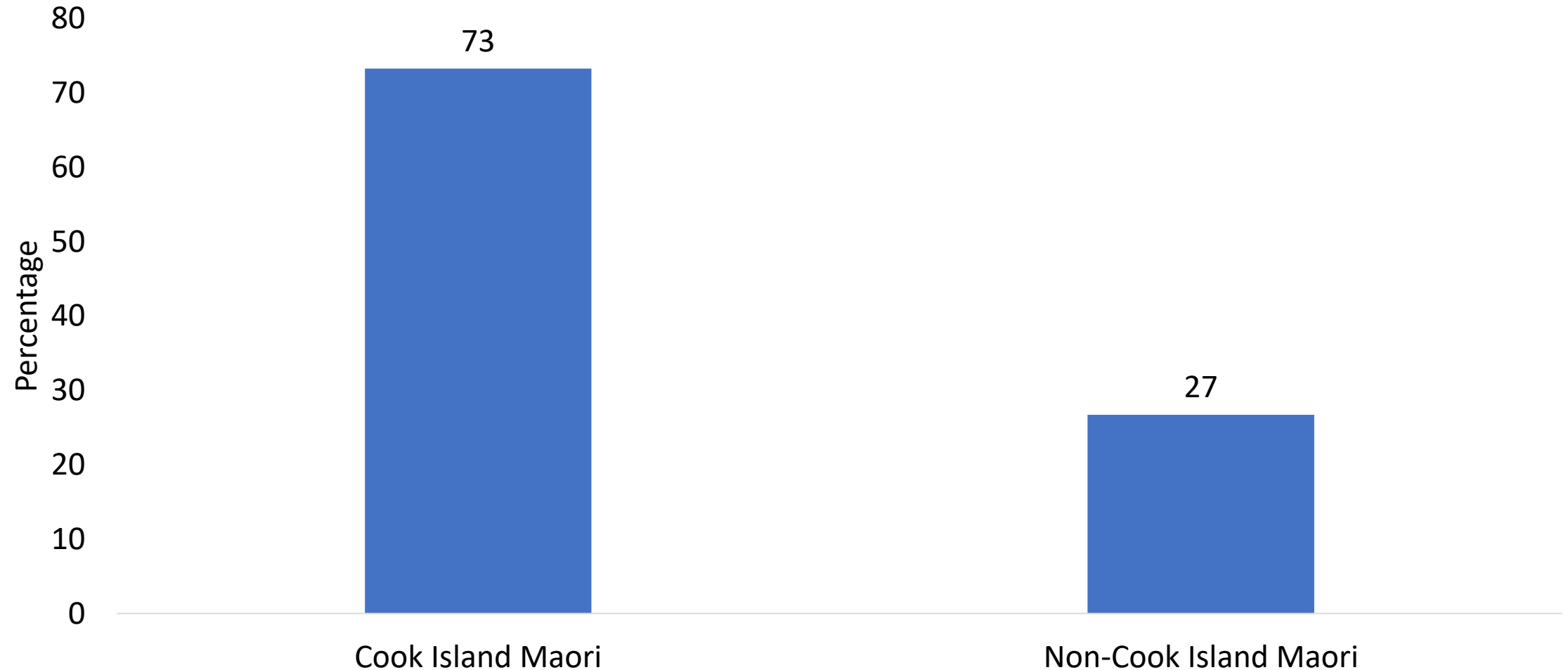
- The *Cook Islands Community Attitudes Towards Tourism Survey* explores the relationships between community and tourism from a number of perspectives including: economic, cultural, environmental and in terms of general quality of life.
- Online data collection was run with the support of Cook islands Tourism and Telecommunications provider Bluesky. The survey ran from 9 August to 31 October 2019. 975 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

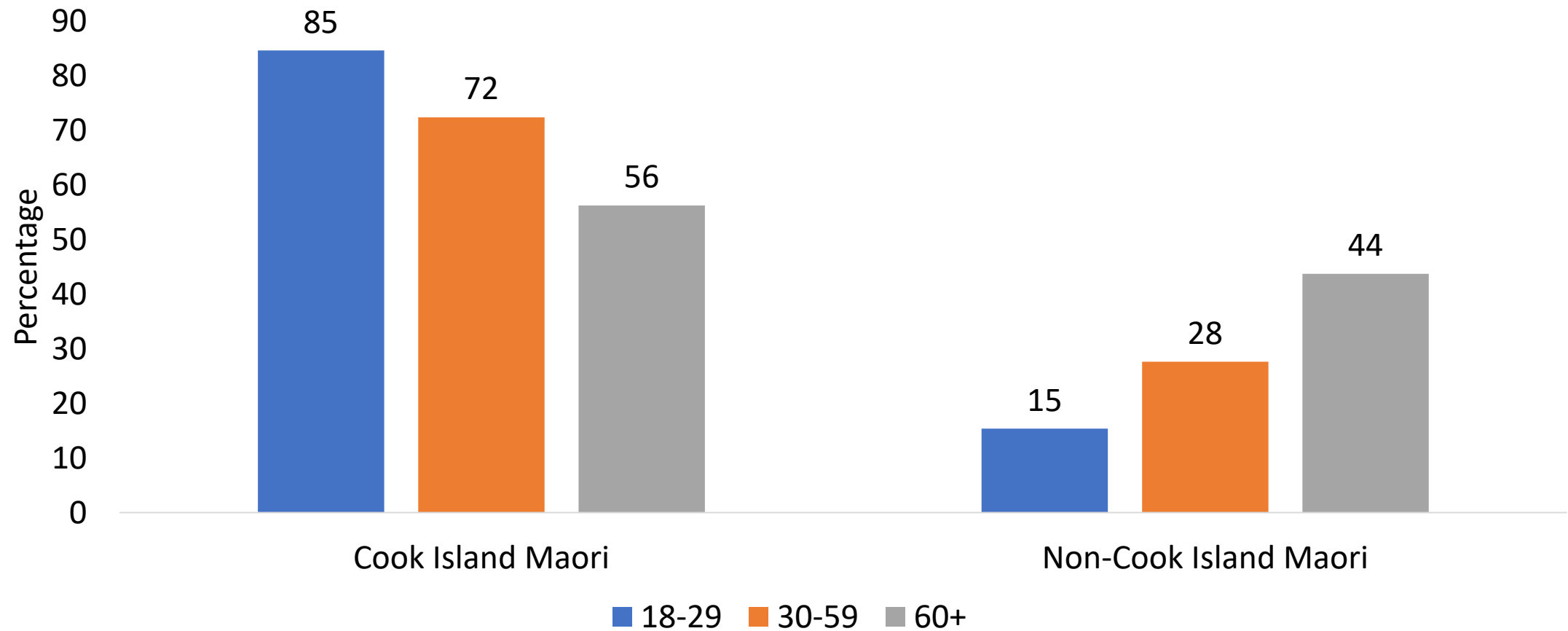


Which of the following best describes you?



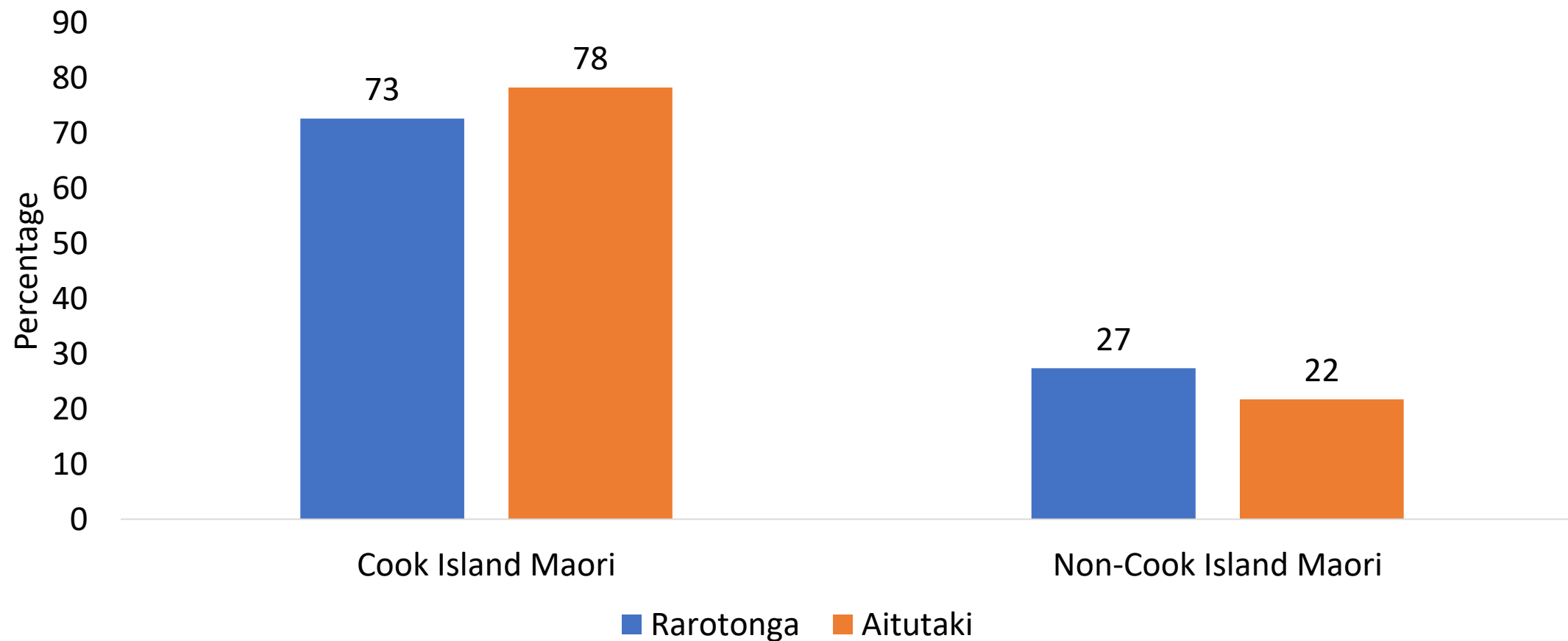
Which of the following best describes you?

Age group by CIM/Non CIM



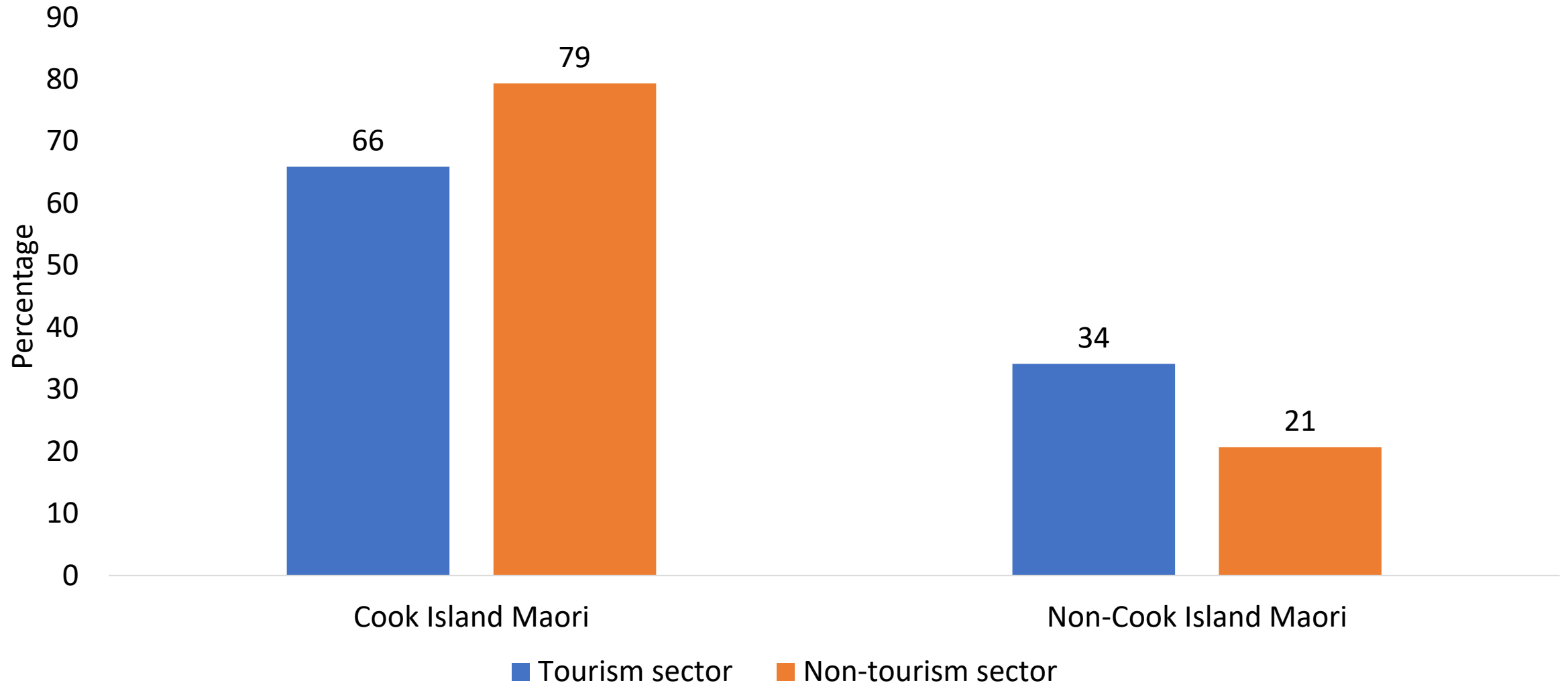
Which of the following best describes you?

Rarotonga / Aitutaki by CIM/Non CIM



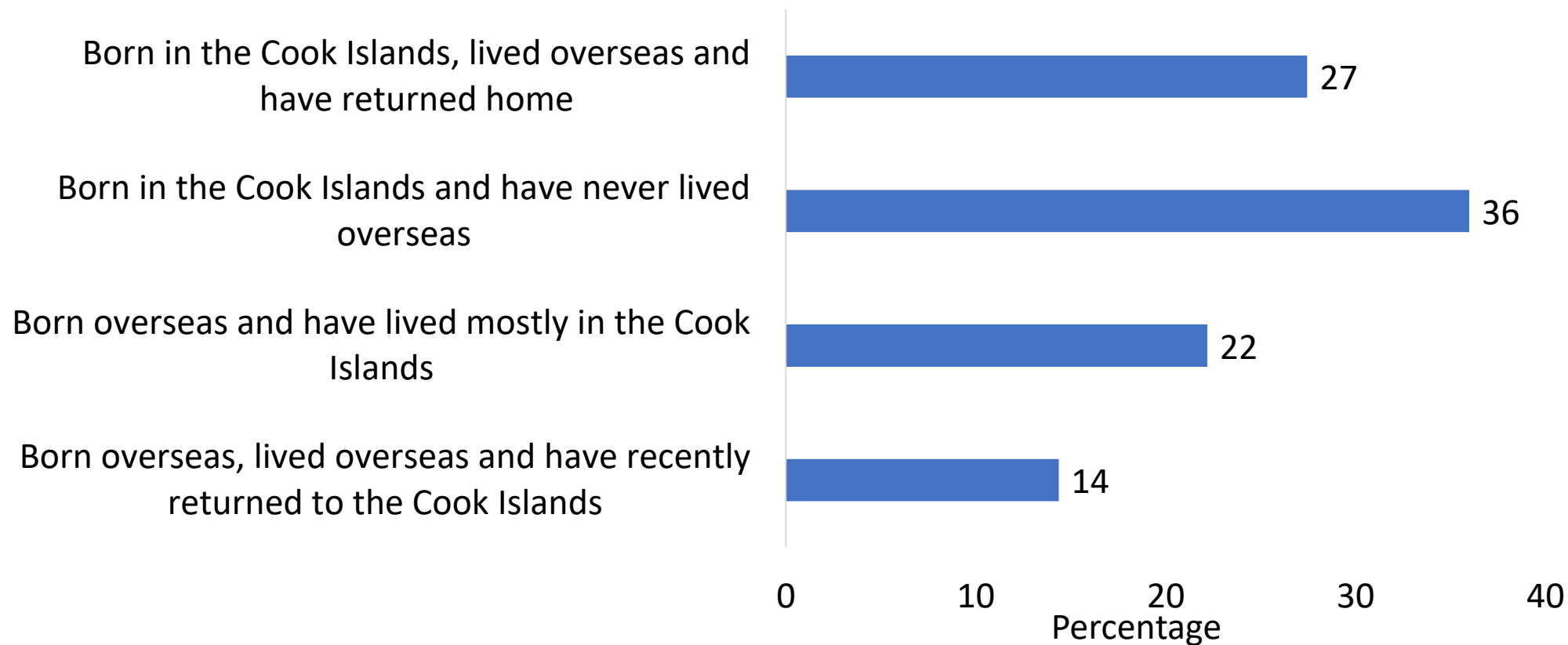
Which of the following best describes you?

Tourism / Non-tourism by CIM/Non CIM



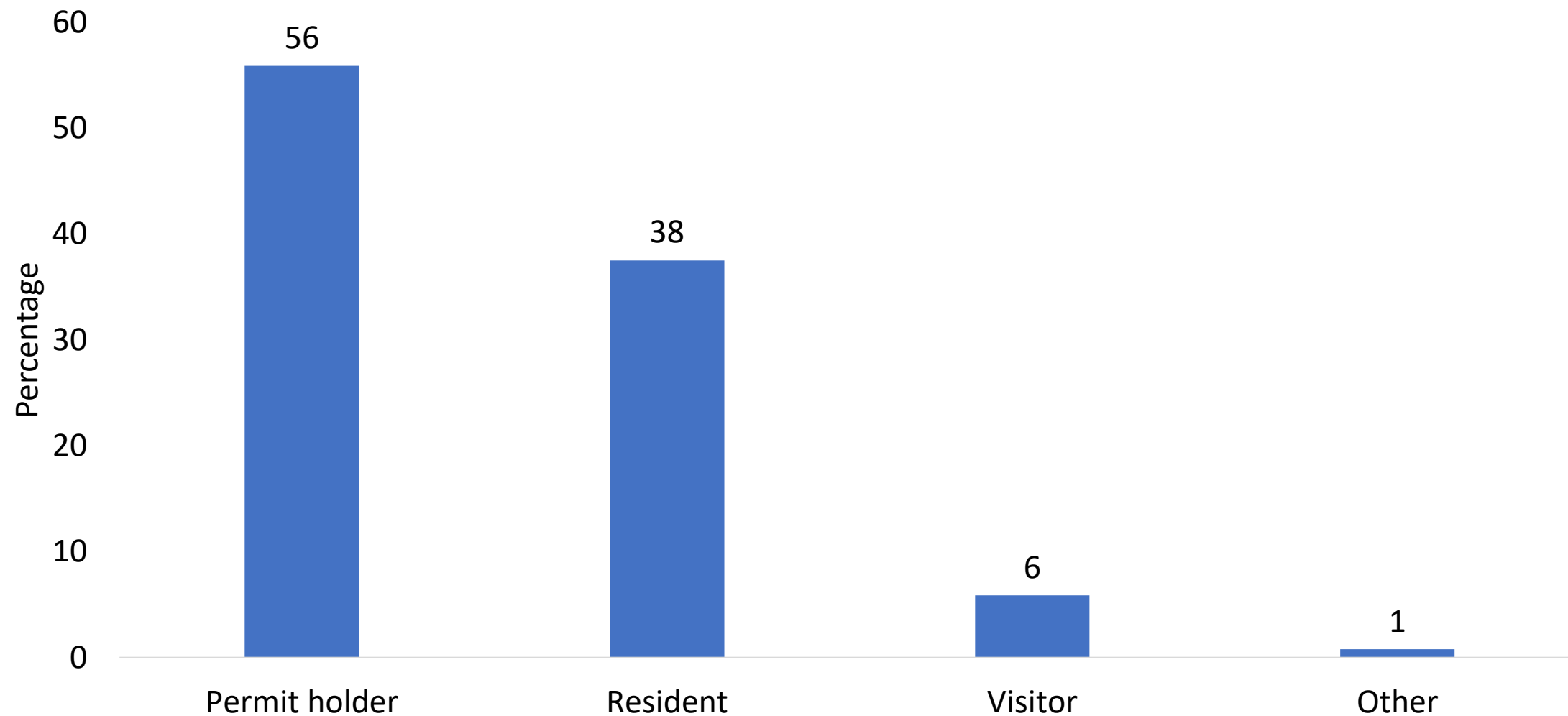
Which of the following best describes you?

Cook Island Maori

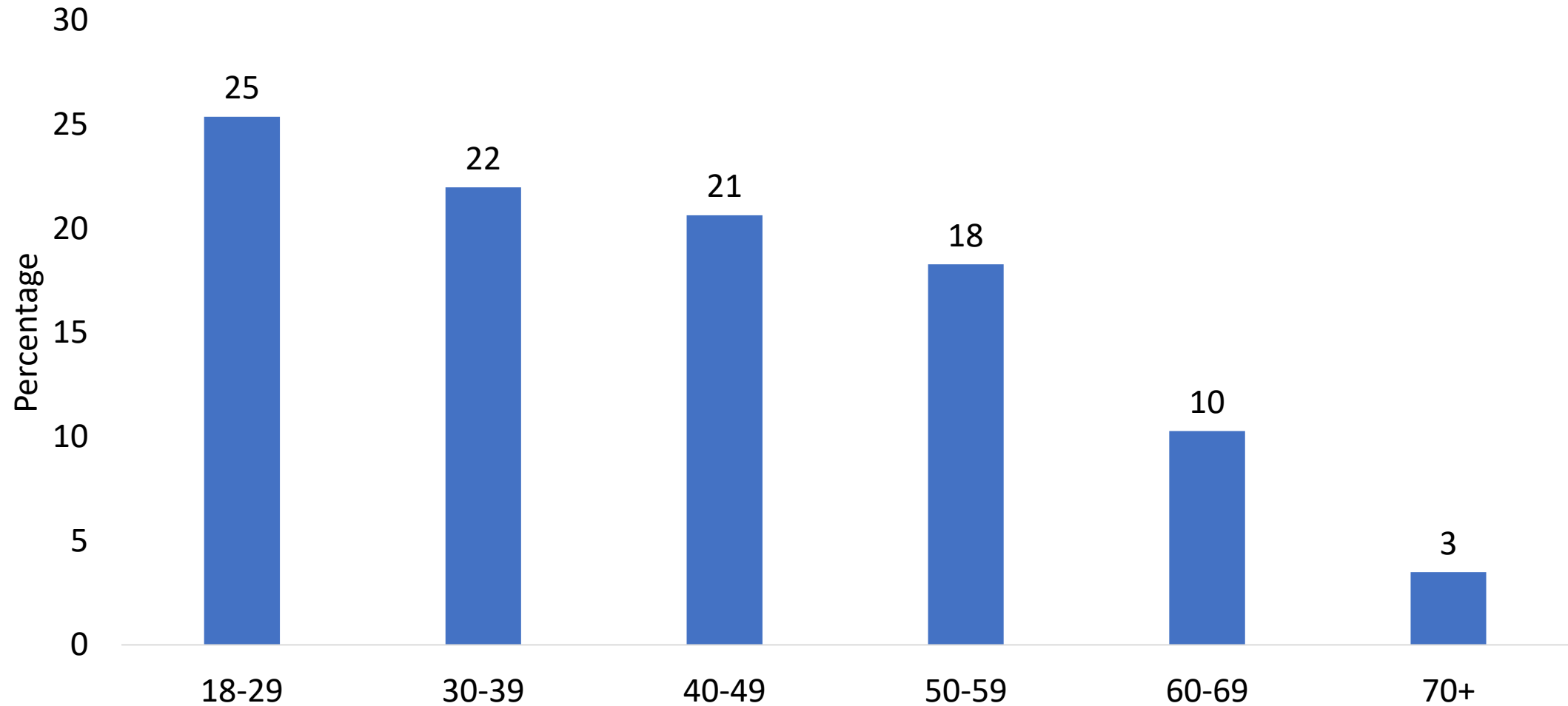


Which of the following best describes you?

Non-Cook Island Maori

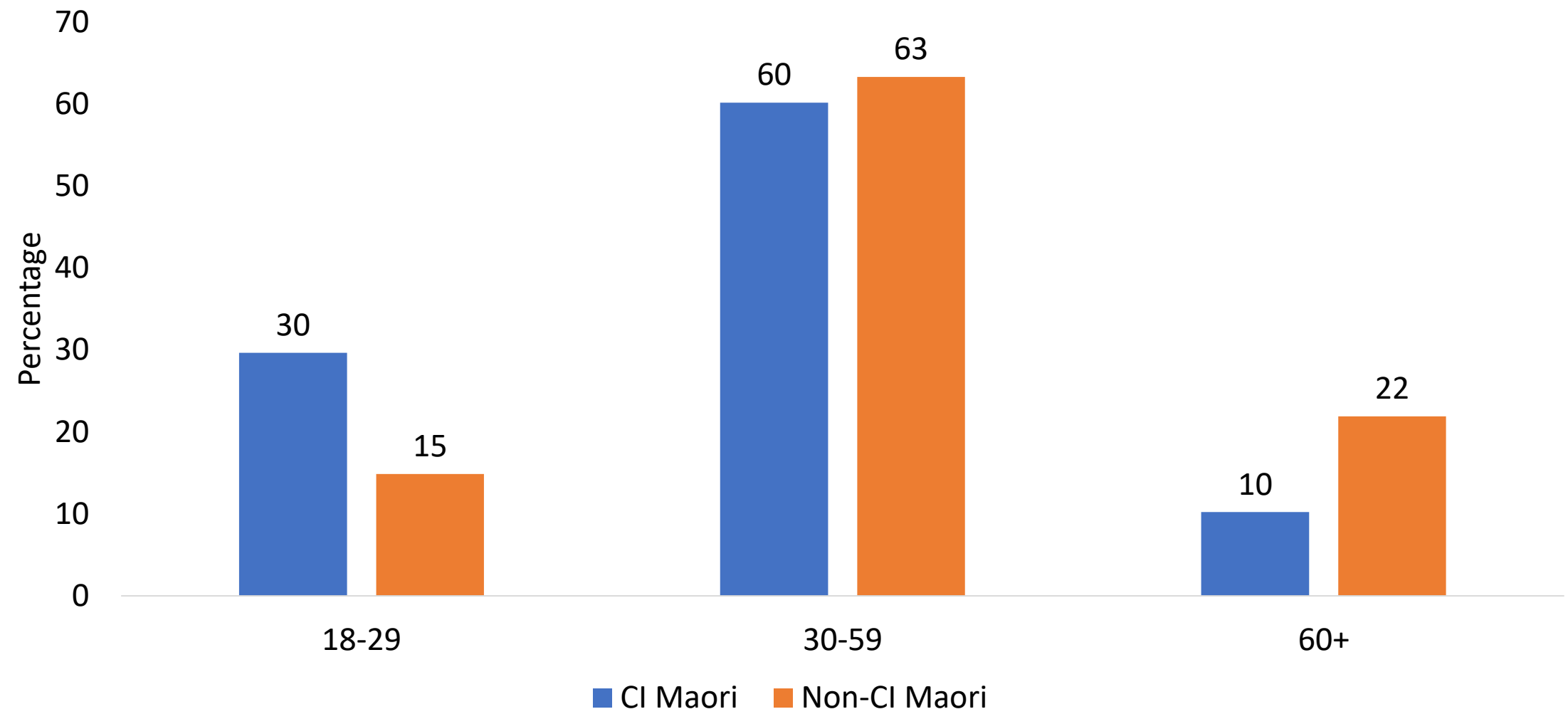


Which age group are you in?



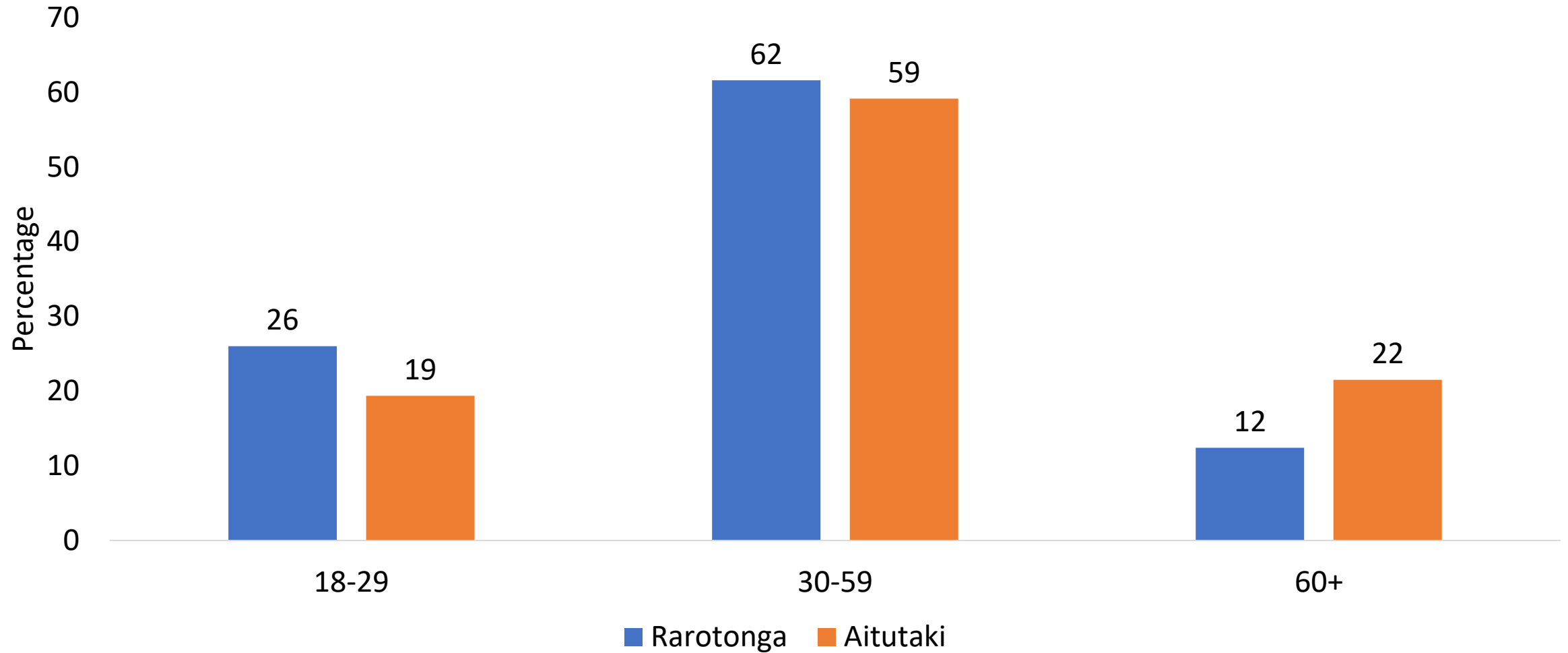
Which age group are you in?

CI Maori / Non-CI Maori



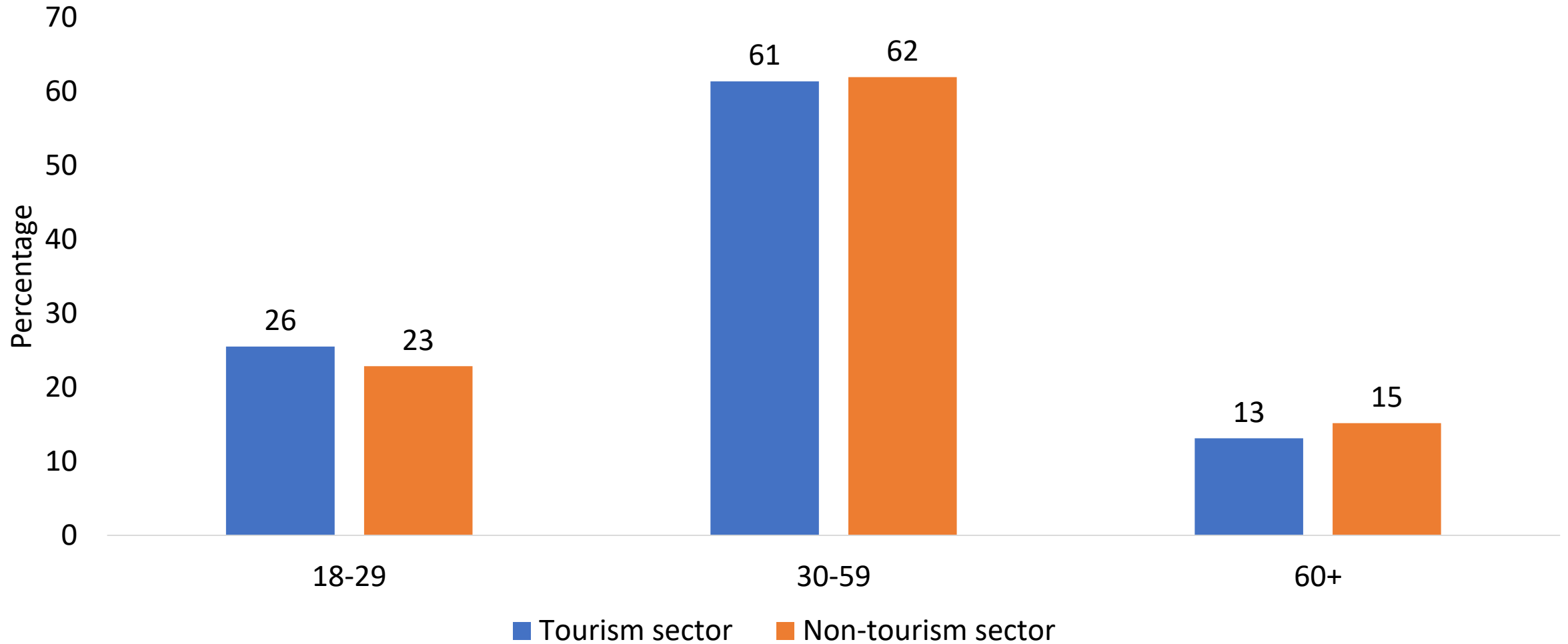
Which age group are you in?

Rarotonga / Aitutaki

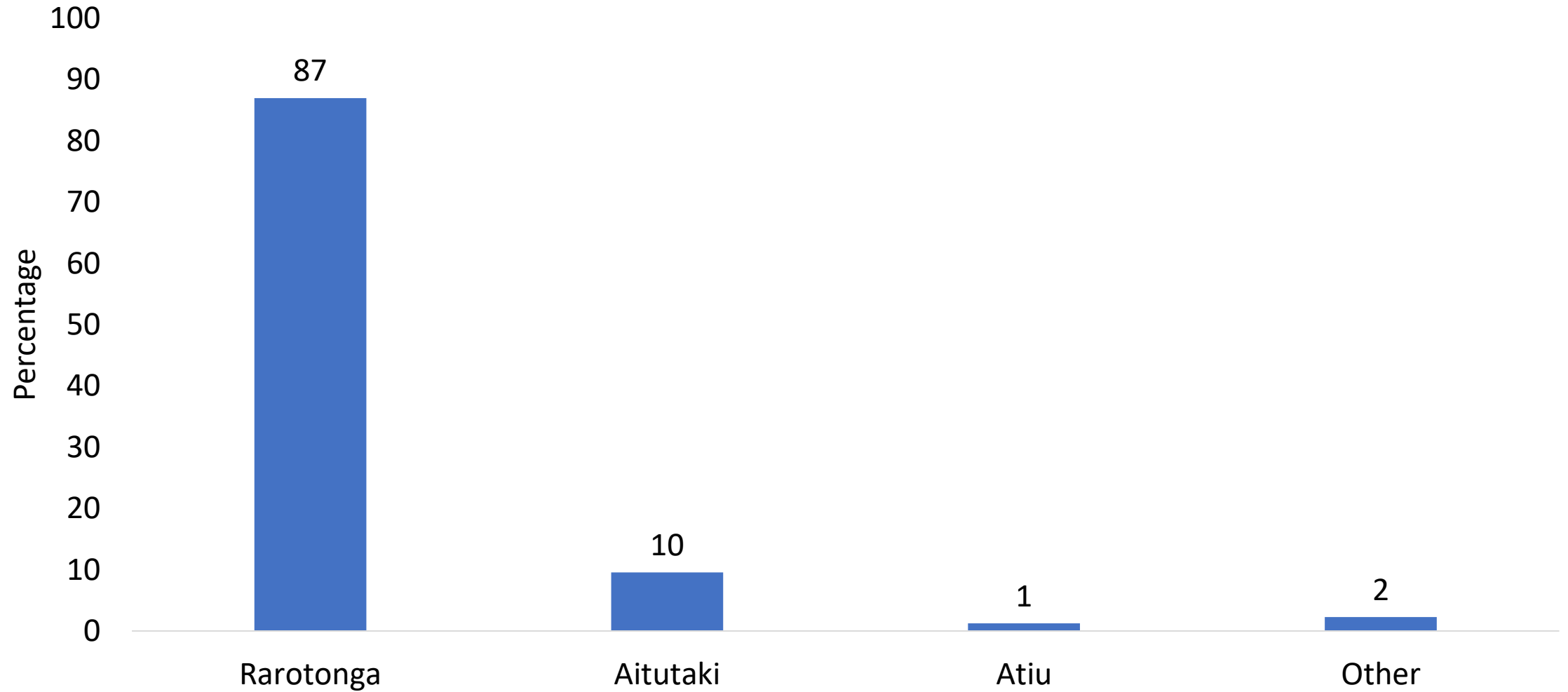


Which age group are you in?

