

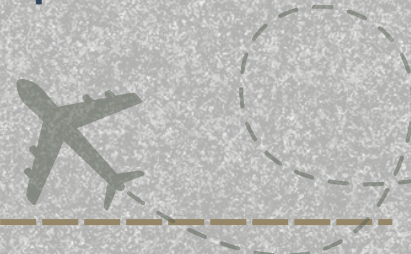
ACHIEVING '100% PURE'

FACILITATING THE TRANSITION TO SUSTAINABLE TOURISM

INTRODUCTION The globally recognized 100% Pure New Zealand attracts millions of tourists each year. Fulfilling this promise, however, requires New Zealand's tourism firms to transition to more sustainable forms of tourism.

Sustainable transitions are multi-phase processes that unfold over time, gradually aligning firms' internal strategies with external pressures such as regulatory changes, market trends, and technological innovations. To accelerate sustainable transitions in tourism, we use the multi-level perspective to ask:

How do macro-level pressures, industry dynamics, and firm behaviours act as drivers or barriers to sustainable transitions in New Zealand's tourism firms?



METHOD

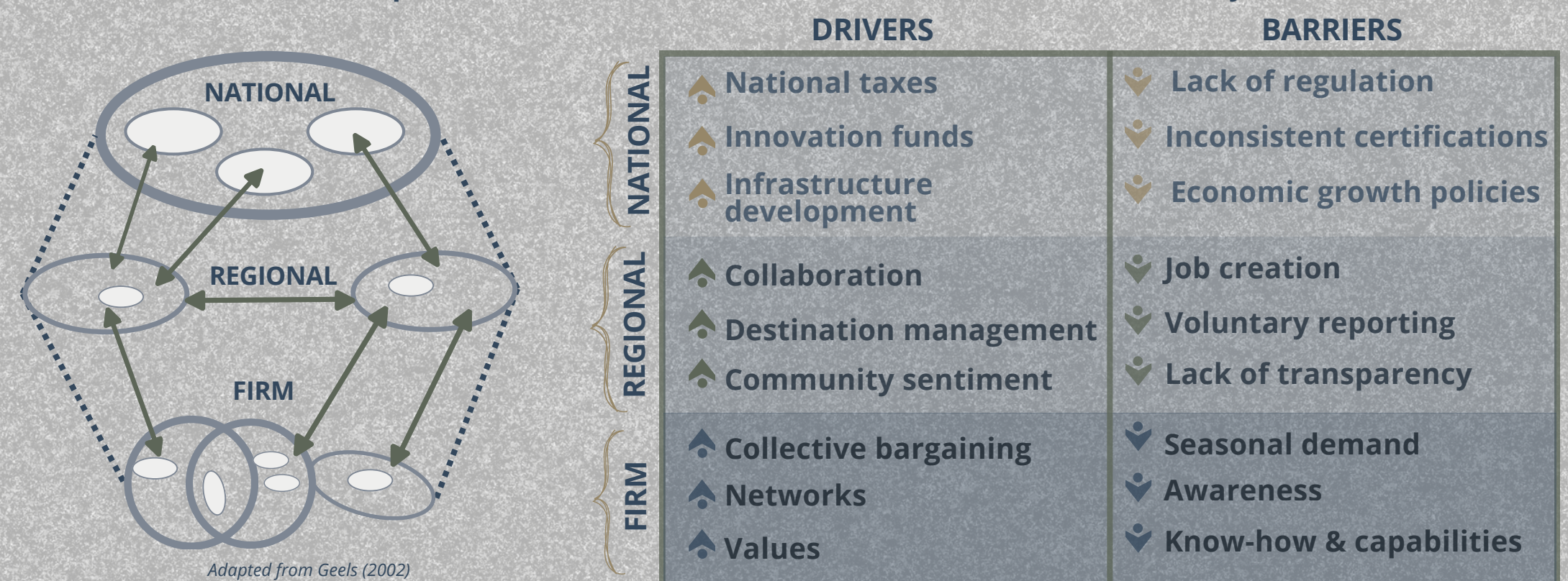
- Conducted managerial interviews with tourism firms, regional tourism bodies, and national tourism organisations.
- Coded the data for drivers and barriers at the national, regional, and firm level.

DATA

- 3 NATIONAL ORGANISATIONS
- 12 COMPANIES
- 53 HOURS
- 2 REGIONAL ORGANISATIONS
- 29 INTERVIEWS
- 1,189 PAGES

RESULTS

We identified over 100 drivers and barriers, spanning from the macro to individual firm level, that impact the trajectory of tourism firms' sustainable transitions. This includes the top three drivers and barriers at each level of the tourism system:



IMPLICATIONS

To accelerate sustainable transitions in New Zealand's tourism industry, we make the following recommendations:

- | NATIONAL | REGIONAL | FIRMS |
|---|---|--|
| <ul style="list-style-type: none"> Adopt regulations with minimum sustainable business practices Invest in infrastructure such as electrification | <ul style="list-style-type: none"> Fund pilot programmes Foster firm partnerships | <ul style="list-style-type: none"> Establish baseline measurements Join a sustainability network |

1. Tourism New Zealand. (2023, July 6). Tourism New Zealand's 100% Pure New Zealand campaign celebrates 25 years. <https://www.tourismnewzealand.com/news-and-activity/tourism-new-zealand-100-pure-new-zealand-campaign-celebrates-25-years/>

2. Geels, F. W. (2002). Technological transitions as evolutionary reconfiguration processes: a multi-level perspective and a case-study. *Research Policy*, 31(8), 1257-1274. [https://doi.org/10.1016/S0048-7333\(02\)00062-8](https://doi.org/10.1016/S0048-7333(02)00062-8)