

# The 'Dairy Tourism' Experience: Exploring opportunities for dairy tourism in Canterbury, New Zealand's dairy industry.

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## Abstract

The dairy and tourism industries are heavily linked to Aotearoa New Zealand culture; however, local food tourism opportunities do not see the same success or level of promotion as agritourism or wine-tourism. In other words, Aotearoa New Zealand has not yet managed to fully incorporate food-based activities into the tourist experience. Only little research exists that focuses on the representations of food in New Zealand tourism, and dairy even less that examine the positioning and possibilities of tourism through dairy products and dairy farms. A relatively new tourism branch called: 'dairy tourism' seeks to bridge the relationship between dairy products and tourism. Both the dairy and tourism industries play an important role in the New Zealand economy, so to combine the two could positively affect tourism in New Zealand and improve New Zealand's brand identity, while increasing New Zealand's value as a tourist destination. The aim of this research is to explore the local dairy foodscapes and existing tourism opportunities in Canterbury Aotearoa, New Zealand to strengthen and ignite destination branding. The study employs a qualitative methodology as it uses secondary sources to conduct a thematic analysis. Thus, a sample of fourteen dairy tourism attractions are used to examine the potential of developing dairy tourism in the Canterbury region. Key findings suggest the region has the potential for dairy tourism using small-scale attractions. The region's dairy offerings, such as artisanal cheese, ice cream, and high-quality milk, can enable unique attractions for the dairy tourist. By exploiting the connection between Canterbury's scenery and its dairy industry, alongside the alignment with New Zealand's "clean-green' image", a dairyscape can develop to create a destination brand image that is reflective of the region's cultural and gastronomic identity.

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## Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed:

Date: 16/1/24

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## Chapter 1: Introduction

Food can be a powerful marketing tool as it can help a region develop its own unique gastronomical trademark, thus differentiating itself from other parts of the country, turning it into a food tourism destination. Now more than ever, travellers are seeking unique food and beverage experiences. Taking advantage of this new food tourism trend is important for the New Zealand tourism industry as a whole as these food tourists have the potential to act as ambassadors for the New Zealand brand all around the globe (Ministry for Primary Industries, 2018). Food tourism connects tourists to the culture of a specific region through locally-produced foods, as well as to the stories of the land and people who have built New Zealand's foodscape (Ministry for Primary Industries, 2018).

Food tourism can be defined as a type of tourism that offers a range of experiences related to food production and postproduction, such as visitation to food producers, tours of factories, farms, or food sources, and food waste management sites (Berno et al., 2019; Hall et al., 2004). Seeing that New Zealand is relatively young nation, it simply has not had the opportunity yet to develop distinct culinary traditions, so the time has now come to "carve out a place in the culinary tourism market" (Blakey, 2012, p.52). While the dairy and tourism industries are heavily linked to New Zealand culture, however, the local food tourism initiatives do not see the same success or level of promotion as sports-based activities or wine-tourism (Fusté-Forné and Berno, 2016). Thus, New Zealand may have the opportunity to develop food tourism, specifically 'dairy tourism', as a subtype of their overall tourism product.

At present, there are only few opportunities for tourists to experience the artisanal taste and essence of New Zealand's foodscapes, especially in the Canterbury region. Although known internationally for its landscape, agricultural industry, temperate weather, and rich history of dairy farming, Canterbury's dairy sector in particular is virtually absent in representations of New Zealand tourism through advertisements, promotion, and attractions. Therefore, little is known of dairyscapes and dairy tourism in Canterbury, New Zealand, however this is not to say Canterbury could not develop as a dairy tourism



destination. A focus on culinary offerings – specifically those related to dairy – can communicate a sense of place and brand-image, yet there has been limited search conducted in New Zealand that explores ways to enhance the development of dairy tourism for New Zealand as a food destination (Fusté-Forné, 2021).

## Research Significance

Despite the growing popularity of food tourism on an international basis, there has been little research on food tourism in New Zealand, largely ‘dairy tourism’ compared to sports-based activities and wine-tourism. Therefore, the aim of this research is to gain a deeper understanding of the local dairy foodscapes (dairyscape) and dairy tourism in Canterbury, Aotearoa, New Zealand to strengthen destination branding. Dairy visits, tours, and tastings, have seen much success in food destinations such as Italy, Spain, and France (Ministry for Primary Industries, 2018). As other countries have done, opportunities exist for New Zealand regions to target food tourists in a manner that leverages the unparalleled history and characteristics of their regional specialities (Fusté-Forné and Berno, 2016).

## Study Aims and Objectives

The primary aim of this research is to highlight the capacity of Canterbury’s dairy industry to be developed into a dairy tourism destination. To do so, this dissertation seeks to answer three research questions:

- What is the potential for Canterbury’s dairy in food tourism to contribute to destination branding?
- How can leveraging Canterbury’s dairyscape potentially strengthen our 'clean-green' image for tourists?
- What is the potential for local Canterbury ‘dairy tourism’ to enhance visitor experience?

## Structure of the Dissertation

This dissertation starts with a general introduction to the research topic as outlined in Chapter 1. Chapter 2 will comprise of the literature review, part A and B, covering food tourism, destination marketing, dairy tourism, tourism in New Zealand, dairy in New Zealand, and food and tourism in Canterbury. Chapter 3 will the methodology, paradigms, and methods. Chapter 4 will discuss the results, findings, and discussion of this research. Lastly, chapter 5 will present the conclusion and key findings, recommendations for this research, limitations for this research, recommendations for further research, and final thoughts.

## Chapter 2: Literature Review – Part A: Food Tourism

### Introduction

As highlighted in the introductory chapter, food and tourism are intrinsically linked, and food and beverage opportunities are already being used effectively as a marketing tool for New Zealand's tourism and dairy sectors (Ministry for Primary Industries, 2018). The potential to enhance destination branding using New Zealand's dairy industry and tourism sectors should therefore be researched. Before delving into the New Zealand context of 'dairy tourism' and destination branding, this literature review will give a detailed overview of food tourism and its gateway into 'dairy tourism'.

### Food Tourism

According to Hjalager and Corigliano (2000): "food, like other groups of factors such as transport, accommodation, attractions and activities, is a basic and crucial element of the tourism product" (p. 23). Food tourism, as defined by the World Food Travel Association (WFTA) (2018) is the "act of travelling for a taste of place in order to get a sense of place" (p.1). Food tourism is where food connects a destination's culture, society, and community (Meikle, 2022). Food tourism therefore advances the unique background of a destination, creating a point of difference and something to promote to attract visitors (Meikle, 2022). Many suggest that the best avenue to discovering a culture is through its food (Chang et al., 2011; Clifford, 2020; Fusté-Forné, 2020; Fusté-Forné, 2016; Lai et al., 2019).

Food and tourism are closely connected, with current literature documenting how food is foundational to tourist experiences, affecting tourists' satisfaction, behaviours, and decision-making (Björk & Kauppien-Räsänen, 2019; Hall et al., 2004; Peres, 2017; Stone et al., 2019). Good food experiences can spark intentions to revisit a destination (Björk & Kauppien-Räsänen, 2019). Food may increase a destination's appeal, strengthen a region's

cultural identity, and enhance visitor satisfaction, all of which may lead to growth in other commercial sectors (Fountain, 2022; Steinmetz, 2010). Additionally, the intersection between food and tourism has the capacity to generate income, lengthen the duration of visitor stays, strengthen regional food cultures, and increase the overall number of tourists to a region (Hjalager & Johansen, 2013; Steinmetz, 2010). Food tourism is more than an income-generating avenue; it is also a means to enhance cultural activity and, contributes to the overall tourism product (Du Rand & Heath, 2006; Fernández et al., 2019).

Ellis et al., (2018) identified the following five key themes from the research literature on food tourism within the past three decades as: “motivation, culture, authenticity, management and marketing, and destination orientation” (p. 1). Based on their findings, Ellis et al., (2018) argued that culture was at the centre of such emerging themes, which led them to argue that food tourism is a medium for tourists to understand the cultural anthropology of the people and places they visit. Food and beverage are an integral part of tourism; not only as transactions of the tourist experience but also as authentic experiences (Berno et al., 2019). People become food tourists as they gain a curiosity about different “foodways” and foodscapes. Foodways that can be located within a foodscape can be defined as:

Food habits and practices with respect to food acquisition, food preparation, food storage, distribution of food among family members, meal and snack patterns, food combinations, uses of food, beliefs about food, and identification of core, secondary, and peripheral foods in the diet (Ikeda, 1999, p.153).

Tourists who are in search of memorable cultural experiences understand that one avenue to attain this is through eating and drinking local food products procured from the land(scape) (Fusté-Forné & Berno, 2016).

Adema (2007) defined foodscapes as “cultural, economic, historical, personal, political, or social landscapes that, in one way or another, are about food” (p. 3). Foodscapes are the places and spaces that highlight food symbolism and its ability to manifest; the term essentially denotes a marriage between food and landscape (Adema, 2007). When a tourist

consumes a food product that is associated with the local terroir and land(scape), they are essentially consuming the unique features of the place (Fusté-Forné & Berno, 2016). Food experiences are enriched by the cultural significance and history of the food and its connection to the land (Björk & Kauppinen-Räsänen, 2019). Foodscapes have been studied from various perspectives, including food, climate, and geography (Björk & Kauppinen-Räsänen, 2019). A destination foodscape goes beyond dining at a restaurant or bar and may include value-added culinary experiences such as food and drink pairings, cooking classes, culinary tours, and chef talks (Björk & Kauppinen-Räsänen, 2019; Peres, 2017). Through this, tourists connect to local foodways which embody the meanings, processes, and contexts of food associated with the harvesting, producing, processing, serving, cooking, and eating of food (Peres, 2017).

## Destination Marketing

Food and tourism are inherently linked, not only on a functional and biological level but also on a promotional level (Steinmetz, 2010). As outlined by Rousta and Jamshidi (2020) creating a promotional food image on a tourism platform is a well-recognized marketing strategy applied by many countries. Consequently, food tourism is of interest for marketers, academics, destination managers, and hospitality (Getz & Robinson, 2014; Rousta & Jamshidi, 2020).

Considering the close link between food and culture, this suggests food tourism is an avenue to strengthen destination branding and competitiveness. As outlined by Lai et al., (2019), destination branding can be defined as “destination marketers” competition for tourists by creating and maintaining a consistent destination identity that is deemed distinctive and attractive” (p. 238). The creation of a destination brand image, the idea of a destination tourists take home with them, is crucial to achieving destination branding (Lai et al., 2019; Tasci & Kozak, 2006). The brand image directly exhibits the solidity of the overall brand (Lai et al., 2019). Destinations can market the appeal of their attraction and resources effectively through the use of positioning, packaging, development, and promotion of the attraction, which constitutes a brand image (Du Rand & Heath, 2006). As such, a solid destination image can play an important role in the decision-making process for visiting a country,

especially for first-time tourists who are unfamiliar with the culture (Amore & Roy, 2020). A growing interest in food in the Western world has resulted in a food tourism destination 'boom', suggesting that destination foodscapes are progressively becoming more competitive (Knollenberg et al., 2021). Competition in the food tourism sphere is not only local but also international, with destinations competing against offerings from around the globe (Mendola & Volo, 2017). There is therefore a need to obtain a competitive advantage and work hard to distinguish themselves (Knollenberg et al., 2021).

Food is considered a means to reflect a country and its people; therefore, it is the ideal product to offer as an attraction in a destination (Hall et al., 2004). Food and place are simultaneously being used to market the natural environment for food products and farming practices in producing high-quality artisanal products (Lin et al., 2011). As outlined by Berg and Sevo'n (2014) "food and gastronomy is directly and indirectly affecting the character of the place and its brand-image" (p.289). The use of local food is a critical component of defining a brand image and has become a powerful means to achieve destination branding and marketing (Amore & Roy, 2020). To shape marketing campaigns around food and beverage experiences has become more common (Knollenberg et al., 2021). Integral to this is the strengthening of marketing initiatives targeted specifically towards networks and websites that specialize in food and tourism (Steinmetz, 2010).

As noted above, the marketing of food also communicates a country's unique culture, customs, heritage, history, ethnicity, and religion (Chang et al., 2011). Hence, food has become an essential element of brand marketing in tourism (Du Rand & Heath, 2006). Thomas (2016) suggests the incorporation of food into the overall marketing of a destination has the potential to lead to increasing interest in visiting a particular region or city. Thus, the relationship between food and tourism benefits both industries, as regional and local food products are used to distinguish the culture and identity of a destination. In using such strategies, destinations have the opportunity to build a unique food identity and capitalize on the increasing number of food tourists in the global marketplace (Mendola & Volo, 2017).

This offers food producers and providers the opportunity to add value to their food products by creating a tourist experience that encompasses the heritage of a landscape (Pawson, 2018; Quan & Wang, 2003). Collaboration between the tourism and dairy sectors can build bridges between tourists and farmers, as well as urban and rural populations (Wilson & Fountain, 2021) to potentially create dairy tourism.

## Dairy Tourism

As food tourism evolves, an increasing interest in specialist foods has caught the eyes of food tourists, dissecting food tourism further into niche markets (Thomas, 2016). In creating niche markets using specialist and artisanal foods, such tourism products can assist in defining regional identities and developing high-quality tourism attractions (Martínez et al., 2019; Steinmetz, 2010). So far, dairy products and dairy farms have had little opportunity in the context of food tourism (Fusté-Forné & Berno, 2016). This creates an opportunity to explore the potential of dairy tourism as a niche form of food tourism.

As outlined by Fusté-Forné (2021), dairy tourism can be defined as: “the leisure and tourist practice that leads to the discovery of production, transformation, and commercialization processes of milk and milk derivatives” (p. 1). As examples of niche markets emerge, the potential importance of dairy tourism for marketing and destination branding ought to be explored. Dairy has the potential to become an appealing reason for a tourist to visit a destination. Similarly to cheese tourism, dairy could be leveraged as a means to appreciate natural landscapes thus strengthening a ‘foodscape’, increasing the value of local produce, and restoring or igniting cultural heritage (Fusté-Forné & Mundet I Cerdan, 2021). Tourists are in search of a connection to the people, land, animals, and where their food is being produced (Lincoln University, 2022). With this connection comes the rising interest in sustainability among tourists which feed into the appeal associated with rural life (Bertella, 2020). As opposed to simply sightseeing, tourists are now interested in exploring opportunities to create memorable food experiences, thus providing farmers and primary producers the opportunity to showcase their livelihood; it offers an opportunity for farmers to build sustainable farming practices, diversify their farming income, and educate the food tourist (Daugstad, 2008; Lincoln University, 2022).

To date, no clear definition of dairy tourism has been established (Fusté-Forné, 2021). For the purpose of this research, dairy tourism is acknowledged as a sub-type of food tourism that aims at providing dairy related experiences such as farmer's markets, milk bars, farms, milk product tastings (ie. Ice cream, cheese...), factory tours, dairy trails, farm stays, classes featuring cooking with local dairy, and shops selling artisanal dairy products. Dairy products comprise an array of milk and milk derivatives, made from different animal milks, including cows, sheep, goats, and even buffalo (Fusté-Forné, 2020). Accordingly, the process of rewarding tourism value to such products, as well as their production and consumption is what embodies 'dairy tourism' (Fusté-Forné, 2020). Dairy tourism serves as a connection between tourism and territory through the use of dairy products (Fusté-Forné, 2021).

The term dairy can be used to suggest relevant foodscapes and captivate local producers as a means of diversification, regional differentiation, and distinction (Fusté-Forné, 2021). Historically, milk and dairy productions have been refined over the course of centuries, each region developing their own unique processes that reflect the terroir, creating an individualistic regional brand identity (Adema, 2007; Fusté-Forné, 2021; Lee et al., 2015). Current research literature suggests that 'food stories' are rooted in the agricultural heritage of the land, and in the agri-food providers and producers who tend to the landscape (Berno & Fountain, 2020). Food products grown within the ground are a reflection of a destination's unique terroir, giving tourists the opportunity to 'taste the place' (World Food Travel Association, 2018; Berno & Fusté-Forné, 2019). For Fusté-Forné (2021) terroir acknowledges the relationship between the place, the taste, and the people. In New Zealand, dairy products are considered to reflect the terroir of the land, (whenua), and the people's, (tangata whenua) deeply rooted relationship to it (Berno & Fusté-Forné, 2019; Aurier et al., 2005). New Zealand's dairy products have their own unique terroir, the characteristics offered by the environment; the soil and geology of a region, climate, slop, altitude, feed, and seasonal variations create a taste no other terroir can (Berno & Fusté-Forné, 2019). UNWTO (2012) highlighted the connection between food, culture, agriculture, and land, proposing that terroir is foundational for heightening gastronomic offerings. Terroir is more than the land itself but is an extension of the people and culture in place (Berno, 2017). Consequentially, when a tourist consumes products with local terroir, they



are not only consuming the intangible product but also the psychological image from which it came (Berno, 2017).

