

How does aviation contribute to the regenerative tourism framework?

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ABSTRACT

This research note explores whether aviation can serve as a regenerative partner in a small regional tourism system. Based on Analytic Hierarchy Process (AHP) findings and three executive interviews conducted in Marlborough, New Zealand, the study demonstrates that stakeholders prioritise cultural vitality, social connection, and community well-being over purely economic outcomes. The interview evidence also suggests that aviation influences more than just access and connectivity. It affects participation, mobility, and the distribution of tourism benefits in everyday regional life. Simultaneously, the findings highlight an important tension: airfare affordability and aviation infrastructure are not, in themselves, regarded as regenerative outcomes, yet they are necessary conditions for realising the broader social and cultural benefits. This potential is further limited by fragmented priorities among aviation, tourism, and public-sector actors. The note contributes by explicitly integrating aviation into the regenerative tourism literature and demonstrating that its value extends beyond access and connectivity to include the place-based benefits it can help foster.

1. Introduction

Regenerative tourism goes beyond sustainable tourism, which aims to reduce harm and maintain environmental and social balance, by focusing on restoring places and communities through practices that enhance ecological health and social and cultural well-being (Becken & Kaur, 2021; Cave et al., 2022; Suárez-Rojas et al., 2023). It restores ecosystems, revitalises cultural heritage, and strengthens the social and economic well-being of communities that are deeply connected to their landscapes and traditions. Regenerative tourism marks a shift from merely sustaining what exists to renewing the capacity of places to thrive, with visitors, hosts, and environments forming mutually beneficial relationships. The main aim is to build strong, lasting connections among travellers, local communities, and the natural environment, ensuring that tourism activities leave each place improved and contribute to community well-being (Bellato et al., 2022). In this study, regenerative tourism is understood as tourism that strengthens a destination's capacity to thrive across four interdependent dimensions: social, economic, environmental, and cultural well-being (Becken & Kaur, 2021; Bellato et al., 2022; Pung et al., 2024). These dimensions encompass community connections and access, resilient local

livelihoods and infrastructure, environmental stewardship, and the continuity and respectful expression of local culture. Aviation is therefore considered regenerative insofar as it helps enable these place-based outcomes, rather than merely increasing visitor flows.

Within the regenerative tourism paradigm, tourism social entrepreneurs function as catalysts of systemic change (Hajarrahmah et al., 2024). They bridge conventional tourism and regenerative futures by embedding innovation, inclusivity, and community empowerment into tourism systems (Cave & Dredge, 2020). Practices that honour indigenous knowledge, foster meaningful travel, reinvest revenue locally, and support cultural storytelling show how regenerative tourism can create lasting community legacies and inspire long-term participation (Manthiou et al., 2025; Pung et al., 2024). However, most discussions focus on destinations, planners, and travellers, while one crucial sector remains overlooked – aviation.

The regenerative tourism literature has mainly focused on how tourism can restore places, strengthen community well-being, and sustain cultural life (Bellato et al., 2022; Pung et al., 2024). By contrast, aviation research has paid more attention to connectivity and regional well-being, especially in small and remote destinations where air access shapes economic and social life (Spasojevic et al., 2018; Wu et al., 2023).

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What remains less understood is how aviation contributes to regenerative outcomes, rather than simply provides access. Building on [Hajjarrahmah et al. \(2024\)](#), who identify tourism social entrepreneurs as catalysts for regeneration, this study investigates whether aviation actors can play a similar role in a regional tourism system that not only provides access but also serves as an active, collaborative partner in regenerative tourism.

In small and remote regions, aviation influences not only visitor mobility but also social connections, cultural exchange, and everyday access ([Spasojevic et al., 2018](#); [Wu et al., 2023](#)). In the sustainability debate, aviation is often criticised for its carbon emissions, yet it remains vital for regional mobility, social bonds, and accessibility. This tension highlights a broader conceptual gap. Sustainable aviation concentrates on harm reduction, but a regenerative approach would require aviation to enhance the well-being of people and places. This presents an opportunity to reframe aviation in a way that reflects social entrepreneurship in tourism. Airports and airlines operate within commercial constraints, yet they also bear responsibilities to their communities. By adopting regenerative principles such as low-carbon innovation, community-responsive route planning, and cultural engagement, aviation can transition from merely supporting tourism flows to fostering the renewal and resilience of destinations. Despite this potential, frameworks linking aviation with regenerative tourism remain scarce, underscoring the need to position aviation as an active and collaborative partner in regeneration, rather than just a provider of transportation.

