

# BEYOND NATURE BEYOND VALUE

New Zealand Tourism and Hospitality  
Research Conference 2006



## BOOK OF ABSTRACTS

Image courtesy of Tourism New Zealand

**Department of Tourism  
University of Otago  
5 – 7 December 2006**



Te Whare Wānanga o Ōtāgo

# BEYOND NATURE BEYOND ZALUBE

**New Zealand Tourism and Hospitality Research  
Conference 2006**

## **BOOK OF ABSTRACTS**

Hosted by:  
Department of Tourism  
University of Otago  
Dunedin, New Zealand  
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**5-7 December 2006**

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**Tuesday 5 December - 3.30 pm - 5.30 pm**

**Room: CO.221**

**FOOD, WINE and TOURISM**

**Chair: Richard Mitchell**

**Is Winery Visitation Mainly for the Elite? An Investigation of Winery Visitors in New Zealand**

*Alonso Abel, Rick Fraser and David Cohen*

*Wellington Institute of Technology and Lincoln University*

**The Rise of the World's Most Southern Boutique Brewery**

*Tracy-Lesley Harkison*

*Auckland University of Technology*

**Farmer's Markets, Tourism and Slow Food: An Australian Case Study**

*Anne-Marie Hede*

*Deakin University*

**Generation Y at the Winery Cellar Door: Their Expectations and Experiences of Service**

*Joanna Fountain*

*Lincoln University*

## **Is Winery Visitation Mainly for the Elite? An Investigation of Winery Visitors in New Zealand**

*Alonso Abel, Rick Fraser and David Cohen*

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and Environment, Society and Design Division, Lincoln University*

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The remarkable development of New Zealand's wine industry and the continuous growth of its hospitality industry have received considerable attention in recent years. These events have contributed to the growing popularity of new tourism trends, concepts, or alternative leisure activities in rural areas, including wine tourism.

While the contributions of current and previous wine tourism studies have been widely acknowledged, several dimensions of the winery experience have received limited attention. One of these is the higher-than-average income among winery visitors. This characteristic is often assumed as a given in wine tourism studies, with little comment or debate as to whether wineries are maximising their missing opportunities by mainly focusing on wealthier visitors.

This paper reports the findings of an exploratory study conducted in New Zealand wineries that investigated potential relationships between different visitor groups in terms of their yearly income, and whether this element was a factor influencing their expenditure at the winery.

A number of differences between groups exhibiting different incomes were noticed relative to several dimensions of the winery experience. This was particularly noted between groups based on respondents' ages, and whether they were domestic or international visitors. The findings suggest that higher incomes do not translate into higher winery expenditures. The apparently higher commercial potential of the less affluent visitor groups may offer as good if not better commercial potential as the 'wealthier' visitor groups is identified. These findings could have significant implications for the wine and wine tourism industries.

**Key words:** Wine, wine tourism, winery visitors, visitor group differences, income.

## **The Rise of the World's Most Southern Boutique Brewery**

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Historically, beer brewing in New Zealand spans around 170 years. The evolution of beer brewing starts with the first recorded small-scale brewery in Kororareka in the Eastern Bay of Islands in 1835 followed by the advent of national commercial brewing companies in the early 1840's centered in Wellington and Auckland and through to the present day where along side the nationals, there is a proliferation of microbreweries\* producing specialist beers, lagers and real ales, which are created from high quality ingredients and crafted to produce unique character flavours for casual drinking and some even tailored to compliment particular food styles. (Akin to wine production and marketing)

Consequently, an appreciable market has evolved with an ever growing number of discerning beer drinkers welcoming the alternatives to the commercially produced generic brands.

\*Around 50 micro breweries are currently listed on the website [realbeer.co.nz](http://realbeer.co.nz)

## **Farmer's Markets, Tourism and Slow Food: An Australian Case Study**

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While farmers' markets are increasingly being used as a part of tourism strategies and destination promotional literature, they have received little attention from the tourism discipline. This paper addresses this gap by examining farmers' markets within the context of special events. The paper provides an introduction to farmers' markets and an indication of their growth globally, followed by an examination of the literature on them. A case study of the Airey's Inlet Farmers' Market, on the Great Ocean Road Victoria, is used to explore the relationship between farmers' markets, tourism and slow food.

Three sources of information were used to develop the case study. A series of semi-structured, face-to-face interviews was undertaken with the manager of the farmers' market, a representative from the Airey's Inlet Tourism and Traders Association, and from the Surf Coast Shire. During this same period, participant observation was also undertaken at five consecutive markets, with a particular emphasis on attendee and vendor behaviour, when the researcher took field notes based upon observations. Local newspapers were also examined for information about the farmers' market. These data were then examined using the three elements of the Triple Bottom Line (TBL) as a guiding theme. The TBL also provided the framework for the presentation of the results.

There are known limitations of the case study approach, but the findings here highlight that it is possible that social, economic and environmental outcomes can result from the staging of farmers' markets. The case study highlights how farmers' markets, through their connection with the Slow Food Movement and appropriate management, can be the impetus, not only for economic exchanges, but to also create social and environmental outcomes for their host communities. Further research is recommended on this topic to explore how farmers' markets can leverage the positive impacts of tourism for their host communities.

## Generation Y at the Winery Cellar Door: Their Expectations and Experiences of Service

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Visitation to winery cellar doors is a significant component of wine tourism, and the quality of cellar door service plays an important role in a tourist's overall experience of a winery, in the emotional attachments they develop for a brand, and by implication, their future purchase intentions. The overall aim of the research project on which this paper is based is to investigate visitor expectations and experiences of service at winery cellar doors in Australia (Swan Valley, Western Australia; Yarra Valley, Victoria) and New Zealand (Waipara, Canterbury). Of particular interest has been an exploration of variations in expectations and experiences of visitors based on generational differences. Research on this topic is increasingly important in light of the aging Baby Boom generation and the need to foster an interest in wine amongst younger people in order to ensure the long-term survival of the wine industry.

Most previous studies of perceptions of cellar door service have been conducted using exit questionnaires. In this instance it was felt that a qualitative approach could provide useful insights into the cellar door experience and a modified mystery shopping approach was used to explore the winery cellar door experience, supported by focus group discussions.

This paper presents results of this research regarding the expectations and experiences of Generation Y visitors at the winery cellar door, with the Generation Y cohort defined as those born between 1978 and 1994. Findings indicate that Generation Y participants give more importance to the overall experience and the service they receive at the winery than to the wine itself. The Generation Y participants also report enjoying interaction with winery staff and would like more opportunity to do this. In this regard, Generation Y participants reveal similarities with those of Generation X. However, Generation Y participants also display preferences which differ from those of their older counterparts, particularly in relation to their concerns about the 'intimidation factor' of the winery and their desire for more guidance through the wine tasting process. For example, while all participants in this research had similar levels of knowledge about wine, Generation Y participants seemed less confident about the cellar door experience in general and were more intimidated by the environment of some of the larger wineries than other participants. These findings belie the general belief that this is a confident and self-reliant generation. The paper concludes by offering some recommendations of ways in which wineries can ensure the cellar door experience they offer encourages younger visitors to feel at ease, enjoy the experience, and hopefully, become loyal consumers.

**Tuesday 5 December - 3.30 - 5.30 pm**  
**Room: CO.220**  
**TOURISM MARKETING MANAGEMENT**  
**Chair: Tim Coles**

**Visitor Satisfaction with an Island Backpacker Resort: An Importance-Performance Analysis of Tourists on Likuri Island, Fiji**

*Michael Lück*

*Auckland University of Technology*

**Lovemaking Australia: Mateship, Grog and Aboriginal Culture**

*Elsbeth Probyn, Clifton Evers, Jennifer Germon and Sarah Donald*

*University of Sydney and Vintage Cellars*

**Destination Mix Elements: A Comparison of Stakeholders' and Visitors' Perceptions**

*Girish Prayag*

*University of Mauritius*

**Measuring Net Revenue Across Multiple Channels of Distribution for New Zealand Tourism**

*Doug Pearce*

*Victoria University of Wellington*

## **Visitor Satisfaction with an Island Backpacker Resort: An Importance-Performance Analysis of Tourists on Likuri Island, Fiji**

*Michael Lück*

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In tourist satisfaction research, commonly either the performance, or the importance of the attraction or place in question are investigated, rather than both. Marketing literature, however, suggests that consumer satisfaction is a function of both expectations related to product attributes and their performance. Robinson Crusoe Island Resort is the only accommodation facility on Likuri Island in Fiji come. Respondents were asked to indicate their rating for the importance of various items about the resort.

This study employed two main tools: Firstly, during a pilot survey in April 2006, in-depth interviews have been conducted with visitors at Robinson Crusoe Island Resort. At the same time, all guests have been handed out a questionnaire to fill in. The results of both surveys were analysed and formed the basis for the final questionnaire. This questionnaire was a web-based survey. At check-out, all guests at Robinson Crusoe Island Resort between May and October 2006 were handed a small card with basic information about the project, the web address of the questionnaire, and the invitation to participate in the survey by filling in the survey. In the survey, respondents were also asked to rate the performance of these items during their stay. By plotting the results into the Importance-Performance Grid, the relationship between importance and performance can be elicited. The grid also shows in which of the four categories “concentrate here”, “keep up the good work”, “low priority”, and “possible overkill” the respective items fall, and thus helps to identify priorities for management of the island’s resources for snorkelling and diving.

(Results and conclusions are not known yet, since I am only in the pilot stage of the survey)

## **Lovemaking Australia: Mateship, Grog and Aboriginal Culture**

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Our title is a deliberative take on what has been widely perceived as a disastrous advertising campaign on the part of Tourism Australia ('Where the Bloody Hell are You'). On a more positive note, we want to acknowledge the inspiration that New Zealand provides in thinking about how to ethically package cultural (including most notably wine and food, as well as sport) and Indigenous tourism. As a working project in development we take from previous work done in emotions and affect (Probyn, 2005), empirical research on mateship in surfing and other sports (Evers), extensive practical wine industry knowledge (Donald) and a small pilot project examining Indigenous and cultural tourism in Far North Queensland.

At a conceptual level we take from Kevin Roberts (Saatchi & Saatchi) the idea that lovemarking rather than branding is the way of the future. While Roberts' ideas are far from scientific, they are generative of a model that emphasises that the product and process of tourism has to deeply involve inside and outside players. While lovemarking sport and mateship presents little obstacle for the majority of Australians, as values they need to be reformulated for outside interest, especially if we are concerned to attract an educated, affluent and also female market. Australian wine can be said to have a higher profile outside of Australia and its value needs to be reasserted from within, especially under the current conditions of hyper homogenisation by large corporations. And finally, Aboriginal culture must be radically revalued from within if we are to sell Australia as other than a racist and colonial destination.

Thus we start by contextualising lovemarking within a more academically sound framework of research on affects, emotions and place, and augmented by studies from the subfield of affective geography. We then briefly present findings on surfing and mateship, and the relatively few initiatives to coordinate food and wine tourism in Australia. Then we will consider the challenges presented by Aboriginal tourism, including the question of authenticity and of the ethical involvement of non-Indigenous tour operators and government policy.

The remaining part of the paper will be devoted to conceptually articulating these domains and the challenge of how to bring on-board locals in the attempt to attract international visitors. Attention will be particularly paid to the emergent and important market of Mainland Chinese tourists for whom the values and experiences of surfing, wine and Aboriginal culture are novel, if not unknown.



## Destination Mix Elements: A Comparison of Stakeholders' and Visitors' Perceptions

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A destination is more than a geographical area, it is a combination of functional and emotional experiences for the visitor. Neither do all visitors have the same perceptions of a destination, nor stakeholders fully understand the expectations of visitors. Often how visitors perceive the destination brand is different from how destination marketing organisations (DMOs) would like the brand to be perceived. This gap between expectations and perceptions of both destination marketing organisations and final customers about a brand is recipe for failure. As a result, destination marketing strategies are poorly crafted. The resulting image and message contradictions influence visitors' intentions to revisit, willingness to recommend the destination, and positive word of mouth. This paper outlines the perceptions of a sample of 143 respondents, of which, 85 are international tourists, and 58 are stakeholders, on the holiday experience offered by the city of Cape Town. The main objective of the study was to identify any perceived gap in visitors' and stakeholders' perceptions of destination mix elements, and the latter shapes the image of a destination. A qualitative methodology was employed to capture opinions and attitudes of respondents using semi-structured interviews. Data and information gathered were triangulated with other sources of information such as destination websites, publicity materials, brochures, and official tourism reports. The findings revealed the existence of a gap between attributes that influenced international tourists to choose Cape Town and what stakeholders believe lead to the choice. The perceptions of visitors exceeded their expectations on attributes such as scenic beauty, friendliness of locals, safety, and cosmopolitan vibe while perceptions fell short on attributes such as poverty levels, city cleanliness and public transport. Accommodation, accessibility, attractions and city atmosphere were viewed positively. However, stakeholders did not always share these opinions. There seems to be a perceived gap on image attributes such as climate, scenic beauty, culture and value for money between stakeholders and visitors. Stakeholders attach more importance to destination mix elements and tend to focus marketing activities on cognitive images. They have far worse perceptions of accessibility and public transport in comparison to visitors. The major conclusion that can be drawn from the findings is that stakeholders seem to have a far worse perception of the destination than visitors. There is inherently a lack of consensus among stakeholders on how to best market and promote the destination, which inevitably creates confusion for the visitors. Despite a strong and coherent branding effort, the city brand is still not well defined in the eyes of stakeholders and visitors, therefore communication campaigns should seek to fine tune expectations of the latter. The role of DMOs is still not clearly defined, which reduces their credibility vis-à-vis industry stakeholders. Thus, the support of stakeholders is critical to create the right expectations for visitors and more so, to transform these expectations into reality during visitation. The study provides an insight into the multiplicity and complexity of issues faced by DMOs in managing stakeholders' and visitors' perceptions.

## Measuring Net Revenue Across Multiple Channels of Distribution for New Zealand Tourism

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Distribution is increasingly being seen as a crucial source of competitive advantage in tourism marketing. A key component of developing an effective distribution strategy is formulating an appropriate distribution mix. Many tourism businesses today use a combination of direct and indirect channels. In the literature the selection of channels is largely seen as a question of market coverage versus cost. To date, however, there has been little attempt by researchers to systematically measure costs, nor returns, across different distribution channels. Without such information distribution strategies will continue to be based on incomplete knowledge. It is in this context and as part of a much larger study on improving distribution channels for New Zealand tourism that this paper discusses the development of a methodology to measure and compare returns across different channels, direct and indirect (e.g. involving inbound operators, local intermediaries or third party websites).

The methodology involves development of a spreadsheet to collect and analyse data from a selection of attractions and hotels. The data required relate to revenue earned and associated costs (e.g. fees, commission, staffing) for each of the channels used. Collection of such detailed data has proven problematic. While the utility of the assessment is recognized, a number of the businesses approached have been unwilling to make data available for reasons of confidentiality or the time required to compile it. More fundamentally, others appear not to record the data in a way that revenue and costs can be broken down on a channel-by-channel basis, confirming the impression gained from earlier phases of the project that distribution strategies are often not formulated on a detailed financial basis. Using data from a small sample of businesses that have provided adequate data, the paper outlines the methodology and presents some worked examples from Rotorua and Wellington. These illustrate major differences in returns between direct and indirect channels and identify the varying levels of costs associated with each. The management implications of these are also outlined.

**Tuesday 5 December - 3.30 - 5.30 pm**  
**Room: CO.219**  
**TOURISM BEHAVIOUR AND SATISFACTION**  
**Chair: Chris Ryan**

**Diving with Hammerhead Sharks: An Empirical Study on SCUBA Divers' Satisfaction**  
*Ghazali Musa, Sharifah Latifah, Syed A. Kadir and Lawrence Lee*  
*University of Malaya*

**The Travel Motivation of Adventurous Young Solo Travellers**  
*Christian Schott*  
*Victoria University of Wellington*

**Travelers' Behaviour and Satisfaction toward Macau Tourism - An Empirical Study of Individual Visitors from Mainland China**  
*Sio-Wang Ng*  
*Macao Polytechnic Institute*

**Conflicting Activities or Conflicting Values: Is There More to Recreation Conflict?**  
*Arianne Carvalheda D. Reis*  
*University of Otago*

## **Diving with Hammerhead Sharks: An Empirical Study on SCUBA Divers' Satisfaction**

*Ghazali Musa, Sharifah Latifah, Syed A. Kadir and Lawrence Lee*  
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Layang Layang is a Malaysian island in the Middle of the South China Sea. The island is one of the world's premier destinations for the sighting of hammerhead sharks. This study aims at measuring divers' satisfaction with Layang Layang. 263 questionnaires were completed by divers on a voluntary basis in the captive atmosphere of the island over the period of three months in 2005. The result shows that divers were mainly Asian, middle-aged, first timers, experienced, of high education and near equality between the sexes. The overall satisfaction is high. Seven satisfaction factors are derived from 32 diving satisfaction variables in Layang Layang. The most satisfactory experiences recorded by divers are *transport arrangement, underwater features, hospitality and environment*, while the factors that greatly influence divers' satisfaction are *diving experience, underwater features and other recreation*. *Underwater features* are the most important asset of Layang Layang. It is the strongest and most influential factor in divers' satisfaction. The sighting of hammerhead sharks is seen to influence the satisfaction level of divers. Management should look into using Layang Layang strengths in marketing messages while monitoring closely the factors which most influence divers' satisfaction. It is suggested that the over-emphasis on hammerhead sharks as an advertising icon could be counter productive in the management of divers' satisfaction with Layang Layang.

**Key words:** Layang Layang, SCUBA diving, satisfaction, hammerheads

## The Travel Motivation of Adventurous Young Solo Travellers

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As youth-dominated independent long-term travel is receiving increasing research attention a need to distinguish between different travel characteristics within this segment, frequently referred to with the generic term 'backpackers', is ever more apparent. As such, this paper examines young solo travellers seeking out 'adventurous' travel destinations with regard to travel motivation and related trip experiences; of particular interest are the core 'push' motives and the young traveller's framing of the trip. The critical concept of lifecycle stage is enlisted in this context to allow for the significance of two pivotal trip characteristics to be explored in depth, the decision to travel a destination widely perceived as 'risky' and the notion of solo travel. The findings are generated from semi-structured in-depth interviews with 14 young people travelling in Central America, specifically Guatemala. Requirements for inclusion in the study were to travel part of the trip solo, to anticipate a trip length of at least 4 weeks, and to be aged between 18 and early thirties. Travel motives of a deeply self-directed nature were found to dominate the respondent's destination choice and timing in a life-cycle context; all considered themselves to be in a transitional phase in their life. Additionally, the notion of young people enlisting 'adventurous' travel as a mechanism for profound self-development crystallised from the interviews. Equally the chosen practice of solo travel was revealed to be utilised in a premeditated manner with the aim of augmenting the trip's value and effectiveness with regard to the concept of self-development. Hence, it is argued that adventurous travel is a highly valued 'space' for personal development in the transitional phase of youth.