Tourism / Non-tourism

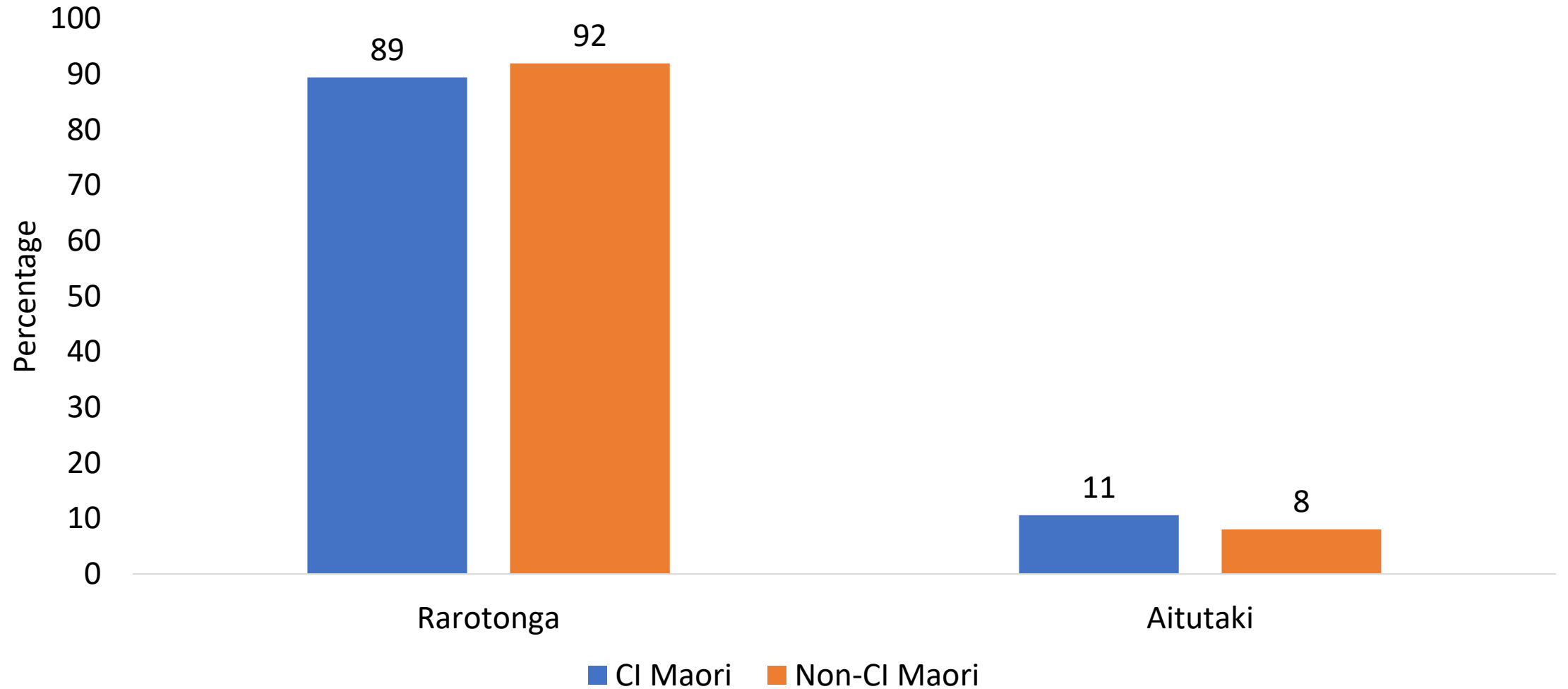


Where do you live in the Cook Islands?



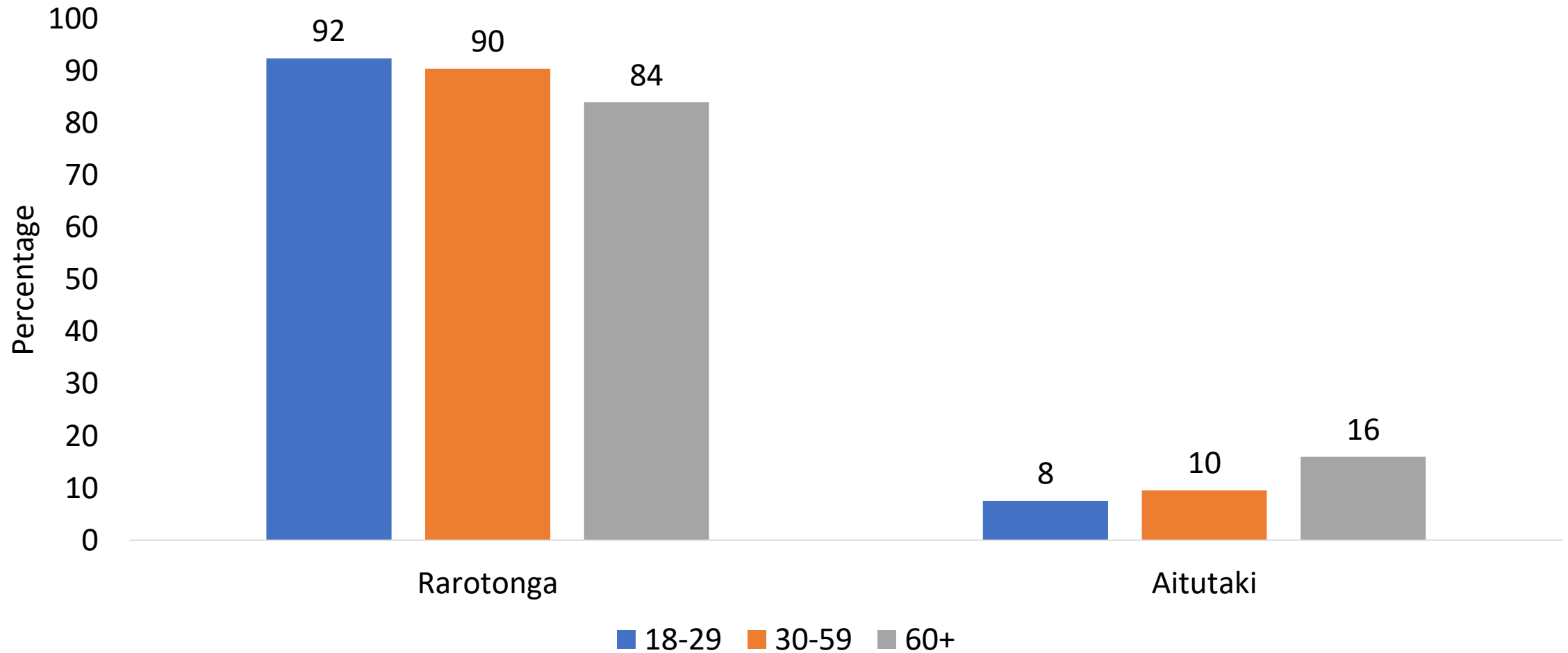
Where do you live in the Cook Islands?

CI Maori / Non-CI Maori



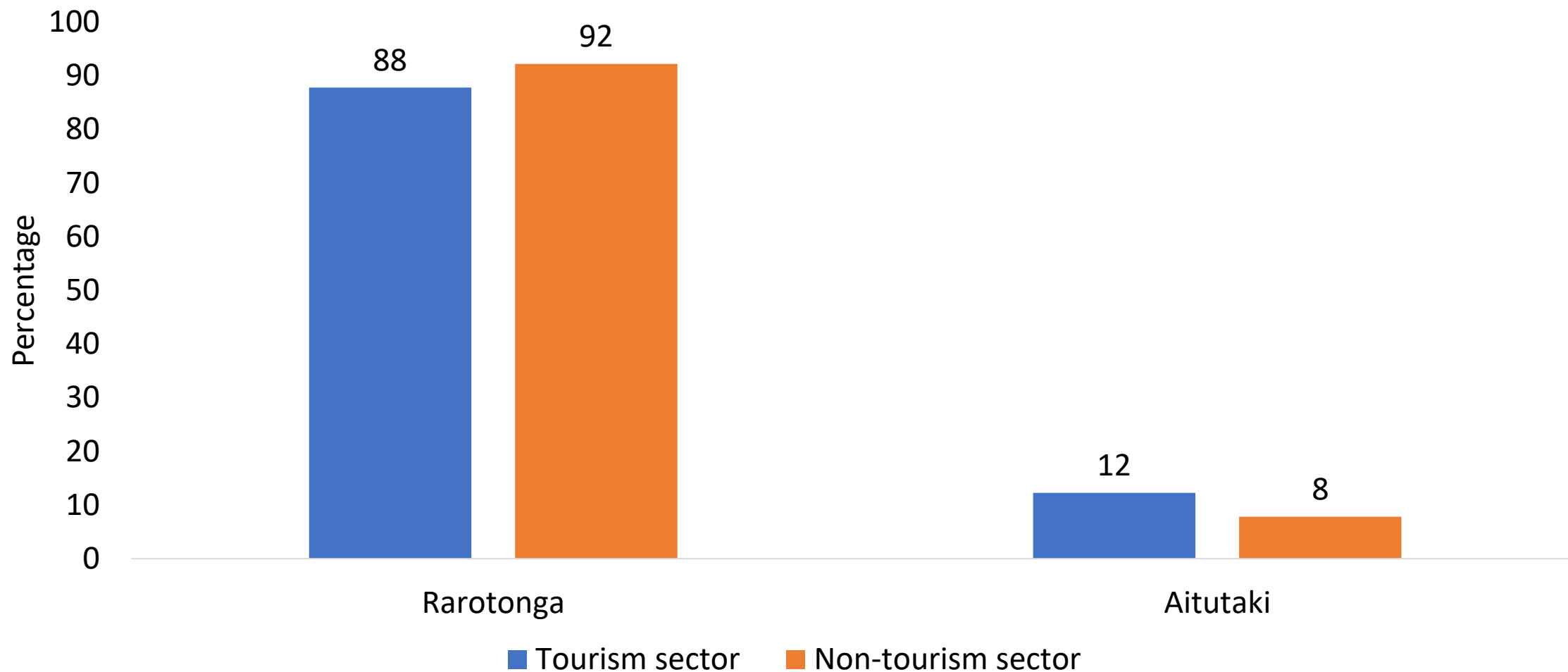
Where do you live in the Cook Islands?

Age group



Where do you live in the Cook Islands?

Tourism / Non-tourism



Which village do you live in?

**Rarotonga
(n=846)**

Village	Frequency	Percentage (%)	Island
Arorangi	180	21%	Rarotonga
Tupapa	120	14%	Rarotonga
Nikao	115	14%	Rarotonga
Titikaveka	93	11%	Rarotonga
Matavera	88	10%	Rarotonga
Ngatangiaa	43	5%	Rarotonga
Muri	33	4%	Rarotonga
Takuvaine	32	4%	Rarotonga
Avatiu	29	3%	Rarotonga
Avarua	16	2%	Rarotonga
Vaimaanga	16	2%	Rarotonga
Atupa	15	2%	Rarotonga
Tutakimoa	11	1%	Rarotonga

Which village do you live in?

**Rarotonga
(n=846)**

Village	Frequency	Percentage (%)	Island
Ruatonga	9	1%	Rarotonga
Turangi	8	1%	Rarotonga
Panama	6	1%	Rarotonga
Puaikura	6	1%	Rarotonga
Rutaki	6	1%	Rarotonga
Tikioki	6	1%	Rarotonga
Avana	4	0%	Rarotonga
Pue Tapere	3	0%	Rarotonga
Kiikii	2	0%	Rarotonga
Parekura	2	0%	Rarotonga
Takitumu	1	0%	Rarotonga
Turoa	1	0%	Rarotonga
Viama	1	0%	Rarotonga

Which village do you live in?

**Aitutaki
(n=85)**

Village	Frequency	Percentage (%)	Island
Amuri	25	29%	Aitutaki
Arutanga	12	14%	Aitutaki
Nikaupara	9	11%	Aitutaki
Reureu	8	9%	Aitutaki
Vaipae	7	8%	Aitutaki
Tautu	6	7%	Aitutaki
Ureia	6	7%	Aitutaki
Vaipeka	6	7%	Aitutaki
Aratea	5	6%	Aitutaki
Araura	1	1%	Aitutaki

Which village do you live in?

**Atiu
(n=11)**

Village	Frequency	Percentage (%)	Island
Teenui	4	36	Atiu
Areora	3	27	Atiu
Mapumai	3	27	Atiu
Tengatangi	1	9	Atiu

Which village do you live in?

**Other Islands
(n=14)**

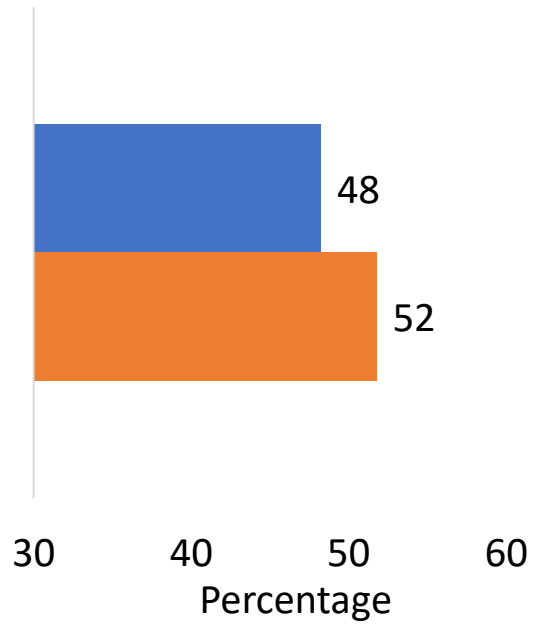
Village	Frequency	Percentage (%)	Island
Oneroa	8	57	Mangaia
Oiretumu	2	14	Mauke
Tukao	2	14	Manihiki
Ivirua	1	7	Mangaia
Tetautua	1	7	Penrhyn atoll



Community Linkages to Tourism



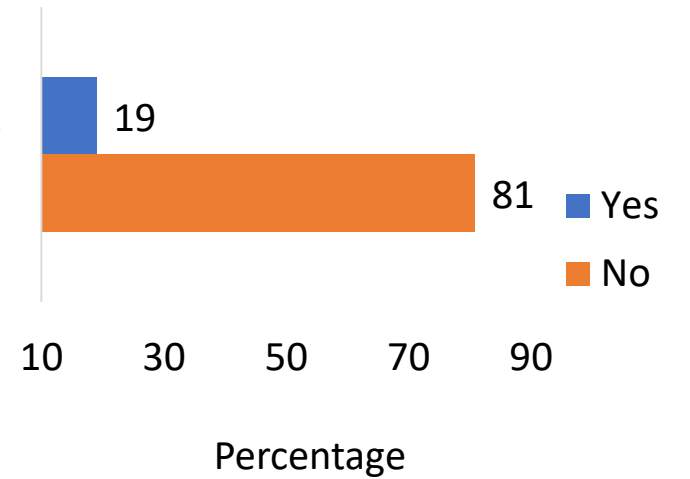
Do you work in or own a business in the tourism sector?



■ Yes
■ No

If responded NO

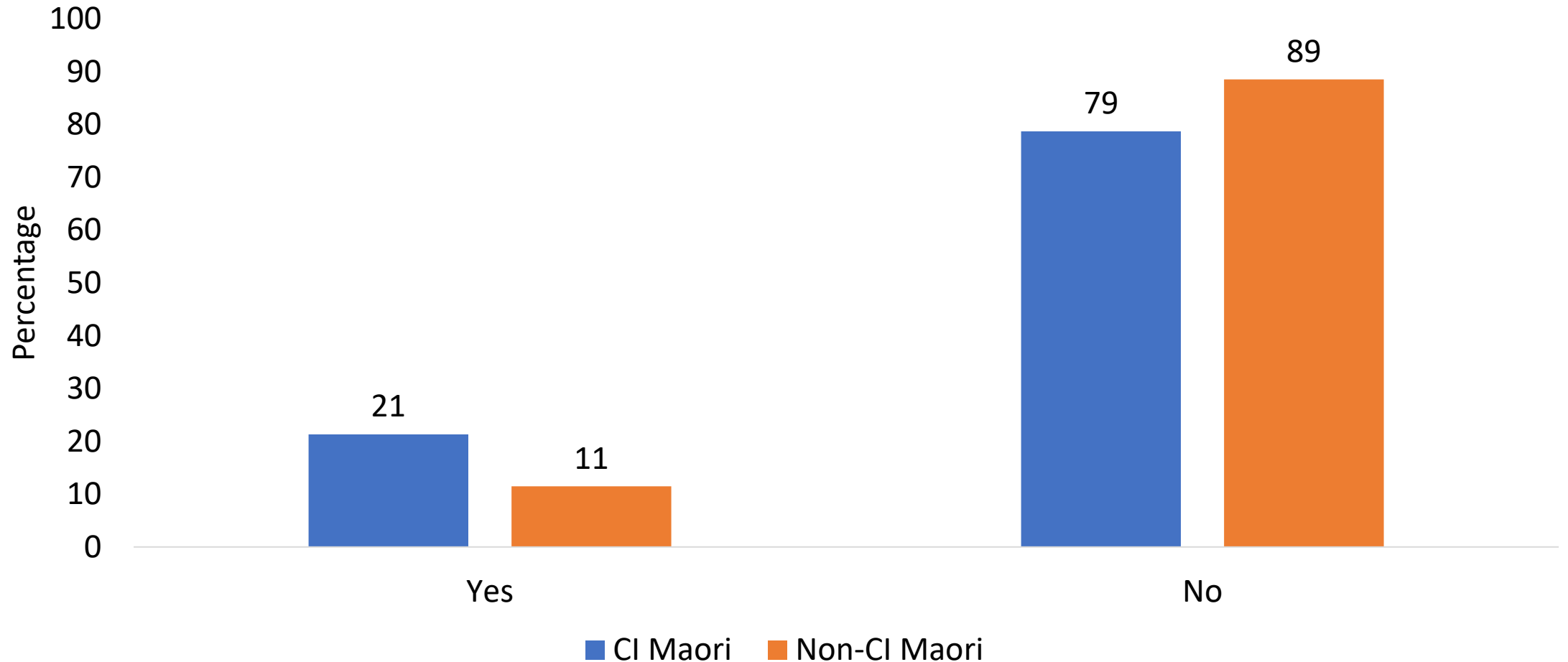
Do you get any income from tourism?



■ Yes
■ No

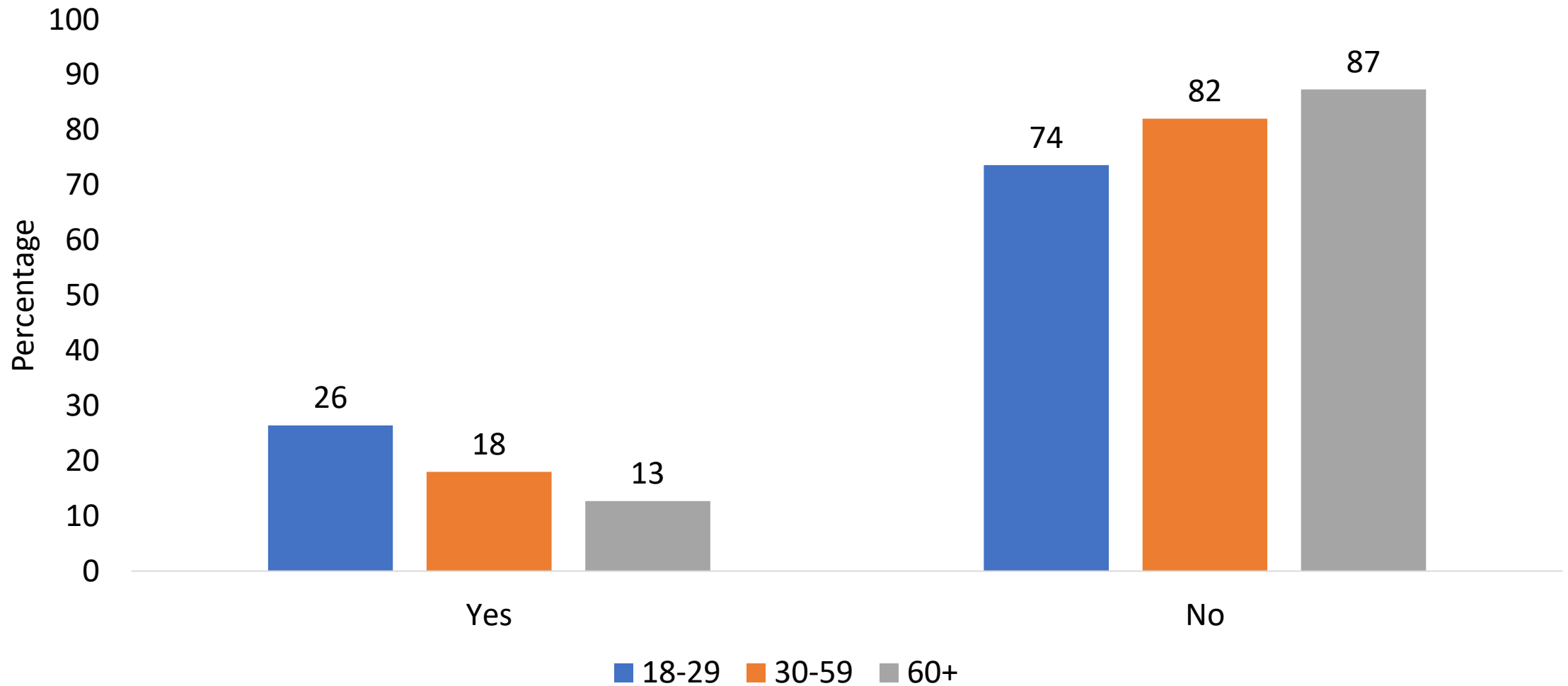
Do you get any income from tourism (those not working in tourism)?

CI Maori / Non-CI Maori



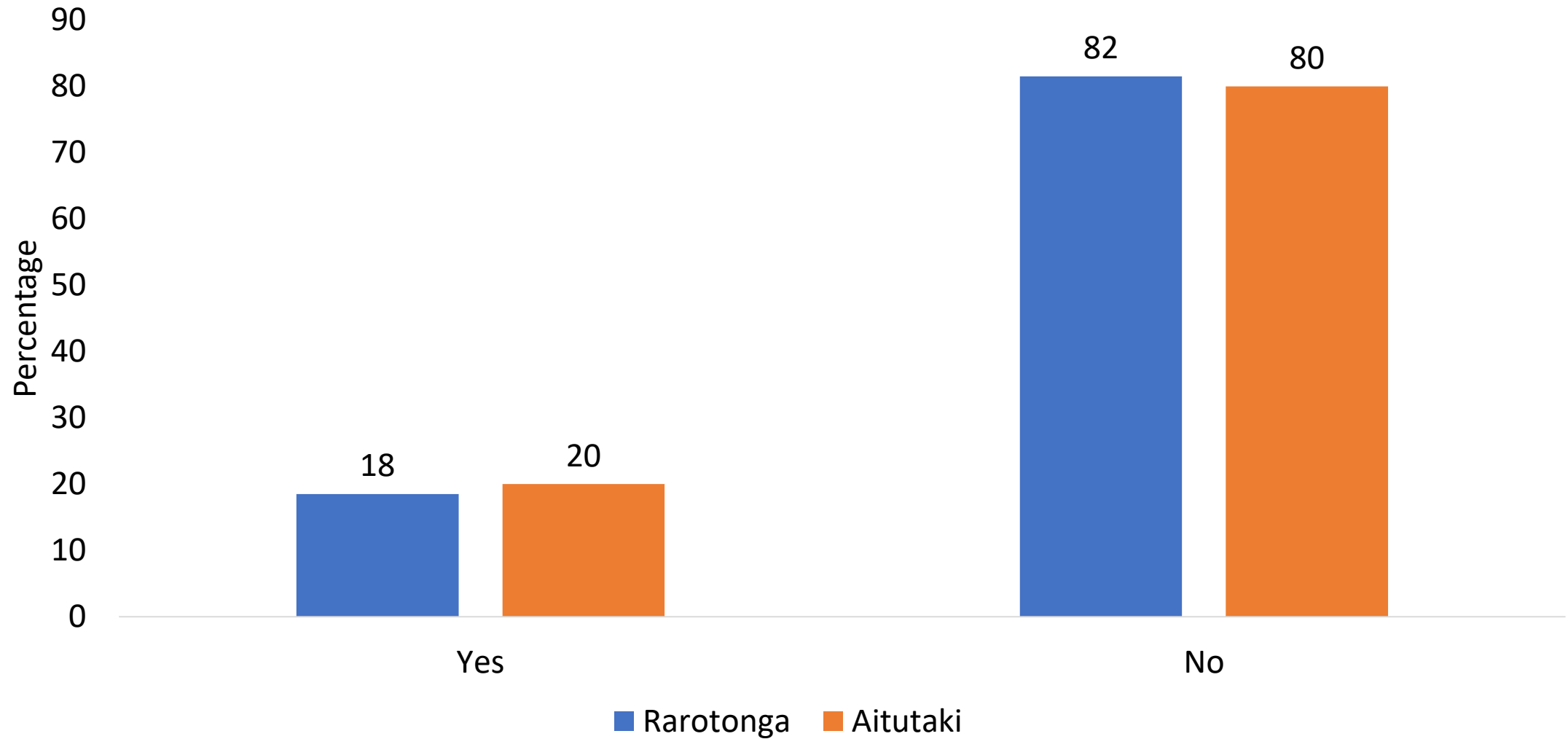
Do you get any income from tourism (those not working in tourism)?

Age group

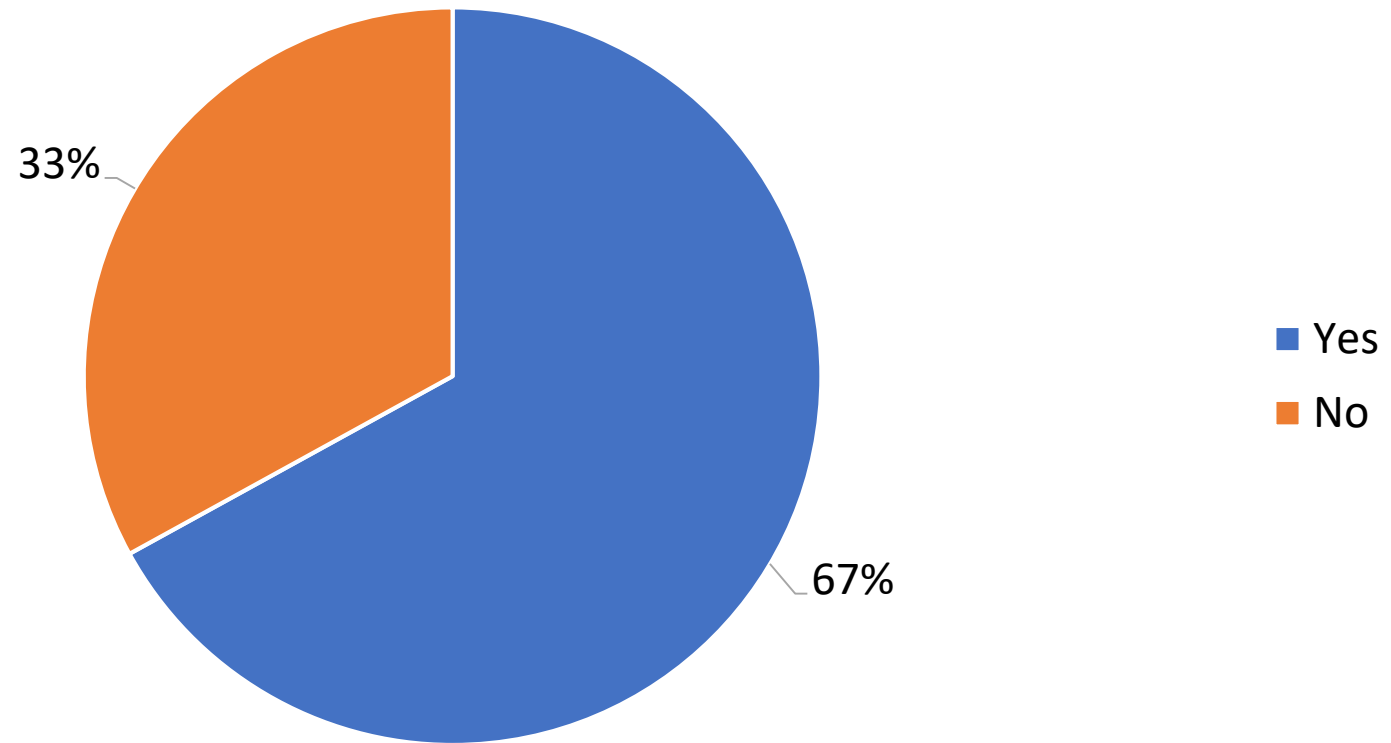


Do you get any income from tourism (those not working in tourism)?

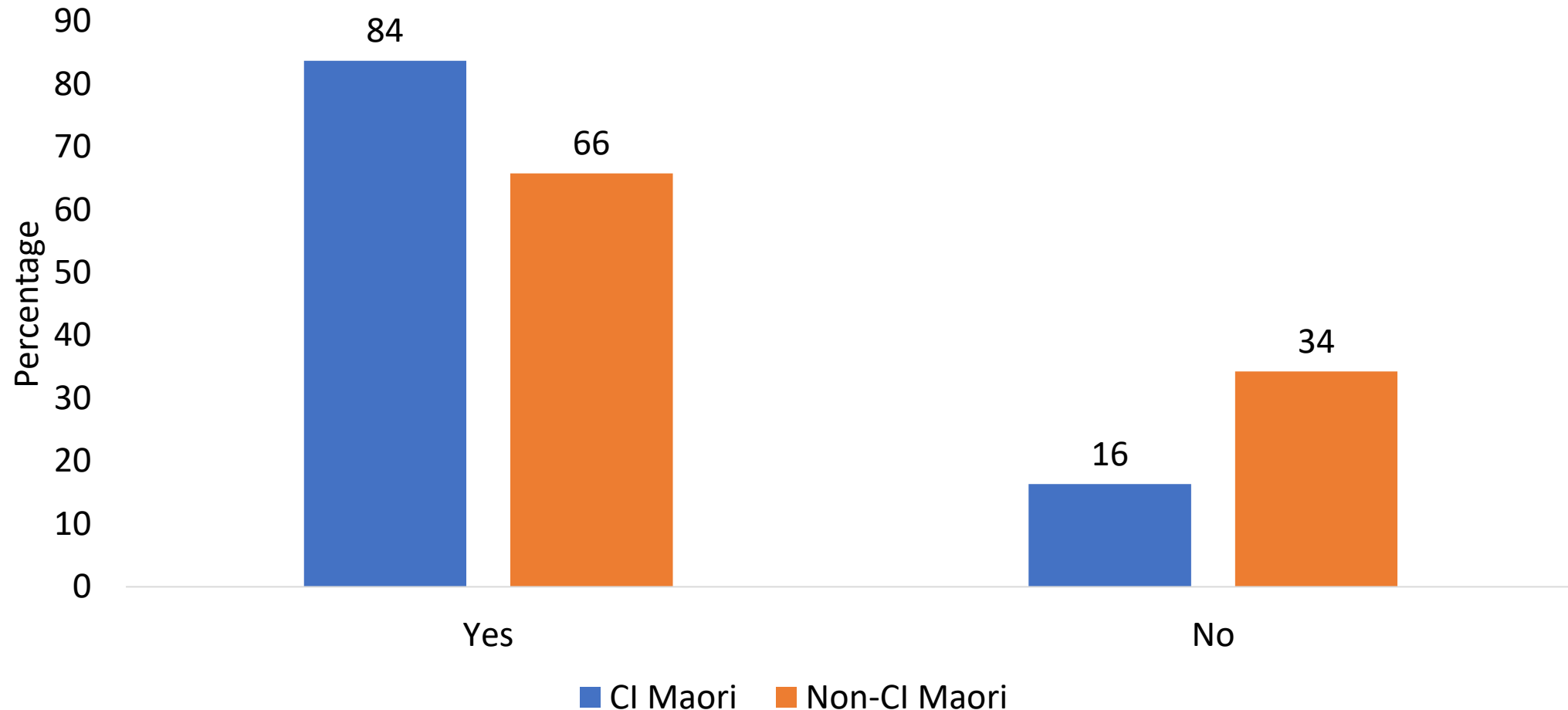
Rarotonga / Aitutaki



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

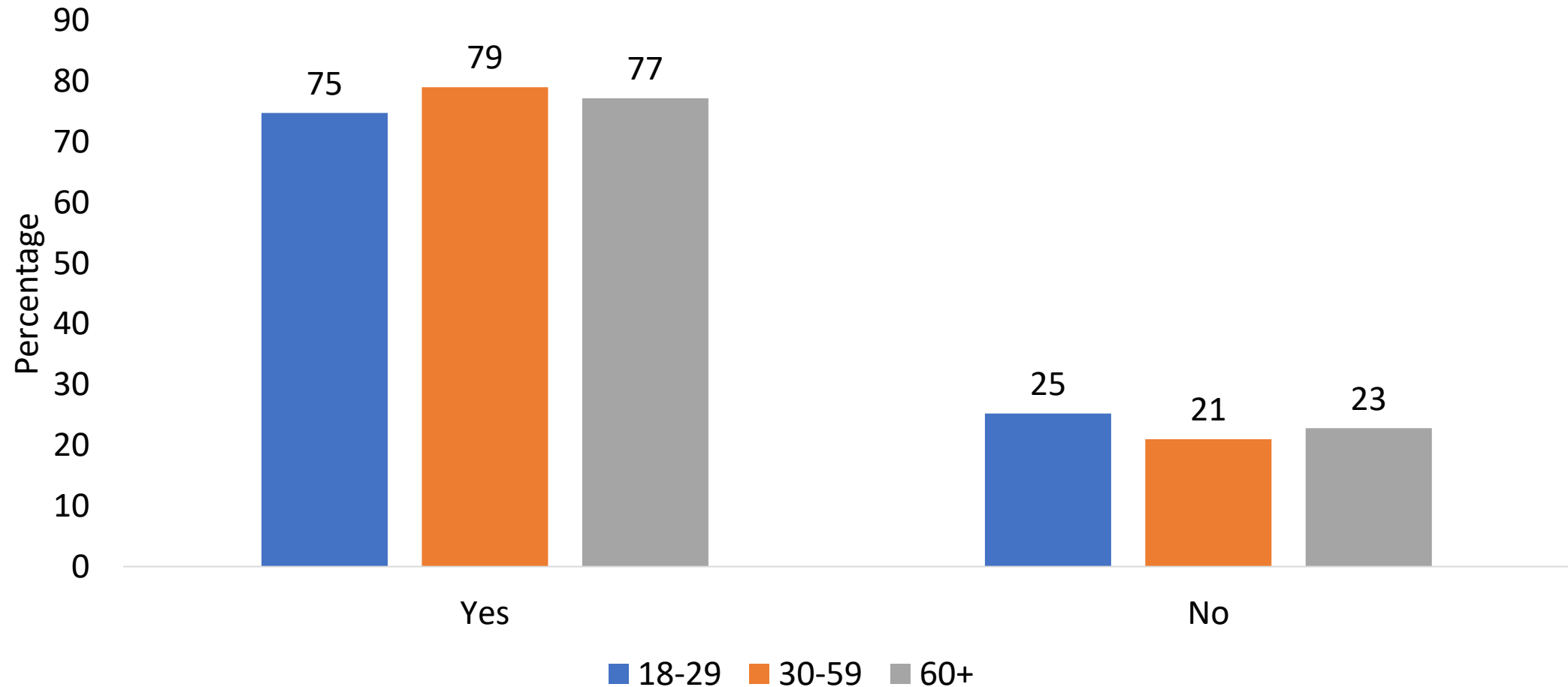


Do you have family members who work in the tourism industry? CI Maori / Non-CI Maori

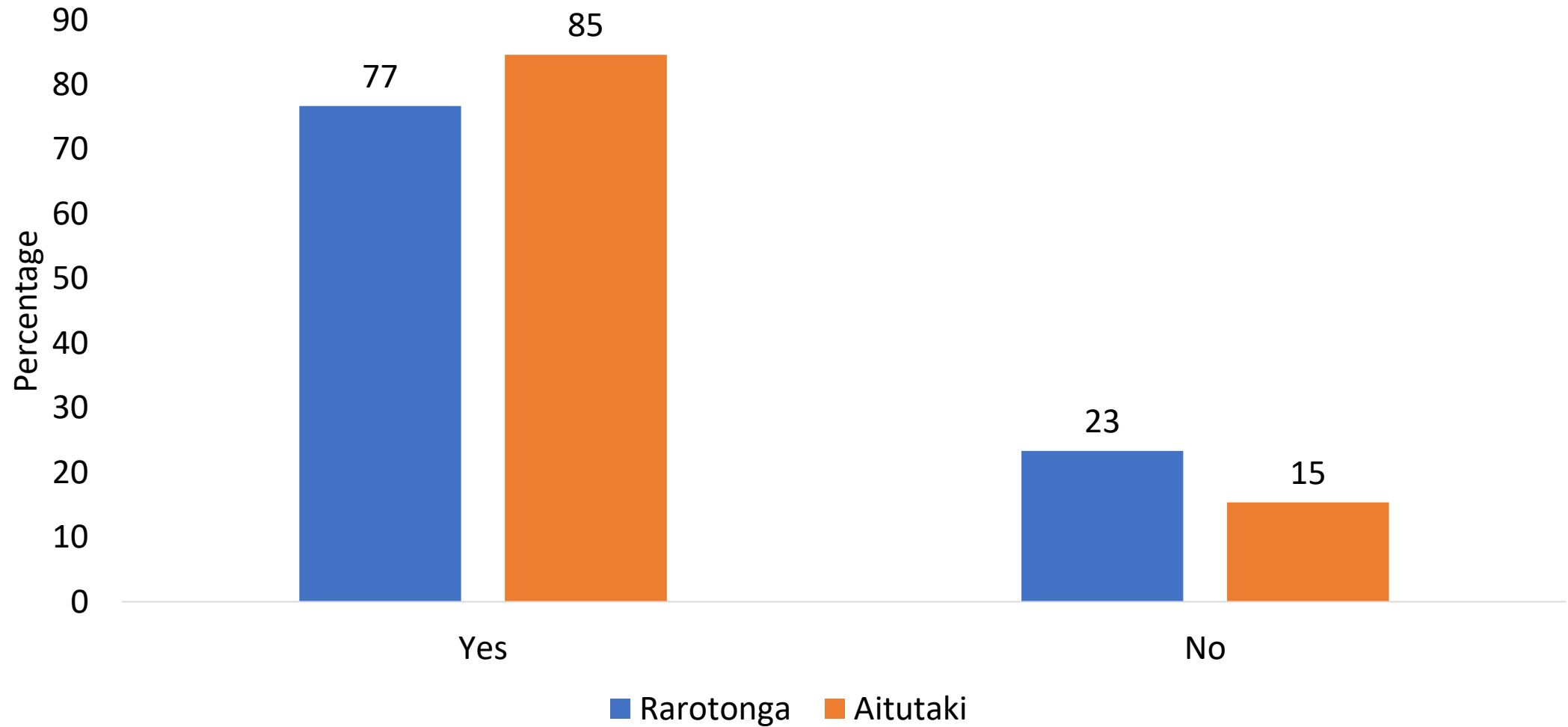


Do you have family members who work in the tourism industry?