Research suggests that food products made on the land, such as cheese, can showcase the identity of the land as a foodscape, reflecting its historical and authentic background (Berno & Fusté-Forné, 2019). Farms, factories, farmers markets, and cafes have the potential to portray a country's landscape, thus creating a foodscape (Berno & Fusté-Forné, 2019). Such foodscapes involving dairy could potentially proffer mutual benefits to both the local farming and tourism sectors (Fountain, 2022). For farmers, producers, and providers to act as advocates of the local land and products would allow them to define the originality of the place, adding to the authenticity of the tourist product (Fusté-Forné & Berno, 2016). Igniting the connection between tourism promotion, culinary heritage, and dairy products could offer the opportunity for local and regional foods to excel (Du Rand & Heath, 2006). Considering the importance of the dairy industry in New Zealand, applying dairy to tourism could potentially enhance the visitor experience and strengthen the 'clean-green' image heavily used in tourism advertising and marketing. This link with New Zealand's 'clean-green' imagery in the context of dairy tourism will be discussed in the next chapter.

## Chapter 2: Literature Review – Part B: Food and ‘Dairy’ Tourism in New Zealand

### Introduction

As will become evident from the literature presented in this chapter, representations of food in New Zealand tourism, with particular absence of dairy products and dairy farms has not been researched much to date. Dairy tourism is a relatively new niche branch of food tourism and it seeks to forge a relationship between dairy products and tourism. Both the dairy and tourism industries play an important role in the New Zealand economy, so connecting dairy with tourism could positively affect the character of New Zealand and its brand image for overseas visitors (Berg & Sevoń, 2014). Although tourists habitually consume food as part of their experience in New Zealand, existing local food tourism opportunities do not see the same recognition or level of promotion as sports-based activities or wine tourism (Fusté-Forné & Berno, 2016). Although an absence of dairy tourism in New Zealand research literature, this chapter will explore the potential of using the dairyscape as part of the tourism product (Fusté-Forné & Berno, 2016).

### Tourism in New Zealand

Unlike many destinations, New Zealand has not utilised foodscapes in its tourism product (Fulton, 2015; Fusté-Forné & Berno, 2016; Ministry of Primary Industries, 2018; Thomas, 2016). Previous campaigns that employed food and agricultural products had failed to communicate terroir, missing the opportunity to highlight the relationship between New Zealand food, agriculture, and the land/landscape (Berno, 2017). As highlighted by Rural News Group (2015), “we spend so much time, energy and resources making sure everyone else has food...we kind of forget about our own. Which means we end up not developing our own amazing food culture” (p. 1). On an academic level, limited research has been conducted on the representation of food in New Zealand tourism (Fusté-Forné & Berno,

2016; Fusté-Forné, 2020). To date, food tourism research that has been conducted in New Zealand has primarily concentrated on wine tourism (Thomas, 2016). Instead, international tourists that have visited New Zealand to date have come to take in their scenic landscape (Steinmetz, 2010; Thomas, 2016).

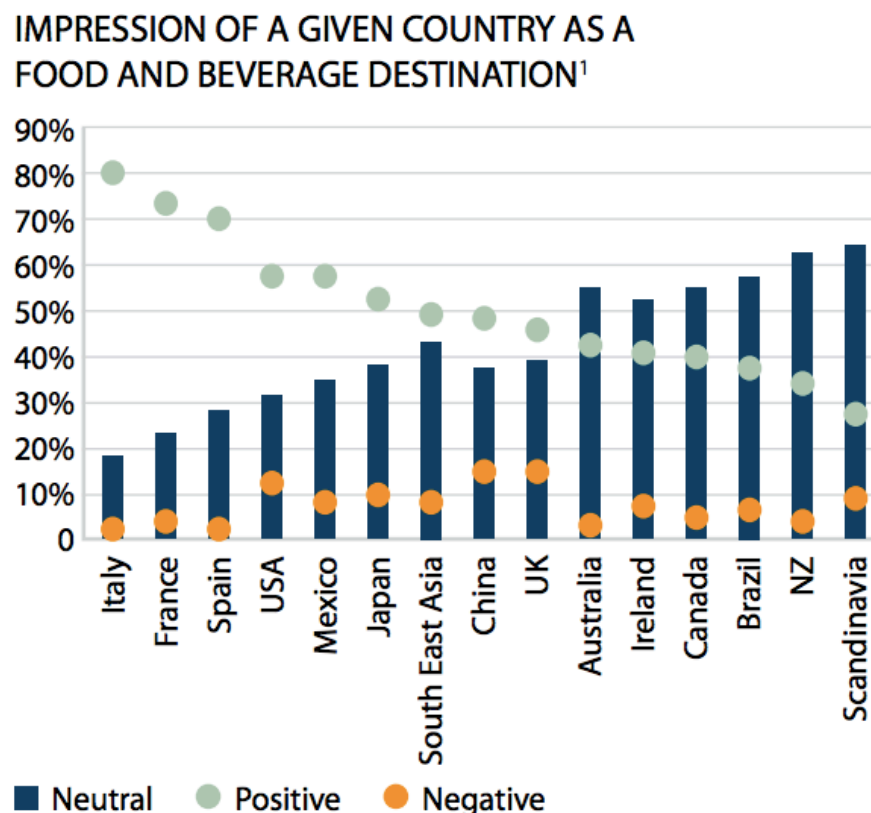
New Zealand has succeeded in building a worldwide reputation for their landscape, and, as a result, have attracted tourists from far and wide to visit (Thomas, 2016; Hall & Gössling, 2016). Tourists crave experiences that are in touch with the natural world amid a world that is technologically evolving (Steinmetz, 2010). Branding that is applied to places has the capacity to raise emotion and influence behaviours (Amore & Roy, 2020). New Zealand has had the perfect opportunity to fulfil this need through their clean-green imagery and agricultural roots (Steinmetz, 2010). For Pawson (1997) clean-green can be defined as a “national identifier that incorporates both nostalgic and anticipatory elements” (p.17), and Henderson (2005) defines clean and green as heavily linked to the New Zealand lifestyle “where people could own their own land and home; enjoy wholesome, locally produced food and drink; and where pride in the pioneering spirit was strong” (p.118). Essentially clean-green has become New Zealand’s national brand image, largely due to its term used in the 100% Pure New Zealand tourism campaign (Kaefer, 2016). Against a scene of untouched landscapes, New Zealand was and still is sold on the idea that the country is 100% clean and green (Hayes & Lovelock, 2017). As a country that is known as the “land of plenty”, the clean-green image has long been associated with New Zealand’s lifestyle and landscape (Antwerpen, 2022; Kaefer, 2016).

Although it is uncertain who coined the term, “clean-green” and linked it to New Zealand’s brand identity, it is suspected to be associated with the 1985 Rainbow Warrior Incident and the passing of the 1987 NZ Nuclear Free Zone, Disarmament, and Arms Control Act (Kaefer, 2016). The Rainbow Warrior was replaced by Greenpeace with a new vessel, and has since campaigned for a green and peaceful future in alignment with New Zealand’s act to preserve the country as a unspoilt green land (Kaefer, 2016). New Zealand has since benefited from the promotion as a clean-green country for the past three decades. In reinforcement of New Zealand’s clean-green positioning, the 1999 New Zealand 100% Pure Tourism campaign has seen worldwide success in its tourism branding (Antwerpen, 2022;

Hall, 2010). In the campaign, New Zealand uses clean-green imagery as a marketing tool (Patil, 2019). With an emphasis on people, culture, landscape, and adventure, New Zealand's 100% Pure New Zealand campaign was named the best destination marketing campaign by the World Travel Awards in 2012, and it has successfully positioned New Zealand as a destination brand (Patil, 2019). For New Zealand, understanding the country's foodscape could lead to a strengthened destination brand image. Understanding a foodscape is understanding the context of the place; "place is an amalgam of destination qualities, including landscape and architecture, history and heritage and social structures and relationships" (Smith, 2015, p. 221). These destination qualities provide a means to evoke emotional responses in tourists, and thus can be used in destination marketing (Fusté-Forné & Berno, 2016). Berno (2017) suggested that, if New Zealand authentically wants to see success through the 100% Pure image, the country needs to promote not only tourism or agri-food products, but also their food, in order to elevate New Zealand cuisine to something that is instantly identified much like the land in which it comes from.

The need to expand opportunities in food tourism in New Zealand as a whole is important as their culinary offering and foodscapes have the power to transmit a sense of image and place which aligns with the clean-green imagery that has been so successful in New Zealand nature-based tourism (Lai et al., 2019; Kaefer, 2016). Research presented in New Zealand Food and Agri Tourism Industry Insights highlighted the perceptions of various countries as food and beverage destinations (Ministry of Primary Industries, 2018). It reveals an area which New Zealand needs to work on. Data collected via an international online survey among tourists on their perceptions of a country as a food and beverage destination. The results of the survey are presented in Figure 1 below.

**Figure 1: Impression of a given country as a food and beverage destination**



Note: This graph highlights the impressions of a given country as a food and beverage destination. Data was obtained via an online survey conducted by MPI and ANZ in July 2018. Ministry of Primary Industries, 2018. (<https://www.mpi.govt.nz/dmsdocument/31068-New-Zealand-Food-and-Agri-Tourism-Report>).

As the data presented in Figure 1 indicates, New Zealand sees little international recognition as a food and beverage destination compared to frontrunners France, Italy, and Spain based on the blue line indicating neutral perceptions (Ministry of Primary Industries, 2018). However, there is significant potential to grow the food tourism brand in New Zealand as the country has one of the highest measures for neutral food perception as a food destination, meaning New Zealand's food offering is neither good nor bad, but is still regarded as a biological need as opposed to a culinary experience (Latham, 2023). Building a 'good' perception of New Zealand food tourism and increasing food and beverage experiences would help cement New Zealand's position as a tourist destination for the tourist (Berno et al., 2019). The lack of positive experiences is not the result of negative

ones, but rather the lack of authentic food and beverage experiences and a concrete food culture (Ministry of Primary Industries, 2018). From what is presented in this data, New Zealand has a prime opportunity to develop its own distinctive food tourism and build on positive perceptions to strengthen its identity as a food and beverage destination (Ministry of Primary Industries, 2018). Du Rand and Heath (2006) suggested that implementing food tourism guidelines and/or frameworks could empower destination marketers to maximize the potential of local and regional foods as tourism products. Improving this could ignite the connection between tourism promotion, culinary heritage, and agricultural products.

Tourism in New Zealand is a prominent contributor to the economy and has grown over the past three decades up until the rise of the COVID-19 pandemic (Wilson & Fountain, 2021). Up until March 2019, the New Zealand tourism sector was valued at \$41 billion (Wilson & Fountain, 2021). Due to the closing of the borders in response to the COVID-19 pandemic, New Zealand tourism statistics post-March 2020 have not been accurately measured (Wilson & Fountain, 2021). Consequentially, the outbreak of the COVID-19 pandemic thoroughly changed the landscape of the visitor economy and tourist product (Tourism Futures Taskforce, 2020). Many scholars suggest the COVID-19 crisis offers the opportunity to re-think tourism with regard to sustainable, ecological, cultural, and social integrity (Bertella, 2020).

Tourism in New Zealand has previously had a particular focus on the consumption of what can be done on the land (ie. Outdoor-based activities and viewing landscapes) as opposed to the consumption of what is of the land (ie. Rural gastronomy) (Fusté-Forné & Berno, 2016). As highlighted by Fusté-Forné & Berno (2016) rural gastronomy interconnects primary production and rural landscape, providing the foundation in which tourists are able to taste and experience a foodscape; in this case, Canterbury's dairyscape. Rural gastronomy enables rural tourism destinations, such as Canterbury, to transform into a culinary landscape that is reflective of the region's rural terroir (Fusté-Forné & Berno, 2016). De Reus (2013) noted that: "New Zealand has a young food culture [...] It's a real melting pot; we're still trying to develop an identity. [...] regions should differentiate from each other and offer their own specialities" (para. 13). Local food products provide a means to communicate culinary identity, allowing visitors and tourists to explore New Zealand

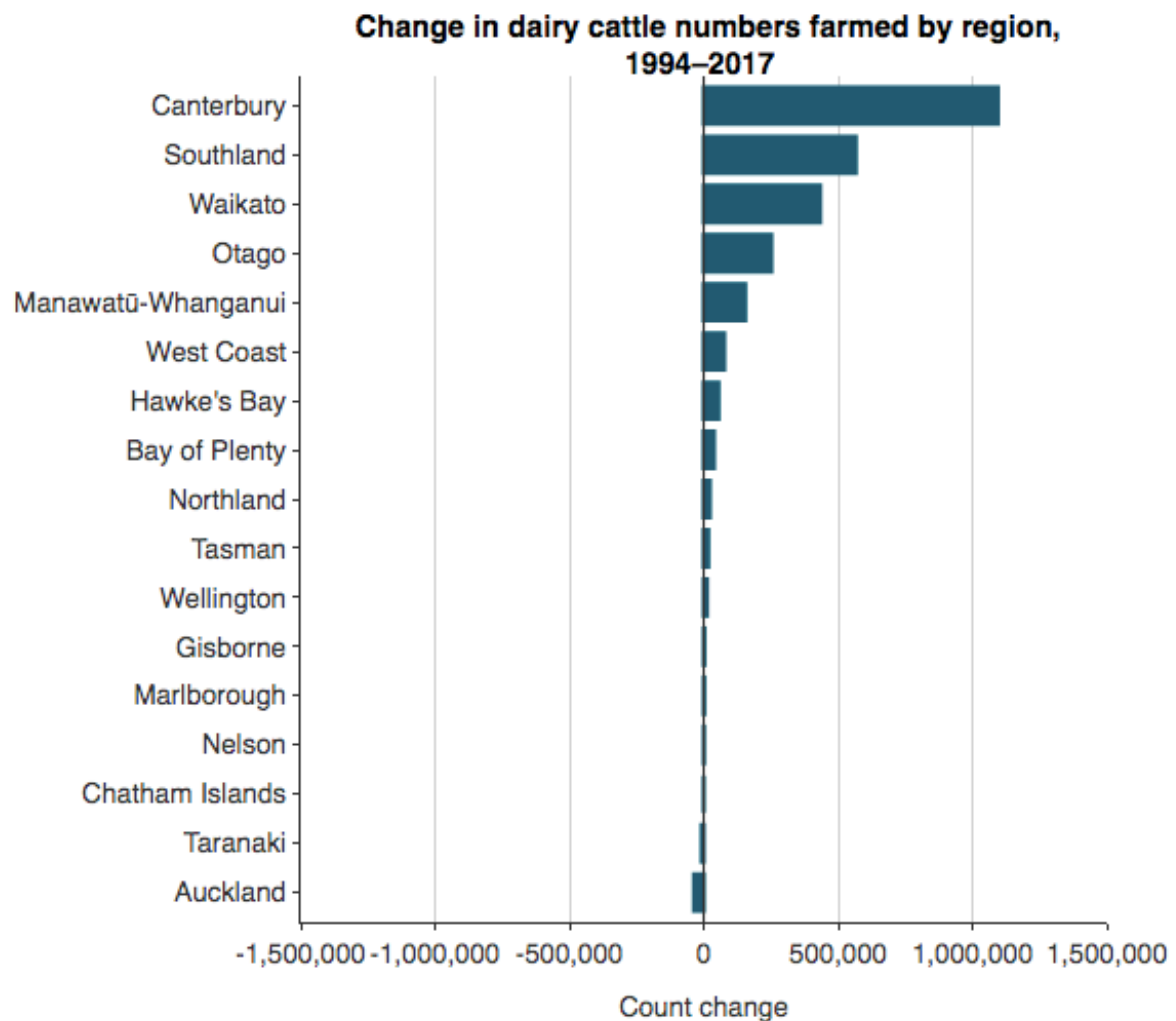
through gastronomy, food, and beverage (Fusté-Forné, 2020). Aside from the sustenance that food provides to people, food is also a key to articulating individual and shared cultural identity (Berno, 2017). This link between food and identity is often referred to as “cuisine” and New Zealand’s cuisine is still ill-defined (Berno, 2017). New Zealand’s food product undeniably holds value; what the country needs now is a clear narrative regarding its food story and food culture (Latham, 2023). Given dairy’s value in the export sector, dairy and tourism could be combined as a means to build New Zealand’s food story to something that is recognisable to a tourist (Fusté-Forné, 2021).

## Dairy in New Zealand

The function that dairy and the land inhabit in the culture, society, and economy of New Zealand is unique. Thus, McCloy (2014) noted that “cattle – cows, companies and characters – have come to dominate and define [the] diet, [the] economy and [the] landscape” (p.210). The New Zealand dairy industry alone generates roughly NZD \$19 billion annually for the national economy and is, the 8<sup>th</sup> largest dairy producer in the world (LIC Livestock Improvement, n.d.). New Zealand’s ideal climate that’s suited to a cost-efficient, high-quality grazed-pasture dairy system means New Zealand has the capacity to farm a little under 5 million cows across 11,000 dairy herds (LIC Livestock Improvement, n.d.). Those 11,000 dairy herds spread across 1.74 million hectares of land and play an important role in the local economy of each region (LIC Livestock Improvement, n.d.).

Statistics New Zealand (2021) captured the progression of dairy cattle density in New Zealand from 1994 to 2017. The results of this data shows that cattle density has grown exponentially, particularly in the Canterbury region. The results of this data can be seen presented in Figure 2 below.

**Figure 2: Change in dairy cattle numbers farmed by region, 1994-2017**



Note: This graph shows data on the change in dairy cattle numbers farmed by region from the year 1994 to 2017. This measures the number of farmed dairy cattle, beef cattle, sheep, and deer over time nationally. Statistics New Zealand, 2021.