2. Methodology

This research note uses a case study approach to investigate how the aviation sector can serve as an active and collaborative partner in regenerative tourism. We combined surveys and interviews to capture the preferences of diverse stakeholders, including their views on aviation practices that could support regenerative outcomes. The mixed-method design addresses a single question from two perspectives: the AHP analysis identifies which regenerative outcomes stakeholders prioritise, while the interviews explain how aviation's role is understood in practice and what constrains its contributions.

Marlborough, located in the South Island of New Zealand, with approximately 52,200 residents, is renowned for its marine biodiversity and cetacean tourism, its rich Māori heritage and Indigenous experiences, and its internationally recognised vineyards and wineries. We selected Marlborough as a case study for two reasons. First, the region has positioned itself as a leader in regenerative tourism. Its regional tourism organisations have set out a clear vision for regenerative development and embedded this into a 10-year destination plan released in 2022 ([Destination Marlborough, 2022](#)). Second, Marlborough is a relatively small destination and community where cooperation among government, tourism organisations, and aviation operators is expected to be close. These conditions make Marlborough a useful case for examining how aviation stakeholders understand regenerative tourism in a small regional setting.

Pilot surveys refined the questions and format, focusing on four well-being outcomes and 17 potential aviation practices (see [Appendix A](#)). These practices were evaluated to identify which should be prioritised to support regenerative tourism. Data were analysed using the AHP, which

applies pairwise comparisons and is suitable for small sample sizes¹ ([Saaty, 2008](#)). In-person surveys were conducted in Marlborough between October and November 2023 with 28 stakeholders² from government, aviation, tourism, Māori organisations, NGOs, and research institutions. Consistency ratios (CR) were calculated to assess reliability (with CR ≤ 0.1 treated as acceptable), and 22 responses³ (see [Table 1](#)) met the acceptable threshold. Aggregating individual judgements (AIJ)⁴ was used to synthesise the preferences of multiple participants, ensuring a more balanced and representative outcome that reflects the collective insights of all participants.

We also conducted semi-structured interviews with three senior decision-makers, including the Chief Executive Officer (CEO) of the regional airline (AL), the CEO of the regional airport (AP), and the General Manager of the Regional Tourism Organisation (RTO). The interviews explored the interdependence of aviation and tourism in Marlborough and focused on the role aviation could play in supporting the region's shift toward regenerative tourism and how it might contribute to its regenerative tourism goals. All participants had substantial expertise in aviation, tourism, and regional development.

Table 1
Demographic profiles of the participants.

Profile of participants	N = 22	
	Frequency	Percentage
Gender		
Male	15	68%
Female	7	32%
Organisations		
Governance	3	14%
Hospitality, tourism, and retail	11	50%
Air transportation (airline and airport)	3	14%
Māori tribe, culture, and heritage	6	27%
NGOs, universities, and research institutions	4	18%
Participants representing multiple groups		
Yes	8	36%
No	14	64%
Involvement in Marlborough region's policy regarding decision-making for tourism, aviation, and the economy		
Yes	5	23%
No	17	77%
Involvement in Marlborough region's budget for tourism, aviation, and the economy		
Yes	7	32%
No	15	68%

¹ While sample sizes in multicriteria decision-making studies can vary, there is no strong empirical evidence linking panel size to the evaluation's outcomes, with typical recommendations suggesting a panel of at least 10 experts ([Lin, 2021](#)).

² Survey participants were recruited through purposive sampling. Eligibility was based on their relevant professional expertise or community knowledge of Marlborough's tourism, aviation, Māori cultural, governance, or regional-development context. More importantly, participants were recruited to reflect representation across these sectors.

³ Participants could report multiple organisational affiliations. These affiliations are displayed in [Table 1](#) for descriptive purposes only. The AHP analysis was performed at the participant level, so each participant contributed one judgement set per matrix level if that matrix met the CR threshold.

