TOURISM AND LOCAL DEVELOPMENT COOPERATION

ASSIGNMENT 1

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Tourism and Local Development in Queenstown, New Zealand

1. Concept of Local Development and Its Main Dimensions

Local development is the process by which a community strengthens its economy, social conditions, infrastructure and environment by making use of local resources and giving residents a voice in decisions. Its main aim is to improve people's quality of life while building lasting opportunities for the community. The key dimensions include economic, social, cultural, environmental and institutional development. Economic development relates to jobs, income and business expansion. Social development focuses on living standards, public services and community wellbeing. Cultural development protects traditions, heritage and local identity. Environmental development encourages the protection of natural resources and their responsible use. Institutional development builds stronger local governance, resident participation and cooperation among organisations. These areas are closely linked and support balanced, sustainable growth (Ministry of Business, Innovation and Employment [MBIE], n.d.).

2. How Tourism Contributes to Local Development

Queenstown, situated on New Zealand's South Island, is a globally known destination celebrated for its mountain scenery, Lake Wakatipu and adventure activities. Tourism supports local development by bringing in domestic and international visitors who spend on accommodation, dining, transport, shopping and leisure experiences. This spending strengthens local businesses and encourages investment in tourism infrastructure.

Tourism also provides jobs for residents and helps people build skills in hospitality, customer service and tourism management. Visitors bring different cultural perspectives, which can create meaningful cultural exchange. Tourism income may also fund improvements to public facilities, transport and attractions, benefiting locals as well as visitors. However, fast growth

in tourism can raise housing prices, worsen traffic congestion and place pressure on natural resources. Queenstown therefore needs strong destination management to balance economic growth with environmental protection and community wellbeing (Queenstown Lakes District Council, 2018).

3. Three Economic Benefits of Tourism

a. Employment creation: Tourism creates direct and indirect jobs in hotels, restaurants, retail outlets, transport services and adventure tourism companies. These roles provide income for local families and offer opportunities for people with varying skills and qualifications. Tourism employment also benefits related sectors, such as food supply, cleaning and maintenance.

b. Increased business revenue: Visitors spend money on accommodation, food, guided tours, shopping and recreational activities. This spending supports local businesses and helps smaller enterprises stay financially viable. Businesses then buy goods and services from other local suppliers, keeping money moving through the regional economy (Destination Queenstown, 2026).

c. Investment and economic growth: Tourism attracts investment in accommodation, transport, attractions and hospitality facilities. This investment can improve infrastructure, create new business opportunities and increase the destination's ability to welcome visitors. Visitor spending also produces indirect benefits when businesses purchase from local suppliers. Together, these activities can strengthen the regional economy and support future development (Queenstown Lakes District Council, 2018).

In conclusion, tourism is central to Queenstown's local development because it creates jobs, raises business income and encourages investment. Nevertheless, sustainable planning is necessary so that these economic gains do not come at the expense of the environment or

residents' quality of life. Queenstown's tourism sector is increasingly focused on delivering economic, social, cultural and environmental benefits for both residents and visitors.

References

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3. Queenstown Lakes District Council. (2018). Sustaining tourism growth in Queenstown: Business case. https://www.qldc.govt.nz/media/nazhf4fd/1803-sustaining-tourism-growth-in-queenstown-final-report.pdf