

**A Case Study of the '100% Pure New Zealand' Tourism
Campaign: What are the Impacts of the 100% Pure New Zealand
Tourism Campaign in Shaping Visitors' and Locals' Perspectives?**

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Abstract

The “100% Pure New Zealand” is an official campaign of New Zealand that has promoted New Zealand tourism to the world since 1999 (Tourism New Zealand, 2017b). As it is one of the most successful tourism campaigns around the world, I am inspired to explore the case study of this campaign thoroughly. New Zealand is known for its green and clean natural environment and the 100% pure campaign has been successful in promoting that image and brand to the world (Rudzitis & Bird, 2011). However, the campaign has been facing criticism from tourists, locals, and the media, who ask: ‘Is New Zealand really 100% pure?’

This study analyses and critiques both positive and negative impacts of the campaign on visitor perceptions and experiences, adopting both a secondary literature review and a content analysis method applied to online content and data, academic articles in order to study whether the environmental promise of ‘purity, authentic experience, and unspoiled landscapes’ aligns to tourists’/visitors’ perceptions. The literature provides a framework that shapes the analysis of the 100% Pure New Zealand campaign. The key findings highlight the success of the campaign to its international visitors; the positive visitor perceptions are strongly indicated in the tourist reviews. From the local perspective however, the findings show the campaign has become a catalyst for environmental critique and shows that it is far greater than just a marketing campaign to encourage visitor growth.

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Abbreviations

ASA	Advertising Standards Authority
ATEED	Auckland Tourism Events Economic Development Agency
MED	Ministry of Economic Development
NZ	New Zealand
TIA	Tourism Industry Aotearoa
TNZ	Tourism New Zealand
UNWTO	United Nation World Tourism Organization

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.

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Chapter 1: Introduction

The New Zealand tourism industry makes a major contribution to the country's economy. In the financial year 2017, the efforts of Tourism New Zealand (TNZ) strengthened the growth of international visitor economy. International visitor arrivals in May 2018 rose by 5.3 per cent, and holiday arrivals increased by 6.5 per cent. The Chief Executive of TNZ, Stephen England Hall, said that the increase in the numbers of international visitors, whose spend growth is high, has benefited the regions by \$497 million (TNZ, 2018a). Tourism is seen as a major constituent in the regional growth of many countries around the world, as it boosts economic activities. However, sustainable growth is only possible when there is a proper balance maintained between different elements of sustainability (Creaco & Querini, 2003).

100% Pure New Zealand has been recognised as one of the world's most-admired, influential, and longest-running destination brands, and has been in place since 1999 (TNZ, 2009). It promotes the green and clean image of New Zealand and markets it as a tourist destination brand to the world. The reputation of the campaign is mainly based on the questionable merits of its 'green and clean' natural environment (Hayes & Lovelock, 2017). The campaign offers a range of experiences that include people, adventure and scenic landscapes (TNZ, 2009). New Zealand has been promoting New Zealand tourism through destination marketing. Initially, the outside world perceived New Zealand as full of green hills and sheep, and as a place which was somewhat 'boring' (Morgan, Pritchard, & Piggott, 2002). This is totally different from how locals see their country and therefore this problem had to be given attention through better representation of a brand to change perceptions. Hence, New Zealand began marketing its tourism as a destination brand which emphasised landscape, adventure, people, and culture (Morgan, et al. 2002). The aim of the brand is to position New Zealand as a destination formed by its inhabitants over time. The theme of '100% pure' is reflected in scenery, landscape, food and wine, culture and people, and experiences being recognised as being unadulterated, unaffected, undiluted, and untainted (Morgan, et al. 2002). 100% Pure New Zealand takes you

through the story of the uniqueness of the natural landscapes, tourism destinations and how it is incomparably different from any other place in the world. 100% Pure New Zealand was named the best destination marketing campaign in 2012 by the World Travel Awards (TNZ, 2017b).

The study analyses the image of New Zealand as a 'clean and green' country, as promoted in the 100% Pure New Zealand campaign and examines its contribution to the tourism industry in New Zealand. There is a noticeable mismatch between the '100% Pure' message that is advertised by the New Zealand tourism industry and the environmental state of New Zealand (Venuto, 2018). Therefore, recent media reports have cast doubt on the '100% Pure' message: see, for example, the report from Radio New Zealand headlined "100% Pure a 'marketing strategy ... not an environmental standard'" (2018). Hayes and Lovelock (2017) critique the notion of the 'clean and green' image of the campaign and its environmental promise. Therefore, the question of whether the campaign is only focusing on boosting tourism and not on environmental balance is being raised by different sources.

New Zealand's landscapes, scenery, and nature are the primary attractions for international visitors and tourism. Therefore, the 100% Pure New Zealand campaign is working towards making New Zealand tourism environmentally sustainable (New Zealand Tourism Guide, 2019). The United Nations World Tourism Organization (United Nations Environment Programme & UNWTO, 2005) defined sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (pp. 11-12). The dissertation will study the strategies of the campaign and examine whether it is improving the environmental performance in order to make New Zealand tourism environmentally sustainable. Sustaining Tourism (2019) cited various surveys that outline demands for sustainable tourism and analyse the demand for green products, as the following examples indicate:

- A study by Expedia in 2015 found that about 29% of the tourists around the world are likely to go for a tourism company whose environmental records are better than others.
- A survey carried by Booking.com in 2015 stated that 52% of their customers tend to choose a destination based on its environmental impact.

Most of the tourism activities in New Zealand are directly sourced through the ecosystem. It makes a great contribution in providing tourism with its 'raw resources'. Lakes have become a popular source of recreational activities such as canoeing, kayaking and water skiing. For example, the world rowing championship has been held twice at Lake Karapiro and drew around 70,000 visitors in the year 2010 (Simmons, 2013). 70% of international travellers and 22% of domestic travellers are reportedly visited New Zealand for nature-based activities. Natural landscapes, sight-seeing, dolphin-watching, trekking and walking were the most popular touristic activities among international travellers. Adventure sports such as bungy jumping and sky diving, and water sport activities such as scuba diving, snorkelling, parasailing and surfing, are the most preferred activities of tourists (Ministry of Economic Development [MED], 2006). According to a UNWTO (1998) report, tourism destinations such as New Zealand's nature-based tourism have contribution to the economy which is almost equal to the sectors which are directly operated on ecological systems, for example, fishery, forestry, agriculture and the provision of water. Therefore, the image of New Zealand as a 'clean and green' country which is promoted through the 100% Pure New Zealand campaign needs to be more transparent.

The 100% Pure campaign relies on the beautiful New Zealand landscapes and environment to promote New Zealand tourism to the world. These are strongly related to the UNWTO sustainable tourism principles, particularly to environmental sustainability. Therefore, to better understand the context of the campaign, the research will draw upon the UNWTO sustainable tourism principles to bring together not only a critique of the marketing aspects of

the campaign but also an analysis of how the environmental, economic, and social goals of global tourism are addressed in the promotion of tourism in New Zealand.

1.1 Aims of the Study

Tourism is one of the major industries in New Zealand. The campaign 100% Pure New Zealand is the one of the leading tourism campaigns/brands in the world. It has been promoting New Zealand tourism as '100% Pure' on the global level. However, over recent years, there has been a lot of criticism, arguments, and disagreements about the brand that suggest New Zealand is not '100% Pure' as the brand advertises it. This study aims to analyse the strategies and operations of the campaign thoroughly and examine the relationship between environmental sustainability and the tourism industry in New Zealand. It further goes on to study the impact of the campaign on tourism businesses in New Zealand. The focus of the research is directed towards tourists' and locals' opinion about the 100% Pure New Zealand campaign. The overall focus of the research therefore is on studying the following points:

- a) Investigating the tourism strategies/goals of the 100% Pure New Zealand campaign;
- b) Exploring people's perceptions with regard to the key aspects of the campaign on the global, national, and local level; and
- c) Analysing the wide effect of the campaign on New Zealand's sustainable tourism development.

1.2 Study Questions and Objectives

The title of this study forms the broad research question: **A case study of '100% Pure New Zealand' tourism campaign: What are the impacts of the 100% Pure New Zealand tourism campaign in shaping visitors' and locals' perspectives?**

This study aims to understand the impact of New Zealand tourism's 100% Pure marketing campaign on tourist perspectives and experiences as well local perceptions of the campaign. Therefore the two key objectives are:

- 1) To study visitors' perceptions of tourism development related to the campaign.
- 2) To study locals' perceptions of tourism development related to the campaign.

The impacts will be investigated from existing on-line visitor feedback, media reports and other secondary data sources related to the campaign.

To provide the context of global and New Zealand tourism as related to these objectives, and the background to the campaign, a literature review of academic and public sources has been undertaken, focusing primarily on New Zealand destination marketing and sustainable tourism. One of the key elements of the campaign, 'sustainable tourism development' plays a significant role in the making of this campaign; therefore, sustainable tourism development is discussed considering all aspects such as environmental, cultural, social, and economic sustainability. Online blogs, articles, and various reports of the TNZ organisation are referred to. The analysis of visitor perceptions and experiences requires a more targeted approach. The research has involved the development of a database of on-line tourist blogs and comments to explore tourists' experiences and experts' views from social media sources such as Facebook and YouTube. Comments were selected based on the content analysis methodology. Content analysis allows researchers to obtain valid inferences from secondary data and provides the research with new insights and representations of facts (Krippendorff, 1980). The web-based analysis method, relying on social media visitor feedback from 1999 (the year campaign was launched) was coded according to key themes arising from the data. The feedback comments from tourists and locals were analysed separately and are written up in different sections of the dissertation. Data from the main social media sources, such as Facebook and YouTube, and data from various media websites were collected separately and are written up in different sections.

1.3 Research Background

Being an international student/visitor in New Zealand, I am interested to explore the official tourism campaign and brand of New Zealand. I have read and heard many good things about

this campaign and its positive impact on the tourism industry. However, at the same time, I have come across several criticisms of the campaign. Therefore, I chose this topic for my research to study the position of this campaign in New Zealand's tourism business and to understand its image through the perspectives of others. I am keen to conduct research on this campaign to study its position as a destination brand and investigate the perspectives of the world about it. According to Henderson (2007), the main attribute of a destination brand is the emotional relationship between the destination and tourists and the promise of added value in the brand. That is why I feel that it is very important to understand the relation between the visitors and a destination brand. As is widely known, New Zealand is primarily famous for its nature and environment, and the clean and green environment has been the key element of the campaign 100% Pure New Zealand.