⁴ For each hierarchy level, the accepted pairwise-comparison matrices were aggregated element-wise using the geometric mean, and group weights were then derived from the aggregated matrix.

3. Stakeholder views on well-being and aviation

Cultural well-being (see AHP weights⁵ in Table 2) ranked first because Māori heritage, Te Mauri, and cultural respect are central to the region's identity, consistent with regenerative tourism research that conceptualises Indigenous knowledge and cultural continuity as core outcomes rather than tourism add-ons (Bellato et al., 2022; Pung et al., 2024; Scheyvens et al., 2021). Social well-being followed because aviation's role and its regional value in connecting people and enabling participation, echoing research on air transport's contribution to accessibility and well-being in smaller and remote regions (Spasojevic et al., 2018; Wu et al., 2023). Environmental well-being ranked third, as participants favoured locally actionable measures such as education and community partnerships over sustainable aviation fuel and electrified aviation solutions, while economic well-being ranked last because connection and access, infrastructure, and employment were viewed primarily as conditions enabling cultural and social regeneration rather than as regenerative ends in themselves. Thus, unlike mainstream aviation literature centred on connectivity, economic development, and tourism growth, this identified hierarchy reflects regenerative tourism's stronger emphasis on culture, relationships, and regional well-being.

We also performed a leave-one-item-out sensitivity check by re-estimating AIJ after omitting one category or subcategory item (i.e., a well-being outcome or aviation practice) at a time (see Appendix B). The resulting rank correlations were all above 0.90, indicating that the ordering was not highly sensitive to the removal of any single item. This check does not, however, eliminate uncertainty associated with the small sample, uneven stakeholder representation, or the estimated weights. Accordingly, the results are interpreted as indicative priorities within this sample and case, rather than as precise or population-representative estimates.

4. Executive insights: aviation's quest for regenerative tourism

Fig. 1 summarises the main themes emerging from the interviews and illustrates participants' perceptions of aviation's role in regenerative tourism.

4.1. Where aviation stands in the region

All participants consistently described Marlborough Airport as essential regional infrastructure, albeit constrained by limitations. For example, AL and RTO noted that Defence Force control of the surrounding land restricts aviation space, limiting expansion. Although the airport terminal was rebuilt in 2022, the infrastructure cannot meet demand. AP noted the airport is negotiating with the Crown (New Zealand's central government) for more taxiways and apron spaces. Thus, the airport is considered indispensable infrastructure under capacity pressure.

The current runway length supports turboprop aircraft such as the ATR and Bombardier Q300, but does not accommodate jet aircraft operations. RTO explained that this restriction limits growth and prevents jet operations, with major implications for tourism's development and the attraction of new carriers. AL highlighted that the runway length is adequate, but the airport terminal and passenger handling areas are the real constraints, with visible crowding at peak times.

Connectivity emerged as a central theme for both residents and visitors. AL described aviation as vital for connecting people with family and friends in other regions, which is a core part of New Zealand culture. AP explained that Air New Zealand links the Marlborough region with

major cities across New Zealand, but suggested that it would be valuable to add flights to other tourism destinations. RTO used the examples of Blenheim and Napier, both renowned wine regions, to illustrate how a direct link can create visitor flows, even if demand may not sustain such a route.

However, the limited range of flight routes reinforces a recurring concern about higher airfares. The participants explained that restricted air connectivity reduces competition and increases reliance on a small number of flight services, driving ticket prices upward. Since the COVID-19 pandemic, Marlborough's airfares have become some of the highest in the country, making leisure travel less accessible and reducing opportunities for short break tourism.

4.2. Exploring and participating in regenerative tourism

Several persistent barriers to regenerative tourism were identified. First, funding from local councils and the central government remains the most immediate challenge. Although regenerative ideas are widely supported, participants noted that financing is rarely available to make their initiatives operational. AP also commented that airport management needs to pursue commercial viability, that social objectives guide local councils' strategies, and successive governments have undervalued the role of regional airports. Consequently, these divergent goals limit collective progress.

Additionally, AL commented that technology readiness presents another constraint. Electric aircraft are not yet viable, and airport facilities are unprepared for their adoption. Housing shortages add further pressure, as limited affordability undermines efforts to attract and retain the skilled workforce needed in both aviation and tourism (RTO).