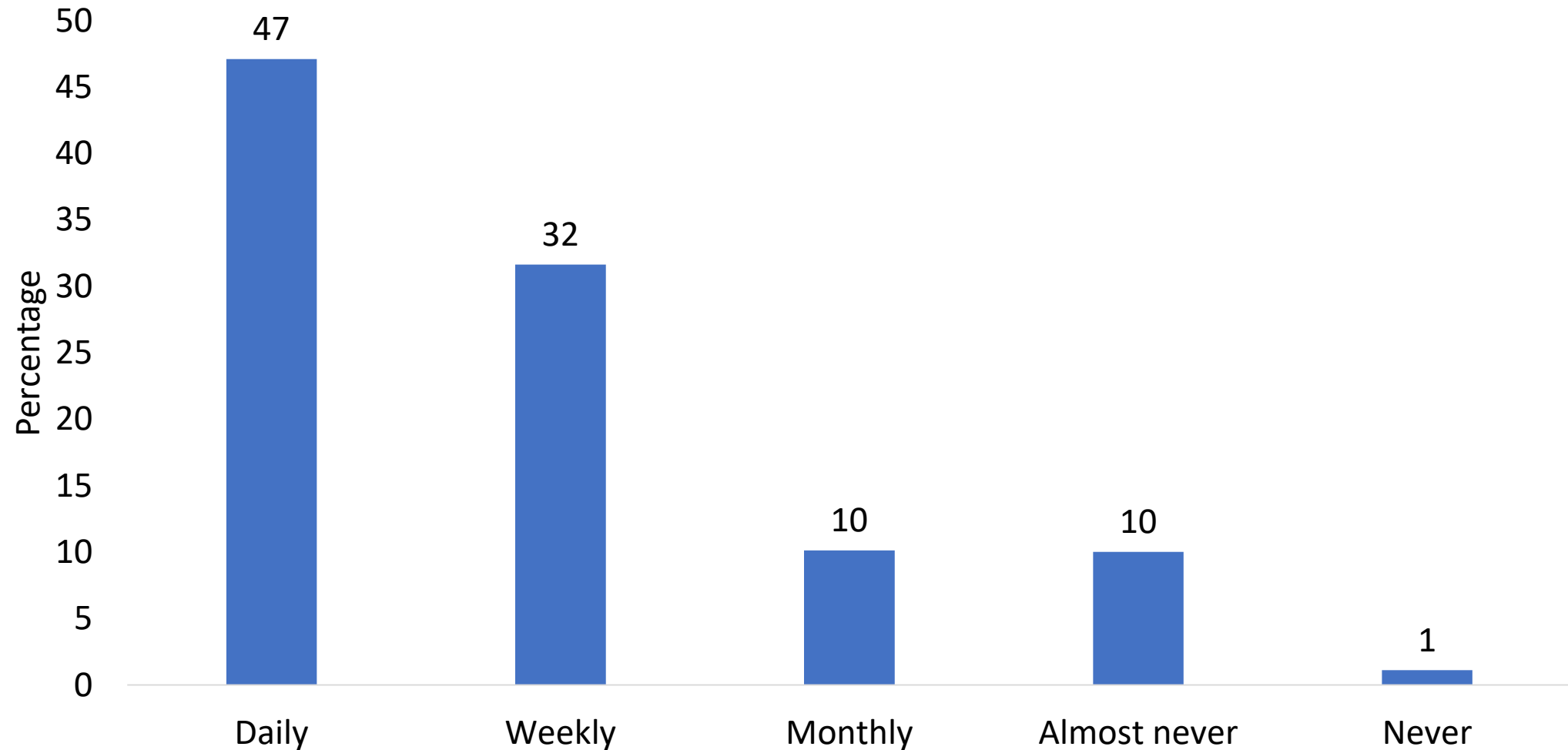
Age group



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

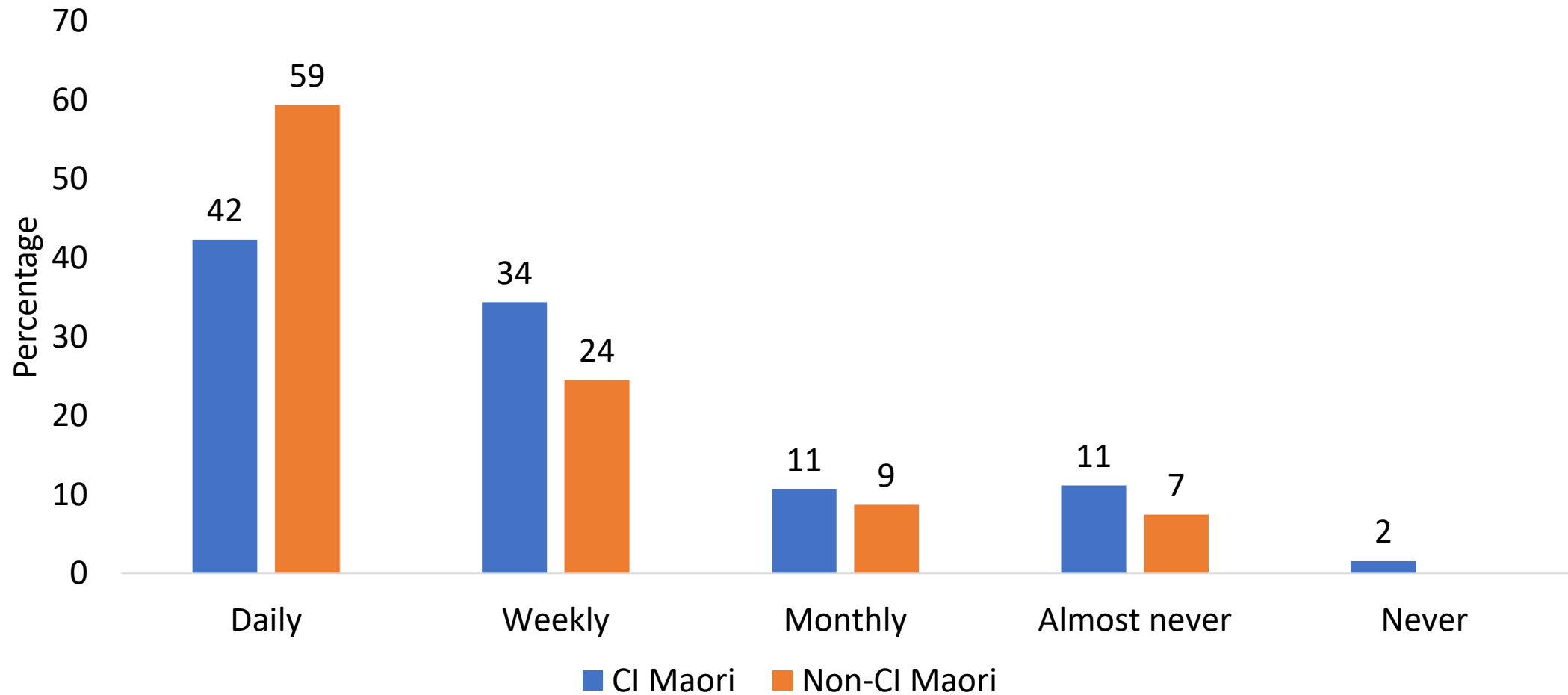


How often do you talk with tourists?



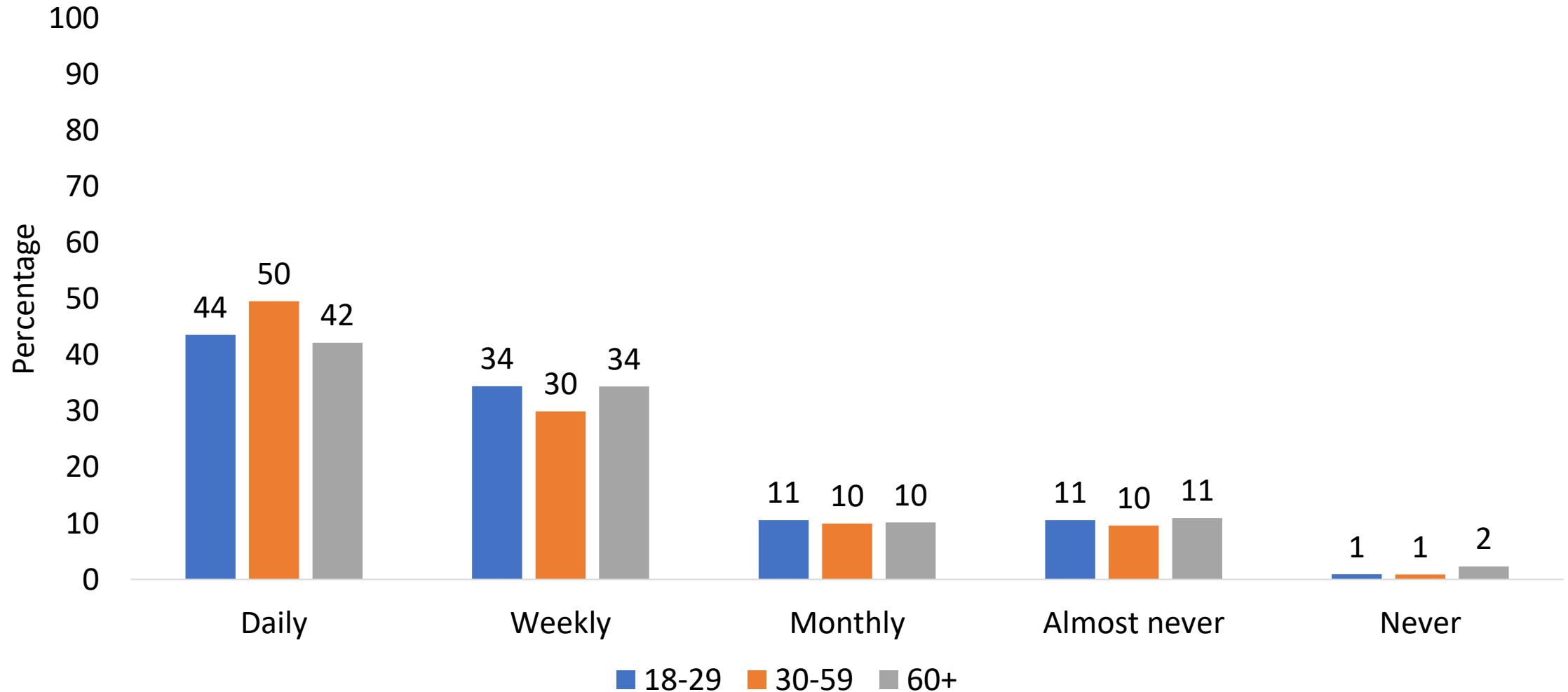
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CI Maori / Non-CI Maori



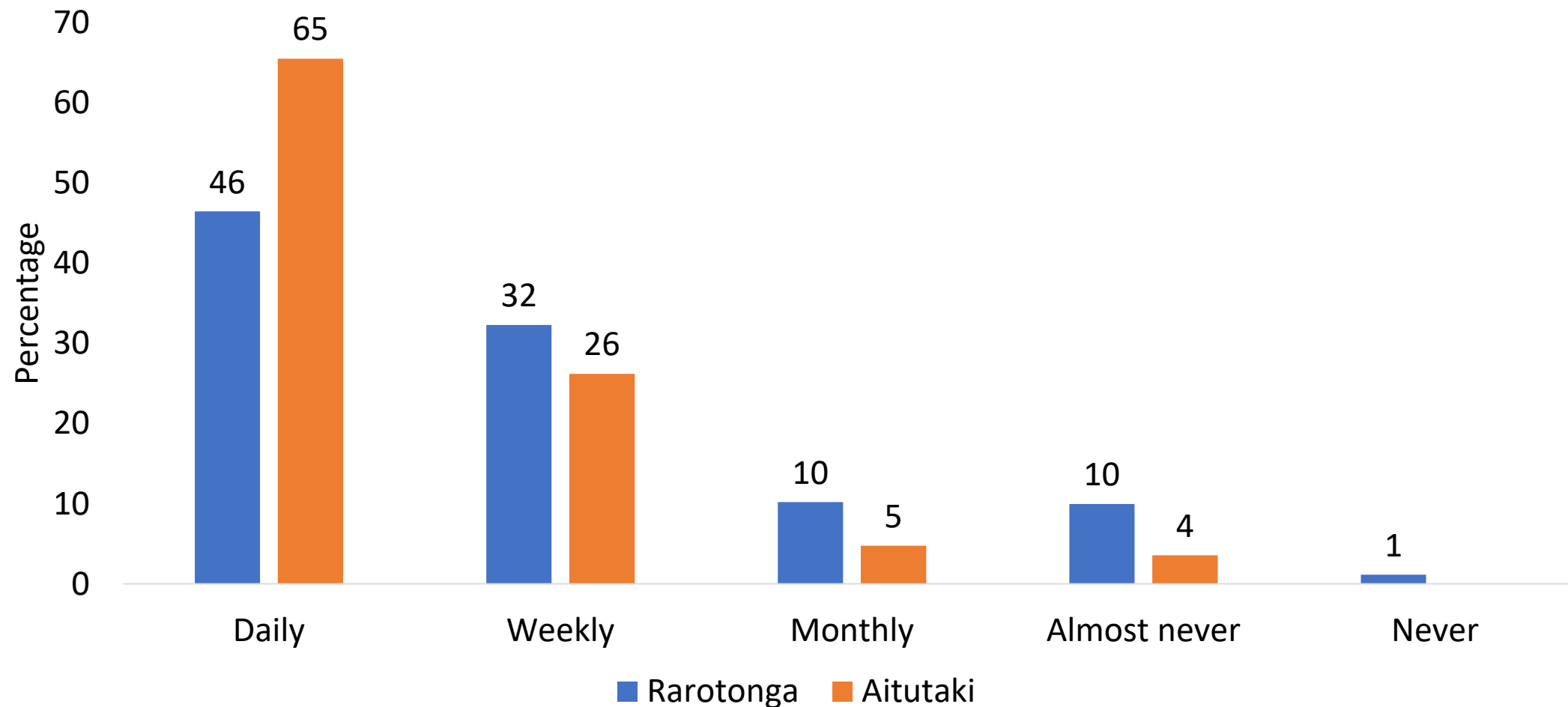
How often do you talk with tourists?

Age group



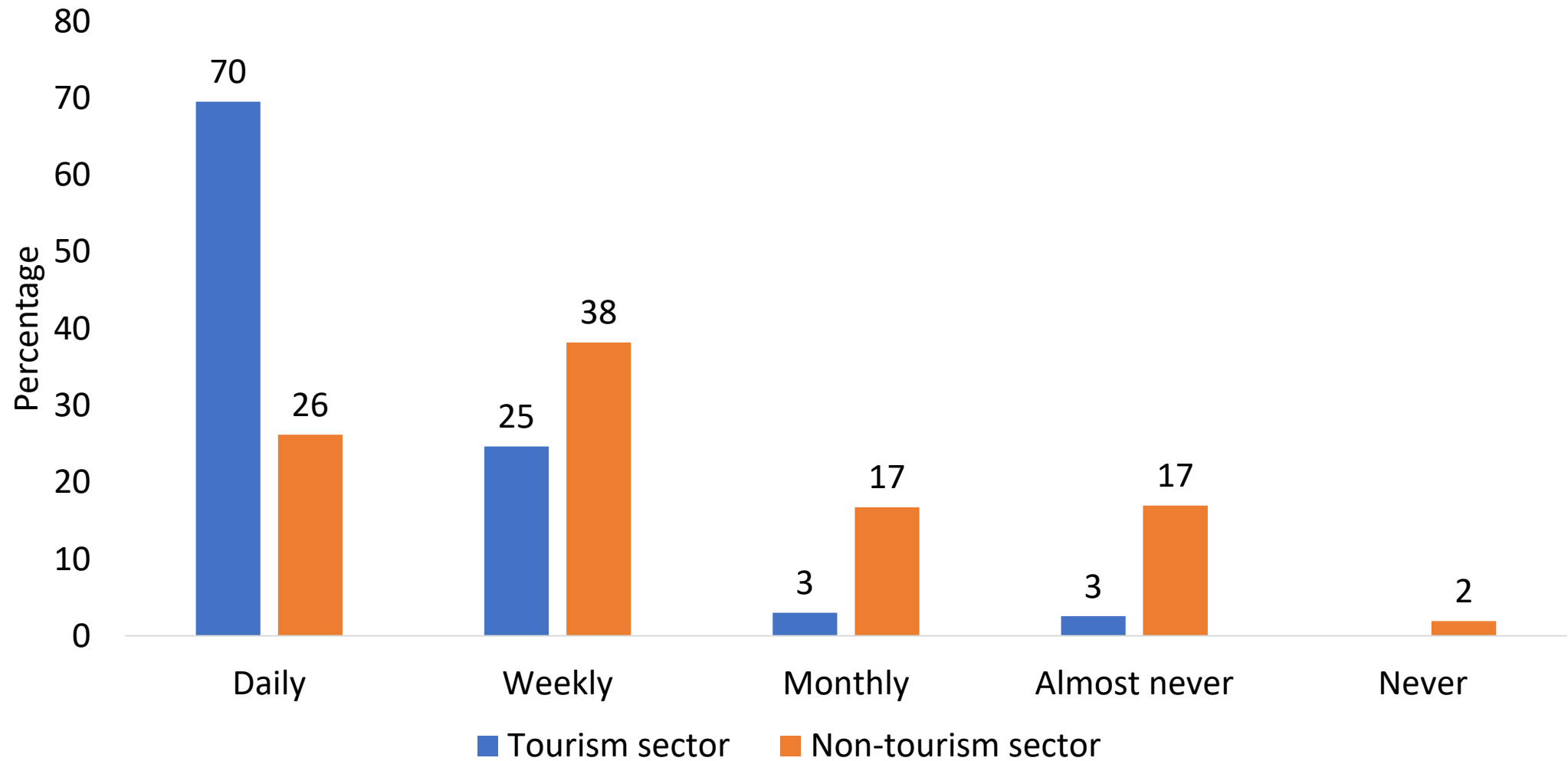
How often do you talk with tourists?

Rarotonga / Aitutaki



How often do you talk with tourists?

Tourism / Non-tourism

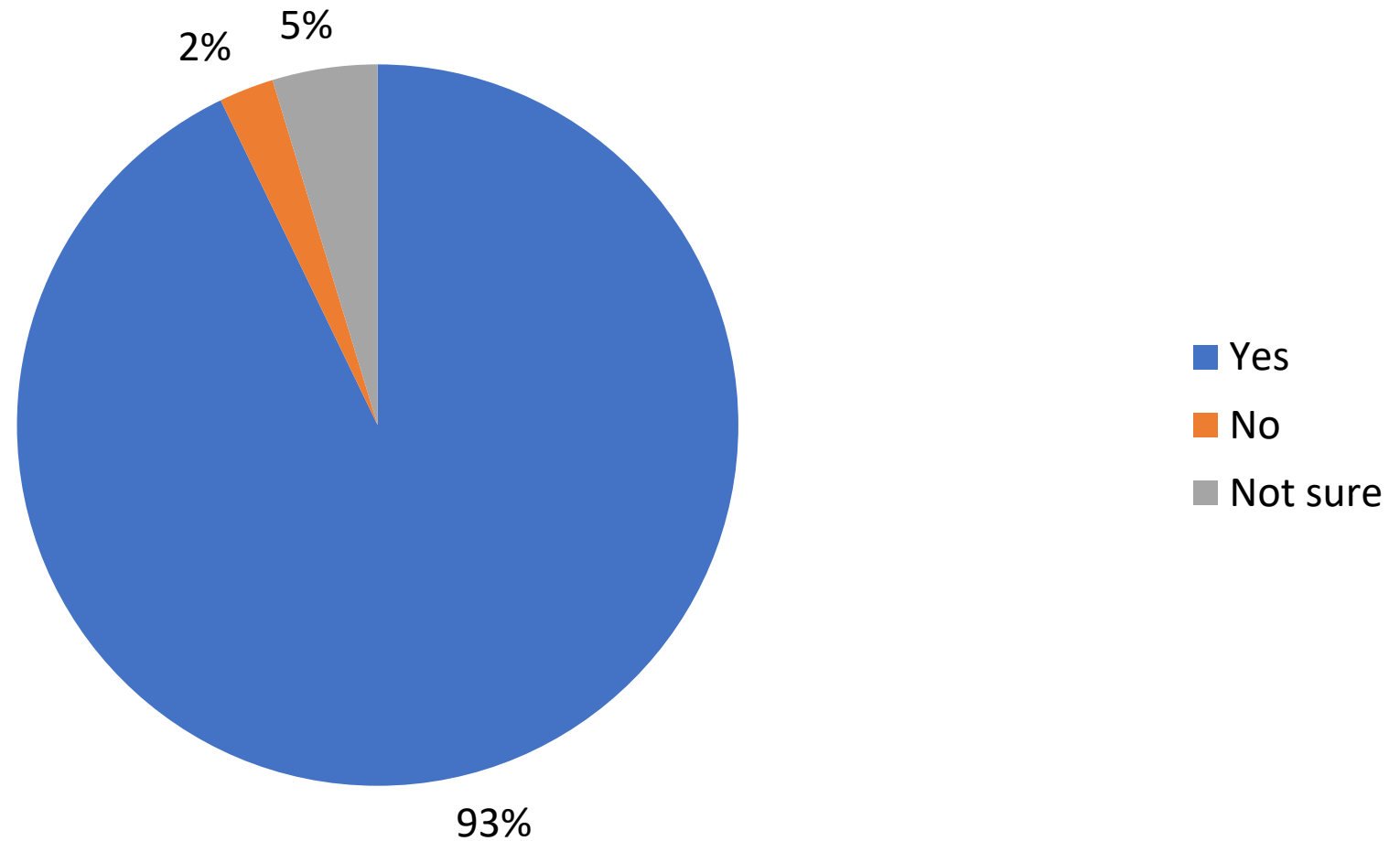




Attitudes towards Tourism

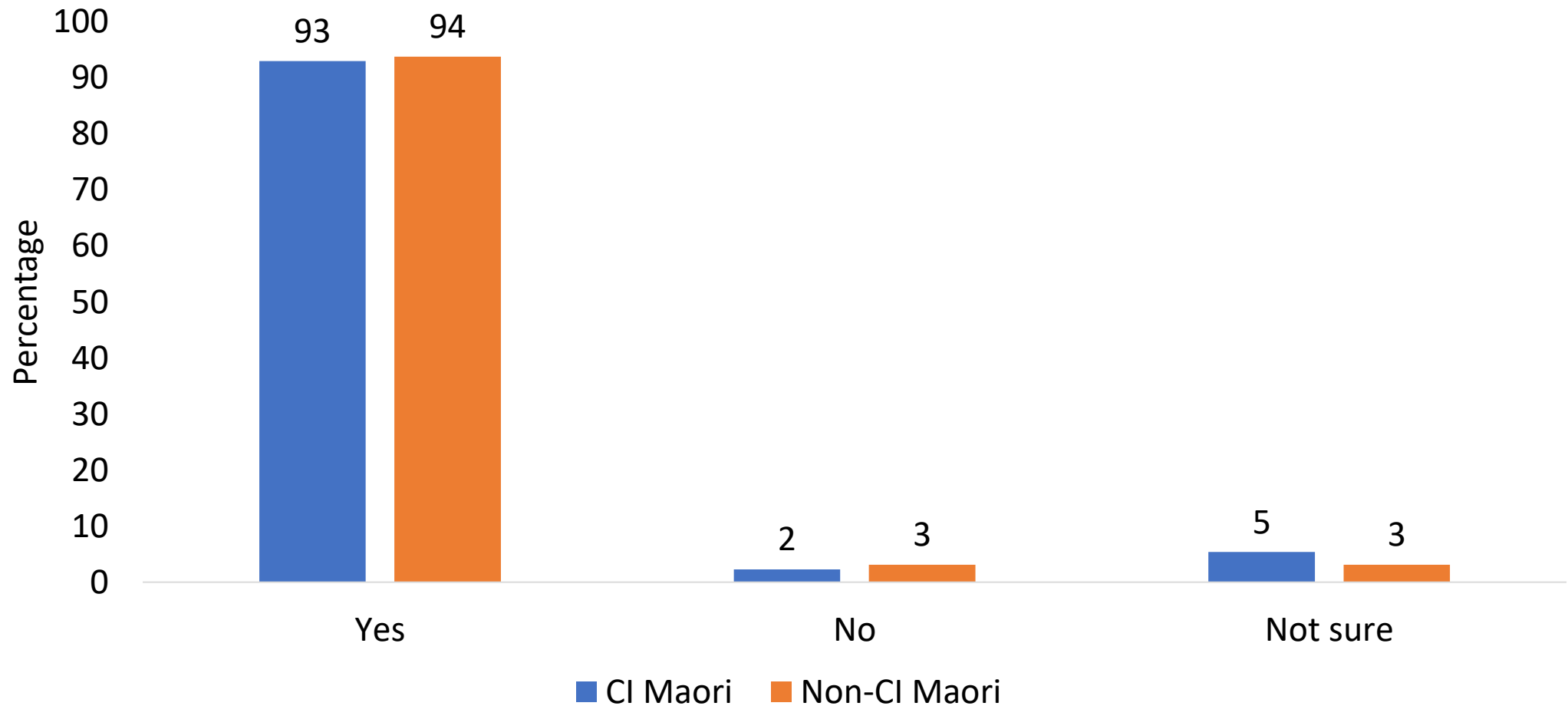


Do you think that tourism is good for the Cook Islands?



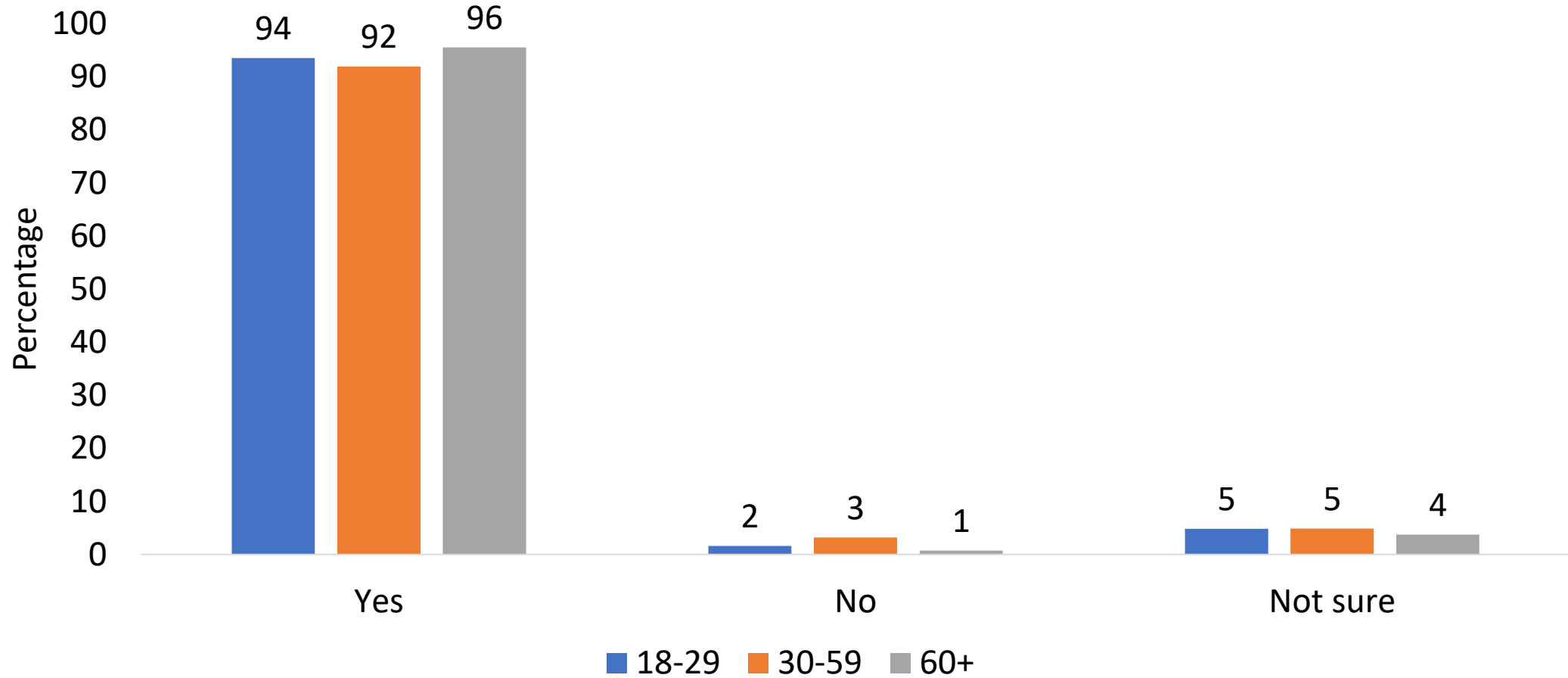
Do you think that tourism is good for the Cook Islands?

CI Maori / Non-CI Maori



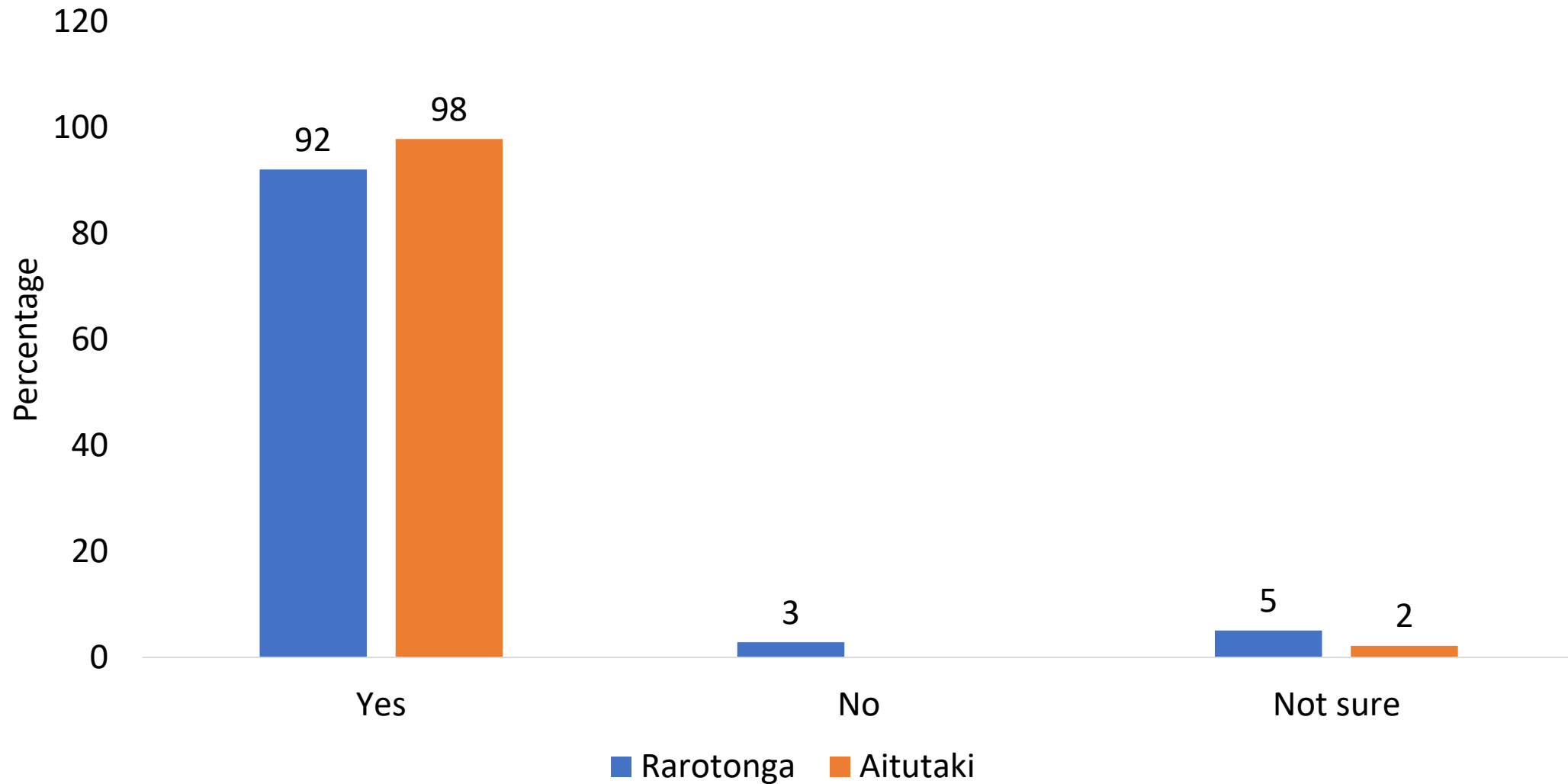
Do you think that tourism is good for the Cook Islands?

Age group



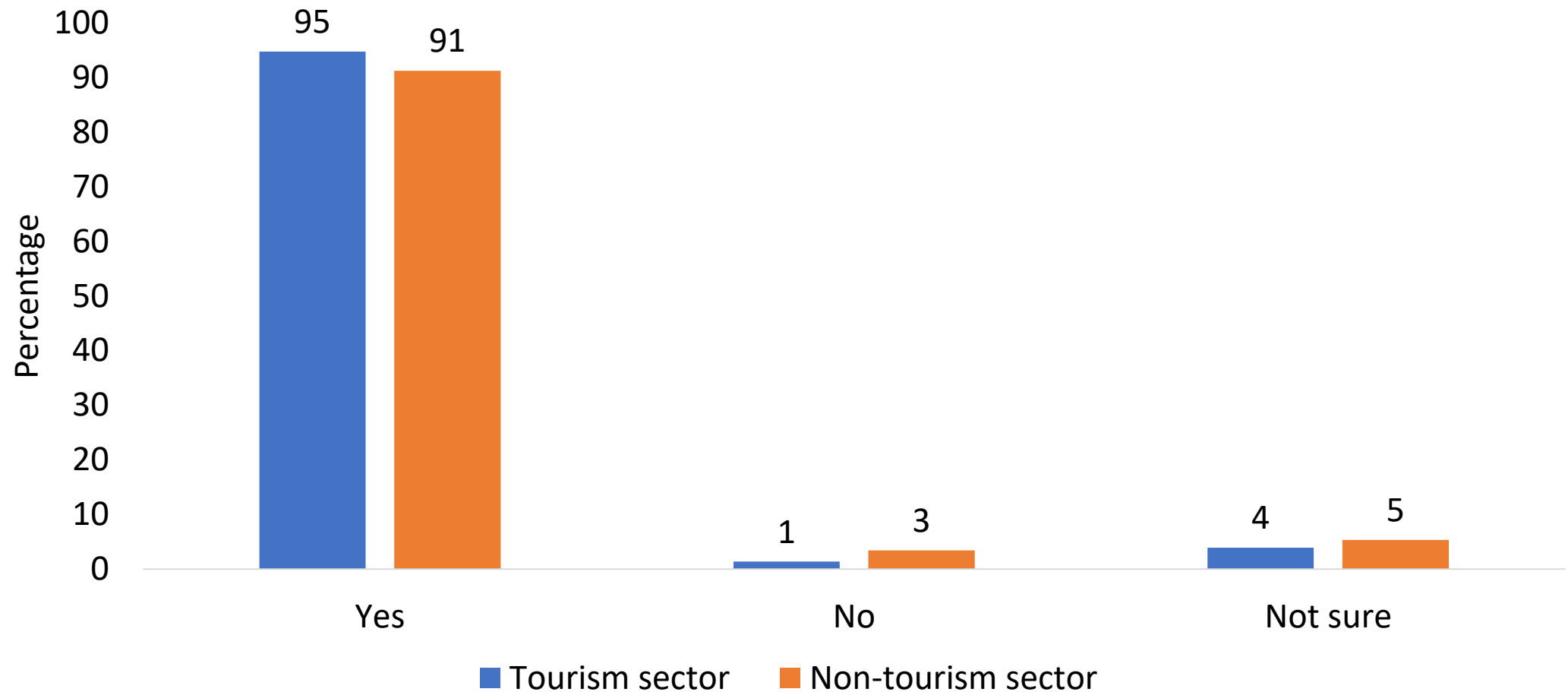
Do you think that tourism is good for the Cook Islands?

