

Community Attitudes and Tourism: Pacific insights and approaches

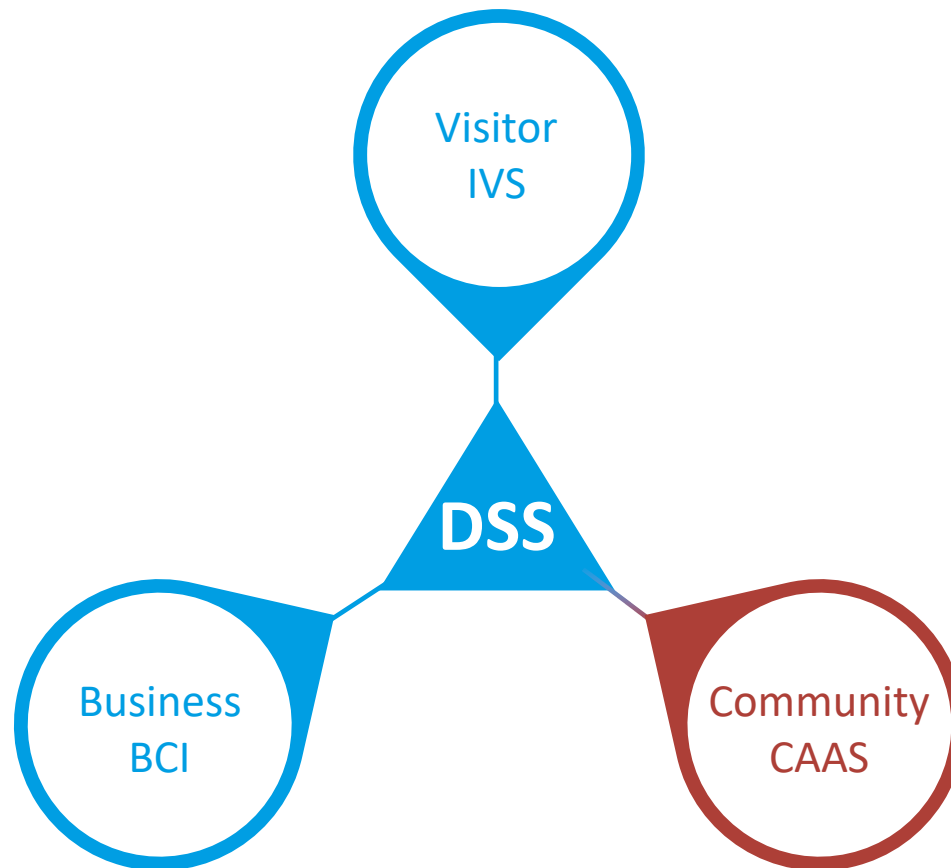


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Three research pillars of the PTDI



Tourism Decision Support System (DSS)

Supports and learns from other vital research activity: ecosystem, environmental, economic etc



Putting community well-being first

- Tourism performance must be tied to community well-being
- Understanding community needs and aspirations critical
- Tourism a vector for COVID-19 & future pandemics
- Are communities ready to welcome tourism back?

Cook Islands Community Attitudes Towards Tourism

February 2022

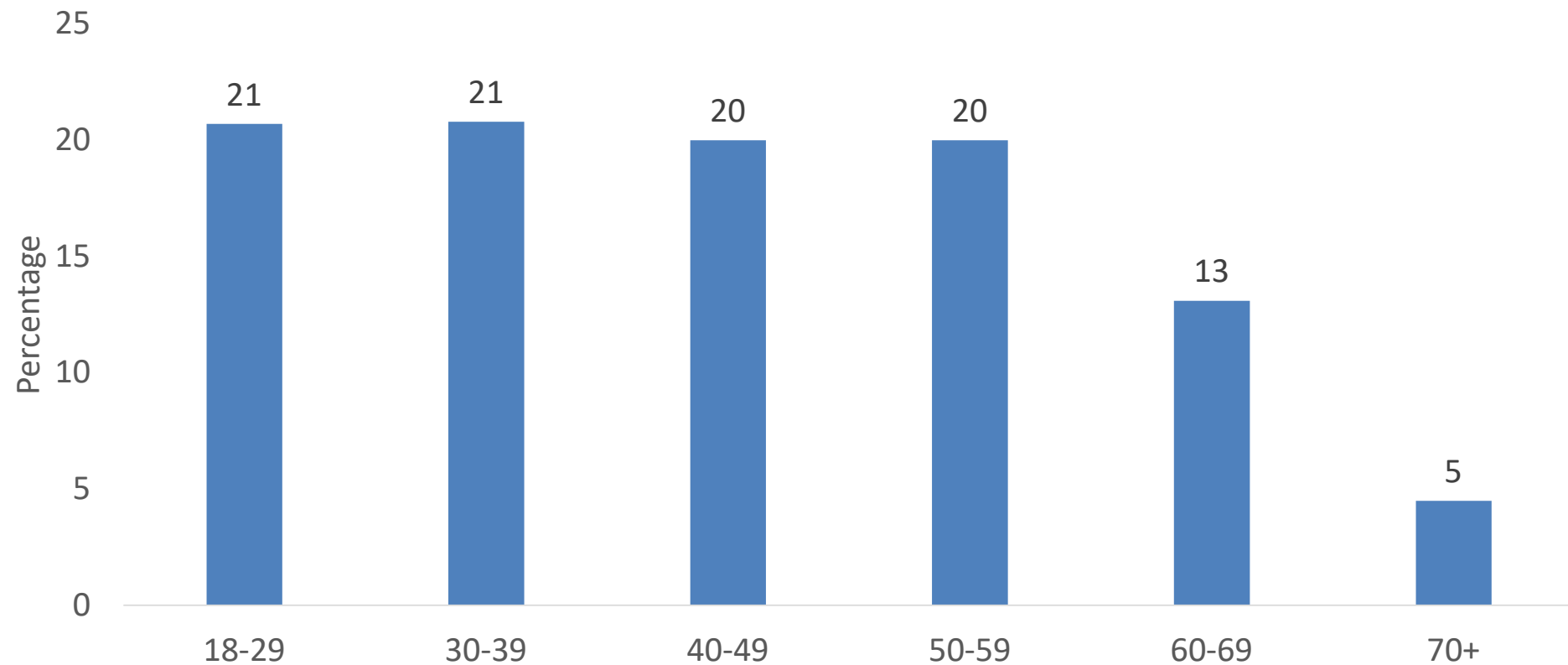


Introduction

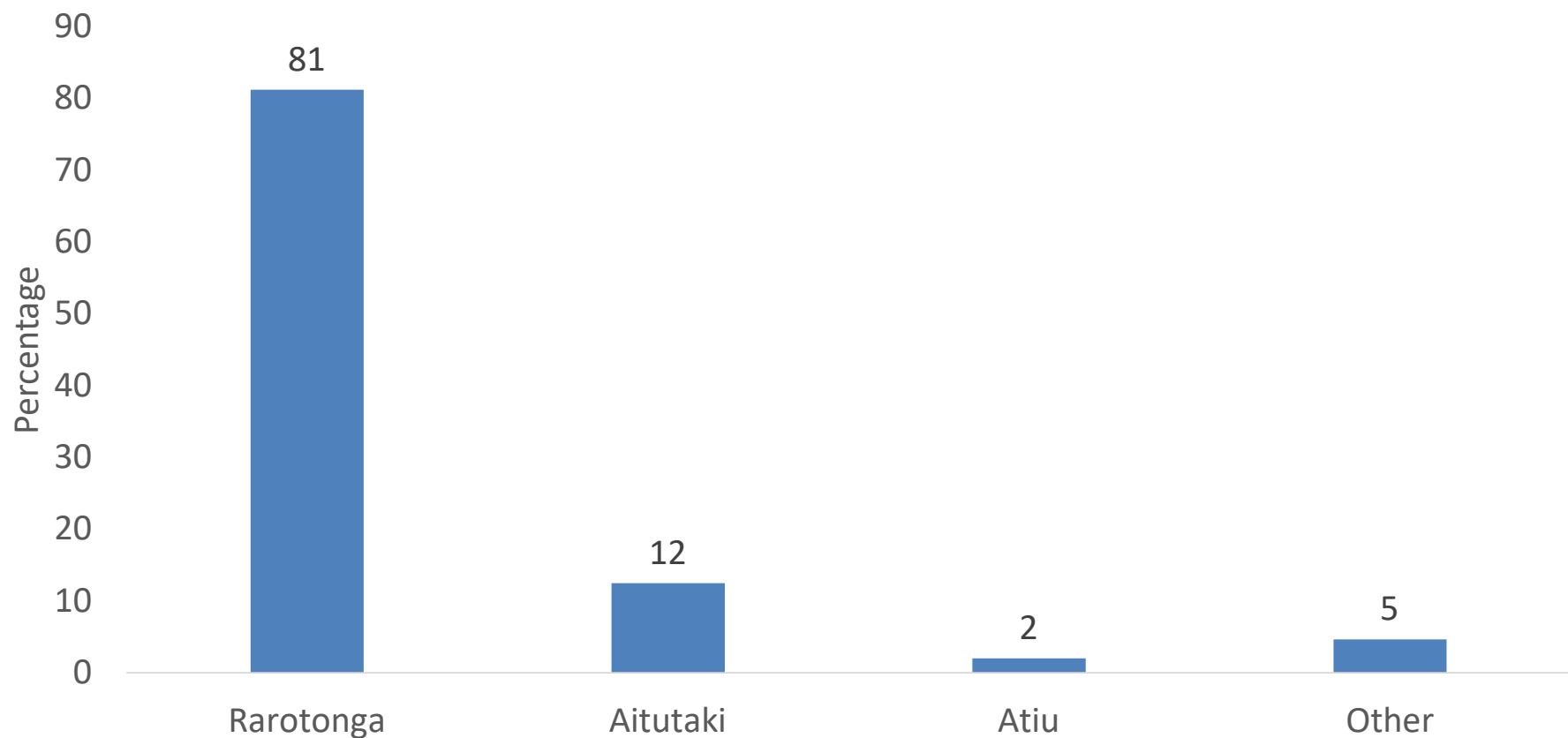
- The *Cook Islands Community Attitudes Towards Tourism Survey (CAS)* explores the relationships between community and tourism from a number of perspectives including: economic, cultural, environmental and in terms of well being and quality of life. This report features the findings from the fourth CAS, previous surveys were conducted in 2018,19 and 2020.
- Online data collection was run with the support of Cook Islands Tourism and Vodafone. The survey ran from 26 November to 22 December 2021. A total of 1,381 responses were collected. Based on the total population aged over 15 of 13,138 (2016 census) the sample size is estimated to be approximately 11% (NB for ethical reasons the survey only targeted those aged 18 and over).
- For the purposes of this report, we split some of the analysis between: (1) Cook Island Māori and Non-Cook Island Māori; (2) Age group; (3) Island of residence (Rarotonga and Aitutaki); (4) employment type* (tourism sector and non-tourism sector), and (5) Gender.