Despite these barriers, the participants also recognised that aviation continues to play a pivotal role in sustaining tourism and regional well-being. From a tourism social entrepreneur perspective, aviation's contribution can be interpreted through the well-being pillars. Economically, aviation acts as a vital pipeline. It stimulates visitor demand, creates jobs, and supports entrepreneurship (Szivas & Riley, 1999). The participants emphasised that tourism often provides an entry point, encouraging people to return as residents or business owners (RTO). However, these contributions are weakened by high airfares and seasonal fluctuations, and reduce resilience. Therefore, affordable and reliable flight services are critical to stabilising tourism demand, attracting workers, and extending visitation to off-peak seasons. For example, regular weekend flights could spread the benefits of wine tourism to the Marlborough region throughout the year.

Social well-being in regenerative tourism is about fostering a sense of community, placemaking, pride, and collective well-being. In the Marlborough region, connectivity is central to these outcomes (RTO). Reliable flight services not only sustain family and community ties but also provide essential access to education, healthcare, and emergency services. From this perspective, aviation can support social-entrepreneurial and regenerative aims by balancing its commercial role with broader impacts and stewardship to the community. However, these benefits are weakened by the shortage of affordable housing, which makes it difficult to build and retain the workforce needed in the region to sustain tourism and aviation activities (AP). Without a stable workforce, the aviation industry's potential to enhance social well-being and contribute to regenerative outcomes remains underutilised.

Environmental well-being urgently needs to be addressed. All participants supported investment in sustainable aviation fuel and, in the long term, electric aircraft. Such innovations can directly reduce carbon emissions, aligning with Marlborough's sustainability goals and the New Zealand government's sustainability objectives. Additionally, social entrepreneurial practices can advance environmental awareness through education. For example, airlines could use in-flight content, and airports could use terminal spaces and digital platforms to promote carbon offsetting and responsible travel.

Cultural well-being remains underdeveloped. Aviation contributes to

⁵ Because the participant pool includes a broad mix of stakeholders rather than a single formal governing body, these AHP weights are interpreted as stakeholder priorities within the sample, not as direct measures of policy or budget decisions.

Table 2
Ranking of regional well-being categories and aviation practices.

Regional well-being	Weight	Ranking	Aviation practices	Local weight	Local ranking	Overall weight	Overall ranking
Social	0.311	2	Promote eco-friendly destinations	0.231	3	0.072	6
			Strengthen ecotourism experiences	0.236	2	0.073	5
			Boost festivals and events	0.196	4	0.061	8
			Promote cross-cultural experiences	0.337	1	0.105	1
Economic	0.132	4	Boost air accessibility	0.180	4	0.024	16
			Airport infrastructure expansion	0.321	1	0.042	13
			Aviation-related employment	0.234	2	0.031	14
			Offer affordable airfares	0.140	5	0.018	17
			Promote weekend trips	0.201	3	0.026	15
Environmental	0.204	3	Adopt sustainable aviation fuel	0.210	4	0.043	12
			Invest in electrified aviation	0.247	3	0.050	11
			Engage in community partnerships	0.271	2	0.055	10
			Establish tourist education initiatives	0.272	1	0.056	9
Cultural	0.353	1	Promote cultural sensitivity and respect	0.286	2	0.101	3
			Enhance tourist experiences of heritage	0.187	4	0.066	7
			Support travel packages including cultural experiences	0.234	3	0.083	4
			Embrace Te Mauri (the life force)	0.293	1	0.103	2

Note: Local rankings reflected preferences within each category, while overall rankings integrated all four categories across the 17 aviation practices. For each aviation practice, its overall weight was calculated by multiplying the weight of its well-being category by its local weight within that category (overall weight = category weight × local weight).