Rarotonga / Aitutaki

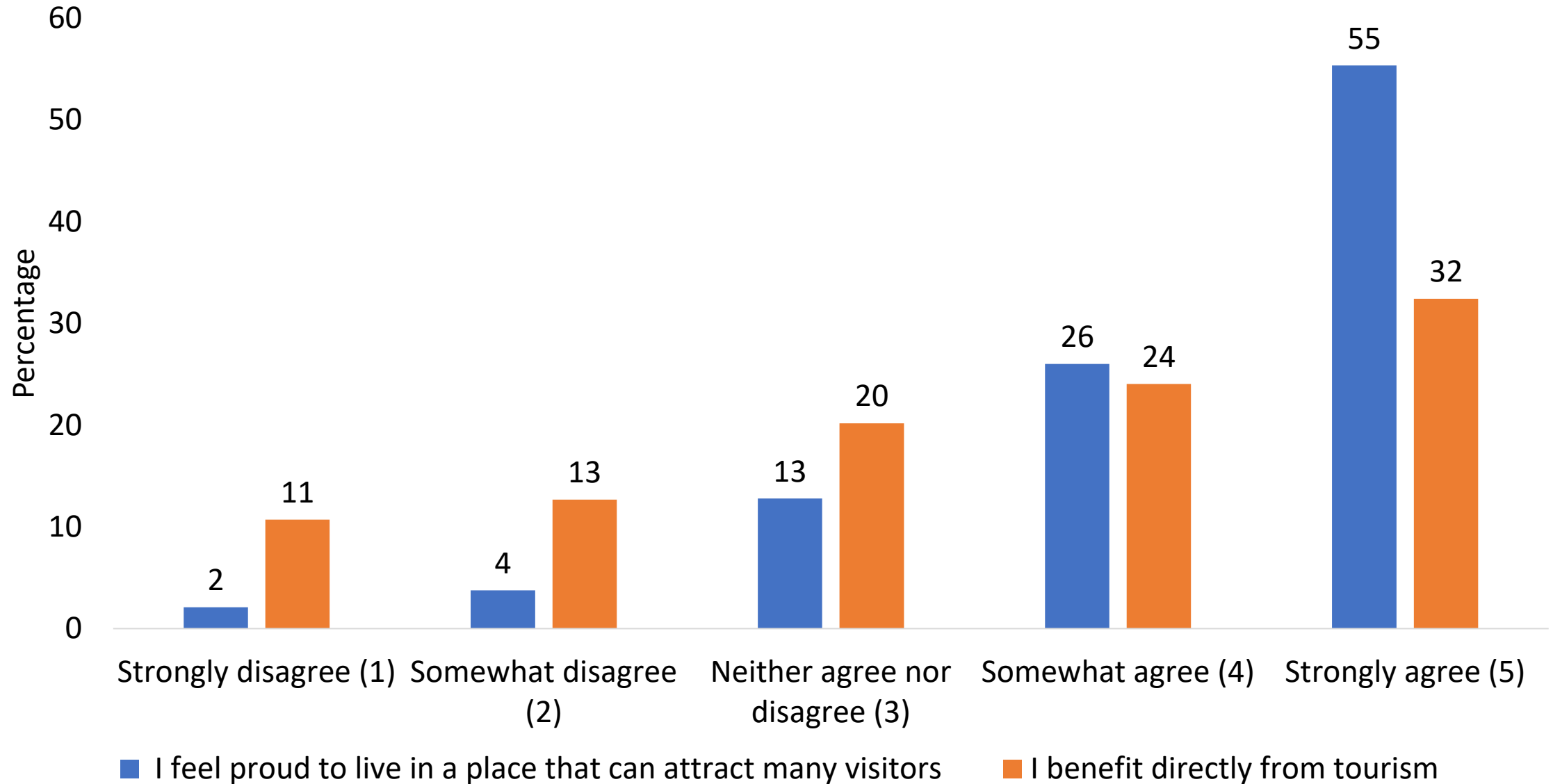


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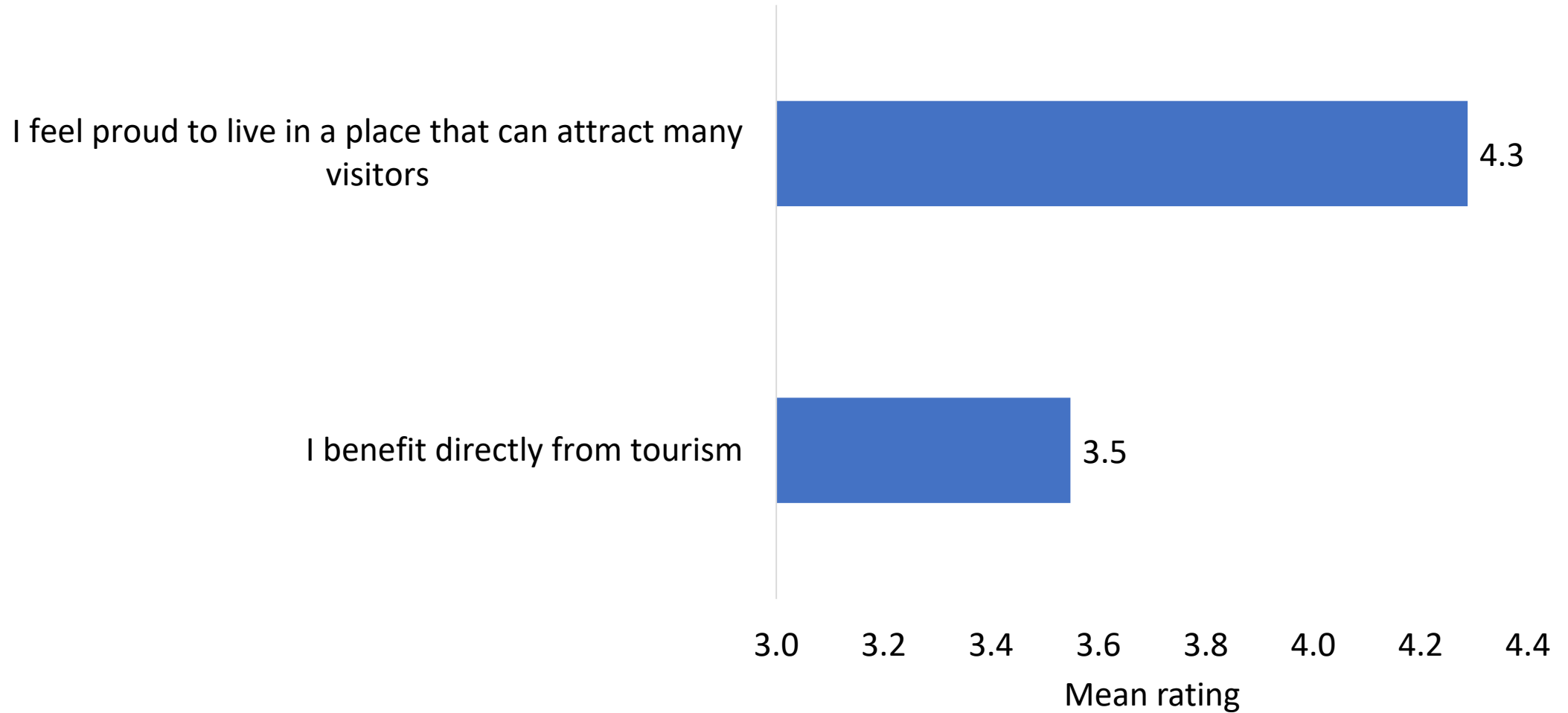
Tourism / Non-tourism



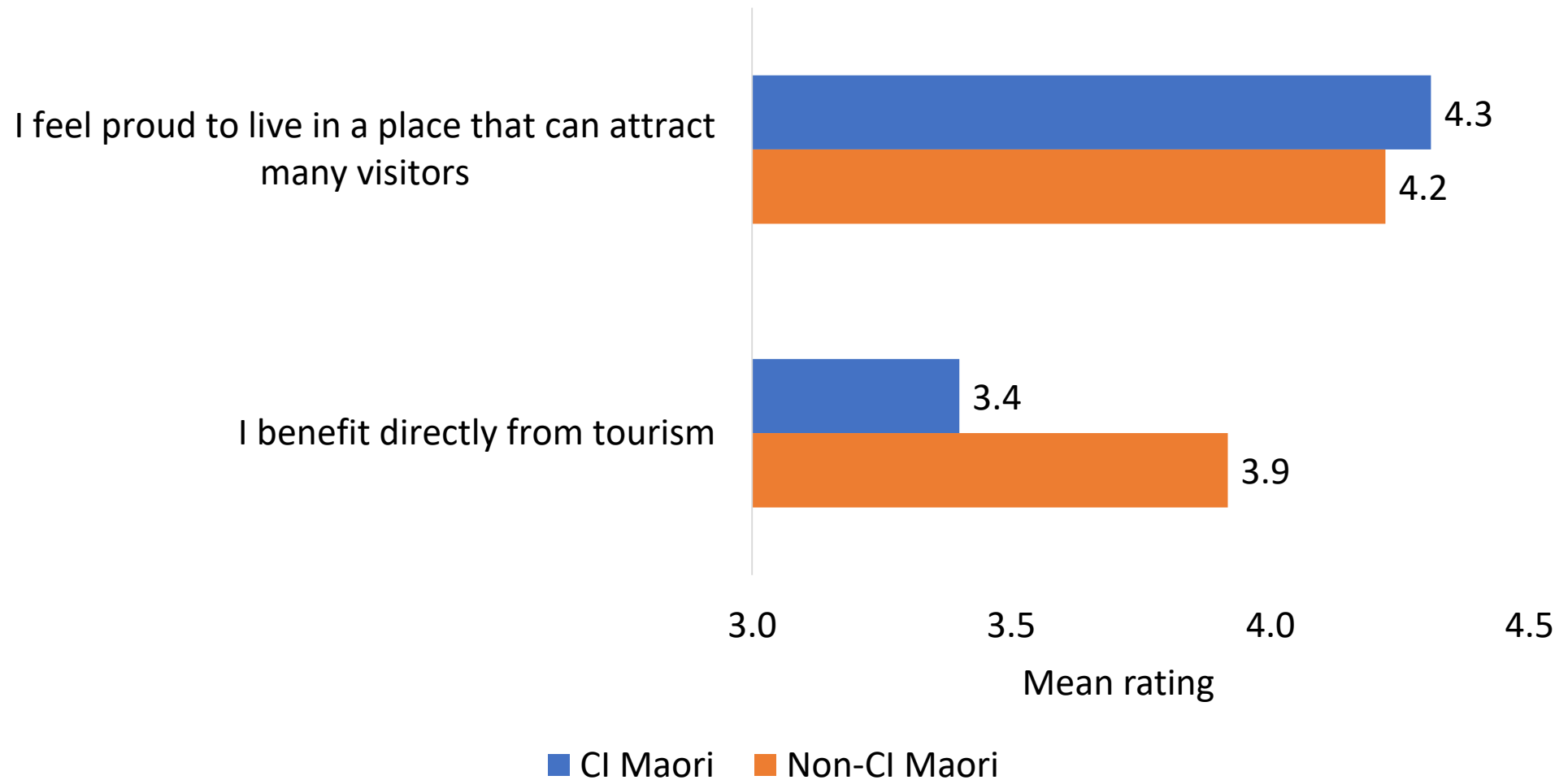
Tourism as a source of pride and direct benefit



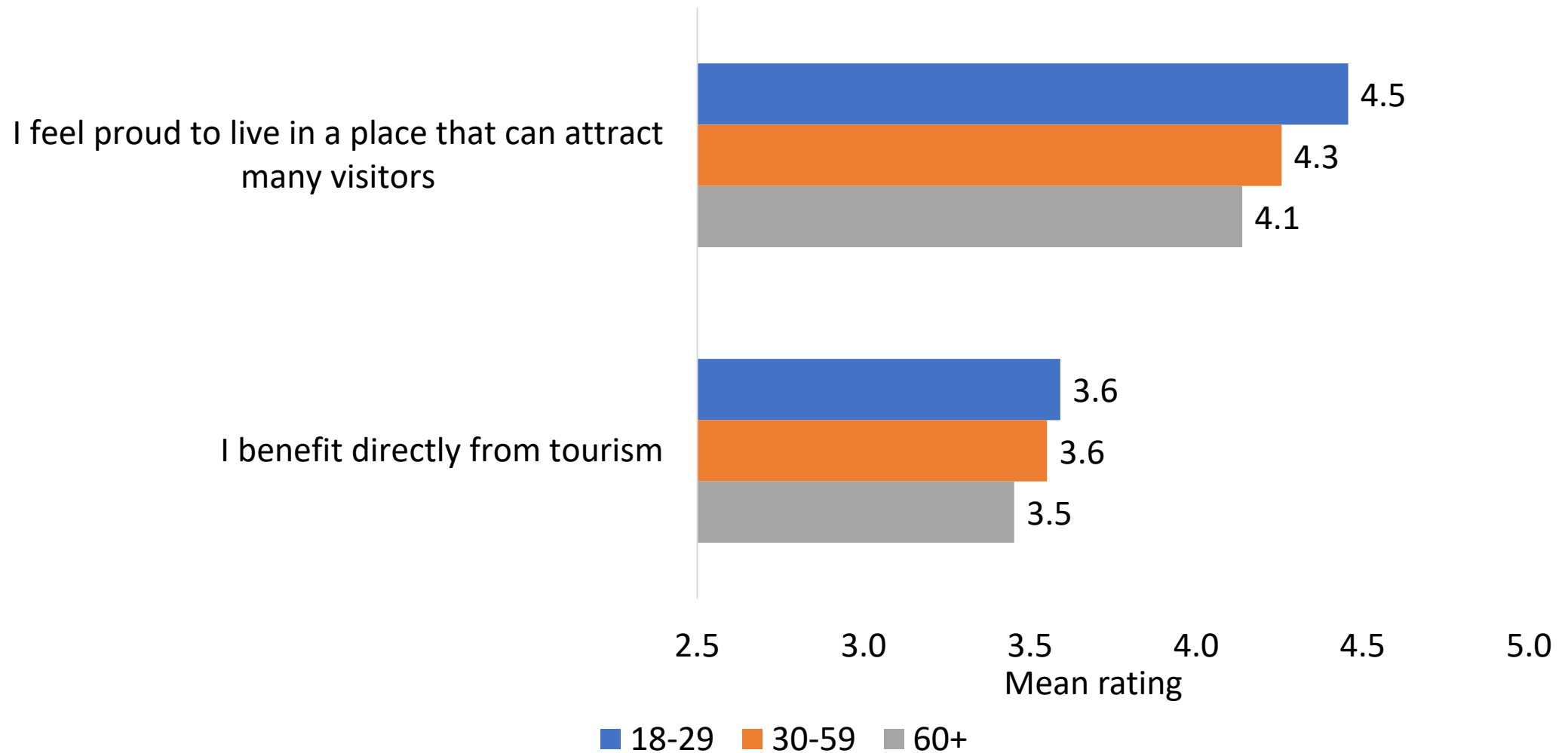
Tourism as a source of pride and direct benefit



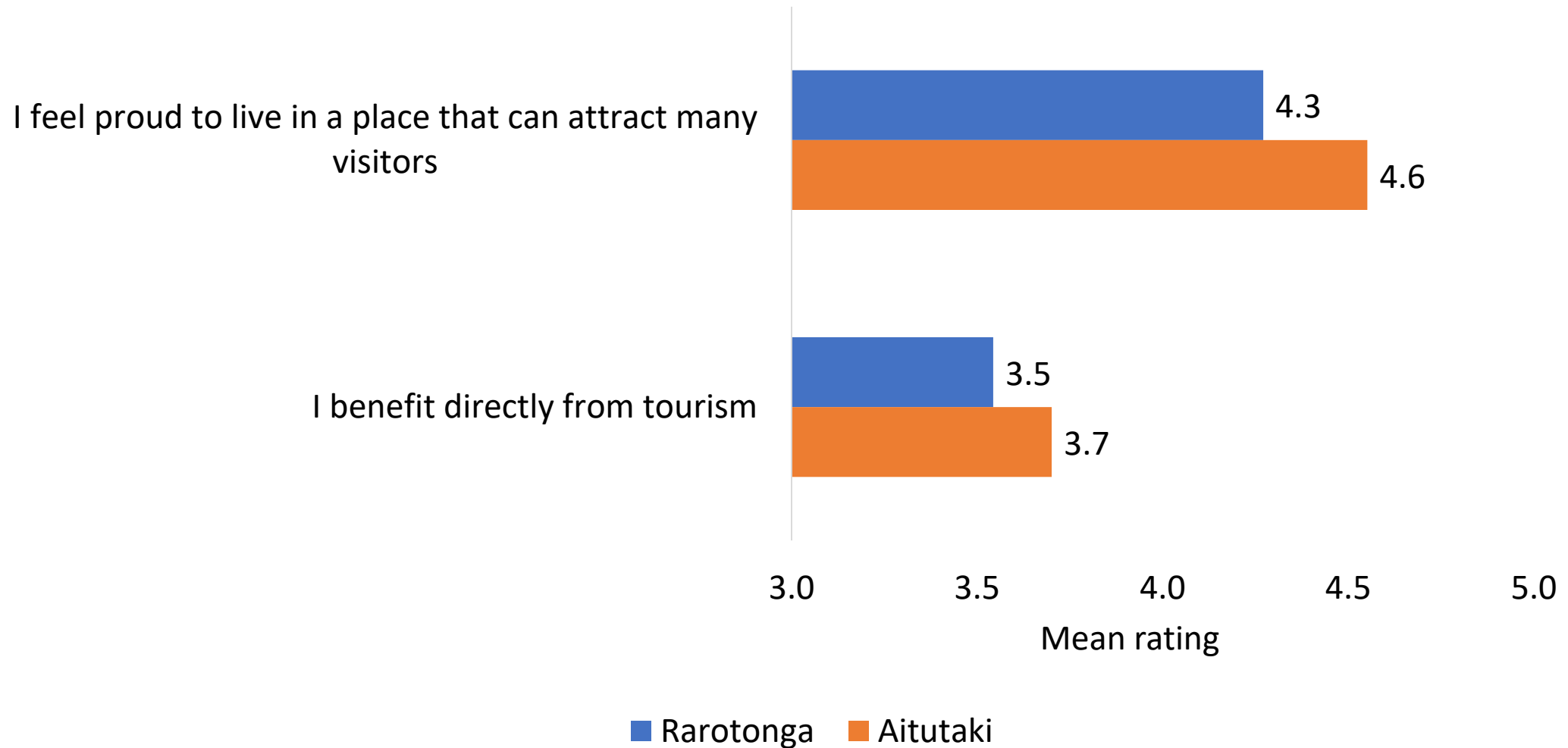
Tourism as a source of pride and direct benefit – CI Maori/non CI Maori



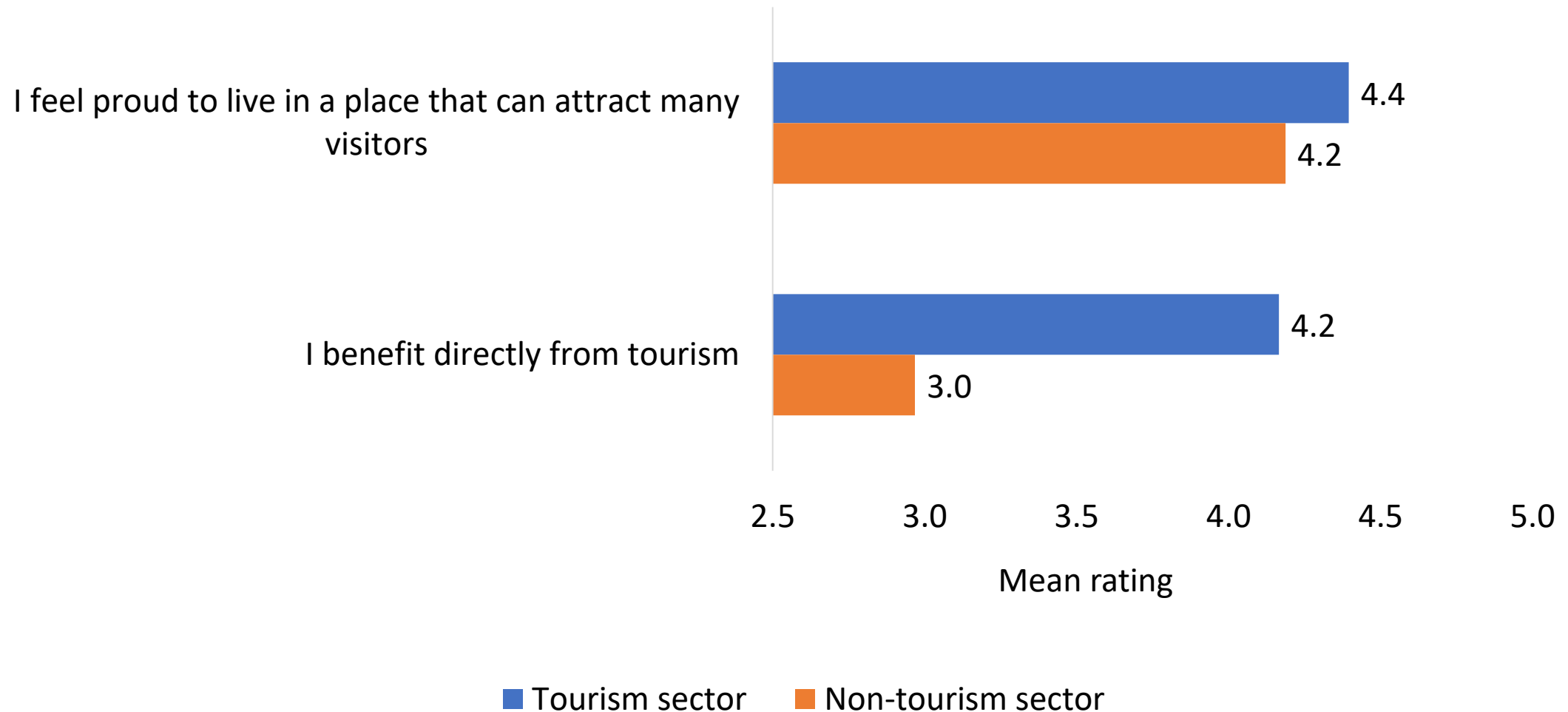
Tourism as a source of pride and direct benefit – age group