(<https://www.stats.govt.nz/indicators/livestock-numbers>).



The steady growth in the 23-year period saw dairy numbers, which include beef cattle, sheep, and deer, skyrocket by 82 percent from 3.4 million to 6.3 million (Statistics New Zealand, 2021). Canterbury dairy cattle increased by 973 percent from 113,000 to 1.2 million (Statistics New Zealand, 2021). As a nation, New Zealand produces and exports some of the best dairy products on the globe; however, in further looking outwards, New Zealand has neglected to acknowledge the richness of their dairy culture (Clifford, 2020). The opportunity to leverage dairy tourism within New Zealand could create high-value markets for produce through the strengthening of agri-food value chains, which simultaneously would allow local producers to better manage their brand stories (Lincoln University, 2022). The storytelling of New Zealand community and family food heritage, ecological regeneration, and sustainable farming practices from farmers and food producers may heighten the interests of tourists in food tourist markets, including dairy tourism (Fountain, 2022). In addition to providing a boost for dairy farmers, New Zealand has the opportunity to market dairy products to boost local economy in the same way traditional ceviche has led to a growth in Peru's fishing industry (Mendola & Volo, 2017).

The name Fonterra is interchangeably used with dairy production in New Zealand, as it is the country's largest company (Berno & Fusté-Forné, 2019). Fonterra exports 95% of what is produced by the country's dairy industry (Berno & Fusté-Forné, 2019). Although Fonterra's empire has sparked conversation in mainstream media, it does not come without its controversies (Berno, 2017). Lately, Fonterra has been linked to negative messages as the company is believed to be responsible for the degradation of water, a decrease in rural property values, and other environmental concerns (Berno, 2017; Blackett & Le Heron, 2016). This poses a potential challenge for dairy tourism. However, 'dairy tourism' may provide the means to replenish distribution tactics and diversify revenue streams in a sustainable manner that enhances dairy's positive image (Fountain, 2022). Thus, the establishment of dairy tourism could develop a reciprocal relationship between both farming and tourism sectors for one of the largest dairy regions in New Zealand, Canterbury (Fountain, 2022; Fusté-Forné & Berno, 2016).

## Food and Tourism in Canterbury

The Canterbury region, located on the East Coast of the South Island, is home to roughly 6.3 million dairy cattle that play an important role in the region's economy (Statistics New Zealand, 2021). Furthermore, Canterbury is also a large tourism destination for New Zealand, attracting almost 500,000 visitors in the year 2019 (Christchurch NZ, 2023). Canterbury, although known internationally for its landscape and agricultural industry, has received criticism much like the rest of New Zealand, for the backlash of its use of environmentally problematic dairy farming methods, such as nitrate leaching (Radio New Zealand, 2022).

Everett and Slocum (2013) suggested using food tourism or rural tourism as a way to boost a jeopardised agricultural industry and sustain a healthy and enriching rural landscape. As outlined by the Policy Commission on the Future of Farming and Food (PCFFF) (2002), "tourism is a key earner in rural areas, and a healthy, attractive and diverse farmed landscape is the foundation for its future" (p. 53). Any attempts at successfully establishing dairy tourism in a region hinges on understanding the local dairy industry and conceptualizing dairy as part of the foodscape (Fusté-Forné, 2021). The key to successful dairy tourism is allowing tourists to engage in authentic local experiences that convey the idea of traditional culture and authentic living (Fusté-Forné, 2021). Thus, for the purpose of this research, Canterbury's foodscape will be used in order to expand the understanding of the potential relationship between "tourism" and "dairy products".

Based on the research on food and rural tourism, Everett and Slocum (2013) found that it can support the economy, bring a wave of new jobs, and build the cultural character of the countryside. Furthermore, forms of agritourism can be key to achieving sustainable farming practices through diversification and reconnecting tourists to the local environment (Lincoln University, 2022; Yernazarova et al., 2023). Utilising spaces such as farms and workshops provides a sense of authenticity where tourists can come into direct contact with Canterbury's foodscapes and local producers (Byrkjeflot et al., 2013; Fusté-Forné, 2020). Food tourism attractions and local food products have the power to communicate

authenticity through their experiential focus, allowing tourists to participate and observe (Fusté-Forné & Berno, 2016). Having food-producing attractions in the tourism sphere could enhance the visitor experience as visitors could engage in the food story of the region's food production and consume the contemporary, cultural, and historical values linked to dairy (Fusté-Forné, 2020).

Dairy could lend itself as a tool for regional differentiation for Canterbury as a destination, helping to create a sense of place (Steinmetz, 2010). Regional differentiation offers diversification to specialised produce of a region (Steinmetz, 2010); for Canterbury this is dairy as the region is the largest dairy producer in the South Island (Statistics New Zealand, 2021). As such, New Zealand's tourism industry needs to reconnect to Aotearoa's concept of Mauri – the life energy binding all living things – to enrich the visitor economy (Tourism Futures Taskforce, 2020). As outlined by the Tourism Futures Taskforce (2020), the kaupapa (principle) of Mauri can be seen through a visitor economy that is:

Part of communities, not apart from them. Gives richly back to our environment, which gives so much to us. Connects and enhances our mana and manaaki. Enables people to get excited, to grow, and to thrive. Clearly and tangibly enriches and enlivens our culture, our communities, and our visitors. Celebrates who we are and strengthens our place in the world. Ensures accountability for delivering wellbeing, not just financial profit (p.11).

In working towards this 'reconnection', Canterbury could build a competitive dairy tourism industry that enriches local New Zealand and offers tourists meaningful experiences. As outlined by Everett and Slocum (2013), food tourism and its niche forms can be implemented through the promotion of local food via farmer's markets, inclusion of locally-sourced dairy products in the hospitality supply chain, amplified local menu items, and food festivals dedicated to dairy (Fernández et al., 2019; Yernazarova et al., 2023). These avenues would act as 'dairy tourism attractions' and could provide a way to enhance Canterbury's destination brand, while simultaneously building their food narrative.

## Summary

To summarise this literature review, dairy tourism offers an opportunity to bridge the gap between the tourism and dairy sectors in Canterbury, New Zealand. In leveraging the foodscape associated with dairy products (a dairyscape), Canterbury would be in an ideal position to create a destination brand that appeals to a dairy tourist. This would simultaneously enrich the region's culture and heritage, further enhancing visitor experience. The interconnection between dairy, agriculture and land, and culture, as reflected through terroir, could enhance Canterbury's gastronomic offerings and enable memorable experiences for visitors. However, if Canterbury wanted to capitalise on dairy tourism, the region would need to develop and promote their food story and narrative. Canterbury could strengthen their identity as a dairy tourism destination through the promotion of authentic local dairy products in collaboration with farmers and local producers. As a region that aims to enhance collaboration between the tourism and food sectors, capture consumer demand, and restore the image of their dairy farming sector, Canterbury's dairy tourism has the potential to highlight the positive aspects of the dairy industry, while simultaneously diversifying revenue streams and elevating economic, social, and cultural growth. This literature review suggests that, when applying the right marketing and promotional strategies, dairy tourism has the power to strengthen the local economy, contribute to Canterbury's brand destination image as a clean-green region, and enhance and increase visitor numbers and experience.

## Chapter 3: Methodology

### Introduction

This chapter introduces the methodological approach to the research. The chapter commences with a positioning statement of the researcher to establish why this research is taking place. This will be followed by discussions of the ontology and epistemology that underlie the research. Subsequently, the research paradigm, methodological approach, and data collection method are described. The final section explains how thematic analysis was used to analyse the data.

Based on the research question, a relativist ontology and constructivist epistemology were applied. Interpretivism was the most appropriate paradigm. The methodology was qualitative, using secondary sources. The sample comprised advertising/marketing materials, government publications, and New Zealand based tourism as well as dairy websites.

### Positioning Statement

I am a 22-year old female Pākehā New Zealander. Throughout my childhood, I was fortunate to travel overseas and developed an innate love for travelling and experiencing differing cultures and cuisines; you could say I am a food tourist. In January 2023, I solo travelled for the first time to South and Central America. I could not help but notice all the countries I visited employed a tourism strategy based on leveraging local food, particularly in Costa Rica. Famously known for their coffee, chocolate, and sugar cane, Costa Rica has cleverly tapped into their foodscapes as an opportunity to teach the history and culture of such foods to tourists. Mesmerised by the country's innovation, I could not help but question why New Zealand has not done the same for their dairy industry. While so many other countries have refined their food tourism strategy and taken advantage of the existing gastronomic offerings, New Zealand's tourists are missing opportunities to see and partake in production, dairy visits, and tastings, despite being famously known overseas for their

exported artisanal dairy products. This has ultimately led me to conduct this research, as I hope to inspire New Zealand towards bettering and strengthening our food culture and brand for tourists to soak up.

## Ontology and Epistemology

As a postgraduate researcher in the field of applied social sciences, it is vital to examine and analyse the ontological and epistemological structures that underpin my research design (Jackson, 2020). In doing so, a clearer, more direct framework for the researchers' decision-making process in how to tackle the research question(s) is established (Jackson, 2020). Both ontology and epistemology are fundamental conceptual tools (Nguyen & Chia, 2023). As such, the ontology and epistemology must be established for this research.

Ontology is a branch of philosophy that was defined by Crotty (1998) as "the study of being" (p.10). As a theoretical perspective, it aims to clarify the nature of existence; the structure of reality (Nguyen & Chia, 2023). The research conducted throughout this dissertation was based on a relativist ontology as this study is open to numerous interpretations outside merely my worldview, acknowledging reality is a subjective experience (O'Leary & Hunt, 2017).

Epistemology serves as the philosophical foundation for analysing what sort of knowledge is feasible and the ways in which we as researchers can guarantee it is legitimate and adequate (Nguyen & Chia, 2023). As outlined by Crotty (1998), epistemology is "viewed as a way of looking at the world and making sense of it" (p.8). While there are two possible epistemological perspectives which can potentially be applied with a relativist ontology – constructivism and subjectivism – it was finalised that constructivism proffered more insight in the context of this research.

Constructivism is an epistemology that renders a "explanation of the nature of knowledge and how human beings learn (Ültanir, 2012, p. 195). As outlined in Gray (2004) the epistemological view of constructivism sees that "truth and meaning do not exist in some

external world but are created by the subject's interactions with the world. Meaning is constructed not discovered, so subject's construct their own meaning in different ways" (p.17). Given that this research is grounded on the precedence that the truth of reality is created as opposed to discovered and allows different viewpoints and human experiences of the world to coexist, a constructivist epistemology was applied to this research. Following my positioning statement as the researcher and my belief that researchers construct their own knowledge, incorporating new information into their pre-existing knowledge, constructivism was a suitable approach.

## Paradigm

Generally speaking, the debate of the theoretical foundations of research typically revolves around the research paradigm; the paradigm determined by the ontology, epistemology, and methodology (Jackson, 2020). Consequently, the paradigm, which "provides a lenses through which the world is viewed" (Morgan, 2007, p.50) was chosen first, with the remaining structure built around it. The paradigm that best complemented a relativist ontology and a constructivist epistemology is interpretivism as it is coherent with the researchers' beliefs about the essence of reality and the assumption that knowledge is socially constructed by human beings (Denzin & Lincoln, 2005).

Interpretivism was the most coherent choice for this research question because it provides a collection of philosophical tools of value for solving problems (Alharahsheh & Pius, 2020). As a paradigm, interpretivism situates itself in contrast to positivism with the belief that reality is subjective and socially constructed and is typically led by the researchers' feelings and beliefs (Alharahsheh & Pius, 2020). Interpretivism differs from positivism in that it considers reality to be subjective, whereas positivism focusses on objective investigation (Alharahsheh & Pius, 2020). Interpretivism has the power to proffer an in-depth understanding, as it has proven to be the best means to analyse data in relation to human actions within sociology (Alharahsheh & Pius, 2020). Consequentially, the interpretive approach coexists with qualitative methods of data collection (Kivunia & Kuyini, 2017). As dairy tourism is constructed on the values, beliefs, and norms of the culture of Canterbury's

society and the researchers' belief that there is an absence of dairy and dairy products in New Zealand tourism, the interpretive approach was the most appropriate choice.

## Qualitative methods

A qualitative research method was chosen to meet the objective of the research aim, while simultaneously analysing and evaluating non-numerical data (Forman & Damschroder, 2007). The advantage of using a qualitative method is that it facilitates a deep understanding of the phenomenon at hand that facilitates a deep understanding of human behaviours; in this context: dairy tourism (Forman & Damschroder, 2007). Thus, in this case, the use of qualitative methods means that an in-depth understanding of the dairy industry in Canterbury is based on the close exploration of the characteristics of existing dairy tourism initiatives as opposed to collected numerical data.

## Content Analysis

Given the assortment of qualitative research methods that are commonly used in this field, it is important to specify what kind of qualitative study this is. Therefore, the methodology that was used for this research was qualitative content analysis. As defined by Mayring (2000), qualitative content analysis situates itself "as an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytical rules and step by step models, without rash quantification" (p.2). Simply put, qualitative content analysis is a powerful method for analysing a large variety of data, it is flexible and content-sensitive, which in turn means it can be applied to a range of research designs (Kyngäs, 2020). Qualitative content analysis can also be seen as an effective match to the relativist and constructivist stance (Denzin & Lincoln, 2005).

The compilation of texts used for qualitative content analysis can consist of an array of recorded communication, such as journals, newspapers, interviews, transcripts, and reports (Mayring, 2000). Content analysis examines not only the explicit content of the material, but



also the key patterns and themes embedded within the text (Mayring, 2000). This research method analysed the contextual data, before minimizing it down into controlled sections through the application of either deductive or inductive codes, then reworking the data to allow for the drawing and authentication of conclusions (Forman & Damschroder, 2007). Such conclusions are aimed at depth and detail, as opposed to quantity (Forman & Damschroder, 2007). Content analysis can often be considered as a similar method to thematic analysis, however there are key differences between the two methods when applied to qualitative data analysis (Braun & Clarke, 2006). Thus, thematic analysis focuses on understanding the context of the data using overarching themes, whereas content analysis looks at identifying patterns, trends, and themes in the data (Braun & Clarke, 2006).

In the context of this research, the qualitative content analysis resulted in a rich description of the phenomenon (dairy tourism) through data collection, coding, and interpretation of a variety of texts (Mayring, 2000). It was deemed the most appropriate form of analysis for this research as the approach was suitable to reveal an in-depth meaning and elucidate realistic conclusions surrounding the research topic.

## Method

A non-probability purposive sampling method was adopted in this research (Forman & Damschroder, 2007). The combination of data sources, data collection methods, sampling strategy, and data analysis together so it is coherent with the research question(s) is foundational to the success of any research (Forman & Damschroder, 2007). As outlined by Merriam and Tisdell (2016), purposive sampling enables the researcher to select a sample based on the attributes or characteristics that the researcher wishes to study. In order to remain focussed on answering the research questions, keywords were applied to search for sampling units in the digital databases. Keywords used included: Food, Dairy, Tourism, Food Tourism, Dairy Tourism, Rural Tourism, Tourism in NZ, Dairy Industry NZ, Tourism in Canterbury, Dairy tourism attractions in Canterbury. Firstly, data sources were found using a worldwide web search using keywords on platforms such as, Google, Tourism websites (Neat Places, Made North Canterbury, The Cheese Wheel), and the enterprises' websites. In

order to ensure that the data volume collected could be analysed within the timeframe of this dissertation, social media platforms and imagery were excluded from the web search, and therefore were not analysed.

The dairy tourism definition outlined in the literature review (see p.16) was used to identify dairy tourism operations and attractions, within the parameters of Canterbury, New Zealand. Throughout this sampling search and collection, sampling units located in the Canterbury region which can be considered dairy tourist attractions were identified and formatted into a table on word with the name, explanation, and location as a means to organise the data (see Appendix C). Consequently, the sample included shops, tours, farm stays, festivals, converted dairy factory stays, and farmers markets in Canterbury that might attract a dairy tourist to visit. The data research and collection process lasted until the researcher reached sample saturation. The data search for enterprises extended beyond just the homepage of the website and also included promotional content and advertisements on tourism websites of the dairy tourism attractions. Once the data collection process was completed, the data was copied and pasted onto a word document, then printed for preliminary manual coding to gain data familiarity, before transferring the file to Nvivo 12 software, where nodes, codes, and themes were created as a result of thematic content analysis. Although many of the sampling units had visuals, this research focuses on textual analysis only. Communication can take many forms of content analysis; however, given the parameters of this 60-point research paper and the time-constraints that come with it, only textual data was analysed.