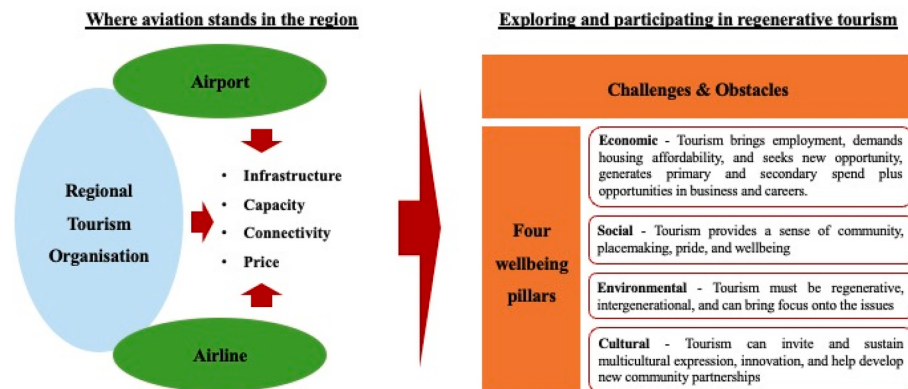


Fig. 1. Aviation as a partner in regenerative tourism.

Sources: The four well-being pillars align with Marlborough's destination plan (Destination Marlborough, 2022).

regional heritage through in-flight magazines, websites, and marketing campaigns. Nevertheless, the customised packages and extra flights for cultural events do not create meaningful experiences. From a social entrepreneurship perspective, what is needed is the deeper integration of cultural awareness into everyday aviation services, so that cultural values are not treated as add-ons but are embedded in the traveller's experience (AL). Embedding Māori heritage, local wine traditions, and community storytelling throughout the journey would enrich visitor experiences and strengthen community well-being (Scheyvens et al., 2021).

5. Concluding remarks

This study demonstrates that aviation can act as a regenerative partner in small or remote regional destinations, but this role depends on how it is understood and governed. This study more clearly integrates aviation into regenerative tourism debates. It positions airports and airlines not only as providers and facilitators of air service access and connectivity, but also as potential contributors to regional well-being. The AHP results show what this role looks like from the perspective of this stakeholder group: cultural vitality, social connection, and community well-being are prioritised over narrowly economic outcomes. The interviews further explain how that broader role is understood in practice, and why it remains difficult to achieve. In Marlborough,

aviation influences access, participation, and daily mobility, impacting individuals' ability to reach the region and participate in tourism activities. When read alongside recent regenerative tourism research, these findings reinforce the view that the concept of regeneration aims to improve places, relationships, and quality of life, rather than simply reducing harm (Bellato et al., 2022; Pung et al., 2024). The findings also extend this discussion by identifying airports and airlines as actors that can shape regenerative outcomes. Their contributions depend on collaboration with destination organisations, planners, policymakers, tourism operators and authorities, and social entrepreneurs. Through these relationships, aviation can provide air service access, foster connections, and mobilise resources in support of place-based goals (Bellato et al., 2022; Hajjarrahmah et al., 2024).

One important insight from this paper is the distinction between regenerative goals and the conditions that support them. Affordable airfares ranked relatively low in the AHP, yet participants repeatedly described high airfares and limited air access and connectivity as practical constraints. Similarly, the economic dimension received the lowest overall weighting, even though airport expansion ranked highest within it. Rather than viewing these results as contradictory, the findings suggest that stakeholders differentiate between what regenerative tourism aims for and what is necessary to make it possible. Cultural vitality, social connection, and community well-being are regarded as the primary objectives. Access and connectivity, affordability, and aviation

infrastructure matter because they enable these outcomes.

This distinction also helps explain why simply providing access and connectivity does not ensure regenerative value for a region. [Smith \(2009\)](#) demonstrated in Malta that aviation can boost passenger numbers without fostering deeper cultural engagement. A similar issue is evident here. Airlines and airports can attract visitors to heritage-rich destinations, but that alone does not establish meaningful connections between visitors and local communities. For aviation to serve as a regenerative partner, cultural awareness, local storytelling, and environmentally responsible tourism need to be more deliberately integrated into air services and collaborations. When airports and airlines strike a balance between their commercial interests and community benefits, aviation can support not only mobility but also cultural continuity, community pride, and social cohesion.

This study also clarifies why this potential remains unequally realised in practice. Airports and airlines are under pressure to remain commercially viable, while local and regional councils emphasise social outcomes and have historically undervalued the role of regional airports. Meanwhile, RTOs continue to work through destination-growth logics. These fragmented priorities make it difficult to align operational decisions regarding access, connectivity, affordability, infrastructure development, and cultural engagement around a shared regenerative agenda. In this sense, governance fragmentation is not just a peripheral issue in this paper but the main reason why aviation's regenerative role remains hard to realise. The key issue is not simply that aviation matters, but that its contribution depends on strong cross-sector collaboration that connects everyday transport decisions to broader place-based goals.