1.4 Dissertation Overview

The dissertation starts off in this present chapter with the introduction of the case study, and the explanation of the aims and objectives of the study. In the next chapter, the literature review, various aspects of the case study of the tourism campaign '100% Pure New Zealand' will be discussed, i.e., the marketing strategies, destination branding, environmental sustainability, and sustainable tourism development. Chapter 3 will present the methodology, content analysis. Using this methodology, the secondary data is studied and the comments and opinions about the 100% Pure New Zealand campaign analysed to examine the perspectives of the locals and tourists. Chapter 4 will present the findings of the research obtained from secondary sources. The perspectives of locals, tourists, researchers, and the media sources about the 100% Pure New Zealand campaign will be analysed to examine the perspectives of the locals and tourists. Chapter 5, the discussion, will relate the strategies and current situation of the 100% Pure New Zealand campaign to the comments and opinions of visitors, locals, and various other sources. The final chapter will present the conclusion and provide recommendations and will reflect on areas for research in future.

Chapter 2. Literature Review

2.1 Introduction

The case of the '100% Pure New Zealand' tourism campaign is analysed in this research and in this chapter the theoretical model of the global-local nexus is considered with a focus on the 'national' and 'local' perspectives. Drawing upon Milne and Ateljevic's (2001) global-local nexus model, the research considers the inter-relationships and influence of global, national and local stakeholders in the shaping of and future development of the campaign. The marketing strategies of TNZ are studied and the approach of New Zealand as a destination brand analysed in this chapter. This chapter also discusses the principles of sustainability of the UNWTO and further observes the initiatives formed by the TNZ. TNZ's approach to sustainability and the concerns regarding the state of the environment form a significant part of the data which is an integral element of the research.

2.2 Global-Local Nexus Model

The global-local nexus model (Milne & Ateljevic, 2001) considers the complexities involved at all levels of the tourism industry and the model provides for a range of stakeholders. For the purposes of this research and the application of tourism study to the case, particular stakeholders are considered. The process of the tourism sector is significantly impacted by its local, regional, national, and global development. The structure of tourism is shaped by the inter-relations between organisations at each level, such as individuals, communities and regions. Milne and Ateljevic (2001) argued that tourism must be seen as transactional process which is operated at the global, multi-national, geo-political and local scales, which helps us conceptualise the links between them and their effect on the tourism. This model will discuss structure of tourism on global, national, regional, and local level.

The model has been removed for print due to copyright.

Figure 1. Global-local nexus model.
Source: Milne and Ateljevic (2001, p. 372).

2.2.1 Global

The UNWTO is a global organisation which provides general global standards for tourism. It provides a range of support networks and systems internationally. The UNWTO sets benchmarks for quality such as the Global Code of Ethics for Tourism which outlines set of principles designed to play a key role in tourism development. It is a fundamental framework of standards generated for responsible and sustainable tourism. The organisation aims to help increase the tourism sector's benefits while protecting the environment, societies, and cultural heritage all over the world (UNWTO, n.d.).

2.2.2 National

At national level, tourism's development is significantly influenced by environmental, economic, and socio-cultural policy frameworks and the facilitation of infrastructure. National government plays a vital role in the growth of tourism industry of the country and is responsible for coordinating product development and tourism marketing campaigns. TNZ has set strategic priorities to implement activities and initiatives that will help boost New Zealand's

tourism economy. TNZ has planned a four-year strategy for the period from July 1, 2017, to June 30, 2021 (FY18 - FY21), to implement these priorities in order to respond to global changes and growing sustainability. The main purpose is to broaden industry horizons from near-term growth to long-term sustainability. The organisation focuses on connecting with industry partners and government, to encourage the industry to become more efficient and to improve the experience for visitors and stakeholders across the country (TNZ, 2017a)

2.2.3 Regional

Regional growth is an important factor in tourism development and is seen as a driving force in connecting various components of the sector (Milne & Ateljevic, 2001). Government statistics indicate that tourism is generating \$497 million in the regions and thus tourism is a key economic development contributor, particularly in large tourism destinations such as Rotorua, Queenstown, etc. Regional tourism organisations are concentrating efforts on developing and enhancing tourist offerings, particularly in response to the NZ tourism campaign activities. For example, in Auckland, Auckland Council provides regional tourism development support through the Auckland Tourism Events Economic Development Agency (ATEED). ATEED runs wide set of activities that facilitate collaboration between the government, regions, and the businesses in Auckland that focus on destination marketing, the visitor economy, and events to enhance Auckland's identity on a global level. It collaborates with the marketing campaigns to promote Auckland as a tourist destination globally. ATEED focuses on strengthening its network with airlines, travel agents, local tourism stakeholders and is working towards growing its visitor economy to \$8.24 billion by 2021 (ATEED, 2019).

2.2.4 Local

Local engagement in tourism development is considered key to providing a sustainable tourism industry. Without strong links between tourism development and local communities, tourist experiences will be compromised. Community-based approaches are the key elements of tourism development plans across the world and it is essential that trust, networking, and

localised cooperation are vital components for successful tourism development outcomes (Milne & Ateljevic, 2001).

2.3. Marketing Strategies and Destination Branding

Destination marketing and branding plays an important part in contemporary tourism businesses. It is regarded as an important element in the promotion, sales, and marketing of the destination. Varga (2013) defined destination branding as “Nation Branding is essentially an inner-oriented, cultural-political measure that targets the citizens of the national state, characterized by conservative, transformative and transferring political agendas” (p. 825).

Destination branding was defined by Cai (2002) as:

Selecting a consistent element mix to identify and distinguish it through positive image building. A brand element comes in the form of a name, term, logo, sign, design, symbol, slogan, package, or a combination of these, of which the name is the first and foremost reference. (p. 722)

In terms of New Zealand’s national branding, “100% Pure” is the tagline for the country’s global destination management branding initiative which depicts New Zealand’s desirable features such diverse culture, landscapes, people and adventure activities. To market to an international audience, the campaign relies heavily on a digital marketing strategy. Hays, Page, and Buhalis (2013) stated that digital marketing is the best way to reach the global consumers with limited resources. On-line marketing has strengthened the campaign’s approach and performance to reach and engage tourists globally with the aim of increasing the value and yield of international visitors to the country (TNZ, 2013).

A former chief executive of the campaign, Kevin Bowler, stated that 100% Pure New Zealand is working to increase the number of tourist arrivals in New Zealand by promoting tourism through public relations campaigns, social media, and digital media through the united theme of 100% Pure New Zealand (TNZ, 2012). Online communications, digital marketing, public relations and advertising have been some of the approaches TNZ has used to communicate

with the world. Its advertising has evolved from television, billboard advertising, cinema and print to modern technology. The international media programme of TNZ hosts journalists every year to conduct them to events such as the World of Wearable Art Awards Show (WOW), the New Zealand Golf Open, Toast Martinborough, Matariki (the Māori New Year) and international yachting events such as the Volvo Ocean Race (TNZ, 2017b). These events reach viewers and readers around the world and make them aware of what's on in New Zealand and different kind of experiences that visitors can have here. TNZ has been focusing on specific groups of customers throughout the world (Bose & Muthukumar, 2011). The campaign emphasises marketing New Zealand as a unique holiday destination. The one of the current approaches of TNZ's four-year strategic plan is to make tourists stay longer when they visit the country (TNZ, 2017a).

TNZ has planned effective strategies to manage tourist demand. As stated by Bowler (2015) report, New Zealand tourism recently reached three million international visitor arrivals. Therefore, to maintain this growth, TNZ planned the following strategies:

- To shift the main focus from the value of quantity to value of quality which is a key segment of the tourism industry, by motivating tourists to travel to more destinations, stay longer, and generate more dollar value.
- To promote the off-seasons so that there will be visitors throughout the year, which will ultimately improve the return on investment of tourism infrastructure.
- To minimise the effect of tourism on the locals and the environment.
- To set ideal standards for environmentally sustainable practices through Qualmark to maintain the stability between environment and tourism.
- To encourage tourists not to only visit traditional regions but also the less-explored destinations.
- To motivate tourists to engage in special interests such as events, cultural activities and adventure sports.

As the country is a highly seasonal destination, international visitors visit New Zealand from December to February which is the summer period in the country. The number of international tourists who arrive in the shoulder season has been growing more rapidly than peak arrivals, implying that TNZ has been successful in marketing the shoulder season in recent years.

TNZ connects the culture and tourism in a way that has a great impact on the destination branding of the country. According to Morgan et al. (2002), what makes New Zealand stand out from the world is “authentic experience”. The indigenous Māori culture and their spiritual connections with the land have had a great impact on New Zealand’s tourism industry.

The *Lord of the Rings* movie trilogy showcased New Zealand on an international level. Millions of viewers have come to New Zealand to visit the locations where the film was shot. Lord of the Rings movies attracted more than 20,000 visitors per year and contributed an estimated \$700 million to the economy in 2004 (Anderson, 2012). TNZ utilised this opportunity to enhance the popularity created by the movies and a strong set of brand values were established in the 100% Pure New Zealand campaign. It featured the landscapes of New Zealand and provided tours around the places in the country where the film was made (TNZ, 2009).

Initially, the 100% Pure New Zealand campaign advertised tourism through television commercials and world-wide print advertising. The campaign used high quality printing and broadcasting media to promote the campaign. It emphasised identifying the target market and connecting with the right audience. TNZ categorised different groups of travellers as financially independent, experienced travellers consuming a wide range of tourism products, planning and booking directly, and valuing authenticity. However, by 2007, travellers and the communication methods were changing at a high speed. In order to make sure the campaign continued to run efficiently, TNZ moved the message from ‘What we have’ to ‘what it feels like’ (TNZ, 2009).

TNZ has a marketing research team that analyses tourists' behaviour, preferences, opinions, and trends. This helps with the review and updating of the campaign's activity and the prioritisation of target markets. In 2010, TNZ carried out research to identify the travellers who were interested in visiting New Zealand. The research was conducted in ten countries and identified group of travellers is called active considerers. The collected data is being used to modify the marketing strategies of the campaign according to the priorities and interests of this group of travellers in each country (TNZ, 2015).

Branding is very important in that it contributes to the development and the promotion of the brand destination. It helps to differentiate a destination and its uniqueness from other places to gain advantages for its people, organisations, firms, services, and products (Hall, 2010). The main slogan of the New Zealand brand throughout 19th century was "Scenic wonderland" (Bell, 2008). As Dürr (2007) stated, New Zealand was promoted not only for its attractive and unique nature but also its colonial society. The focus on the promotion of New Zealand's environment was strengthened by the establishment of the Department of Tourist and Health Resorts in 1901, as well as organisations such as the Department of Tourist and Publicity which served in different forms from 1930 to 1990 (McClure, 2004). The assessment of a country's brand image is an important step in planning the marketing strategy of the country. Conscious branding strategies attract tourists, companies, and factories, according to Kotler and Gertner (2002), who further explained that

Strategic image management (SIM) is the ongoing process of researching a place's image among its audiences, segmenting and targeting its specific image and its demographic audiences, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences. (p. 254)

The brand New Zealand is jointly owned by TNZ and New Zealand Trade and Enterprise (Hall, 2010). Both organisations are responsible for their separate branding campaigns. The objective

of branding is to take the national brand of the country to the international stage. Together, these organisations created the 'New Zealand New Thinking' theme which revolves around marketing and promoting sectors such as investment, tourism, and trade. It is aimed at adding innovation and creativity to the country's brand value, to create a 'clean, green and smart' image of the country, which is one of the brand values of TNZ (MED, 2006). "100% Pure New Zealand" is the national brand created for TNZ that aims to build a general brand image of 'clean and green' New Zealand (New Zealand New Thinking, 2009).