## **Travelers' Behaviour and Satisfaction toward Macau Tourism - An Empirical Study of Individual Visitors from Mainland China**

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The Individual Visit Scheme policy of China, in endeavor to boost Macau and Hong Kong tourism, was begun in 2003 allowing travelers from many provinces of Mainland China to visit Hong Kong and Macau on an "individual basis". In the short period from July to November 2003, more than 600,000 individuals in the Mainland applied for visas to Macau, and 450,000 visas were issued. The number of visitors under the scheme significantly reached two million in May 2004. As an earmarked research project, the purpose of the paper is to investigate the overall satisfaction and travelers' behavior during their visit to Macau, SAR China. In order to study travelers' overall satisfaction towards local tourism tangible and intangible facilities, qualitative approach of depth-interview was conducted in order to generate proper questionnaire for further quantitative study. The findings respectively report that travelers are in general satisfied with local tourism facilities such as the factors "hygiene", "safety", "transportation" and so on. In the traveling behavior, it was found that sightseeing is not the major activity for which travelers are interested, but instead casino was found to be the first priority of visits. The research findings serves as a crucial references for local tourism departments and practitioners in understanding that the attitude and traveling behavior of travelers through Individual Visit Scheme is distinctive from those through tour agency.

**Key words:** Satisfaction, Individual Visit Scheme

## **Conflicting Activities or Conflicting Values: Is There More to Recreation Conflict?**

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As a consequence of the proliferation in diversity of recreational pursuits in natural areas, recreational conflict has emerged as a major concern in leisure management studies. The various attitudes associated with land use and their resulting conflicts have been extensively studied but hitherto mostly focussed on quantitative analysis of conflict phenomena, directing results to management issues only. Few examples of qualitative approaches to understanding conflict exist. Thus the dominant research approaches have generally failed to understand conflict as a social phenomenon that take place in a social context and in a social locus. It is the argument of this paper that outdoor recreation conflict can only begin to be understood if the environment in which it occurs is taken into consideration as well as the society in which it is immersed.

As some scholars note, postmodernism embodies the commodification of different areas of life and the tourism experience is no exception. Moreover, the natural landscapes are subject to the same processes of commodification. In fact, outdoor environments can stress responses to commodification as they carry symbolic meanings often associated with genuine experiences extremely valued by their 'users'. Thus, it seems reasonable to suggest that the commodification of the natural landscape is consequently augmented by the recreational demand in its settings, and this reality proffers questions regarding the different morals associated with the practice of outdoor recreation. Hence, the objective of this working paper is to discuss the role of late modern society and its subsequent commercialization of goods and services on the experiences and values related to the outdoors, more specifically to its contribution to conflict. An analysis of the early and current literature on recreational conflicts, commodification of society, and landscape history and uses form the basis for the discussion and arguments.

This paper concludes that there should be more focus on the natural landscape as a source to understand conflict during recreational experiences in the outdoors. Until today, most studies have been based on the theoretical framework presented by Jacob and Schreyer (1980) where conflict is described as a "goal interference attributed to another's behavior". What seems to be missing is a contextualization of conflict both in space and time, therefore, understanding that conflicts are complex and fluid, and not simply limited to goal interference or competition for scarce resources.

**Tuesday 5 December - 3.30 - 5.30 pm**  
**Room: CO.204**  
**BEYOND NATURE**  
**Chair: Donna Keen**

**Perceptions of Cultural Tourism Amongst Rotorua Community Residents**  
*Fernando Leite and Mark Kanning - Waiariki Institute of Technology*

**National Parks: What do New Zealanders Think of Them?**  
*Stephen Espiner and Kay Booth - Lincoln University*

**The Unacknowledged Factors Determining our Sustainable Tourism Indicators**  
*Gillian McCrum, Kirsty Blackstock and Colin Hunter - The Macaulay Institute and University of Aberdeen*

**New Zealand Ski Field Lifestyles of Japanese Long-Stay Snowboarders as a "Figured World"**  
*Takahiro Miyasaka and Eric Shelton - University of Otago*



## Perceptions of Cultural Tourism Amongst Rotorua Community Residents

*Fernando Leite and Mark Kanning*

*Waiariki Institute of Technology*

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The purpose of this study is to explore and describe differences in community perceptions of cultural tourism in Rotorua. Through the use of Dillman's Tailored Design Method, community perceptions of cultural tourism in Rotorua are explored. It was found that culture is a multi-faceted concept as defined by the respondents and is contentious in that culture presented to tourists is not necessarily holistic. Results show that Rotorua presents Maori culture as the culture of New Zealand while this, according to the majority of residents, is not the full picture that should be presented. It was found that presentation does reinforce identity and pride in community.

**Keywords:** Culture, identity, Tailored Design Methodology

## National Parks: What do New Zealanders Think of Them?

*Stephen Espiner and Kay Booth*

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National parks rate highly in the minds of international visitors to New Zealand. The tourism industry of this nation is built largely around iconic aspects of natural heritage, and images of mountains, bush, glaciers and geysers draw people from around the globe to this tiny corner of the South Pacific. But what do New Zealanders think about their national parks? Following a nation-wide questionnaire survey, this paper examines multiple aspects of the New Zealand public's knowledge of, attitudes towards, and perceptions about national parks.

National parks are primary attractions in the domestic and international tourism markets, and, as such, aspects of their use, and the perceptions and beliefs about their purpose and management, need more consistent investigation than has been achieved to date. The data reported in this paper represent the baseline for an intended longitudinal monitor of New Zealanders and national parks. No such longitudinal study currently exists in New Zealand, and its establishment is of considerable value to understanding both the use and non-use of national parks and other outdoor recreation areas.

The results of this preliminary study allow the authors to consider issues of significance to policy and management of nature-based recreation and tourism in New Zealand. In particular, the paper discusses the importance of understanding public perceptions and attitudes, and identifies factors that appear to compel or constrain public use of national parks. Implications for equitable resource distribution, facilitation of access, recreation management priorities, and emerging social values are also considered.

**Key words:** National parks, New Zealand, public attitudes, survey

## **The Unacknowledged Factors Determining our Sustainable Tourism Indicators**

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Despite the ongoing debate surrounding what is meant by ‘sustainable tourism’, there have been increasing calls in the literature for its operationalisation. A few researchers have answered this call through the development of sustainable tourism indicators (STIs). This has resulted in various approaches to the development of STIs, yet it is often not clear why particular indicators were selected. Furthermore, a review of these STI studies has not been conducted. This paper uses a new conceptual framework to critically analyse published STI papers. It appears that the choice of indicators in each study have been implicitly determined by factors such as: the sustainable tourism stance and spatial scale. These implicit determinants are highlighted and discussed. Initial findings from a questionnaire on STI authors’ opinions of the importance of these implicit determinants are also reported. The paper ends by describing how this conceptual framework might be applied in developing STIs for Scotland’s National Parks.

## **New Zealand Ski Field Lifestyles of Japanese Long-Stay Snowboarders as a “Figured World”**

*Takahiro Miyasaka and Eric Shelton*

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New Zealand ski fields attract young Japanese snowboarders who stay for as long as suitable snow lasts. The individuals who make up these groups, although from disparate social backgrounds, assume shared values and adopt similarly-focussed lifestyles that privilege snowboarding to the exclusion of other social and educational pursuits. The activities of these coteries include behaviour that precludes the group's integration into local ski field society, yet have an internally-logical set of shared meanings. Holland's concept of the figured world is useful in describing such a social situation. We present the 'lived lives' of one such group of snowboarders at a South Island ski field as a figured world and attempt to situate the characteristics of these individuals within Tourism New Zealand's marketing strategy.

**Wednesday 6 December - 9.00 am - 12.30 pm**  
**Room: CO.419**

**BEYOND NATURE INTERPRETATION WORKSHOP**

***A Constructive Approach to Interpretation: Distilling the Essence or Spinning a Yarn***

**Objective:** To explore the contested and constructive nature of interpretation, with an opportunity to construct an interpretation plan using a multi-media approach.

People approach interpretation from a variety of standpoints. But how can we situate interpretation at the centre of the visitor experience, and how can we construct interpretation to be more aligned with our visitors' needs? Does authenticity matter? What is the role of fiction? How does 'fakelore' fit in?

**Wednesday 6 December - 9.00 - 10.30 am**

**Room: CO.204**

**MAORI TOURISM**

**Chair: Maria Amo**

**Indigenous Ecotourism: Nature Conservation, Tourism and Indigenous Land Rights**  
*Heather Zeppel*  
*James Cook University*

**The Economics of Marae-Based Tourism: An Initial Study**  
*Keri-Anne Wikitera and Hamish Bremner*  
*Auckland University of Technology*

## Indigenous Ecotourism: Nature Conservation, Tourism and Indigenous Land Rights

*Heather Zeppel*

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Worldwide, Indigenous peoples are becoming more involved in the tourism industry and particularly ecotourism. "Indigenous peoples comprise five per cent of the world's population occupy 20% of the world's land surface but nurture 80% of the world's biodiversity on ancestral lands and territories" (UN, 2002: 2-3). Ecotourism enterprises controlled by Indigenous people in tribal reserves or protected areas include cultural ecotours, ecolodges and bungalows, hunting and fishing tours, Indigenous cultural attractions and other nature-based facilities or services. This paper reviews Indigenous ecotourism as a special type of nature-based tourism and examines the conservation and community benefits from Indigenous-owned and operated ecotourism businesses or joint ventures. It compares Indigenous ecotourism in developed and developing countries and introduces global case studies of Indigenous ecotourism projects in the Pacific Islands, Africa, Latin America and Southeast Asia. The paper analyses key factors and constraints for sustainable development of Indigenous ecotourism and explores the growing links between biodiversity conservation, ecotourism and Indigenous land rights. The role of environmental NGOs in supporting biodiversity conservation and Indigenous ecotourism projects is also highlighted.

**Keywords:** Ecotourism, Indigenous peoples, land rights, conservation, community development

## **The Economics of Marae-Based Tourism: An Initial Study**

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The economic impact of tourism is a regular feature of tourism research which highlights the economic significance through job creation, direct visitor spending and tax collection. Although Māori cultural tourism is considered one of the key factors in differentiating New Zealand, little is known about the economic contribution of marae-based visitation to the local, regional and national economy.

This initial study assessed the economic impact of specific educational visits to marae. Three different marae participated in the research. Two groups at each marae were surveyed, the visitors to the marae and the host marae administrators. The visitors were asked to complete an expenditure diary of their visit from start to end and base-line financial data regarding the visit was requested from the marae administrators.

The scope of the research was limited to the direct economic impact of visitors as marae operations rely heavily on a complex 'informal economy' that includes cultural indicators such as aroha, kaitiakitanga, and koha. These cultural systems means that workers are not always paid in cash, but in kind, or are part of an individuals' cultural obligations to their marae and as hosts to their visitors. The study acknowledges that further research and alternative methodologies are required to offer a more robust, informative and useful process to support tourism development of marae-based tourism.

**Key words:** Maori, Marae based tourism, economics



**Wednesday 6 December - 9.00 - 10.30 am**

**Room: CO.220**

**INNOVATION, ENTREPRENEURSHIP AND ECONOMIC  
DEVELOPMENT**

**Chair: David Duval**

**Back of the Envelope: Small Tourism Businesses' Approaches and Attitudes to Planning**

*Fiona Macdonald*

*University of Otago*

**Significance of Code Shares for Pacific Airlines**

*Semisi Taumoepeau*

*AIS St Helens*

**Does Cable-Car Innovation Represent a Success Factor in Mature Alpine Tourism Markets? - Empirical Results from Western Austria**

*Marius Mayer*

*Ludwig-Maximilians-Universitat Munchen*

## Back of the Envelope: Small Tourism Businesses' Approaches and Attitudes to Planning

*Fiona Macdonald*

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Small and medium sized tourism enterprises (SMTEs) lie at the heart of New Zealand tourism and are important vehicles of regional economic development. They face considerable resource poverty and vulnerability yet cannot be viewed as purely commercial operations due to owner-manager's lifestyle motivations. SMTEs do not engage in formal business planning processes, nor are strategically oriented, despite wide advocacy that these measures help overcome their inherent difficulties.

This research explored how SMTEs perceive and approach planning. Semi-structured interviews were conducted with owner-managers on New Zealand's West Coast. Recognising their bearing on the business, this person(s) was the central subject of the research.

Although most operators claimed to have a business plan of sorts, the majority were unwritten. Planning was described as informal and "back of the envelope"; goals and strategies were understood in mind and discussed but not documented; "we don't write these things down, we just put them in the back of the brain and discuss them over a glass of wine". The few operators who adopted formal planning processes recognised that formalisation reflected business growth, where planning was necessary and possible in terms of time; "after five years I realised that actually I needed to work on the business, instead of in it. As the business got big enough to employ people to do some of the operations side of things, that gave me more time".

Three themes emerged as to why operators planned in such a manner. Firstly, their experience was considered relevant enough to provide the basis on which they could run their business without the need for written plans, allowing 'intuitive' decisions. Secondly, as operators did not rely upon external finance there was no perceived need to document plans. Finally, operators' considerable operational involvement placed a high importance on their time. Taking the time to document plans was not a priority. The formal planners responded differently as they recognised that growth results in the business' financial ability to employ staff, giving time to take a more strategic approach. Although this predicament was recognised by most businesses, it was this group that made a commitment to growth.

The value they placed upon planning was apparent; "you can't run a business without planning". This differs from literature reporting an under-appreciation of planning, perhaps based upon their informal methods not being recognised as planning.

Most respondents indicated they did not know what strategic meant, or that the term was for 'big business'. However, relationships between their lifestyle motivations and chosen business goals lead the researcher to conclude that lifestyle was a strategic business objective (Hall & Rusher 2004). Therefore these businesses could be considered strategic, but as their 'lifestyle strategies' are unconventional, they are typically not recognised as such.

SMTEs undertake business planning, are strategic and recognise the value of planning. However, the unique means by which they plan are not recognised by support organisations as planning, polarising them from support initiatives intended for their use.

**Key words:** small tourism businesses, business planning, strategic planning, attitudes

## Significance of Code Shares for Pacific Airlines

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Code sharing refers to a practice where a flight operated by an airline is jointly marketed as a flight for one or more airlines. Code sharing is a key feature of the major airline alliances. In the Pacific, airlines are essential for economic development and as a public utility. Due to inherent features of airlines operation in the region such as isolation and lack of economies of scale, recent increases in oil prices and the move for increased air service deregulations, the provision of these essential air services is becoming very costly. Many Pacific countries are now unable to continue to fund the national airlines. This study aims to address the significance of code shares amongst airlines of the region.

This study, which is very much work-in-progress, reports preliminary analysis on the significance of code shares as a strategy to ensure improved and sustainable air services for the region. Research methodologies include case studies of regional airlines, experience surveys and Delphi group sessions consisting of policy makers, stakeholders and airline practitioners.

**Key words:** essential Pacific service, economic survival, airline cooperation

## **Does Cable-Car Innovation Represent a Success Factor in Mature Alpine Tourism Markets? - Empirical Results from Western Austria**

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Since the 1930s cable-cars have constituted the main driving force behind alpine tourism. With demand for winter sport stagnating innovations implemented by tourism entrepreneurs can serve as a means of differentiating the product to meet new consumer preferences. In considering the nature, spatial diffusion and distribution of the most important innovations a systematic empirical analysis of the emergence and diffusion of cable-cars in Austria will be given. Austria is a suitable study area because traditional structures prevail next to innovative destinations, enabling comparisons between them. The quantitative and statistical calculations are supplemented by qualitative analysis of expert interviews. Cable-cars are suitable examples for innovations in tourism but they are not tourist innovations in the narrow sense. The early adopters of innovations are able to realize certain advantages and develop an important competitive edge in contrast to laggards. But it should be clear that important investments in infrastructure are not sufficient to meet increasing customer expectations. In general, cable-cars today do not constitute a tourist attraction per se. Incremental innovations establish too quickly as nearly ubiquitous standards. But it is possible to generate added value for customers in form of innovative features provoked by especially innovative cable-cars.

**key words:** Austria - cable-cars - entrepreneurship - innovation - tourism

**Wednesday 6 December - 9.00 - 10.30 am**

**Room: CO.221**

**TOURISM MANAGEMENT AND POLICY**

**Chair: John Jenkins**

**Co-opetition Amongst Regional Tourism Organisations during the 2005 Lions Tour of New Zealand**

*Richard Wright and Richard Mitchell*

*University of Otago*

**Theory for the Sake of Theory or Genuine Enrichment? Applying Public Policy Implementation Theory to the Tourism Context**

*Julia Albrecht*

*University of Otago*

**Ethnic Tourism in the Mekong: Towards Pro-Poor Tourism**

*Polladach Theerapappisit*

*University of Western Sydney*

## **Co-opetition Amongst Regional Tourism Organisations during the 2005 Lions Tour of New Zealand**

*Richard Wright and Richard Mitchell*

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Professional competitions play a prominent role within 21<sup>st</sup> century society, particularly the highly profitable sport event tourism industry. While the socio-economic impact of hosting one-off 'elite' tournaments have proven a popular field of academic enquiry, the long-term implications of hosting a pre-arranged series of sporting fixtures, over a specific period of time and crossing several regional borders, has largely been overlooked.

This paper uses a case study on the 2005 Lions Tour of New Zealand to examine inter and intra-regional cooperation before, during and immediately following the high profile six week sports series. 'Co-opetition', or cooperating to compete, was used as a framework for this study of eleven Regional Tourism Organisations (RTOs). The data was gathered through a series of semi-structured interviews with those responsible for planning and promoting the nation-wide tour.

The findings highlighted a high degree of industry concern and uncertainty that emerged during the early planning stages. This continued to escalate right up to the eve of the series and, in certain areas, even threatened to overshadow the potential benefits of hosting such a unique event. Whilst evidence of poor communication and insufficient cooperation was evident in this study, respondents perceived the competing RTOs to generally be 'united' in their regional planning approach. The need to mitigate the current gaps in cross-sector and inter-regional communication is seen as one of the major conclusions to emerge from the exploratory study and several recommendations are made on the pressing need for further research into planning sports event tourism in New Zealand.