Although the case is in Marlborough, the implications extend beyond a single region. In small and remote destinations, aviation is often discussed mainly in terms of access, connectivity, carbon emissions, or

economic reliance. This study adopts a broader perspective on aviation's role in regenerative tourism. Its significance lies not only in transporting visitors and travellers, but also in supporting well-being when social and cultural values are treated as core outcomes and enabling conditions are managed collectively. The key contributions of this study, therefore, are to demonstrate that aviation can be viewed as an active and collaborative partner in regenerative tourism, and to clarify the conditions under which this role is most likely to develop ([Papatheodorou, 2021](#); [Wu et al., 2023](#)). Given the small and unevenly represented stakeholder sample, the AHP results should be interpreted as indicative of this specific case rather than generalised to wider populations. Future research can explore whether this pattern appears in other regional destinations and across a broader range of stakeholder groups.

CRediT authorship contribution statement

Hanjun Wu: Writing – review & editing, Writing – original draft, Methodology, Investigation, Funding acquisition, Formal analysis, Data curation, Conceptualization. **Claire Murong Cui:** Writing – review & editing, Investigation, Conceptualization. **Kan Wai Hong Tsui:** Writing – review & editing, Investigation, Conceptualization.

Declaration of competing interest

None.

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Appendix A. Comparison Questions

Q1: Regional wellbeing outcomes

<i>Social wellbeing</i>	Aviation practices nurture community pride through cross-cultural understanding, immersive cultural experiences, and outstanding ecotourism destinations.
<i>Economic wellbeing</i>	Aviation practices contribute to the prosperity of regional tourism by facilitating local economy activity, fostering employment, and boosting visitor expenditure.
<i>Environmental wellbeing</i>	Aviation practices support the development of regional tourism by promoting sustainability and reducing negative environmental impacts.
<i>Cultural wellbeing</i>	Aviation practices support cultural vitality in regional tourism by promoting multicultural expressions, preserving the local heritage, and facilitating new community partnerships.

Which wellbeing outcome should be prioritised when adopting aviation practices that support tourism development in the Marlborough region? (please ✓ to indicate your answer)

Outcome A	Extremely		Very strong		Strongly		Slightly		Equal	Slightly		Strongly		Very strong		Extremely		Outcome B
Scale	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Scale
Social																		Economic
																		Environmental
																		Cultural
Economic																		Environmental
																		Cultural
Environmental																		Cultural

Q2: Aviation practices to achieve social wellbeing

Promote eco-friendly destinations	Partnering with tourism stakeholders to promote eco-friendly, and culturally rich destinations.
Strengthen ecotourism experiences	Strengthening aviation's offerings to serve ecotourism adventures, connecting visitors to the natural environment and wildlife.
Boost festivals and events	Boosting festivals and events with tailored travel packages and offering extra flights during peak and off-peak times.
Promote cross-cultural experiences	Promoting cross-cultural experiences by connecting visitors and tourists to regions with distinct traditions.

Which of the following aviation practices should be given more attention to best support tourism development in the Marlborough region? (please √ to indicate your answer)

Practice A	Extremely		Very strong		Strongly		Slightly		Equal	Slightly		Strongly		Very strong		Extremely		Practice B
Scale	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Scale
Promote eco-friendly destinations																		Strengthen ecotourism experiences
																		Boost festivals and events
																		Promote cross-cultural experiences
Strengthen ecotourism experiences																		Boost festivals and events
																		Promote cross-cultural experiences
Boost festivals and events																		Promote cross-cultural experiences

Q3: Aviation practices to achieve economic wellbeing

<i>Boost air accessibility</i>	Providing more frequent direct short-haul eco-friendly flights (e.g., to/from Wellington and Canterbury).
<i>Airport infrastructure expansion</i>	Expanding Marlborough Airport for fostering regional economic growth.
<i>Aviation-related employment</i>	Increasing employment in the aviation sector (e.g., airport and airline-related internship programs).
<i>Offer affordable airfares</i>	Offering regular and affordable flight options to attract skilled workers and tourists.
<i>Promote weekend trips</i>	Promoting and attracting weekend visitors all year round.