**Note: tourism and non-tourism sector are defined based on question “Do you work in and/or own a business in the tourism sector?” (Ref. first figure of slide 8) Tourism sector 41% of respondents, non-tourism 59%.*

Which age group are you in?



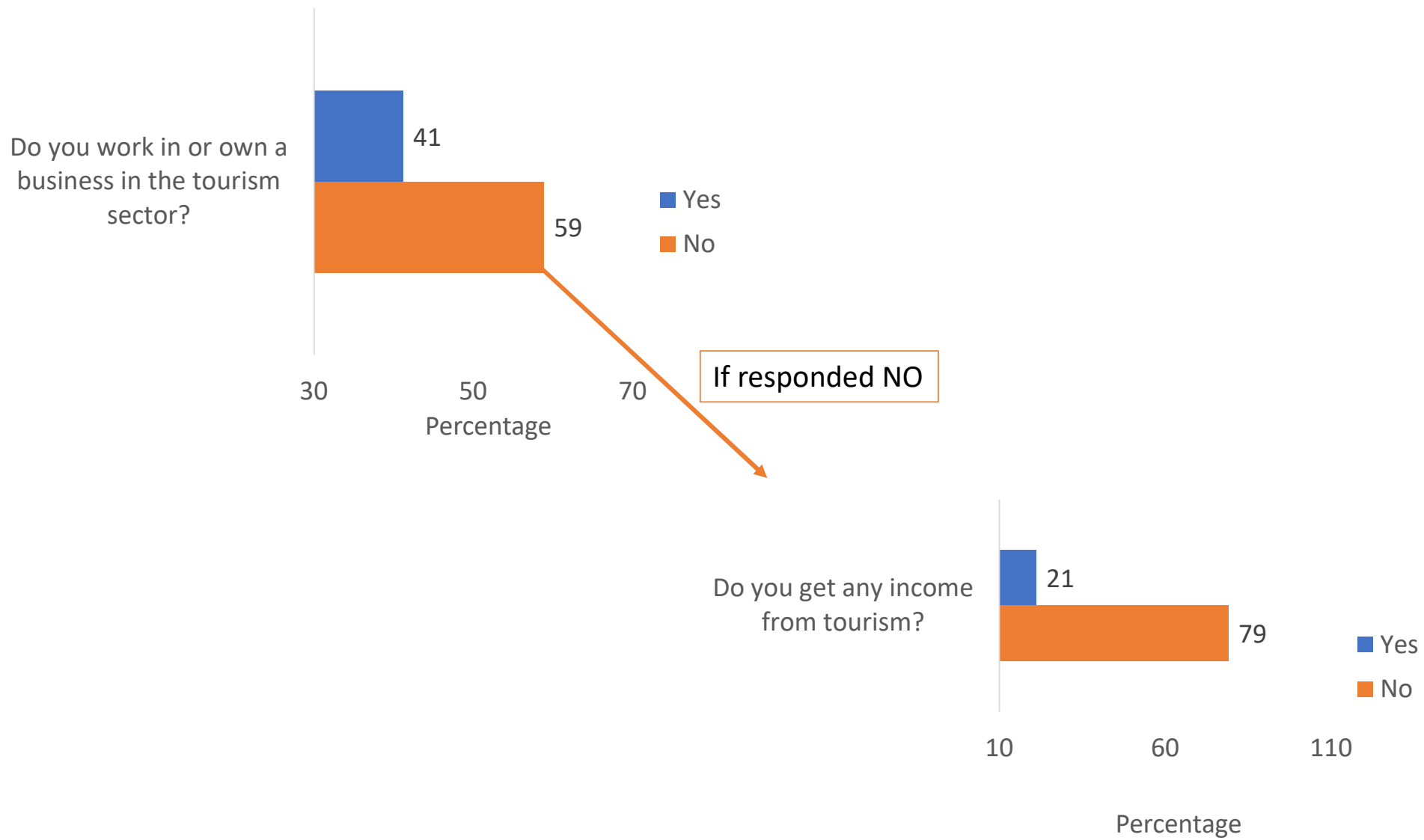
Where do you live in the Cook Islands?



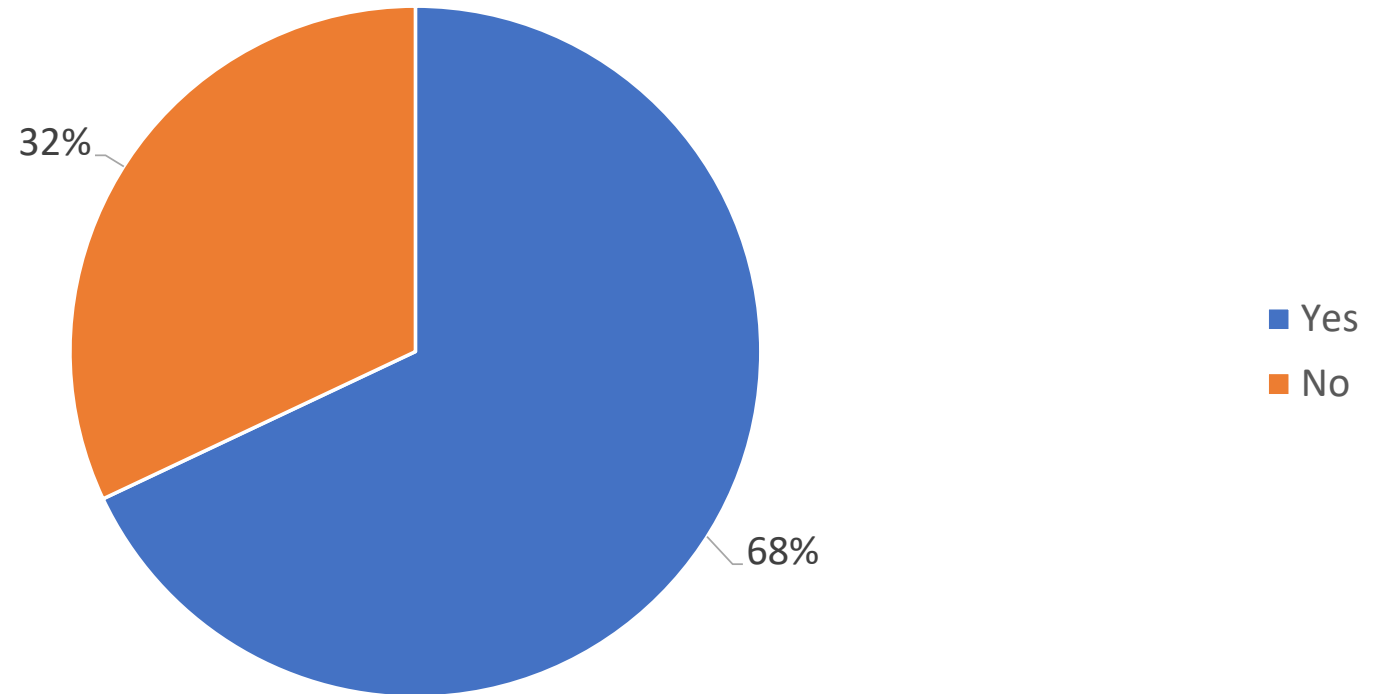
Which village do you live in?