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



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

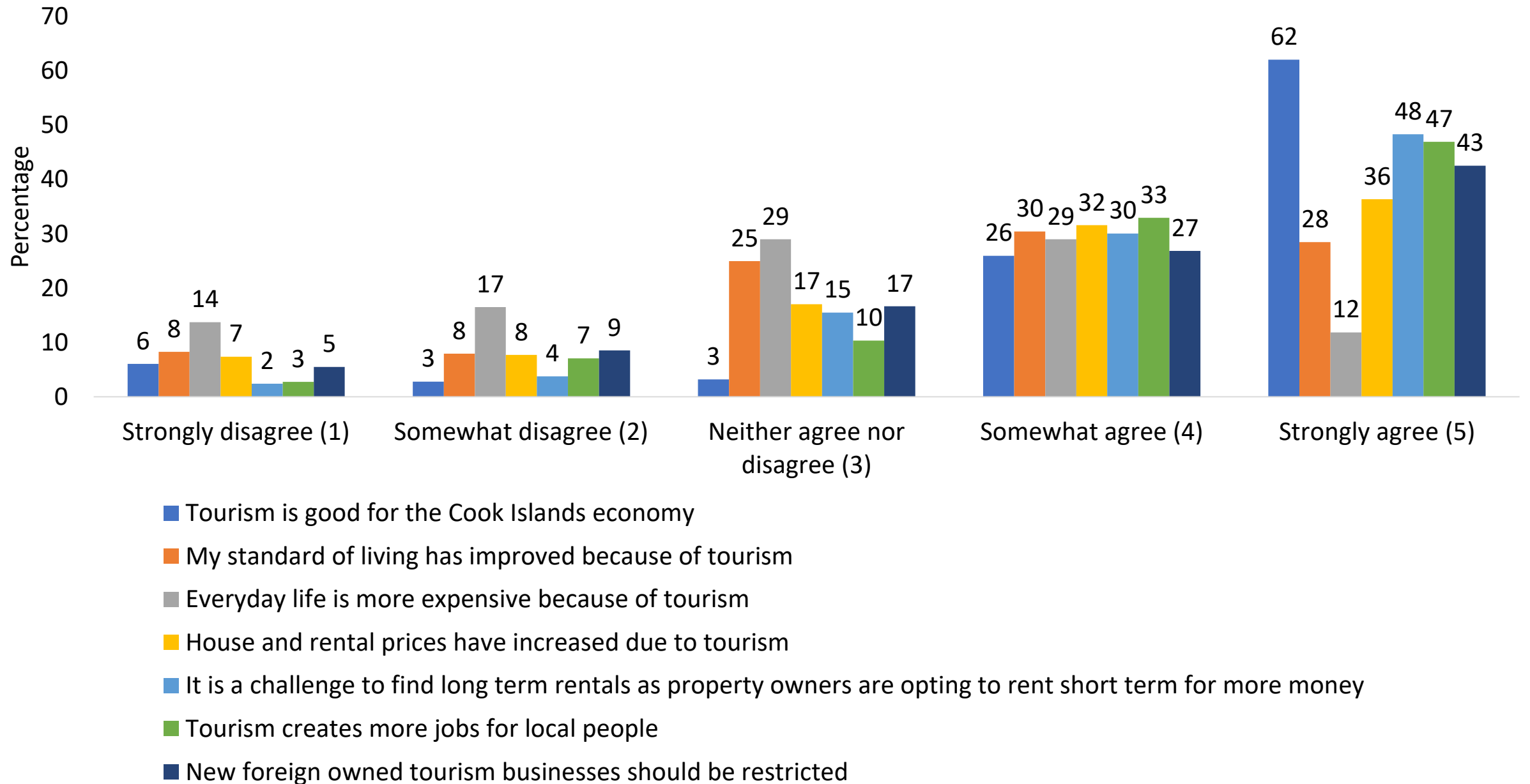


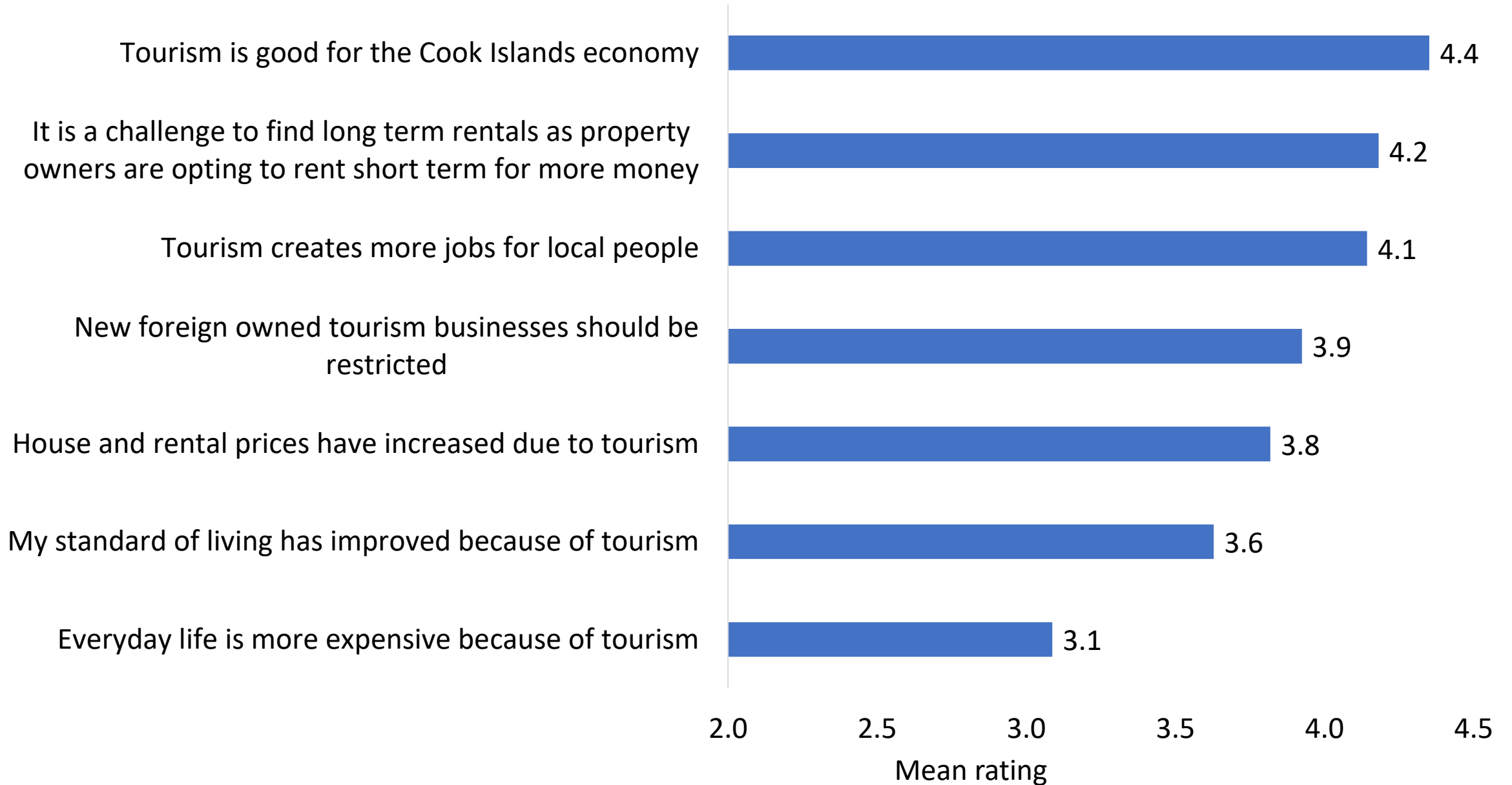


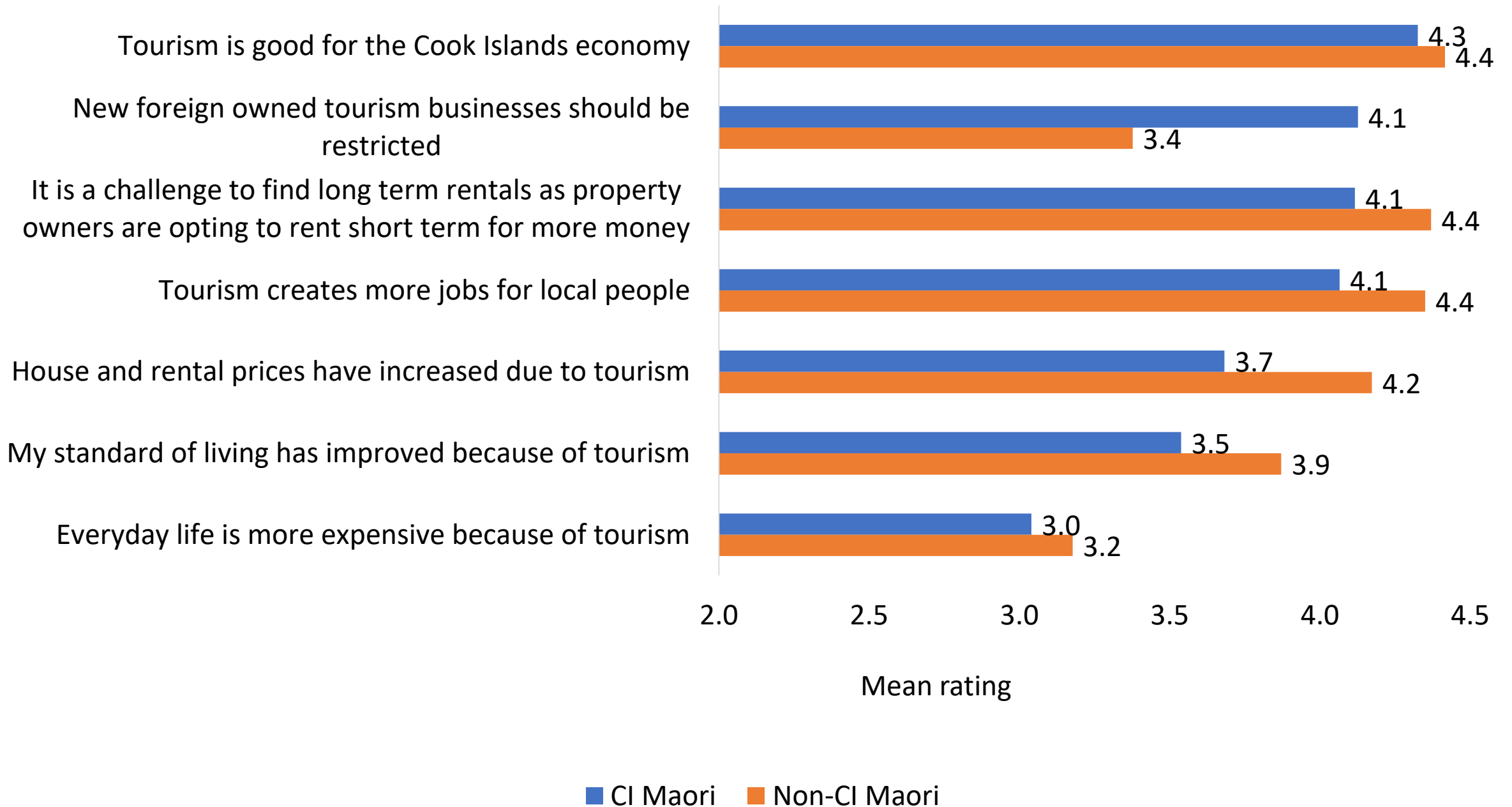
Tourism and Economic Dimensions

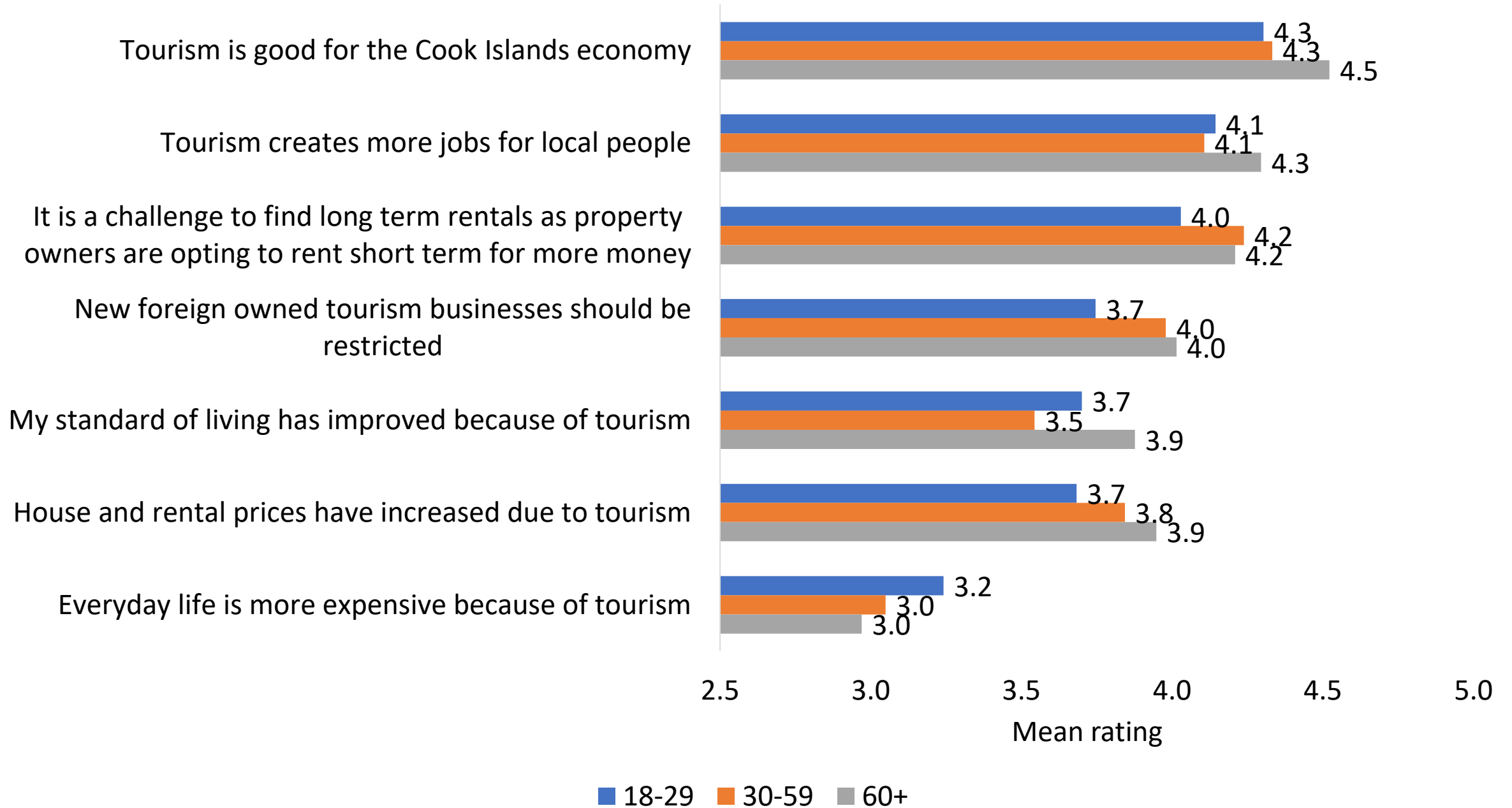


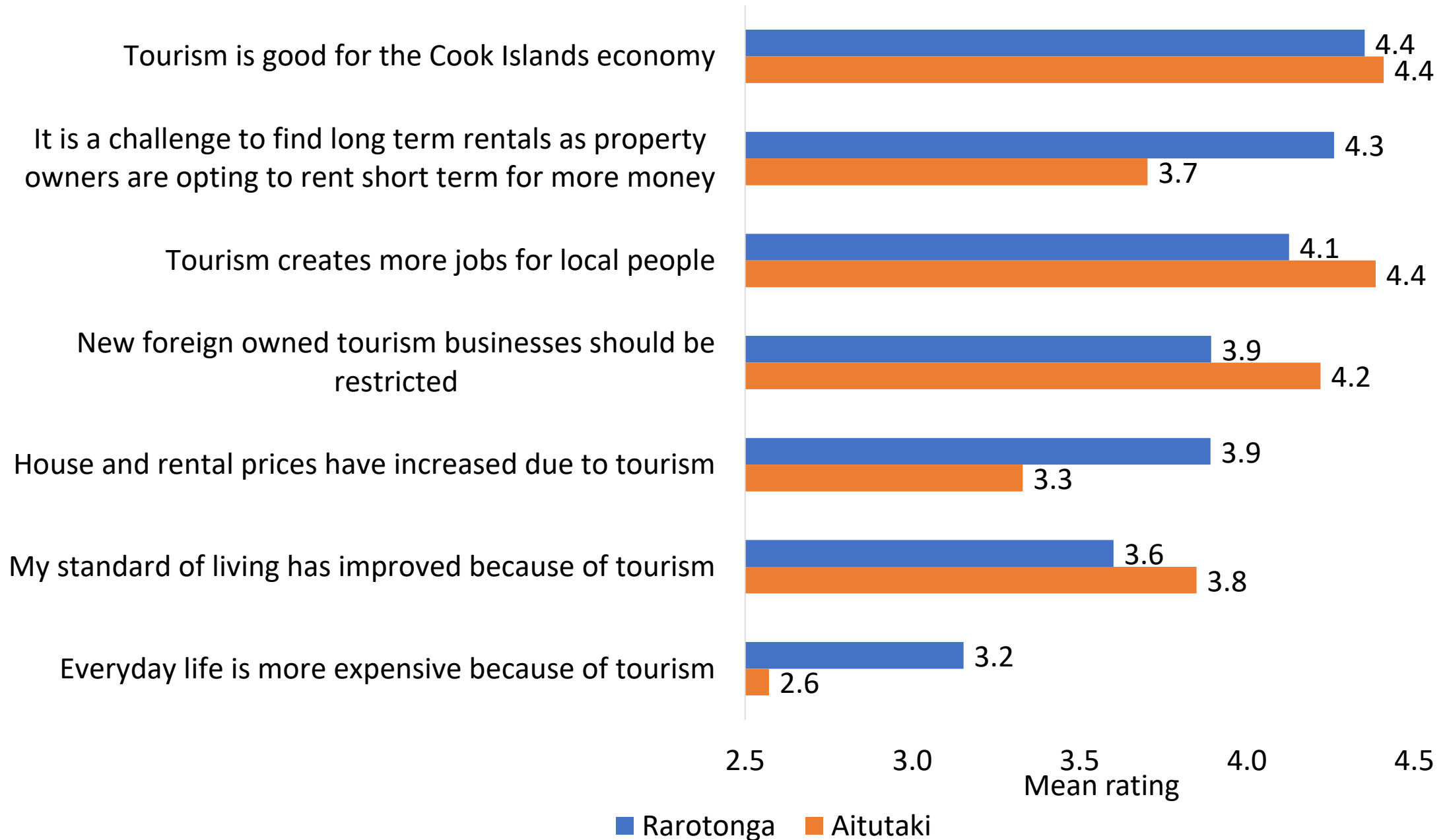
Tourism and economic dimensions

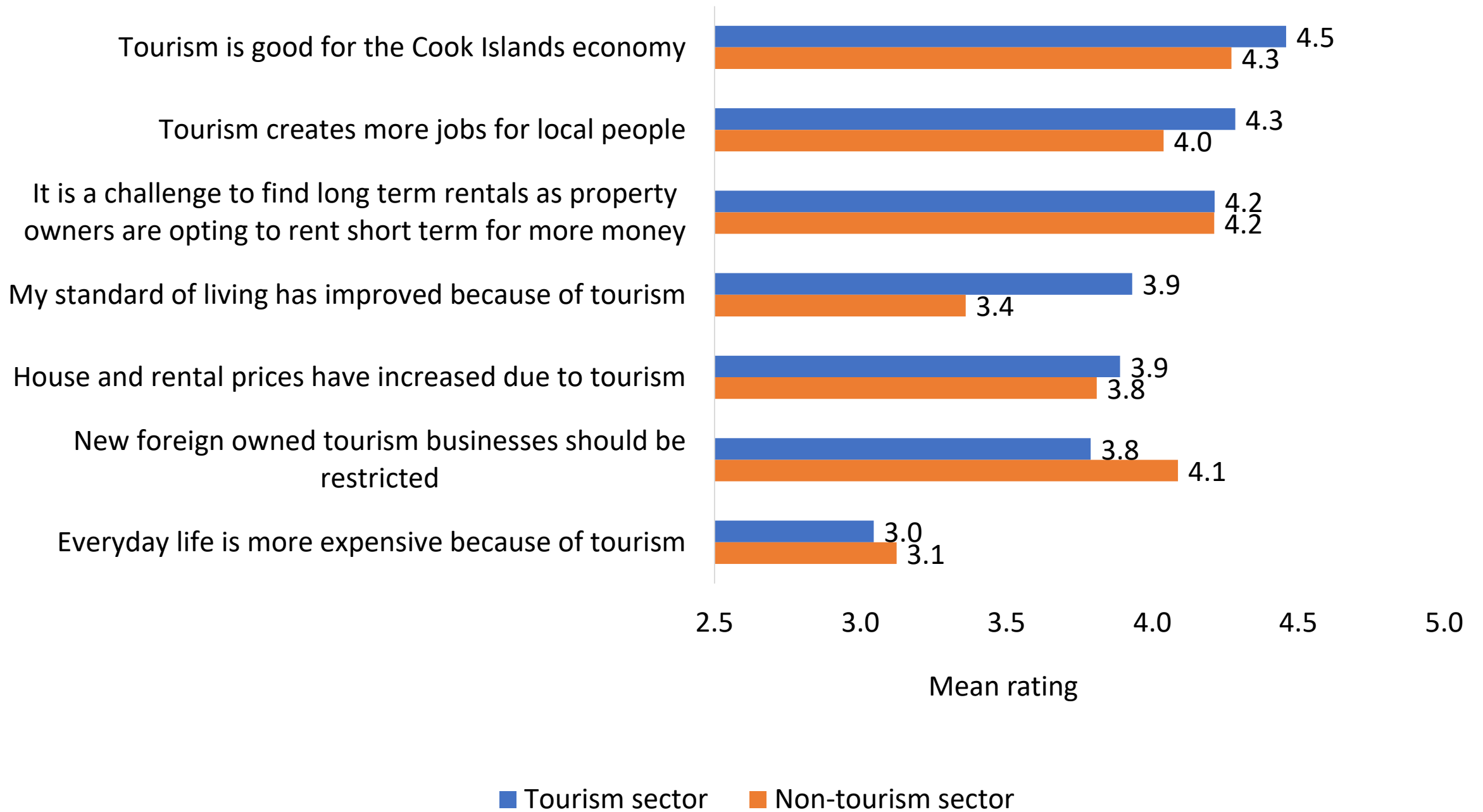










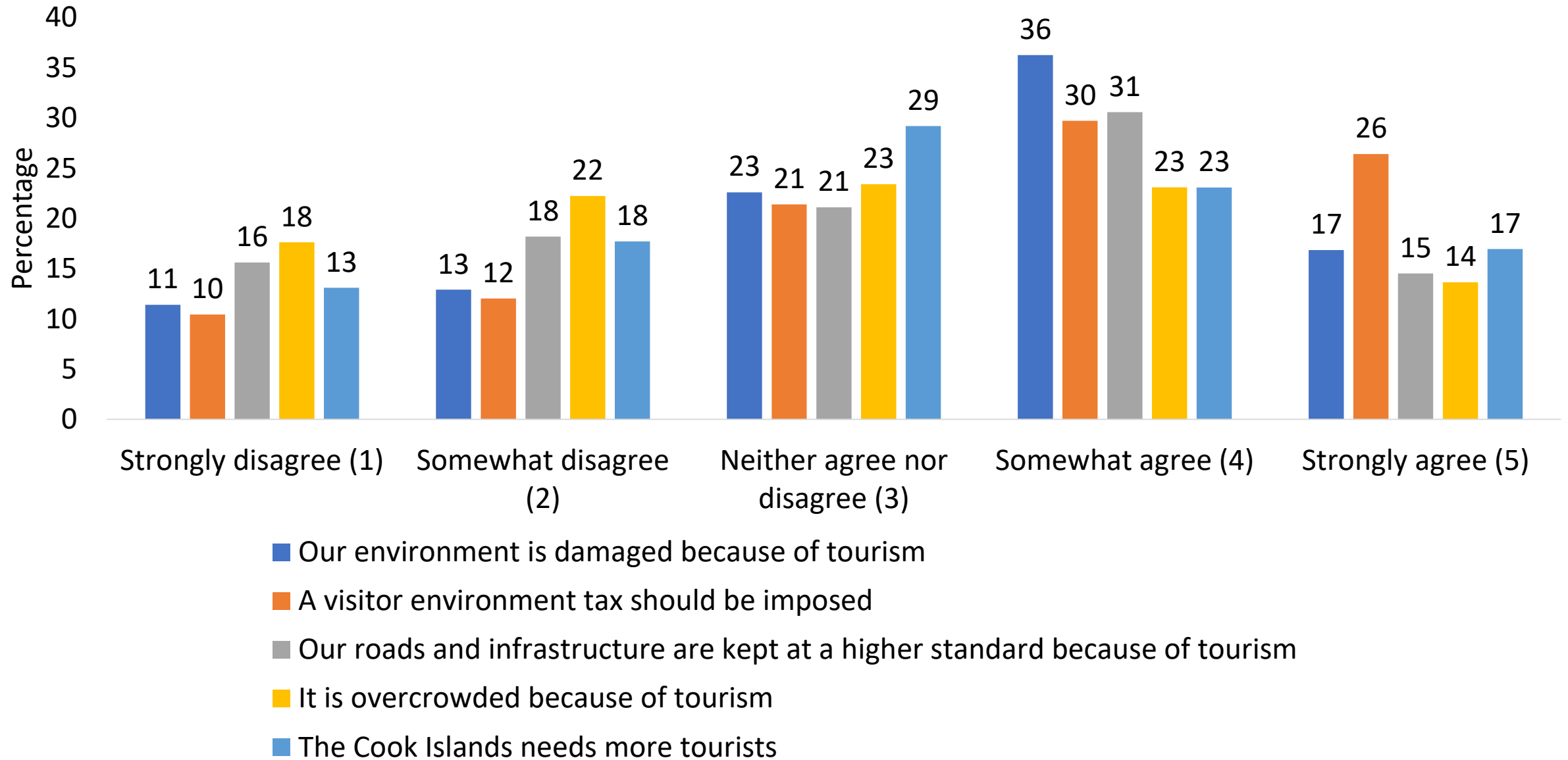


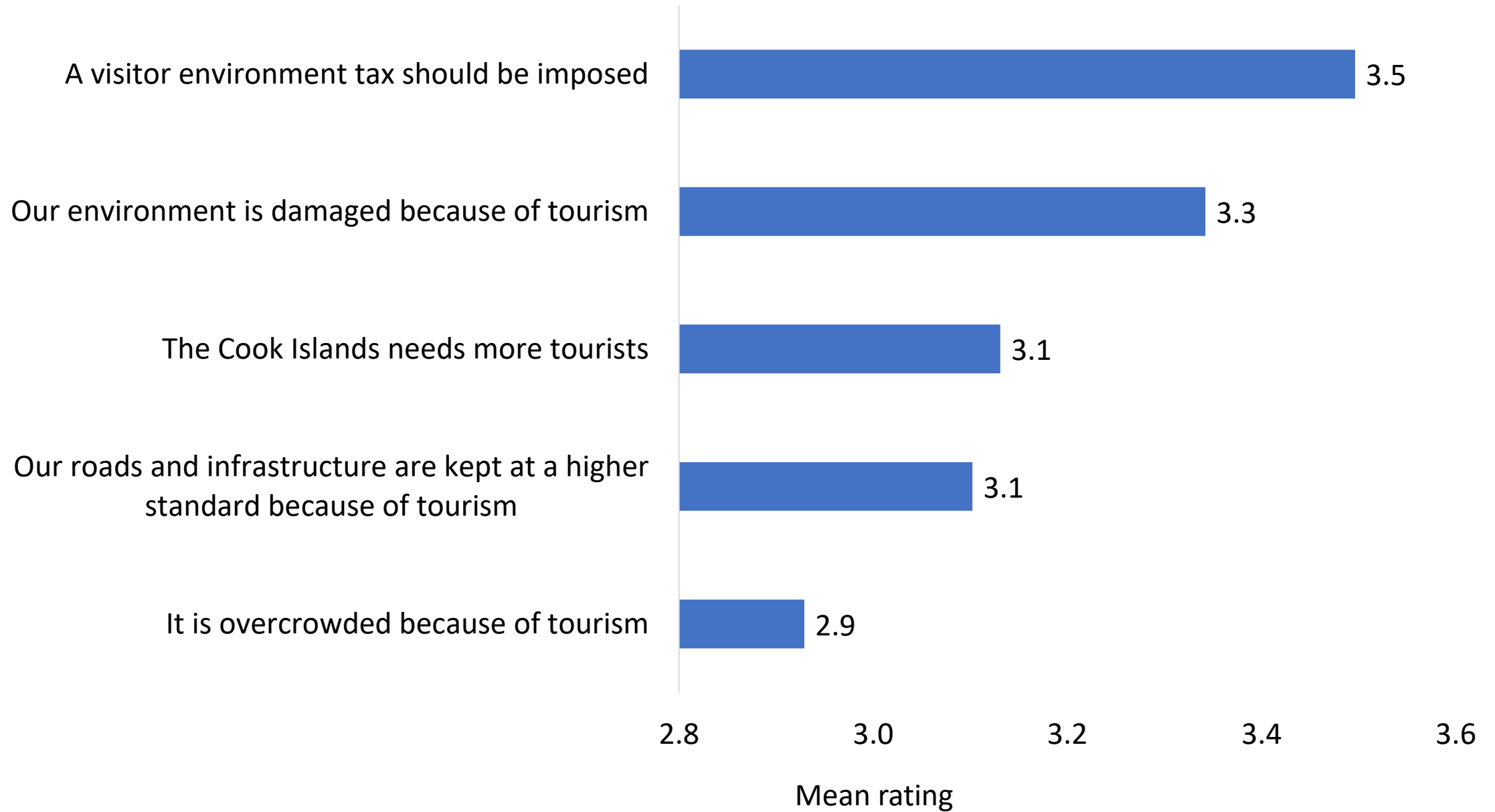


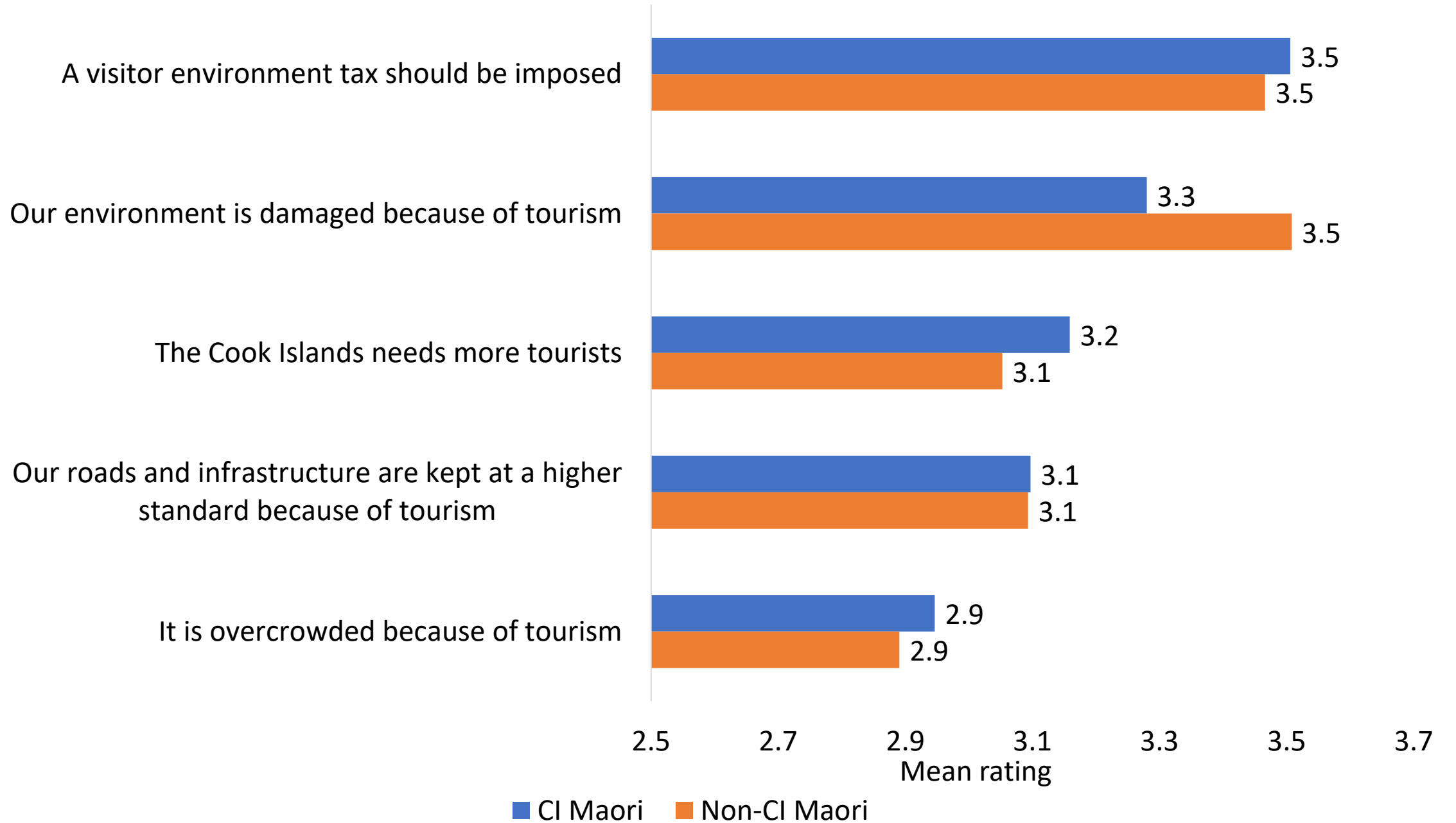
Tourism and Environmental Dimensions

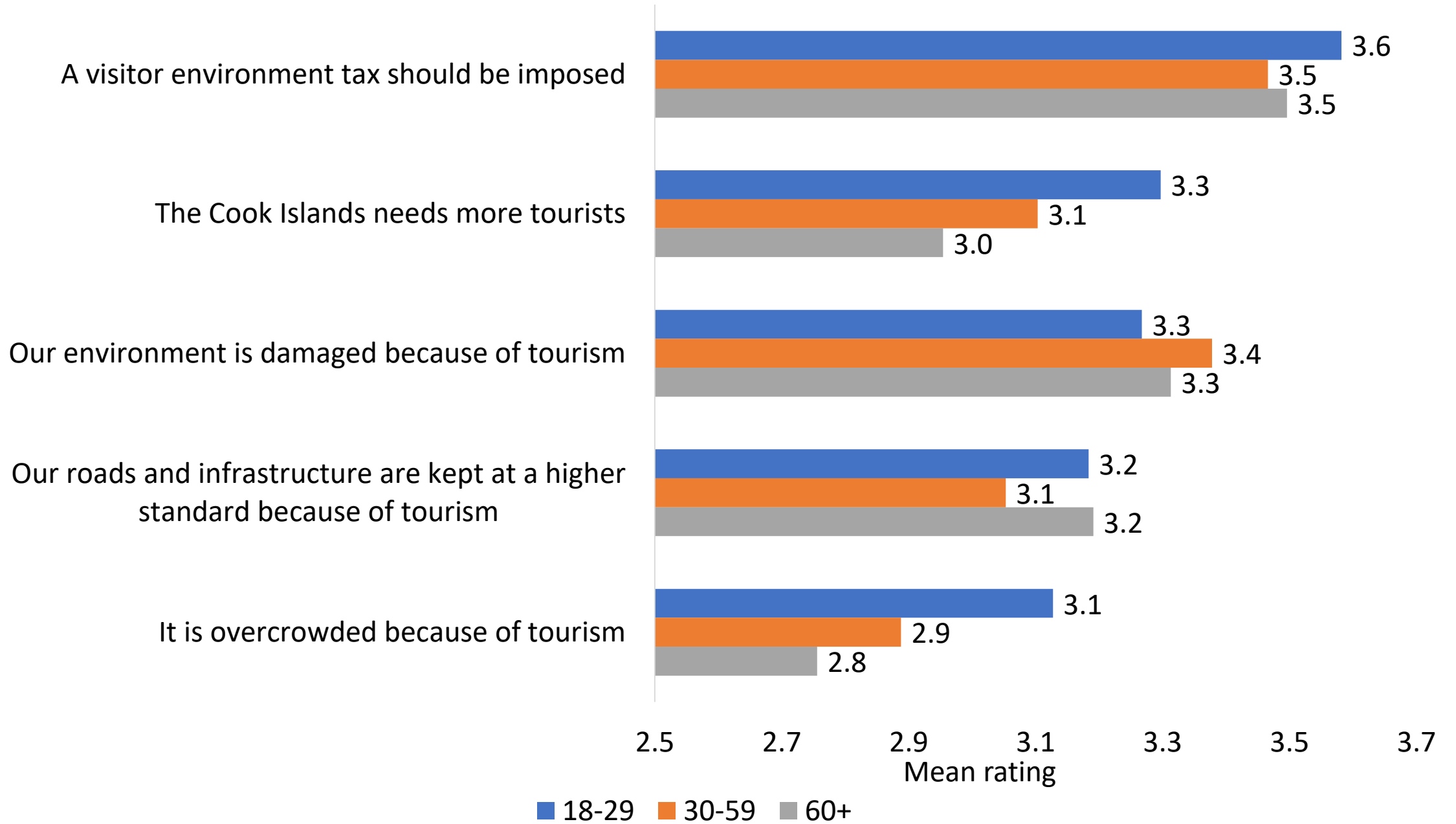


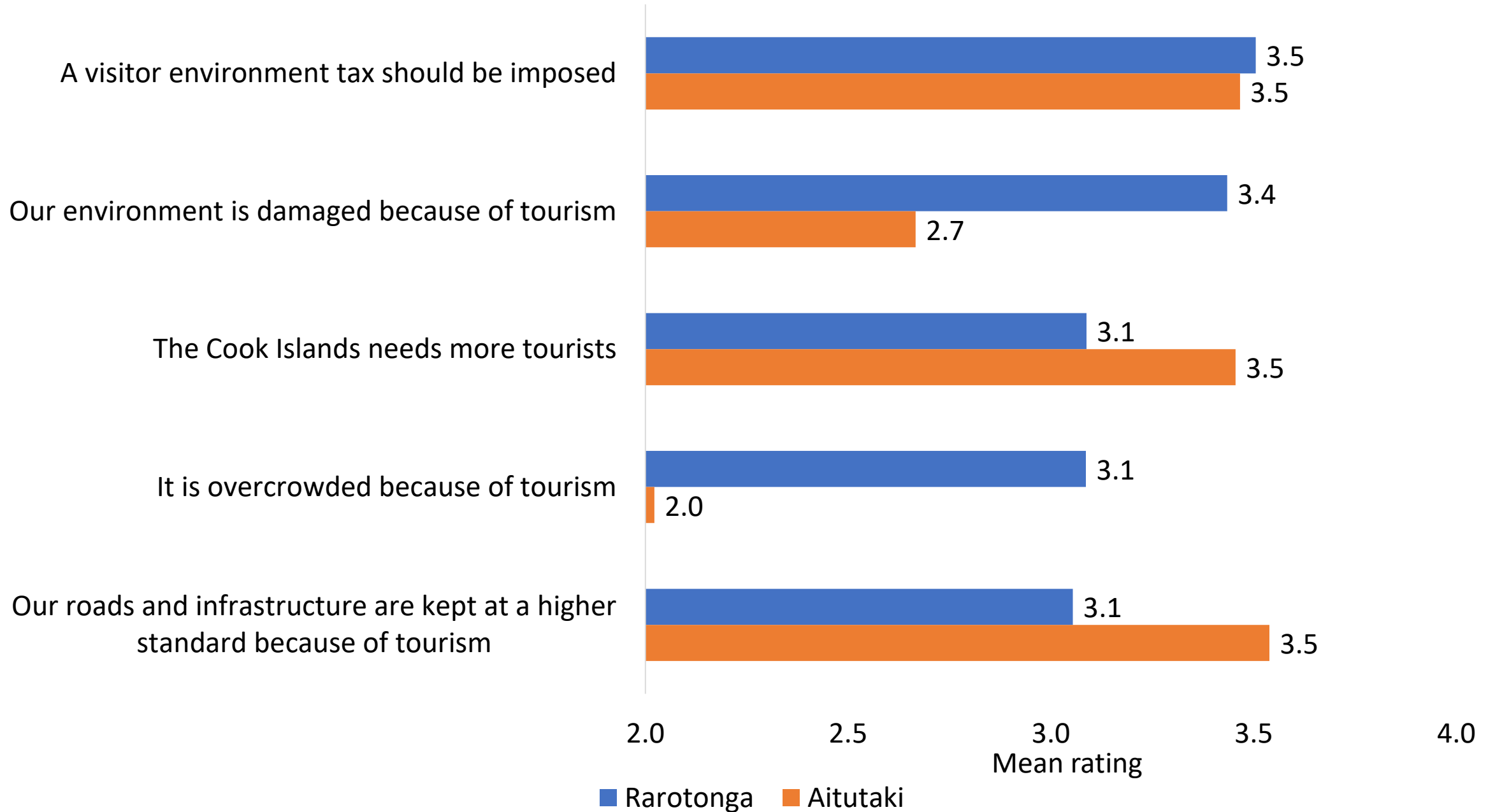
Tourism and environmental dimensions

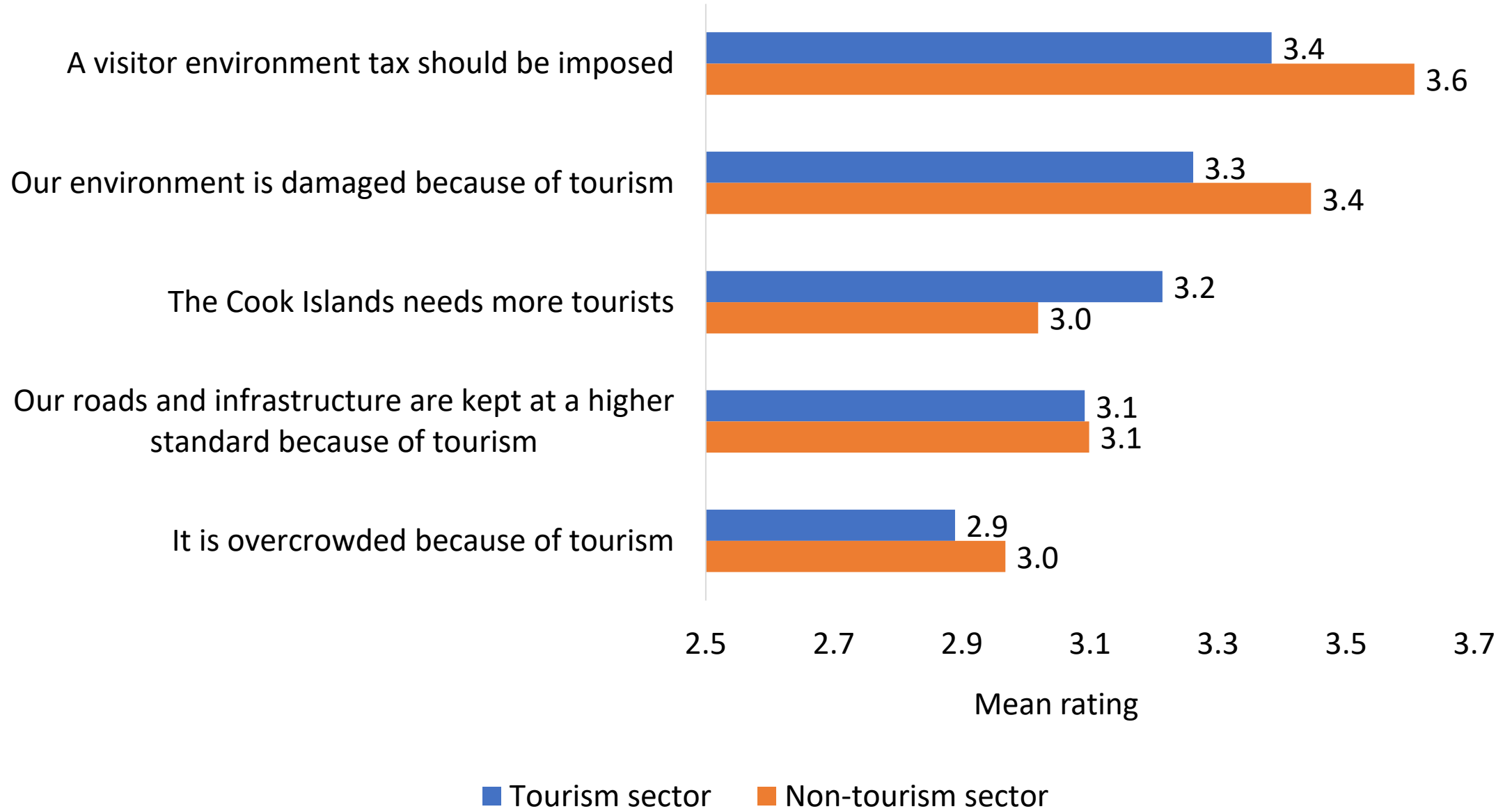










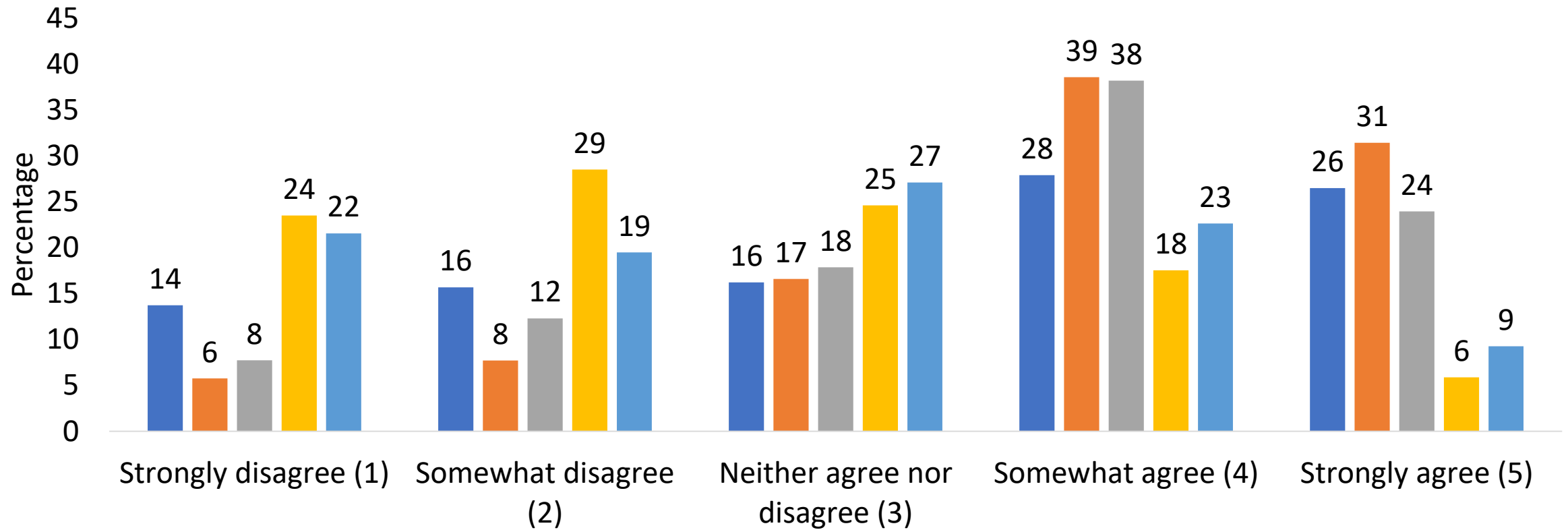




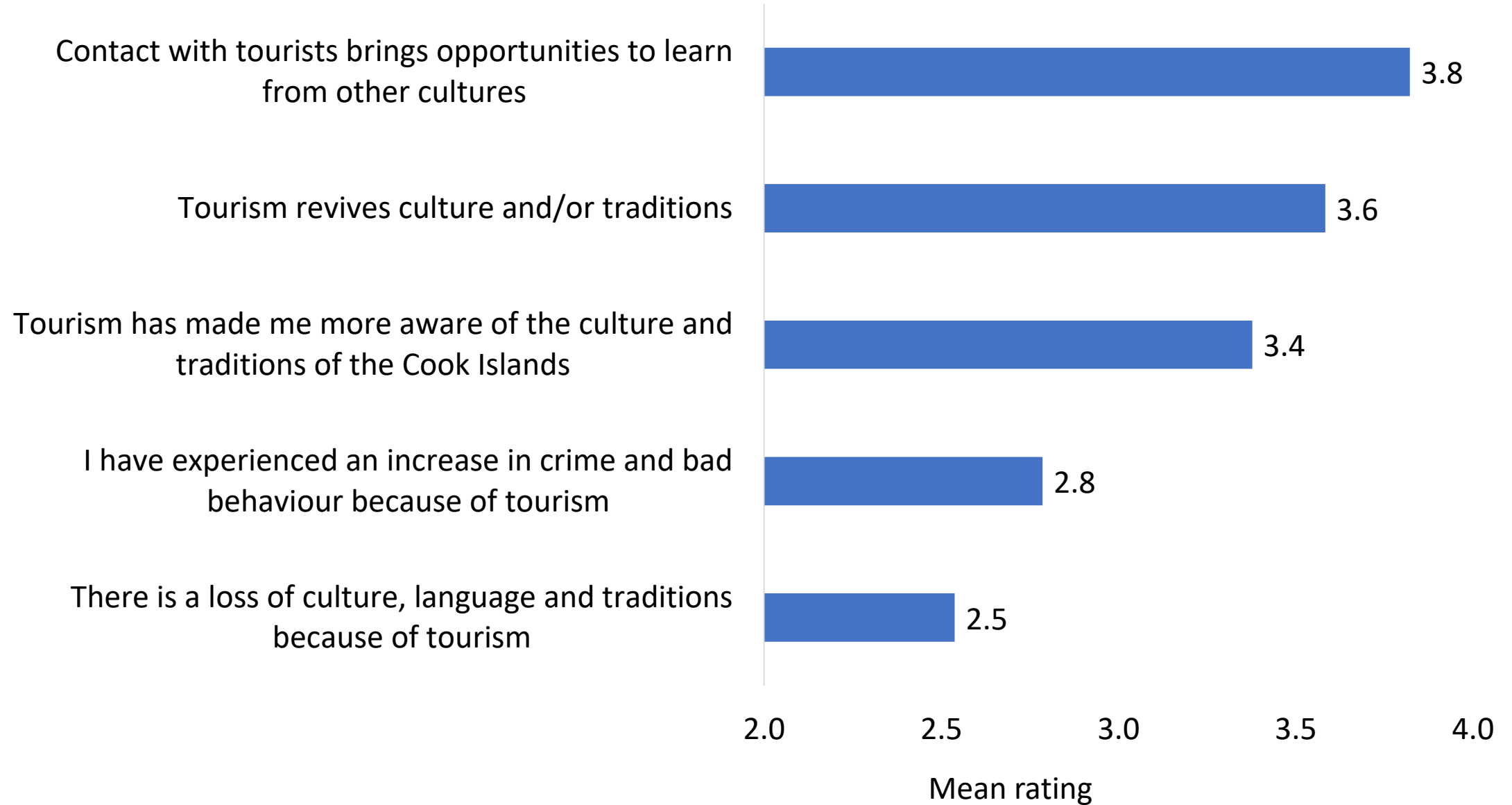
Tourism and Cultural Dimensions

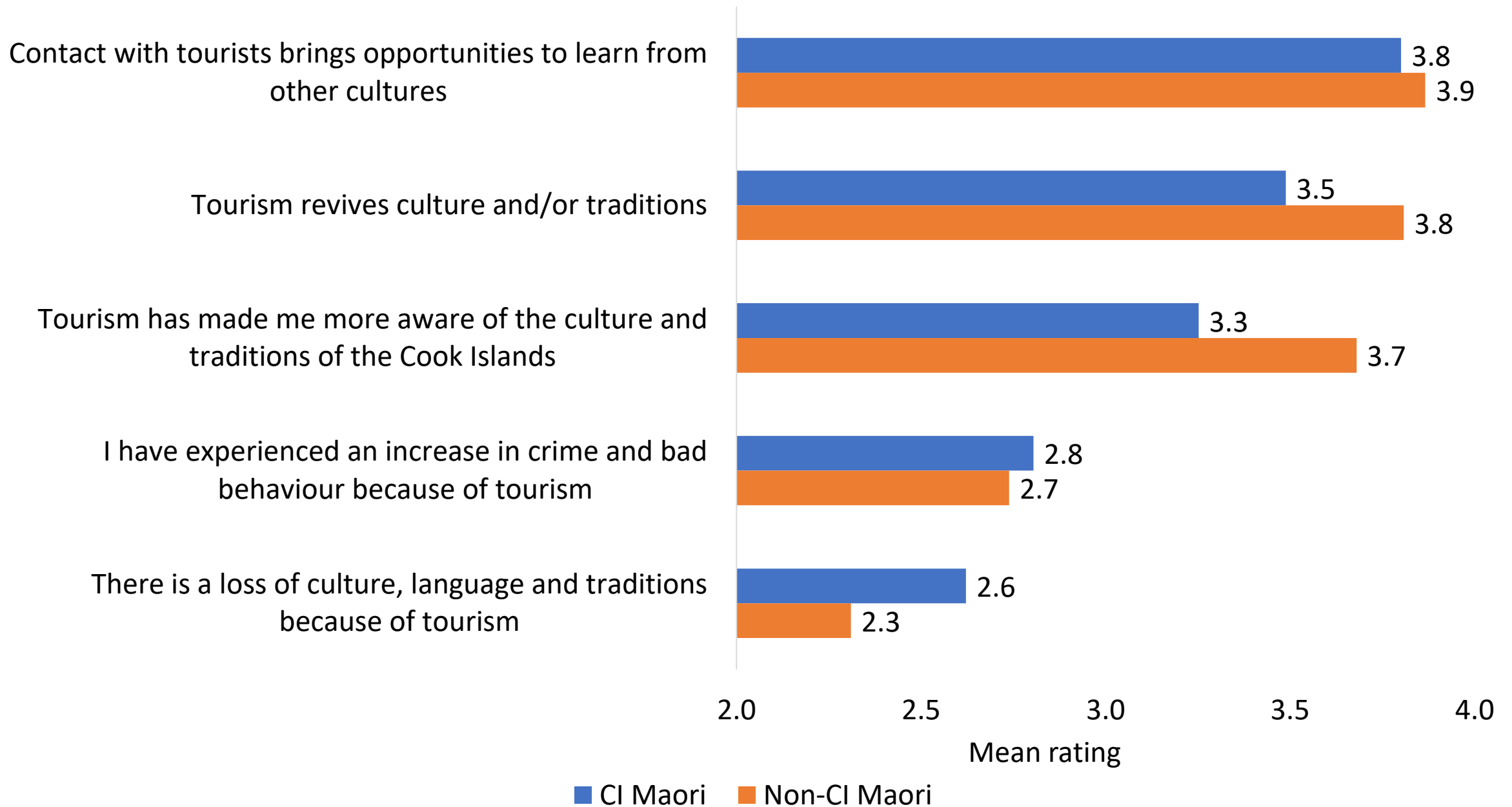


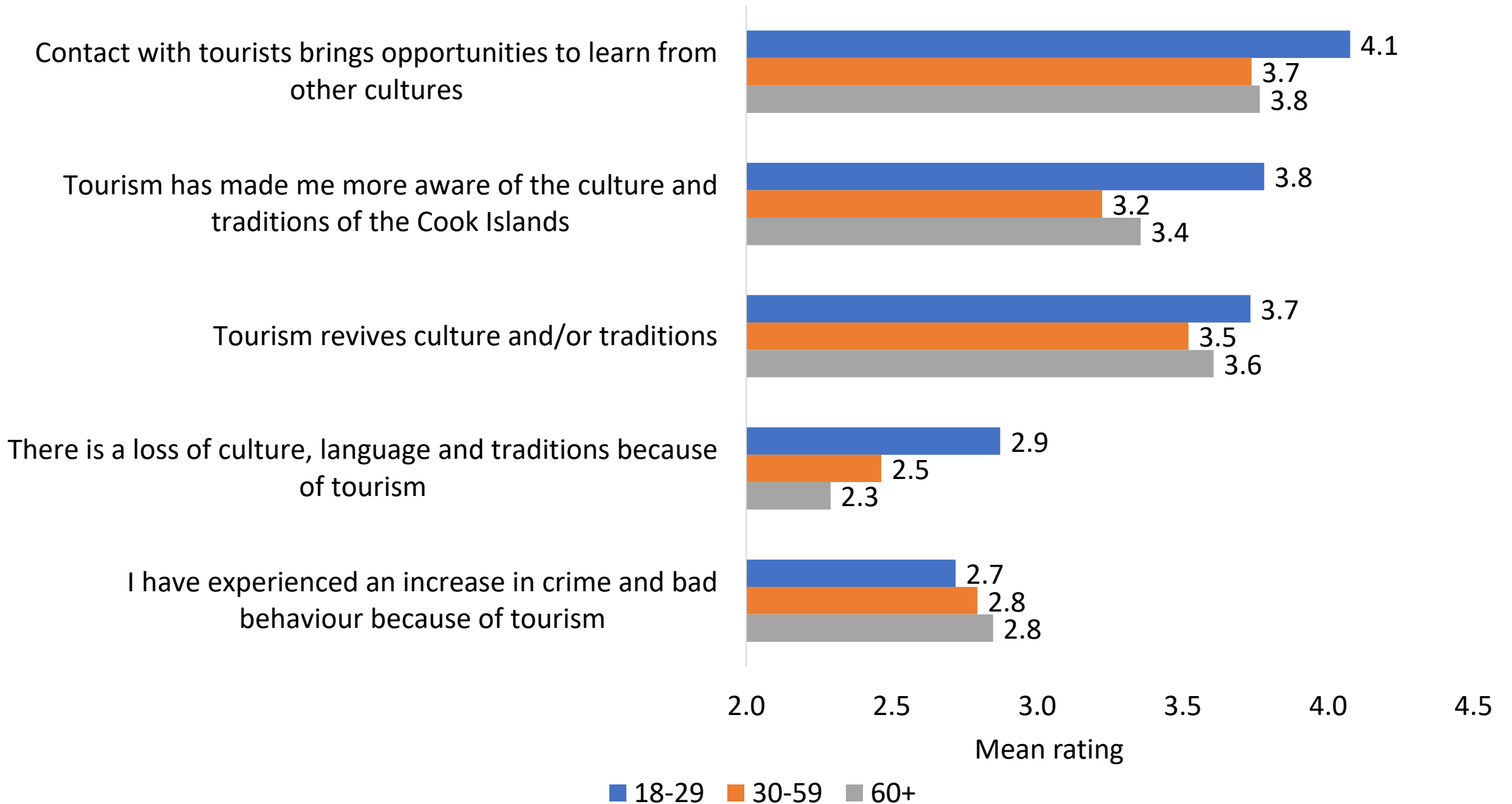
Tourism and cultural dimensions

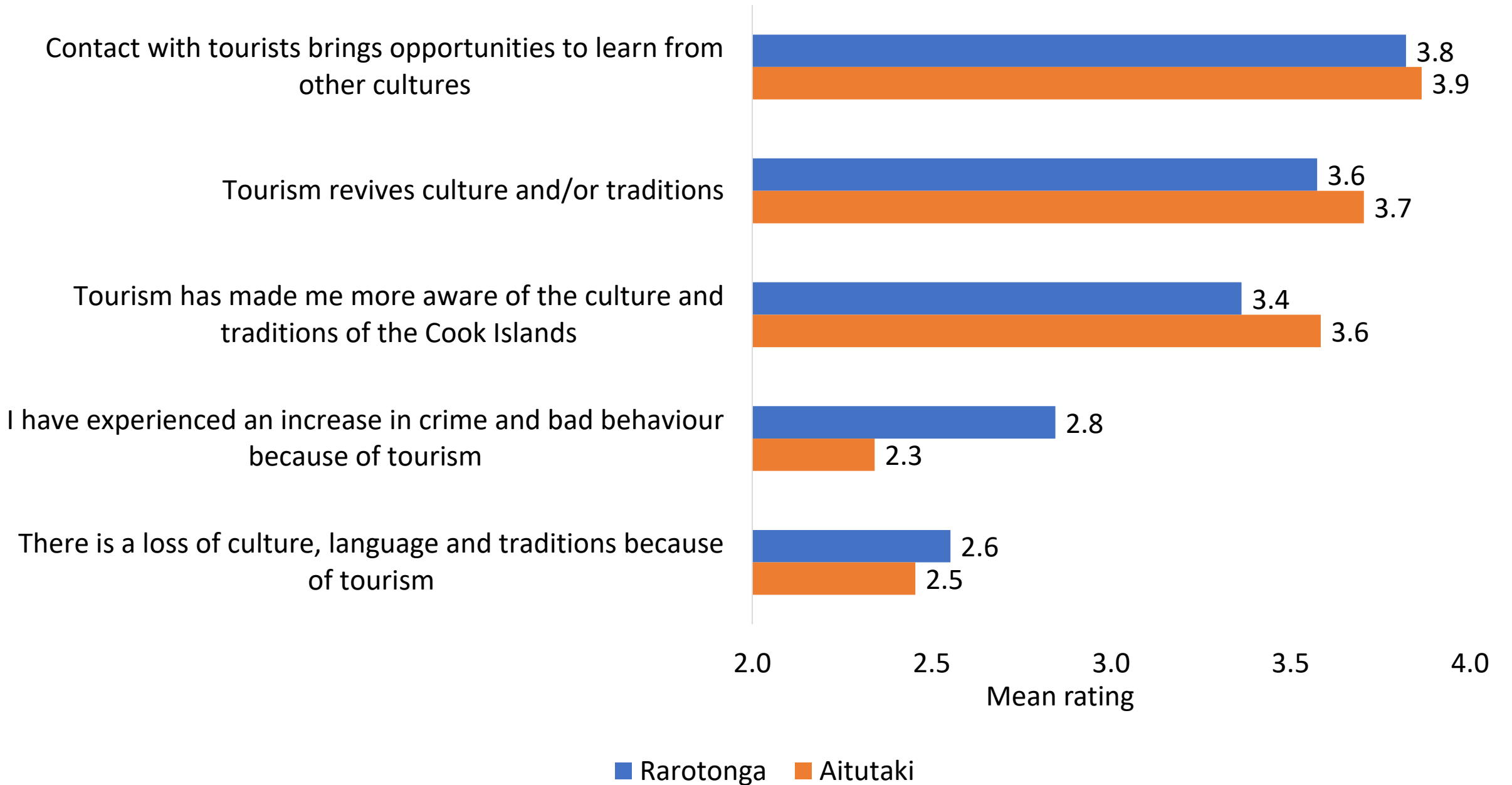


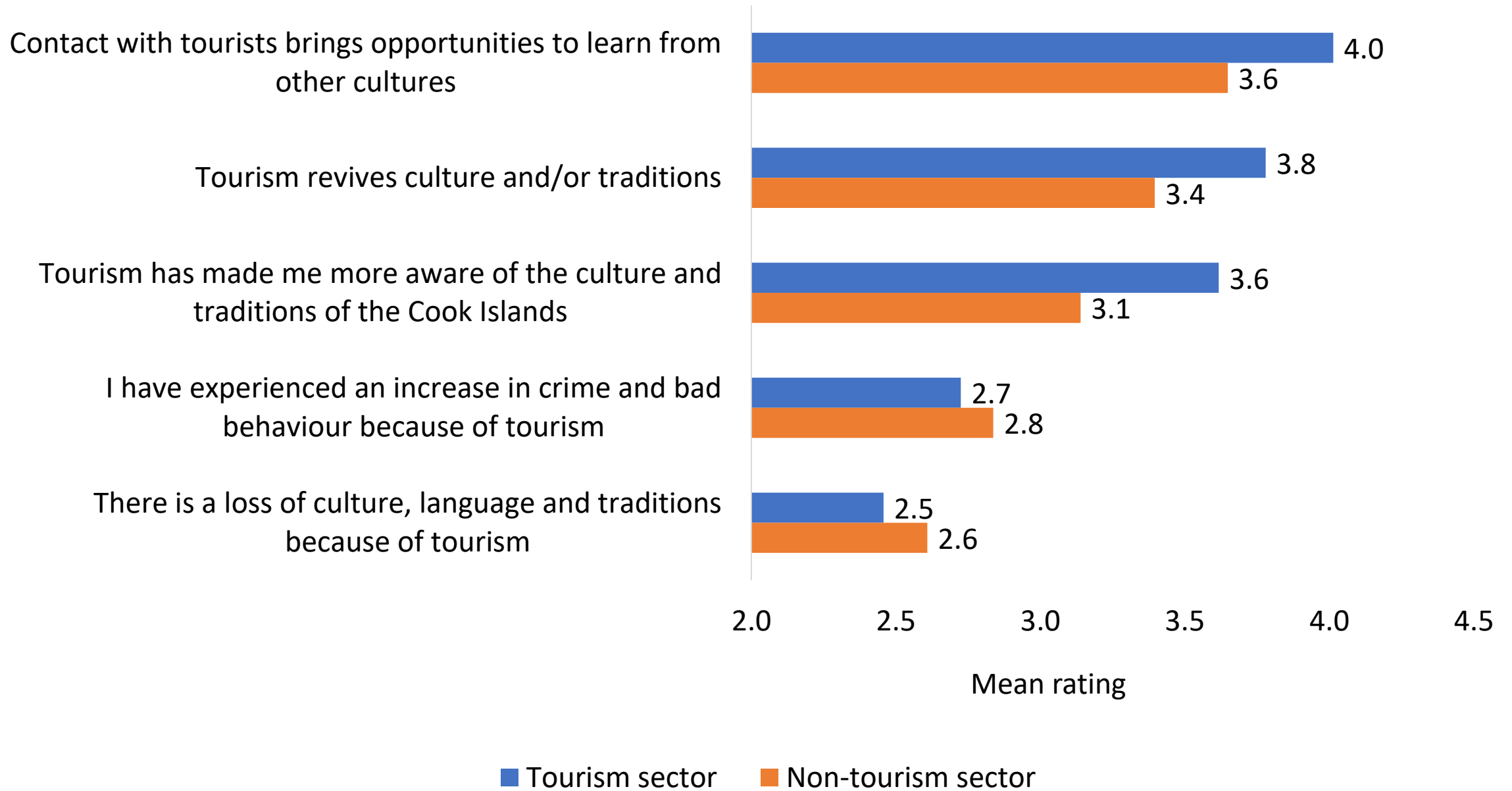