Using the purposive sampling method described above, fourteen enterprises were identified as meeting the sampling parameters in Canterbury that revolved around the production, provision, or consumption of dairy products that can be regarded as dairy tourism attractions based on the definition used in this dissertation. The fourteen enterprises are:

- Little Farm Goat Dairy
- Karikaas Cheese
- South Canterbury Outstanding Food Festival
- Geraldine Cheese Company

- Charing Cross Sheep Dairy (Located at Riverside Farmer's Market)
- Wairiri Buffalo
- Barry's Bay Cheese Factory Tour
- Ice Cream Charlie
- Emilio's Cheese
- The Nest Treehouse
- The Cubby House
- The Factory (Hapuku Co-Operative Dairy Co)
- Geraldine Farm Tours
- Jones' Family Farm (Located at Ohoka Farmer's Market, Lincoln Farmer's and Craft Market, and Christchurch Farmer's Market)

**Jones' Family Farm** specialises in sheep milk products, namely milk, cheese, and skincare products. **Little Farm Goat Dairy** hand-craft their own goat cheese using a swiss technique at their farm located in Te Hua, Oxford, Canterbury. **Karikaas Cheese**, located in Loburn Canterbury, sell authentic dutch-styled cheese out of their tasting room and storefront.

**Geraldine Cheese Company**, a artisanal cheese factory and shop located in Geraldine, Canterbury, handcraft an array of cheese varieties. **Wairiri Buffalo** specialise in an array of buffalo products, which are available to purchase from the Riverside Farmers Market, Lyttleton Farmers Market and from the farm itself. **Charing Cross Sheep Dairy and Cheesery** boast a boutique for exclusively South Island cheeses, available in Riverside Farmers Market.

**South Canterbury Outstanding Food Festival (SCOFF)** is a ten-day event that highlights the regions food with recognition of the producers, growers, creators, and chefs. In 2023, the festival ran from the 15<sup>th</sup> to the 24<sup>th</sup> September. **Barry's Bay Cheese**, located in Akaroa, Banks Peninsula, produces aged cheeses such as cheddar, gouda, gruyere, maasdam, and peninsula blue. **Ice Cream Charlie**, located in Central Christchurch is famous for its vanilla ice recipe that was first sold in an ice cream cart built in 1903. **The Cubby House**, located in Kaikoura, is a farm stay and accommodation house, giving you the opportunity to see farm life firsthand and interact with the animals.

**Emilio's Cheese** creates an array of swiss-styled and taleggio-styled cheeses from sheep, cow, and goat milks, which are available for purchase at Riccarton Farmers Markets. **The Nest Treehouse** in Hakataramea Valley Farm is a luxury farm stay in a high-end treehouse, that offers farm tours to those who stay. **The Factory**, once Hapuku Co-Operative Dairy Co, located in Kaikoura, is a converted historical dairy factory that is now available as accommodation. **Geraldine Farm Tours** offer farm tours on their operating farm in Geraldine, giving tourists the opportunity to feed, handle, and learn about cows and dairying.

## Thematic Analysis

Thematic analysis was used as a means to analyse the data from the sample collected. This was done via preliminary manual high-level coding to achieve data familiarity, before using NVivo 12 software. Nvivo 12 software offered an effective and organised approach to analysis as it allowed for the development of hierarchal coding structures which helped find underlying themes in the data. Furthermore, Nvivo 12 software boosted the speed and quality of the analysis process. Thematic analysis was considered the most appropriate form of data analysis as its intent is to analyse, and identify themes within the sample (Braun & Clarke, 2006). Being a fundamental method for qualitative analysis, the thematic approach speeds up the process of discovery of themes embedded within the sample (Braun & Clarke, 2006). Adopting thematic analysis allows the researcher to categorise the data, while simultaneously finding data-rich patterns and themes (Braun & Clarke, 2006). The appearance of such themes derive from the course of analysis, dismissing the possibility of the researcher as the attributor of themes and patterns, thus, avoiding bias (Braun & Clarke, 2006). This method is effective as it can identify and analyse an abundance of themes in relation to the research question(s). The stages of thematic analysis process as identified by Braun and Clarke (2006) are described in Table 2 below.

**Table 1: Process of thematic analysis**

<b>Phase</b>	<b>Outline of Process</b>
<b>1. Researcher familiarises themselves with the data and transcribes said data</b>	Interpreting data in physical form through reading contextual data a couple of times before jotting down first initial ideas for themes
<b>2. Commencement of first codes</b>	Generating the categorisation of important themes in the secondary data sample, coding (pen to paper) before moving into NVivo.
<b>3. Conducting the process of coding to find themes within codes</b>	Assembling codes collected in phase 2 into potential unfinalised thematic themes
<b>4. Highlighting the potentiality and validity of themes</b>	Reviewing themes relating to the coded texts with relevance to research questions. Blending, refining, and disposing of themes where necessary
<b>5. Naming, categorising, and defining themes</b>	Further analyse to fine-tune themes, giving clearly defined names to each so cohesive to reader
<b>6. Begin conducting analysis</b>	Reveal the most important extracts from the sample through findings of the final analysis in the structure of a qualitative research dissertation

Note: Adapted from Braun and Clarke, 2006.

The process of coding was undertaken by the researcher. NVivo 12 software is an application that was used to undertake the six stages of thematic analysis as highlighted in Table 1 above (Braun & Clarke, 2006).

## Ethical Considerations

Ethical considerations were not required to be submitted to Auckland University of Technology Ethics Committee (AUTEC) as the data was collected from the public domain. However, in accordance with AUT's research values, I adhered to the concepts of tika (integrity), pono (respect), and aroha (compassion), throughout the process of my research (AUTEC, 2019).

## Chapter 4: Findings and Discussion

### Introduction

This research was conducted with the aim to assess the potential for dairy tourism in the Canterbury region as a means to strengthen destination branding, New Zealand's clean-green image, and enhance visitor experience. Therefore, this chapter outlines and discusses the findings from the enterprises selected, the fourteen dairy tourism attractions, highlighting the main themes that surfaced from the application of thematic analysis in relation to the research question(s). Further information on the dairy tourism enterprises can be found in Appendix C and D. Four key themes surfaced from the analysis: Characteristics of dairy tourism; rural gastronomy; small-scale local production; defining Canterbury's dairyscape, which featured six subthemes, (education, interaction, innovation, and environmentally-driven, authenticity, locality). This chapter provides detailed descriptions of each of these themes and subthemes and offers a discussion of the findings. The chapter concludes with a summary of the findings.

**Table 2: Themes and coding from thematic data analysis**

Themes	Subthemes	Codes
Characteristics of Dairy Tourism	Education	<ul style="list-style-type: none"> <li>- Appeal and motivation to visit as a food tourist</li> <li>- Educational experience</li> </ul>
	Interaction	<ul style="list-style-type: none"> <li>- Interactive               <ul style="list-style-type: none"> <li>- Farm stay</li> <li>- Taste tasting experience</li> <li>- Seeing the source of dairy firsthand</li> <li>- repurposed dairy facotry space</li> </ul> </li> </ul>
	Innovation	<ul style="list-style-type: none"> <li>- Innovation in farming and tourism</li> <li>- High demand for product</li> <li>- Enhance visitor experience</li> <li>- Dairy tourist characteristics</li> <li>- Reference to Agritourism</li> </ul>
Rural Gastronomy		<ul style="list-style-type: none"> <li>- Food story</li> <li>- Food trends</li> <li>- Gastronomic history</li> <li>- Nostalgia</li> <li>- NZ eating and drinking traditions and habits</li> </ul>
Small-scale local production	Locality	<ul style="list-style-type: none"> <li>- Product unique to NZ</li> <li>- Community support</li> <li>- Supporting local</li> <li>- Menus featuring local dairy</li> <li>- Opportunity to connect with tourists</li> <li>- Sold in farmers market</li> <li>- Food festival</li> </ul>
	Authenticity	<ul style="list-style-type: none"> <li>- Authenticity of product</li> <li>- Artisanal technique reflecting culture</li> <li>- Minimally processed</li> <li>- Removed from globalisation and supply chain</li> <li>- Quality product</li> <li>- Sociocultural influences from migration</li> <li>- Awards and recognition</li> </ul>
	Environmentally driven	<ul style="list-style-type: none"> <li>- Prioritizes sustainability</li> <li>- Animal welfare</li> <li>- Eco-conscious</li> <li>- Land preservation &amp; conservation</li> <li>- Alignment with clean-green image</li> </ul>



**Defining Canterbury's  
'Dairyscape'**

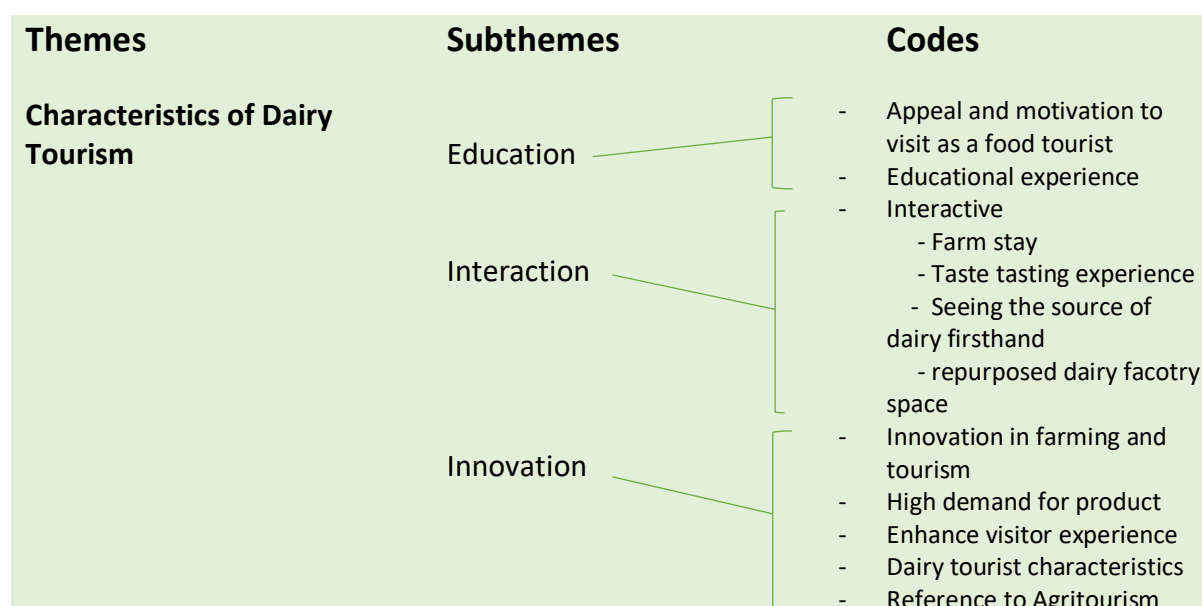
- In touch with terroir
- Defining NZ cuisine
- Opportunity for dairy tourism
- Opportunity to attract tourists
- Type of dairy products
- Christchurch earthquake impact
- Development of food identity in region
- Development of food trail
- Development of regional differentiation
- NZ landscape
- Business + financial struggles
- Diversification to dairy farming

Note: This graph highlights coding and themes from the result of thematic data analysis.

Own work.

## Characteristics of Dairy Tourism

Through the results of thematic data analysis, a defining picture of what Canterbury's dairy tourism is was portrayed through the characteristics of dairy tourism. This brought forth patterns that characterized dairy tourism and contributed to its potential. The characteristics of dairy tourism were important to understand in order to recognize what the potential was for New Zealand dairy in food tourism. Recognizing the characteristics of dairy tourism could possibly further enhance the concept as a niche form of food tourism. This section will specifically look at the findings of what characteristics were evident across the fourteen dairy tourism attractions in Canterbury, New Zealand.



Note: This graph highlights coding and themes from the result of thematic data analysis.

Own work.

### Education

One of the characteristics of dairy tourism that emerged from the data analysis was that it was an educational experience that aimed at teaching overseas tourists about the New

Zealand dairying industry. For Geraldine Farm Tours (n.d.), Ice Cream Charlie (Strongman, 2014; Newey, n.d.), The Nest Treehouse (Fonterra, 2021), and The Factory (n.d.), educating their visitors was a key feature of their dairy tourism attractions. These dairy tourism attractions all featured different approaches to inform and educate visitors about the history of the Canterbury dairy industry and the processes involved in their operations.

In the data collected for this study, The Nest Treehouse (Fonterra, 2021) comments on offering farm tours to visitors as a means to educate tourists and change the narrative that the dairying industry is negative:

Once the treehouse is more established, the couple [Liz and Andy Hayes] are looking to offer farm tours to visitors, “We’d love to take them around the farm and teach them a bit about dairy farming – they can see that it’s not just the negative part that are in the news. They could even milk the cows if they wanted! (para. 8).

The Nest Treehouse (Fonterra, 2021) recognises that the dairying industry has been negatively perceived in the media (Berno, 2017); they suggest that providing an educational tourism experience that allows tourists to see dairy farming firsthand would improve the industry’s image and simultaneously strengthen Canterbury’s clean-green image. The reference to the negative part of dairy farming in the news is most likely related to New Zealand’s biggest dairying co-operative, Fonterra surrounding issues with environmental stewardship (RNZ, 2022). As a result of Fonterra’s well publicized environmental offending, smaller-scale dairying productions also have to endure the brunt of the public’s negative opinions about the dairy industry.

Although small-scale dairying productions may be able to educate on environmental stewardship, encourage more sustainable practices in other dairy farms, and align with New Zealand’s 100% Pure image through the application of dairy tourism, larger corporations such as Fonterra may not be able to do so. Although Fonterra (n.d.) has claimed to commit to embracing sustainability and environmental stewardship, the essence of the 100% Pure image lies in connection between dairy and New Zealand’s land and terroir, but this gets lost due to the global supply chain which Fonterra’s business model relies heavily on. In

other words, Fonterra's exported dairy products lose their terroir, and consequentially do not align with the clean-green image and the 100% Pure value. As a dairy tourism attraction, The Nest Treehouse (Fonterra, 2021) represents an attempt to enhance dairy's positive image (Fountain, 2022). The Nest Treehouse's (Fonterra, 2021) approach to educate contrasts with the one taken by The Factory (n.d.) which taps into the history of Canterbury's dairying industry to educate visitors. Situated in a converted dairying factory, The Factory (n.d.) now offers not only accommodation but also an educational experience to tourists,

Built in 1910 The Factory was originally the Hapuku Co-Operative Dairy Company. It opened 1<sup>st</sup> December 1910 but closed its doors on 28<sup>th</sup> March 1926 after motor transport made it redundant. For the next 70 years it ran as a woodshed until an Auckland couple found it in a derelict state and began the mammoth task of converting the old building into a home. Subsequent owners have all added to the home all the while keeping the integrity and history of the building (para. 2).

On the one hand, The Nest Treehouse (Fonterra, 2021) highlights the nature-friendly idea of dairy farming, whereas The Factory (n.d.) celebrates the history and the industrial side of dairy farming. Nonetheless, they can both educate the dairy tourist. Ice Cream Charlie (Strongman, 2014) also communicates the history of their dairy products at their attraction to educate visitors on the evolution of the enterprise, "He made his ice cream from a wooden shed ("the dairy") behind his house in Caledonian Road, initially by hand in a milk churn, while the fruit syrups were made by a local wholesale druggist, H. F. Stevens" (para. 7). The history of Canterbury's dairy industry plays a part in the educational component of this dairy tourism attraction. This overlaps with the theme rural gastronomy and gastronomic history. Educating on the history and heritage of the Canterbury dairy industry can lead to understanding and developing the region's foodscape, or 'dairyscape', which can lead to a stronger destination brand image (Smith, 2015).

## Interaction

Some of the existing dairy tourism attractions also offer interactive experiences, a feature that in some cases overlaps with educating tourists on the nature of Canterbury's dairy industry. For instance, on its website, the farm stay Cubby House Stay (n.d.) offers and advertises themselves as,

A comfortable, cozy, quirky and memorable stay in your very own private, 2 storey, 3 bedroom timber house perched on our own little hill amongst the trees with some friendly farm animals as well...friendly farm animals that you can also come pat and feed (Cubby House Stay, n.d., para. 4-7).

Cubby House Stay (n.d.) describes not only the beautiful scenery surrounding its accommodation but also highlights that tourists will have the opportunity to engage with family friendly farm animals. Seeing the source of dairy firsthand (i.e. the animals producing said dairy) provides the interactive component that characterises dairy tourism. Lincoln University (2022) noted that tourists are in search of where their food is being produced, through interaction with the animals and the land. This relates to Jęczyk et al.'s (2021) finding that the presence of domestic farm animals make a tourist stay in a rural area more attractive, and offers an additional source of income for farmers outside of traditional dairy farming. Thus, visiting dairy producing animals constitutes a tourist attraction and acts as a form of culinary tourism (Jęczyk et al., 2021) which is born out of the craving to try dairy products from a dairy-producing animal in the place of production. Providing an opportunity where tourists can interact with local dairy-producing animals can heighten interaction. Geraldine Farm Tours (n.d.) also emphasises animal interaction on their website as part of their attraction,

This is followed by a traditional morning tea or afternoon tea – scones, tea, coffee and drinks for the kids. After refreshments, it's out on the farm to see our cows.

Here you will feed a pet cow by hand, handle and learn about our cows (para. 5-6).

The interactive component of a dairy tourism attraction provides the tourist opportunity not just to observe but to also participate, which enhances visitor experience (Fusté-Forné, 2020). Wairiri Buffalo (n.d.), although focused primarily on the production of their dairy

products, has extended their tourism operations to offering stays on their farm in their family style bungalow via their website, encapsulating the essence of rural life. Those who stay also have the option to book a private farm tour; “fancy a few days away? We have a gorgeous, recently refurbished, warm, well-appointed, family bungalow on our farm. Free Farm Tour during your stay, usually \$15 pp” (Wairiri Buffalo, n.d., para. 1).