2.4. Sustainable Tourism

In tourism research, sustainable development and sustainability are defined in many ways (Butler, 1999; Page & Dowling, 2002). The UNWTO (2005) defined sustainable development as follows,

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. (p. 11, 12)

Coccossis (1996) suggested the five ways to define tourism in relation to sustainable development are ecologically sustainable tourism, economic sustainability of tourism, long-term viability of tourism, destination competitiveness, and there is also a viewpoint accepting tourism as a part of a strategy for sustainable development through the human and physical environment. Bramwell et al. (1996) noted six aspects of sustainability: cultural, environmental, social, economic, governmental, and managerial. Sustainable tourism should involve the optimal use of environmental resources that contribute a significant part of tourism advancement, and the maintenance of the ecological balance between tourism and natural resources. One of the significant key elements of sustainable tourism is respecting the

socio-cultural authenticity of the host communities, acknowledging inter-cultural understanding and their traditional values (United Nations Environment Programme & UNWTO, 2005).

Sustainability has been perceived as a substantial environmental promise which addresses the issues around the negative impacts of tourism and manages its long-term viability (Liu, 2003). As stated by Bramwell and Lane (1993), it is a positive means of reducing the negative impact generated by the complex interactions between tourists, host communities, and the environment, so that it helps to maintain the quality of both human and natural resources. As the tourism sector continues to grow at a rapid speed, it has a significant impact on the environment, natural resources, pollution, social systems, and consumption patterns. Therefore, it is necessary to implement responsible and sustainable management for the tourism industry to survive as a whole (Sustaining Tourism, 2019).

2.4.1. United Nations World Tourism Organisation (UNWTO): The Principles of Sustainable Tourism

According to the *Sustainable Tourism for Development Guidebook* (UNWTO, 2013), tourism has become one of the largest industries worldwide, contributing 9% of the world's GDP and generating about 200 million jobs. There has been a constant growth in the numbers of international visitors globally; it reached 1035 million in the year 2012 and the UNWTO (2013) predicts that if the rate of growth continues, it will reach 1.8 billion arrivals in 2030. Therefore, it is very important to plan and manage tourism very carefully. Sustainable tourism should be seen as a first priority, in order to identify the challenges, needs and new opportunities for sustainable tourism. The basic necessity of the tourism sector is implementing the principles of sustainable tourism and working towards achieving the goals of sustainable development. Sustainable tourism should not be considered to be a separate element of tourism, but rather as an incorporated part of the tourism sector as a whole, which has to work towards becoming more sustainable. One of the basic characteristics of the tourism industry is the ability to connect the cultural, social, environmental, and economic elements of sustainability and work

towards their mutual betterment. This is why the tourism industry is largely dependent on rich cultures, good environmental conditions, and friendly host communities. The UNWTO (2013) explains the importance of sustaining the core components of tourism through the principles of sustainable tourism:

- Make optimal use of the natural resources that forms a significant element in the development of tourism, protecting essential environmental processes, and helping to conserve the biodiversity and natural heritage.
- Understand the value and authenticity of the cultures of host communities, respect the traditional values and heritage, and contribute to inter-cultural understanding and tolerance.
- Plan long-term, viable financial operations, ensuring the fair distribution of economic benefits for the stakeholders in tourism businesses, along with income-earning opportunities, stable jobs, social service opportunities, and contributions to alleviating poverty.

2.4.2. Sustainability Tools of Tourism New Zealand

When the campaign '100% Pure New Zealand' was launched, the main aim was to promote the uniqueness of New Zealand to the world and better express the authentic 'Kiwi' experience. The new campaign reflected this authenticity in its advertising. Another aim of the campaign was to promote New Zealand as a 'green and clean' tourism destination. This campaign promotes the green and clean image of New Zealand as a part of the marketing tool. The tourism industry of New Zealand is known for its contribution to conserving, restoring, and protecting the country's natural resources and environment. Tourism organisations actively support environmentally sustainable initiatives. New Zealand's tourism businesses and the 100% Pure New Zealand campaign have been focusing on waste management, carbon reduction and ecological restoration to protect the natural environment and create an environmentally sustainable balance between the tourism industry and the environment

(Sustainable Tourism, 2017). A number of sustainability tools by Tourism New Zealand have been introduced:

- **Green Globe Programme**

The Government of New Zealand and the New Zealand Ministry of Tourism have come together to develop two initiatives aiming at practicing high-quality tourism and sustainability. The first initiative is to develop tourism with the help of 'Qualmark' (see below), concentrating on environmental management, service delivery, business practices and skills, and regulatory requirements. The other initiative is to support the introduction of the environmental standard programme 'Green Globe' (Patterson & McDonald, 2004).

Today, tourism organisations require certification to provide the affirmation that their businesses operate sustainably (Green Globe, 2019). New Zealand tourism operators took up a new initiative, the 'Green Globe Programme', to develop the sustainable tourism and travel which is promoted by an international organisation. Green Globe is the global certification system for travel and tourism prioritising the environmental, social, and economic factors in management which supports 100% Pure New Zealand brand (New Zealand Tourism Guide, 2019). Green Globe encourages organisations all across the world to join in order to embrace sustainable practices and support the environment. It has members in over 90 countries across the world. By choosing the Green Globe Programme, New Zealand has assured travellers that they are investing their money into tourism companies that have a strong commitment towards the environment and prioritise environmentally sustainable practices.

- **Qualmark**

Qualmark is an official quality assurance organisation of New Zealand tourism. The main purpose of Qualmark is to help tourism businesses become more sustainable from environmental, social, cultural, health, and economic perspectives (Qualmark, 2017).

- **Tiaki Promise**

‘Tiaki’ is a diverse and powerful word in te reo Māori. Tiaki means caring about people and place and protecting them (Carlson, 2018). ‘Tiaki Promise’ is a commitment to care for New Zealand and its environment while travelling (TNZ, 2019a). Its main purpose is to preserve the environment, landscape, and culture of New Zealand. Tiaki Promise also means to care for future generations. It inspires New Zealanders to take care of their land by protecting it and encourages travellers to become responsible travellers, respect the culture, and treat the land as their own. One of the main objectives of the Tiaki Promise is to induce the sense of responsibility in locals and international tourists to commit to good behaviour (Carlson, 2018).



Figure 2. Tiaki Promise.
Source: The Great Journeys of New Zealand (2019)

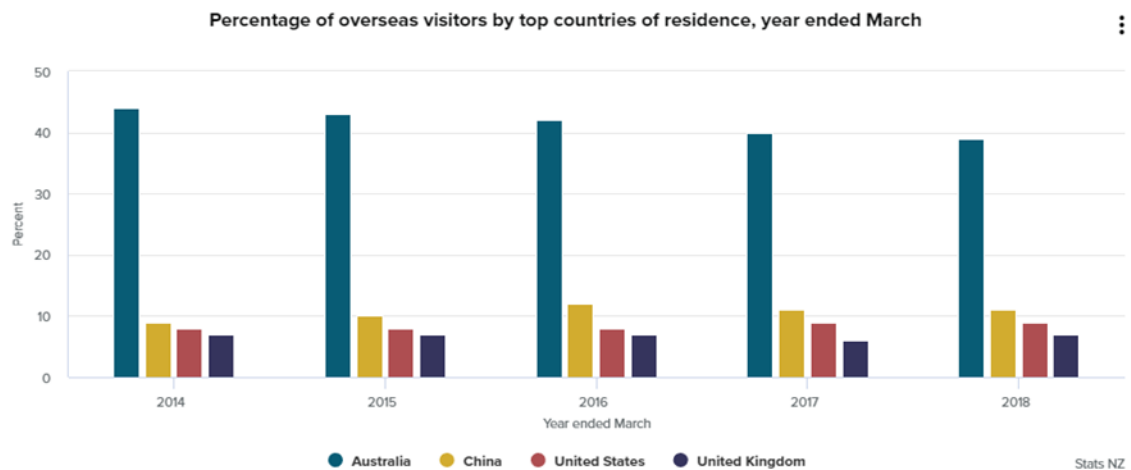
The Tourism Minister, Hon Kelvin Davis, announced this initiative on November 1, 2018 in Wellington. He listed the groups involved in this initiative: Local Government New Zealand, Air New Zealand, New Zealand Māori Tourism, Tourism Industry Aotearoa, the Department of Conservation, TNZ, and Tourism Holdings Ltd. These seven stakeholder organisations are meant to promote the Tiaki Promise to their employees, trade partners and customers to make sure that the message is being delivered at tourist destinations throughout New Zealand and across the world. New Zealanders show their support for this initiative by using the hash tag #tiakipromise on social media.

- **TIA- Sustainability Commitment**

Tourism Industry Aotearoa (TIA) launched the tourism-focused sustainability commitment in November 2017 to strengthen the core sustainability values of the 100% Pure New Zealand brand. The main aim of this initiative is to engage every tourism business in New Zealand in sustainable tourism practices by 2025 with the vision of leading the world in sustainable tourism (TIA, 2019a). This sustainability commitment is driven to achieve environmental goals by conserving and protecting the environment and ecological resources. There are several advantages predicted to arise from this commitment to sustainability such as benefits for stakeholders and host communities which will enable them to make financial savings, with the advantage of attracting and retaining staff, and gaining the support of locals.

2.4.3. Environmental Concerns in New Zealand

Statistics New Zealand (2018) reported that a record number of 3.82 million visitors travelled to New Zealand in the year to March 2018. There has been a remarkable increase in the number of visitors over the last five years, from 2.61 million in the March 2013 year. Over the past few years, Australia, China, USA, UK have been the top visitor countries. In March 2018, 39% visitors were from Australia, followed by China (11%), United States (9%), and the United Kingdom (7%). (See Figure 3)



**Figure 3. Annual visitor arrivals up more than 1.2 million in five years.
Source: Statistics New Zealand (2018).**

There are many factors that affect tourist demand in New Zealand. One of the significant factors is the natural environmental assets of New Zealand, i.e., fresh water river systems, natural landscape lakes, mountains, flora, fauna, and bird species. Orchiston (2012) stated that most of the international tourists choose spectacular scenic landscapes and naturally-formed places over relatively short regional travel itineraries. Thus, the environmental resources have a great impact on the tourism-related activities of the destination (Tribe, 2011).

Academic researchers, government reports, and national and international media reports have pointed out the current environmental situation in New Zealand that is directly related to the campaign's marketing message of '100% Pure'. In a report published in the *New York Times* by Anderson (2012), it was stated that New Zealand had been top amongst 146 countries in environmental performance index by Yale University which ranks countries in order by analysing the quality of their environmental performance and policies. However, in 2012, New Zealand's ranking dropped to 14th. Greenhouse gas emissions, which are mostly caused by the agriculture industry, have increased by 23% over the past 30 years from about 66 million tons of carbon dioxide in 1990 to about 83 million tons in 2009.