**Rarotonga
(n=1,107)**

Village	Frequency	Percentage (%)
Arorangi	291	26%
Nikao	160	14%
Tupapa	158	14%
Titikaeveka	110	10%
Ngatangiia	97	9%
Matavera	86	8%
Takuvaine	47	4%
Avatiu	44	4%
Vaimaanga	29	3%
Avarua	18	2%
Atupa	16	1%

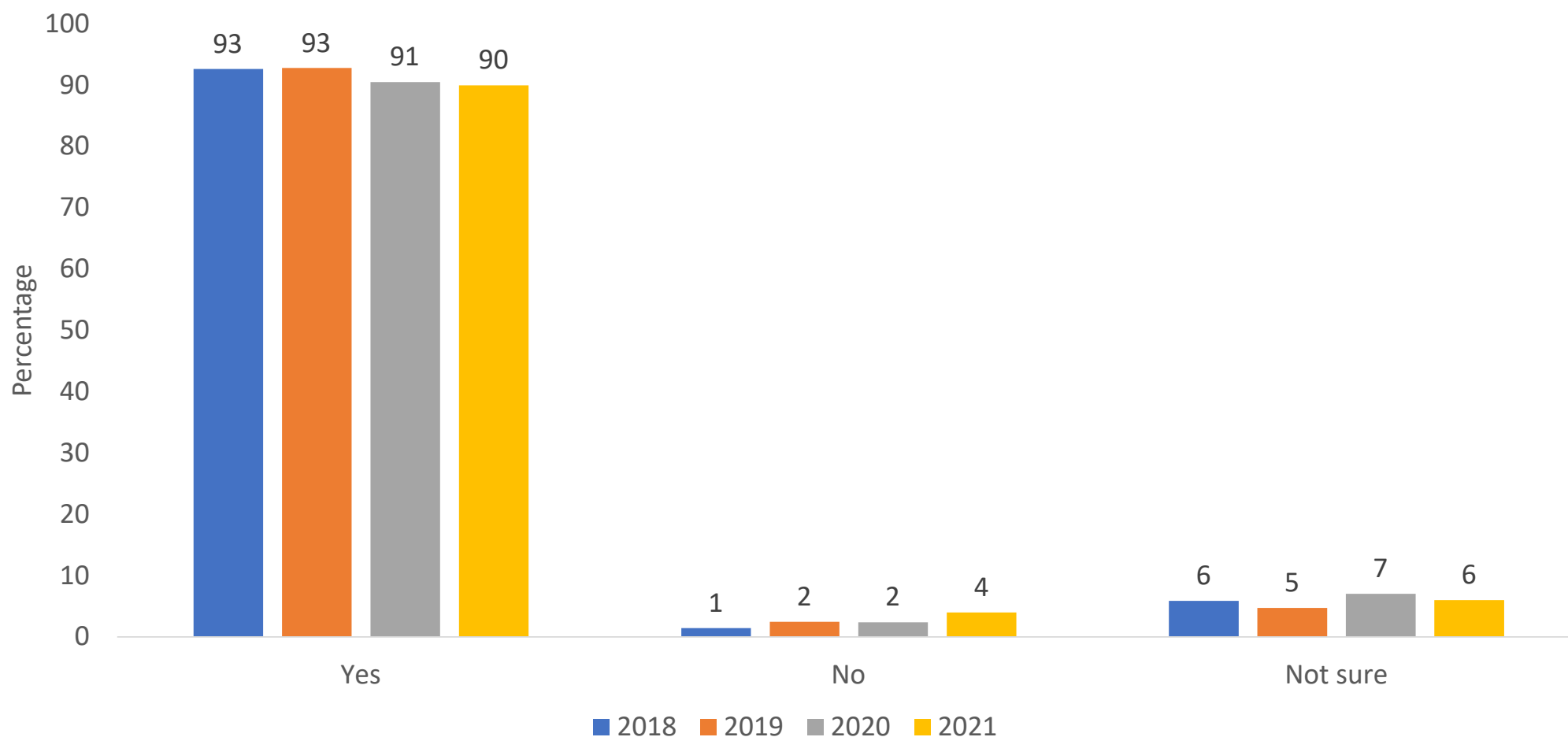


Do you have family members who work in the tourism industry?



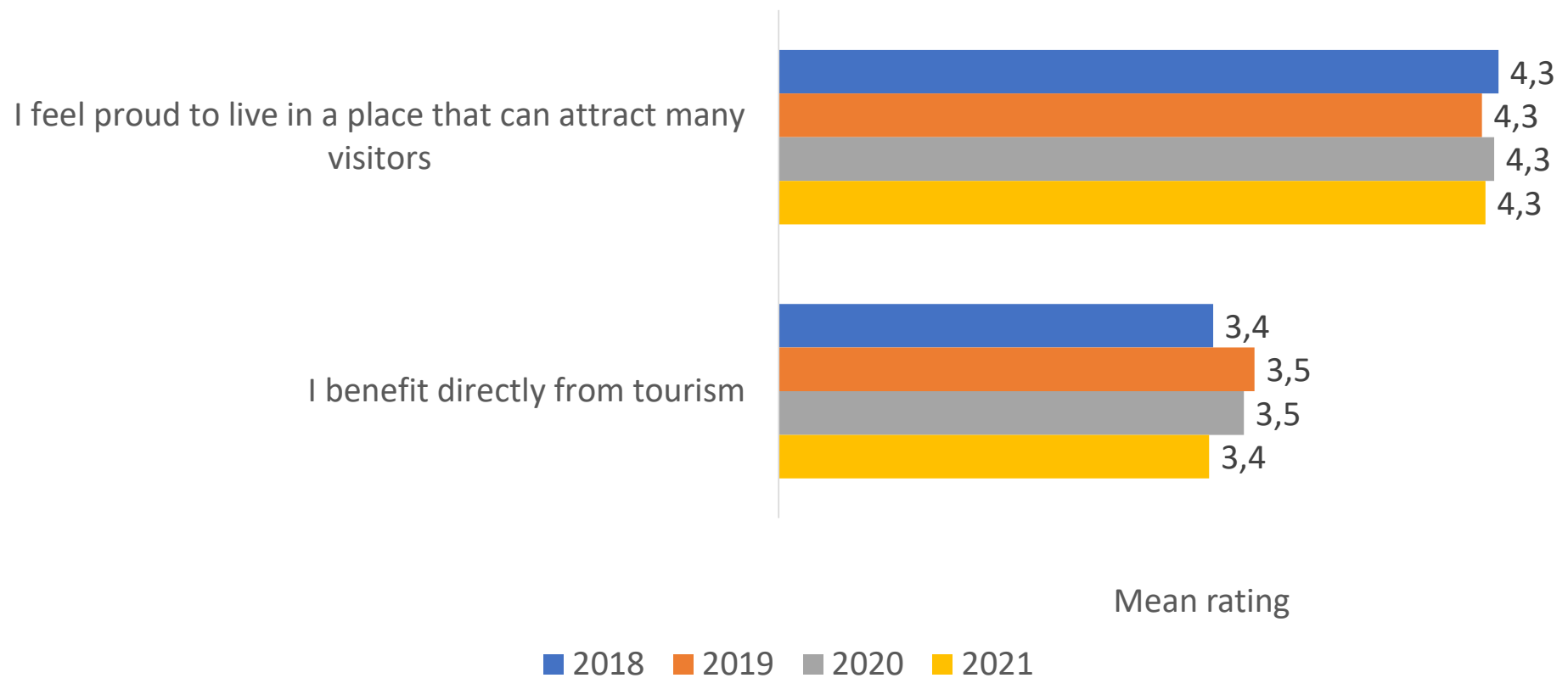
Do you think that tourism is good for the Cook Islands?

Time Series



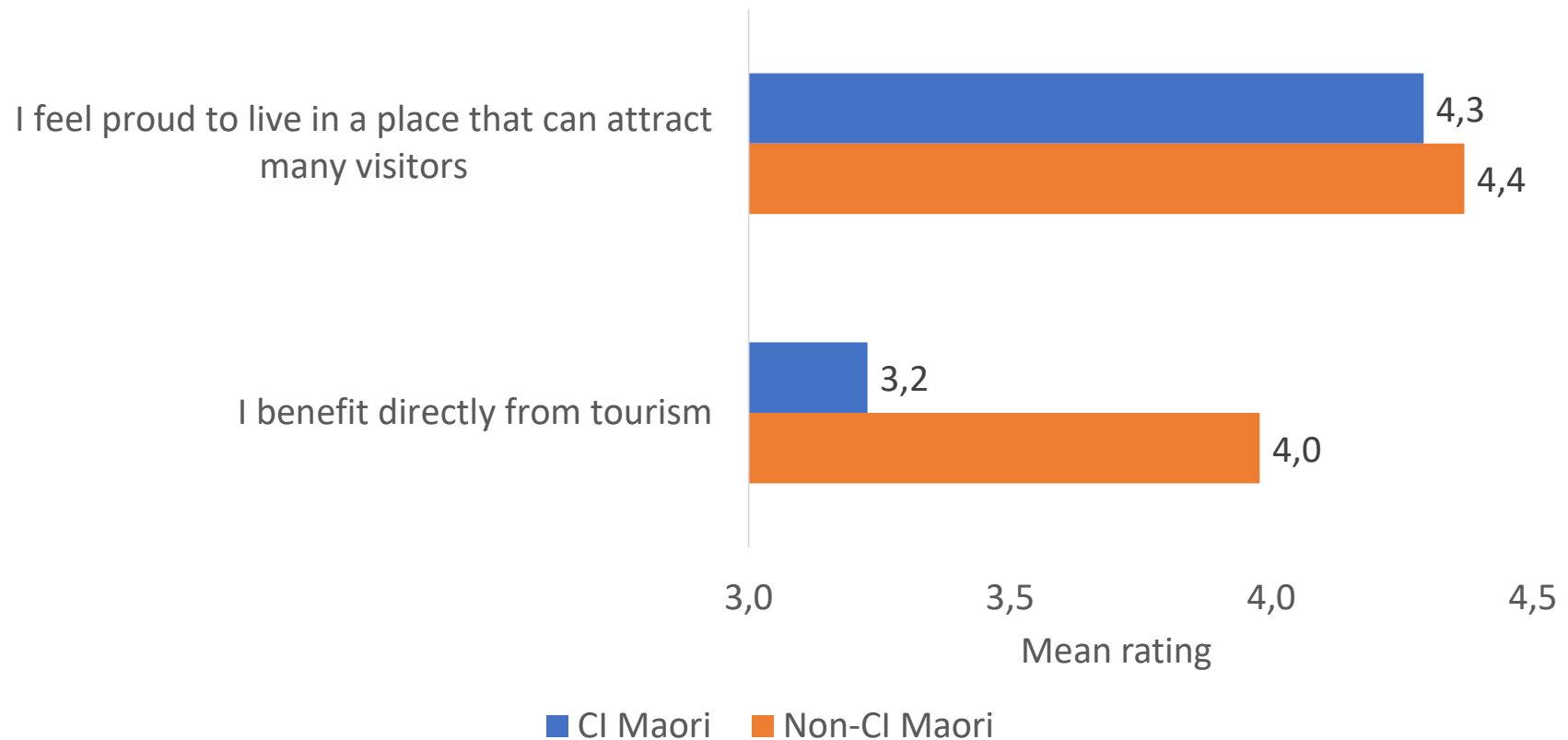
Tourism as a source of pride and direct benefit