Which of the following aviation practices should be given more attention to best support tourism development in the Marlborough region? (please √ to indicate your answer)

Practice A	Extremely		Very strong		Strongly		Slightly		Equal	Slightly		Strongly		Very strong		Extremely		Practice B
Scale	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Scale
Boost air accessibility																		Airport expansion
																		Aviation-related employment
																		Offer affordable airfares
																		Promote weekend trips
Airport expansion																		Aviation-related employment
																		Offer affordable airfares
																		Promote weekend trips
Aviation-related employment																		Offer affordable airfares
																		Promote weekend trips
Offer affordable airfares																		Promote weekend trips

Q4: Aviation practices to achieve environmental wellbeing

<i>Adopt sustainable aviation fuel</i>	Using sustainable aviation fuel to reduce carbon emissions.
<i>Invest in electrified aviation</i>	Investing in and operating electric or hybrid electric planes, collaborating with Marlborough Airport, airlines, and stakeholders to establish the necessary infrastructure for electrified aviation.
<i>Engage in community partnerships</i>	Engaging with local community to minimise noise and disruptions to wildlife and encouraging recycling and waste reduction.
<i>Establish tourist education initiatives</i>	Establishing tourist education initiatives about eco-friendly travel in the region through airline/airport websites, apps, brochures, and digital resources.

Which of the following aviation practices should be given more attention to best support tourism development in the Marlborough region? (please ✓ to indicate your answer)

Practice A	Extremely		Very strong		Strongly		Slightly		Equal	Slightly		Strongly		Very strong		Extremely		Practice B
Scale	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Scale
Adopt sustainable aviation fuel																		Invest in electrified aviation
																		Engage in community partnerships
																		Establish tourist education initiatives
Invest in electrified aviation																		Engage in community partnerships
																		Establish tourist education initiatives
Engage in community partnerships																		Establish tourist education initiatives

Q5: Aviation practices to achieve cultural wellbeing

Promote cultural sensitivity and respect	Promoting cultural sensitivity and responsible aviation practices to respect local customs and traditions.
Enhance tourist experiences of heritage	Enhancing experiences of heritage (e.g., Omaha Aviation Heritage Centre).
Support travel packages including cultural experiences	Supporting cultural tourism through themed travel packages and tours, and visits to museums, historical sites, and cultural events, etc.
Embrace Te Mauri (The Life Force)	Embracing the concept of Te Mauri (The Life Force) and sharing the stories of local iwi through websites, apps, and/or social media.

Which of the following aviation practices should be given more attention to best support tourism development in the Marlborough region? (please ✓ to indicate your answer)

Outcome A	Extremely		Very strong		Strongly		Slightly		Equal	Slightly		Strongly		Very strong		Extremely		Outcome B
Scale	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Scale
Promote cultural sensitivity and respect																		Enhance experiences of heritage
																		Support travel packages including cultural experiences
																		Embrace Te Mauri (the life force)
Enhance experiences of heritage																		Support travel packages including cultural experiences
																		Embrace Te Mauri (the life force)
Support travel packages including cultural experiences																		Embrace Te Mauri (the life force)

Appendix B. Sensitivity test

Panel A: Regional well-being categories

Categories	Baseline weight	Leave-one-out results	Leave-one-out CR	Spearman's rank correlation
Cultural	0.353	Social = 0.4869; Economic = 0.2030; Environmental = 0.3102	0.0033	1.0000
Social	0.311	Economic = 0.1882; Environmental = 0.3054; Cultural = 0.5064	0.0000	1.0000
Environmental	0.204	Social = 0.3805; Economic = 0.1684; Cultural = 0.4510	0.0000	1.0000
Economic	0.132	Social = 0.3635; Environmental = 0.2305; Cultural = 0.4059	0.0028	1.0000