A report by Ministry for the Environment (2019) addressed the issues regarding the environment in New Zealand, and shows there have been serious impacts on the environmental state of the country:

- The native plants, ecosystem, and animals are facing threat.
- The damage to vegetation on the land is degrading the water and soil.
- The water sources are polluted in farming areas.
- Pollution in the ocean environments is affected by the way of fishing.
- The greenhouse gas emissions per person are high in New Zealand.
- The freshwater ecosystems are affected by changes in water flows.

Hughey, Kerr, and Cullen (2013) carried out an electronic survey on 2200 locals in New Zealand based on environmental performance in New Zealand. Their report on public perceptions of the environment shows that New Zealanders believe that the state of natural environment is 'adequate' and 'good'. However, it has been noticed that about 40% of respondents said that the state of rivers in New Zealand is 'bad' and 'very bad'. After analysing the overall data in the report, the following were the key issues found:

- The most challenging environmental issues were water issues.
- The condition of lakes, groundwater, and rivers was seen as the result of lack of proper management.
- Marine fisheries, lakes, and rivers were estimated to be in a critical state.
- Half of the respondents were of opinion that farming was the main cause of pollution of fresh water and was also considered as a source of damage to other forms of environment.

Connell, Page and Bentley (2009) discussed the planning of tourism in New Zealand in regard to sustainability. From the surveys, they found the following key environmental conflicts in New Zealand:

- Due to increasing pollution in the lakes and rivers of New Zealand, 43% of monitored lakes are listed as polluted.
- Freshwater mussel and crayfish species are facing the threat of extinction; while more than 60% of freshwater fish are endangered by water pollution.
- Unique species such as sea lions and Maui's dolphins in New Zealand are listed as "nationally critical". It is estimated that there are only 55 Maui's that are over the age 10 and the number of sea lions at their breeding area in the Auckland Islands has dropped dramatically.
- Since 1992, the increased pollution in the different sectors of New Zealand such as transport, energy, industry, and agriculture has caused the total emissions in New Zealand to increase by 20%.

One of the national branding strategies of New Zealand is to promote the country as an innovative and unique place to visit, live and invest in, while the 100% Pure New Zealand campaign projects the image of the country as a "natural extension and elegant expression for the clean and green space that New Zealand had long occupied in the minds of global consumers" (Bose & Muthukumar, 2011, p. 4). Therefore, it builds an image of the country that aligns with the demands and expectations of consumer, and one which is also flexible to specific target markets around the world. New Zealand is portrayed as clean, green, young, and a pristine country. The notion of "purity" generally refers to the natural environment, unpolluted water and air, animal and plant life and de-humanised environment.

Chapter 3: Methodology

3.1. Introduction

This chapter outlines the methodological approach and methods applied to respond to the research objectives, which are to analyse perceptions of the 100% Pure New Zealand campaign. Utilising a qualitative approach, case study and content analysis, the research considers the critical issues highlighted in on-line content sources such as social media reviews and blogs, national media reports and national industry strategies. I have also selected the reviews and comments from Facebook and YouTube for this methodology, as they are the largest response rates for the 100% Pure New Zealand campaign and reflect on the environmental, cultural, and social aspects of the campaign. The blogs selected for this research are sourced from online secondary data such as various websites, online newspapers, media articles that quote the opinions and experiences of participants. The names used in the blogs are those directly taken from the blogs from the secondary data. All the comments, reviews and quotes used for this research are taken verbatim from the sources.

3.2. Qualitative Description

Newman, Benz and Ridenour (1998) explained that the quantitative approach is used to test a theory or hypothesis with statistical data in order to get a confirmation or disconfirmation of the hypothesis. On the other hand, the qualitative approach aims to develop theory by observing and explaining the reality of the experience.

Each methodology type uses different techniques of presentation to project divergent assumptions about the world and different means to persuade the reader of its conclusions (Firestone, 1987). Qualitative research is defined by its purpose which helps understand some aspects of social life generated through words, rather than using numeric data (McCusker & Gunaydin, 2015). Qualitative methodologies are usually based on the study of the experiences, perspectives and opinions of the people who participate, and have a more personal approach. If the objective of the research is to analyse how a person or group of people recognises a

particular issue, then qualitative methods are most suitable (McCusker & Gunaydin, 2015). This type of methodology also allows a researcher to explore a phenomenon within its environment by utilising several data sources (Baxter & Jack, 2008).

Being a non-New Zealand international researcher, my understanding of the tourism campaign was initially aligned to the position of a tourist or visitor to the country. My views about the case study of the 100% Pure campaign are shaped by my own worldview and the findings of this research. The sets of beliefs that I carry about the case study of the 100% Pure campaign are based on my understanding of it so far. Yazan (2015) asserted that it is important to declare the position of the researcher as the researcher's perspectives or worldview influence the whole research process. He stated that

Researchers' views about the nature and production of knowledge, their epistemological bent in brief, underlie the inquiry project they conceptualize and operate. It permeates every step of the entire investigation process, from selection of the phenomenon of interest that is put under scrutiny to the way the ultimate report is composed. (p. 136)

Therefore, this research is influenced by my ideologies as an international student/visitor.

3.3. The Case Study Approach

Gerring (2004) defined case study as "an intensive study of a single unit for the purpose of understanding a larger class of (similar) units" (p. 342). It is a research methodology which is based on in-depth study by a researcher investigating the causes of underlying principles. It is an approach which enables the researcher to explore a phenomenon within its real-life context (Press Academia, 2018). The case study is often seen as a tool to generate and test theories which provide the strategic management field with ground-breaking insights (Gilbert, Ruigrok, & Wicki, 2008). It allows researchers to focus on the various aspects of the subject and analyse the issues in-depth. The case study can be understood as an examination of a contemporary phenomenon. Hence, the purpose of the case study is to explore the nature of the 100% Pure

New Zealand campaign in depth and investigate its credibility through people's views and opinions available in public domain.

3.4. Content Analysis

According to Krippendorff (1980), content analysis is an ideal method to obtain valid references from secondary data and provide the researcher with new insights and representations of facts. According to Fraenkel and Wallen (2006), content analysis is an indirect procedure of studying human behaviour through their communications. Content analysis also enables researchers to study the written communication of humans in an unobtrusive way.

Content analysis includes the detailed study of visual or written human communications, for example, from newspapers, magazines, novels, speeches, social media, websites, and research articles. Over the past 20 years, technology has changed dramatically, and it has had a strong influence on the way people communicate. Various platforms, such as Facebook, other social media including YouTube and Twitter, and websites, have enabled people to freely express their opinions to the world. Analysing the data posted on social media or websites is a new trend in research. This data can be presented in the form of videos, pictures, audio files, written feedback, and comments. This helps the researcher to obtain reliable data and enhances his/her theoretical understanding (Stemler, 2015).

Another approach to content analysis is through theoretically driven content analysis (Stemler, 2015). It involves documents, articles, books, novels, newspaper, official reports etc. These theoretical sources are useful for researchers to compare different theories produced by different authors on the same topic. Content analysis does not only allow researchers to obtain the details of the communications, but also to create conclusions that can be generalised to other situations (Neuendorf, 2001). Stemler (2001) said "content analysis provides an empirical basis for monitoring shifts in public opinion" (p. 2). Therefore, I believe, examining the data through content analysis method is best suited for this research.

As this research is based on the naturalistic approach and studies the different perspectives of people obtained from various sources, the methodology can be described as a qualitative content analysis approach.

3.5. Ethics Approval

This study does not require ethics approval. The data is collected from the secondary sources and online user-generated content that is available in the public domain and is not copyright protected. This study will not involve any human participants nor conduct any interviews.

3.6. Data Collection

One of the distinctive characteristics of content analysis is interactive nature of the relationship between researcher, data collection, concepts, and analysis. Secondary data research involves reusing pre-existing qualitative data from various sources (Heaton, 2008). From the initial scan of secondary data in scoping this study, I found that the question 'Is New Zealand really 100% Pure?' is a critical issue being raised across New Zealand where the tourism campaign has become the catalyst for challenging New Zealand's 'clean and green' image. Indeed, international media is also challenging New Zealand's global environmental brand associated with the campaign, raising uncertainty about the truth of the 'clean and green' image and the tourism brand '100% Pure New Zealand' (Hopkins, Campbell-Hunt, Carter, Higham, & Rosin, 2015).

Chapter 4: Findings

4.1. Introduction

This chapter presents the findings for this study which have been obtained from secondary data that is directly related to the 100% Pure campaign, with the relationship being either specifically detailed or implied with terms such as 'clean green' and/or being associated to the campaign's marketing promotions or related to the campaign's social media sites. The data is sourced from online government reports, reviews in travel blogs, social media, research reports and news media. This chapter also discusses the strategies of TNZ that are reflected through the 100% Pure New Zealand campaign. This chapter is organised on the basis of these source information categories. The chapter also examines the strategies of TNZ from the year 2010-2013 and the strategic plan of TNZ, *Tourism 2025 & Beyond*, to understand the development of strategic planning of TNZ over the years.

4.2. Travel Blogs/Reports

The blog data was sourced using the Google blog search engine. The search included blogs that explicitly cited '100% Pure NZ' and those that reflected the campaign's references to the environment and culture. Tourist blogs describe their experiences in New Zealand in terms of the environmental state rather than referring to the campaign. However, the blogs do reference the environmental factors that are promoted in the campaign's marketing promotions.

A traveller from Germany, Miriam, shared her experience of New Zealand hospitality. She said:

We had a super nice dinner at the lake with two charming old Kiwi couples who invited us to their house in the west of NZ. When our daughter was traveling Europe, she experienced a lot of hospitality. Now we wanna give that back to someone. So please, come and stay with us. We have a big house, lots of spare bedrooms, a hot shower and a washing machine and you are most certainly welcome! Those people were amazing,

and this experience sums up the Kiwis quite well. Everyone is so nice to us. #KiaOraNZ.
(TNZ, 2019b)

Another traveller, Julia from Australia, shared her experience about New Zealand's people:

I really like the people of New Zealand. They are some of the warmest, friendliest, most helpful and genuine that I've met from my world travels thus far. When they smile at you, it reaches their eyes. #KiaOraNZ. (TNZ, 2019b)

An American backpacker, Marius Viktorius, who had travelled across New Zealand, is of the opinion that New Zealand's green and clean image is far from the truth. His blogs documented his adventures and experiences while travelling. He critiques the state of the rivers, the waste and perceived attitudes of Kiwis. He also comments on the 'engrained' culture evident in recycling practices and sustainable solutions to the commercialising and rising numbers of the tourism industry generally in the nation. He said that,

New Zealand's identity as '100%' Pure is a pure myth ... New Zealand is not some ideal country that's found the balance between people and nature, like 100% Pure New Zealand advertises. While NZ boasts many of the world's remaining clean rivers, they're getting increasingly polluted. Plastic and trash are abundant, and though there is recycling; it's not engrained in the culture. As a byproduct, the culture creates a lot of trash and they haven't found a sustainable solution for disposing it or curbing its consumerist culture. It seemed like the media seldom covered this, but the Kiwis I met were fully aware of it. It's easy to miss the harsh reality and only see only the positives when PR firms and Instagrammers only focus on its many unique nature attractions. It's only a matter of time before NZ has to give up its image as a green country, because even the NZ I experienced appears doomed. ("I Feel Cheated": US Backpacker Says", 2018, paras. 4-6, 8, 14, 16)

4.3. Media Reporting/Articles

A scan of media reports shows an emphasis on environmental issues as a basis for critiquing the 100% Pure campaign. National media sources such as Radio New Zealand, *The New Zealand Herald*, and *Stuff Nation* have highlighted the environmental issues in New Zealand and addressed the arguments regarding the '100% Pure' brand.