Time series



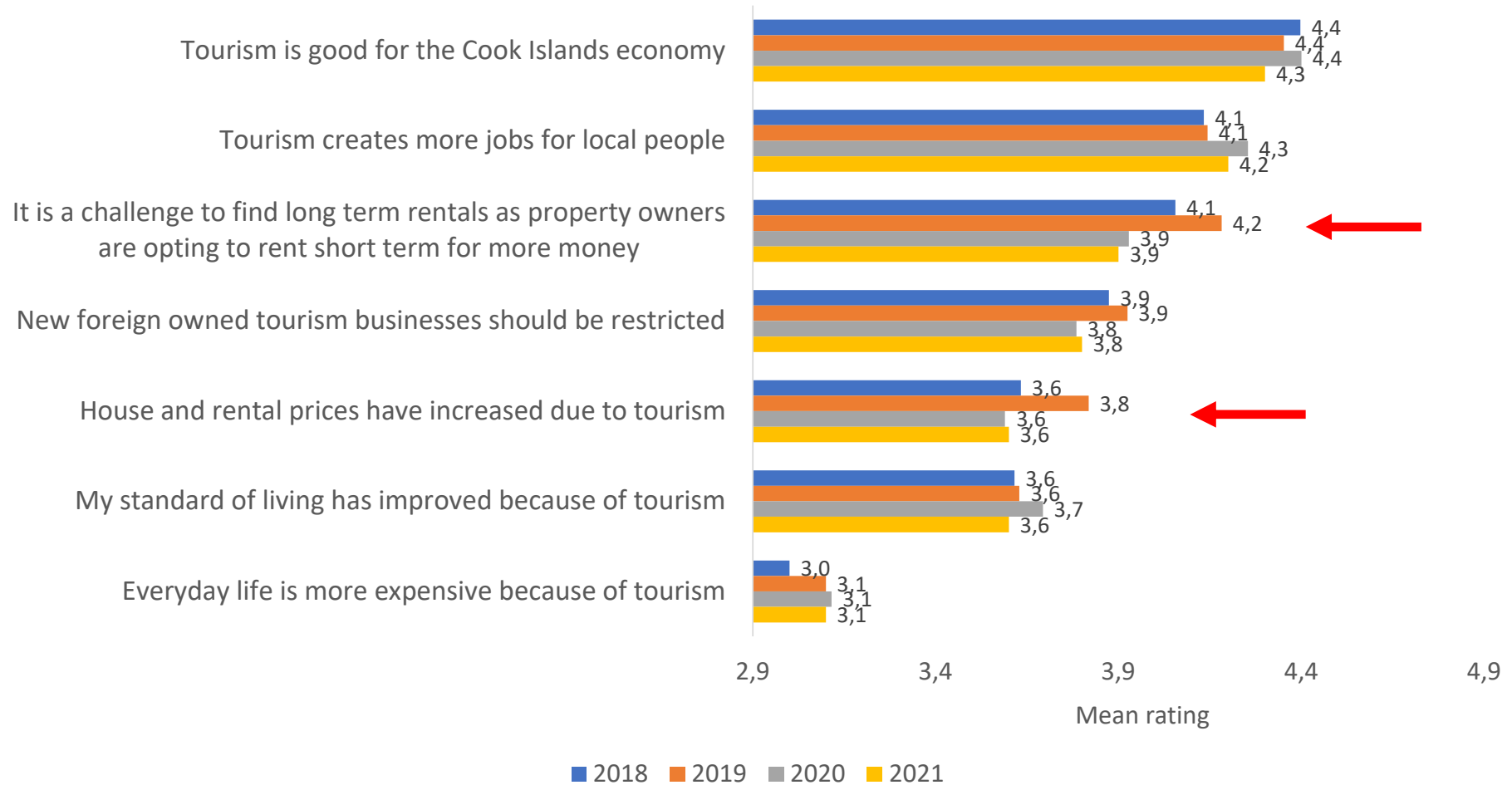
Tourism as a source of pride and direct benefit - 2021