## **Theory for the Sake of Theory or Genuine Enrichment? Applying Public Policy Implementation Theory to the Tourism Context**

*Julia Albrecht*

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The political sciences have developed a substantial body of theory related to the implementation of public policy strategies, acts, regulations and plans. Other disciplines like the health sciences and education have applied this knowledge successfully and conducted extensive research on how to translate their specific policies into action. Even though implementation research is now a recognised area of investigation, Implementation Theory has not been applied to tourism planning and policy.

Implementation Theory has been developed extensively since the 1970s. Starting with the recognition that plans, laws and strategies are barely implemented as suggested or released, scholars started to investigate the reasons for that lack of enforcement. Implementation Theory puts forward not only explanations for the failure of public policy but also theory that involves different aspects of the implementation process in various contexts, mostly depending on the subject area it refers to and on the stakeholders who are involved.

This conceptual paper serves three purposes. Firstly, it outlines of the main paradigms in implementation research. Secondly, it provides an overview of some of the landmark research on policy and strategy implementation within public policy and the political sciences. Finally, the paper argues that there are several lessons that can be learnt from Implementation Theory that allow it to be applied to the tourism planning context. Using parallels between public policy planning and tourism planning as a starting point, the paper identifies possible applications of Implementation Theory in tourism research.

As the theoretical applications of Implementation Theory in tourism research are wide-ranging, its value can hardly be underestimated. Implementation Theory does not only provide useful theoretical background for a lot of approaches to tourism planning related research but also has relevance in the evaluation and monitoring of planning practice.

## **Ethnic Tourism in the Mekong: Towards Pro-Poor Tourism**

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If 'Pro-Poor Tourism' (PPT) is about changing the distribution of benefits from tourism in favour of poor people, it is not the same as ecotourism or community-based tourism, nor is it limited to these niches. In the area of the Greater Mekong Subregion (GMS), six developing countries where ethnic minority peoples are poor, have actively promoted ethnic tourism, initiated from local to international levels, since 1998. The research questions are: (i) Can ethnic tourism in the Mekong Region actually be made pro-poor?, and (ii) What are the success and failure factors? This paper aims to examine if PPT can be applied to differing policy approaches - top-down, intermediate and bottom-up, on ethnic communities. The main research method is 'content analysis' based upon questionnaire, interviews and participant observation, from case studies in Northern Thailand. The results show that PPT initiatives can involve non-government organisations in reducing poverty through volunteer tourism activities. The research findings suggest that ethical issues for PPT need to be addressed. There can be multiple benefits to the poor from tourism, as well as multiple costs. Costs (including reduced access to natural resources and increased exposure to risk) should be minimised while benefits (including jobs, enterprise and educational opportunities, improved access to infrastructure and services) are maximised. The ethnic poor are often culturally rich and have developed a series of livelihood strategies adapted to their environment. This cultural and natural heritage is a tourism asset. Therefore, tourism is not PPT if it is organised to secure access for mainstream tour companies to the cultural or natural heritage assets of the poor with inequitable returns to the 'owners' of the habitat and culture. The way tourism businesses do their business with ethnic communities needs to be reassessed and regulated with an inbuilt poverty reduction/community development program. This paper affirms that the principles of Pro-Poor Tourism must be sensitively and efficiently implemented - and not comprise no more than convenient marketing rhetoric for top down exploitative economic 'development' of poor marginalised people.

**Key words:** Ethnic tourism, Pro-poor tourism, Greater Mekong Subregion



**Wednesday 6 December - 9.00 - 10.30 am**

**Room: CO.219**

**BEYOND NATURE**

**Chair: Michael Lück**

**Preservation of Heritage Sites through Development for Visitor and Tourism Use: A Case Study of the Otago Central Rail Trail**

*Owen Graham*

*Department of Conservation*

**Displacement and Interactive Travellers: How the Increase of International Interactive Travellers affects New Zealand's Domestic Tourists and Recreationists**

*David Fisher and Jun Kameyama*

*Lincoln University*

**Toilets and Tourism: Experience, National Identity and Destination Reputation**

*Brent Lovelock and Kirsten Lovelock*

*University of Otago*

## Preservation of Heritage Sites through Development for Visitor and Tourism Use: A Case Study of the Otago Central Rail Trail

*Owen Graham*

*Department of Conservation, Otago*

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This paper discusses how, through the preservation of the former Otago Central railway and its conversion into New Zealand's first Rail Trail, small town rejuvenation and regional tourism have flourished. The Otago Central Rail Trail (OCRT) is attracting tens of thousands of visitors to Central Otago each year and is yielding a range of benefits to both the communities and the Rail Trail visitors. The Rail Trail has recently been described by Tourism Dunedin's CEO, Jan Hindson as, 'the best example of social and economic recovery through tourism in this country. It has revitalised small towns in a remote part of New Zealand.'

The paper draws on the results from two studies: one a visitor perception and satisfaction monitor run for three years from 2001 to 2004, and the other a Regional Economic Contribution Study conducted in 2005. Reference is also made to the research investigation of the community and visitor benefits associated with the OCRT by Dean Blackwell as part of his Lincoln University, Master of Parks, Recreation and Tourism Management.

Through the 1990's rural towns in New Zealand lost many of their services and suffered from reducing population as banks and Post Offices closed and many businesses moved away. In Central Otago the same pattern occurred including the closure of the branch railway line affecting 10 towns and communities that had once relied on the railway. The 150km section of the line from Middlemarch to Clyde was constructed between 1891 and 1907. In 1993, after the former railway had been stripped bare of tracks and its old station buildings, the abandoned land was taken over by the Department of Conservation (DOC). Based on the U.S Rails to Trails concept, DOC set out to convert the 150km railway corridor in to New Zealand's first Rail Trail for mountain biking, horse riding and walking. The OCRT was officially opened in February 2000.

Originally intended to fill a gap in the range of recreation opportunities, the Rail Trail preserves the remaining artefacts of the late Victorian railway system and is recognised as possibly New Zealand's largest single historic site. Involvement of the many communities along the Rail Trail has been an instrumental part of the success of the project and a vital element in its transition from recreation facility to full blown tourism attraction. Now recognised as a major catalyst to the growth of tourism in central Otago, over the last three summer seasons, accommodation businesses along the Rail Trail have recorded annual increases in occupancy of more than 30%.

This presentation looks at how the OCRT has succeeded not just as a unique recreational opportunity in Central Otago, but has also sparked a new wave of tourism based around a special mix of heartland New Zealand, railway and landscape heritage and recreation. It looks at the relationship with communities fostered during development of the OCRT, how the preservation of the railway heritage has been a cornerstone of the success of the project and how tourism is transforming the towns along its length.

## **Displacement and Interactive Travellers: How the Increase of International Interactive Travellers affects New Zealand's Domestic Tourists and Recreationists**

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This paper examines the possible implications of Tourism New Zealand's goal of attracting "interactive travellers". It is argued that 'interactive travellers' are more likely to visit remote areas of New Zealand for recreational activities. Consequently domestic users of these areas will move to places that tourists have not yet discovered.

In 2003, Tourism New Zealand released strategic goals, which targeted the so called 'interactive travellers'. These tourists are likely to spread around the regions, participate in different kinds of activities and have high disposable incomes. The philosophy behind targeting this market is to achieve improved financial yield with a lower growth rate of tourist numbers. This study considers tourism and recreational carrying capacities from both a physical and social perspective; interpretations of crowding; the psychological characteristics of the visitors; situational variables; concepts of quality; and displacement. These ideas are developed in conjunction with Tourism New Zealand's goal of attracting the 'interactive traveller'. An expanded model by Manning, and MacCannell's staged authenticity are used to explore how increased numbers of interactive travellers can affect the displacement of domestic recreationists due to perceived carrying capacities being exceeded. Additionally, there is concern about creating dissatisfying experiences for domestic recreationists and communities due to blurred boundaries between front regions and back regions.

Tourism's carrying capacity is complex, as the nature of tourism is multi dimensional. Elsewhere, it has been found that the application of a tourism carrying capacity in practice is limited. The carrying capacity management framework was initially adopted by park managers following concerns that increasing numbers of people would diminish the biophysical resources and the quality of recreation experiences available. From it grew the social carrying capacity model which assumed that by regulating the number of visitors to an area, the social impacts of their visits could be controlled.

Perceived crowding and satisfaction have both been studied as potential social carrying capacity indicators. However, relationships between use level, perceived crowding and satisfaction have proven unreliable. This is due to the high number of variables involved.

In spite of weak relationship, a number of studies in New Zealand suggest that rising demand and use, especially by overseas visitors, has brought increasing pressures of crowding and displacement to conservation estates in New Zealand. Targeting the market of so called interactive travellers has the potential for shifting the impacts of tourism to less developed areas of the country. Additionally managing interactive travellers may be difficult as they do not stay within front regions but move into back regions, with greater potential for negative impacts. Displaced local recreationists may then be pushed into areas that have an even lower threshold for negative impacts or into other activities with a similar increase in impacts. Consequently, the costs associated with attracting interactive travellers could be greater than originally thought.

## Toilets and Tourism: Experience, National Identity and Destination Reputation

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This paper explores the role that toilets play with respect to tourist experience, destination reputation and the reproduction of national identity. Drawing on face to face, in-depth interviews and an analysis of popular representations of toilets “abroad”, it will be demonstrated that there is nothing trivial about focussing on toilets and the toilet experiences of tourists. To the contrary, toilets and toilet experience, that is, the provision of a place and space to urinate and excrete, the type of place and space that is constructed and the cultural significance attached to such places, is seldom random, unimportant or trivial. The basic human function of urination and excretion is a cultural/social taboo in most societies, how this taboo is managed and the meaning attached to this essential practice, is however, variable. The interviews with participants reveal that the experience of urination and excreting while “abroad” is explained by drawing on culturally constructed notions of appropriateness, but equally, commonly held assumptions about the destinations and how they are placed in an international hierarchy of first, second and third worlds. Ultimately, in the telling of these experiences, participants participate in the reproduction of national identity and identities, they seek to demonstrate how they differ from the other and in so doing maintain long established social and political boundaries and perceptions of cultural difference. While a “negative” toilet experience can have a negative impact on a destination’s reputation, it should not be assumed that this results in an abandonment of that destination as a place to go. Indeed, the negative experience often fulfils the function of establishing the “exotic” nature of the destination, serves to heighten difference, and confirms assumptions already made by the participants about the nature of “Indians” “Italians” etc. Toilet stories can become survival stories, endurance stories, social faux pas stories, and can despite the negative aspects, serve to portray the tourist as “worldly”, “brave” and even someone who has been where no-one has dared to go before. Yet all tourist toilet narratives ultimately take us back to the tourist’s country of origin, the experiences are converted into stories and the conversion is shaped by dominant national rhetoric about the nature of other nationalities and their nations and the power they have to transgress boundaries - in this instance boundaries that speak of purity and danger, pollution and taboo.

***Wednesday 6 December - 11.00 am - 12.30 pm***

***Room: CO.221***

**THE PANEL**

**Chair: Michael Hall**

**Panel Discussion on Research Quality Assessments and  
Tourism Studies - Panel Members: Kerr Inkson, John Jenkins,  
Tim Coles**

**Wednesday 6 December - 11.00 am - 12.30 pm**

**Room: CO.220**

**VFR, SILVER SURFERS and the OE**

**Chair: Neil Walsh**

**Disaggregating Friends and Relatives in VFR Tourism Research: The Auckland Case (2002)**

*Monique Brocx*

*Auckland University of Technology*

**Grey Power - The Emergence of Silver Surfers as a Viable Market Segment**

*Alice Graeupl*

*Auckland University of Technology*

**Returning Home from OE: An Overview**

*Naomi Walter*

*University of Waikato*

## **Disaggregating Friends and Relatives in VFR Tourism Research: The Auckland Case (2002)**

*Monique Brocx*

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As a generating market, visiting friends and relatives (VFR) have tended to be studied as a single homogeneous market. This paper separates those who are visiting friends from those who are visiting relatives. There is evidence in research especially from the UK that there are some distinct differences between the two, understanding of which, can support the marketer. This paper draws from data of a study of the Auckland host community and their hosting of guests known as VFR. The objectives of the paper are to highlight differences in length of stay, party size, familiarity with Auckland, types of attractions visited and main reason for visit. The data was collected in a 20 minute, face to face interview from 600 randomly selected Auckland hosts/households, during the month after Easter 2002 and related to hosting in the previous 12 months. The research from the perspective of the hosts found the level of VFR was double the number as collected by the Tourism Research Council of New Zealand, indicating VFR is a more significant generating market than present data collections methods suggest. Given this it is opportune to segment this generating market into more homogenous segments.

## **Grey Power - The Emergence of Silver Surfers as a Viable Market Segment**

*Alice Graeupl*

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The significance of older market segments for the tourism industry has not been well documented in literature. Especially when it comes to 'new' technologies, the older age groups of our society were rarely considered. This paper aims to show that despite or maybe even because of their age; the so-called silver surfers are a viable market segment for the tourism industry.

This working paper will consider whether or not the Internet is an information tool that is user friendly for all age groups. It will also look at the aspects of online information search and decision-making process, aiming to show that not all online bookers are as young as assumed.

Using both qualitative (in depth interviews) and quantitative (survey) research methods, the results together with literature on experience based information search (rather than goal orientated) will indicate a strong market segment on the rise. In addition to these core results, the paper will also include discussions on additional information sources and general online trust issues.

It is of importance for the tourism industry to look beyond the young travellers and understand that older members of the society are definitely still interested in travelling and even more importantly, they are able to afford it! In summary, this paper will show the significance of this emerging market with an emphasis on the Internet as their main information and decision-making tool.



## Returning Home from OE: An Overview

*Naomi Walter*

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The overseas experience (OE) is an extended journey undertaken by young adults who travel and work abroad. Most travellers report long-lasting changes in personal development on return from OE which makes the return home a significant phase of the travel experience. Although scholars agree that returning home is harder than leaving, this phase of travel remains barely researched in tourism literature. A study was therefore conducted to gather the personal repatriation experiences of OE returnees through 24 in-depth interviews.

The results of this study indicate that repatriation is an individual and subjective experience ranging from severe depression to no apparent impact, and that repatriation experiences loosely follow these phases of transition: First impressions; a comparison of home and overseas; thoughts of 'what's next?'; readjustment to the home culture; and adaptation of priorities and behaviours until the OE becomes "like a dream". From these results, conclusions are drawn regarding practical considerations and strategies for easing individual repatriation distress. It would appear that overall a wider awareness and understanding of the transition period is needed to ease repatriation experiences for future OE returnees.

**Wednesday 6 December - 11.00 am - 12.30 pm**

**Room: CO219**

**ECONOMIC IMPACTS AND ISSUES**

**Chair: Paolo Mura**

**The Question of Yield Management in New Zealand Hotels and Motels**

*Tim Lockyer*

*University of Waikato*

**Economic Impact of Tourism Marketing Expenditure**

*Nada Kulendran*

*Victoria University*

**Branding Destinations for Sustainable Management**

*Juergen Gnoth*

*University of Otago*

## The Question of Yield Management in New Zealand Hotels and Motels

*Tim Lockyer*

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The research investigates the use of yield managers within the hotel and motel industry in New Zealand. The objective of the research is to understand management perspectives as they relate to the positives and negatives of the use of yield management and how widely its principles are used and understood by management. A survey was sent to hotels and motels throughout New Zealand receiving 175 usable responses. These surveys asked the respondents questions in relation to their understanding and use of yield management and their views on its effect on their business. The results were analysed using SPSS.

It is of note that 68.6 percent of the respondents were familiar with the term yield management and that when asked if they had had any specific study in yield management 73.3 percent had not. This indicates that although there is recognition of the term there may be a significant lack of understanding of the application of yield management. When asked if they give discounts to guests 41.7 percent responded with 'No'. It became clear through the analysis of the data that there were two groups and this was represented by those who do or do not apply the principles of yield management. Also of particular note was the small amount of time that was spent in planning revenue management with over 80 percent of respondents spending less than two hours a week.

The research also revealed the reasons why discounting was used with the most important relating to the 'number of rooms being booked' and second 'the seasonal demand' followed by how 'long the guest will stay'. Each of these indicate a reactive use of yield management for specific guests and not an overall strategy for managing the revenue of the business. It is also of interest to note the difference between the ways in which males and females use discounting to manage revenue, with females more aggressively making positive discounting decisions in many situations. In addition the size of the property also influenced the aggressive nature of the decision process, with larger properties being statistically significantly more aggressive than smaller ones.

Overall this research suggests that in many situations there is reactive rather than planned response to revenue management within the accommodation industry in New Zealand, with those who do and don't offer discounts firmly entrenched in their views. It is also suggested that the current situation is in many respects a result of a lack of understanding of the application of yield management and its influence on revenue.

## Economic Impact of Tourism Marketing Expenditure

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The objective of this study is to quantify the effects of marketing expenditure by the Australian Tourist Commission (ATC). Cointegration analysis and dynamic modelling approach are used to estimate the elasticity estimates of income, price, price of substitute, cost of travel and marketing expenditure for Australia's four major tourism markets, USA, Japan, UK and New Zealand. ATC marketing expenditure has a positive effect on the international tourism demand and the magnitude of the effect varies from country to country. In promoting international visitor arrivals to Australia, not only ATC and non-ATC marketing but the word of mouth effect and visitor satisfaction leading to repeat visits also play an important role. The performance of the ATC marketing strategy measured in dollar return per dollar invested in the international tourism marketing is higher in New Zealand market followed by UK, Japan and USA markets. The estimated overall average dollar return per dollar invested in the international tourism marketing is 8:1.

**Keywords:** Tourism Demand Modelling, marketing expenditure, marketing expenditure elasticity estimates, cost-effectiveness analysis.

## Branding Destinations for Sustainable Management

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Tourism destination branding is receiving increasing attention. This is because a brand, “as a name, term, sign, symbol, design, or a combination of these elements ... identify[ies] the goods or services of a seller and differentiate[s] them from those of competitors” (Kotler, Bowen and Makens, 1996:283). It is believed that brands can thus also give destinations a cohesive image, inform, signal desirable benefits and form expectations in target markets. For a brand to be effective, it has to be unique and managed in such a way that it creates a positive reputation influencing consumers’ preferences and choice-behaviour.

However, instead of being just a promotional tool of differentiation for external target markets (consumers) a brand can also function as a means by which internal audiences (producers) can be organised and managed. The present theoretical study wishes to introduce the use of a brand for purposes of controlling (Anthony, 1965).