Wake up New Zealand is a website that publishes the latest news and discusses a range of issues in New Zealand and around the world. An online report by Wake Up NZ (2018) argued that the advertisement of 100% Pure New Zealand is far from the reality and that while 61% of monitored waterways of New Zealand are polluted, how can New Zealand claim to be 100% pure? The report further documented the environmental challenges that New Zealand is facing such as high greenhouse gas emissions, 1080 poison, and bad conditions of sewage infrastructures. It stated,

We have the fifth highest greenhouse gas emissions per capita in the OECD, with agriculture contributing 49% of New Zealand's total emissions.

New Zealand's freshwater is in a shocking state, with once popular swimming holes reduced to cess pits thanks to intensive farming, over allocation of freshwater and a warming climate. Two thirds of monitored waterways are now considered unsafe for swimming, let alone drinking.

Councils refuse to prioritise upgrades to city sewage infrastructure, with Auckland beaches now being inundated by raw sewage nearly every time it rains. Other large cities such as Christchurch aren't any better.

1080 poison is being carpet bombed over our forests, while the government has ignored the efficiency of more humane and less damaging pest control methods such as GoodNature's resetting gas traps. (Wake Up NZ, 2018)

The first step in solving any problem is admitting there is one, and that takes public pressure. A report by Radio New Zealand on the polluted condition of the environment in different regions of New Zealand (see Figure 4, below) and the distrust in tourists and locals suggested the environmental issues arise because of the impact of numbers of tourists. The growing numbers of visitors to New Zealand has taken a toll on the environmental state of the country, which is heavily marketed as '100% Pure' (Menon, 2019).



Figure 3. Polluted water sign at a lake in New Zealand.
Source: Menon (2019)

Various newspaper reports linked environmental concerns and the campaign. Since the start of the campaign the media have critiqued the environmental purity claims and extended the commentary beyond the commercial aspects of the campaign. In 2002, Dr. Claudia Bell, a sociologist from Auckland University, expressed her opinion in a news article in *The New Zealand Herald* which was headlined, "Clean, green myth excuse for inaction" (Beston, 2002). She said:

New Zealanders are being "green-washed" into believing tourist industry slogans while the real environmental questions go unanswered. (para. 1)

In the same article (Beston, 2002), Dr. Bell also said:

New Zealand's 'clean, green' branding is designed for the international tourist market, but most New Zealanders are probably also happy with it. But the image-making ignores the reality of Treaty of Waitangi land claims and the issue of genetic modification in the environment and agriculture. (Paras. 2-3)

In 2012, in the wake of the *Lord of the Rings* movie trilogy, Preston (2012) critiqued the clean and green image of New Zealand in an article in *The New Zealand Herald*. She stated:

New Zealand's clean, green image represented by snow-capped mountains, clean rivers and pristine countryside, is being slammed internationally as false and misleading. (para. 1)

But the green message promoted in the 100 per cent Pure campaigns doesn't match some environmental statistics, which show more than half of monitored recreational sites on our rivers are unsafe for swimming, and that New Zealand is among the worst countries per capita for preserving natural surroundings. Greenhouse gas emissions per capita have also risen, while most other Organisation for Economic Development members have fallen. (para. 6)

Furthermore, in the same article, a senior researcher at the Institute for Governance and Policy Studies, Victoria University of Wellington, Mike Joy, reported that the national promotion is incorrect and deteriorating (Preston, 2012). He said,

We don't deserve 100 per cent Pure, we are nowhere near the best in the world, we are not even in the top half of countries in the world when it comes to clean and green. (para. 8)

There's two worlds. There's the picture postcard, which is Queenstown and up in Mt Cook and all that kind of stuff which is perfect and where they make the *Hobbit* movies, and all that is amazing. But most of New Zealand, 70 per cent of it isn't like

that. It's actually really badly polluted and we are just getting worse and we crucially need to have that clean green image to sell all of our products overseas. (para. 10)

At the same time, as noted in the article by Preston (2012), international media questioned the 100% Pure campaign's message in the *New York Times* article by Anderson (2012) headlined: "New Zealand's green tourism push clashes with realities". Anderson (2012) stated:

While the spectacular and seemingly untarnished natural backdrops, stunning waterscapes and snow-tipped mountains might look world-class on film, critics say the realm New Zealand's marketers have presented is as fantastical as dragons and wizards. (para. 3)

In the article by Anderson (2012), Eugenie Sage, who is a member of the New Zealand Parliament and an environment spokeswoman for the Green Party, said:

The results belied the "100% pure" marketing image. We promote our country as 100 percent pure and 100 percent Middle Earth, But to swim in our rivers, which is the birthright of Kiwi kids — you cannot do it in the majority of the rivers that the Ministry for the Environment monitored. (para. 10)

A TNZ promotional video was released which showed a woman drinking water from a river. New Zealanders were swift to accuse TNZ of peddling a "dangerous lie" to unsuspecting visitors (Cropp, 2017a). Simon Milne, director of New Zealand Tourism Research Institute at Auckland University of Technology, described this video as 'blatant green washing'. He said:

If we really were totally "pure" that figure should be closer to 70 per cent. That's not reality, and we don't want to be encouraging our visitors to drink water out of our streams because there's a good chance of them catching a bug like giardia (Cropp, 2017a, paras. 14, 19).



**Figure 4. A still from a promotional video from TNZ.
Source: Cropp (2017a).**

Malcouronne (2013), in the *New Zealand Geographic* magazine, suggested that New Zealand should promote its campaign as 32% pure. He argued that New Zealand is world's largest pesticide sprayer and ranks 13th in the world in terms of using fertilisers. New Zealand has more endangered species (proportionally) than rest of the world. 90% of the wetlands are no more and half of the rivers are not safe to swim in. He further suggested that:

“New Zealand: 32% Pure” mightn't quite cut it, but how about a marketing mantra that appeals to our tendency for understatement, the most appealing aspect of our national character? (para. 15)

Fish and Game chief executive, Martin Taylor, expressed his concerns about the growing pollution in New Zealand. He cited issues affecting the country's reputation impacting upon both event visitors and the general New Zealand public (“Water Pollution Rising Concern”, 2018). He stated:

When you can't swim in Lake Taupō because of the toxic alert it remains in front of the public eye. When you have to cancel an international sporting event in Taupō because of water quality, when Lake Ellesmere is so toxic that it's going to kill your pet – it will remain in the public eye. (Paras. 5-6)

An article in the online-newspaper *Stuff* by Cropp (2017b) discussed the relationship between tourists and the tourism industry in New Zealand. It highlighted the problems of overcrowding and pollution due to tourism. The analysis of the comments of local people under this article showed the disappointment with and disengagement from the growing tourism industry being particularly related to the '100% Pure' marketing message:

They (tourists) think they see 'that lack of pollution' compared with the mess they want to leave behind in their own countries. We just deceive them about it and unless they collect some vile stomach bug from drinking the 100% pure water we have, they won't know. I'd suggest they stay home and strive to clean up their mess and leave us to battle against the self serving greed which is stuffing our ailing country for us.

I think the majority of people in NZ wonder how we can market our country to potential tourists as being clean and green, when it is fast becoming full of cow poop and not clean and green. Especially in Canterbury where the rivers are literally sucked dry and the town water supplies are being polluted.

The public critique on the destination marketing and the increase of different types of international markets is also being raised, and the demands on central and regional governments to manage the increasing problems grow. Freedom camping has witnessed exponential growth and has been reported on extensively. The negative aspects of freedom camping reported in the media in 2018-2019 show the rise in local peoples' awareness of tourism development. This is causing concern particularly in regions where tourist flows have increased dramatically due to the campaign.

Freedom camping is a type of tourism which involves overnight stays in open public spaces instead of formal camping spaces (Kearns, Collins, & Bates, 2017). Freedom camping has become a particular issue of concern in New Zealand. Overcrowding, litter, fire lighting, defecating, and anti-social behaviour are the key issues which have are having negative effects on the environment as well as local communities. As per the news article by Radio NZ (2018a),

headlined “Freedom campers are causing problems – Akaroa locals”, local discontent with tourism development has grown and indicates public pressure on regional councils and central government to address the problems. The Christchurch City Council responded to rising concerns and surveyed the local community. Since 2015, the law permitted freedom campers to stay for up to two nights in specific areas of Akaroa. But the residents of Akaroa complained about the issues regarding freedom camping in their region, saying that the campers are causing problems. They said the campers were littering and dumping rubbish in open, and using the public areas as toilets. The Christchurch City Council survey showed that more than 75% of Akaroa residents said that it is an issue and more than 80% residents said that the rules established by the government are not working (Radio NZ, 2018a).

In an article published by *Stuff Nation*, Ellis (2017) stated that freedom camping has negative impacts on the environment and the campers are not taking responsibility for keeping the environment clean. He commented:

Freedom camping is a privilege that I would be very reluctant to lose. There are a lot of very nice places in New Zealand where it's currently possible to stay, and I do not want to see these closed due to the impact of inconsiderate visitors that leave their waste behind. Note that I said "privilege", not "right". The opportunity to freedom camp comes with the responsibility of managing the impact on the environment. Leaving "unpleasant deposits" in the bushes, or other evidence of your visit, is not acceptable.

(Paras. 1-3)

Locals in Queenstown are unhappy about the effects of freedom camping on their recreation places. They are expressing their anger through comments on social media and media reports. They have also signed petitions to Mayor Jim Boulton. Lake Hayes, which is a famous recreation spot for locals, is becoming a spot for freedom camping. Children are not able to play in the creek, as it is being used as a toilet by freedom campers. The freedom camping legislation was passed in 2011 to control freedom camping and its negative impact on the environment. But

the act was not taken seriously, and councils have failed to take control of their own regions (Forbes, 2018).

4.4. Research Reports

There are several reports that refer directly to the 100% Pure New Zealand campaign. TNZ, as an agency of the government, has reviewed the tourism strategy and campaign since its inception.

