

## OUR VALUES

BY EMBRACING THESE VALUES, WE WILL ACHIEVE OUR VISION OF A SUCCESSFUL AND SUSTAINABLE TOURISM INDUSTRY:

### Kaitiakitanga

The guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations.

### Manaakitanga

Showing respect, hospitality, generosity and care for others.

### Whanaungatanga

A relationship through shared experiences and working together which provides people with a sense of belonging.

### Contributing to national and global goals

The United Nations Sustainable Development Goals provided the starting point for the TSC which evolved to meet the characteristics of New Zealand's tourism industry.

The TSC is also aligned with the New Zealand Treasury Living Standards Framework. This represents the Government's perspective on what matters for New Zealanders now and into the future.

The TSC supports both the New Zealand tourism industry's **Tourism 2025 & Beyond Sustainable Growth Framework** / Kaupapa Whakapakari Tāpoi and the Government's **New Zealand - Aotearoa Government Tourism Strategy** / Te pūwāwai tonu o Aotearoa i te tūpu tonu o te ao tāpoi.



Tourism isn't an island. It contributes to our national and international way of life, supports communities and gives back to nature. Through the Tourism Sustainability Commitment, we are reinforcing these connections and providing a programme for the tourism industry to use to ensure its prosperity over the long term.

GRAINE TROUT  
TIA CHAIR



Our ambition is to move beyond sustaining, to restoring, to regenerating. Tourism has tremendous capacity to improve our nature, reduce our footprint and enrich communities, and collectively we must strive to achieve this.

GRANT WEBSTER  
TOURISM HOLDINGS LTD CHIEF EXECUTIVE



## NEW ZEALAND TOURISM SUSTAINABILITY COMMITMENT

HE KUPU TAURANGI KIA TOITŪ AI TE TĀPOITANGA



Image: Discover Watsons

## OUR VISION

Leading the world in sustainable tourism

Toitū te taiao, toitū te tāpoi.  
E kōkiri ana e Aotearoa

As an industry, we work together to provide strong benefits to the people and places of Aotearoa New Zealand. We strive to enhance our natural environment and enrich our communities, while delivering economic prosperity and providing quality experiences that delight our visitors.

The Tourism Sustainability Commitment is a programme to enable individual tourism businesses to contribute to our vision. It sets out practical actions to enable all businesses to play their part. Together we can create a world-leading and truly sustainable tourism industry.

## What's involved

The most important word in the TSC is commitment. TSC supporters commit to:

- Having a sustainability plan with goals for all 12 Commitments
- Making measurable progress towards the goals
- Embedding sustainability into business systems, processes and plans
- Providing an annual update on progress
- Telling communities and visitors about our sustainability efforts.

## About the Tourism Sustainability Commitment

The TSC was launched in 2017 with strong backing from New Zealand's tourism industry.

Within two years, it was supported by more than 1400 businesses. Refreshed in 2020, the TSC is firmly established as the programme for all New Zealand tourism businesses to use in order to achieve sustainability. To be sustainable as an industry, all businesses must be individually sustainable.

The programme is focused on supporting the industry to be restorative or regenerative in its interactions with both nature and communities. This means we are moving from minimising harm to making a positive contribution. The TSC has the ambitious goal to ensure tourism gives back more than it takes.

## JOIN US

It's simple and free to adopt the TSC. Visit [www.sustainabletourism.nz](http://www.sustainabletourism.nz)



## ECONOMIC

Tourism delivers opportunity and prosperity across the New Zealand economy.

- 1 Resilience**  
We focus on long term business performance and resilience.
- 2 Investment**  
We invest to create value, opportunities and to drive sustainable practices.
- 3 Innovation**  
We innovate to solve problems, create new ways to do things and increase productivity.



## VISITOR

New Zealand provides world-leading experiences for both international and domestic visitors.

- 4 Visitor Satisfaction**  
We strive to always meet or exceed visitor expectations.
- 5 Culture and Heritage**  
We embrace Aotearoa New Zealand's culture and heritage as part of delivering a unique and authentic visitor experience.
- 6 Visitor Engagement**  
We engage with visitors about how to be great travellers within Aotearoa New Zealand.



## COMMUNITY

New Zealanders understand, support, shape and benefit from tourism operating in their communities.

- 7 Employer of Choice**  
We attract, support and develop the workforce we need to flourish and succeed.
- 8 Community Engagement**  
We actively and positively engage with the communities in which we operate, taking a leadership role to champion causes that are important to the community.
- 9 Sustainable Supply Chains**  
We have socially and environmentally sustainable supply chains.



## ENVIRONMENT

Tourism strongly contributes to protecting, restoring and enhancing New Zealand's natural environment and biodiversity.

- 10 Restoring Nature**  
We contribute to protecting and enhancing Aotearoa New Zealand's environment, including water, biodiversity, landscapes and clean air.
- 11 Carbon Reduction**  
We act urgently to contribute to Aotearoa New Zealand's transition to a net zero carbon economy.
- 12 Eliminating Waste**  
We take responsibility for the entire life cycle of products and services we use and ultimately eliminate the waste associated with these.