Destinations are usually comprised of a number of businesses including transport, accommodation, hospitality and attraction services. Together, these produce the tourism experience which is commonly understood as a holistically perceived product. Unlike in similarly structured virtual industries such as hospital services or shopping-malls (e.g. Bieger and Beritelli, 2006), tourism destinations rarely have focal firms that organise, manage and control the destination brand. Instead, the naturally self-centred, inward-looking interests of destination firms and the public ownership of destination brands (Gnoth, 2007) are all forces that dilute a destination’s branding efforts. Conversely, as a destination is the assembly of independent businesses that rely on each other for the (multiplex) destination product, tourism businesses are forced to network when attracting tourists but compete when they arrive. The state of co-opetition, unless transparent and well developed is constantly endangered by opportunism and free-riders diluting the strength of the brand.

In practical terms, there often appears a gap between the expectations a brand raises in external markets and the delivery of its promises once the tourist has arrived at the destination. The present work seeks to develop a model whereby a destination brand can be designed and utilised in developing a controlling system in the form of performance measurements. These measurements need to be co-operatively arrived at and managed as a network.

Controlling is a managerial application of systems theory (Bertalanffy, 1968; Ackoff, 1971) and, in particular, of cybernetic systems (Wiener, 1948; Ashby, 1956). The latter are often exemplified by simple diagrams showing a monitor which compares a current state of an entity with a desired state. In case of discrepancies a regulator sends appropriate information or stimuli to the entity until the desired state is achieved, all the while comparing the actual values with those of the desired state. This has become the standard model underlying flow-charts with feed-back loops. The present study seeks to utilise this simple mechanism to exemplify how a well-designed destination brand can suggest appropriate ‘ideal states’ and help determine appropriate measurements for these states. These ‘ideal states’ should also include indicators and measurement instruments for monitoring the sustainability of the destination as part of the brand-attribute system.

The critical issues here are a) the development of the brand, b) the derivation and developments of appropriate indicators that measure the progress of the brand as a function of sustainability, c) the adoption and integration of brand attributes by tourism firms and d), the active promotion and development of the brand as a network.

**Wednesday 6 December - 1.30 pm - 3.00 pm**

**Room: CO.219**

**SEASONALITY, PATTERNS AND FLOW IN TOURISM**

**Chair: Warwick Frost**

**Seasonality in Tourism Demand for the Source Market China in New Zealand**

*Annett Neugebauer, Sandra Grammig and Markus Landvogt*

*University of Applied Sciences Stralsund*

**Temporary Mobility: A Reworking of Contemporary 'Backpacking'**

*Tara Duncan*

*Royal Geographical Society*

## Seasonality in Tourism Demand for the Source Market China in New Zealand

*Annett Neugebauer, Sandra Grammig and Markus Landvogt*  
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Seasonality is a general phenomenon in the tourism industry and at the same time it is one of the most widely discussed topics and the least well researched feature of tourism. Seasonality is strongly influencing the economy, the employment situation in a destination, the ecology as well as the socio-cultural environment. Particularly the seasonality pattern of travellers from different countries all over the world was neglected and especially the group of Chinese travellers was not paid attention at, although China is the most populous country of the world and every fifth person on this planet is of Chinese citizenship.

The main focus of the paper is laid on the development of the seasonality pattern of Chinese travellers to New Zealand over a period of more than five years (2001-mid 2006). Due to the fact that New Zealand just got the approved destination status in the year 1999 it is of great importance to have a closer look how and by what Chinese are influenced to travel or not to travel to New Zealand. This analysis will facilitate dealing with seasonality and will potentiate to better react on the pattern of seasonality.

This research is based on quantitative analysis of data from the core tourism data set and is using monthly visitor arrivals particularly the paper deals with adjusted monthly visitor numbers in order to eliminate the calendar effect and the possible resulting adulteration. In addition to this to be able to mathematically measure the seasonality this paper is using simple measurements and complex measurements such as the seasonality ratio, the seasonality indicator, the Gini coefficient as well as the coefficient of variation.

The resulting numbers are indicating that the seasonality pattern of Chinese travellers to New Zealand is influenced by institutional as well as natural factors. Especially the epidemic SARS as one natural factor is attached a great importance to the seasonality pattern however the 'Three Chinese Golden Weeks' as well as the changing number of students have great impacts on the travel behaviour of Chinese.

The results are giving a realistic picture of the travel pattern of Chinese to New Zealand and ease the dealing with seasonality and probably enables New Zealand to develop undreamed-of possibilities to positively influence the travel behaviour of the inhabitants from the most populous country of the world.

## Temporary Mobility: A Reworking of Contemporary 'Backpacking'

*Tara Duncan*

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The stereotype of a backpacker as the young (Western) middle-class individual taking the opportunity to see the world, learn about different peoples and cultures and more importantly, 'find' themselves has begun to be challenged in academic literature. However, this somewhat iconic image of the drifter still remains at the heart of much published work and because of this, it often fails to take into account what many of these tourists 'do' on their travels. Working and volunteering have become important, if not essential, aspects of many longer-term budget trips, yet this part of the touristic experience is often overlooked because of the inherent dichotomy between work and leisure. Alongside this are the changing dynamics of long-term budget travel as access to this particular type of tourism becomes not only easier but also desirable.

This paper will critically consider the contemporary 'backpacker' in light of the many interpretations that this phrase evokes around the world. From the 'Gap Year' in the UK, to the 'OE' in New Zealand to the 'Big Trip' in Israel, this paper will utilize contemporary social science observations of temporary mobility to try to understand the ways in which this type of tourism highlights the complex interrelations between transnational experiences and everyday life. In doing this, the paper will probe the idea that this type of tourism is perhaps the 'middle' of transnationalism, and will emphasize the changing demographics and timescales of longer-term budget travel and so the need to consider these mobilities over the life span of the individual.

Using sources from the (UK) media, academic literature and empirical research conducted in Whistler, British Columbia, Canada, this paper will highlight the need to look more closely at the myriad of relationships between work and leisure, home and travel and here and there. The paper will then go on to consider how these travelling experiences expand not only a sense of self, but also a sense of the world and an individual's place(s) in it. It will conclude by suggesting that this type of tourism and the activities and timescales it encompasses, allow individuals to develop identities that extend beyond the scope of their (traditionally nation-state based) 'citizenship'.

**Key Words:** Backpacker, temporary mobility, working tourist, transnationalism.



**Wednesday 6 December - 1.30 pm - 3.00 pm**

**Room: CO.204**

**IMPACTS AND ISSUES**

**Chair: Brent Lovelock**

**Impacts of Cruise Ships on a Destination - A Case Study Approach**

*Sharleen Howison*

*Otago Polytechnic*

**Assessing the Socio-Economic Effects of Concessions-Based Tourism**

*Mariska Wouters*

*Department of Conservation*

**Applying the Limits of Acceptable Change Process to Visitor Impact Management in New Zealand's Natural Areas**

*Heather McKay*

*Lincoln University*

## Impacts of Cruise Ships on a Destination - A Case Study Approach

*Sharleen Howison*

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This paper is aimed at the impacts of cruise ships on a destination.

The paper focuses on Dunedin as the destination including research obtained from local tourism operators which is discussed and analysed in relation to the economic and environmental impacts.

Survey, comparison and documentation will be the forms of evidence used in completing this research. Case study approach is the methodology adopted for this research. This research project will compare the growth of the cruise industry market in Dunedin with another destination citing similarities and differences with each. The survey completed by the tourism operators in the region assists in illuminating issues and challenges faced by them in pursuing the market segment to increase tourism growth in this area.

In the results and discussion the main themes from the documentation, survey and comparative analysis will be evaluated and presented. Attention to the main points will be highlighted with particular attention paid to those which strongly influence the economic and environmental impacts on the Dunedin area.

The recommendations from the findings will provide a summary of suggestions for the tourism operators to consider based on the evidence analysed. It is anticipated that these will provide practical innovative solutions to the challenge for the local tourism operators in growing this market segment in a highly competitive tourism industry.

## Assessing the Socio-Economic Effects of Concessions-Based Tourism

*Mariska Wouters*

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The socio-economic structure and dynamics of the conservation-tourism interface have not been directly researched before in New Zealand. The Department of Conservation is concerned with the many direct and indirect outcomes from its concessions management activity. However, little is known about the effects of concession-based tourism activities in protected areas on gateway communities and regional economies.

This research project assessed the direct and secondary socio-economic effects, with emphasis on the economic impact, of concessions-based tourism on adjacent communities and regional economies in three case-study locations in New Zealand (Tongariro, Abel Tasman and Fiordland National Parks).

A comparative case-study approach and socio-economic impact analysis was used. Data collection methods included a tourism and community inventory, and key informant interviews. In-depth interviews with concessionaires provided data on turnover, employment, and the role of the concessioned product in the business and the tourism sector. Visitor surveys asked about visitor expenditure and the effect of the concessioned activity on the visitor itinerary.

The concessioned tourism effects were measurable in terms of their contribution to the regional tourism economy and gateway community. The concessioned activity contributes significantly to the three regional economies in terms of employment and turnover, and plays a significant role in the regional tourism sector.

The direct employment and output generated by concessioned operators in 2004 in Tongariro National Park was 450FTE and \$30 million output, 53 FTE and output of \$4.6 million in Abel Tasman, while concessioned activity in Fiordland National Park generated 320FTE and \$51 million in output. Flow on effects of Tongariro and Fiordland National Parks were smaller than Abel Tasman National Park. Despite the lower flow on effects, the research suggests that concessioned tourism is responsible for one-sixth of the Taupo-Ruapehu region tourism employment and nearly a third of the Fiordland region's tourism employment.

The pattern of seasonality in the region's tourism sector was reflected in employment generated by the tourism sector.

When the effect of the concessioned product on the visitor itinerary was considered the 'net' impact changed considerably.

The factors that influence the effect of the concessioned product include the composition of the gateway community, features of the region's tourism sector, park management, characteristics of the concessioned visitor, and features of the concessioned product.

Research findings suggest that park-based tourism is important for regional tourism development and that the conservation management agency, regional tourism organisations, and the tourism industry collaborate to gather data about the role of the national park in the development of gateway communities and the regional tourism sector.

## **Applying the Limits of Acceptable Change Process to Visitor Impact Management in New Zealand's Natural Areas**

*Heather McKay*

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Limits of Acceptable Change (LAC) planning has the potential to be useful for the management of natural areas in New Zealand as it provides a structured process for outlining the desired conditions for a natural area. If LAC is to be useful, however, an appropriate method for applying the process must be developed. In a case study of the Mingha-Deception track in Arthur's Pass National Park, a three-stage method was used to apply the LAC process to measure the acceptability of social visitor impacts. This method involved the participation of stakeholders to identify the values, issues and concerns relating to visitor use, the measurement of visitor impacts currently occurring, and the involvement of stakeholders in setting acceptability levels for visitor impacts. A review and critique of the methods used to apply the LAC process to the Mingha-Deception track, and the LAC methods in other New Zealand studies, resulted in the outline of a three-stage method appropriate for applying LAC in the New Zealand context. Important features in this method are the inclusion of representatives from all stakeholder types for an area, the involvement of sufficient numbers of stakeholders in setting acceptability levels, and ensuring stakeholders understand the process they are participating in.

**Keywords:** Limits of Acceptable Change, visitor impact management, natural areas, stakeholder participation, New Zealand conservation estate, social impacts.

**Wednesday 6 December - 1.30 pm - 3.00 pm**

**Room: CO.220**

**TOURISM MARKETING MANAGEMENT**

**Chair: Teresa Leopold**

**Information Search and Booking Behaviour of Visitors to Lake Waikaremoana:  
Distribution in Rural New Zealand**

*Helen Fitt*

*Landcare Research*

**Qualitative Projective Methods and Holistic Components of Destination**

*Teresa Evans-Turner and Richard Mitchell*

*University of Otago*

**Trends in New Zealand's Inbound Tourism from Australia**

*Christine Lim*

*University of Waikato*

## Information Search and Booking Behaviour of Visitors to Lake Waikaremoana: Distribution in Rural New Zealand

*Helen Fitt*

*Landcare Research*

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Distribution channels in tourism are the link between tourists and the suppliers of tourism services. They include the ways in which suppliers provide, and tourists access, information. They also include facilities used for making bookings and payments for tourism services. This work extends research on the use of distribution channels in New Zealand through considering the relationship between visitor characteristics and pre-visit planning for trips to Lake Waikaremoana, an isolated rural area.

Lake Waikaremoana is found in Te Urewera National Park in the North Island of New Zealand. The park is one of New Zealand's biggest national parks and is home to a 'Great Walk'. Nature-based tourism is predominant and, with the exception of facilities provided by the Department of Conservation, tourism supply in the area is characterised by very small-scale commercial operations.

The remoteness and lack of development in the area are seen as prohibitive by many tour operators and most visitors are independent travellers designing and organising their own itineraries. Transport into the area is predominantly by private vehicle and around 75% of visitors to the area are domestic tourists.

In January and February of 2006 an administered survey of 191 visitors to Lake Waikaremoana was carried out. Within this sample trip planning and booking behaviour was found to vary by visitor characteristics.

Alongside the usual classifications of age and origin, respondents were classified according to their history of visiting the area and their expectations of whether they would visit again. New Visitors were people visiting Lake Waikaremoana as a 'one-off' experience or a very rare visit. Repeat Visitors were people who had been to the area before and considered it likely that they would visit again. Habitual Visitors were those visitors who had visited on numerous previous occasions (median number of visits was 20) and definitely intended to return.

Findings suggest that New Visitors and Habitual Visitors have quite different pre-visit planning behaviours, with Repeat Visitors occupying a mid-point. New Visitors were likely to include Lake Waikaremoana as a part of a longer trip, they were most likely to have sought out information about the area before their arrival and they were more likely to have booked accommodation for their whole stay in the area than were other groups of visitors. New Visitors were also least likely to know where they would be spending the night after leaving the Lake Waikaremoana area - suggesting that (despite their propensity to book accommodation in advance) there remains some flexibility in their itineraries.

Domestic visitors were more likely to have booked their accommodation than were international visitors. Those domestic visitors who did book accommodation did so further in advance than did the international visitors who booked accommodation. Older visitors were slightly more likely to book accommodation in advance than were younger ones.

Guide books were the most popular source of information used by international visitors. Recommendations from friends or family, brochures and the internet were all popular amongst domestic visitors.

## Qualitative Projective Methods and Holistic Components of Destination

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Destination image plays an important role in the measurement, marketing and management of tourist destinations. In particular, it is important in the decision-making process for tourists as it is the (subjective) construct that allows them to make sense of the myriad of information that they receive on any given destination (and destinations more broadly). Tourists' images of destinations are based on both the individual attributes of a destination as well as more generic, holistic impressions and several techniques have been employed by researchers to explore this complex construct. Many of these techniques are quantitative and highly structured in their approach, while a relatively small number take a more qualitative, 'unstructured' approach or a combination of both a structured and unstructured approach. Unstructured/qualitative approaches are most commonly used to explore the nature of the holistic aspects of destination image as holistic images are more complex than the attribution-based images. To date both the study of holistic images and qualitative techniques used to explore them remain relatively narrowly focussed and, in many instances, quite unsophisticated, despite the fact that several techniques exist outside of tourism that could be applied. In particular, 'projective' techniques have been employed by psychologists and marketers to explore equally complex constructs such as identity and self, perceptions of others, brand personality and brand image. This paper therefore argues that projective techniques could provide a useful insight into holistic images of destinations. Projective techniques include a range of qualitative techniques where the subject is presented with stimuli and asked to discuss the object of study. This might include stimuli that are directly related to the object of study (e.g. sentence completion) or which, on the face of it, bear no relationship at all (e.g. photo-association). Projective techniques have been identified as a useful way to encourage participants to express their private feelings and, more importantly, their unconscious beliefs and perceptions about the object of study and they can therefore help uncover perspectives that might not have been immediately apparent to the respondent. This paper introduces the photo-association projective technique and demonstrates how it can be applied to the study of holistic destination images. A computer-aided design for the application of the technique is also introduced and some tentative conclusions are drawn about its effectiveness. It is hoped that this paper will stimulate others to explore projective techniques as an appropriate tool for the study of destination image and other areas of tourism.

## Trends in New Zealand's Inbound Tourism from Australia

*Christine Lim*

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International tourism is New Zealand's single largest export sector. Australia is New Zealand's single largest tourist market. New Zealand's tourism is arguably very dependent on arrivals from Australia. For instance in 1983, Australia contributed about 45% of New Zealand's overseas arrivals. But the market composition has decreased and stabilized to about 37% in 2005. Despite some changes in the intervening years, on average one-third of overseas arrivals to New Zealand came from Australia during the period 1996 to 2005. The New Zealand Government has allocated more money in its 2006 budget to enable Tourism New Zealand to increase its international marketing campaign. Special marketing promotions have been launched in Southern Queensland, Melbourne and Sydney to attract more Australian tourists to New Zealand. The purpose of this paper is to analyse changes in tourism demand seasonality and growth in tourist arrivals from Australia for the period 1978 to 2005. Using full and sub-samples for the observed period, the paper argues that the assumption of constant seasonal patterns over time is inadequate to describe tourism flows, and for developing tourism marketing policies. A useful way to examine the seasonal patterns of tourist arrivals from Australia is to use the ratio-to-moving average multiplicative techniques to estimate monthly seasonal indices. The findings of the latter together with seasonal concentration and seasonal range, will demonstrate how tourism demand seasonality by Australia has changed during the 28-year period from 1978 to 2005. The findings of the paper on changing tourism demand patterns will provide some useful information for policymakers in Tourism New Zealand to work out their marketing campaigns to attract more tourists from Australia.

**Keywords:** International tourism demand; tourism seasonality; ratio-to-moving average techniques; seasonal indices; seasonal concentration



**Wednesday 6 December - 1.30 - 3.00 pm**

**Room: CO.221**

**TOURISM AND PUBLIC POLICY**

**Chair: Andrea Valentin**

**The Political Processes Associated with Public Tourism Policy and the Development of the New Zealand Tourism Strategy 2010**

*Anne Zahra*

*University of Waikato*

**Tourism and Public Policy: Evolution of the New Zealand Working Holidaymaker Schemes 1997-2006**

*Ken Newlands*

*Unitec Institute of Technology*

**RTO Response to the New Zealand Tourism Strategy 2010**

*Anne Zahra*

*University of Waikato*

## **The Political Processes Associated with Public Tourism Policy and the Development of the New Zealand Tourism Strategy 2010**

*Anne Zahra*

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The 1990s saw the thrust of New Zealand's tourism policy and National Government funding focused on international marketing. The international marketing focus led to a policy vacuum in areas such as domestic tourism, tourism research, sustainable tourism development and regional destination management. The New Zealand Tourism Strategy (NZTS) 2010 was released by the Tourism Strategy Group (TSG), a joint industry and Government initiative in May 2001. The strategy has shaped Government policy since 2001 and the Ministry of Tourism has provided leadership and funding to implement some of the recommendations of the strategy.