Based on the patterns emerging from the data, it seems that farm stays or dairy-related accommodations provide the opportunity for tourists to learn and interact with dairying in an authentic way, which can be regarded as a key characteristic of dairy tourism. According to Airbnb’s country manager for New Zealand, tiny homes may be the most booked ‘unique’ stay globally; however, in New Zealand, farm stays overtook tiny homes by a landslide (Uys, 2023). Searches for farm stays through Airbnb within New Zealand have increased by 80% since 2020 (Good Magazine, 2021). Founder of The Nest Treehouse, Liz Hayes believes “as someone from the city myself, I think that anything that brings people from urban areas out to the farms is a great step forward” (Fonterra, 2021, para. 7). Supporting Steinmetz’s (2010) argument that tourists want experiences and interactions that are removed from globalisation and modernisation, this data suggests that farm stays can provide an experience that is in touch with terroir and the natural components of the world, which may be absent from urban living. Farm stays like The Nest Treehouse and its interactive component can heavily characterise the concept of dairy tourism and heighten its potential.

Another aspect of the dairy tourism attractions currently on offer in Canterbury is The South Canterbury Outstanding Food Festival (SCOFF), which has created a food trail as a way for tourists to interact with the local food and menus, “they are doing the loop to try and get in all their favourite dishes in” (Comer, 2023, para. 10). While the festival does not specifically highlight dairy, local dairy products are used in many of the dishes, making it a dairy tourism attraction. When applied to dairy, a ‘dairy trail’ can be defined as a dairy tourism attraction as outlined in this research’s dairy tourism definition (see Dairy Tourism, p.16). SCOFF not only invites tourists to attend and engage with local food, but also prompts other local businesses to partake, “the festival was a great way to encourage different businesses to get more creative to produce exciting dishes” (Comer, 2023, para. 19). This festival presents food producers with the opportunity to add value to their local food products and

contribute to the 'dairyscape'. As suggested by Ritchie and Crouch (2003) festivals can develop a destination advantage, and thus a destination brand.

## Innovation

Another characteristic of dairy tourism in Canterbury that has emerged from the data is innovation. The concept of innovation is increasingly being applied to farm and tourism modernisation and can be seen as a characteristic of dairy based tourism attractions. The Nest Treehouse's (Fonterra, 2021) highlights its innovativeness as follows:

...was their way of holding onto their farming past, but expanding into different, more adventurous territory. That's come in the form of a luxury treehouse accommodation which has just started taking bookings (para. 1).

For The Factory (n.d.) as published on their website, their innovativeness came in the form of "a uniquely luxurious wing of an old dairy factory" (para. 1). Geraldine Cheese Co (Nyman, n.d.) uses "innovative technologies, producing some fifty different cheeses" (para.1). As a niche form of food tourism, dairy tourism enterprises need to address the demands of tourists for dairy products in innovative ways. Omerzel (2015) believed it is only through innovation that tourism enterprises can maintain their competitiveness. The dairy tourism attractions frame themselves as having both innovated their businesses through the use of using new technology, shifting focus to accommodation rather than solely on milk production, and creating new and unique experiences in the context of dairy tourism. As a result, innovation is considered the last characteristic of dairy tourism.

Education, interaction, and innovation all assist in capturing how dairy tourism in Canterbury presents itself at the moment, and are used as a marketing tool to sell the 'dairy tourism experience'.

## Rural Gastronomy

What became evident from the analysis of the dairy tourism attraction data was the importance of rural gastronomy as a theme in the context of dairy tourism. Much like rural gastronomy, dairy tourism focusses on the consumption of what is on the land (Berno, 2017). As such, to not communicate rural gastronomy throughout dairy tourism attractions would be to waste its potential. As previously noted, the food narratives of New Zealand as a whole and Canterbury in particular have been unclear, however rural gastronomy as a contributor to dairy tourism could be a means to remedy this.

Theme	Codes
<b>Rural Gastronomy</b>	<ul style="list-style-type: none"><li>- Food story</li><li>- Food trends</li><li>- Gastronomic history</li><li>- Nostalgia</li><li>- NZ eating and drinking traditions and habits</li></ul>

Note: This graph highlights coding and themes from the result of thematic data analysis.  
Own work.

Food stories and trends are contributors to the theme of rural gastronomy and help to develop dairy tourism's potential. Throughout Ice Cream Charlie's promotional content (Strongman, 2014; Newey, n.d.) the enterprise utilise their food story as a way to communicate their culinary identity as a dairy tourism attraction. In 2014, Strongman found the following:

The Taylors are only the fourth owners of the Vanilla Ices enterprise in a century, making Ice Cream Charlie one of the oldest remaining businesses in Christchurch. The original 'Charlie' was a man named Sali Mahomet, who arrived in New Zealand with his father Sultan in about 1894, hawking goods around the South Island (para. 6).



Ice Cream Charlie's (Strongman, 2014; Newey, n.d.) food story provides a sense of nostalgia and gastronomic history, giving tourists the opportunity to get a glimpse of the evolution of Canterbury's dairyscape. Gastronomy plays an important part in tourism development. In terms of developing dairy tourism further, the history of dairy farming and dairy products should be included more prominently. Dairyscapes cannot be understood without acknowledging the history and heritage of the place (Smith, 2015). As such, highlighting Canterbury's dairy history is crucial to characterising dairy tourism and positioning the region as a destination known for its dairy. This can be seen through Ice Cream Charlie's story via the NZ Ice Cream Association:

The Press of 1 May 1915 reported that four ice cream sellers, including Sali, were prosecuted by the Health Department for selling ice cream that did not comply with the regulations, ie., milk fat levels below the legal standard of 10%. He was fined 5 shillings and costs (Newey, n.d., para. 15).

This quote is representative of dairy history in the Canterbury region, and gives insight into the evolution of ice-cream making in the early 1900s. The inclusion of food histories complies with Ismagilova et al.'s (2015) proposition that using historical heritage as a contributor to tourism development can create a distinct image that is appealing to tourists and tells a story. This would suggest that including information on the history of dairy is likely to assist in the development of a distinct Canterbury dairy tourism brand.

In the case of Ice Cream Charlie, tourists can witness the business's history firsthand at Ferrymead Heritage Park where their old ice cream cart is on display, while grabbing a scoop from their new cart,

On the 6<sup>th</sup> of December 2020, Christchurch Major Lianne Dalziel officially opened Ice Cream Charlie's brand new ice cream cart "Peggy". Peggy replaced "Edith", the pink cart that had faithfully served up the company's famous vanilla ice in Victoria Square for the last 70 years (Newey, n.d., para. 25).

As previously discussed by Berno and Fusté-Forné (2020), food, in this context dairy, surfaces as a means to communicate a food story. The provision of an experience-based service or visit of tangible tourist attractions, such as Ice Cream Charlie's (Strongman, 2014; Newey, n.d.) carts, utilises their gastronomic history to market the experience and helps to create memories that ensure an emotional connection to the place from the perspective of the tourist. These strategies can be successful, as Berno and Fusté-Forné (2020) found that memories ensure these food stories not only live on, but grow to a larger audience of tourists through word of mouth.

Another aspect of rural gastronomy that stood out from the data was food trends. Barry's Bay Cheese, as noted in an interview with Stuff NZ, highlight that artisanal cheese has developed into a food trend:

Customers were more discerning and sophisticated in their food shopping, Carey said. Sales of multipacks, including different cheese varieties, have surged. People would now put together a cheese board with a variety of premium cheeses for entertaining (Stewart, 2012, para. 10).

Tourists are now willing to pay a premium for food products, such as cheese, that are unique and reflect local tradition and culture (Roy, 2023). It is evident from the data analysis, that the dairyscape in Canterbury has witnessed an increased interest in artisanal dairy foods. This is reflected in the following comment in Barry's Bay Cheese's (Stewart, 2012) interview saying, "I can tell you when the All Blacks play at home on a Saturday night in the winter because we sell a lot more cheese. We can see it in our sales that week" (para. 11). It appears that popular food trends are aligning with artisanal dairy products and ingredients to meet changing consumer preferences and palates. This can be supported by Roy's (2023) claim that demand for traditional food made without added chemicals, hormones, or pesticides has made artisanal food extremely popular between tourists and consumers. Dairy tourists are even willing to wait extreme lengths to take part in food trends as seen by the following account by Ice Cream Charlie (Strongman, 2014):

And when the Taylors returned to their site on 1 November 2014, people came in their hundreds. At various points during their reopening weekend, the wait for an icecream was more than an hour and the line snaked across Victoria Square and back again (para. 5).

Queuing in line for a long period of time is what Seah (2016) calls the “mob psychology”. When something is in high demand and everyone is doing something (e.g. waiting in line for ice cream) there is a ripple effect and everyone wants to take part in that scoop of social camaraderie (Seah, 2016). The “suffering” of waiting in line for dairy products such as Ice Cream Charlie’s ice cream somehow results in a product that is perceived as more delicious since the item is hard to obtain. In this sense, taking advantage of food trends at present will help assist in growing the potential of dairy tourism and its appeal.

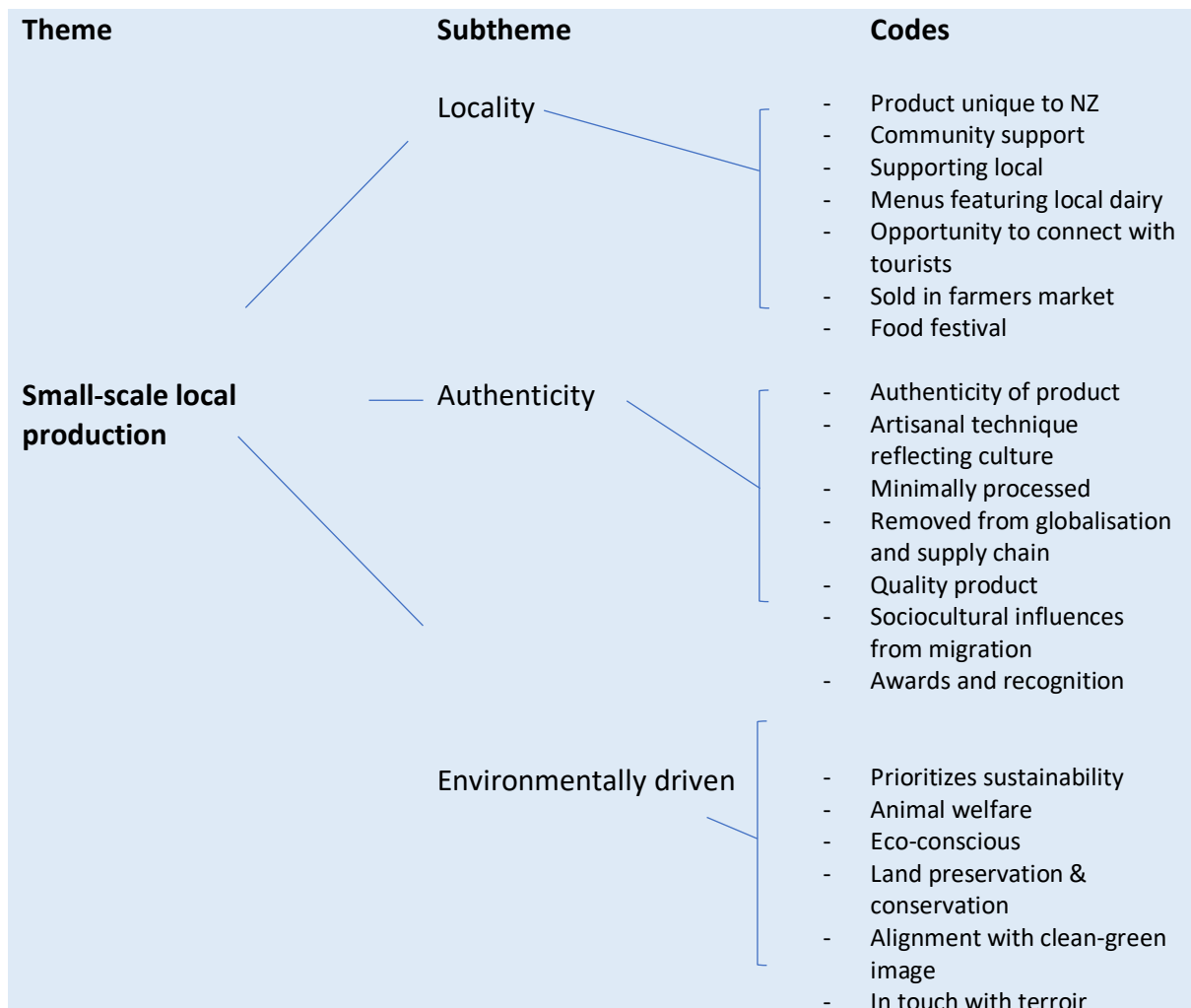
Another food trend to emerge was the paddock to plate approach. Charing Cross Cheesery (Cheese Lovers NZ, 2023) advertise, “cheesemaking from product to plate” through their marketing, saying, “it’s alchemy, you know you move something from fresh milk into something completely different that transforms, as if by magic” (para. 2). The paddock to plate approach builds a connection between the farm and the dining, encouraging more consumers to be conscious of where and how they are sourcing their food with regard to quality of sustainability (Southland New Zealand, n.d.). The characteristics of the paddock to plate experience and dairy tourism align with similar attractions and experiences such as local restaurants, farmers markets, roadside stalls, farm visits, and local artisanal product tastings (Southland New Zealand, n.d.). While they do align, the connection between paddock to plate and dairy tourism could be better developed. The paddock to plate approach is heavily associated with the environmental aspects of small-scale dairy production, which will be further discussed in the next chapter; however, it is important to note that it is a food trend, and thus, can be well utilised to heighten dairy tourism’s potential in Canterbury. Using the paddock to plate approach to promote dairy tourism would be in line with Fountain’s (2022) claim that the paddock to plate approach can enable consumers to better connect to their food systems and understand where their food comes from, and as such it fully embodies the nature of dairy tourism, offering a potentially powerful marketing angle to dairy tourism providers. After all, one of the main aims of dairy

tourism in Canterbury appears to be to tell their sustainable food system and to bring tourists to the place where fewer food miles are taken. Paddock to plate can assist in this.

Given the food trends presented, it is an opportune time to tap into dairy tourism as these existing trends and demand for artisanal products and the paddock to plate approach align well with the characteristics and criteria of dairy tourism. Trends can act as a useful marketing and branding tool to develop dairy tourism as a credible form of tourism.

### Small-Scale Local Production

In the dataset collected for this study, small-scale businesses were at the forefront of what was considered dairy tourism. In the context of this research, enterprises were considered to be small-scale production if they are local to the Canterbury region and do not sell their products or experiences outside of New Zealand. There are currently different approaches to defining what a small-scale dairy business is. Thus, Westbrooke (2013) defined small-scale dairy farms as having less than 250 cows while the Smaller Milk and Supply Herds organization linked the definition to the farmers' personal identity (Westbrooke et al., 2016). For the purpose of this study, small-scale farming will be defined using a combination of both of the above definitions. Based on the definition, eight out of the fourteen businesses included in the present data set were considered to be small-scale dairy farms. In accordance with the MBIE (2018) definition that small-scale enterprises have fewer than 20 employees, all fourteen dairy tourism attractions analyzed were considered small-scale enterprises. As a theme, small-scale local production had three subthemes: environmentally driven, locality, and authenticity.



Note: This graph highlights coding and themes from the result of thematic data analysis.  
Own work.

### Environmentally Driven

Although sustainability was not initially thought to be a contributing factor of dairy tourism, the data analysis revealed almost half of the dairy tourism attractions highlighted their efforts in achieving sustainability and considered themselves environmentally driven enterprises. Wairiri Buffalo (n.d.) claim that they “use biodegradable and reusable packaging whenever possible and as finances allow and will integrate solar energy to further minimize

impact on the environment” (para. 5). Karikaas Cheese (Made North Canterbury, n.d.) advertise their intentions to “consistently strive[s] to maintain the lowest possible ecological footprint and the highest production standards” (para. 4). Charing Cross Cheesery (Cheese Lovers NZ, 2023) are “refraining from an online presence [they do not sell product online], using sustainably sourced paper packaging and being transparent on farm processes” (para. 3). Emilio’s Cheese (Grizzly Baked Goods (n.d.) and Wairiri Buffalo (n.d.) highlight their connection to the land and being in touch with terroir. This can be seen from how the companies present themselves online as Emilio’s Cheese refers to “the uniqueness of the food from this region (which) are inevitably shaped by thousands of years of tradition, access to fertile soil, and a temperate climate” (Grizzly Baked Goods, n.d., para. 2), Wairiri Buffalo’s (n.d.) “philosophy is to live in harmony with the land” (para. 4).

The positioning of dairy tourism attractions as being connected to the environment reflect Berno’s (2017) notion that terroir goes beyond the tangible land itself to include the strengthening of culture and people in place. Terroir suggests the quality of rural products (and services) are decided on the tangible and intangible environment of its provenance. As such, if a product is produced in an unsustainable environment which the product is produced, there is no terroir to be appraised. This suggests that terroir is heavily linked to sustainability. As a result of the increasing demand for dairy globally in an age marked by the growing pressures on natural resources such as soil and freshwater, sustainability is a significant goal. As highlighted by WWF (n.d.), unsustainable dairy farming can lead to the degradation of ecologically important areas as it has been shown that dairy cows and their manure exude greenhouse gas emissions (i.e. nitrate) that contribute to climate change, and the poor handling of fertilisers and manure, which lead to water pollution and soil degradation.