- Tourism has made me more aware of the culture and traditions of the Cook Islands
- Contact with tourists brings opportunities to learn from other cultures
- Tourism revives culture and/or traditions
- There is a loss of culture, language and traditions because of tourism
- I have experienced an increase in crime and bad behaviour because of tourism



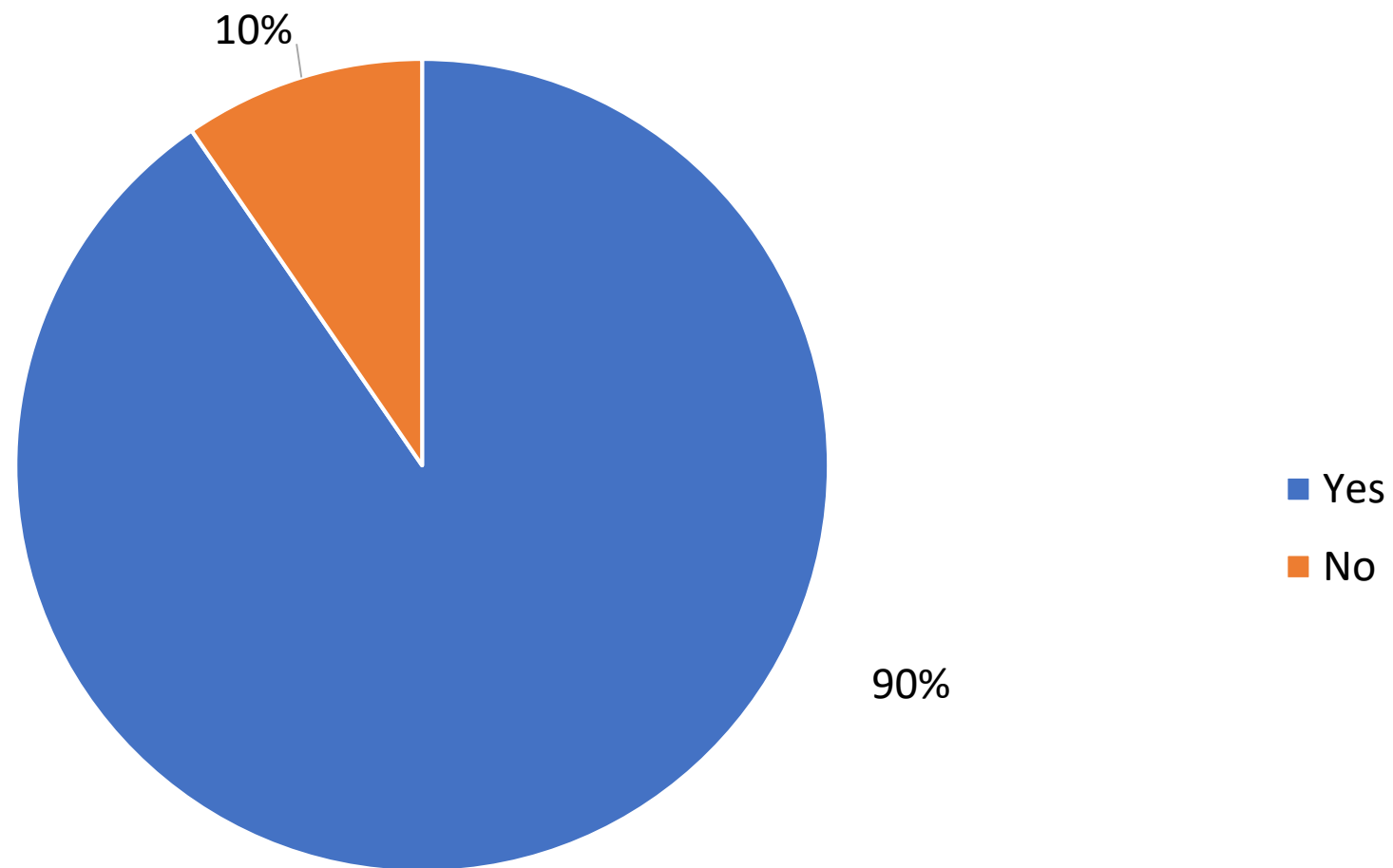






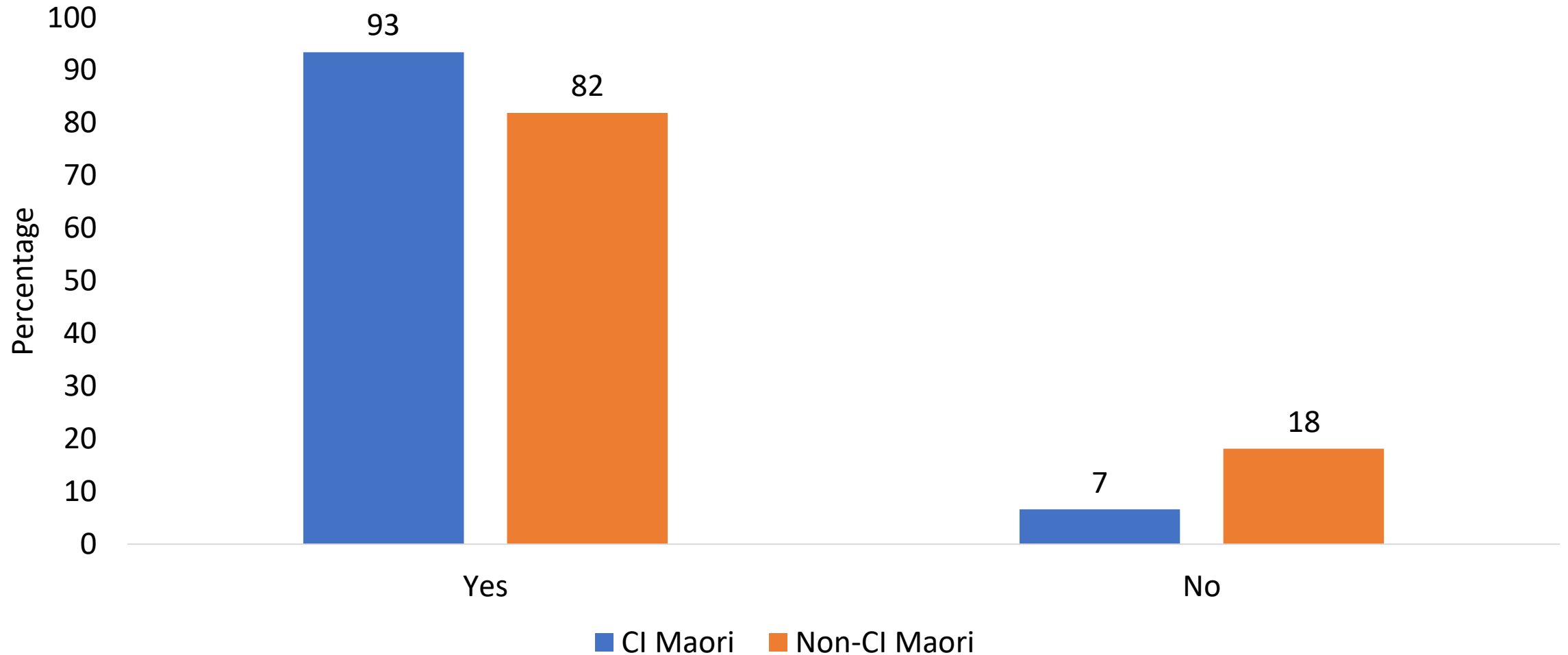


I would like to share my culture and values with tourists



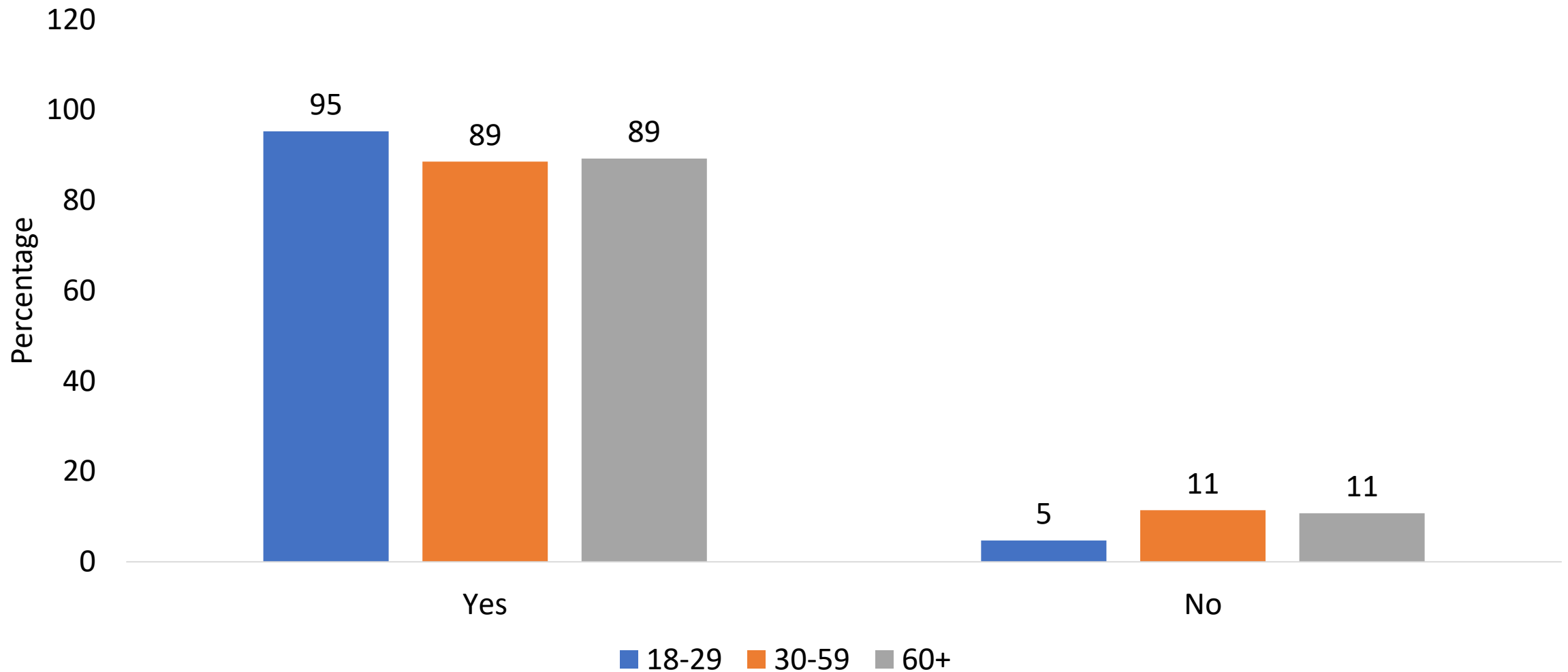
I would like to share my culture and values with tourists

CI Maori / Non-CI Maori



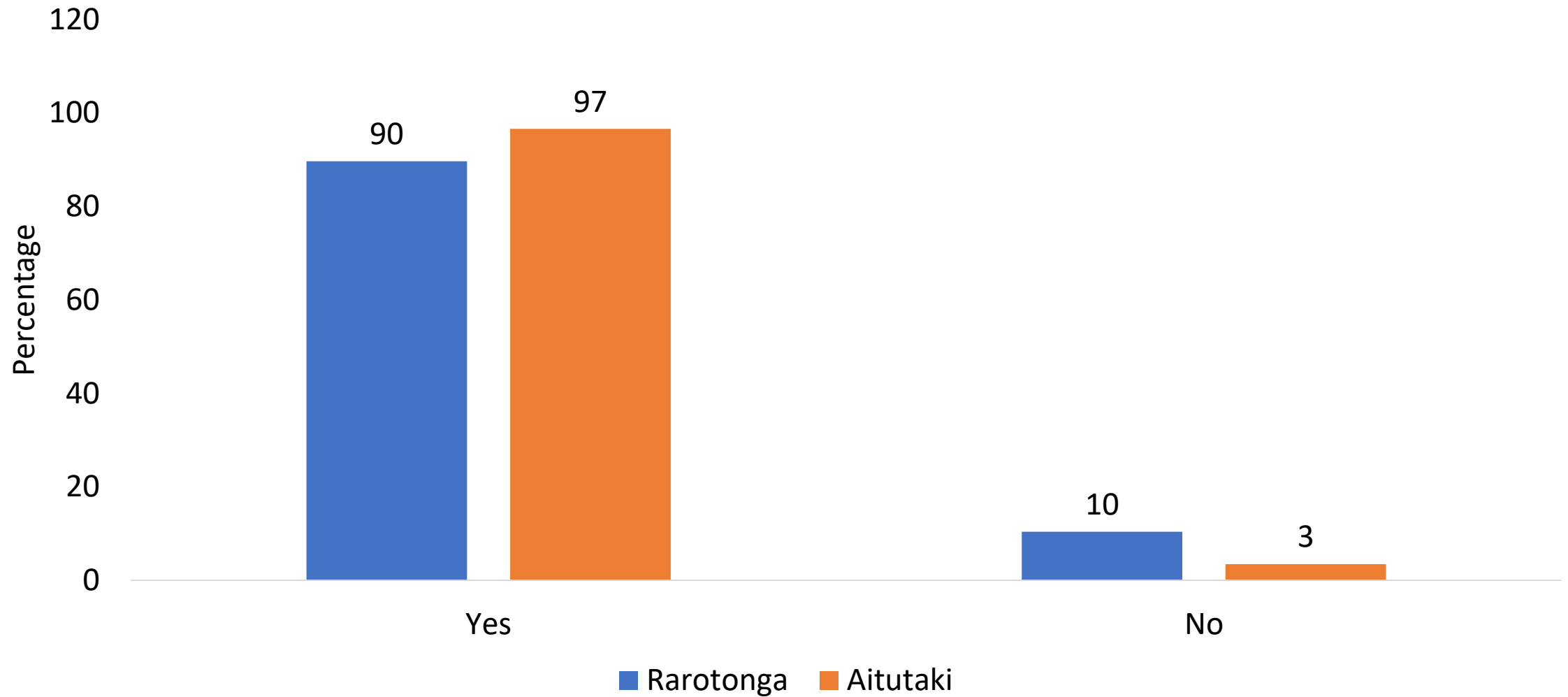
I would like to share my culture and values with tourists

Age group



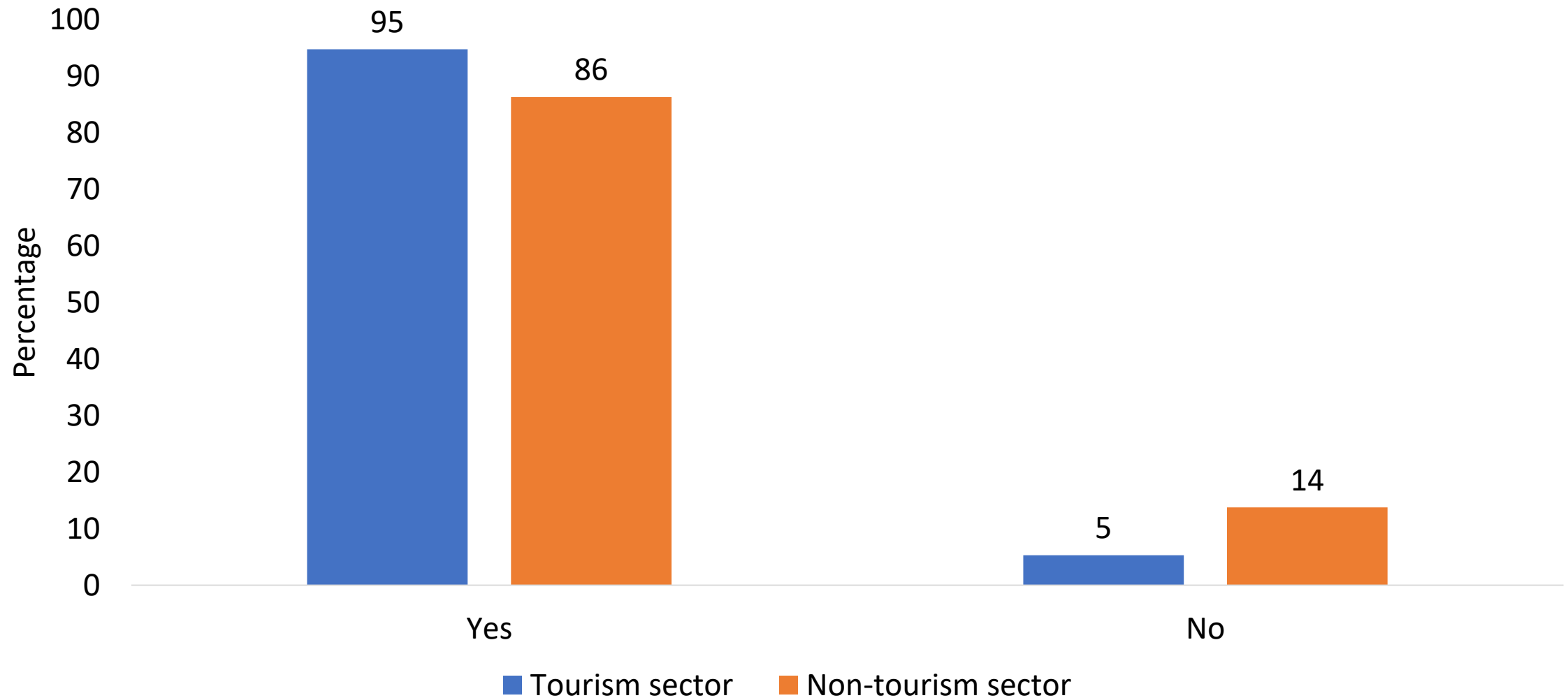
I would like to share my culture and values with tourists

Rarotonga / Aitutaki

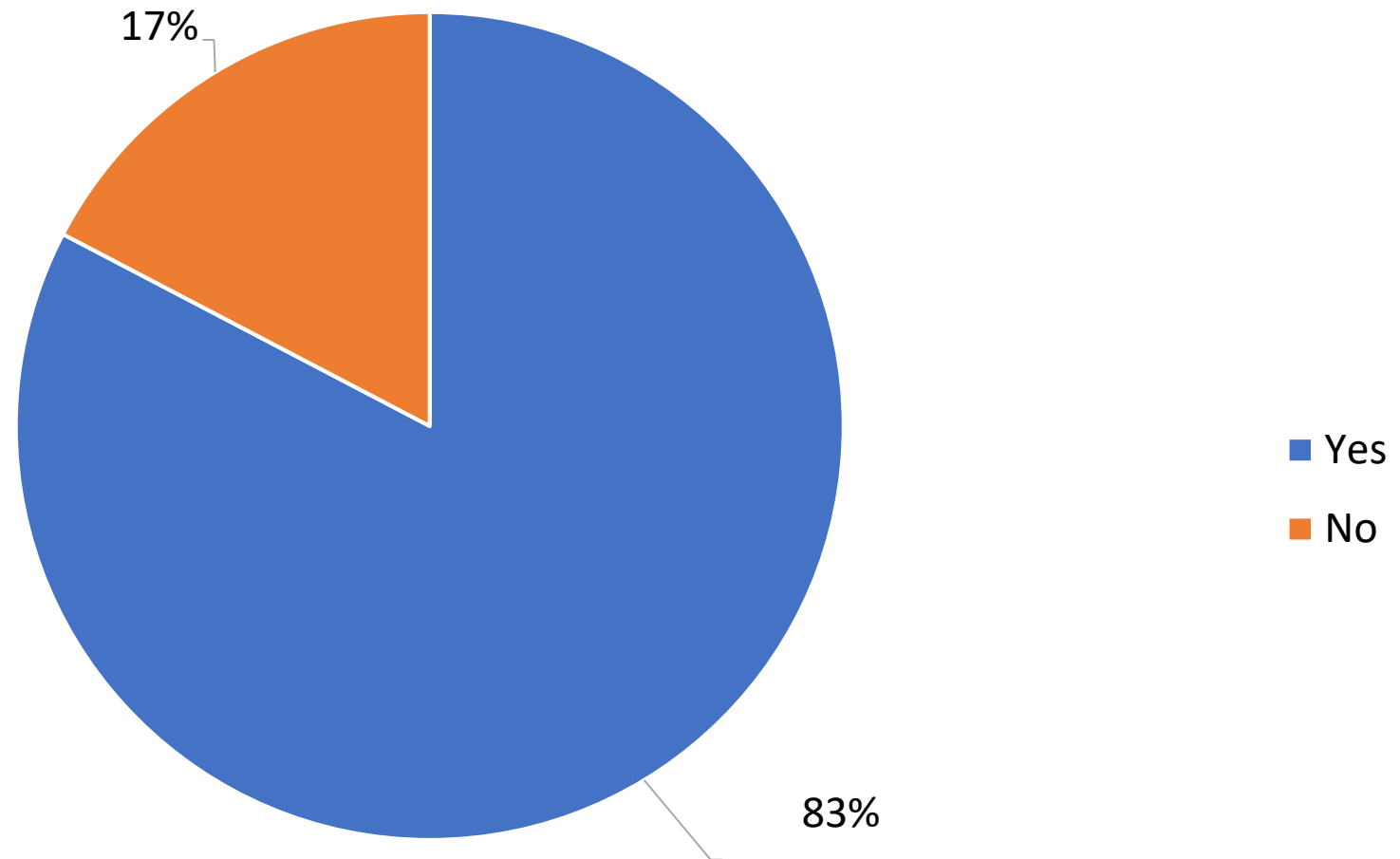


I would like to share my culture and values with tourists

Tourism / Non-tourism

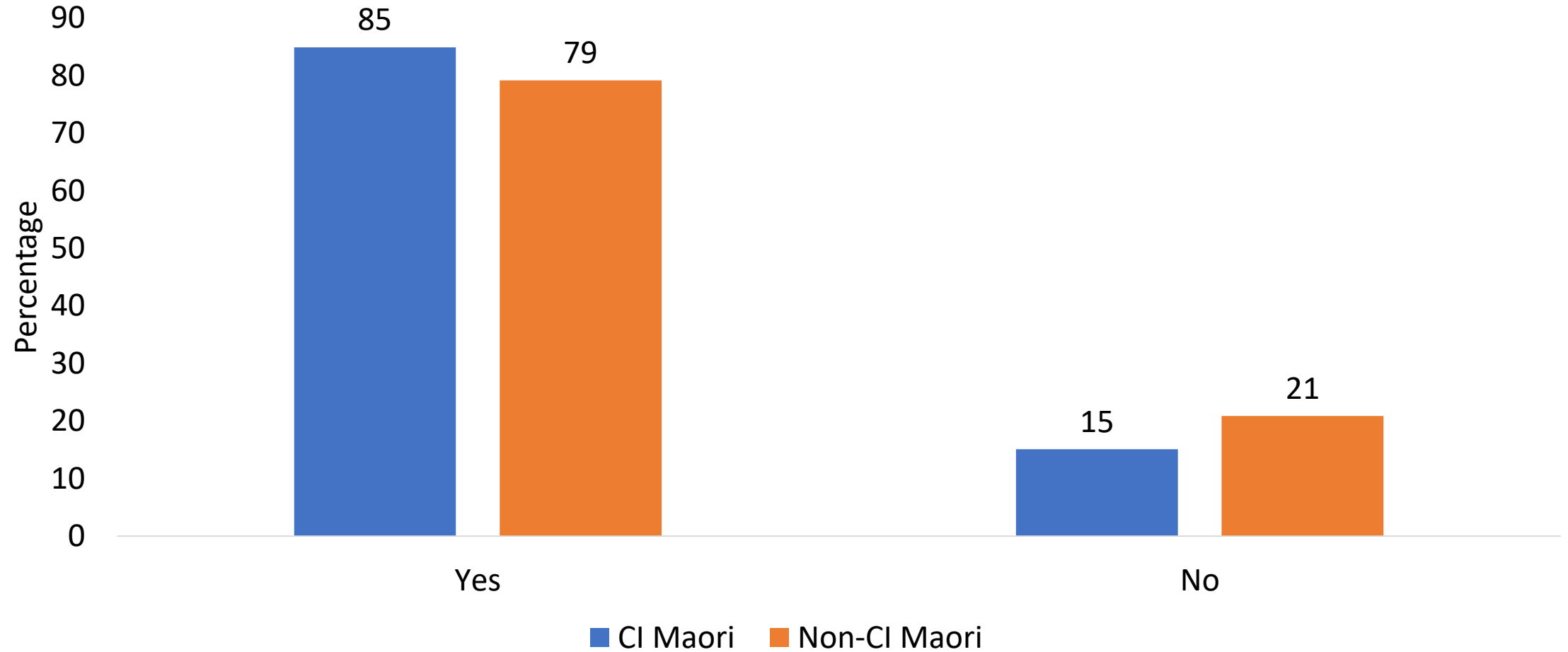


I am aware of the Kia Orana Values programme.