CI Māori / Non-CI Māori



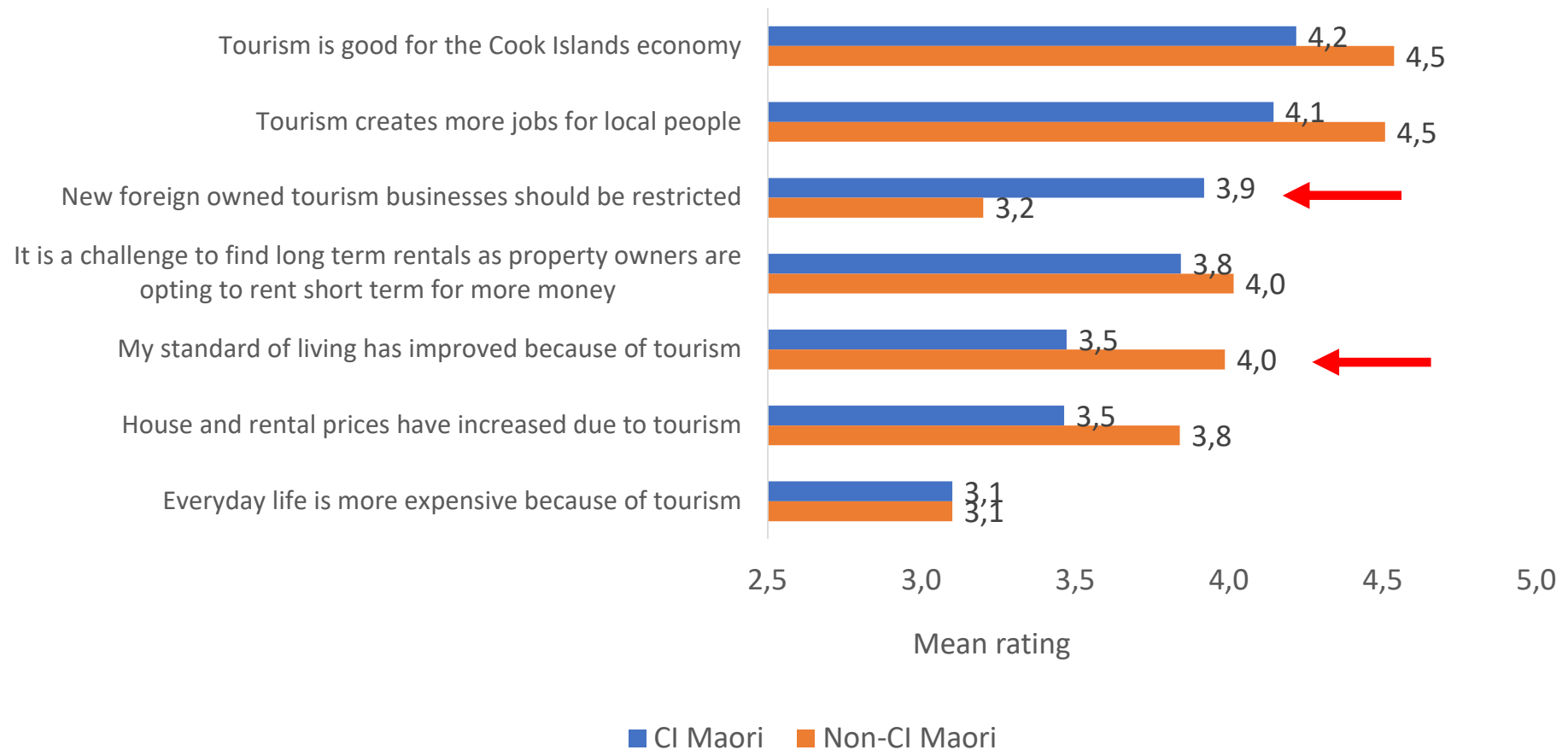
Tourism and economic dimensions

Time series



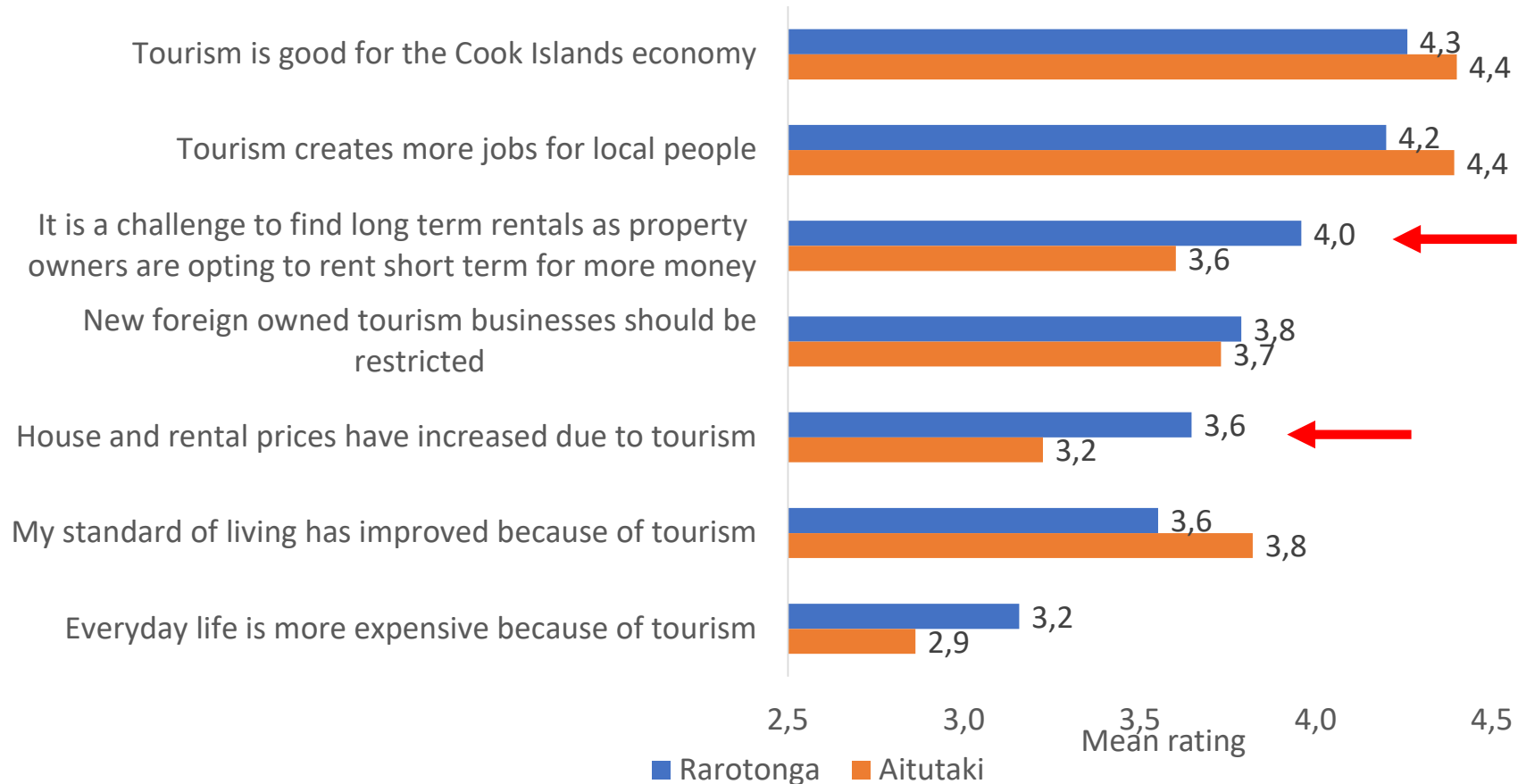
Tourism and economic dimensions

CI Māori / Non-CI Māori



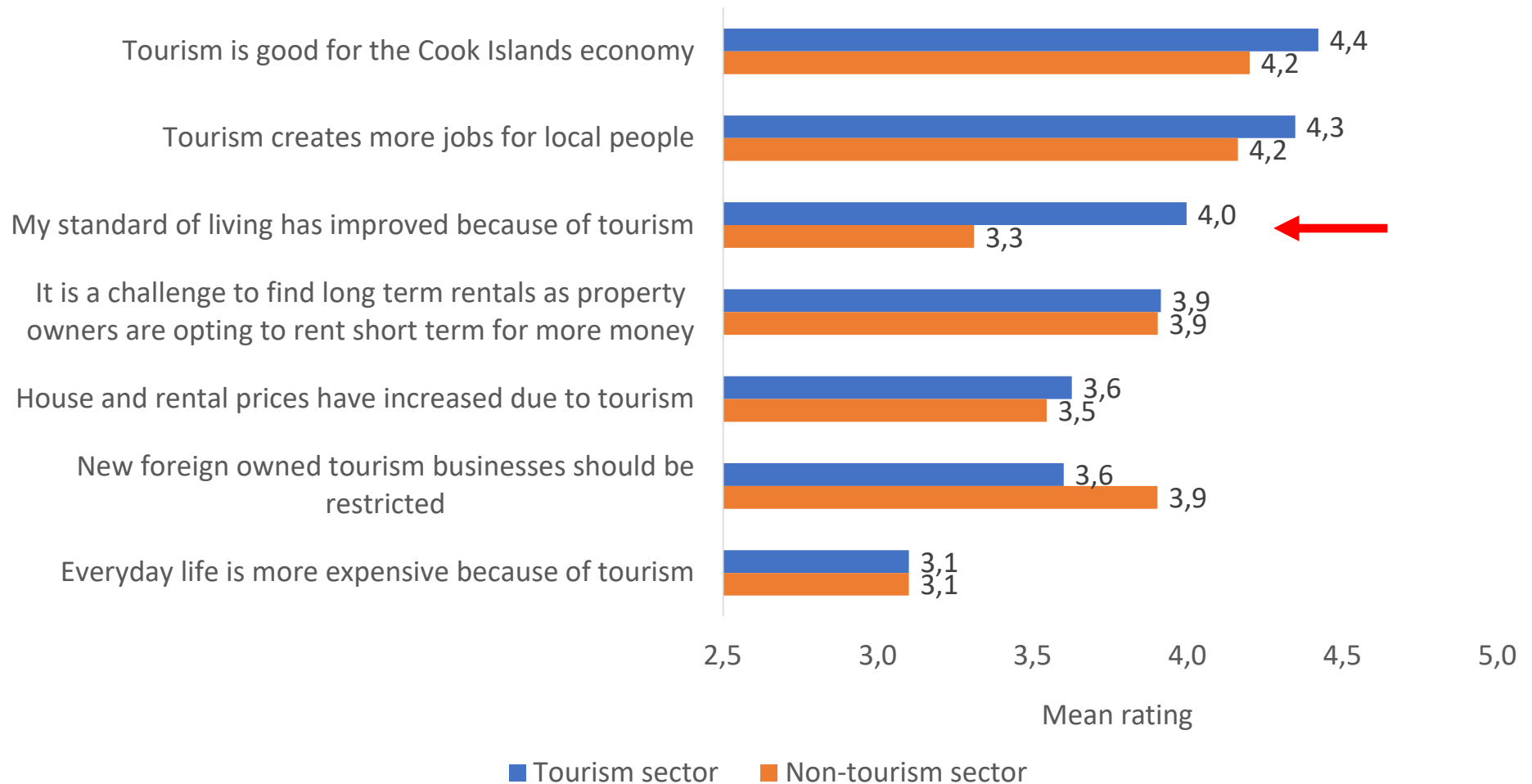