While New Zealand dairy feeds roughly 40 million people globally, sending 95% of our dairy overseas, these demands do not seem to meet the requirements of restoring the environment (Henton, 2023). For the Canterbury plains, between 433 and 11,110 litres of water per 1 litre of milk is needed to dilute nitrate that has leached past the root zone (RNZ, 2022). As outlined by Dr Mike Joy (RNZ, 2022), lead in research on the grey water footprint of milk due to nitrate leaching from dairy farms in Canterbury, says the only solution is to

reduce the number of cows on the Canterbury plains. This makes it more likely that small-scale dairying productions are to reach their sustainability goals. All dairy producers included in this study (Barry's Bay Cheese, Charing Cross Sheep Dairy, Geraldine Farm Tours, Jones' Family Farm, Little Farm Goat Dairy, The Nest Treehouse located at Hakataramea Valley Farm, and Wairiri Buffalo), do not sell into the global supply chain, and thus, use fewer food miles to transport their dairy. Food miles is an unsustainability indicator, meaning the more miles food travels, the less eco-conscious and sustainable for the earth (Readfearn, 2022). Responsible for roughly 6% of greenhouse gas emissions, food miles have a heavy carbon footprint, equating to 3 billion tonnes of CO<sup>2</sup> equivalent each year (Readfearn, 2022). With this in mind, small-scale dairying productions, as opposed to global dairying co-operatives such as Fonterra, seem to better support and align with sustainability and ecological balance. This would suggest that dairy tourism businesses that seek to align with the clean-green imagery and sustainability used in the national tourism campaign should be small-scale.

Of the fourteen dairy tourism attractions, almost half of the enterprises aligned with New Zealand's clean-green imagery, and in turn, strengthen it further. New Zealand's clean-green reputation is supported by place images (Kaefer, 2016), "the sum of beliefs, ideals, and impressions people have toward a certain place" (Kotler et al., 1994, p. 3). As such, Barry's Bay Cheese (Stewart, 2012), Karikaas Cheese (Made North Canterbury, n.d.), and Wairiri Buffalo's (n.d.) value's align well with the clean-green ideology in that they rely on Canterbury's landscape and terroir. With high expectations surrounding New Zealand's landscape and scenery, tourists visiting New Zealand expect an authentic nature experience that maintains the promise of a clean-green country (Kaefer, 2016). In addition to the natural landscape, Kaefer (2016) suggested that "clean green equally stands for a friendly population and a land little affected by industrial pollution, over-population, traffic congestion, noise or urban decay" (p.1). In this sense, if dairy tourism is to align with the clean-green idea, dairy tourism attractions in Canterbury should acknowledge the landscape. On their website, Wairiri Buffalo (n.d.) highlights its connection to the Canterbury landscape with the intent,

To care and nurture it, our goal is to be a worldwide exemplar of sustainable agriculture. We are totally organic, the buffalo are free grazing and winter feed is harvested from our farm (para. 4).

Karikaas Cheese's also positions itself as a guardian of its landscape,

Packaging promotes several endangered New Zealand birds that nest on our braided riverbeds and a portion of every Braid Series sale goes to the Rivercare Group to further their work (Made North Canterbury, n.d., para. 4).

The patterns of sustainability, land preservation, and minimally processed dairy products are reflected in Barry's Bay Cheese's assertion that their customers want, "to source locally made products to reduce "food miles" (Stewart, 2012, para. 9). This concern about food miles overlaps with food trends, as sustainability and the paddock to plate approach have become food trends to such an extent that 65% of consumers today look for food products that help them lead a more socially responsible, sustainable life (Fromm, 2020).

Sustainability is arguably a food trend. Furthermore, combining the use of storytelling with New Zealand's sustainable farming practices can generate appeal for dairy tourism (Fountain, 2022). An avenue to achieve this, is through amplified menu items, which will be later discussed in the theme defining Canterbury's landscape. As Shafielzadeh and Tao (2020) found, consuming locally made products that are low in food miles is associated with a lower carbon footprint which is believed to have a number of social, economic, and environmental outcomes.

### Authenticity

Charing Cross Cheesery's "hearts lie in artisanal production" (Cheese Lovers NZ, 2023, para. 2). The data collected for this study suggests that artisanal techniques, traditional skills, and quality product are contributing factors to the selling point of dairy tourism, which has been expressed by Barry's Bay Cheese who have seen a "resurgence in demand for specialist cheeses like its massive 36-kilogram rinded cheddars which take months or even years to mature" (Stewart, 2012, para. 1). This applies to Berno and Fusté-Forné's (2020) claim that



cheese-making is a reflection of authenticity. It is important to note that authenticity can be looked at in many different ways; however, for the context of this research, authenticity is considered to be rooted in terroir. In the context of this research, 'dairy authenticity' can be defined as the authenticity of local dairy that is unique to a given area and serves as a form of cultural identity. Therefore, an authentic dairy product or experience for the purpose of the authenticity of dairy tourism in this research is considered one that is created in the Canterbury region. This complies with Spielmann and Charters (2013) claim that terroir products are guaranteed to offer authenticity as these dairy products and experiences are upheld in a specific dairyscape and geography. As such, this authenticity focusses on the nature and origin of the dairy product, and consequently means terroir and authenticity can be used interchangeably. Of the dairy tourism attractions that sold dairy products, all of them spoke of authenticity, whether that referred to the use of traditional cheese-making skills, the fact that the product was removed from globalisation and the global supply chain, or the fact that food techniques were adopted from the influence of migrants.

Those dairy tourism attractions included in this study, particularly those that produce cheese, speak of using traditional cheese techniques, which suggests that these artisanal techniques are a reflection of authenticity and culture. For instance, Karikaas Cheese's (Made North Canterbury, n.d.) are described as "handmade and aged in the traditional dutch style" (para. 2). Barry's Bay Cheese's interview (Stewart, 2012) with Stuff NZ highlights "unlike most modern cheddars which are aged and sealed in plastic bags, these cheeses are cloth bound and then waxed before ageing" (para. 4).

Artisanal techniques used in the production of dairy appeared to contribute to the authenticity of a dairy product through food techniques and traditional skill. However, from data analysis, it appeared that many of these artisanal techniques have emerged from overseas sociocultural food practices and were brought to New Zealand by migrants. Five of the fourteen dairy tourism attractions analysed feature accounts of their migration to New Zealand in their marketing, bringing with them their homeland's traditional dairy production techniques. In the case of Emilio's Cheese (Grizzly Baked Goods, n.d.), the website notes that, after Emilio's "family immigrated to New Zealand in 2005, he followed a dream of using his expertise to create a cheesemaking business out of the best New Zealand milk he

could get his hands on” (Grizzly Baked Goods, n.d., para. 1). In a portrait of the Jones’ Family Farm for the Otago Daily Times, the head cheesemaker commented that,

Cheesemaking is in his [Juan Cavalotti, head cheesemaker] blood. His family, with roots in Northern Italy, started making cheese over a century ago. I have a very, very old Italian cheesemaking book that was what the Cavalotti used to use, he said (Otago Daily Times, 2021, para. 10).

Karikaas Cheese also said in a portrait with tourism website, Made North Canterbury, that,

It was the clean, clear water that attracted Karin and Rients Rypma to rural North Canterbury back in the early ‘80s. From the Netherlands, the couple were seeking the ideal spot to establish a small factory to produce authentic Dutch-style cheese (Made North Canterbury, n.d., para.1).

This suggests that the authentic dairy tourism product cannot be advertised solely for its artisanal techniques as many, if not all dairy products produced in small-scale local production in Canterbury use a migration story or have a link to a traditional European cheesemaking culture. New Zealand is a young country that does not yet have special techniques native to our culture; instead Canterbury at present utilises terroir as a means to promote its dairyscape. The land in which the regions dairy products are created are just as important to the authenticity of dairy tourism, as they produce their own distinct variety of dairy products. This supports Beef and Lamb NZ’s (B+LNZ) campaign, ‘Taste Pure Nature’, that “nature is our only ingredient”, suggesting that New Zealand cuisine and dairy is authentically linked to terroir (Fahy, 2022, para. 7). Therefore, to strengthen Canterbury’s dairy tourism, such dairy products if not currently, should be advertised for their connection with the local terroir and the dairyscape, while still recognizing New Zealand to be the multicultural country that it is. It is already known that New Zealand’s food story and culture needs a clearer narrative (Latham, 2023), largely due to the country being a melting pot of ethnicities and identities. This is not to say stories of migration and overseas artisanal techniques should not be told through Canterbury’s dairy story as this is essential to

defining the region's dairyscape and can be seen in the way current dairy tourism enterprises present themselves online through strategic branding.

Nonetheless, New Zealand dairy products are "endowed with iconic status by citizens" (Henderson, 2014, p. 904), meaning New Zealanders' take pride in their local dairy products. Hokey pokey ice cream has been deemed a food of New Zealand on Watson's (2019) list and artisanal cheese is one of 100% Pure New Zealand's (n.d.) New Zealand's favourite food and drinks. Instead, the data presented in this study suggests that the authenticity of Canterbury's dairyscape currently hinges on the source of the ingredients highlighting Canterbury's landscape, while still celebrating Canterbury's cultural diversity through its artisanal techniques. This focus on celebrating the ingredients used is reflected through Emilio's Cheese (Grizzly Baked Goods, n.d.) who set out to "create a cheesemaking business out of the best New Zealand milk he [Emilio] could get his hands on" (Grizzly Baked Goods, n.d., para. 3). Authenticity is found in the place of production.

The data analysis further suggests that, in order to retain an authentic dairy product tourists must know how and where their dairy products came to be, and thus, a number of businesses emphasise that they are transparent about where their ingredients are from and their locality. For instance, Charing Cross Cheesery (Cheese Lovers NZ, 2023) claims that they, "work directly with their staff and customers to ensure everyone knows exactly where and how their food came to be, the good old-fashioned way" (para. 3). Little Farm Goat Dairy (Made North Canterbury, n.d.) note that they are "milking the goats on-site themselves (giving) Andrea and Mike full control over the whole cheese making process" (para. 3). The fact that these Cheesery's both sell at farmers markets and directly from the source (the farm) and are in control of the communication of their food stories seems to suggest that those producers and providers who are on-site as sellers are better equipped to translate authenticity to tourists through their personal connection to their dairy products (Fusté-Forné & Berno, 2016). This cannot be achieved via the global supply chain, and consequently global operations lack the gastronomic story that fuels a dairy tourism attraction. The nature of dairy's global supply chain means concerns of authenticity can be exploited; consumers lose touch of where their dairy products come from, and simultaneously are unable to identify terroir. This aligns with Spielmann and Charter's

(2013) proposition that “without terroir a product is difficult to identify” (p.319). With a lack of transparency and traceability through terroir comes a disconnect with authenticity. As a result, global dairy co-operatives likely cannot provide an authentic experience in the same way small-scale productions can.

As a result, a dairy product that is removed from globalisation, tends to be considered a product that is high quality by consumers. Wairiri Buffalo’s (n.d.) ethos is “high-quality living is our priority, rather than being product quantity driven” (para. 6). This indicates that there is an assumption among consumers that quantity driven products are of lesser quality, meaning going to the source results in a higher quality dairy product and/or experience that will enhance visitor satisfaction. Thus, a high-quality products, Karitaas Cheese (Made North Canterbury, n.d.) produce “products free from preservatives, stabilizers, emulsifiers, and colouring” (para. 4) which tend to be added to quantity-driven products to meet the standards of the global supply chain. This further instils the belief that local dairy foods and small-scale productions provide a higher quality, more authentic product. The quality of dairy products and attractions can be reflected through awards and recognition. Roughly half of the dairy tourism attractions analyzed are considered to be ‘award-winning’. Karikaas Cheese’s (Made North Canterbury, n.d.) promotional content for instance, states the following:

The company has countless awards to its name, with gold, silver and bronze medals aplenty from the NZ Champion of Cheese Awards as well as numerous category awards such as Champion Dutch Cheese, Champion Cheesemaker, Champion Export Cheese and even Champion of Champions: Best Cheese in New Zealand (para. 3).

Charing Cross Cheesery (Cheese Lovers NZ, 2023) was “rated one of New Zealand’s Top Cheese Stores in 2021 and 2022/23” (para. 1). This data highlights that awards and recognition in the public sphere are an excellent way to verify the quality of the dairy product. As outlined by Thompson (2023), awards are an excellent means to boost credibility, increase brand awareness, and promote brand loyalty while providing a competitive advantage. This is in line with de Araújo Gomes et al.’s (2023) argument that

authentic foods must have a solidified quality and origin. This is where locality emerges as the final subtheme.

## Locality

As dairy tourism business in Canterbury consists of small-scale enterprises, locality plays an important part in understanding its potential. In the context of this research, locality refers to local Canterbury foods that are produced in a short distance of where it is consumed that benefit both tourists and the local community. Martinez (2010) suggests there is consumer demand for food that is locally made, marketed, and consumed. SCOFF's (Comer, 2023), provider's noted their "favourite thing about the festival was the way it connected the community, and got people visiting places they would not normally" (para. 8). Charing Cross Cheesery (Cheese Lovers NZ, 2023) announced in an interview with Cheese Lovers that they,

Want to have a personal and ongoing relationship with their customers...Charing Cross Cheesery couldn't do what they do without their keen customers and local supporters popping by everyday (para. 3-7).

As such, locality presents an opportunity to connect with tourists and market local dairy tourism offerings that are currently high in demand (Martinez, 2010). For the Nest Treehouse, their desire to open up their farm to connect with overseas tourist was,

partly driven by a love for storybook fantastical fun, partly from a desire for diversification and partly them just extending a rural welcome – it was the Hayes' way of opening their farm for others to enjoy (Fonterra, 2021, para. 3).

The importance placed on locality by dairy tourism attractions can be clarified through Meikle's (2022) claim that local food and experiences connect a destination's community, and simultaneously creates a point of difference to achieve destination branding and visitor satisfaction. Following New Zealand's "Supporting Local" marketing campaign in 2020, designed to popularise the importance of supporting local to a large tourism audience,

locality has remained an important aspect of tourism post COVID-19 (Neighbourly, 2020). As such, locality and supporting local businesses are a contributor to developing and sustaining dairy tourism. Neighbourly (2020) noted the significance of connecting people in their communities. To develop dairy tourism in Canterbury, local community participation is fundamental. As presented in the data, local dairy, local culture, and local festivals and events are value-added products to dairy tourism which are motivators for international tourism; however, cannot be achieved without the support of local communities.

Canterbury's locality has also been conveyed through dairy products sold in farmers markets; in this sense, it is not surprising to find dairy businesses highlighting their involvement with farmers markets on their websites, e.g. "you'll find Emilio transforming the dairy of this region into award-winning cheese that he and his family continue to sell at markets all around Christchurch" (Grizzly Baked Goods, n.d., para. 4). Charing Cross Cheesery's space at the Riverside Farmer's Market, "works really well with what Riverside's about, to go there and have a look about, experience and enjoy all the food firsthand so they can go and tell their friends to join" (Cheese Lovers NZ, 2023, para. 3). The importance of farmers markets for food tourism businesses was noted by Everett and Slocum (2013) who suggested that niche forms of food tourism (i.e. dairy tourism) can be achieved through the promotion of local foods through farmers markets. Local food demonstrates tradition, heritage, and stories, which closely connects local food with authenticity (Zhang et al., 2019). Furthermore, farmers markets present a unique form of distribution and marketing and can strengthen Canterbury's marketable clean-green image. The opportunity to purchase directly from the source is an indicator of reduced food miles, thus, making it a more eco-friendly food choice and an avenue to align with clean-green marketing. This overlaps with the subtheme "environmentally-driven". Dairy tourism experiences allow tourists to explore natural and cultural factors of milk (Fusté-Forné, 2016). One of the ways in which this is manifested is through the direct distribution of dairy products at farmer's markets.

Related to Everett and Slocum's (2013) argument that the promotion of local foods can be better marketed through amplified food menu items and dedicated food festivals can be seen through Emilio's Cheese. Emilio's Cheese, for example, have a dedicated food menu

featuring their cheeses, “so whether it’s our Cheese Toastie at the Welder or the Mushroom Melt on the weekends, you can count on the deliciousness coming in part from the hands of Emilio himself” (Grizzly Baked Goods, n.d., para. 5). SCOFF, a food festival dedicated to local foods of the Canterbury region saw local butter and cream featured on restaurant Harlau House’s SCOFF special menu, “the restaurant’s dish included pan-seared Aoraki salmon atop potato dauphinoise, bacon, lardons, sautéed spinach, and steamed broccolini, all drizzled with Tuscan cream” (Comer, 2023, para. 13). With a criteria to use local foods of the South Canterbury region, SCOFF gives opportunity to not only market local dairy to tourists, but also celebrate their artisan creators, producers, and growers (Comer, 2023). Berno and Fusté-Forné (2020) suggested tourism practices built around local foods can help increase visitor numbers. The advertisement of local foods on Canterbury’s menus could play a pivotal role in building local equity and dairy tourist-based places as tourists naturally spend money on local foods and a variety of attractions upon visiting, which in turn, would help develop the local dairyscape. This is due to the fact that local dairy can assist in imagery of a destination, representing Canterbury’s regional identity. As such, the promotion of these types of local tourism attractions can provide an avenue to heighten dairy tourism’s potential.