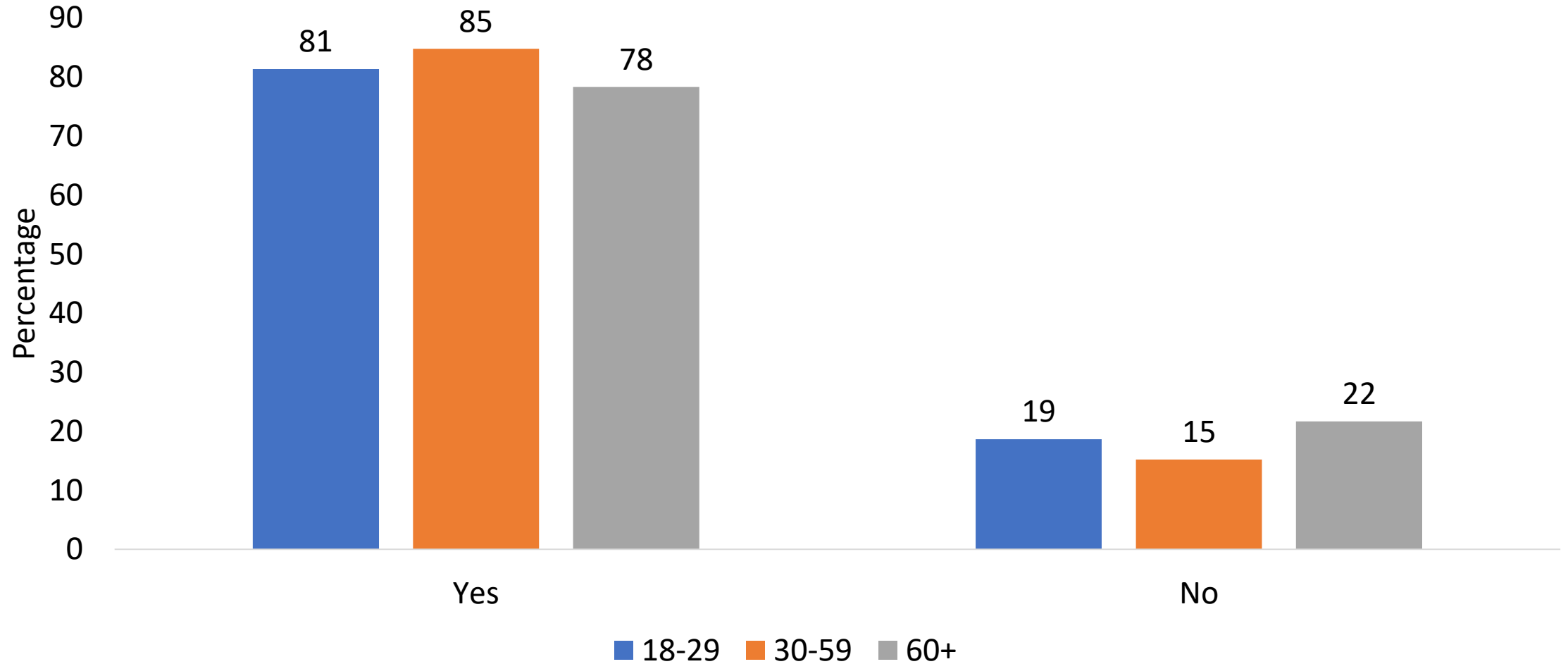
I am aware of the Kia Orana Values programme

CI Maori / Non-CI Maori



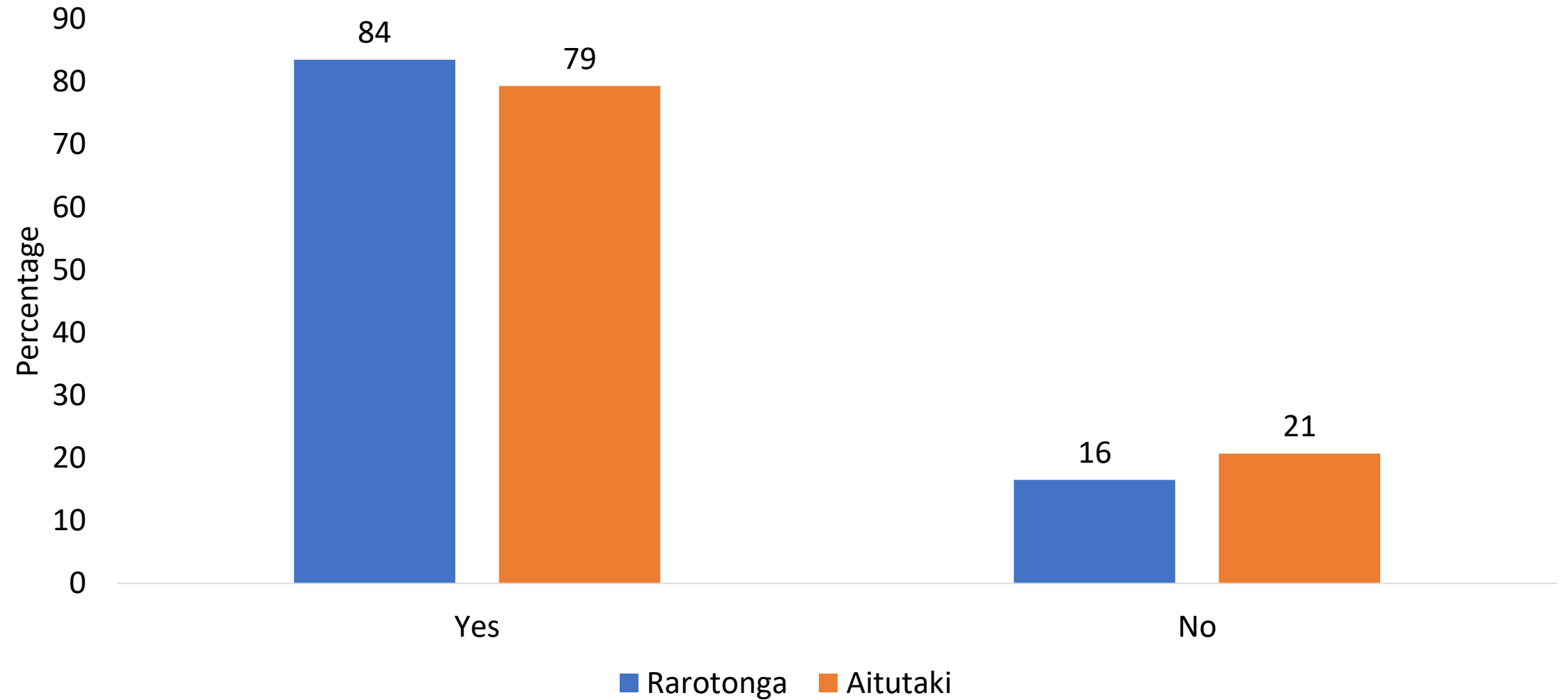
I am aware of the Kia Orana Values programme

Age group



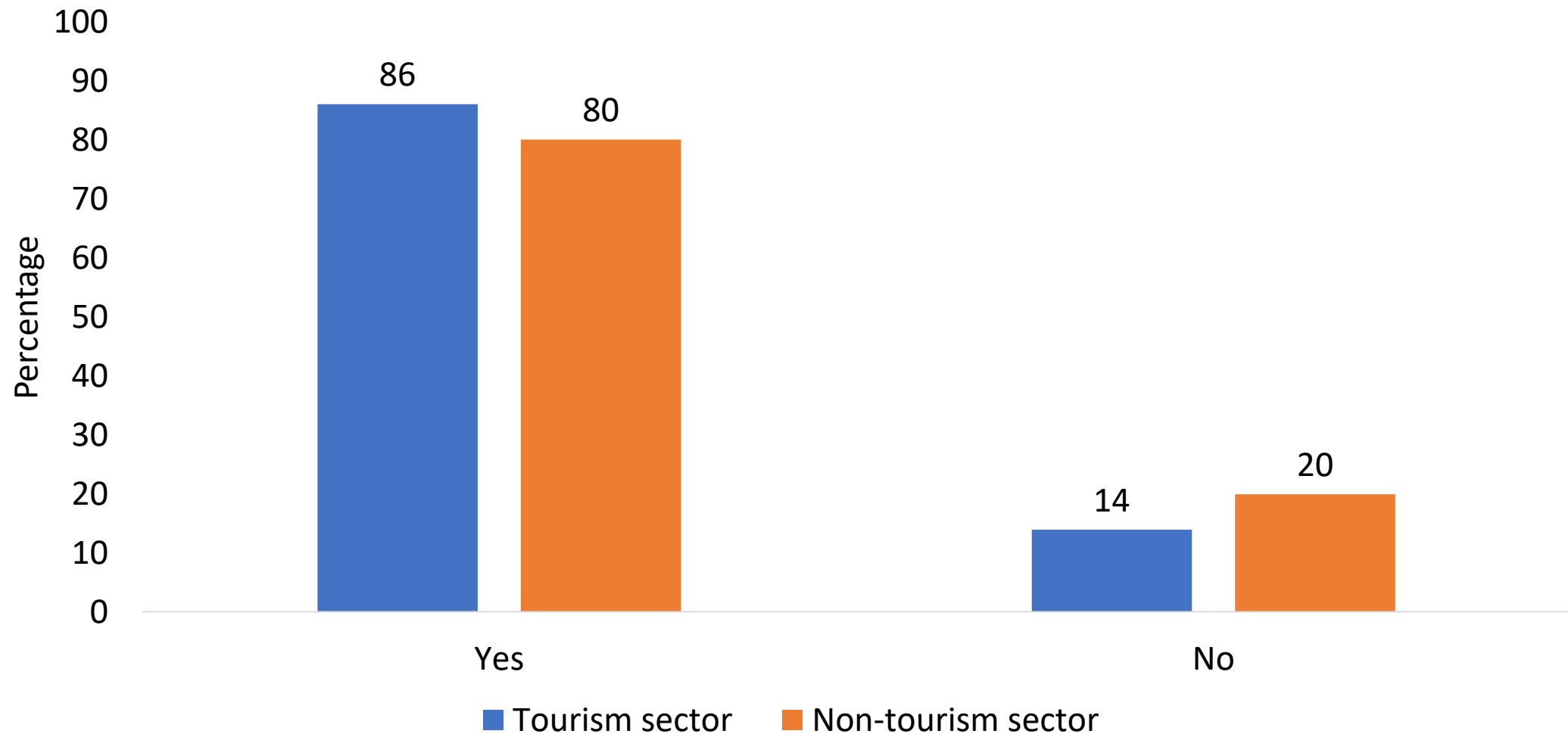
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Rarotonga / Aitutaki

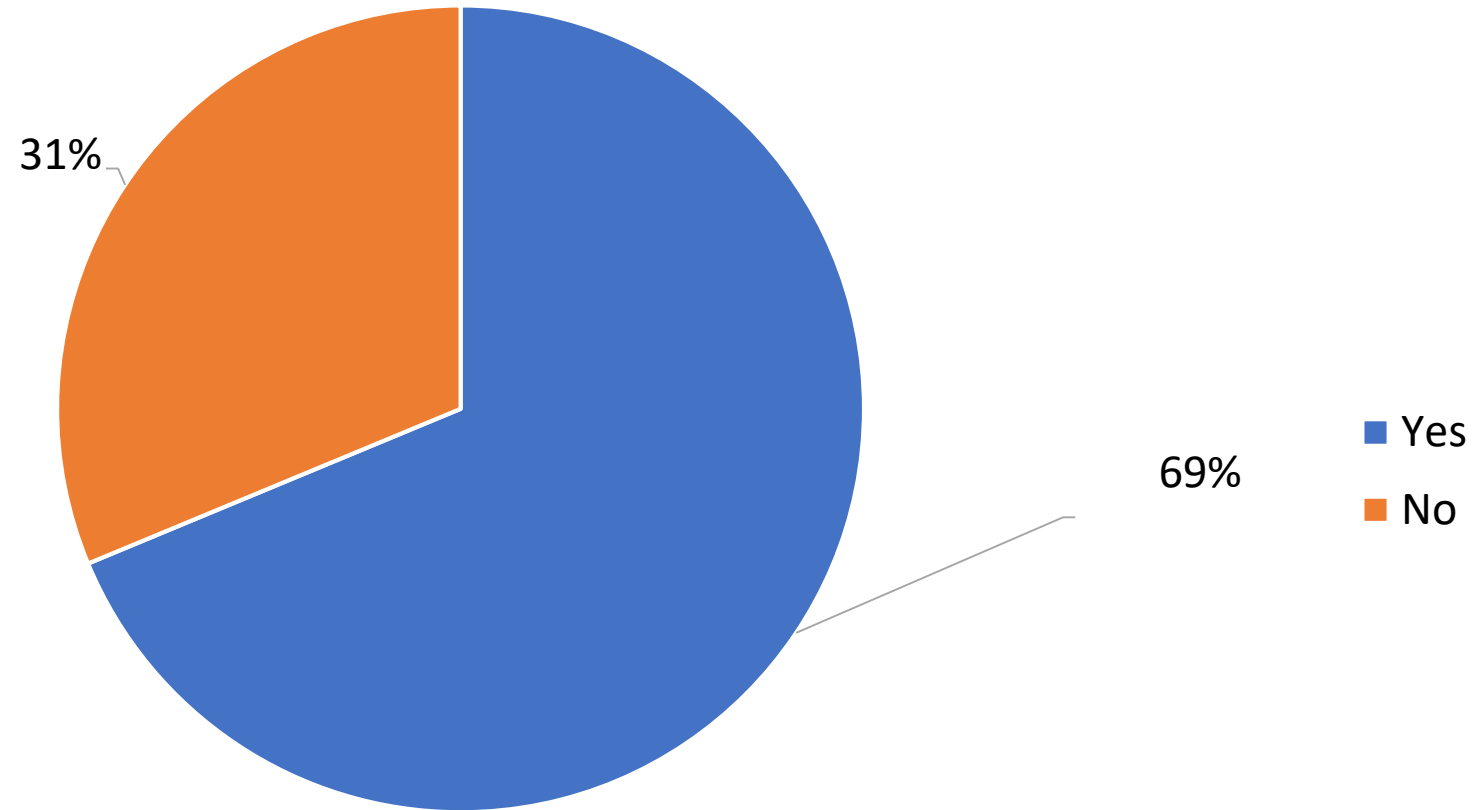


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Tourism / Non-tourism

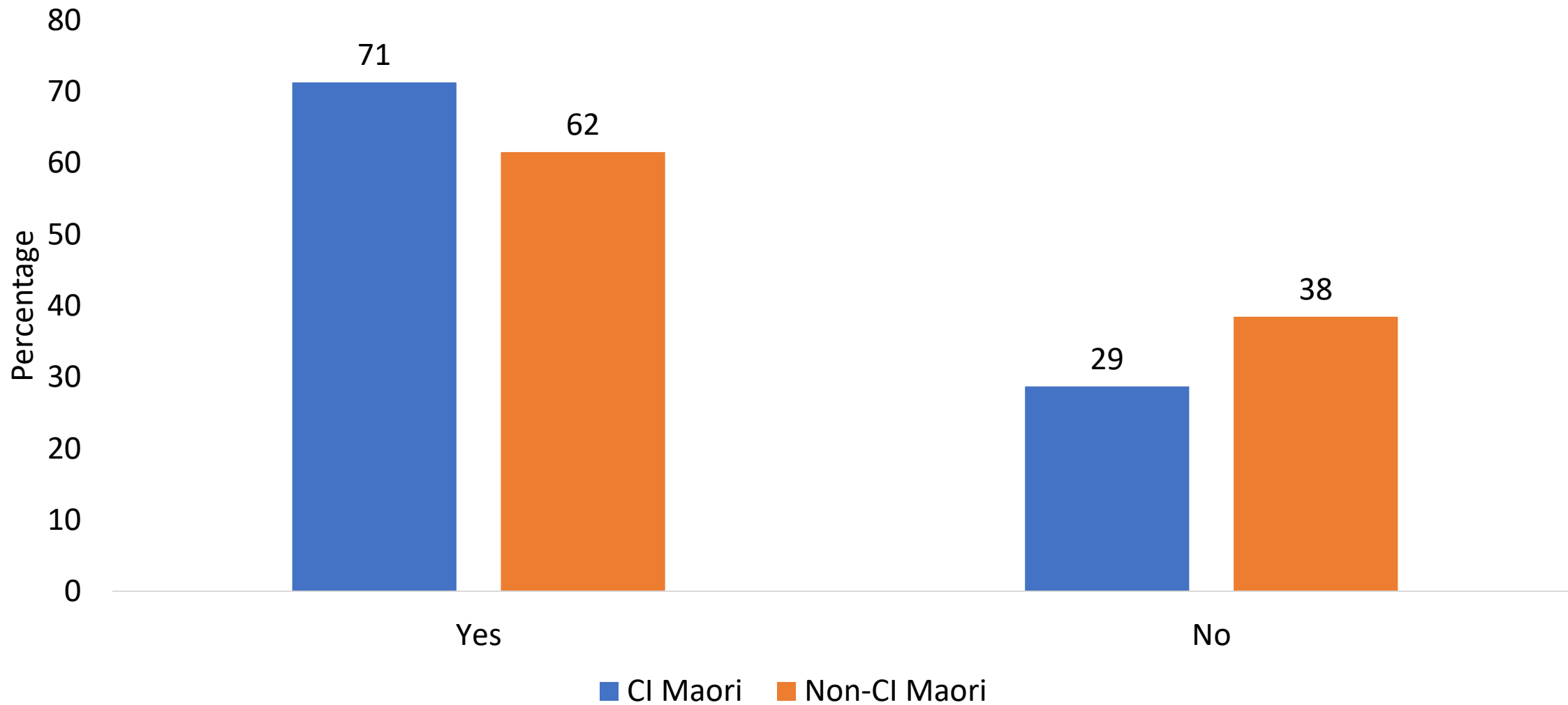


I am willing to be a Kia Orana Ambassador



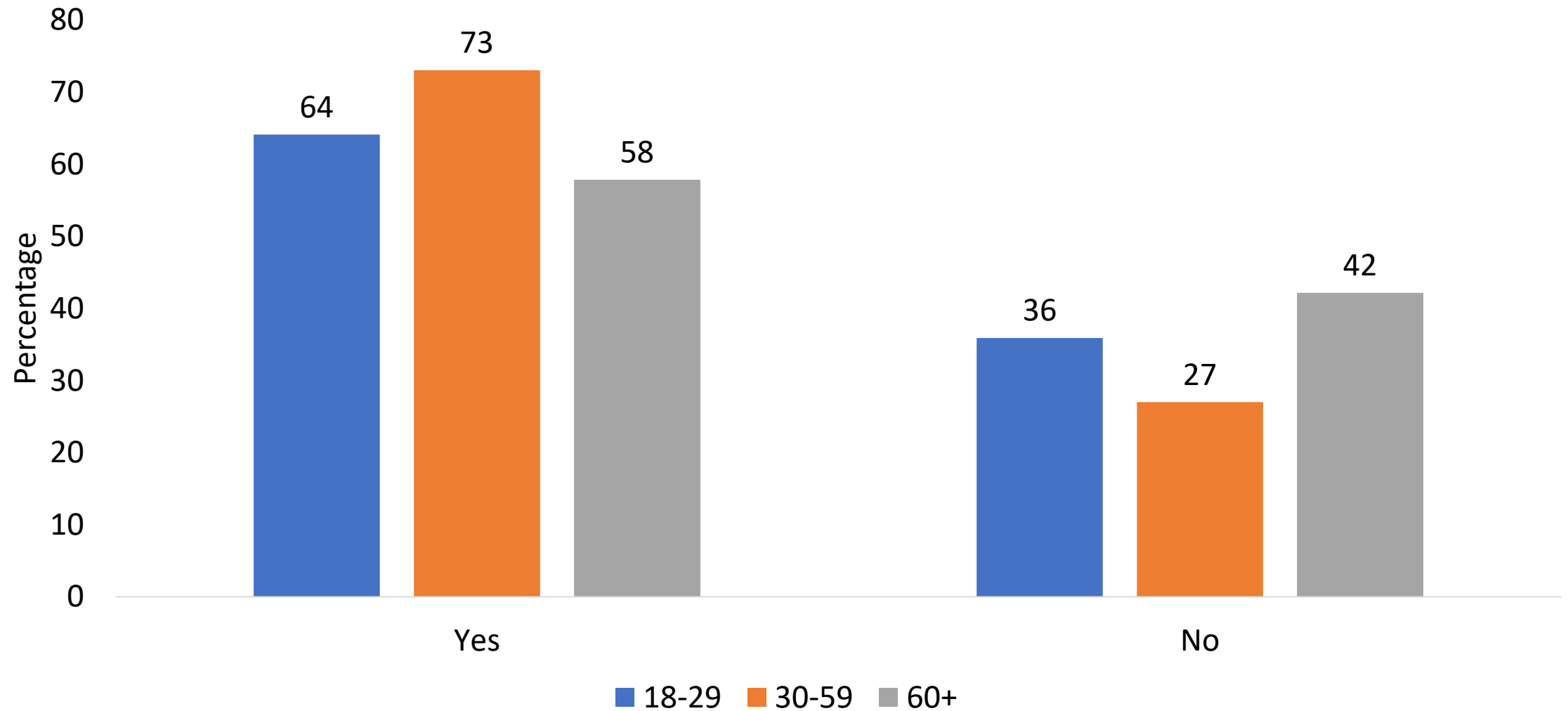
I am willing to be a Kia Orana Ambassador

CI Maori / Non-CI Maori



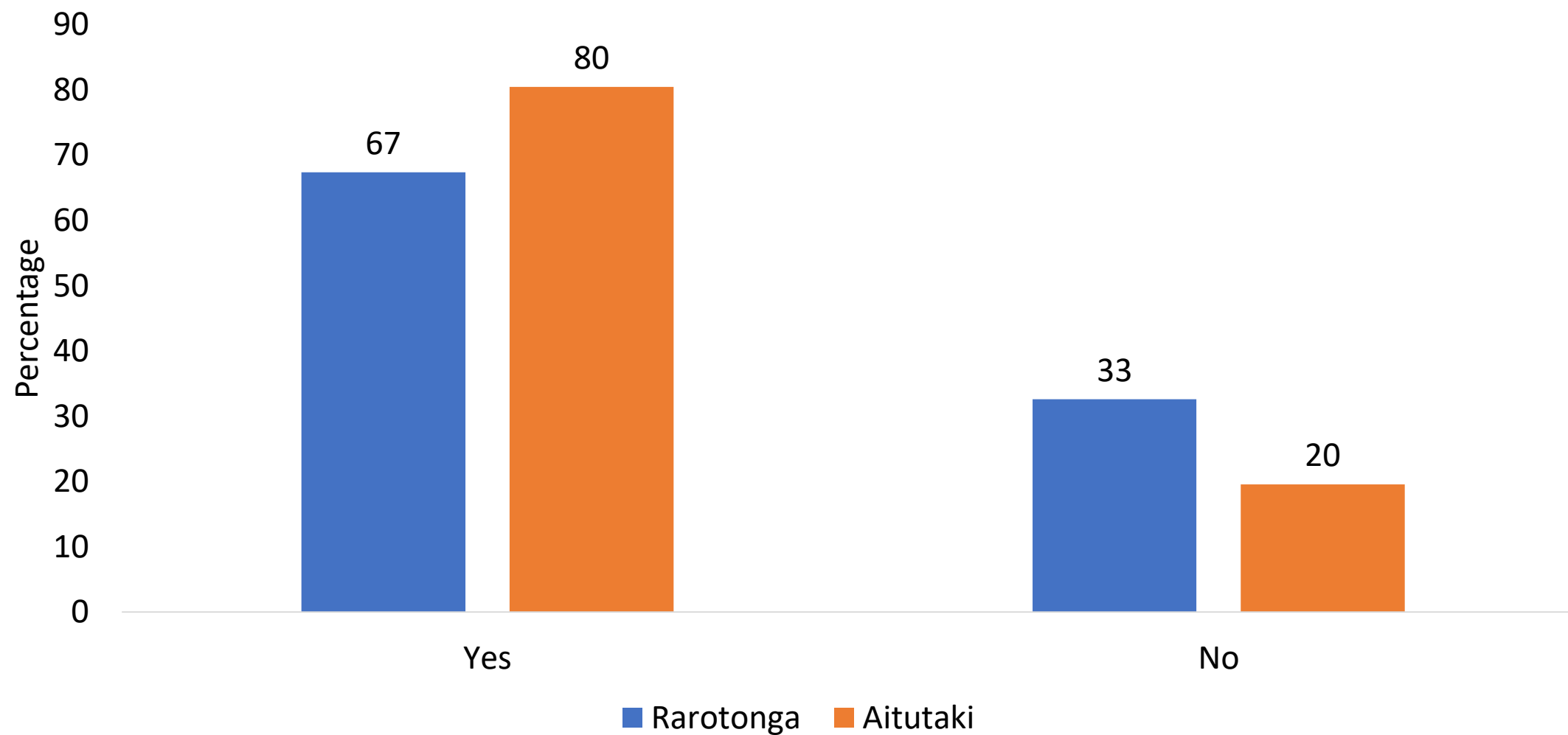
I am willing to be a Kia Orana Ambassador

Age group



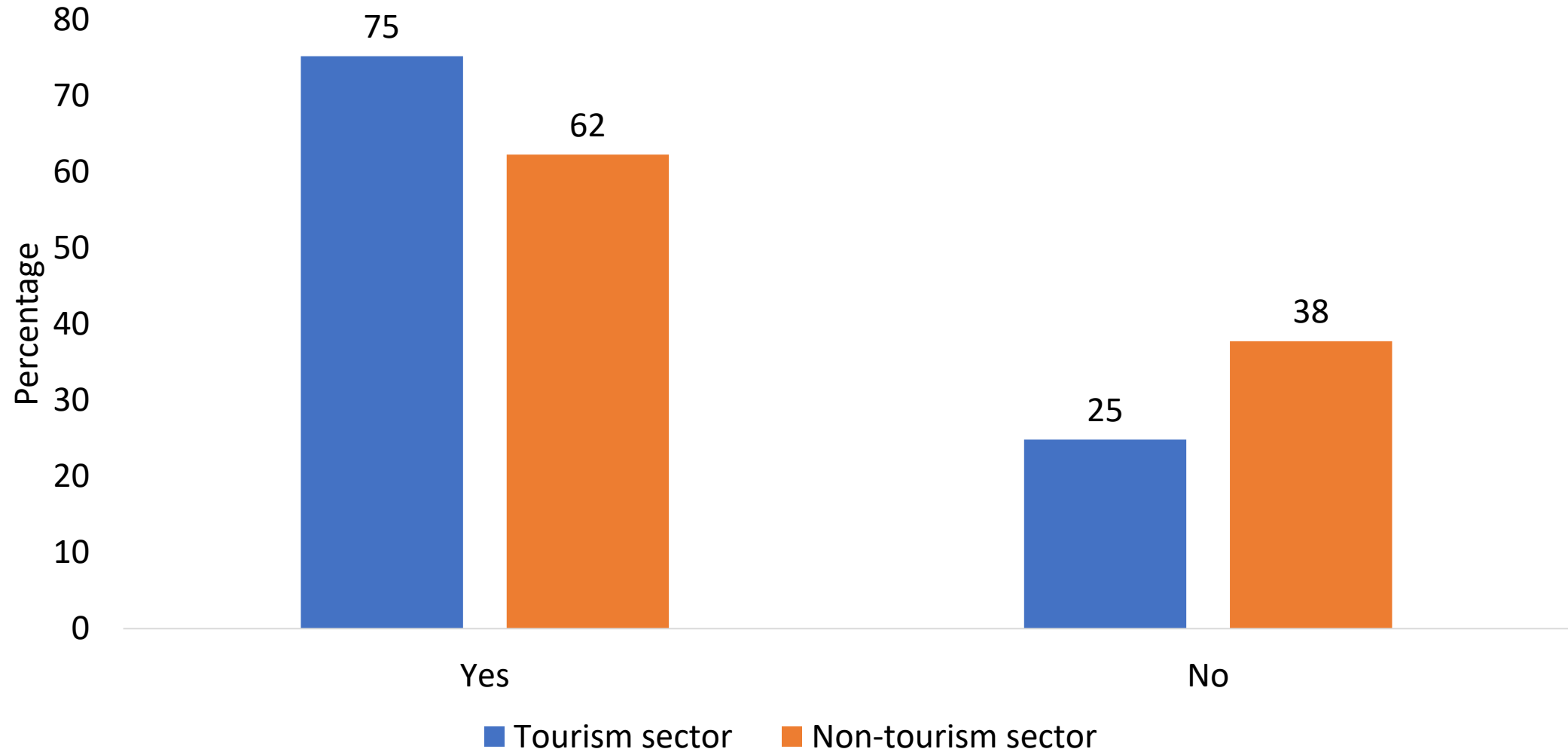
I am willing to be a Kia Orana Ambassador