Note: Baseline aggregated CR = 0.0015

Panel B: Social well-being items

Items	Baseline weight	Leave-one-out results	Leave-one-out CR	Spearman's rank correlation
Promote eco-friendly destinations	0.231	Strengthen ecotourism experiences = 0.3102; Boost festivals and events = 0.2649; Promote cross-cultural experiences = 0.4249	0.0021	0.9971
Strengthen ecotourism experiences	0.236	Promote eco-friendly destinations = 0.3012; Boost festivals and events = 0.2583; Promote cross-cultural experiences = 0.4405	0.0106	0.9971
Boost festivals and events	0.196	Promote eco-friendly destinations = 0.2758; Strengthen ecotourism experiences = 0.2902; Promote cross-cultural experiences = 0.4339	0.0012	0.9912
Promote cross-cultural experiences	0.337	Promote eco-friendly destinations = 0.3603; Strengthen ecotourism experiences = 0.3566; Boost festivals and events = 0.2831	0.0005	0.9441

Note: Baseline aggregated CR = 0.0035

Panel C: Economic well-being items

Items	Baseline weight	Leave-one-out results	Leave-one-out CR	Spearman's rank correlation
Boost air accessibility	0.180	Airport expansion = 0.3903; Aviation-related employment = 0.2825; Offer affordable airfares = 0.1706; Promote weekend trips = 0.1566	0.0009	0.9882
Airport infrastructure expansion	0.321	Boost air accessibility = 0.2657; Aviation-related employment = 0.3491; Offer affordable airfares = 0.2047; Promote weekend trips = 0.1806	0.0009	0.9882
Aviation-related employment	0.234	Boost air accessibility = 0.2386; Airport expansion = 0.4137; Offer affordable airfares = 0.1847; Promote weekend trips = 0.1630	0.0011	0.9824
Offer affordable airfares	0.140	Boost air accessibility = 0.2098; Airport expansion = 0.3744; Aviation-related employment = 0.2695; Promote weekend trips = 0.1463	0.0009	0.9941
Promote weekend trips	0.201	Boost air accessibility = 0.2004; Airport expansion = 0.3727; Aviation-related employment = 0.2683; Offer affordable airfares = 0.1587	0.0005	0.9971

Note: Baseline aggregated CR = 0.0010

Panel D: Environmental well-being items

Items	Baseline weight	Leave-one-out results	Leave-one-out CR	Spearman's rank correlation
Adopt sustainable aviation fuel	0.210	Invest in electrified aviation = 0.3119; Engage in community partnerships = 0.3424; Establish tourist education initiatives = 0.3457	0.0010	0.9559
Invest in electrified aviation	0.247	Adopt sustainable aviation fuel = 0.2792; Engage in community partnerships = 0.3641; Establish tourist education initiatives = 0.3567	0.0000	0.9382
Engage in community partnerships	0.271	Adopt sustainable aviation fuel = 0.2881; Invest in electrified aviation = 0.3353; Establish tourist education initiatives = 0.3766	0.0003	0.9559
Establish tourist education initiatives	0.272	Adopt sustainable aviation fuel = 0.2868; Invest in electrified aviation = 0.3441; Engage in community partnerships = 0.3691	0.0001	0.9559

Note: Baseline aggregated CR = 0.0003

. (continued).

Panel E: Cultural well-being items

Items	Baseline weight	Leave-one-out results	Leave-one-out CR	Spearman's rank correlation
Promote cultural sensitivity and respect	0.286	Enhance experiences of heritage = 0.2383; Support travel packages including cultural experiences = 0.3462; Embrace Te Mauri (The Life Force) = 0.4156	0.0098	0.9824
Enhance tourist experiences of heritage	0.187	Promote cultural sensitivity and respect = 0.3629; Support travel packages including cultural experiences = 0.2703; Embrace Te Mauri (The Life Force) = 0.3668	0.0002	0.9912
Support travel packages including cultural experiences	0.234	Promote cultural sensitivity and respect = 0.3773; Enhance experiences of heritage = 0.2404; Embrace Te Mauri (The Life Force) = 0.3822	0.0002	0.9824
Embrace Te Mauri (The Life Force)	0.293	Promote cultural sensitivity and respect = 0.4200; Enhance experiences of heritage = 0.2368; Support travel packages including cultural experiences = 0.3432	0.0102	0.9824

Note: Baseline aggregated CR = 0.0049

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