This paper is a descriptive analysis of the policy process documenting how policy and its associated processes came into being. The NZTS 2010 is investigated in the context of the wider political processes, both formal and informal and the integration of government and private sectors contributions.

Both primary and secondary data sources have been used such as interviews and administrative and archived documents. More reliance was placed on secondary data sources since the Ministry of Tourism made available to the researcher, under the Freedom of Information Act, the original NZTS 2010 policy documents, minutes of meetings, working papers, memos, consultants' correspondence and reports. These documents proved to be more reliable than the memories of the key actors and players. From document analysis the researcher perceived that the process was tense and politically laden, with personal agendas interwoven with political and ideological agendas. The researcher did not think it was expedient to alienate key tourism industry leaders by asking them in an interview to relate their insights and views on the personal and ideological conflicts of the strategy process when the documents at hand spoke volumes.

The paper examines the embryonic stages of the NZST 2010 and how it evolved out of a private sector tourism strategy initiative but was picked up by the politicians as a consequence of tourism being raised as a political issue in the 1999 Central government election. It describes how a vision for New Zealand Tourism was achieved amidst political and personal agendas and the challenge of getting the right mix of people around the table to lead the strategy development process. There was an extensive discussion on the restructuring of the tourism sector with the process studying a range of industry structure options but the status quo won at the end of the day perhaps influenced by the chief funders of the strategy development process.

## Tourism and Public Policy: Evolution of the New Zealand Working Holidaymaker Schemes 1997-2006

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The first Working Holiday Scheme was introduced between New Zealand and Japan in 1985 but significant growth in the reciprocal schemes has since occurred. By 1997, 6750 visas were available to participants from Japan, United Kingdom Ireland and Malaysia but by 2006/07 40,000 visas are available to nationals of twenty-five countries who meet the necessary entry requirements.

The research was undertaken to study the change in government policy that facilitated this increase in availability as part of a wider study of the stakeholders associated with the schemes. Twenty documents written between 1997 and 2003 were released under the Official Information Act 1982. The papers were obtained courtesy of the Secretary of the Department of Labour, which encompasses the New Zealand Immigration Service (NZIS). The NZIS is charged with the responsibility of implementing New Zealand's immigration policy and the development and management of the Working Holidaymaker Schemes. The Service prepares proposals about the schemes for consideration by the appropriate Ministers of the cabinet and the government of the day.

Generally the working holiday schemes allow young people aged between eighteen and thirty years old, who do not have children with them, to spend up to twelve months on holiday in New Zealand, if they meet certain conditions. They are permitted during this time to undertake incidental employment to supplement their incomes and enhance their appreciation of New Zealand culture and way of life. The schemes usually operate on a 'two way' reciprocal basis and have been liberalised for the 2005/07 period as officials became more aware of the potential benefits of the schemes.

The Working Holiday Schemes provide an interesting example for policy analysis, which is of interest to several parties, from the holidaymakers themselves to employers, to community groups and to those interested in the development of government policy. They contain some indications of why the policies changed and, to a lesser extent, what the results of these changes have been. The secondary research helps to inform subsequent primary research carried out on 218 Working Holidaymakers and also allows some conclusions to be drawn about whether or not the policies are meeting their aims.

For example the policies aim to encourage potential immigrants to try living and working in New Zealand. While there are 25 schemes with countries from the Americas, Asia and Europe the papers indicate that priority for additional places should be allocated to those most likely to maximise positive outcomes to New Zealand. These outcomes include not only future successful immigrants but strengthened relationships with trading partners, providing reciprocal opportunities for New Zealanders to holiday and work abroad as well as contributions to tourism and the economy. Research tracking subsequent immigration is reported that shows that 600 residences approved between 1999/0 and 2002/3 had previously participated on a Working Holiday in New Zealand.

The study concludes that policy aims are being met and argues for greater study of government policy that effects tourism.

## **RTO Response to the New Zealand Tourism Strategy 2010**

*Anne Zahra*

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The New Zealand Tourism Strategy 2010 released in May 2001 had forty three key recommendations of which half related to Regional Tourism Organisations (RTOs). The strategy had wide ranging implications for RTOs. It recommended the clarification of the definition and role of RTOs, an examination of linkages with Local Government and stated that RTOs were not only marketing organisations but also had a role in destination management and needed to contribute to Maori tourism development. The NZTS 2010 recognised that Regional Tourism Organisations (RTOs) create a vital link across the tourism sector, and they also play a key role in regional development. The strategy recommended a rationalisation and consolidation of the number of RTOs across the country and the establishment of a second generation of new and fewer RTOs. These new RTOs were to take an enhanced role in regional tourism planning and development, destination management, domestic and international marketing and the facilitation of services to tourism operators. They were encouraged to work closely with regional and local government to align destination marketing and destination management

This paper examines RTOs initial response to the NZTS 2010 and analyses their official collective response: RTO Response to the New Zealand Tourism Strategy 2010: Stage 1, for which they received funding from the Minister of Tourism. It describes how Regional Tourism Organisations (RTOs) came into existence and discusses RTOs' 'Stage 2' response to the Strategy. A synopsis is provided of RTOs roles, functions and profile and examines the complexities associated with RTOs geographic boundaries, which led to RTO marketing alliances for the specific purposes of NZTS offshore marketing.

Primary and secondary data sources were utilised. Participant observation and reiterative unstructured and semi-structured interviews with the major actors were the primary data sources. Document analysis of publicly available reports and unpublished documents provided by the Ministry of Tourism and RTOs such as such as memos, agendas and minutes of meetings, directives, cabinet documents, speeches, letters, internal consultant reports and written feedback from consultative processes were central to this study.

The NZTS 2010 and the Minister of Tourism's Strategy Implementation Fund has facilitated a lot of 'navel gazing' by RTOs. Yet after all this work, reviews and reports RTOs face the same problems, as they did prior to the strategy, such as political vulnerability and an insecure funding base. This process however has elevated the status and profile of RTOs within the New Zealand Tourism Industry and increased their professionalism. The NZTS 2010 stated that the industry was fragmented with too many industry organisations yet here is the strategy implementation fund delivering another 'peak industry organisation' in RTOs. Yet RTOs is not without its tensions and politics. Some RTOs have categorically stated that they did not want RTOs taking over. Most RTOs are guarded in their enthusiasm for RTOs, not wanting RTOs to be the spokesperson for RTOs, as they want maintain their individuality. Tensions have been observed and weak leadership and personal egos can exasperate these tensions. The RTOs Charitable Trust Deed does try and factor in unity and collaboration but the question is raised how does one avoid political factions and division?

**Wednesday 6 December - 3.30 pm - 5.30 pm**

**Room: CO.221**

**TOURISM AND THE ENVIRONMENT**

**Chair: Michael Lück**

**Ecotourism: The Need for a Strategic Management Focus**

*Stuart Crispin*

*University of Tasmania*

**A Comparative Analysis of Regional Economic Effects of Tourism on Protected Areas in Germany**

*Tanja Hartmann, Hubert Job and Daniel Metzler*

*Ludwig-Maximilians-Universität München*

**Environmental Practices of Tourism Operators in the Daintree Rainforest, North Queensland, Australia**

*Heather Zeppel*

*James Cook University*

**Characterising the New Zealand Wilderness Experience: A Case Study of Fiordland National Park**

*Kerry Wray, Kay Booth, Stephen Espiner, Michael Harbrow and Broniek Kazmierow - Lincoln University and Department of Conservation*

## Ecotourism: The Need for a Strategic Management Focus

*Stuart Crispin*

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Ecotourism has emerged as a major growth segment within the global tourism industry. It offers the prospect of tourism development that provides positive financial returns for the economy, as well as respecting the needs of the host community and the natural environment. As the ecotourism sector has developed there has been considerable academic effort dedicated to defining the concept, exploring the value of ecotourism as a sustainable development tool, and debating the potential impacts and of ecotourism. What has been lacking is a systematic study of the strategic management of ecotourism firms. Such an oversight is worrying as it is these firms that are responsible for operationalising the ecotourism concept. It is the actions of ecotourism firms that have a direct impact on the sustainability of the ecotourism segment.

This paper seeks to address this imbalance by analysing the strategic management of ecotourism firms. In particular, it tests the applicability of the resource-based view of the firm as a theoretical lens for understanding the strategic management of ecotourism firms. According to the resource based view, a firm is a unique bundle of resources and capabilities, and it is the manner which these resources and capabilities are developed and deployed that enable it to achieve its strategic objectives (Amit & Schoemaker, 1993; Barney, 1986, 1995; Grant 1991; Wernerfelt, 1984). By definition, the strategic objective of ecotourism firms should be economic, environmental and social sustainability. Therefore, by employing the resource-based view, it is possible to identify the resources and capabilities that enable ecotourism firms to achieve sustainability.

This paper employs a case-based method, with the resource-based view of the firm used to analyse a small Tasmanian ecotourism business. The business offers exclusive birdwatching tours of South East Australia and is actively involved in a range of nature conservancy projects. The business has been operating for 10 years, and has undergone a number of stages in its development. A review of the case data reveals a resource profile of the firm, and the linkages between these resources and the firm's ability to achieve economic, social and environmental sustainability. Some of the resources and capabilities essential for achieving sustainability include the environmental knowledge and commitment of the owner/operator, reputation, network embeddedness, and conservation management programs.

The key finding is that ecotourism firms should give careful consideration to their resource profile, and the way they can use these resources to achieve sustainability.

## **A Comparative Analysis of Regional Economic Effects of Tourism on Protected Areas in Germany**

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In Germany nature based tourism and ecotourism play a subordinate role in incoming and domestic tourism alike, whereas in outgoing tourism the ecotourism segment makes up a larger proportion. Internationally, Protected Areas (PA) have been considered major tourist attractions for quite some time. In Germany though, they are only recently attracting attention in the tourism industry. Also regional politics has just started to be more attentive to the economic effects PA generate and their contribution to regional economic development in peripheral regions where PA are located.

In this context economic impact analysis is en vogue again, although studies carried out in this field are confronted with major difficulties for the following reasons:

- In Germany a no-entrance-fee-policy is stressed for PA, resulting in a lack of data on visitor numbers or the duration of their stay.
- Household surveys only provide general information, i.e. expenditures of tourists but cannot be held representative for tourism in PA. Furthermore data for Regional Input-Output-Analysis is unavailable.

The paper starts with a comparison of general parameters, legislative backgrounds, and targets of PA in Germany and internationally. Then, readily available data - official statistics and household surveys - are checked for their usefulness in regional economic impact studies.

The results of household survey and surveys within the destination are compared, concerning the degree of validity and reliability of such surveys, particularly with regard to PA visitors.

## Environmental Practices of Tourism Operators in the Daintree Rainforest, North Queensland, Australia

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This paper reviews the environmental management practices presently adopted by accommodation providers, nature-based attractions and tour operators in Douglas Shire, North Queensland, where Wet Tropics World Heritage rainforest covers 80% of the Shire. Seventy-five tourism operators were surveyed in Douglas Shire by telephone, email survey or postal survey to explore their implementation of techniques for water conservation, energy conservation, liquid waste management, solid waste management, sustainable design and other sustainable practices. The environmental management practices were derived from Ecotourism Australia's Nature and Ecotourism Accreditation Program (NEAP), other leading tourism associations and previous studies investigating environmental management techniques in use at accommodation establishments (Firth & Hing, 2001; Carlson, Getz & Ali-Knight, 1998; Buckley & Araujo, 1997). Both ecotourism certified and non-certified tourism businesses were included in the study sample. The study found environmental management techniques that are both simple and cost-effective are the most common practices adopted by tourism operations and these environmental measures are implemented for the reason of better environmental management and to comply with environmental or World Heritage legislation. Issues identified by tourism operators as impeding the implementation of environmental management techniques were the limited collection of recyclable items within the Shire, the high cost of installing and maintaining alternative energy and water practices and the existing environmental knowledge of some operators. Hence, this study suggests key areas where Shire Councils and tourism associations can assist nature-based tourism operators to improve their environmental practices.

**Keywords:** Douglas Shire, Wet Tropics World Heritage Area, environmental management practices, nature tourism, energy, water & waste management



## Characterising the New Zealand Wilderness Experience: A Case Study of Fiordland National Park

*Kerry Wray, Kay Booth, Stephen Espiner, Michael Harbrow and Broniek Kazmierow*

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The New Zealand conservation estate is the country's greatest tourism resource, and it plays a critical role in drawing visitors to New Zealand. However, several recent studies indicate that crowding and dissatisfaction is occurring at some of the more popular locations, causing increased pressure on the more remote areas. Fiordland National Park is a prime example of this phenomenon. It is New Zealand's largest national park, and contains a large proportion of the country's remote and wilderness areas. The majority of the park is managed to provide recreation opportunities for experienced and well-prepared visitors, seeking solitude and challenge in a natural environment. However, visitor use of the park is increasing, raising concerns about the loss of the park's unique wilderness values. In order to protect these values, information is required about visitor use and experiences in remote and wilderness areas, yet until now research in this area has been almost non-existent.

This study was undertaken to explore the remote/wilderness visitor experience in Fiordland National Park. The two main objectives were: 1) to develop a method to monitor visitor use and experience of remote and wilderness areas, and 2) to obtain in-depth information from visitors about their experiences, motivations, perceptions, expectations and satisfactions. Visitors to remote or wilderness areas of the park were asked to complete a daily journal of their trip, detailing information such as where they went, what they saw, how they felt, what they enjoyed, what they didn't enjoy, and what the experience meant to them. Over 70 trip diaries were completed by trampers, kayakers, climbers, hunters and fishermen. Findings revealed many common themes and ideas, despite the diversity of respondents and places visited. Important aspects of the experience included solitude, freedom, isolation from the sights and sounds of human activities, challenge, personal growth and a connection with nature. The main dimensions of the Fiordland remote/wilderness experience will be presented, along with a critical discussion of the methods used.

**Wednesday 6 December - 3.30 pm - 5.30 pm**  
**Room: CO.220**  
**BEYOND NATURE**  
**Chair: Jo Fountain**

**Beyond National Parks: Conservation Parks - the New Destination for New Zealand Outdoor Families**

*Anna Carr, Brent Lovelock and Richard Wright*  
*University of Otago*

**The Sustainability of Nature Based Tourism: Elements of an Integrated Planning and Management Approach**

*Julie Warren, Nick Taylor, Paul Baschke, Janet Gough and Wayne Pihema*  
*Centre for Research, Evaluation and Social Assessment, Taylor Baines and Associates, Blaschke and Rutherford, Victoria University of Wellington*

**Determinants of Outdoor Tramping Satisfaction - A Waikato Example**

*Steve Pan and Chris Ryan*  
*University of Waikato*

## **Beyond National Parks: Conservation Parks - the New Destination for New Zealand Outdoor Families**

*Anna Carr, Brent Lovelock and Richard Wright*

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The Ahuriri Conservation Park (ACP) is a braided river valley system located east of the Main Divide of the Southern Alps, neighbouring the Ohau Conservation Area to the North, the Dingle Valley system to the South and Haast area to the West. The conservation and recreational values of the area have been managed by the Department of Conservation (based from Twizel Field Centre) after its purchase by the Crown in 2004. After initial controversy surrounding the Department's move to prevent access to 4 wheel drive vehicles in the upper valley the area has experienced increasing visitor numbers, predominantly domestic visitors, in the two years since opening recreational access to the public.

This paper presents the findings of a visitor survey conducted at the Ahuriri Conservation Park (ACP) from December 2005 until mid-April 2006. The survey monitored visitor experiences of the ACP and a number of family groups composed a significant visitor segment in the area. Responses as to how their experience in the outdoors could be improved were informative as visitor studies conducted elsewhere on the DoC estate in the past decade tended to focus on specific recreational user groups or international visitor markets that excluded families. The responses from family members enabled the researchers to build a profile of the recreational behaviours and preferences of this particular user group and these responses are the focus of the paper. Furthermore, the discussion of the findings suggest ways in which the DoC can cater for this often neglected visitor segment by encouraging families involvement in the development of facilities and information, thus enhancing participation and nurturing use of the New Zealand outdoors by children - the future generations of national and conservation park users.

## **The Sustainability of Nature Based Tourism: Elements of an Integrated Planning and Management Approach**

*Julie Warren, Nick Taylor, Paul Baschke, Janet Gough and Wayne Pihema*

*Centre for Research, Evaluation and Social Assessment, Taylor Baines and Associates, Blaschke and Rutherford, Victoria University of Wellington  
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Tourism creates a tension between the desire for economic development and the need to maintain or even enhance the resource base that sustains visitors in the first place. In New Zealand, natural areas in rural and peri-urban settings remain an important part of the tourism resource base, albeit in a context of increasing use of cultural and heritage resources to diversify tourism products and experiences. This paper discusses key issues for more sustainable use of the industry's natural resource base, based on our experience of developing a planning and management approach for natural areas that takes account of social, cultural, environmental and economic considerations. The issues were derived from research utilising stakeholder interviews, a series of case studies and a wide range of literature. They broadly relate to the need to recognise and set limits to tourism growth and activity; involve stakeholders (including Maori) in decision making; assess the social, biophysical and cumulative impacts of tourism; appropriately value and allocate resources; operate within a complex legislative and planning environment; attract, inform, educate and manage visitors; adopt sustainable business practice. Research findings show that capacity building at community, industry and agency levels will be needed before integrated planning and management of natural areas can be achieved.

**Key words:** Integrated planning and management, nature-based tourism, capacity building

## Determinants of Outdoor Tramping Satisfaction - A Waikato Example

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This paper reports results derived from 205 respondents who visited Pirongia Forest Park, New Zealand, during the summer and primarily at weekends. The study used a derivative of the Leisure Motivation Scale to assess motives, and a factor analysis confirmed five dimensions of 'relaxation', 'social needs', 'a sense of belonging', 'mastery skills' and 'intellectual needs'. From the scales five clusters were identified; 'active social relaxers', 'enthusiastic visitors', 'nature isolates', 'relaxers' and 'reluctant visitors'. Using regression analysis it appears that 'pull' factors are better predictors of overall satisfaction than motivational 'push' factors, but a key aspect is that among local residents who use the Park there is a high level of repeat usage.