Rarotonga / Aitutaki



I am willing to be a Kia Orana Ambassador

Tourism / Non-tourism

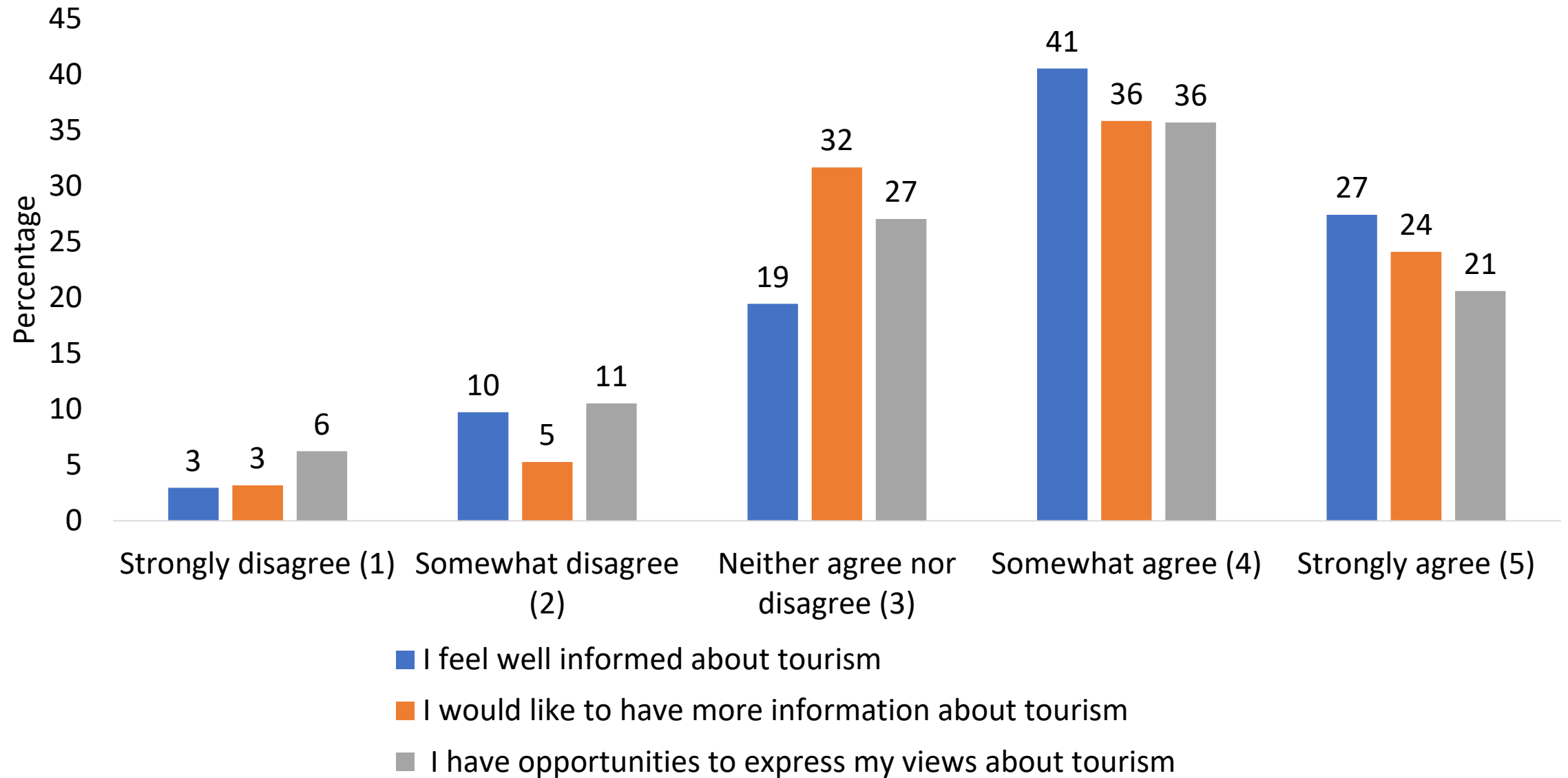




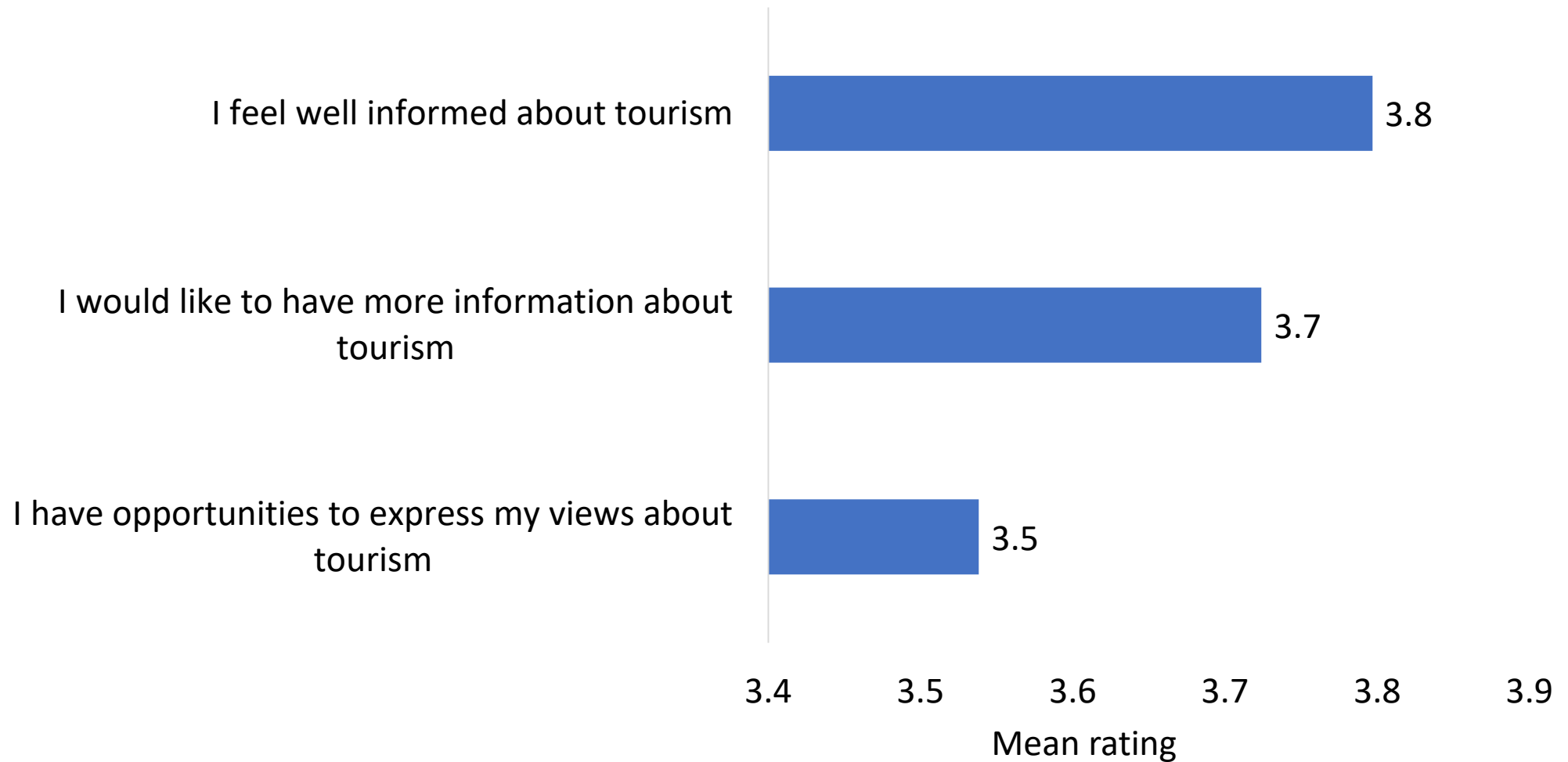
Tourism and Information Access



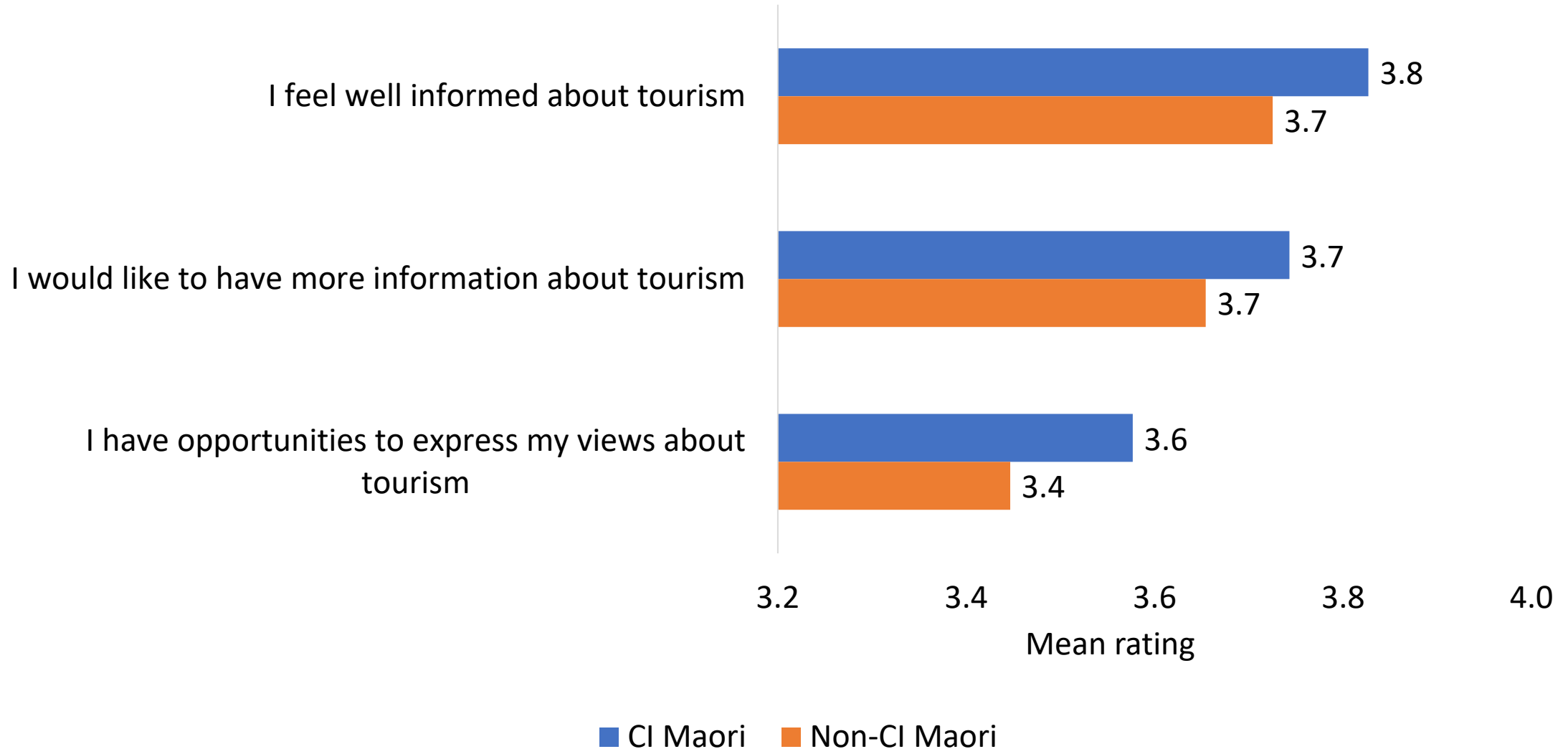
Tourism and information access



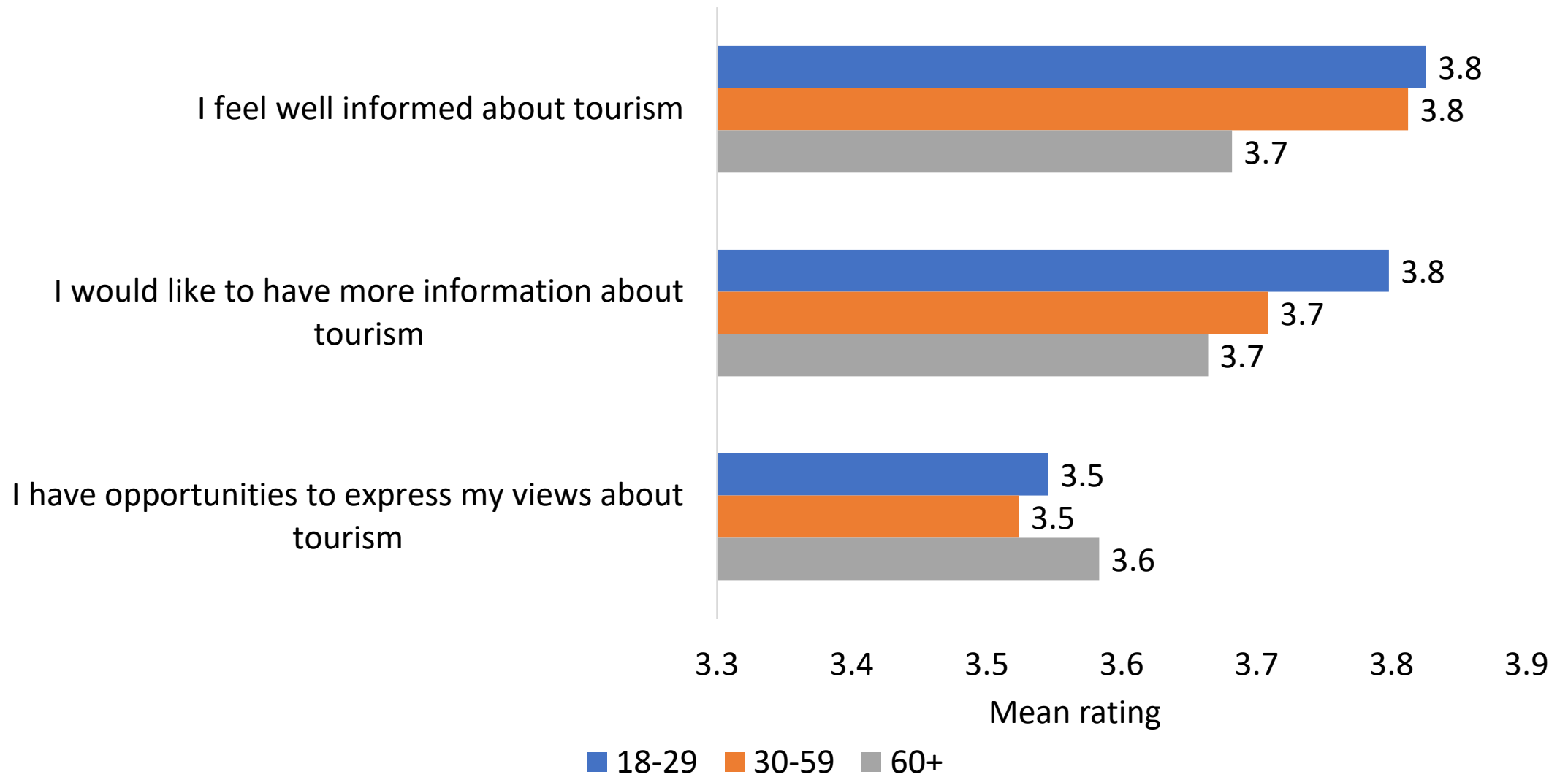
Tourism and information access



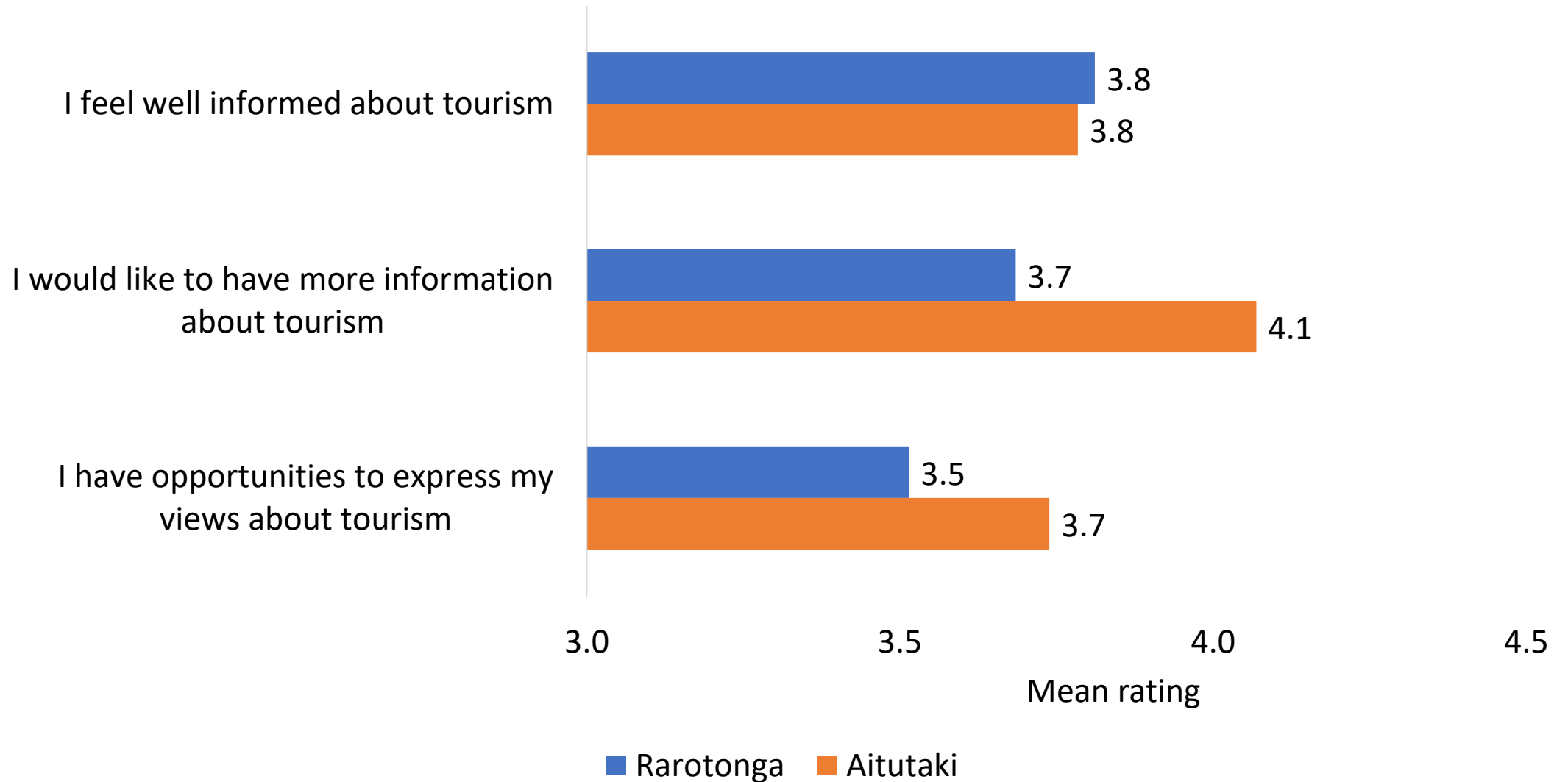
Tourism and information access – CI Maori/non-CI Maori



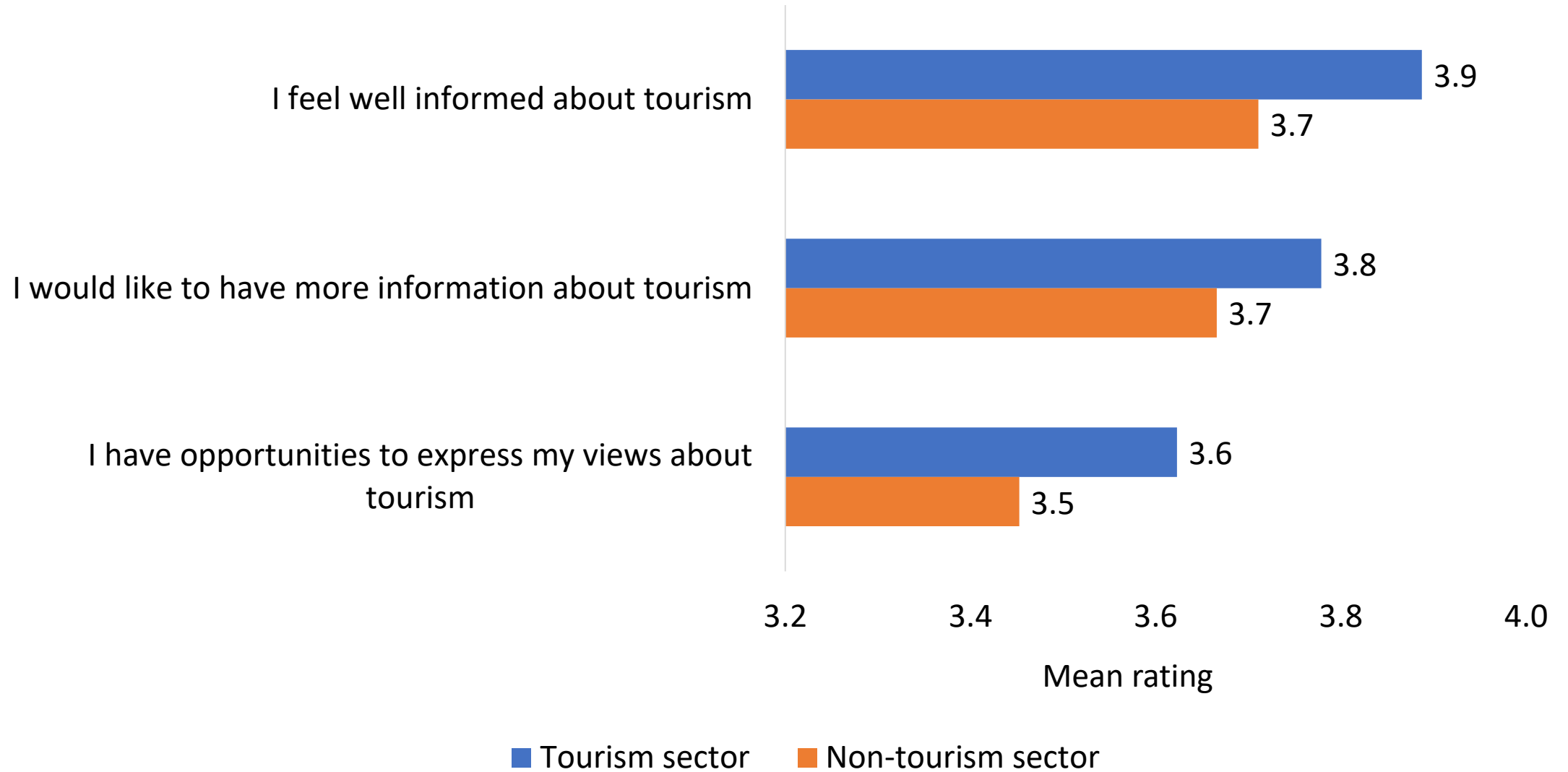
Tourism and information access – age group



Tourism and information access – Rarotonga/Aitutaki



Tourism and information access – tourism/non-tourism





Open-ended responses to 'further comments' question



Further comments

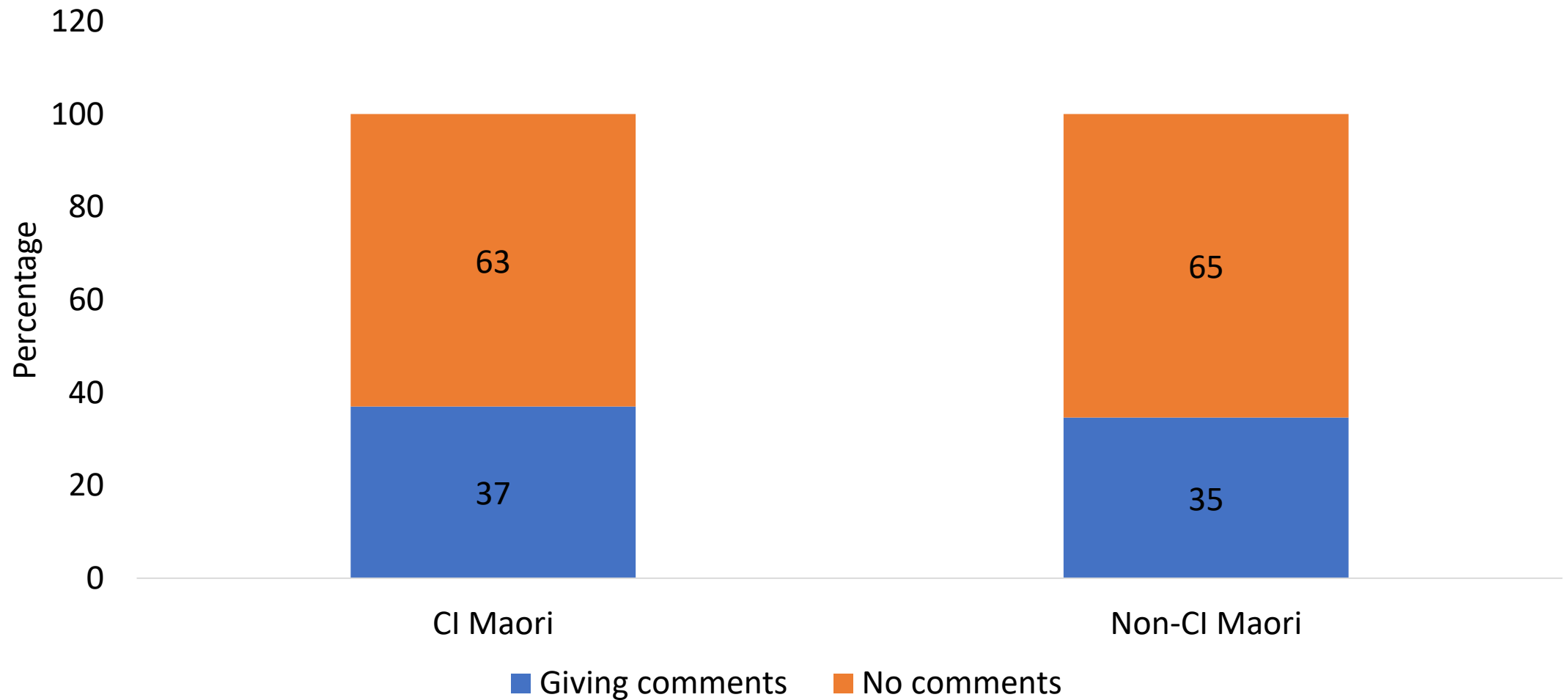
When asked if you would like to share any other comments, 36% of those surveyed responded.

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

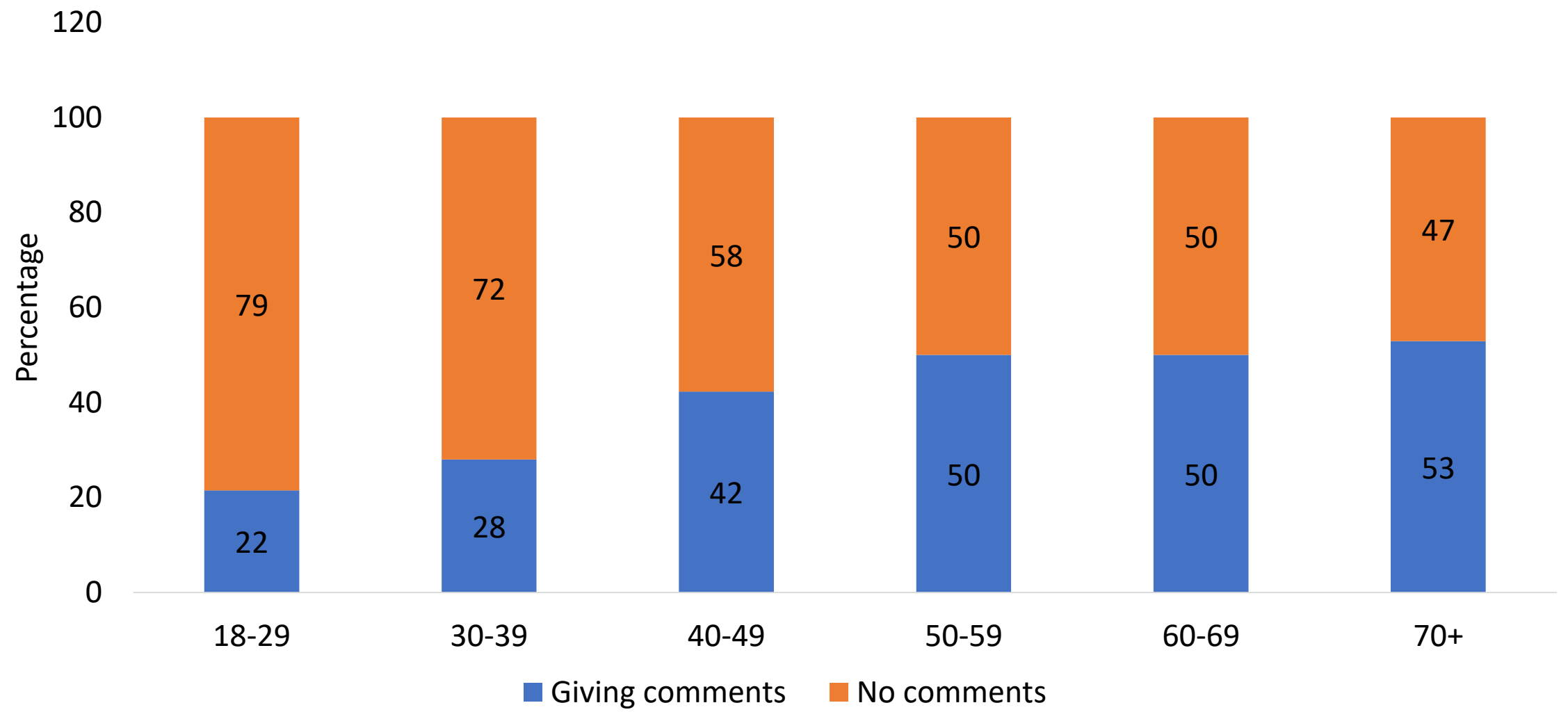
- (1) Cook Island Maori and Non-Cook Island Maori
- (2) Age group
- (3) Island of residence (Rarotonga and Aitutaki)
- (4) Employment (tourism sector and non-tourism sector).

We then explore key themes in the comments.

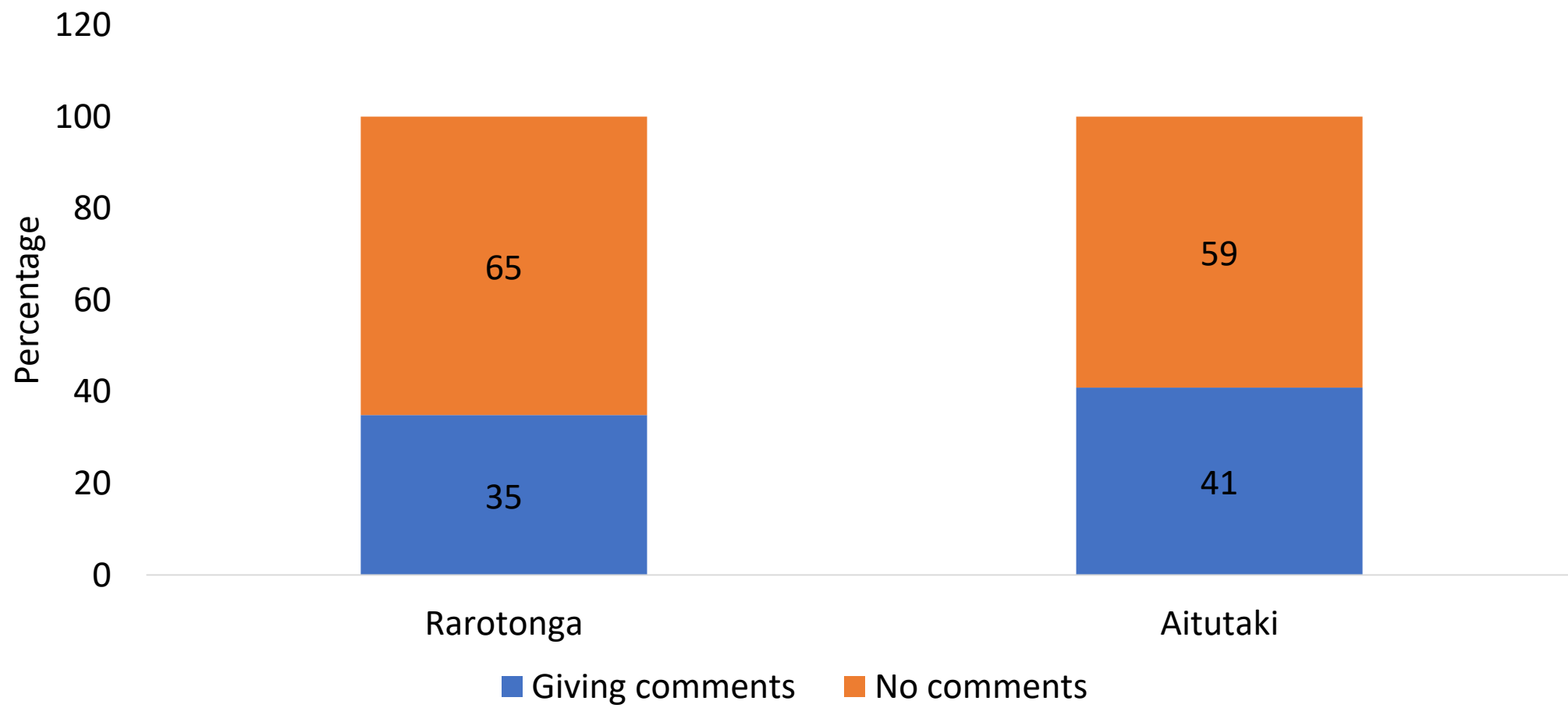
Further Comments provided - CI Maori / Non-CI Maori



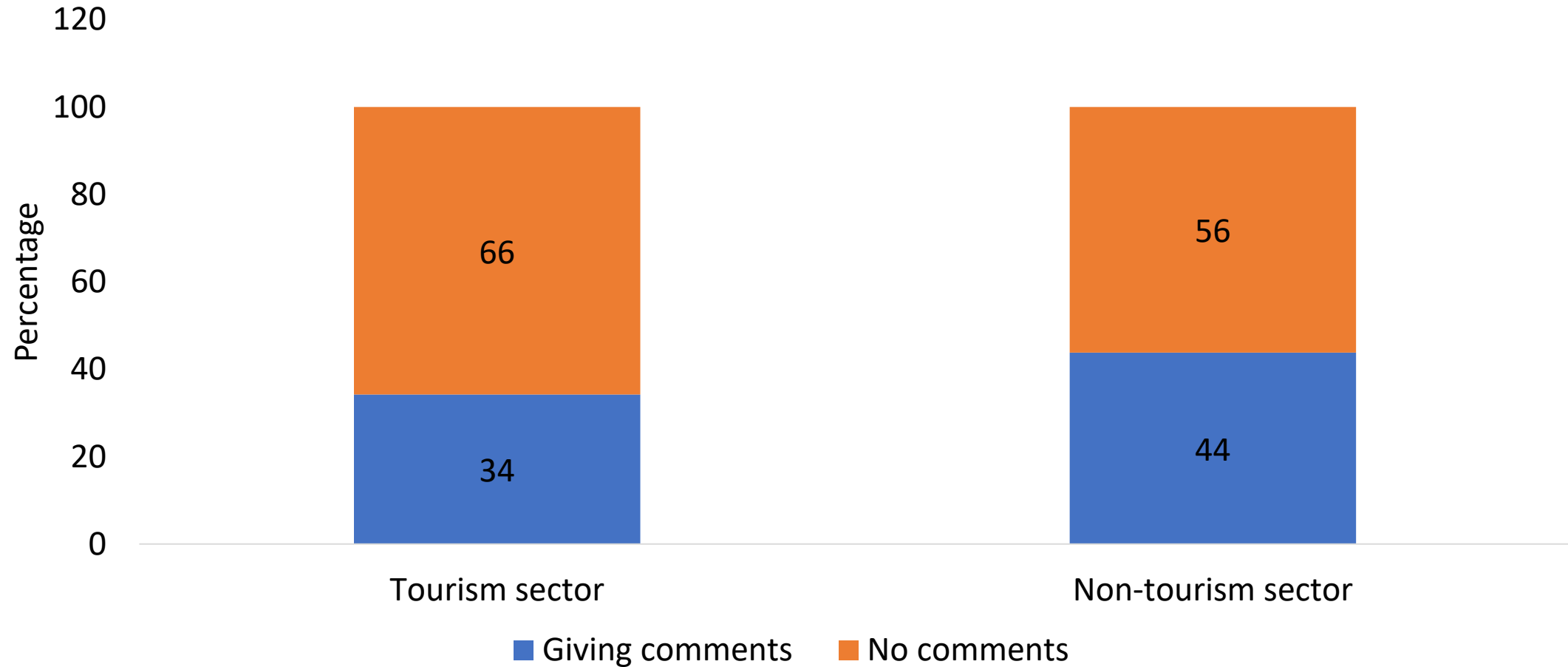
Further Comments provided – age group



Further Comments provided - Rarotonga / Aitutaki



Further Comments provided - Tourism / Non-tourism



Themes identified (% of all comments made)

Suggestions on tourism development	Positive comments	Negative comments	Don't blame tourism or tourists	Neutral comments	Appreciation of being asked
68%	41%	38%	2%	2%	2%

Suggestions on tourism development	
Marketing	16%
Infrastructure improvement	15%
Government strategies and regulations	13%
Sustainable tourism development	12%
Balance culture and economic benefits	11%
Education referring to tourism	10%
Tourists education	5%
More opportunities & priorities for locals	5%
More events or activities	3%
More training for local businesses	3%
More connections	2%
Accommodation related regulations	2%
Foreigners (worker and owner)	2%
More opportunities for outer islands	2%

Positive comments	
Well done tourism	27%
Positive economic impacts	19%
Being proud of CI	19%
Tourists' positive impacts	13%
Good willing to contribute	8%
Positive environment impacts	6%
Positive cultural impacts	4%
Infrastructure development	1%

Negative comments	
Tourists' behaviours and numbers	34%
Environment impacts	19%
Social issues	8%
Local people' attitude and services	7%
Economic impacts	7%
Cultural impacts	5%
Political issues %and regulations	5%
General concerns	3%
Housing and renting	2%
Infrastructure	2%
Stop over-developing tourism	1%

Positive comments

- Tourism has become well known in the Cook Islands and I am proud to say that without tourism people all over the world wouldn't know about our piece of paradise... it's nice to see tourists enjoying their holidays in our country.
- Tourism is very important for the Cook Islands in many ways such as the Economy of the country. For example, it provides employment, shares cultures and other benefits.
- Tourism not only changes people's lives it also gives opportunity to those who are in need. So I may say tourism is a part of our day lives whether we are in business industry or just in the forefront of our place. Because from nothing to something that's all thanks to tourism.
- We clearly benefit greatly from tourism in the Cook Islands economically and it is an important economic driver to maintain.
- I am proud of my country when tourists choose to come here, and also when I hear good and positive comments from them.
- Tourists are complying with our cultural ways and customs.
- Look after tourism for the future generations.
- Tourism helps some of us keep our islands clean because we want to make a good impression on others about our home.
- The tourism industry is great and doing awesome work to bring tourists into our country.
- Tourism has done more than more for this country, keep up with the good work.

Negative comments

- Tourism numbers are too high and now have an overall negative impact on the country.
- Environmental issues have been caused by the large number of tourists visiting the Cook Islands.
- Those buses driver they should be friendly not only for those tourist as well as workers. Coz they are front liners who always encounters tourist. As what i observe some of them are rude. They should use what we call hospitality. Smile is d best first impression of d tourist.
- Also the impact on the housing market means rental prices have been driven up and availability is very limited.
- Tourism is our future but we must have regulations to control its impact.
- Whether they well informed about the culture, important about some dress codes and keep safe, stay safe, and road rules.
- I think it is a shame that so many foreigners own tourism businesses.
- Overall tourism has increased social inequality, loss of culture and environmental destruction- this needs serious consideration and to be brought under control. Meitaki.
- The substantial cost of long term renting is another existing issue due to tourism making staying in Raro very difficult for some.

Suggestions on tourism development

- All tourist properties need to be inspected and rated every year and the ratings advertised.
- More promotion and affordable travel to the outer islands - they offer a very different type of holiday and their beauty should be shared.
- We also need to implement a local price/tourist price situation like many other tourism heavy countries I have visited, this is easy enough done and tourists are generally understanding.
- Cook Islands tourism also need to stop promoting Rarotonga with photos of Aitutaki. Aitutaki should be promoted as its own destination not a day trip.
- Better infrastructure is needed in order to deal with the rise in tourism numbers.
- Tourism is good to a limit but must be controlled to a point that is sustainable.
- Government get lots of tax and aid and should be spending more on infrastructure for both locals and Tourists
- Balance growth of Tourism with Environment and retention of traditional practices to avoid exploitation, its the environment we have given our limited land space.
- Educating our young ones.
- it is important for local community to benefit and to not have lots of profit head off overseas.

Don't blame tourism or tourists

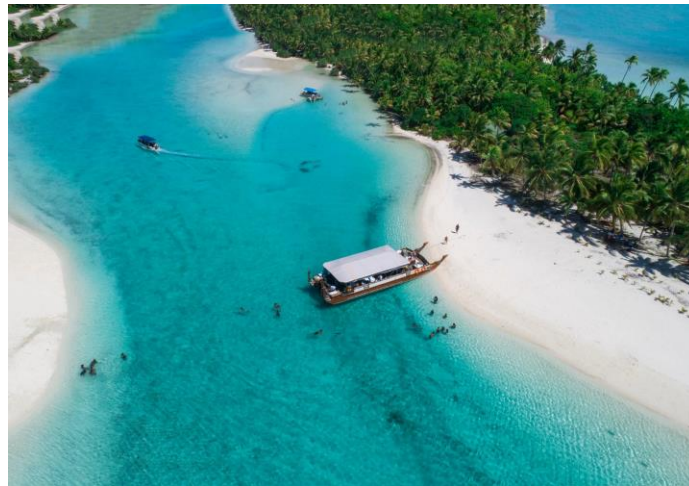
- We lost our language & culture thru education a long time ago. Don't blame the tourists. The crime rate in increased when they started sending our bad kids back from Australia & New Zealand. Tourism is very good for the country. Bring it on.
- Cost of living for most people I know is very high and struggling to put food on the table, not because of tourism.
- Tourism is the backbone of Cook Islands economy, it has a good and bad side , but many of the issues that bother us in the Cook Islands we must look at within ourselves and not lay blame on others.
- A lot of negative things happening on our island, we cannot blame the tourists. Sometimes it's the tourists that keep our place clean.
- its easy to blame tourists for the feeling of overcrowding and visible damage to our roads and environment, but as a country I believe that we need to invest ourselves into the infrastructure and planning of our land and resources in order to accommodate both our visitors and locals.

Neutral comments

- Tourism brings both positive and negative influences. We also must look after tourists and visitors to the country. Tourism is a major drive to the country's economy.
- There are both positive and negative impacts to tourism but if handled properly we will benefit greatly from it.
- Very hard to experience these questions because we hardly have tourist come to Mangaia. I don't see anything happening on Mangaia because of tourism. Tangike.

Appreciation of being asked

- Manea note teia au tuatua akakite.
- Good survey.
- Great survey guys keep up the good work.
- Thanks for having this opportunity to fill out this survey form... Kia Orana e Kia Manuia.



Thank you!

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