

## Prospects for the Development of Tourism in New Zealand

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**Introduction.** In terms of tourism development, New Zealand is one of the most attractive countries. In fact, there is not much land where beautiful beaches are framed by palm trees, where you can enjoy breathtaking views of the snow-covered valleys.

**Materials and methods.** New Zealand is a country of volcanoes. On the tops of many of them special viewing platforms are equipped for the tourists, with stunning views of the high mountains of the Pacific Ocean and Tasman Sea.

Distance and isolation from the rest of the world have produced a unique flora and fauna in New Zealand. There almost 75% of plants and 93% of birds are endemic.

Tourists who repeatedly visit New Zealand argue that this country is always different. Any traveller finds something new, unknown and unique each time.

North Island is popular for mountains, geysers, warm mud baths, beautiful beaches and endless emerald meadows. In this part of the country tourists visit the national park Tonharyro, a wonderful botanical garden in Wellington and Auckland Museum, including a famous Melanesian Museum.

South Island resembles to some extent Norway: there are fjords, glaciers, wild mountain rivers of extraordinary purity, where trout, sharp peaks of mountains and impenetrable forests are present. The grand icfall Hohshrettera will impress anyone. Locals call it "ice Niagara".

Rich and diverse traditional Maori culture also interests tourists with unique art of woodcarving and other natural materials, weaving, tattoo art, legends, myths and stories, group dances and martial rituals.

Although New Zealand is a young country, it has its own traditions. New Zealanders regardless of race call themselves "Kiwi". The totality of local national cultural components is called "kiviana". Kiwi is an endemic bird of New Zealand who cannot fly and national fruit, bred in this country, now known everywhere.

**Results.** The various means to increase the flow of tourists In New Zealand are used. One of them was the devaluation of the local currency to US dollar by half, creating psychological conditions for tourists to travel to this remote country.

The main object of tourism in New Zealand is Rotorua which is a geothermal resort on the lake of the same name. There is the Institute for Maori there, where you can see the cultural heritage of the indigenous Maori inhabitants.

Rotorua offers tourists a unique Maori concert, which is famous for Polynesian show "jeep safaris" on the slopes of volcanoes, helicopter trip to the crater of an extinct volcano Taravera, Polynesian baths with hot mineral water, lake trout fishing.

The valley of geysers Vanotapu is located 24 km far from Rotorua; it is less known to tourists, but famous as a more picturesque place.

**Conclusions.** So, the development of global transport infrastructure and the increase of the welfare of the world certainly will "open" Australia and Okeania macro region for mass tourism. New Zealand is one of the most attractive areas.

### References

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