**Keywords:** Forest Parks, Mountains, Park management, eco-tourism, recreation, New Zealand.

**Wednesday 6 December - 3.30 pm - 5.30 pm**

**Room: CO.219**

**TOURISM MARKETING MANAGEMENT**

**Chair: Jan Mosedale**

**Determinants of Domestic Travel Consumption Behaviour: Evidence from Mainland Chinese Residents**

*Hanqin Qiu Zhang and Nada Kulendran*

*The Hong Kong Polytechnic University and Victoria University*

**Profiling Mainland Chinese Gamblers and Non-Gamblers in Macau**

*Fanny Vong*

*Institute for Tourism Studies, Macau*

**Adoption of Internet and Web Technologies for Hotel Marketing: A Study of Hotels in Australia**

*Suree Khemthong and Linda Roberts*

*Victoria University*

**The Structure and Function of the Tourism Distribution Channels between Japan and New Zealand**

*Mei Taniguchi*

*Victoria University of Wellington*

## **Determinants of Domestic Travel Consumption Behaviour: Evidence from Mainland Chinese Residents**

*Hanqin Qiu Zhang and Nada Kulendran*

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With the strong growth in the number of Chinese tourists, the need to understand Chinese travel behaviour is becoming increasingly important. However, the level of knowledge and understanding about the market is still limited. This study intends to identify the determinants of domestic travel behaviour of Mainland Chinese residents and evaluate their respective effect on the behaviour. The study should be of interest to many tourism researchers, practitioner and government who attempt to understand and promote domestic Chinese tourism. Practically, the contribution of domestic tourism to the tourism industry is recognized as significant. However, compare to inbound tourism, the importance of domestic tourism is underestimated. It is believed all the international tourism started from domestic travel. Given the importance of domestic tourism, more attention should be directed to it. In China, the domestic tourism has undergone fast development in the past 20 years. With millions of Chinese now boast sufficient money, time and freedom to travel. Both the government and the industry have gradually recognized the benefits of domestic tourism to the local and national economy. It is believed that this growth trend will continue at least in the next five to ten years. The growth of domestic tourism market will lead to the improvement of tourism infrastructure, products and services in China. At the same time, the demand and motivation of outbound travel farther away or overseas will also be stimulated. Hence both inbound and outbound tourism could be benefited from the development of domestic tourism. So the knowledge about his largest potential market in the world would be a large contribution to China as well as the world tourism industry by tourism researchers.

The study of tourist behaviour was developed on the theory of consumer behaviour. Consumer behaviour refers to the consumption activities such as the amount of money they spend, the preference of goods or brands, the shops they choose, the frequency or the amount they consume. Tourist is a special type of consumer who purchases tourist products and services. Therefore, tourist behaviours are manifested as their travel patterns such as their travel frequency, the expenditure on travelling, the preference of destinations or travel mode, etc. Collectively, the domestic tourist behaviour demonstrated as the demand for domestic tourism, which is usually indicated by the domestic tourist arrival and expenditure. This study will use cross-sectional data on individual's domestic travel behaviour including travel frequency and expenditure. Cross sectional survey data has apparent advantage over aggregated time-serials data on evaluating the effect of an individual's personal characteristics on his travel behaviour. The determinants of tourist behaviour could be measured more accurately and analyzed in depth with the information directly provided from the individual or household. Two indicators domestic travel frequency and expenditure will be used to measure domestic tourists' actual behaviour. This is a unique approach adopted by the current study. It attempts to use both economic and non-economic parameter to model their effect on tourist actual behaviour. Statistical analysis such as frequency distribution, discriminant analysis, binary dependent variable models are considered to examine the Chinese domestic tourist expenditure pattern. The test of null hypothesis of equability of group means shows that at the 10% level the accommodation variable is the only significant variable to predict the motivation to visit once or more than once by Chinese domestic tourists. Further it shows that a one percent increase in expenditure index would increase the probability of the more visits, as the result China should maintain a steady inflation rate in order to improve multiple domestic visits.

## Profiling Mainland Chinese Gamblers and Non-Gamblers in Macau

*Fanny Vong*

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In 2003, Mainland Chinese travelers ranked the 10<sup>th</sup> in the world on travel expenditure. It was forecast that by 2020, China will become the world's fourth largest source of travelers (WTO, 2005). Conveniently located at the southern coast of China and recently undergoing rapid development in its gaming sector, Macau enjoys considerable benefits from a relaxed outbound travel policy of the mainland. For years, Chinese visitors have been ranking first on per capita spending in Macau among other visitors.

While Macau banks on a rejuvenation of its economy through deregulating the gaming industry, the authorities are conscious of the need to expand the existing tourist base by introducing new tourism products and leisure experiences. Recent research indicates that the most popular activities of Chinese visitors to Macau are visiting tourist sites and gambling. An examination of the potential of a non-gambling market for Macau is of strategic importance.

It is in this context that the study aims to help destination marketers understand better this major market while at the same time offer suggestions to cultivate a non-gambling tourist market for Macau. The study compares casino and non-casino visitors from the mainland in terms of travel behavior, activities, and demographic characteristics. Furthermore, the study sketched a profile of the casino-visiting group in regards to their gambling attitude, motivation, behavior and expenditure. A contrast of table and slot players revealed interesting findings that could explain why Chinese casino players are often serious and hard-core gamblers.

The study adopted a survey method that collected travel information, tourist activities, gambling attitude, motivation, and participation as well as demographic information from 481 subjects during the month of June 2005 in Macau.

Results show that gamblers and non-gamblers differed in age, gender, education, income, occupation and place of residence in China. Gamblers and non-gamblers had different activity preference and attitude toward gambling. Results also revealed gamblers' games preference and uncovered gambling motivations beyond socially desirable responses, as well as an association between gambling expenditure, time, and demographic characteristics. Furthermore, a comparison between table and slot players indicated significant differences in gambling motivation, expenditure and demographic characteristics that may help explain why Chinese gamblers are more serious and hard-core players.



## Adoption of Internet and Web Technologies for Hotel Marketing: A Study of Hotels in Australia

*Suree Khemthong and Linda Roberts*

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In spite of the evidence that the use of the Internet as a marketing tool in the hotel industry is an important strategy for online business, the factors that affect the adoption of Internet and Web based marketing activities (IWMA) by the hotel industry have not yet been fully investigated. Under these circumstances, the general aim of the research described in this paper was to explore factors affecting the adoption of Internet and Web technologies in hotel marketing in the Australian hotel industry. To achieve the aim of this study, the research question, "what are the potential factors affecting the adoption of IWMA in the Australian hotel industry" was developed.

This paper examines the effect of three groups of characteristics; organisational (sizes of hotels, Chief Executive Officer (CEO)'s IS knowledge, CEO's attitudes, top management support, and organisational readiness), technological (benefits, compatibility, complexity, barriers, and image), and environmental (customer power, competition intensity, level of government support, and level of technology support) on the adoption of IWMA. The adoption of Internet and Web based marketing activities has been categorised into two levels: 1) non-early adopter hotels, and 2) early adopter hotels.

Three hypotheses were formulated and tested using data collected from a quantitative survey of 143 hotels in three Australian cities; Sydney, Melbourne, and Brisbane. The data were analysed using four statistical methods, Multivariate Analysis of Variance (MANOVA), Univariate Analysis of Variance (ANOVA), Discriminant Function Analysis (DFA), and Independent Sample T- test to test the effect of organisational, innovation, and environmental factors on the adoption of IWMA in the Australian hotel industry.

Eight factors were found to affect the adoption of IWMA: Organisational including 1) sizes of hotels, 2) CEO's attitude, 3) CEO's IS knowledge, 4) top management support; Technological including 5) compatibility; and Environmental including 6) customer power, 7) competition intensity, and 8) level of technology support. These results indicate that Australian hotels that were earlier adopters of IWMA were larger in size, and more likely to have CEOs who have positive attitude, and be knowledgeable about IT. Australian hotels that adopted IWMA at the early adopter stage were more likely to have enough support from top management and to perceive compatibility in relation to the adoption of IWMA. Australian hotels that adopted IWMA at the early adopter stage were more likely to have higher pressure from their customers and competitors, and to have higher technology support than non-early adopter hotels.

These findings imply that hotels in Australia should pay attention to both organisational and environmental factors when adapting IWMA adoption. Also, investment in infrastructure development by government should go hand-in-hand with schemes for hotel business development and managerial improvement at the organisational level. The results of this study can be used as a guideline for future research that wishes to examine the phenomenon in other Asian Pacific settings. This study also reaffirms that the innovation adoption theory, widely applied in other industries in North American and European countries, is applicable in the hotel industry in the Asia-Pacific context.

**Key words:** Adoption, Internet, Web Technology, Hotel, Marketing

## The Structure and Function of the Tourism Distribution Channels between Japan and New Zealand

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Since Japanese outbound tourism started in the 1960s, New Zealand has been considered by Japanese consumers to be a luxurious long-haul destination. Approximately only one percent of Japanese outbound tourists visit New Zealand, however this share is considered significant for the New Zealand tourism industry. Japan is considered the fourth largest market for tourism in New Zealand. However, the number of Japanese leisure tourists to New Zealand has levelled out in the last few years due to the Japanese economy and severe competition between tourist destinations within the Asia Pacific region. It is within this context that this paper explores the current structure of distribution channels between Japan and New Zealand.

The paper is based on 90 in-depth semi-structured interviews with a range of channel members, including 50 in New Zealand and 40 in Japan. This study highlights the diversity of channel structures that exist. As Japanese intermediaries have established multiple products to reach multiple market segments, numerous distribution channels exist within a company, particularly within different divisions of large integrated companies. New Zealand providers in each sector have a different distribution channel structure to reach different market segments.

The study also examines the perceptions and attitudes of different channel members. Japanese leisure travellers have become more price-conscious, and the market is shifting from group travel to FIT. At the same time, a large number of intermediaries are still confident that Japanese leisure tourists will continue using the services of Japanese intermediaries due to language and cultural barriers, and the safety consciousness of Japanese travellers. New Zealand suppliers and inbound operators (IBOs) perceive the Japanese travel industry as becoming price-oriented, and suppliers and IBOs are feeling more pressure to reduce their price to meet Japanese intermediaries' expectations and maintain good business relationships with them.

Studying the overall pattern of distribution channels between Japan and New Zealand, a significant imbalance in power relationships and dependency between channel members becomes obvious. Japanese intermediaries tend to hold greater power over New Zealand providers and IBOs. Most New Zealand providers and IBOs view their present level of dependency as undesirable and seek to reduce their reliance on the Japanese market by seeking other markets or reaching the market directly via the Internet. Though some suppliers and IBOs view this power relationship with other channel members negatively, most try hard to maintain good relationships and develop stronger bonds with frequent efforts at communication.

**Wednesday 6 December - 3.30 pm - 5.30 pm**

**Room: CO.204**

**INTERPRETATION AND COMMUNICATION**

**Chair: Hazel Tucker**

**Joey the Sea(l)ion: From Curiosity to Almost Ecotourism 1936-2006**  
*Eric Shelton, Jim Fyfe and Steve Broni - University of Otago, Department of Conservation, Dunedin Public Library*

**Zoos in the 21<sup>st</sup> Century: Public Attitudes, Visitor Perceptions and Management Implications**  
*Dirk Reiser, Jeremy Huyton and P Faulks - University of Tasmania*

**A Goldfields National Park: Conceptual and Interpretation Issues**  
*Warwick Frost - Monash University*

**Interpreting Significant Vegetation Associations in a Regional Context: A Case Study of the Victorian Box-Ironbark Parks**  
*Rosemary Black and Rik Thwaites - Charles Sturt University*

## **Joey the Sea(l)ion: From Curiosity to Almost Ecotourism 1936-2006**

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The New Zealand sea lion is now an integral part of nature-based tourism on the south-east coast of New Zealand's South Island. After a period of four hundred years of being locally extinct, sea lions are again breeding on southern beaches as well as visiting from the sub-Antarctic Enderby Island. In 1936 Joey the Seal, in fact a New Zealand sea lion, was the object of significant public attention during a prolonged visit to St Clair beach, Dunedin. A film clip of that event has recently become available and will be presented, illustrating human/sea lion interactions that reflect attitudes towards wildlife at that time. Joey was captured and transferred to Wellington Zoo, where he died shortly afterwards. Newspaper photographs will be presented to illustrate how in the last decade, as well as increasingly being the objects of the tourist gaze, New Zealand sea lions have initiated involvement with numerous human pursuits; surf championships, ploughing competitions, recreational fishing, gardening, kayaking and quiet enjoyment of indoor areas. A video clip will be presented to demonstrate contemporary human beach behaviour around New Zealand sea lions. All of this material will be integrated in order to argue that the management of human/wildlife interactions involving New Zealand sea lions for the purposes of nature-based tourism must be situated within a wider social context.

## Zoos in the 21<sup>st</sup> Century: Public Attitudes, Visitor Perceptions and Management Implications

*Dirk Reiser, Jeremy Huyton and P Faulks*

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Historically, observing wild animals in captivity has been a popular pastime. While the ancient Egyptian Pharaohs and Chinese and Roman Emperors kept animals in captivity for their royal pleasure, zoos gradually developed so that the general public could also gaze on exotic animals. The opportunity for scientists to study different animals was also an important element of many zoos.

However, what zoos offer to their visitors, and what the larger population expects from zoos has changed dramatically since the London Zoo first opened its doors to the general public in 1847. The role of zoos in the 21<sup>st</sup> century is a complicated concept, riddled with contradictions associated with changing public attitudes and visitor perceptions, which has flow-on implications in relation to the management of zoos.

This paper explores the public's current attitudes towards zoos. It includes visitor perceptions and satisfaction levels on visiting zoos as well as implications for zoo managers. The research replicates work done by Ryan and Saward (2004) at the Hamilton Zoo, New Zealand. It utilises a questionnaire to survey randomly selected visitors to the National Zoo and Aquarium in Canberra, Australia.

The results indicate that satisfaction rates for both zoos are similar with entertainment and visitor comfort being the most important factors for visitors. Furthermore, the top 5 features as rated on a 7-point Likert scale are similar including the importance of animal welfare and conservation as well as features related to access to and comfort of the zoo.

This paper demonstrates that despite zoos having bad publicity in many quarters, they are still a popular form of recreation. However, zoos in the 21<sup>st</sup> century have had to become businesses as well as centres of conservation. This has required that zoo managers examine what they have on offer and explore ways by which they can meet the needs of the visiting public. This is a public that has an awareness of animal rights and an understanding of the possible endangerment of animal species, while still demanding to be edu-tained. As a consequence, this dichotomy now requires zoo managers to think outside the cage they live in.

## A Goldfields National Park: Conceptual and Interpretation Issues

*Warwick Frost*

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The Castlemaine Diggings National Heritage Park was established in 2002. In a first for Australia, this was a designated National Park with its main emphasis on an historical or cultural landscape. Nonetheless, it was also recognised that its Gold Rush sites and ruins existed within a natural landscape of a Box-Ironbark Eucalypt forest. While this forest appears on the surface to be essentially natural, it is the result of mining processes. Indeed, it is as much an artefact of the Gold Rushes as the buildings and diggings.

As Parks Victoria develops its management plan for this National Park, the opportunity exists to create interpretation which covers both the cultural and natural landscapes and the connections between them. However, two main difficulties arise. First, as a new type of National Park it requires new approaches to interpretation. What will be provided at this National Park cannot be a duplication of what already exists elsewhere. Second, there are issues of contested heritage. Even today, there is still much debate over the environmental and economic values of the forests included in the National Park.

**Key words:** Interpretation, National Parks, Gold Rushes, heritage

## **Interpreting Significant Vegetation Associations in a Regional Context: A Case Study of the Victorian Box-Ironbark Parks**

*Rosemary Black and Rik Thwaites*

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In Australia significant vegetation associations at a regional scale commonly occur in protected areas. Opportunities exist to provide interpretive, educational and promotional initiatives to promote and manage these vegetation associations. This research sought to investigate the range of options for developing interpretation, education and promotion initiatives for the Box-Ironbark Parks across Central Victoria. A literature review was carried out of current Australian interpretation, education and promotion practice and initiatives used to assist in protecting significant vegetation associations in Victoria and around Australia. In-depth interviews were undertaken with twenty stakeholders to gain an understanding of existing interpretation and promotion initiatives in the Box Ironbark Parks, how the Parks are being used, as well as their ideas on future opportunities.

The findings of this research indicate that a regional approach to planning and developing such initiatives is being used by protected area managers; that the most effective ways to develop and maintain message consistency is to integrate the key messages of interpretation, education and promotion initiatives and coordinate their development from one administrative level within an agency. A whole system approach is recommended to ensure key themes and messages are developed for the system, based on the area's major values and management requirements. A consistent and strategic approach to develop these initiatives is required.

**Thursday 7 December - 9.00 am - 10.30 am**

**Room: CO.221**

**HERITAGE AND IDENTITY I**

**Chair: Hazel Tucker**

**Heritage Resources in Marginalized Coastal Communities, Northern Norway**  
*Oystein Normann*  
*Harstad University College*

**Contextualising Heritage Consumption as Identity Formation and Affirmation**  
*Richard Prentice and Vivian Andersen*  
*University of Strathclyde and That's Different*

**Making a Carnival of War - the Reality of Play - Deconstructing Armistice Day Celebrations in Cambridge, New Zealand**  
*Chris Ryan and Jenny Cave*  
*University of Waikato*



## Heritage Resources in Marginalized Coastal Communities, Northern Norway

*Oystein Normann*

*Harstad University College*

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The paper is addressing the problem of introducing tourism in depopulated communities, without killing the atmosphere that constitutes a major part of their uniqueness.

It intends to give a survey of field research and evaluation of available heritage resources suitable for tourism development in two coastal communities in northern Norway. The fieldwork referred to was carried out in 2005 and 2006 and is part of the project *The management of cultural heritage in marginalized coastal communities*. It was carried out in areas that have been depopulated or seen a dramatic reduction of population.

The project has a strong focus on registration of heritage elements, both of material and immaterial character. The findings of the archaeologists, anthropologists, historians and biologists in the project team are made available and used in the evaluation and assessing of how applicable they are as tools for the development of small scale tourism enterprises. The evaluation takes into consideration uniqueness, availability in a broad sense, applicability and how the various resources could be used. A special focus on sustainable development is applied.

The heritage resources in marginalized coastal areas of northern Norway are manifold and similar at the same time. In time they span from the ice's retreat (e.g. 10,000 years ago) till present day. Although traces of man's activities has been the main objective of the project, it is important also to be aware of nature's responses to the these activities, and in recent times the absence of activity. The two areas in question were abandoned respectively in the 1970's and 1980's. What is striking with the two landscapes is not just the experience of the scenery. An interesting discovery is how the abandoned communities seem to have their own story to be told. The experience of entering the desolated sites with empty houses and overgrown fields where people formerly were conducting their daily work, triggers the imagination in a special way. Interpreting these sites has to be done with thoughtfulness.

Not only the particular heritage elements registered are of interest in connection with evaluating the possibility of tourism development, so is also the total impression of the site. Too much involvement with new buildings, organizing and even repairs, could easily take away the spell that may otherwise be felt.

