



BUSI553 – International Business Week

Individual Assignment:

“Brainstretch Report”

Sustainable Tourism in New Zealand



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1. Executive Summary

This essay discusses the tourism industry in New Zealand paying special attention to the global implications of “green tourism” and the implications for New Zealand. The author focused on two topics, the role of the aviation industry and the chances of ecolabels because of their crucial importance for a successful tourism industry. The remote and isolated location of New Zealand makes the tourism industry dependent on international flights and the impact through the emission of greenhouse gases in the higher atmospheres is seen as especially contributing to global warming. Initiatives like travel miles or the implications of an integration of the aviation industry in carbon trading schemes will have a direct impact on New Zealand tourism. Ecolabels are discussed as an important factor for the New Zealand tourism industry as soon as the tourists are in New Zealand. So far New Zealand is benefiting from an excellent international reputation as a green and clean paradise on earth and the goal of these ecolabels in general is to maintain this status. The New Zealand authorities are seen as to be on the right way to control, monitor and if necessary to restrict access to the natural capital in the country to maintain them for future generations.

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