Tourism and economic dimensions

Rarotonga / Aitutaki



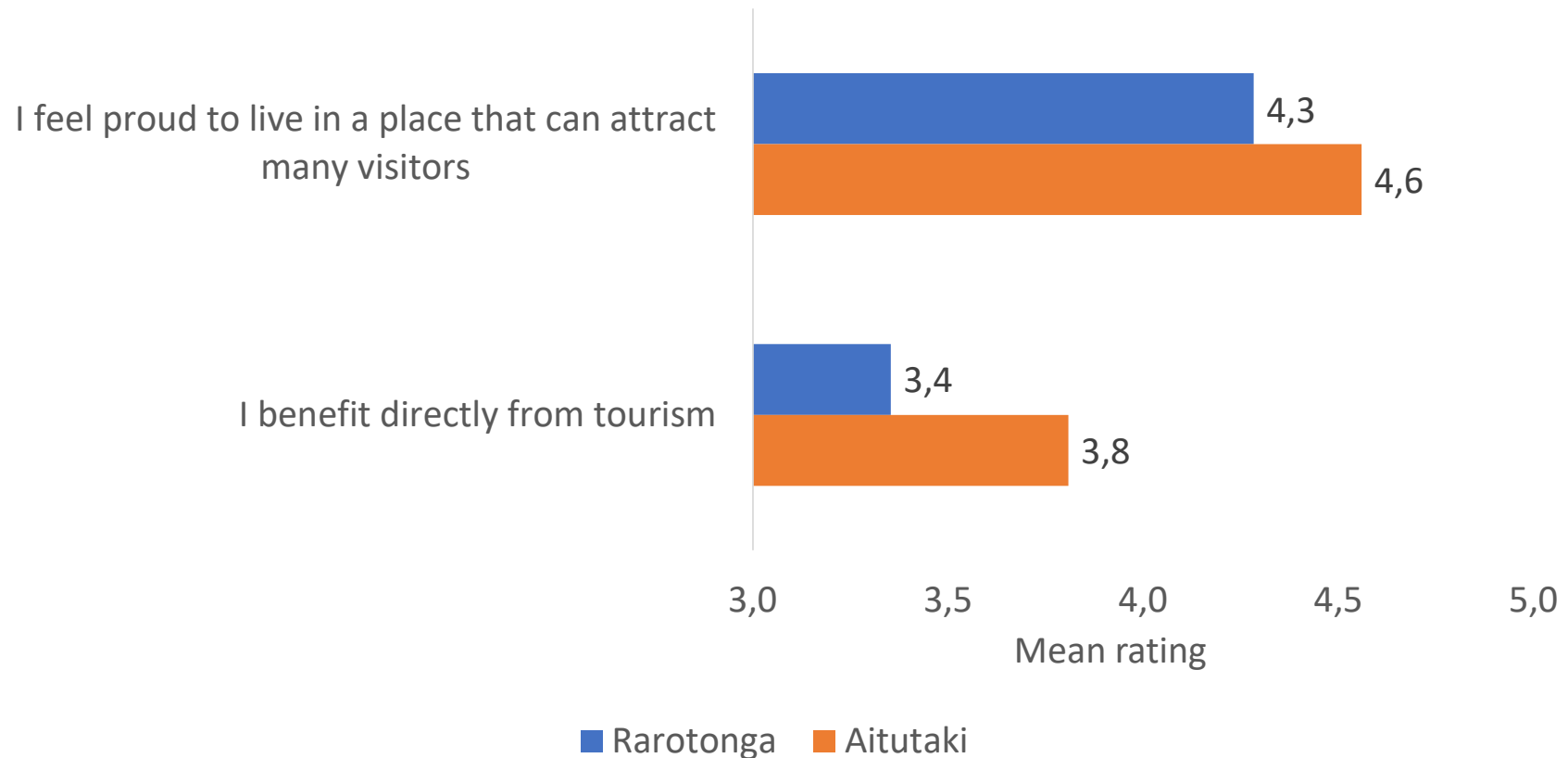
Tourism and economic dimensions

Tourism / Non-tourism



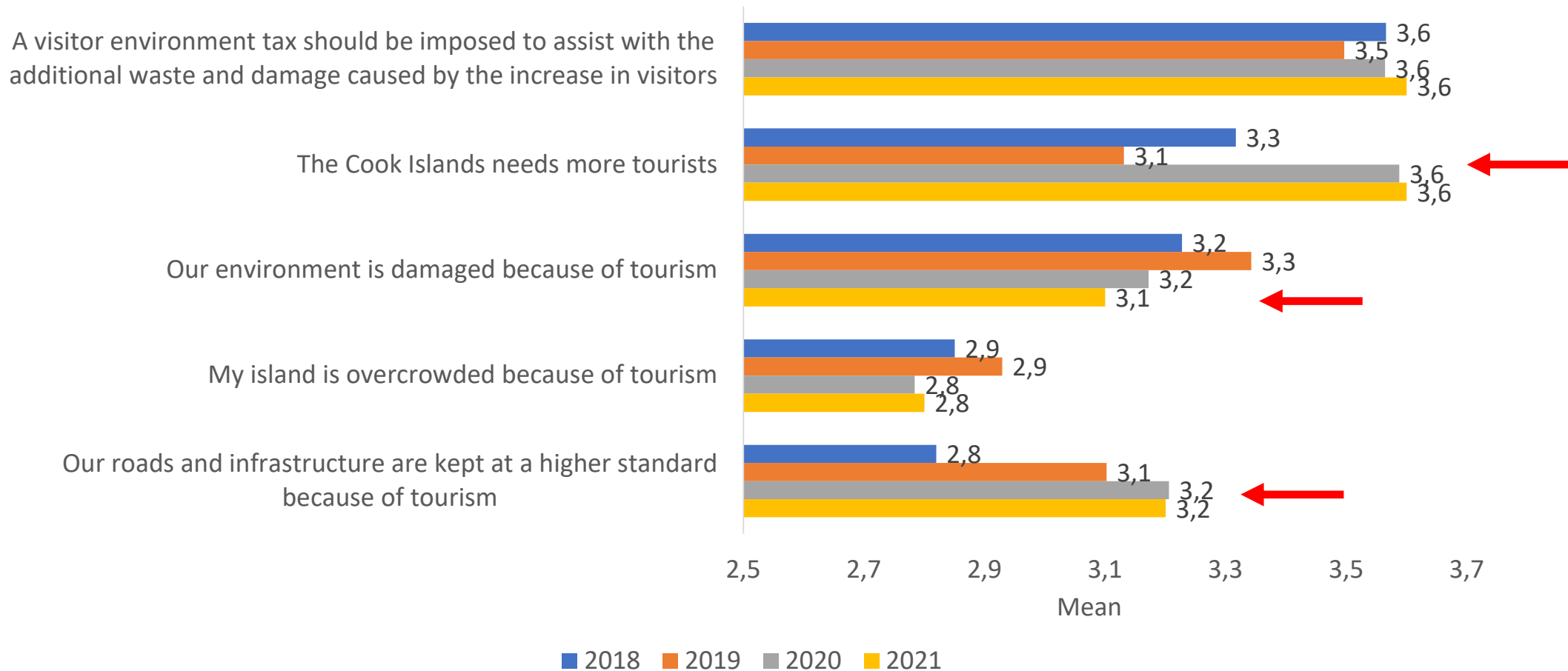
Tourism as a source of pride and direct benefit