Abandoned places have their own mood, often with an atmosphere of melancholy. Although there are many stories to be told and ways to interpret these, the main focus should be on preserving the visitors sense of entering a site containing the history of other people's lives. Organizing visits and opening for commercial activities should be carefully adapted to each site in particular. Marginalized areas also seem to lack proper planning for development of a tourism industry.

## Contextualising Heritage Consumption as Identity Formation and Affirmation

*Richard Prentice and Vivian Andersen*

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As recent discussions in *Annals of Tourism Research* and *Tourism Management* have pointed out, only recently has identity featured prominently in heritage tourism research. This is doubly surprisingly. Firstly, in the supply sense, as heritage can be invented and re-invented specifically to proffer and build identities. Secondly, in the demand sense, as identity formation and affirmation is central to serious leisure applied as tourism. The recent interest in identity formation through heritage tourism has been in terms of heritage consumption, and especially as part of the emergence of interest in creative tourism. That is, tourism used by consumers to enhance their creativity. The present research problem is to re-contextualise heritage tourism consumption in terms of these specific objectives.

Where identity has been used in tourism it has most commonly been defined as gender. Nationality, age group and social group have also been used, commonly in the context of socio-demographic segmentations. The relevance of these operationalisations has been as often assumed as it has been demonstrated, and they have been commonly used without reference to the conceptualisations that should underpin them. The aim of the work to be presented here has been not only to conceptualise and operationalise, but also to explore pertinences of different conceptualisations and operationalisations.

The presentation will also compare the different qualitative and quantitative methodologies triangulated in this ongoing research. These have involved conversational and semi-structured interviews, observation and structured self-completion schedules. The fieldwork to be reported has extended from 2002 to 2006, and although has focused on one site (Den Gamle By in Denmark) has involved others as comparators and explanators. An objective has not simply been to utilise different methods, but to use them as cross-checks on the provisional interpretations we as researchers have come to. This is an iterative process framed in the multiple working hypotheses tradition flowing from the work of the geologist Chamberlain over a century ago.

The fieldwork to be reported has defined identity in several ways, including the ways noted above. It has also sought to define linked national affinity as identity, as well as demands in consumption and propensity to consume as bases of identity. Conceptualisations used have included:

- foci in consumption;
- symbols in consumption;
- sensuality and emotions in consumption;
- mindfulness in consumption;
- comparisons in consumption;
- imagined contexts in consumption;
- motivations in consumption; and,
- judgements in consumption.

These conceptualisations have mostly been operationally defined in multiple ways to enhance the robustness of the analysis. The inter-actions between the different conceptualisations are also being analysed.

With fieldwork in 2006 adding to the interpretative quality of the project, findings to be reported will be current to the stage of the project reached by the time of NZTHRC2006.

**Key words:** Identity; Heritage; Methodology; Creative tourism.

## **Making a Carnival of War - the Reality of Play - Deconstructing Armistice Day Celebrations in Cambridge, New Zealand**

*Chris Ryan and Jenny Cave*

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The Armistice Day celebrations at Cambridge, New Zealand, have grown in significance for the community in the four years of their existence. This paper provides a background to the events in terms of the history that is commemorated, the linkage of the town with Quesnoy, and the role of the Day in the development of tourism in Cambridge. But it is also argued that the events provide further evidence of the ways in which tourism commodifies and creates a production that possesses a rationale separate from those events that gave birth to it. It is suggested that increasingly the event is a pastiche with increasingly tenuous and (re)created connections to the past, but which nonetheless, for many of those who attend and participate, can create powerful meanings and emotional experiences capable of moving them to remember that past in different ways and which are essential to their contemporary identity and personal relationships. In short, the reality of war is turned into a carnival that nonetheless possesses powerful meanings for some, even while for the majority of the visitors the main purpose of the day is relaxation and entertainment.

**Key Words:** Military tourism, New Zealand, De-construction.

**Thursday 7 December - 9.00 am - 10.30 am**

**Room: CO.204**

**HOSPITALITY EDUCATION**

**Chair: David Scott**

**Where to From Here? How Can We Define a Role for an Academic Degree in the New Zealand Hospitality Industry?**

*Tracy-Lesley Harkison*

*Auckland University of Technology*

**Senior School Leavers' Perception of the Hospitality Industry**

*Tim Lockyer*

*University of Waikato*

**What's in a Title? Should Hospitality be a Generic Applied Management Degree with a Hospitality Major?**

*Rachel Byars*

*Otago Polytechnic*

## Where to From Here? How Can We Define a Role for an Academic Degree in the New Zealand Hospitality Industry?

*Tracy-Lesley Harkison*

*School of Hospitality and Tourism, Auckland University of Technology*

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Higher hospitality education in the form of degrees has been around for the past twelve years but what impact have they really had on the hospitality industry in New Zealand. In New Zealand there has been an increase in hospitality qualifications during the last twenty years. The first degree in the hospitality field was introduced in 1993; with this move to this level of qualification it was assumed that this would benefit industry, providers, students and the general public. But what are these benefits? In a recent interview, Evan Goldstein, one of the one hundred and forty seven master sommeliers in the world indicated that New Zealand has a fantastic range of food but it still had a long way to go in the way it was served. If we have had this high level of qualification in New Zealand for the past twelve years, what has it done to raise the hospitality standards to an international level? What place does a degree have in the hospitality industry in New Zealand? Do we need to define a role for an academic degree in the New Zealand hospitality industry in order for our industry to be seen as producing international service standards to our guests?

**Keywords:** Hospitality, Degree, Industry, Education, New Zealand

## Senior School Leavers' Perception of the Hospitality Industry

*Tim Lockyer*

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The availability of quality employees is an essential part of a service industry. Over the past few years it has become increasingly difficult for the hospitality industry to recruit and maintain employees. An important section of the available employee pool is the young school leavers and their propensity to enter and make a career for themselves within the industry. This paper investigates senior school students aged 14 to 19 to discover their perceptions of the hospitality industry, any work experience in the industry and their views of the industry. It is of particular interest to note the large number of survey respondents who had worked in the industry and that a large number of them have positive views of the industry. One major area seems to be a concern that of salary. It is also clear through the research that the industry needs to take note of the aspirations of youth today in order to develop quality managers for tomorrow.

**Key Words:** Hospitality, Employment, Management, School leavers.

## **What's in a Title? Should Hospitality be a Generic Applied Management Degree with a Hospitality Major?**

*Rachel Byars*

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The aim of this research was to investigate some of the current issues being faced at Otago Polytechnic, Dunedin, New Zealand within the School of Applied Management and their two degree programmes; Bachelor of Applied Management and Bachelor of Hospitality and Tourism Management. The School is currently looking at changing their current qualification structure by merging the two management degrees. This research was to investigate whether a change of name would affect the enrolment, motivation and learning of hospitality students or whether a title bears little relevance to their enrolment. The hospitality industry world wide has been challenged with the problem of attracting and retaining quality employees and New Zealand is no exception to this situation, especially as the tourism industry is expanding and faces greater need for competent and qualified staff. Visualising the future is an extremely difficult task since management thinking is so tied to traditional paradigms and the world as it is known today. Despite the increasingly vital role of "knowledge" within today's society has been stimulated by the potential of the continually evolving information and communication technologies and the dissemination of information. The hospitality industry is certainly not exempt from this, with the increasing sophistication of new tourists and also the changing nature of the industry. The development of the research project has been formulated around the importance of contextualising core subjects and keeping specialist hospitality and tourism subjects. A single case study method of research was used and the research was centred on one organisation. The project is a contemporary research project which is bounded and fits well with case study methodology. When performing case study research there are some particular guidelines for data gathering which include data collection from multiple sources of evidence incorporating triangulation into the research. This is also a major strength of case study research where evidence can be collected in many different ways ensuring accuracy, validity and reliability. The three main sources of data gathering were interviews, surveys and use of documentation. These qualitative approaches were used as the focus for collecting information from lecturers and perspective students of the degree programmes. The research hopes to support the need of providing high calibre hospitality graduates that are not only trained in management subjects but also in specialised subject areas of the hospitality industry.

**Thursday 7 December - 9.00 am - 10.30 am**

**Room: CO.220**

**TOURISM CONSUMPTION AND SHOPPING**

**Chair: Donna Keen**

**Street Markets as Tourist Attractions - A Case Study of Victoria Market, Auckland, New Zealand**

*Ayaka Kikuchi and Chris Ryan*

*University of Waikato*

**Tourist Shopping on Norfolk Island**

*Bruce Prideaux*

*James Cook University*

**Understanding Customers' Need: A Case Study in Tourism**

*Wan Norsiah Mohamed, Nurul Asnida Mukhtar, Nur Riza Mohd Suradi*

*National University of Malaysia*



## **Street Markets as Tourist Attractions - A Case Study of Victoria Market, Auckland, New Zealand**

*Ayaka Kikuchi and Chris Ryan*

*Department of Tourism and Hospitality Management, University of Waikato  
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Street markets are a popular tourist attraction but an under-researched area of visitor activity. Their popularity can be attested by the way in which visitors throng locations like Temple Street in Hong Kong, or by the ways in which they feature in destination promotional materials. This study is of Victoria Market, Auckland, New Zealand, and is a qualitative study of 25 visitors. Given the comparative lack of previous research the study was exploratory in nature. Among the findings were that an ethnic division existed whereby Asian visitors emphasised the atmosphere of the Market place more, while visitors of European descent tended to also assess more whether the goods being sold were 'value for money'. While most visitors enjoyed their visit, nonetheless the market was primarily seen as competing with other retail outlets and visitors would delay expenditure. Ease of accessibility to the market place also meant ease of access to competing retail outlets. The paper also draws some perceptual maps pertaining to suggested constructs of visitor satisfaction.

**Key words:** Market places, Visitor satisfaction, New Zealand, tourist attractions.

## Tourist Shopping on Norfolk Island

*Bruce Prideaux*

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Norfolk Island, a small Australian Trust Territory located in the South Pacific, is almost entirely dependent on tourism for its economic prosperity. Averaging approximately 40,000 visitors a year, the Island lists shopping alongside of heritage and an attractive environment as its key attractions. However, in a recent report on tourism on Norfolk Island, Prideaux, Crosswell and Ng (2002) found that while shopping ranked 11<sup>th</sup> as a motivating factor for visiting the Island it ranked 5<sup>th</sup> as an activity that respondents believed that they would participate in. The report also found that the overall level of satisfaction with shopping was lower than with other aspects of their Norfolk Island holiday.

Given the emphasis that Norfolk Island's tourism industry places on shopping in its promotional campaigns but the relatively low value placed on the activity by visitors, this research was designed to review the role of shopping within Norfolk Island's destination image and identify issues that could be addressed to elevate the quality of the shopping experience. The first objective was to create a comprehensive visitor shopping profile and using this profile investigate deficiencies in the current shopping experience as well as identify strategies that could be used to enhance the quality of the Island's shopping. Research included a visitor survey conducted on flights returning to Australia and observations of the Island's shops. The exit survey examined products bought, expenditure details, the importance of a range of shopping attributes and the strengths and weaknesses of the Norfolk Island shopping experience.

Respondents were primarily females (67.8%), a result of the female partner electing to complete the survey. The highest percentage of visitors (36.3%) were in the 55 - 65 year old age group followed by 30.2% in the 40 - 54 year old age group and 26.4% of visitors in the 65 years and over group. These results indicate a visitor population that has a very significant bias towards the seniors group and a bias away from younger travellers. Visual observations of items sold in the Island's retail outlets revealed a bias towards older visitor groups.

The survey found that the five most frequently purchased products were: alcohol (69.4%), women's apparel (47.5%), cosmetics (43.7%), footwear (41.5%) and Norfolk Island made souvenirs (41.0%). Results show that the most important shopping attributes were: value for money (79.8%), product reliability (79.2%), the price of products 68.0% and the attitude of sales staff (63.4%). Conversely, the major shopping attributes that ranked poorly were: opening hours of shops, variety of product selection and availability of specific products.

The results show specific trends in shopping behaviour and identify the strengths and weaknesses of the Island's shopping sector. Given that the Island's tourism industry has stagnated in recent years this research contributes to identifying strategies to enhance the Island's shopping appeal.

**Key words:** Shopping, Norfolk Island, seniors

## **Understanding Customers' Need: A Case Study in Tourism**

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Customer satisfaction is crucial for future business success. Meeting and exceeding different kinds of needs is the key to achieving customer satisfaction. There is growing evidence that customer needs fall into three different categories as has been suggested in the Kano's model of customer satisfaction. These factors have different impact on customer satisfaction. Basic needs are critical when performance is low and it can cause dissatisfaction. On the other hand, excitement needs will have significant effects on satisfaction when performance is high. In addition to basic and excitement needs, one-dimensional needs have a linear relationship with satisfaction. Once customer needs has been successfully categorized, the outcome will be valuable in improvement prioritizing. This paper presents a case study to identify different categories of tourists' needs in Malaysia. Data on overall satisfaction and performance of each attribute were collected. The effect of each attribute on overall satisfaction was explored using graphs and regression models. Our data shows that hotel and environment are basic needs, attraction is a one-dimensional need and people's attitude is an excitement need.

**Thursday 7 December - 9.00 am - 10.30 am**

**Room: CO.221**

**ENTREPRENEURSHIP AND INNOVATION**

**Chair: Anna Carr**

**Mentoring Maori Business at Start Up**  
*Chrys Horn, Brenda Tahi and Joanna Doherty*  
*Landcare Research*

**Assessing Community Tourism Development - A Case Study of Murapara, New Zealand**  
*Memorie Jenner and Mark Kanning*  
*Waiariki Institute of Technology*

**Commodity Chains: Connecting Flows with Places**  
*Jan Mosedale*  
*University of Otago*

## Mentoring Maori Business at Start Up

*Chrys Horn, Brenda Tahi and Joanna Doherty*

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This paper documents work that we are doing with Māori (predominantly Tūhoe) in the Eastern North Island and Te Urewera. The work is part of a four-year study looking at the barriers to setting up rural Māori tourism businesses and some ways to work through them. As part of this work, we have two people working with individuals interested in setting up business to help them through the process of doing so. Using an action research approach, we set this up as a mentoring process to work primarily with businesses in start up - a phase of business development that is very high risk and for which it can be difficult to get help because of the risk. This paper outlines a number of findings and issues that we have encountered so far.

Our clients have skills associated with the “visible” aspects of the business - for example, taking people on a horse trek or hunting, but they were mostly unaware of how to keep financial records, understand the financial imperatives associated with business, the need for having office systems that work, the legal requirements that face them and even how to find potential customers.

Communications are also a major issue: most of our clients have very little experience with computers; the local phone lines through the Urewera make linking to the internet intermittent, slow and frustrating; the phones in the area are often cut off; there is no cell phone coverage; and the road through the area is often impassable. While there are many services available to potential Māori tourism businesses, most of our clientele have not sought help from outside the area. The few that have have struggled because many of the courses assume access to services and reliable communications infrastructure and a greater level of experience or knowledge in some areas.

The process that has worked best for our clients is one that is not normally understood by the word “mentoring.” It has involved more “hands on” help than the team expected at the start, and more work on some basic skills such as how to search the internet or set up a database to keep track of customers or potential customers. It can be difficult to assess just what is needed for each business but is important to tailor the mentoring to the needs of each individual. Some business people that we thought would need much help have been able to draw on family members with different skills, while others who had more experience, but who have not had the same additional resources to call on, have needed more help.

An important first task has been to clearly detail the product to be provided by the business and to decouple that from what individuals feel they should do to serve the needs of their community. A strong driver *and* barrier to business development in rural Māori communities is the strong sense that potential business people have of needing to serve their community.

## **Assessing Community Tourism Development - A Case Study of Murapara, New Zealand**

*Memorie Jenner and Mark Kanning*

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The purpose of the study is to explore and identify potential tourism development initiatives for the Murapara Community. Part of a nine-step assessment process, a resident attitude assessment survey was conducting resulting in identifying current and potential tourism development based on community input. This participatory rural technique (PRA) is aimed at empowering residents to seek out sustainable solutions to community problems with the intent not to determine that tourism is good but whether tourism is a potentially beneficial course of development. The results show a less than homogenous view regarding tourism. Disparate views and understandings of tourism are identified. Agreement is strong regarding the formulation of a tourism strategic plan, including the residents in the decision-making process, and in that the top indicator of success is through the creation of jobs. Resident views are described and suggestions by residents for tourism development projects are explored. Development through community empowerment is reinforced as the results support previous studies exploring sustainable tourism development.

**Keywords:** PRA, tourism development, sustainability, planning

## Commodity Chains: Connecting Flows with Places

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Research on economic development has been predominantly centred at the meso- or micro-scale, with the macro-level receiving comparatively little attention. However, changes occurring in the organisation of economic activities in the tourism production system (such as the emergence of large integrated tourism corporations via mergers and acquisitions in European markets and an increasing internationalisation of tourist flows) require an analysis that transcends state boundaries yet realises that economic systems are unevenly contained by these boundaries. Castells (2000), for instance, declares that the world is increasingly composed of flows or constitutes of a 'space of flows' as opposed to a 'space of places'. Perhaps more accurate is the perspective that the world is made up of both spaces of places and flows, thus posing the question on the relationship between these spaces and the implications for actors in the economic system.

This paper aims to present a larger analytical picture of tourism economic development by drawing from examples of the corporate geographies of integrated tourism companies and argues for a research agenda that is more adequate to the study of global or cross-border economic activities. It explores the use of commodity chain research, arguing that it provides a suitable conceptual framework for researching the connections between flows and places and offers a nuanced analysis of the spatial distribution of tourism production. An examination of the vertical assembly of the tourism product beyond national and regional boundaries links the tourism 'coal face' with the wider economic structure of the tourism industry at other geographical scales and firmly situates production in relation to local economic organisation. It is therefore instrumental in uncovering unequal governance patterns from different source markets.

The paper is informed by and draws from previous research in the restructuring processes acting on the European production system and a commodity chain analysis of package tourism from the UK to St. Lucia.

**Thursday 7 December - 9.00 am - 10.30 am**  
**Room: CO.225**  
**NEW ZEALAND MINISTRY OF TOURISM SESSION**  
**Chair: James Higham**

**Dissemination of the Core Tourism Dataset - Availability and Access to IVS and DTS Data in SPSS Format for Tourism Researchers**

*Markus Landvogt*

*Ministry of Tourism*

**Enhancing Economic and Financial Yield for Tourism**

*David Simmons*

*Lincoln University*

**Tourism Research Environment from Central Government Perspective - Developments and Challenges**

*Bruce Bassett*

*Ministry of Tourism*



## **Dissemination of the Core Tourism Dataset - Availability and Access to IVS and DTS Data in SPSS Format for Tourism Researchers**

*Markus Landvogt*

*Ministry of Tourism*

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The Ministry of Tourism is responsible for managing the Core Tourism Dataset, consisting of the International Visitor Arrival (IVA) data, the Commercial Accommodation Monitor (CAM), the Tourism Forecasts, the Tourism Satellite Account (TSA), the International Visitor Survey (IVS) and the Domestic Travel Survey (DTS). The Ministry of Tourism directly manages the two latter surveys, and for the remaining datasets and models, the Ministry provides funding and resources.

