The New Zealand Food and Wine Tourism Industry: A Stakeholder Analysis.

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Abstract
The New Zealand food and wine industry has experienced considerable growth over the last decade with increased recognition of New Zealand wines and quality food products in overseas markets in addition to New Zealand’s famed clean green environment. As the profile of New Zealand wines continues to increase internationally; there are positive spin-offs for both the food and wine tourism industry. Increased visitation to the wine regions boosts regional economies, and can assist by supporting local producers. Whilst the food and wine tourism industry has enjoyed the benefits of this growth the industry has also faced a number of potential issues, which have included:

- the lack of a key national strategy for the future of food and wine tourism;
- lack of cohesion; and
- lack of co-operation.

The food and wine tourism industry is still in a period of growth, with an increasing number of wineries providing cellar door facilities, and a growing number of farmers markets bringing consumers and tourists into contact with food producers. While some regions have loose structures set up to assist in the development and promotion of the wine and food tourism industry, there is no organisation that is responsible (or seen to be taking responsibility) for the food and wine tourism industry as a whole.

In order to understand how the industry could move forward cohesively the author decided to examine the food and wine tourism industry and its stakeholders to try and understand what was important to them, and understand their current support networks. In addition the research was used to understand what organisations are seen as responsible for different areas of development and promotion, as well as looking at the possibilities of increasing food tourism experiences by promoting local food.

This thesis uses a mixed approach of secondary desk and content research and primary quantitative research to attempt to answer the following objectives:

- Examine the structure of the food and wine industry in New Zealand;
- Identify and compare the expectations of the different stakeholders involved in the food and wine tourism industry in New Zealand;
- Conduct a comprehensive analysis of the strengths, weaknesses, opportunities and threats facing the New Zealand Food and Wine Tourism Industry;
- Measure support and usage of local food usage by restaurants; and
- Measure difficulties faced by restaurants in accessing local foods – and how this impacts on the food tourism experience.
Two surveys were conducted amongst industry to answer the objectives of this study. The first survey was an analysis of stakeholders of the New Zealand food and wine tourism industry, which examined business characteristics, willingness to network, perceptions of organisational responsibility, and the key attributes associated with the food and wine tourism industry. Respondents of the food and wine tourism industry stakeholder survey also took part in a qualitative/self-completion evaluation of the Strengths, Weaknesses, Opportunities and Threats facing the industry.

Phase two of the research involved a survey amongst restaurants based in four New Zealand wine tourism regions. The aim of this research was to understand current attitudes towards use of local and regional produce, and gain an insight into the willingness of restaurants to provide and market local cuisine.

The results of the research indicated that there is much potential for the wine and food tourism industry in New Zealand. For the most part stakeholders were interested in working with others, as well as looking to create unique food experiences for their visitors. It was apparent however that there was some need for management and leadership to ensure the industry continued to grow successfully.