4.4.1. Private Sector Reporting

Pure Advantage is a registered charity led by business leaders and supported by a collective of researchers and writers who investigate and promote opportunities for New Zealand “to champion environmentally focused economic models and business practices” (Pure Advantage, 2018, “Mission”, para. 1). One of the key areas of potential growth is tourism where the organisation recommends that government needs to support private investment in the nation’s environmental and cultural assets. Sustainable tourism, it reports, is a government management issue with regard to both promoting tourism as well as protecting key areas of green growth. The focus is on economic and environmental sustainability in the tourism industry. A report by Pure Advantage (2012) noted critical issues in the campaign’s promotion of clean and green, and discussed how the campaign is not focused on strengthening the legitimacy of the brand ‘100% Pure’. The report stated:

Despite our steadfast promotion of New Zealand’s clean, green image, we continue to lag behind a number of countries in environmental indices and we continue to look for economic solutions from extractive industries such as coal and oil. We do this in spite of the significant opportunities available from the global shift to green growth and the fact that we have considerable competitive advantages to access these markets. (p. 3)

While New Zealand’s international branding relies heavily on portraying our environment and economy as 100% Pure, we’re failing our own branding test across a range of key environmental metrics. (p. 9)

A Colmar Brunton survey for Fish and Game NZ, published in December 2017, interviewed 1000 New Zealanders over the period November 22-29, 2017. 75 % of participants responded that they were ‘very or extremely’ worried about the pollution of lakes and rivers, more than any other issues, including climate change, the health system, and child poverty (see Figure 6, below). This indicated that pollution of waterways is a concerning issue on the local level (Colmar Brunton & Fish & Game NZ, 2017)

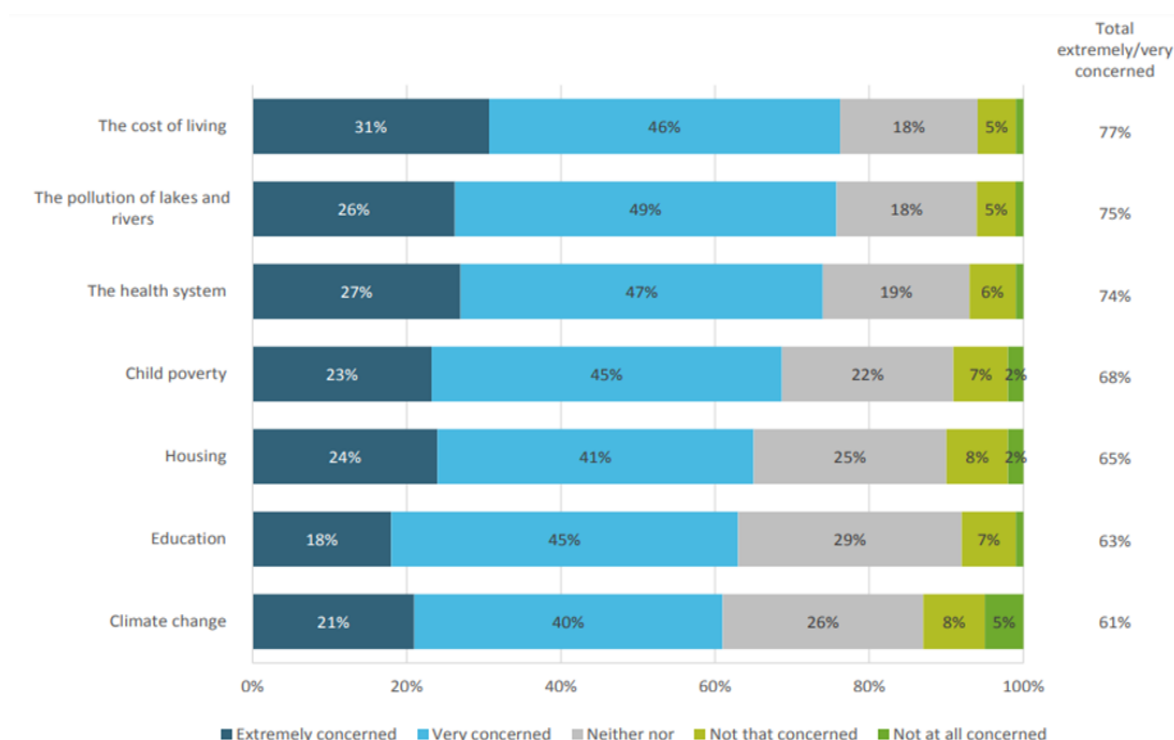


Figure 5. New Zealanders’ perceptions about NZ’s environment.
Source: Colmar Brunton and Fish & Game NZ (2018).

Blichfeldt and Nicolaisen (2012) quoted negative international attention related to ‘post *Lord of the Rings*’ campaign promotions. The comments below, which they reported, are from one tourist and one potential tourist who made their comments after viewing the TNZ promotional YouTube video:

I've been to NZ and liked it but I still struggle over the notion of ‘100% Pure New Zealand’. 75% of the rivers in Canterbury and Waikato are unfit for ‘contact recreation’. That's hardly 100% PURE now is it?? (Tourist)

New Zealand's ok, but this '100% pure' propaganda is bullshit. It's a myth that has been propagated through the generations without anyone ever bothering to check whether it is actually true. Well, it isn't true, NZ is as polluted as anywhere else, but it sounds good so they keep saying it... (Potential Tourist) (p. 9)

The comment from the potential tourist is indicative of the negative publicity about the campaign.

4.4.2. Statements from Government Officials

Dr. Peter Nuttall is carrying out PhD research at Victoria University on sustainable shipping for the South Pacific. He filed a complaint with the Advertising Standards Authority (ASA) accusing the 100% Pure New Zealand brand of representing the environment of New Zealand in a false way (Linklater, 2013). He expressed the following view:

I was most concerned with TNZ and how its "100% Pure New Zealand" misleads consumers and misrepresents New Zealand' says Peter. I felt a bit mean picking on the little honey company as well, but their advertising linked the "100% Pure" with New Zealand's environment like no other, although our environment is far from 100% Pure and getting worse every year. (Linklater, 2013, para. 3)

NZ is playing a game of risk with its 100% Pure brand' – an extremely valuable brand – estimated in 2005 at \$20.17 billion a year. We could have cleaner waters. We could protect and restore our biodiversity. We could be what TNZ is claiming. New Zealand should be a place where environmental standards are upheld, not deteriorating. (Linklater, 2013, para. 18)

A brand should reflect its product or the product should be made good to reflect its brand. The product, of course is New Zealand's environment – marketed to the rest of the world to sell us as a destination and our products as from an especially unspoilt environment. (Linklater, 2013, para. 14)

However, the ASA Complaints Boards dismissed the complaint saying that the 100% Pure New Zealand campaign is a positioning statement that is used to promote the unique experience New Zealand offers to the international tourists rather than a claim about New Zealand's environmental purity. The phrase '100% Pure' refers to the 'authentic' and 'genuine'. It is about New Zealand, its people, and the experience that is offered to the world. Despite this, the campaign has been criticised for implying New Zealand had a spotless environment record (Linklater, 2013).

Kevin Bowler, former chief executive of TNZ, said, "I think if we execute the next phase well, we'll be emphasising the people much more so than a one-dimensional view of a clean country." He further said that it was never meant to suggest that view, and opponents of the campaign used it as a "lever to make their point in quite a narrow sense" (AccomNews, 2014, para. 5).

Chief executive of the campaign, Stephan England-Hall, said that the marketing tagline fails to emphasise New Zealand's unique people and culture, their way of being, and their warm welcome. He further commented that people like to attach their environmental ideology to the 100% Pure campaign and as the campaign includes people and culture in that, undoubtedly there will be others who will try to leverage that (Bradley, 2018). Gregg Anderson, TNZ's general manager for western long-haul markets, did not believe the campaign was misleading international tourists. '100% Pure' was never just about the environment. ... It was about a New Zealand experience" (Anderson, 2012, para. 32).

4.5. Facebook – Social media

There are minimal tourist reviews and feedback directly quoting the campaign and thus the official TNZ Facebook page for '100% Pure New Zealand' was a key source of tourist reviews that were directly associated with the campaign. The page is followed by over 3 million people around the world.

The page is constantly updated with new promotional videos, pictures and activities. As the campaign is targeted at international tourist markets, the reviews are predominantly from international visitors. This is also indicated by the comments themselves, for example:

Thank you for sharing this great video about the world's most beautiful country. Can't wait to get there again #loveNZ. (100% Pure NZ Facebook page, 2019)

Oh man... I love New Zealand & where in NZ for 1 month holiday 2 years ago. (100% Pure NZ Facebook page, 2019)

The reviews are overwhelmingly positive with comments including words such as 'beautiful', 'love', 'awesome', 'heaven' promoting the most up-to-date campaign messages through professional video productions. Reviewing one promotional video posted on the February 20, 2019, for example, which showed beautiful and diverse landscapes and people of New Zealand, I did an analysis of the comments on that post on May 15, 2019. Out of total 395 comments I found that 95% of the comments were positive and all highlighted the landscape and natural environment, all from international visitors. The 5% of negative comments raised concerns about the 100% Pure brand and were from locals. Following are the positive comments from the international visitors:

Heaven in earth. Love New Zealand!

Since 2012 I'm in love with this beautiful place. And I'm honoured that I'll be there again in 2020.

We love NZ, good place for nature lovers..nice and honest people there.

New Zealand affects you in the most beautiful ways.

Most beautiful place I have ever been. I can't wait to go back! (100% Pure NZ Facebook page, 2019)

The Facebook page of 100% Pure New Zealand posted a picture of the *Hobbit* movie set titled “Sunrise at the shire” on April 16, 2019 (see Figure 7, below).



Figure 6. Hobbiton movie set.
Source: 100% Pure New Zealand Facebook page (2019).

The comments on the post were all positive responses from the tourists and locals. Some of the responses are as follows:

I loved Hobbiton and New Zealand. A wonderful Country to explore.

Spent 3 weeks exploring both north and south islands in March. Hobbiton was definitely the highlight for me.

Not a real fan of the movie but the location and the sets are just amazing, this whole area and the underground houses or earthship style of living is awesome.

We have been there in March 2019 for an Evening Dinner Tour. It was so amazing.

(100% Pure NZ Facebook page, 2019)

A video posted on the page in August 2018 titled “Kia Ora” shows the beautiful Māori culture of New Zealand. The video explains the significance of the greeting “Kia Ora”. Reviews in the comment section were predominantly positive and showed respect to the culture of New Zealand. Following are some of the comments from international visitors:

I have been to NZ 2 years ago with my wife and from the first moment we were greeted by a Kia Ora we felt all the strength of the local culture and all the good vibes. Since then we are passionate about Maori culture and NZ, we are eternally grateful for the receptivity and we hope to reciprocate it throughout our life!

love this video.. World is changing, It's running faster, So keeping your culture, keeping your language and keeping your people is important..Respect NZ .. Kia Ora. (100% Pure NZ Facebook page, 2018)

Another Facebook video posted on January 10, 2019, was titled as follows:

As Kiwis, we have a unique connection to our natural environment and all it has to offer us. I feel it's our responsibility to share this connection with others, so they too can grow and appreciate all that the world has to offer.