## Defining Canterbury’s Dairyscape

Defining Canterbury’s dairyscape was crucial in understanding dairy tourism’s potential for the region. As a result, defining Canterbury’s dairyscape emerged as the fourth and final theme through the course of data analysis.

Theme	Codes
<b>Defining Canterbury’s ‘Dairyscape’</b>	<ul style="list-style-type: none"> <li>- Defining NZ cuisine</li> <li>- Opportunity for dairy tourism</li> <li>- Opportunity to attract tourists</li> <li>- Type of dairy products</li> <li>- Christchurch earthquake impact</li> </ul>

- Development of food identity in region
- Development of food trail
- Development of regional differentiation
- NZ landscape
- Business + financial struggles
- Diversification to dairy farming

Note: This graph highlights coding and themes from the result of thematic data analysis.  
Own work.

Throughout the data analysis process, it became apparent that many challenges were presented when trying to define and strengthen Canterbury's dairyscape. Nonetheless, these challenges were still important in conveying the interconnections between Canterbury's places, peoples, and food. The first challenge to surface from the dataset was the direct impact of the Christchurch Earthquakes on dairy tourism attractions. The impact of the Christchurch Earthquakes is conveyed through Ice Cream Charlie's enterprise,

Following the Christchurch earthquakes of 2010 and 2011 and the closure of the central city, Ice Cream Charlie disappeared from the cultural firmament. Official encouragement to Raewyn and George Taylor, the proprietors, to try another site in the reopening CBD came to nothing: "We always wanted to go back to the spot," said Raewyn. "People know where we are" ...We've lost so much of our material heritage since the Christchurch earthquakes that the return of Ice Cream Charlie is a significant moment (Strongman, 2014, para. 4-9).

For Canterbury's tourism industry, the Christchurch Earthquakes completely changed the region's foodscape, changing the sociocultural approaches to their food networks (Vonthron et al., 2020). The Christchurch Earthquakes resulted in severe losses for the tourism sector and dairy sector. The sequence started in September 2010 and ended in February 2011. The aftershocks resulted in a decline in visitor numbers due to the destruction of homes, lives, and tourism infrastructure. Dairy farming operations halted due to structural damage and electricity disruption (Whitman et al., 2012) and the absence of international tourism arrivals (Antara & Shone, 2020) meant the capacity for dairy tourism was and still is severely



challenged. Consequently, you cannot define Canterbury's dairyscape without consideration to this event. Barry's Bay Cheese (Stewart, 2012) also mention the impacts of the earthquakes, noting that "since the earthquakes, with fewer hotels, restaurants and tourists in Christchurch, the tourist trade has been thin. Noticeably absent are the Australians" (para. 15).

Another challenge to note when defining Canterbury's dairyscape was the business and financial struggles that were caused not only by the Christchurch earthquakes, but also the COVID-19 pandemic and cost of living crisis that have significantly impacted life in New Zealand's society. In an interview that was conducted during the COVID-19 pandemic, Charing Cross Cheesery (Cheese Lovers NZ, 2023) noted that, "small-scale production in New Zealand cheesemaking is really hard, especially right now" (para. 6). Barry's Bay Cheese (Stewart, 2012) also comment that, "the costs of doing business continued to rise, while the rate of return did not necessarily keep pace" (para. 13). This awareness of hardship among dairy tourism providers suggests that you cannot highlight dairy tourism's potential in the Canterbury region without consideration to these previous events; they are now ingrained in Canterbury's food identity and dairyscape. With regard to these business and financial struggles, many of the enterprises looked to diversify, with The Nest Treehouse saying,

They're dairy farmers first and foremost, and that hasn't changed, but the couple have always been driven by the prospects of diversifying, and they aren't the only ones. Nearby farms have also started diversifying their work, with things on offer like bike tracks, farm-stays, guided tours and crafts...Liz believes that dairy farming deserves some time in the spotlight (Fonterra, 2021, para. 8).

Fusté-Forné (2021) has also noted that dairy can ignite tourism development through the use of diversification. For the purpose of this research, diversification is defined using McCann and Ortega-Argilés (2013) definition which refers to the development of a sector or product into a new market through strengthening connections between regional industrial sectors (ie. The dairy industry) and tourism. By opening up farms to tourists, dairy farmers have the opportunity to diversify their income streams as well as educate tourists on the importance of sustainable dairy farming, which aligns with New Zealand's clean-green

image. Between the hard knock that Canterbury's tourism had due to the Christchurch earthquakes and COVID-19 and the widespread criticism of dairy farming and the environmental impacts (Foote et al., 2015), it is crucial to diversify and renew distribution strategies. Wairiri Buffalo (n.d.) claim to "integrate solar energy" (para. 4); Cubby House Stay (n.d.) highlight that it is "made mainly from recycled materials" (para. 8), and The Nest Treehouse (Fonterra, 2021) created "a kind of 'tiny home' with a twist" (para. 7). Analyzing these dairy tourism attractions has proven there are many avenues for diversification. It is important to note while The Nest Treehouse's operating farm is associated with Fonterra, it is their luxury treehouse that is considered a separate small-scale entity that is associated with diversification. As such, it can be separated from any connotations relating to Fonterra. However, it appears that sustainability and environmental protection are a reoccurring measure to diversify. This is reflected through using recycled materials, incorporating renewable energy sources, and purchasing reusable and biodegradable packaging. As such, these dairy tourism attractions display a commitment to environmental protection, this being their means to diversification. This avenue to diversification not only appeals to the trend of environmentally-conscious tourists, but also gives a solution to the concerns and criticisms surrounding dairy farming and its environmental impacts.

An alternative to diversification is the application of regional differentiation. From the application of thematic data analysis, the researcher can see that regional differentiation can be amplified through the selling and marketing of local dairy products exclusively to the region or others in close-proximity (i.e. South Island). For example, Geraldine Cheese Co's (Nyman, n.d.) products "can be purchased here (their shopfront) or at well-stocked supermarkets and delis around the South Island" (para. 3), and "Charing Cross exclusively sells South Island cheese" (Cheese Lovers NZ, 2023, para. 3). This adheres to Steinmetz's (2010) logic that "promotion of unique and exclusive boutique food experiences featuring local produce" (p.197) can achieve regional differentiation. Steinmetz (2010) suggested that "farmers markets provide a testing ground for product innovation and diversification" (p.27). This is important as it opens up new market opportunities for dairy tourism. Another means to achieve regional differentiation for dairy tourism attractions is through local collaboration with cafes and restaurants to promote their local dairy products. This not only develops a unique culinary experience for the dairy tourist, but also creates a sense of

community, supporting Canterbury's local economy. While this overlaps with the sub-theme locality, it is also an essential aspect of defining Canterbury's dairyscape. Other dairy tourism attractions, such as Charing Cross Cheesery, supporting each other and collaborating with one another would also achieves regional differentiation, and in turn, contributes to the diversification of the sector,

That's why Charing Cross Cheesery wants to give a special mention to small artisanal dairies like Cranky Goat and Kervella "working their butts off to make phenomenally wonderful and unique products (Cheese Lovers NZ, 2023, para. 6).

The collaboration between different dairy tourism attractions provides a means to regional diversification and has the potential to create a supportive tourism network that would also enrich the dairy tourism experience for visitors to enjoy. Through acknowledging other dairy tourism attractions in New Zealand, as opposed to treating them as competitors, Charing Cross Cheesery shares other dairy tourism opportunities for tourists to partake in, which assists in the growth of dairy tourism. As a result, diversification and regional differentiation can be considered a defining aspect of the dairyscape.

By definition, a dairyscape is a fusion between dairy and landscape, thus, Canterbury's landscape plays an important role in defining the dairyscape, which was revealed through patterns in the data. Of the dairy tourism attractions, eight speak of Canterbury's landscape on their websites or in their promotional material. For instance, the Nest Treehouse (Fonterra, 2021) links its business to the landscape as follows:

After returning from their overseas travels, the couple looked out across their farm and realized it was unlike anything they had seen around the world and knew they wanted to share it (para. 4).

Wairiri Buffalo (n.d.) describes itself as an "100 acre farm, encompasses a 40 acre native forest and wetland reserve that has remained unchanged for thousands of years" (para. 1). The Factory (n.d.) promises that its business:

Takes you back to the simple joys of watching sunrises and sunsets, walking along the beach and finding treasure, smelling the roses and picking fruit from the garden but also allows you to experience the awe of the night-time sky with no interference from city lights (Why us section, para. 6).

Evidently, the potential of dairy tourism rests heavily on the quality of Canterbury's landscape. Canterbury's landscape is where tourism and dairy farming's linkage can form to create dairy tourism. Given the existing perception of New Zealand's landscape and the value of the clean-green image, it is not a far reach to connect Canterbury's landscape to the quality of dairy, especially for those dairy tourism attractions that are considered small-scale production. However, for those larger dairying co-operatives, such as Fonterra, to be tied to New Zealand's clean-green imagery comes with the challenge of their quantity-driven practices and issues of nitrate leaching due to the overpopulation of cows per hectare in the Canterbury plains (Westbrooke et al., 2016). As such, if Canterbury's dairyscape is going to be succeed and be well-defined, more sustainable dairy farming practices need to be implemented towards a better quality environment in the Canterbury area. Yernazarova et al., (2023) suggested that the integration of agritourism advances the rural dairying industry, thereby strengthening the niche form of dairy tourism. In this research, 'dairy products' are acknowledged as part of a food landscape, meaning that Charing Cross Cheesery's, "Mint and White Chocolate Sheep Milk Icecream" (Cheese Lovers NZ, 2023, para. 5), Karikaas Cheeses, "kwark, feta, yogurt, (and) buttermilk" (Made North Canterbury, n.d., para. 2), and Geraldine Cheese Co's, "cheddar, Havarti, and a variety of blues" (Made North Canterbury, n.d., para. 1) are products of Canterbury's dairyscape. In short, defining Canterbury's dairyscape cannot be done without the use of the landscape. However, for Canterbury's dairyscape to develop, more effort needs to be put into maintaining the environment.

This research has considered the potential for dairy tourism in Canterbury, New Zealand, with regards to the development of the dairyscape and promotion of local dairy products to create a destination brand that is reflective of New Zealand's clean-green image. The themes that have emerged through thematic data analysis have been closely linked to the quality, authenticity, and locality of Canterbury's dairy products and experiences and have

assisted in answering the research questions of this dissertation. The following chapter further discusses the conclusion of the findings and present final statements, limitations, and further areas of recommended research in this field.

## Chapter 5: Conclusion and Recommendations

### Conclusion

Following my travels abroad and my own personal questions surrounding whether New Zealand, more specifically Canterbury, could potentially intersect their dairy and tourism sectors in the same way Costa Rica heighten their gastronomic offerings (coffee) in their tourism product, this research set out to answer the following three research questions: 1. What is the potential for Canterbury dairy in food tourism to contribute to destination branding? 2. How can leveraging Canterbury's dairyscape potentially strengthen our clean-green image for tourists? 3. What is the potential for local Canterbury 'dairy tourism' to enhance visitor experience?

This conclusion outlines the key findings of data analysis as presented in Chapter 4: Findings and Discussion and discusses them with regards to the literature review found in Chapter 2. Following this, recommendations for this research, limitations of this research, and recommendations for further research are presented.

### Key Findings

Based on a thematic data analysis of fourteen dairy tourism attractions websites and promotional content, located within the geographic parameters of Canterbury, New Zealand, four key themes and three subthemes were identified. The first theme captured the characteristics that contribute to the definition and potential for dairy tourism in Canterbury. Findings suggest that dairy tourism attractions in the Canterbury area had a particular focus on providing an educational experience alongside one that was interactive. Providing education on the history of Canterbury's dairy farming industry ensures the communication of a food story. The development of dairy tourism has been influenced by the notion that tourists want experiences that reveal where and how their food is being produced (Lincoln University, 2022), likely due to wanting to step away from modernization and consumption from the global supply chain (Steinmetz, 2010). Providing an interactive

component, such as milking and/or handling a cow that provides an environment for a dairy tourist to learn, can further enhance visitor experience (Fusté-Forné, 2020). Interactive dairy attractions can also come in the form of food festivals (Comer, 2023), farm stays (Uys, 2023), and farmers markets (Everett & Slocum, 2013), as shown in the data.

The second theme was related to the pattern of small-scale dairy productions. Findings suggest that small-scale dairy tourism attractions leverage the landscape and offer an immersive and unique experience for a dairy tourist that a large dairying co-operative cannot. An emphasis on sustainability and environmentally-driven dairy tourism attractions reinforces the landscape and the connection to terroir, which plays a significant role in defining the dairyscape. With a rising trend in environmentally-conscious tourists prioritising environmental stewardship comes the importance of Canterbury's landscape in shaping the dairyscape. Addressing issues of sustainability can further enhance the authenticity of dairy products, and thus, dairy tourism. The literature review highlights this significance revealing the negative environmental issues associated with quantity-driven practices of larger dairying co-operative (Readfearn, 2022; RNZ, 2022). This is compared to its small-scale counterpart who can provide an authentic experience to tourists with a clear narrative and fewer food miles (Fusté-Forné & Berno, 2016; Readfearn, 2022; Stewart, 2012). This suggests that aligning large-scale dairy with New Zealand's clean-green imagery could pose a threat to the development of dairy tourism. Instead, those tourism businesses that focus on local dairy production and products that are produced on-site by producers and involve farmers as promoters of the local product and land, offer a genuine experience for the dairy tourist that is a true reflection of the dairyscape. As seen through the dairy tourism attractions, the development of regional differentiation showcases the quality and authenticity of Canterbury's dairy products. Diversification, as a means to regional differentiation is enhanced through in dairy tourism operations through avenues such as, exclusive collaboration and/or distribution, partnerships with restaurants and cafes, local food festivals, the integration of sustainable practices, and farmers markets. Through these avenues, the dairyscape is further enhanced. This taps into community participation and locality, which both the data and literature revealed is crucial to the sustainability and development of dairy tourism, as it creates a sense of belonging and supports the local economy (Everett & Slocum, 2013; Meikle, 2022; Neighbourly, 2020).

Lastly, the findings indicate that defining Canterbury's dairyscape involves various factors. The impact of the Christchurch earthquakes (Antara & Shone, 2020) and the COVID-19 pandemic (Wilson & Fountain, 2021) shaped Canterbury's dairy tourism industry and warrants diversification in that Canterbury's tourism infrastructure and visitor numbers have had to be rebuilt. To do so, dairy tourism enterprises used diversification and innovation interchangeably. Omerzel (2015) claims that diversification cannot be achieved without innovation and it is foundational to the growth of dairy tourism. McCann and Ortega-Argilés (2013) claim that innovation is pivotal to not only driving economic growth, but also to altering new concepts (ie. dairy tourism) into a marketable brand. Canterbury's landscape emerges from the analysis as the key feature that defines the dairyscape. This suggests that the status of Canterbury's dairyscape will likely rely heavily on the quality of the land and terroir. As such, the connection between New Zealand's clean-green image and small-scale dairy farming and the influence of agritourism can be said to define the character of the niche form of dairy tourism in Canterbury.

To conclude, the research findings emphasize the potential for dairy tourism in Canterbury, New Zealand. Through the promotion of local dairy products, the development of a distinctive dairyscape, and the alignment with New Zealand's clean-green marketing image, the region could attract new tourists, enhance visitor satisfaction, and advance the sustainable growth of local small-scale dairying and attractions. Fusté-Forné (2021) noted that "dairy tourism is the process of awarding tourism value to these products, their production, and their consumption" (p.20) and this can be seen through the producing, selling, and marketing of a variety of local dairy products. Based on the research presented here, it can be seen that there is still a lot of scope for development of dairy tourism in Canterbury, in that this niche tourism market offers opportunities for both the agriculture and tourism sectors.



## Recommendations for this Research

There is clearly opportunity for further research to explore the potential of dairy tourism in New Zealand. As a country that values their clean-green imagery, New Zealand could benefit from applying the characteristics of dairy tourism into their 100% Pure marketing scheme using small-scale dairy tourism attractions.

Firstly, from the outcome of this research, it is apparent that the marketing and branding of dairy tourism enterprises in the Canterbury region need to be better established. It is recommended that the profile of dairy tourism attractions can be boosted through existing advertising and tourism channels, such as Canterbury's tourism website. Secondly, in order to define Canterbury's dairyscape, the region, for example, should diversify their farming industry and utilise innovative ways to solidify dairy tourism as a concept and attract overseas visitors. This research found that diversification and innovation will likely be key for the development of dairy tourism and a means to keep small-scale dairying alive and financially viable. This could be achieved through the development of farm stays, luxury treehouses, and converted dairy farming accommodation. Thirdly, dairy tourism attractions seem to mostly involve small-scale dairy enterprises. As such, small-scale dairy attractions and experiences can utilise dairy tourism as a means to remedy their image and alleviate the negative environmental connotations associated with dairy at present due to the degradation caused by larger dairying co-operatives. Evidently, this could be achieved by emphasizing environmental protection and sustainability in dairy farming practices as part of tourist attractions to both meet eco-conscious consumer demands and also to align with the New Zealand clean-green image. Sustainable practices could also include the promotion and selling of dairy products exclusively to the Canterbury region to minimise food miles and increase diversification, developing a distinct foodscape, or dairyscape.

