

PRESS RELEASE

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Banks Peninsula Consulting Company Receives Funding for Innovative Regenerative Tourism App

July 10, 2023

A consulting company based in Banks Peninsula has been awarded funding through the Tourism Innovation Fund by the Ministry of Business, Innovation and Employment (MBIE) to develop a groundbreaking app that aims to promote regenerative tourism.

The app, called SmaRT (Smart Regenerative Tourism), aims to revolutionise the way tourists engage with the environment and local communities while travelling. Only sixteen applications across the country were approved in the Stream One Funding Round.

Dr Asif Hussain, Director of the Sustainability and Resilience Institute, is leading the project alongside renowned Emeritus Professor David Simmons and Dr Francesc Fusté-Forné. This team of experts brings together a wealth of experience and knowledge in the fields of tourism, sustainability, and technology.

Banks Peninsula will be used to complete the pilot study and develop ways in which the SmaRT App will provide users with the ability to discover and engage with regenerative tourism products and services. The SmaRT App is designed to provide a database of regenerative tourism products and services across New Zealand.

It will serve as a valuable resource for both domestic and international tourists who want to reduce environmental harm while actively contributing to the places they visit. "With the SmaRT App, we aim to support New Zealand's commitment to global regenerative tourism," explains Dr Hussain. "This innovative project not only promotes sustainable travel practices but also pioneers measuring the 'lifecycle value of the tourist.'

"We live in an era of conscious travel, and we believe this app will empower travellers to make a positive impact on the environment and local communities while also enriching their own travel experiences," states Dr Hussain. "Tourists are increasingly aware of the environmental impact of their journeys. The SmaRT App will enable users to contribute to the decarbonisation of the New Zealand tourism industry."

The SmaRT App not only caters to current travellers but also aims to engage future generations. By leveraging digital technology and platforms, the app will provide a familiar and accessible platform for Generation Z and other tech-savvy individuals to embrace the concept of regenerative tourism.

Policymakers and Regional Tourism Organisations (RTOs) will have access to the app's data, which will serve as a baseline to promote regenerative tourism and inform decision-making processes that prioritise communities and the natural environment.

The app will support host communities in managing tourism, enabling them to actively participate in destination management and marketing efforts.

Tourists themselves will have the opportunity to contribute to the improvement of regenerative tourism products and services through the SmaRT Review Portal.

As the SmaRT App project progresses, it promises to make significant strides in reshaping the tourism industry in New Zealand and setting an example for sustainable travel worldwide.

The team behind the app is excited about the potential impact it will have on both travellers and the environment.

Participants from Banks Peninsula are encouraged to contribute to the discovery phase of the SmaRT App development.

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Sustainability and Resilience Institute (SRI), New Zealand

About Sustainability and Resilience Institute (SRI), New Zealand:

Sustainability and Resilience Institute (SRI) is a boutique consulting company based in Banks Peninsula, New Zealand. Committed to driving sustainable change, SRI focuses on developing innovative solutions that promote regenerative practices in various industries. Through the development of the SmaRT App, SRI aims to revolutionise the way tourists engage with travel experiences, fostering a more sustainable and regenerative approach to tourism.