The comments on the video were found to be negative about the environment of New Zealand and argued with the tagline 100% Pure.

New Zealand is indeed a photographers paradise, a beautiful country. BUT be wise to lose the "100% Pure" tag. It's not....there are hidden issues that will continue to come to the surface and this tourist pitch could be a negative platform in the near future. So change the tag and lets change some things that are creating massive environmental issues.

100% pure, if only!!!!!! Time to step up and make it so.....clean our waterways, impose fines on polluting farmers and stop plastic use before it is too late!

Sorry but this sounds a bit sanctimonious to me! Other places and people have connections to their special, natural environments too. Yes, NZ has a special, beautiful, natural environment, but let's not get too precious in the interest of marketing.

Its such a shame we drop deadly poison that has no antidote from helicopters all over our natural environment and water catchments. Be careful when visiting folks. Be

aware of the poison signs if in fact they are there. This poison 1080 takes a long time to breakdown in our beautiful natural environment.

Nothing pure about it while NZ continues to poison its own country with aerial drops.

Just listened this morning to summer report on radio New Zealand National. One in 5 people will get sick swimming in one of our many polluted swimming spots around Aotearoa. Sad what has become of these islands, kia ora Kiwibone, Pipe Storm fins.

You are stuffing up the very "connection to the environment" you are blathering on about. 100% pure bullshit.

NZ never has been and never will be 100% clean and green and if you think it is you only fooling yourself.

With Open Boulder, Soon not to be 100% Pure NZ.

With signs up on walkway telling of poisons laid, don't drink the water or eat any fresh water fish-might be 1080 in it. Our government is destroying our country.

100% come on really!!!! We can walk into the NZ hills and pickup 1080 poison, some rivers we can't swim in more like 59% pure.

Is it pure with a class 1 toxic poison spread all over the place ban 1080?.

100% pure 1080 POISON Clean green if all parliament where executed.

100 pure poison 1080..chemtrails geo manipulation. (100% Pure NZ Facebook page, 2019)

4.6. YouTube

The analysis of one of the YouTube channel promotions that came out of the latest campaign message, called the “100% Pure New Zealand campaign: where one journey leads to another”¹, showed the broad reach of the campaign globally.

The YouTube video received 9.1 million views around the world and showcased the culture, landscapes, people, and adventures in New Zealand. The video has received 102 comments, out of which 82 are expressing their concern about polluted rivers and other waterways. Most of the comments on the video are from locals in New Zealand. Some of the comments are as follows:

As a New Zealander I have to say that's it's been a very long time that Kiwis and their visitors have been able to drink from the source. Our waterways are riddled with Giardia, Ecoli, Animal and Human faeces. Definitely NOT 100% pure.

I live in NZ. 100% pure is just propaganda. 60 % of our waterways are a polluted mess (fact). toxic algal blooms are common. Nutrient levels are through the roof. Add to that we use 90% of the words compound 1080 a very deadly toxin which is aerially bombarded over much of the country including waterways . Sad to write this as it is a beautiful country.

Please do not believe this video. There are many rivers in NZ where you could get very sick or die from drinking from them. We can't even walk in some of them.

4.7. Marketing Strategy of Tourism New Zealand 2010-2013

TNZ strategies play a significant role in shaping the structure of 100% Pure New Zealand campaign. TNZ's (2010) *3 Year Marketing Strategy 2010-2013* (pp. 4-5) set six strategic foundations to increase the number of visitors, how long they stay and how much they spend:

¹ After I completed the findings chapter at the end of May 2019, I found that the YouTube video ‘100% Pure New Zealand - where one journey leads to another’ that I discussed in the findings chapter had been taken down from the YouTube channel of 100% Pure New Zealand. That video does not exist on the channel anymore. Therefore, I was unable to put it in the reference list.

- Focusing investments on specific markets with the use of a portfolio approach.
- Enriching the brand positioning of New Zealand.
- Investing in digital media to identify and connect with potential visitors.
- Capitalising fully on the visitor bubble and media coverage for RWC 2011.
- Establishing partnerships which are useful in enhancing visitor arrival growth.
- Making the operational changes that are essential to facilitate delivery of the plan.

4.8. Tourism 2025 & Beyond

TIA launched *Tourism 2025 & Beyond* in May 2019 to provide a framework for sustainable growth (TIA, 2019b). The vision is intended to develop a sustainable tourism industry that is beneficial for the people of New Zealand. It aims at focusing on growing their values with individuals and for communities, the economy, the environment, and visitors. The goals are directed towards key elements such as economy, environment, communities and visitors. They have identified and set plans for government and the tourism industry to reach the following goals of *Tourism 2025 & Beyond* (TIA, 2019b):

- to grow the sustainability of the tourism industry;
- to increase visitor demand;
- to manage destinations through quality of experience;
- to incorporate all parts of Māori culture into the tourism industry of New Zealand;
- to commit to the Tiaki Promise;
- to invest in infrastructure and amenities for tourism activities;
- to foster domestic tourism;
- to understand and engage with the community;
- to manage and measuring industry carbon use; and
- to invest to deliver quality tourism research and data.

4.9. Summary

The findings presented in this chapter show there are almost no tourist areas where it is safe to drink the water and freedom camping is destroying some of the most beautiful remote places. The findings show concerns related to environmental issues and sustainability. International visitors' positive perspectives show the marketing campaign's success. Local views are quite the opposite and show the 100% Pure campaign being critiqued. The media reports, articles, and the blogs showed that the criticism generated is mostly on about the environmental issues in the country. Local perspectives about the campaign and the 'green and clean' image of New Zealand have been negative. As stated by government officials, these concerns are more focused on the environmental aspects of the campaign rather than culture and people.

Chapter 5: Discussion

5.1 Introduction

This chapter analyses the findings on visitor and local perceptions of the 100% Pure New Zealand campaign in conjunction with relevant literature related to the key themes of destination branding, global-to-local interconnections, and the New Zealand tourism strategies that have influenced the campaign's development.

Local media attention and research reports are discussed, expanding upon the campaign's marketing intent and positioning the campaign as a framework to critique social issues. Findings from the media reports, blogs and social media reviews showed that the key marketing message of the campaign being '100% Pure' is critiqued in the context of environmental concerns with tourism development. As a result of this critique, it is apparent the campaign has become more than the original intent of being the nation's tourism marketing campaign but has unexpectedly created an important function as a catalyst for lobbying for environmental protection and better management of sustainable tourism practice.

The findings arising primarily from the official Facebook page of 100% Pure New Zealand indicated that there is a vast difference of opinions between international tourists and New Zealand locals. Some of the findings from Facebook reflect international visitors' appreciation for the campaign as it sets an ideal example of destination branding. However, after analysing the locals' comments on Facebook, it is found that they are disappointed in the '100% Pure' tag saying it is deceptive and the environmental state of the country does not align with the campaign. There has been a lot of criticism of the 100% Pure New Zealand campaign from around the world and within the country from whom those highlight the environmental concerns that shows the campaign is not living up to the promise.

The findings from this research provide the baseline for the perspectives from various sources about the 100% Pure New Zealand tourism campaign. The following discussion analyses the findings and responds to the research question:

What are the impacts of the 100% Pure New Zealand tourism campaign in shaping visitors' and locals' perspectives on tourism?

The chapter is divided into four sections that reflect upon and discuss the key themes arising from the research findings. They are:

- the campaign as a destination branding;
- the campaign as global-local approach;
- development of TNZ strategies; and
- analysis of the objectives of the research.

5.2 Analysis of Findings

5.2.1 The Campaign as Destination Branding

New Zealand's destination branding has forced the government and other agencies to address issues of environmental, social and cultural integrity. The importance of the national tourism brand forces the New Zealand Government and its agency, TNZ, to analyse and respond to the complaints and negative reviews coming from various sources and, in particular, work on the critical environmental issues highlighted.

The emergence and apparent increase of local environmental lobbying since the 100% Pure New Zealand campaign was launched indicates that, prior to that campaign, locals did not really focus on the environmental issues of New Zealand. While there has been a general increase in environmental sustainability globally, tourism has become the catalyst for best practice destination management as it brings together environmental, social and economic concerns. The campaign's early focus on the clean green image with the continued emphasis on the tagline '100% Pure' motivated locals to compare the marketing message with the reality

of the nation's environmental status. As Blichfeldt and Nicolaisen (2012) said, while promoting destination branding, it is very important for marketing campaigns to have control over destination branding efforts. Lack of control over the marketing mix and destination management will impact the integrity of the campaign. It is important for tourism marketers to maintain the consistency between the meaning of the brand and the image of the nation and associate the meaning of both. The campaign therefore required careful management and required efforts to promote all the aspects of the brand rather than a specific image. The findings showed that among the serious concerns from the media and locals are the polluted environment, polluted drinking water sources, excessive tourism, freedom camping, and wildlife disruption – and these are just a few of the issues that were highlighted. The campaign has therefore challenged the government of New Zealand and TNZ to build new strategies that truly elaborate the '100% Pure' message of the campaign.

As stated by one of the locals, the campaign needs to change its tagline '100% Pure' and change the things that are creating massive environmental issues. This aligns with the view of Kotler and Gertner (2002) who said that in order to be an effective brand, the desired image of the brand should be close to reality, distinctive, believable, appealing, and simple. While the campaign is successful in its mission, which is "to boost New Zealand's economy by growing the value of international visitors" (TNZ, 2017a, "Executive Summary", para. 3), the campaign has also increased locals' knowledge on environmental issues in the country. Looking at the findings, it is worrying from a TNZ perspective that almost all the locals and media reports are of the opinion that the '100% Pure' campaign is false advertising.

5.2.2 The Campaign as Global-Local Approach

Considering the global-local nexus model of Milne and Ateljevic (2001), the findings show that the campaign is mainly critiqued at the national and local level. The research findings revealed several tensions that exist between economic, social and environmental concerns at those different levels.

The 100% Pure New Zealand campaign has been successful in attracting international visitors. The international visitors' comments from Facebook were predominantly positive. That is because the campaign specifically targets international visitors. International tourists usually stay for a specific period in the country. Therefore, they do not necessarily notice the state of the environment, tourism impacts and the concerns regarding those impacts. On the other hand, the research reports, national media, and local reviews expressed their disagreement with the campaign. For example, the complaints from locals about freedom camping in Akaroa highlighted a serious issue about regional capacity and challenged Christchurch City Council's freedom camping bylaw ("Freedom Campers Are Causing Problems", 2018). The local community was unconvinced about the law's efficiency and said that the law is not effective.

Local engagement in tourism is an important component of the tourism industry, and the involvement and role of the local community in the making and running of the tourism brand is significant. Associating this discontent with the campaign, local engagement, feedback and suggestions play a great part in the development of the brand. According to Milne and Ateljevic (2001), "'Community-based' approaches are central to many tourism development plans around the world and there is a growing realization that localized cooperation, trust and networking are essential ingredients in providing the right mix for successful tourism development outcomes" (p. 374).

