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NEW ZEALAND CLASSROOMS*

TOURISM: PART ONE DESTINATION NEW
ZEALAND

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DESTINATION NEW ZEALAND

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INTRODUCTION

SOMEBODY ELSE'S HORIZON

Somebody Else's Horizon (extract)

National Film Unit 1976. Duration 12:17

A film to mark the 75th anniversary of the establishment of the Tourist and Health Resort Department in 1901, later to become the Tourist and Publicity Department. Shows the use of early sound travelogues to entice visitors to New Zealand.

THE SCENIC WONDERLAND

COASTS OF NEW ZEALAND 1910

Coasts of New Zealand (extracts)

Pathé Frères, 1910. Duration 3:41

Tourists on a ferry in the Milford Sounds, travelling the West Coast by carriage and climbing a glacier. The idea of a 'Scenic Wonderland': Bush, Mountains, Rivers and Lakes, has been deeply ingrained in a New Zealander's sense of place. A high percentage of early films were travelogues advertising the 'Scenic Wonderland' to prospective tourists and, of course, immigrants. The music is a contemporary addition. The original film was hand-tinted.

QUEEN OF RIVERS 1928

Queen of Rivers (extracts)

NZ Publicity Office 1928. Duration 2:13

The riverboat leaves Wanganui for a scenic, delivery trip to Ohura Falls in the upper reaches of the Whanganui River. A healthy portion of our Wanganui footage centres on the river, which was a tourist highlight of colonial and early 20th century times. Nice in Black and White.

GOLDEN COAST 1933

Golden Coast (extract)

Filmcraft Sound Reviews 1933. Duration 2:46

The purple prose of early sound-film efforts is evident in this piece. The eulogy of 'God's Own Country' here extended to its full potential, for tourism.

NZ GOVERNMENT TOURIST BUREAU 1968

NZ Government Tourist Bureau: New Zealand

[1968] . Duration 2:04

How many urban shots here? Not many. English and North American accents chucked in to the audio mix. “This year, come over to green friendly New Zealand, the fabulous holiday place for every season of the year”

THE SPORTSMAN’S PARADISE

MEET NEW ZEALAND 1949

Meet New Zealand (extract)

National Film Unit 1949. Duration 2:34

Trout fishing and skiing are used as visual evidence of outdoor sports. The concluding commentary sentence states: “With skiing, shooting and tramping in the ranges; riding, football and cricket on the plains; surfing, yachting and big game fishing at sea, New Zealand offers to native and visitor alike the chance to exert himself in every field of sport”!

MOUNT COOK NATIONAL PARK 1964

Pictorial Parade 148 (extract)

National Film Unit 1964. Duration 3:47

MT COOK NATIONAL PARK: Tourists enjoy the wonders of the Mt Cook National Park. From the Alpine Bar in the Hermitage Hotel, to mountaineering, hunting, aerial flights, and skiing down the Tasman Glacier .

SOUTH SKI ISLANDS 1981

South Ski Islands. A New Zealand Ski Adventure (extracts)

Air New Zealand 1981. Duration 5:15

A promotional film inviting skiers and people to “Come on down to the South Ski Islands” of New Zealand. From the Alpine Guide centre at Mt Cook Hermitage, professional mountain guides take a group into the heart of the Mt Cook National Park for some outrageous skiing. This film also includes white water-rafting, fishing, ballooning, jet boat racing, a tour bus ride around Queenstown district and the surrounding countryside.

CULTURAL TOURISM

POI DANCES AT WHAKAREWAREWA 1910

Poi Dances at Whakarewarewa (extract)

[1910] . Duration 2:26

Canoe poi and short poi are performed for tourists at Whakarewarewa. Lead women demonstrate vigorous pukana and dance techniques. Other women perform action songs. As an example of early film subject matter, "indigenous" footage was a recurrent theme, often used as a tourism / immigration initiative.

VALLEY OF ENCHANTMENTS 1930

Valley of Enchantments (extract)

NZ Government Publicity Office 1930. Duration 2:00

Example of a common theme in early to modern tourist publicity. The indigenous component was a consistent element. The intertitles give away the belief systems of the period.

HOLIDAY HAUNTS 1935

Holiday Haunts (extract)

New Zealand Government Publicity Office 1935. Duration 4:40

Tourist attractions at Rotorua: golf, bowls, model pa at Whakarewarewa, children diving for pennies from Pueranga Bridge, Pueranga Geyser, Blue Baths, Hongi's Track, Wishing Tree, Lake Rotoiti, trout at Fairy Springs. Every country has its Rotoruas... The first Government Film Department was under the administration of the Tourist and Publicity Department (1907-12) and note its name in 1935! This item is typical of 90% of early government films – scenery and tourism ad nauseam... If you miss the punch line it does actually say: "New Zealand girls do not believe in lunching of a lettuce leaf and a lemon in order to keep their schoolgirl figures."

MEET NEW ZEALAND - GUIDE RANGI 1949

Meet New Zealand (extract)

National Film Unit 1949. Duration 2:04

Here's the transcript: "Many tourists take home the idea that the Maori people are just a picturesque remnant living in the midst of thermal wonders. This is because one or two villages keep up the outward aspects of Polynesian life.

These places do succeed to some extent the ancient pattern of Maori community living". Guide Rangi gives us the low-down on titi torea.

ROTORUA LOOKABOUT 1969

Rotorua Lookabout (extract)

National Film Unit 1969. Duration 2:33

Culture as entertainment? 1969 seems a long time ago.

MIKE TAMAKI 2002

Pavlova Paradise Revisited (extract)

McDougall Craig North Productions 2002. Duration 4:26

Mike Tamaki explains how it's all different in 2002.

AUTHENTIC MAORI TOURISM 2004

Frontseat. Series 1. Episode 3 (extract)

Gibson Group 2004. Duration 5:29

Studio discussion about what constitutes 'authentic' Maori tourism. Speakers: Johnny Edmonds (National Maori Tourism Network), Mika (entertainer), Mike Tamaki (Tamaki Heritage Group).

MAORI VENTURES 2004

TV3 News 13/01/2004 (extract)

TV3 Network 2004. Duration 2:24

Maori ventures appear to be the fastest growing part of the New Zealand tourism industry. Glenn Webber (Ministry of Tourism); Brian Megaw (Business Partner).

IMAGE PROBLEMS

MILFORD SOUNDS SPILL

One News 09/02/2004

TVNZ 2004. Duration 3:41

A big clean-up effort in Milford Sound has averted a potential environmental disaster after 13,000 litres of diesel were spilled into the water after an act of sabotage. David Gabbot (Crew); Jason Steele (Chef); Dave Hawkey (Real

Journeys); Mike Pearson (Environment Southland); Voxpop; Vicki Wilkinson-Baker (TVNZ Reporter – live from Te Anau).

WEATHER & TOURISM

One News 24/12/2004

TVNZ 2004. Duration 2:03

Clean, green and very wet, pre-Christmas 2004.