

## **Identifying the Inhibitors to a Integrated Tourism Industry in the Tauranga Region.**

**Michael Bailey – *Graduated 2002***

### **Abstract**

This thesis explores and examines the reasons for a lack of integration within the tourism industry in the Tauranga Region, with a specific focus on identifying inhibitors which may exist and which are preventing such integration.

In order to undertake this research a sound understanding of previous research in the area of regional tourism promotion and marketing was required, and is discussed, along with a general discussion of accepted academic tourism development models and an examination of planning models with a focus on community involvement in the planning of tourism is undertaken. Arguments for and against public involvement are discussed and the Tauranga Region's developmental history is outlined. In addition, comparisons between Tauranga Regional experiences and those of other regions in New Zealand and overseas are discussed with reference to funding and promotion.

Finally, the primary research which was undertaken for this thesis is outlined, revealing that both tourism operators and the host population are very aware of both the positive and negative attributes which tourism can bring to the Tauranga Region. Extensive data is recorded outlining qualitative and quantitative responses of both residents and tourism operators, revealing a very positive view of the tourism industry in terms of the opportunities with which the region is currently presented, and responses relating to planning, funding and marketing are outlined. The need for a pro-active and well-funded Regional Tourism Organisation is identified along with a call for more participation by both tourism operators and residents in terms of planning and decision-making.

Conclusions and recommendations identify the need for further research in the Tauranga Region, a region which has been undervalued in terms of both tourism and tourism research potential in historical terms.