Several of the media reports asked how it was that, while the rivers, lakes and other negative environmental issues such as sources of drinking water in New Zealand are evident, the country is being promoted as '100% Pure'. The national media has criticised the campaign's marketing tagline saying that the message '100% Pure' is misleading. Related to poor drinking water sources, locals voiced their concern that the 100% Pure brand is deceiving tourists visiting New Zealand as the drinking water sources are polluted and not safe to drink. The complexities involved in the global-local nexus highlight the multitude of issues related to this national marketing campaign that responds to not only promoting the nation to international

visitors but reveals the importance of local involvement, environmental protection, adequate infrastructure and a sophisticated destination management system. All these issues are related to global sustainable tourism goals (UNWTO, 2013) and New Zealand tourism's strategic positioning.

5.2.3. Development of Tourism New Zealand Strategies

The 100% Pure New Zealand campaign is integrally linked to and shaped by the goals of TNZ's strategy. The national strategy outlines key areas of the sector including development and review of strategic through to operational goals and implementation. The strategy developed by TNZ for the years 2010-2013 was mainly targeted at increasing the flow of international visitors and developing the brand value. It was more focused on the investments in target markets and increasing tourist demand. There was lack of strategies focusing on sustainability and the betterment of the environment. However, as per the strategies set by *Tourism 2025 & Beyond* (TIA, 2019b), TNZ is focusing on the sustainability of tourism. The organisation is changing the direction of the strategies that include and promote sustainability, culture, and experience in New Zealand tourism. It involves a focus on the quality of the experience rather than just aiming to increase the tourist arrival rate. The strategy aims to strengthen the connections with visitors by engaging with them and enhancing the quality of experience by doing so.

The response to a range of critiques led to the change in focus of the strategies. In 2009, Connell et al. (2009) suggested that New Zealand's tourism strategy's recognition of sustainability was based on the need to protect the environment and its focus was on the 'green and clean' image. The New Zealand tourism strategy, developed in 2007, had extended that proposition, however, when stating that "the best kind of tourism for New Zealand is sustainable tourism, that is, tourism that delivers maximum value – economic, social, cultural, and environmental - with as few unwanted effects as possible" (Ministry of Tourism, 2007, p.

14). While the campaign has changed its approach over the past two decades to minimise tourism impacts, it still reflects the beauty of the landscape and environment. Therefore, TNZ still markets the country to the potential visitors as '100% Pure' while there are major concerns about the environmental issues in the country.

Even though the government officials argued that the campaign is not only about promoting the environmental aspects of the country but also the culture, people, and experience, the '100% Pure' tagline is still often confused with the environmental focus of the early campaign promotions related to '100% Pure clean and green'. While the strategic plans are now not just aimed at promoting the green and clean image, and are focusing on promoting the New Zealand experience, most of the local and visitor responses referred to only 'environmental' aspects of the campaign. Indeed, the complaint against the campaign filed with the New Zealand Advertising Standards Authority by Dr. Peter Nuttall (Linklater, 2013) supported a better and more accurate promotion and recommended that the 100% Pure New Zealand campaign should not only promote the natural landscapes and environment but also the culture, people, and unique experiences. TNZ's plans are now adopting this approach.

As stated in TNZ (2018b), TNZ is changing the direction of the campaign. It is shifting its emphasis from landscapes to people and culture. TNZ has announced the plans to develop the brand '100% Pure' by preparing New Zealand to become environmentally, economically and socially sustainable. They are also working with Māori tourism and incorporate the people and culture into the brand.

According to the UNWTO's sustainable tourism principles, tourism should protect the environment, local communities and the cultural and historical significance of the nation (UNWTO, 2013). TNZ strategies reflect those principles through the *Tourism 2025 & Beyond* strategic plan of the TIA and in the 100% Pure campaign's key areas. Tiaki Promise is a significant step in developing the New Zealand tourism, as it sets a commitment to care for New Zealand, for now and for future generations. This change of focus has given a new

direction to the 100% Pure New Zealand campaign which looks promising for the coming years.

Overall, various perspectives on the 100% Pure New Zealand campaign have been identified at the local, national, and global levels. There are different notions about 100% Pure New Zealand on each level. The environmental aspects are of high concern in the country, which suggests that it is very important that TNZ portrays the meaning of 100% Pure New Zealand in the right sense. The primary objective of the campaign is to promote the authentic experience of New Zealand for international visitors. The analysis of the findings shows that the image of 100% Pure New Zealand campaign is unclear among the people of New Zealand and that is mostly because the campaign is being marketed as one specific image, '100% Pure', that is commonly related to only environment.

5.2.4. Analysis of the Objectives of the Research

The objectives of this research were to analyse the perceptions of international visitors to New Zealand and the locals of New Zealand in the context of the 100% Pure New Zealand campaign. The objectives were stated as follows:

- 1) To study visitors' perceptions of tourism development related to the campaign
- 2) To study the locals' perceptions of tourism development related to the campaign

Campaign Impacts on Visitor Perceptions

Analysis of international visitors' comments, findings on the feedback from social media, and the growing number of annual international visitor arrivals to New Zealand from the data (Statistics New Zealand, 2018) proves that the 100% Pure New Zealand campaign has been successful in marketing New Zealand as a tourism destination brand around the world. The campaign has established the image of New Zealand as a desirable destination with its beautiful nature and scenery. It is contributing a significant part to the tourism economy of the country. International visitor reviews were predominantly positive; however, there were

tourists who criticised the campaign through the tourist blogs and comments from YouTube. Marius Viktorius, an American tourist, pointed out the harsh reality of 100% Pure New Zealand. He expressed his view that pollution is increasing in New Zealand and there is no sustainable disposal solution for waste. The comments from the tourists on YouTube showed their distrust of the campaign. They referred the campaign as 'propaganda', a concern for national branding.

Campaign Impacts on Local Perceptions

Unlike the positive image from visitor feedback, the findings showed that, generally, the local perspectives found in national media and academic research reports were heavily critical of the 100% Pure New Zealand campaign. This indicates that the campaign has not only promoted the landscapes and clean green image to global tourist markets, it has shed light on environmental issues within New Zealand.

The findings showed that the campaign has been criticised by the locals and national media of New Zealand for false advertising. The conflict generated on the local level against the campaign highlights the disconnectivity between the government and locals. The 'clean and green' advertisement of the country's environment has led New Zealanders to compare the actual state of environment with the campaign's marketing message. The campaign has been regarded as misleading by the locals due to the difference between its promotional message and the reality. International media, such as the *New York Times* newspaper, has picked up on local discontent and also pointed out the gap between the promotional strategy and the environmental condition of the country. The findings have highlighted key environmental impacts such as an increase in greenhouse gas emissions, freedom camping, the pollution of rivers and lakes, and the use of 1080 poison, on the local and national level.

Chapter 6: Conclusion

The purpose of the research reported in this dissertation was to study the 100% Pure New Zealand tourism marketing campaign and examine its strategies to analyse the perspectives of people at the local, national, and global level. The outside world recognises New Zealand for its natural landscapes, fresh environment and people. New Zealand is a brand in itself which attracts visitors to experience its uniqueness. However, the advertisement of New Zealand as a '100% Pure' and 'clean and green' destination is controversial due to the observable gap between the reality and the marketing message.

In New Zealand, a key strategy is to create an industry that encourages local community engagement to both enhance the local economy as well as provide a positive experience for visitors. After analysing the perspectives of locals, tourists, and media about the campaign, it can be concluded that the criticism generated at various levels by locals and tourists needs to be taken seriously, and the solutions need to be planned out to improve the integrity of the campaign and make the environment of New Zealand sustainable. New Zealand can adopt best environmental practices that protect the environment and strengthen the meaning of the brand.

The campaign has provided the means to challenge environmental promises made. The campaign has been adapted over time in response to local critique although the total clean-up of pollution and a decrease in tourist overcrowding in certain regions has not been possible. Rather than the campaign continuing with the 'clean and green' message, the campaign has now been repositioned to promote people and care for the environment. An example is the latest message to visitors in the Tiaki Promise campaign, where visitors are asked to come to New Zealand to care for the environment. While the campaign is attempting to rebrand itself through initiatives such as the Tiaki Promise and is highlighting local engagement in the new *Tourism 2025 and Beyond* strategy, there is considerable work to be done to change the perspectives of stakeholders at global through to local levels. TNZ emphasises promoting the

quality of experience, culture and people in New Zealand rather than just the 'green and clean' destination. Quality assurance organisations such as Qualmark and the Green Globe Programme are excellent means of developing sustainable tourism and implementing sustainable environmental practices.

Clear strategic thinking on how to enhance integration into the global green growth economy, along with better planning around how to organise their own resources, can enable TNZ to take advantage of the opportunities available. The term 'green' can refer to jobs, innovation, productivity and a higher quality of life. TNZ and private tourism businesses in New Zealand should work towards improving the green growth of New Zealand through their actions and by implementing effective strategies. As Pure Advantage (2012) stated, it is important "to get the green growth formula right" (p. 10).

The disappointment expressed in the national media, and by locals and researchers, regarding the 100% Pure New Zealand campaign is a serious issue which needs to be addressed. Tourism New Zealand are addressing these concerns through better destination management strategies however stronger focus needs to be evident for local communities in areas such as cleaning up of water sources. Greenhouse gas emissions, freedom camping, and water pollution are among the main causes of pollution in the New Zealand environment. The local engagement in tourism development encourages Māori cultural tourism, an aspect of tourism and a people that differentiates New Zealand in the global tourism industry. Culture and people are key to future campaign growth as those are revealed as equally important to environmental promotion.

The shift to focus on the culture and people could be a positive point for the campaign and for tourism in New Zealand. It is very important for TNZ and the campaign to align environmental protection with social and economic progress. According to the literature, sustainable tourism development encourages good environmental practices that include local community engagement. This goes beyond just destination marketing and management and leads to

tourism development that provides for the well-being of the respective communities involved. For example, the negative aspects of freedom camping indicate the need for appropriate infrastructure and regional planning that improves both the local and the visitor tourism experience.

The marketing campaign is branded as '100% pure', a message that first related to the clean and green environment and now continues with the 'pure' message related to people, culture and environmental protection. The perspectives of locals are integral to the future strategic direction of the campaign to maintain the legitimacy of the message that is being delivered. The campaign is not just a marketing tool, and the influence of the campaign is far greater than just a marketing campaign. The New Zealand Government needs to analyse and examine the complaints and reviews coming from various sources, and work on the critical environmental issues. It is important for the tourism industry and the brands to connect with the local communities, so they can work together towards sustainable tourism development. It would be very beneficial for the TNZ to include environmentalists, private tourism businesses, and researchers in the process of making strategies for the 100% Pure New Zealand campaign. It is very important for the New Zealand Government and TNZ to build new strategies that focus on these issues, in order to be able to achieve sustainability.

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