## Limitations of this research

This research had its limitations for a number of reasons. Firstly, given the time and size constraints of a 60-point dissertation and Canterbury being the only region analysed, the sample was relatively small. The time limitation also meant there was no opportunity to interview potential dairy tourism attractions; instead secondary data had to be used. This meant it was not possible to get the operators perspective and talk to local people in tourism development and operations. Nevertheless, the analysis of websites, newspaper articles, and promotional content presents opportunity to enhance dairy tourism research in Canterbury and introduce the concept in other regions.

Secondly, as dairy tourism is a relatively new niche form of food tourism, only an extremely limited amount of academic literature and articles were available on the subject. Studies in relation to dairy tourism in food tourism in New Zealand were almost absent. The narrow focus and small scope means that the research findings cannot be generalized to the rest of New Zealand dairy tourism. Nevertheless, this qualitative research created new research opportunities for future.

## Recommendations for further research

Due to the parameters and time-constraints of this 60-point dissertation, there are many avenues for further research that could be investigated. Firstly, this research only looks at the potential for dairy tourism in the Canterbury region of New Zealand. Since the Canterbury's dairyscape cannot be considered a representation for New Zealand's dairy tourism as a whole, further research could focus on other large farming regions in New Zealand, such as the Waikato, to investigate the regional differences and potential in other areas. For future studies, this research could act as a basis to support dairy tourism attractions in Canterbury, New Zealand.

The second recommendation for further research is to highlight and conduct comprehensive market research to better understand tourists' backgrounds, expectations, and spending

habits. This dissertation, primarily due to size, has not addressed the need for multiple perspectives on how the findings fit into the broader context of Canterbury's dairy tourism. It has primarily focused on the viewpoints of dairy farmers and tour operators, missing the opportunity to assess what a dairy tourist may want. Although this research did highlight and discuss a tourists' demand for authentic experiences, the data solely focuses on service providers, heavily relying on their narratives. Thus, if dairy tourism were to be further developed in Canterbury's landscape, further research and data collection on the point of view of the dairy tourist would remove any risk and allow tourism plans to process accordingly.

Furthermore, to develop a stronger picture of dairy tourism and dairyscapes, further research could focus on applying the definition of dairy tourism to other international geographies and a wider range of potential dairy tourism attractions.

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## Appendices

### Appendix A: Keywords

The keywords presented were used to search for sampling units in the digital databases.

Keywords	
	Food, Dairy, Tourism, Food Tourism, Dairy Tourism, Rural Tourism
	Tourism in NZ, Dairy Industry NZ, Tourism in Canterbury, Dairy tourism attractions in Canterbury
	Farm stays in Canterbury, cow milking experience Canterbury, artisanal cheese shops in Canterbury, dairy farming visit Canterbury
	Destination branding, destination competitiveness, destination brand image

## Appendix B: Data Source

<b>Data Type</b>	<b>Data Source</b>	<b>Detail</b>
<b>Advertising/Marketing materials</b>	Neat Places, Made North Canterbury, SCOFF, The Cheese Wheel, NZ Ice Cream Association, Christchurch Art Gallery.	Promotional media, campaigns, online search advertising, digital advertising platforms, travel guides and recommendations
<b>Magazine/Newspaper articles</b>	Stuff, Otago Daily Times, Rural News Group, The Press, The Place Brand Observer	Interviews and stories
<b>Digital Databases</b>	Google	

## Appendix C: Sample for Dairy Tourism Attractions

Sampling Unit	Description	Personal Notes
<b>Jones' Family Farm</b> <a href="https://www.odt.co.nz/star-news/star-districts/star-selwyn/kirwee-couples-new-sheep-milk-something-bleat-about">https://www.odt.co.nz/star-news/star-districts/star-selwyn/kirwee-couples-new-sheep-milk-something-bleat-about</a>	<ul style="list-style-type: none"> <li>- <i>The farming couple are about to unveil a range of bottled pasteurised milk and farm-made cheese.</i></li> <li>- <i>The Jones' milk about 600 sheep on the property. Just across from the milking platform they have built a milk processing and cheese-making factory.</i></li> <li>- <i>Farm manager Juan Cavallotti is also the head cheesemaker.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Ohoka Farmer's Market, Lincoln Farmer's and Craft Market, and Christchurch Farmer's Market</li> <li>- Sheep Milk Products</li> </ul>
<b>Little Farm Goat Dairy</b> <a href="https://madenorthcanterbury.co.nz/business/little-farm-goat-dairy/">https://madenorthcanterbury.co.nz/business/little-farm-goat-dairy/</a>	<ul style="list-style-type: none"> <li>- <i>At their little farm – Te Hua – in Oxford, North Canterbury, Andrea and husband Mike breed and milk the Toggenburg – a very old Swiss breed. Milking the goats on-site themselves gives Andrea and Mike full control over the whole cheese making process.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Hand-crafted goat cheese</li> <li>- Location: Oxford, North Canterbury</li> </ul>
<b>Karikaas cheese</b> <a href="https://madenorthcanterbury.co.nz/business/karikaas-cheese/">https://madenorthcanterbury.co.nz/business/karikaas-cheese/</a>	<ul style="list-style-type: none"> <li>- <i>Karikaas is a boutique manufacturer of award-winning, traditionally made, authentic Dutch cheese and dairy products. In addition to their popular leyden, maasdam and gouda cheeses, Karikaas makes kwark, feta, yoghurt, buttermilk and a vegetarian cheese range. All of their cheeses are handmade and aged in the traditional Dutch style, resulting in the</i></li> </ul>	<ul style="list-style-type: none"> <li>- Authentic Dutch styled cheese</li> <li>- Low ecological footprint</li> <li>- Location: Loburn, Canterbury</li> </ul>

	<i>exceptional taste that any turophile will know and love.</i>	
<b>Geraldine Cheese Company</b> <a href="https://neatplaces.co.nz/places/south-canterbury/eat-drink/geraldine-cheese-company">https://neatplaces.co.nz/places/south-canterbury/eat-drink/geraldine-cheese-company</a>	<ul style="list-style-type: none"> <li>- <i>Geraldine Cheese Co. handcrafts small-batch cheese varieties in its petite factory in the heart of Geraldine's town centre.</i></li> <li>- <i>The oldest cheese is a twelve-year-old cheddar, and a point of difference is the number of cheeses made from unconventional milk such as deer or sheep milk.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Traditional cheese making</li> <li>- Shop</li> <li>- Location: Geraldine (South Canterbury)</li> </ul>
<b>Wairiri Buffalo</b> <a href="https://wairiribuffalo.nz/">https://wairiribuffalo.nz/</a>	<ul style="list-style-type: none"> <li>- <i>Wairiri Buffalo is home to Italian Water Buffalo, Pukeko, Heron and dedicated people committed to sustainable and symbiotic living with the land.</i></li> <li>- <i>The Wairiri Stream and wetlands are fenced and planted to filter runoff from our small grazing areas. The buffalo graze freely and our herd size is kept sustainable to the land that supports it</i></li> <li>- <i>Our goal is to be a worldwide exemplar of sustainable agriculture</i></li> <li>- <i>We use biodegradable and reusable packaging wherever possible and as finances allow we will integrate solar energy to further minimise our impact on the environment.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Farm stays available</li> <li>- Mini milking tours</li> <li>- On farm door sales</li> <li>- Location: Wairiri (Central Canterbury)</li> </ul>
<b>Charing Cross Sheep Dairy – Farmer's Market</b>	Stock high quality local artisanal brands <ul style="list-style-type: none"> <li>- Little Farm Goat Dairy</li> </ul>	<ul style="list-style-type: none"> <li>- Located in Riverside Farmer's Market</li> </ul>

<a href="https://www.cheeseloversnz.co.nz/top-stores/charing-cross-cheesery-is-a-showcase-for-artisan-south-island-cheesemakers">https://www.cheeseloversnz.co.nz/top-stores/charing-cross-cheesery-is-a-showcase-for-artisan-south-island-cheesemakers</a>	<ul style="list-style-type: none"> <li>- Barry's Bay Cheese</li> <li>- Talbot Forest Cheese</li> <li>- Whitestone Cheese</li> <li>- Emilio's Cheese</li> </ul>	<ul style="list-style-type: none"> <li>- Location: (Central Canterbury)</li> </ul>
<p><b>South Canterbury Outstanding Food Festival</b>  <a href="https://www.scoffsc.nz/">https://www.scoffsc.nz/</a>   <a href="https://www.stuff.co.nz/timaru-herald/132967744/south-canterbury-outstanding-food-festival-keeps-pleasing-punters-and-eateries-alike">https://www.stuff.co.nz/timaru-herald/132967744/south-canterbury-outstanding-food-festival-keeps-pleasing-punters-and-eateries-alike</a></p>	<ul style="list-style-type: none"> <li>- <i>It's 10 days of celebrating South Canterbury's outstanding food; the growers, producers, and artisan creators, from the Pacific Ocean to Aoraki/Mount Cook</i></li> </ul>	<p>2023 Festival runs from 15-24 September</p>
<p><b>Barrys Bay Cheese Factory Shop</b>  <a href="https://thecheesewheel.co.nz/cheese-makers/barrys-bay/">https://thecheesewheel.co.nz/cheese-makers/barrys-bay/</a>   <a href="https://www.stuff.co.nz/business/8118103/Developing-a-taste-for-the-big-cheese">https://www.stuff.co.nz/business/8118103/Developing-a-taste-for-the-big-cheese</a></p>	<ul style="list-style-type: none"> <li>- <i>They have resisted the siren song of too-modern technology and still use the same traditional methods they used in 1895. They have a factory shop of course, and you can view the cheesemaking through a large window</i></li> <li>- <i>Originally one of 9 small dairy cooperatives on the Bank Peninsula.</i></li> </ul>	<p>Location: Central Canterbury</p>
<p><b>Ice Cream Charlie</b>  <a href="https://christchurchartgallery.org.nz/blog/behind-the-scenes/2014/11/the-return-of-ice-cream-charlie">https://christchurchartgallery.org.nz/blog/behind-the-scenes/2014/11/the-return-of-ice-cream-charlie</a>   <a href="https://www.historyicecreamnz.co.nz/ice-cream-charlie.htm">https://www.historyicecreamnz.co.nz/ice-cream-charlie.htm</a></p>	<ul style="list-style-type: none"> <li>- <i>First ice cream cart built in 1903</i></li> <li>- <i>Sali Mahomet's original car is now on display at Ferrymead Heritage Park</i></li> <li>- <i>Sali became 'Charlie' and eventually became known to generations as 'Ice Cream Charlie'</i></li> <li>- <i>Milk and cream was supplied by the Tai Tapu Dairy Company.</i></li> <li>- <i>Originally made in four Westinghouse churns on the daily</i></li> </ul>	<ul style="list-style-type: none"> <li>- seven owners in entirety of business, maintains original vanilla ice recipe and loyalty of public</li> <li>- Location: Christchurch, Central Canterbury</li> </ul>

<p><b>The Cubby House</b>  <a href="https://www.artistsretreat.co.nz/">https://www.artistsretreat.co.nz/</a></p>	<ul style="list-style-type: none"> <li>- <i>Our property consists of our house which is 50m away up the driveway, the accommodation house and a few friendly farm animals that you can also come pat and feed. Sheep, Cows, Goats, Kune Pigs , Pekin Ducks, Runner Ducks, Chickens, Turkeys, Guinea Fowl and a wandering Peacock plus a bird aviary. Hopefully we have some little baby animals that you can bottle feed depending on the season. Our friendly pet animals are our Groodle dog Merle, Bengal cat Dorothy and Kelpie working dog Bell.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Kaikoura</li> <li>- Farm stay and accommodation</li> </ul>
<p><b>Emilio's Cheese</b>  <a href="https://grizzlybakedgoods.com/emilios-cheese">https://grizzlybakedgoods.com/emilios-cheese</a></p>	<ul style="list-style-type: none"> <li>- <i>Award-winning cheeses available at Farmer's Markets</i></li> <li>- <i>Swiss-style cheese, taleggio-style cheese, selection of cow, sheep, and goat cheeses</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Riccarton Market in Christchurch</li> </ul>
<p><b>Hakataramea Valley Farm The Nest Treehouse</b>  <a href="https://www.fonterra.com/nz/en/our-stories/articles/luxury-treehouse-a-dairy-farm-stay-with-a-difference.html">https://www.fonterra.com/nz/en/our-stories/articles/luxury-treehouse-a-dairy-farm-stay-with-a-difference.html</a></p>	<ul style="list-style-type: none"> <li>- <i>Built among the pine forest that Andy planted with his father 30 years ago, the <u>Nest Treehouse</u> looks out on a view that inspired the whole project. After returning from their overseas travels, the couple looked out across their farm and realised it was unlike anything they had seen around the world and knew they wanted to share it.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Hakataramea Valley, South Canterbury</li> </ul>
<p><b>The Factory (Hapuku Co-Operative Dairy Co)</b>  <a href="https://thefactorykaikoura.co.nz/">https://thefactorykaikoura.co.nz/</a></p>	<ul style="list-style-type: none"> <li>- <b><i>Really different and really lovely</i></b>  <i>This lovely conversion from an old dairy 'factory' to a home with accommodation has all the facilities.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Hapuku, Kaikoura</li> <li>- Accommodation in historical dairy factory</li> </ul>

<p><b>Geraldine Farm Tours</b>  <a href="https://www.geraldinefarmtours.com/our-tour">https://www.geraldinefarmtours.com/our-tour</a></p>	<ul style="list-style-type: none"> <li>- <i>We operate working farms and a healthy, safe working farm experience for our guests is paramount</i></li> <li>- <i>After refreshments, it's out on the farm to see our cows. Here you will feed a pet cow by hand, handle and learn about our cows</i></li> </ul>	<ul style="list-style-type: none"> <li>- Location: Geraldine</li> <li>- Farm tours</li> </ul>
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Note: This information was directly extracted from the websites

## Appendix D: Description of Dairy Tourism Attractions

**Jones' Family Farm** specialises in Sheep Milk products, namely milk, cheese, and skincare products, and can be located within Ohoka's Farmer's Market, Lincoln Farmer's and Craft Market, and Christchurch Farmers Market.

**Little Farm Goat Dairy** hand-crafts their own goat cheese using a swiss technique at their farm located in Te Hua, Oxford Canterbury.

**Karikaas Cheese**, located in Loburn Canterbury, sell authentic dutch-style cheese out of their tasting room and storefront.

**Geraldine Cheese Company**, an artisanal cheese factory and shop located in Geraldine, Canterbury, handcraft an array of cheese varieties.

**Wairiri Buffalo** specialises in an array of buffalo products, such as high quality milk, mozzarella, manchego, caciocavallo, feta, halloumi, scamorza, ricotta, labneh, mascarpone, and yoghurt which are available to purchase from Riverside Farmers Market, Lyttleton Farmers Market and on farm door sales. Furthermore, Wairiri Buffalo offers farm stays in their family bungalow, mini milking tours, and farm tours which can be booked through Airbnb.

**Charing Cross Sheep Dairy and Cheesery** boast a boutique for exclusively South Island cheeses, available in Riverside Farmer's Market. They stock high quality artisanal brands such as Little Farm Goat Dairy, Barry's Bay Cheese, Talbot Forest Cheese, Whitestone Cheese, and Emilio's Cheese.

**South Canterbury Outstanding Food Festival (SCOFF)** is a ten-day event highlighting the regions food with recognition to the producers, growers, creators, and chefs. For 2023, the festival ran from the 15<sup>th</sup> to the 24<sup>th</sup> September.



**Barry's Bay Cheese**, located in Akaroa, Banks Peninsula, produces aged cheeses such as cheddar, gouda, gruyere, maasdam, and peninsula blue. This cheese can be purchased directly from their factory shop, where you get the opportunity to watch the cheesemaking take place through the glass window.

**Ice Cream Charlie**, located in Central Christchurch are famous for their vanilla ice recipe that was first sold in their ice cream cart built in 1903. Today, Ice Cream Charlie's story has become iconic to Christchurch and you can order the same vanilla ice cream using the same original recipe. Two of Ice Cream Charlie's original carts can be visited in Ferrymead Heritage Park.

**The Cubby House**, located in Kaikoura, is a farm stay and accommodation house, giving you the opportunity to see farm life firsthand and interact with the animals.

**Emilio's Cheese** creates an array of swiss-style and taleggio-style cheeses using sheep, cow, and goat milks, which are available for purchase in Riccarton Farmers Markets.

**The Nest Treehouse** in Hakataramea Valley Farm is a luxury farm stay in a high-end treehouse, that offers farm stays to those who stay.

**The Factory**, once Hapuku Co-Operative Dairy Co, is located in Kaikoura and is a converted historical dairy factory now available as accommodation.

**Geraldine Farm Tours** offers farm tours on their operating farm in Geraldine, giving tourists the opportunity to feed, handle, and learn about cows and dairying.