Rarotonga / Aitutaki



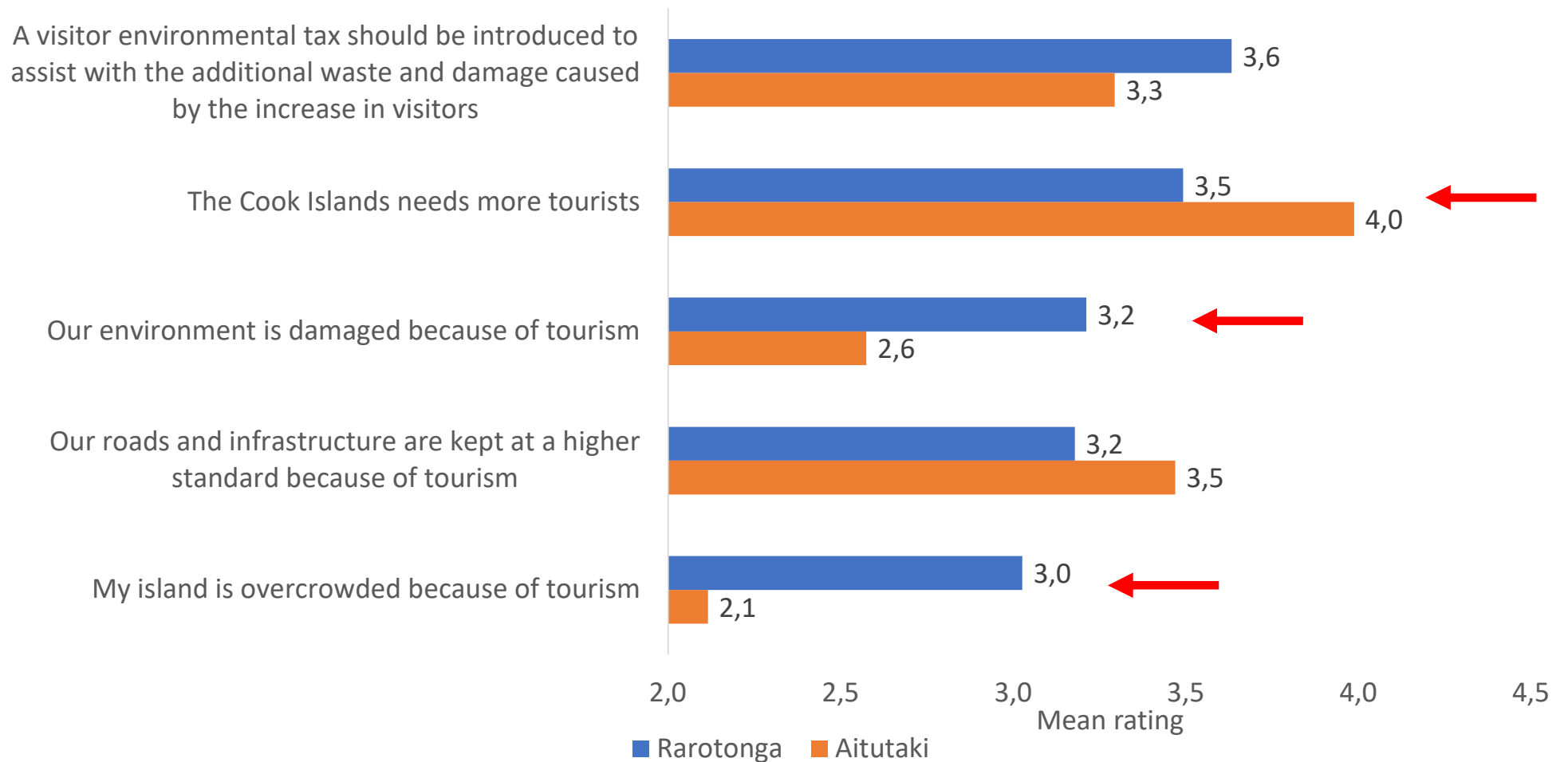
Tourism and environmental dimensions

Time series



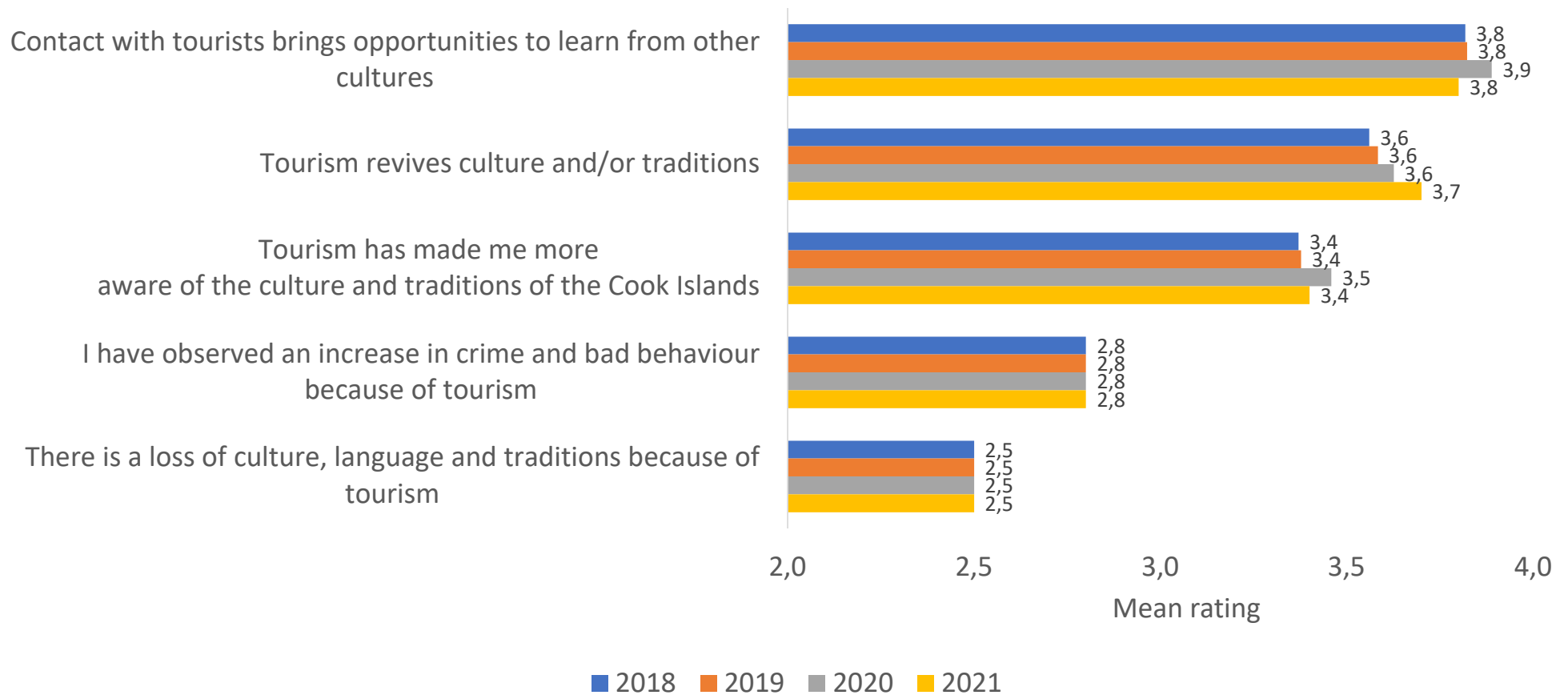
Tourism and environmental dimensions

Rarotonga / Aitutaki



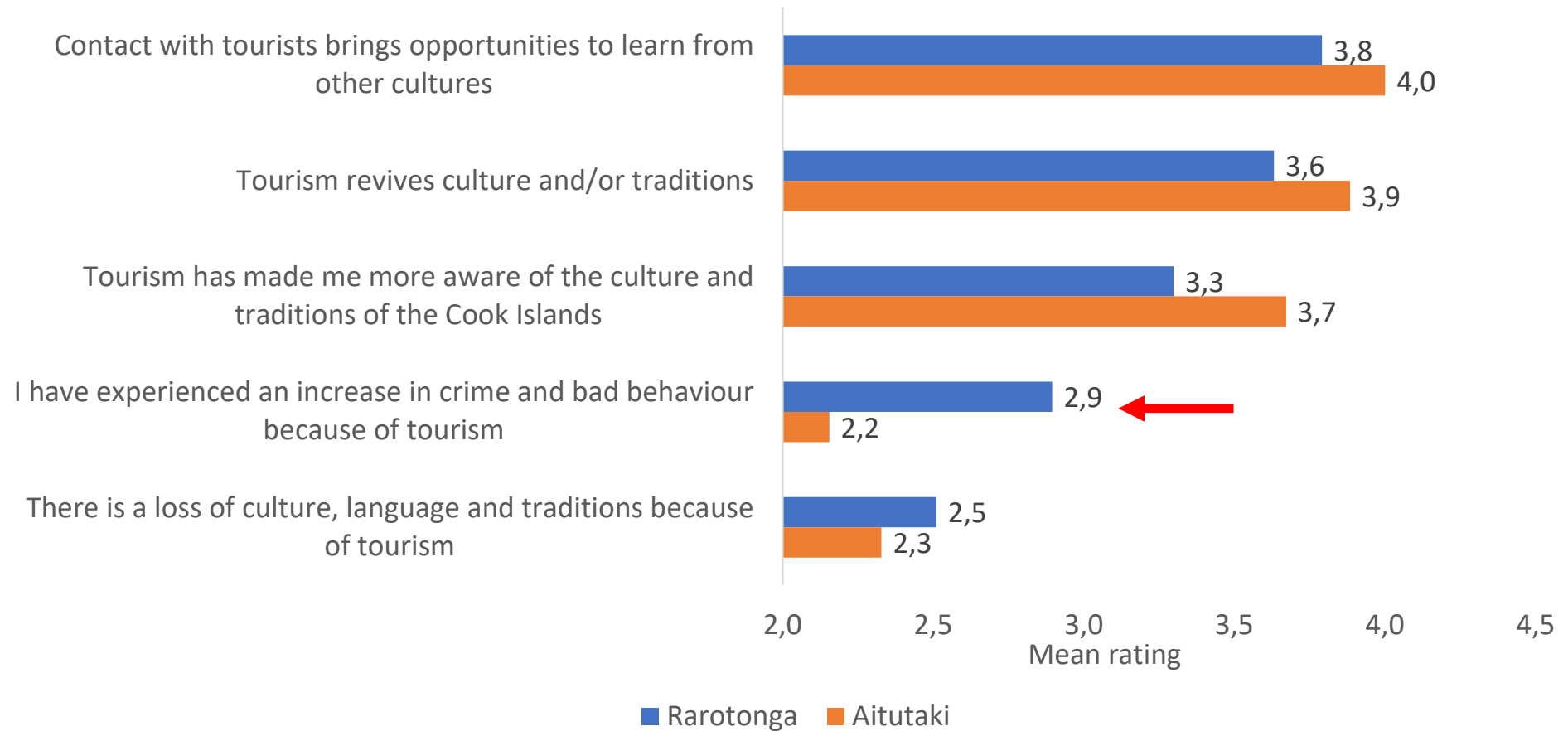
Tourism and culture dimensions

Time series



Tourism and culture dimensions

Rarotonga / Aitutaki

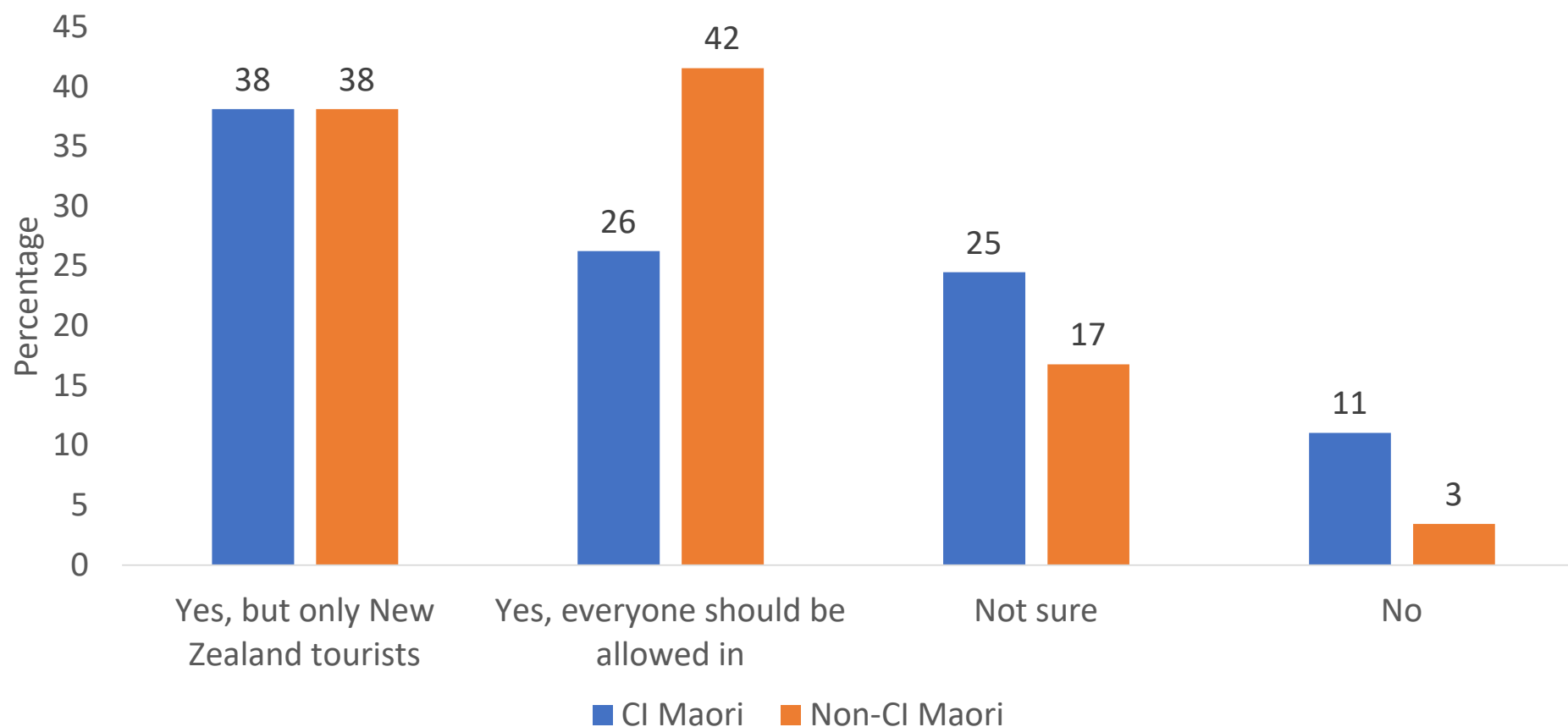


Health



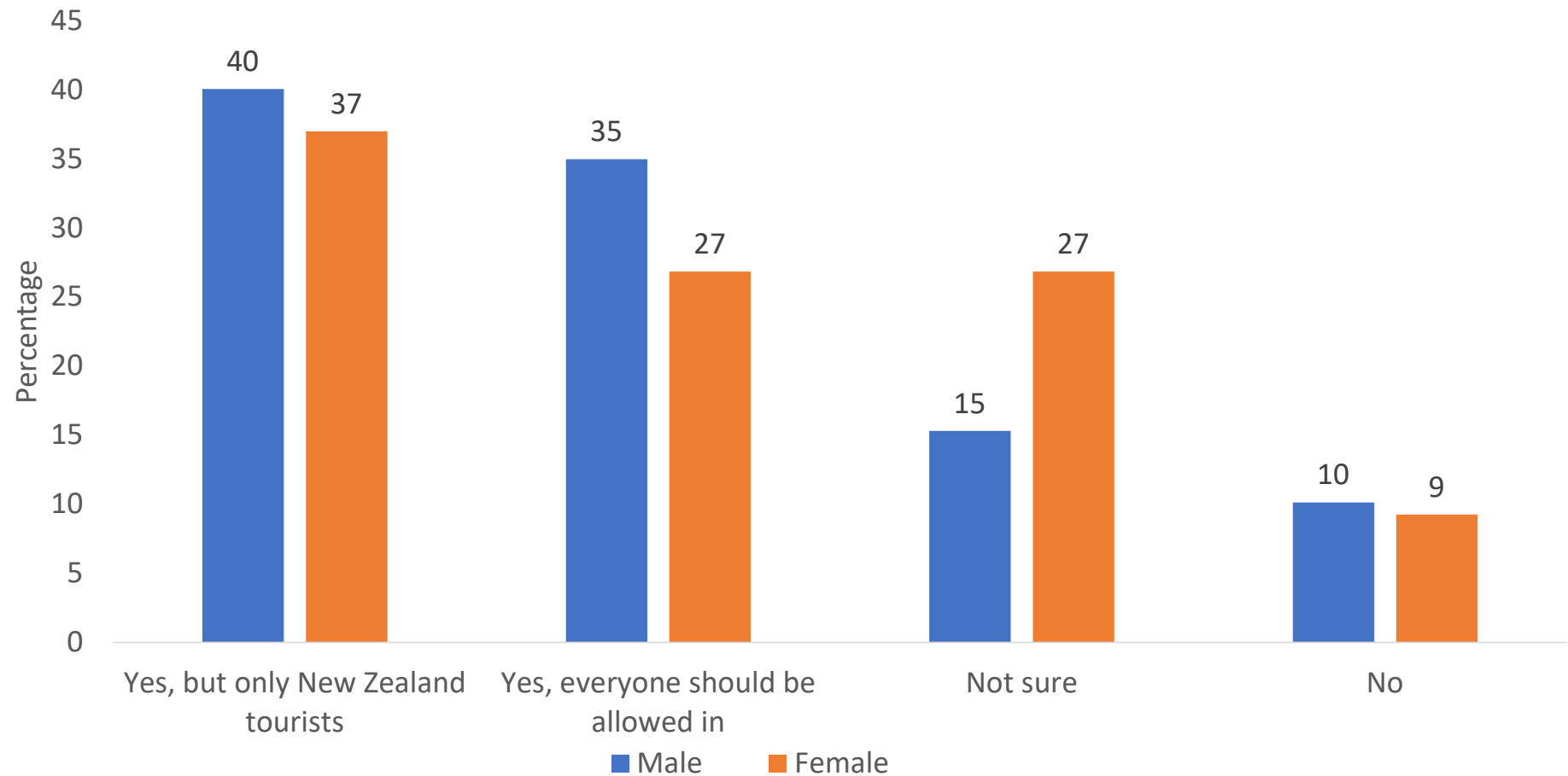
Do you think tourists should be allowed back in the Cook Islands? 2021

CI Māori / Non-CI Māori

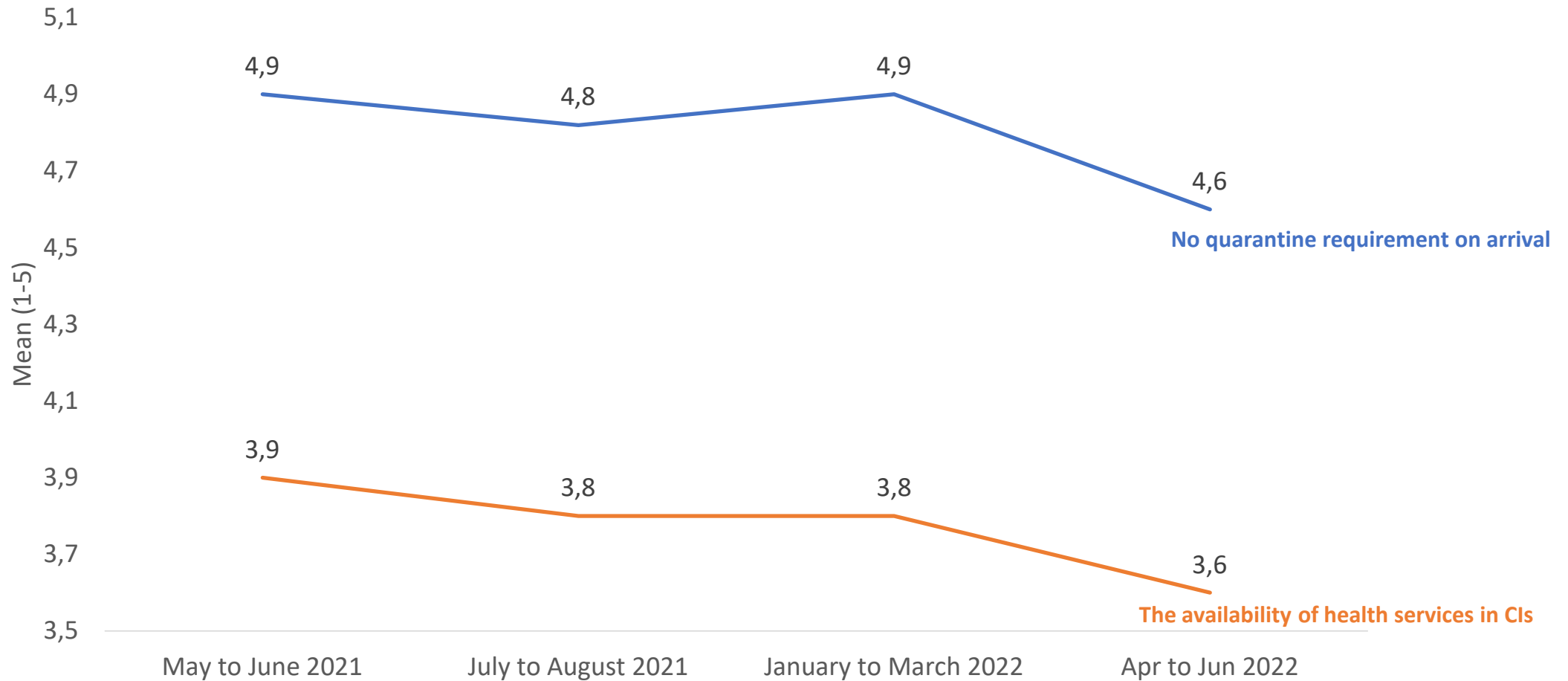


Do you think tourists should be allowed back in the Cook Islands?

Gender



Cook islands IVS: Importance of the factors in your decision to travel to the Cook Islands



Key Takeaways

- **Community:** must be at the centre of our focus. Limited data and the need for a mixture of approaches and techniques. Vital to build economic linkages and benefits without degrading environment and cultural dimensions. Focused on broader well-being and emphasize core UN SDGs.
- Community focused indicators are critically important if we are really to understand tourism's ability to achieve the goals set for it.
- **Health:** vital to monitor community, business and visitor dimensions. IVS represents a tool to evaluate impact of changing policies on visitor satisfaction and behaviour.



Ngā mihi

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