This paper outlines the extensive dissemination system for the Ministry's Core Tourism Datasets. The presentation focuses on the variety of different levels of access from tables to fact sheets to table builder software and the in-house system known as Harmoni.

To enhance the research and undertake in-depth analysis the Ministry wants to make IVS and DTS datasets available at a data record level in the widely used SPSS format. This paper presents the proposed procedures for researchers to access this data for interrogation. It is the Ministry's objective to further improve the understanding of New Zealand tourism by encouraging more applied analysis of the comprehensive and unique time-series datasets - the IVS and DTS.

## **Enhancing Economic and Financial Yield for Tourism**

*David Simmons*

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Improving tourism yield is a high level strategic goal for many countries including New Zealand. Following the release of the New Zealand Tourism strategy 2010 the Ministry of Tourism has formed a partnership with the Tourism Industry Association and Lincoln University to provide a research basis for policy development.

The three year research programme has first required the development of robust definitions of financial, economic and sustainable yield. Following that three research streams: private, public sector, and tourists; have been developed to search for 'levers' and 'impediments' to achieving yield growth across the sector. While the programme's overall goal is to produce "tools for enhancing yield" the research process has first necessitated a level of analysis uncommon across other productive sectors of the economy. Novel research approaches and new data have highlighted some concerns about the performance of various tourism sub-sectors - resulting in the need to manage carefully research communications while developing a receptive audience for "tools" which will be developed in the final year of the programme (2007).

This theoretically informed but applied 'research for policy' partnership has produced the need for novel management and governance structures, and considerable attention to communications as researchers seek to overcome the common criticism that research has little engagement with, or relevance for, business or policy practitioners.

## Tourism Research Environment from Central Government Perspective - Developments and Challenges

*Bruce Bassett*

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New Zealand's tourism research environment has developed significantly over the past decade. Key to the progress achieved has been the *New Zealand Tourism Strategy 2010* that was released in 2001. Critically, the Strategy recognised research as a key 'enabler' of the tourism sector and set out a number of recommendations for action. In the period since, the tourism industry has worked to address these recommendations.

The Ministry of Tourism became responsible for managing a number of programmes that delivers a significant body of sector information, including its statistical base (known as the Core Tourism Dataset), comprehensive tourism forecasts, analysis and interpretation, some research and an extensive dissemination system.

Also, the Ministry supports the development of tourism research widely across the sector. In recent years it has supported the former Tourism Research Council New Zealand that determined research and development priorities for the sector, and it now supports the newly formed Research Sub-Group for the Ministerial Advisory Group. This group will be key in advancing research-related actions points from the NZTS Update process that is currently underway.

This presentation will be focussed on the challenges facing the tourism research environment, including the opportunities for the future and some structural issues that govern the nature of the system that is in place. New outputs, such as the Tourism Flows Model, will also be highlighted.

**Thursday 7 December - 11.00 am - 12.30 pm**

**Room: CO.221**

## **RUGBY WORLD CUP SESSION**

This plenary session will provide an in depth exploration of the tourism issues associated with the Rugby World Cup 2011. A range of challenging issues have emerged in the twelve months since the New Zealand Rugby Union won the hosting rights for the RWC 2011. Indeed a number of these challenges had been acknowledged before the RWC bids were presented to the IRB in Dublin. These include stadium development and government funding issues, competition between cities to host world cup games, and the capabilities of cities to host the visitors that RWC is expected to generate. These issues and others will be addressed by three presenters followed by a mediated discussion.

Confirmed speakers include Cas Cater (Tourism New Zealand), Malcolm Farry (Chair, Carisbrook Stadium Trust) and James Higham.

**Thursday 7 December - 11.00 am - 12.30 pm**

**Room: CO.219**

**HERITAGE AND IDENTITY II**

**Chair: Eric Shelton**

**Motorcycling Heritage and Contested Meanings of Place: Commodification and Consumption at the Isle of Man TT Motorcycling Festival**

*Geoff Crowther*

*University of Huddersfield*

**Anzac Day in the New Millennium: Insights from New Zealand Millennials**

*Anne-Marie Hede and John Hall*

*Deakin University*

**The Changing Face of the Backpacker - An Exploration of the Rotorua, New Zealand Backpacker Market**

*Mark Kanning*

## **Motorcycling Heritage and Contested Meanings of Place: Commodification and Consumption at the Isle of Man TT Motorcycling Festival**

*Geoff Crowther*

*Department of Management and Marketing, University of Huddersfield  
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The development of sport and associated sport tourism has provided new opportunities for the exploitation of rural landscapes involving the production of spectacle and cultural experiences. On the Isle of Man in 1907 colonial pressures stimulated the development of the TT motorcycle races culminating in an annual influx of tens of thousands of motorcyclists for the TT Races motorcycling festival. Sustained development and commodification of international tourist spectacles may be subject to contestation. In the case of the Isle of Man, an offshore financial haven in the Irish Sea, re-imaging is taking place as the Manx government seeks to attract international capital.

Festivals provide a vehicle through which people can advocate or contest certain ideas of identity and beliefs. Such cultural displays may become cultural products that meet the needs of commercial tourism and contribute to the construction of heritage. Motorcycling heritage on the Isle of Man is a product of both the cultural and physical geography and, as such, it is one of many heritage products to be encountered on an island where new tourist destinations have developed as “attractions” that have been constructed for commodified visual consumption.

The aim of this research study is to explore how cultural constructions of place impact on touristic performances. Specifically the study seeks to explore reflexive discourse among motorcycling travellers about the seductions of the TT motorcycling festival and to establish the impact of place on mobility performance and consumption practices.

The study adopted a constructivist or interpretivist perspective on the basis that it is rather through daily interactions between people that social life becomes fabricated. The arena in which such a narrative performance of authentic biographical experience can be realised is an interview or social encounter, accordingly a series of depth interviews was conducted with TT visitors and Manx residents.

A key finding of the study is that experiential engagement with place is mediated by the mode of mobility chosen with personal performance in relation to mobility is a major determinant of visitor outcomes. The precise character of the TT tourism product and its performance is established by the place and it is the motorcycle that connects the visitor with the Manx landscape through the kinaesthetic, embodied experience of motorcycling. The findings will highlight the quest for sensual velocity as an essential ingredient in the motorcycle travel experience

Consumption of road racing heritage at the TT motorcycling festival is a process that communicates social categories not only to others but also to ourselves and the particular cultures and traditions of the TT motorcycling festival reflect the ideology of the dominant groups involved; the racers, the TT tourists and the indigenous Manx. Attempts to re-position destinations are inevitably selective in representing touristed landscapes and may constrain tourist performance of place. Further studies that consider alternative meanings of contested places would contribute to this process.

**Keywords:** mobilities: spectacle: heritage: commodification: contestation:

## **Anzac Day in the New Millennium: Insights from New Zealand Millennials**

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Since 1916, New Zealanders have honoured soldiers of war on the 25<sup>th</sup> of April at commemorative events. The day is now known as Anzac Day, and the acronym 'Anzac' stands for the Australian and New Zealand Army Corps, which was established in World War I. Anzac Day commemorative events are emerging a popular cultural activity in which New Zealanders, many of whom are young, are now participating. From an event management perspective, however, the increasing popularity of attendance at the commemorative events is problematic, with potential to negatively impact the experience of attendance and the sites at which they are held. There is a need to gain a greater understanding of the experience of attendance at the events so that strategies can be developed to maintain and enhance their authenticity and integrity, while optimising their sustainability in the New Millennium.

The aim of this study was to provide information about the experience of attendance from the attendee's perspective for later use by managers of the events. The study employed the theory of emotions to examine the consumption experience, and used a qualitative approach for this purpose. Two focus groups were undertaken in New Zealand comprised members of the generational segment, the Millennials. The data were analysed considering the literature on emotions, special event tourism, as well as the literature on dark tourism. In some ways, the special event tourism and dark tourism literatures seem to be paradoxical, however, in this study they seemed to compliment each other. A complex set of motivations, emotions and resulting attitudes, behavioural intentions, and behaviours were revealed. With this information, event managers are better able to understand the experience of attendance and consider these issues when developing strategies to manage the events. The results presented here are part of a larger study, as further data is currently being collected on the topic in Australia. Hence, there are opportunities for cross-cultural analysis about this important aspect of New Zealand, and Australian, culture.

## The Changing Face of the Backpacker - An Exploration of the Rotorua, New Zealand Backpacker Market

*Mark Kanning*

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The purpose of this study is to profile the current backpacker market and understand, more in-depth, decision-making amongst backpackers visiting Rotorua. Why are backpackers coming to Rotorua and New Zealand in general, what are they doing while here, what destinal information is useful prior to and upon arrival, what distribution channels are most efficient, what are the variables used in determining accommodations, and how is this market demographically changing. Through the use of self-administered surveys (n=404), in-depth interviews (n=28), and focus groups (n=3), a holistic view of the changing Rotorua backpacker market is presented. Results show that nearly half of the backpackers are 30 years of age or over, nearly a quarter are on a RTW trip, and relaxation/passive activities are ranked higher than active or adventure activities for Rotorua. Decision-making is influenced by previous travels, home country, age, and travel party. The majority of backpackers arriving in New Zealand are well-travelled thus leading to more discriminating decisions based on frames of reference.

**Keywords:** Backpackers, triangulation, Rotorua, decision-making



**Thursday 7 December - 11.00 am - 12.30 pm**

**Room: CO.204**

**HOSPITALITY MANAGEMENT, LABOUR  
RELATIONS and MICE**

**Chair: Tim Lockyer**

**Constructive Dismissals in Hospitality: Perceived Incidence and Acceptance**

*Jill Poulston*

*Auckland University of Technology*

**Sustainable MICE: A Need for Empirical Data in New Zealand?**

*Mirrin Locke*

*Pacific International Hotel Management School*

**Metamorphosis in Hospitality: From Prostitution to Harrassment**

*Jill Poulston*

*Auckland University of Technology*

## **Constructive Dismissals in Hospitality: Perceived Incidence and Acceptance**

*Jill Poulston*

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Constructive dismissal and ad hoc disciplinary procedures are common in hospitality and many employees feel they are treated poorly by their immediate supervisors. This study identifies the perceived incidence and acceptance of constructive dismissals in the New Zealand hospitality industry, and the characteristics of those strongly associated with constructive dismissal. Quantitative data from 534 Auckland hospitality workers are analysed as part of a wider doctoral study, and results relating to constructive dismissal presented in this paper.

The study expected to reveal management's passive support for constructive dismissal, but instead showed managers are substantially unaware of the levels of bullying and harassment reported by staff and supervisors. High incidence levels of constructive dismissals are associated with supervisors and casual employees, and low levels with older employees, higher salaries, and managers. Responses on perceived incidence of constructive dismissals from supervisors and full-time employees implicate them as the primary cause, and casual employees as the primary victims. Constructive dismissal is strongly associated with high staff turnover, and is therefore considered a likely cause. Supervisor training and improvement of selection and induction techniques are recommended as solutions for both staff turnover and constructive dismissal.

**Keywords:** hospitality, staff, supervisors, constructive dismissal, staff turnover

## Sustainable MICE: A Need for Empirical Data in New Zealand?

*Mirrin Locke*

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The meetings, incentives, conventions and exhibitions (MICE) market is attracting attention from local government and private sector agencies however, little empirical research into this sector has been conducted in New Zealand. The purpose of this paper is to highlight the need for more research to be conducted into the contribution that the sector makes to the New Zealand economy and to estimate the yields obtained from the supposed short stay big spender business attendees.

Individual events have been studied in terms of their economic impact. There is a developed literature and generally accepted method and these are now regularly applied to most major events. Major sponsors tend to evaluate funding proposals based on pro forma impact projections. However, as a portfolio of activities in any particular time period, eg annually, there are no aggregate assessments readily available. The simple summation of benefits from individual events presents an overly simplistic approach and the correlation between events needs to be considered in more detail.

As the number of events grows, it is to be expected that the potential positive and negative correlations between events will increase. Direct competition emerges between promoters and venues and there is the potential for increasing negative externalities associated with brand identification and inconsistencies in quality.

In order to maximise the sustainable long-term benefit of MICE it is essential that the interconnectedness and growth prospects be understood. To obtain a clear picture of the current situation and to model future possible scenarios requires more information and a closer cooperation of the more significant stakeholders in the sector.

This paper makes its contribution toward an increasing collabor-a-tion<sup>1</sup> by drawing attention to the key components of sustainable growth. To investigate the potential benefits from the sector in the longer-term, to the economy and participants, there needs to be a more concise stock take of the current situation. While anecdotal evidence suggests there are increasing numbers of MICE there is little available in terms of reliable data. Accordingly, an appropriate metric is necessary and a suggested form is developed in this paper.

The second issue considered is the potential growth of MICE. Regional patterns are unlikely to be uniform and the drivers need to be better understood. Further, the potential for changing consumer interests and tastes may increase the need for MICE to be refining and reinventing themselves. Accordingly, sustainable MICE are likely to be flexible MICE.

The appropriate ongoing investment into the sector will be yield driven dependent upon the returns obtainable from alternative investment possibilities. The need to understand the risk adjusted return structure essential to both intra and inter sectoral investment appraisals is the third issue considered.

The fourth and final point of discussion in this paper suggests an approach which could be taken to providing the information needs highlighted in this paper. This discussion also explores the likely issues that would arise in conducting a study of this magnitude and suggest measures which could be taken to avoid some of these potential problems.

<sup>1</sup> Collaborative competition.

## **Metamorphosis in Hospitality: From Prostitution to Harrassment**

*Jill Poulston*

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Sexual harassment is significantly more common in hospitality than in other industries, and has a negative impact on both individuals and workplaces where it occurs. The New Zealand Human Rights Commission's 2001 report on sexual harassment found that 60% of those harassed subsequently leave their place of work, indicating a significant cause of staff turnover, and a considerable expense to employers.

The objectives of this study were therefore to identify the incidence and causes of sexual harassment in hospitality, so recommendations for prevention could be made to industry practitioners. As part of a wider doctoral study, quantitative and qualitative data from 534 Auckland hospitality workers were analysed, and results relating to sexual harassment identified. Of valid responses to questions on the incidence of sexual harassment, 24% reported they had been harassed, a proportion consistent with that found in Hoel's 2002 British doctoral study. Customer contact was identified as a strong predictor of harassment, especially for young European women and those working in food and beverages service. Harassment was notably less prevalent where respondents had their own codes of ethics, and where training was perceived as satisfactory.

High tolerance of harassment evident in written comments was associated with enjoyment and the nature of the industry, implying a sense of duty and behavioural norm extending well beyond limits accepted outside hospitality.

Recommendations include the discouragement of behaviours and appearances associated with harassment by guests, such as the use of sexuality in employee-customer relationships. Training employees to reject sexual advances skilfully and professionally is also recommended, as is promoting harassment-free workplaces to both guests and staff using codes of ethics, pamphlets, or posters. However, as the root causes of sexual harassment are may be outside the reach of such prevention strategies, the discussion also addresses the implications of working in commercial hospitality.

The tradition of sexual behaviour in hospitality is therefore addressed, and its relationship to the sexual favours provided in pre-Christian taverns, where barmaids were also prostitutes. The study concludes that sexual harassment is pervasive in hospitality, in part, because it is perceived as integral to the industry by both staff and customers.

***Thursday 7 December - 11.00 am - 12.30 pm***  
***Room: CO.220***  
**TOURISM AND GLOBAL ENVIRONMENTAL CHANGE**

Featuring Michael Hall, Stefan Gossling and Daniel Scott

**ABSTRACTS FOR PAPERS NOT BEING  
PRESENTED AT CONFERENCE**

**Visitor Information Centres: A Case Study of New Zealand i-SITE Network**

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## Visitor Information Centres: A Case Study of New Zealand i-SITE Network

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The main driver for New Zealand central and local government involvement in visitor information centres is economy. In New Zealand, the official visitor information network was re-branded as “i-SITE” network in 2002. Despite common branding individual i-SITEs actually vary widely in scale, function, funding structures and stakeholder relationships. Therefore, differences in service delivery and quality are evident and perhaps inevitable among i-SITEs.

This preliminary research examines the policy context for, and implementation of, i-SITE network, including i-SITE governance, funding and business models, stakeholder relationships, and roles and values of i-SITE. Its analysis and conclusions are largely drawn from 28 interviews with informants from Tourism New Zealand (TNZ), Department of Conservation (DOC), Visitor Information Network Incorporated (VIN Inc), Regional Tourism Organisations (RTOs), Tourism Industry Association (TIA), and local government officials, i-SITEs managers and staff, tourism consultants, and tourism operators.

The different i-SITE governance models are identified and their respective advantages and disadvantages are compared. The rule of “one i-SITE in one geographic area”, and issues related to private versus public ownership of i-SITEs and the usage of volunteers are addressed. And discussion about whether or not i-SITEs should be publicly funded; whether or not i-SITEs should adopt commercial models; and whether commission should be levied on operators or visitors, are explored.

The study illustrates the relationships among i-SITEs and various stakeholders, including: DOC visitor centres, tourism operators, TIA, private travel agencies, and kiosks. The potential barriers to integrating DOC visitor centres and i-SITEs and providing “one-stop shop” information services to visitors are considered, together with i-SITE’s perceived role as an effective and impartial distribution channel for tourism operators. The relationship of the TIA to i-SITE network and the impact of i-SITEs on private travel agencies are also explored.

The study presents i-SITEs’ different roles as information provider, booking agent, and marketing agency; exploring whether i-SITEs’ primary priority is to provide information or a booking service and whether it is appropriate to use sales targets and bonus incentives for staff performance assessment. The significance of i-SITEs to local communities, and their perceptions of whether or not i-SITEs attract additional visitor numbers are also considered.

It is concluded that to fulfil visitor and community expectations and to maintain the reputation of an official national information network, Tourism New Zealand and Visitor Information Network Inc will need to further facilitate i-SITE service quality and consistency through governance structures and business models. Stronger leadership from central government and more open discussion of the purpose and priority for i-SITEs from the tourism industry and wider community would be beneficial in setting future directions for the i-SITE network.

**Key words:** Visitor Information Centre, i-SITE, Tourism Promotion









