EDITORS’ PREFACE

Dear Colleagues,

It is with much pleasure that we present the Proceedings of the New Zealand Tourism & Hospitality Research Conference 2008 “Re-creating Tourism”, hosted by Lincoln University.

At the start of the 21st century tourism and hospitality faces numerous challenges and opportunities as the world undergoes a growing list of seemingly dramatic changes such as climate change, environmental and ecosystem degradation, ‘peak oil’, rapid economic transformation (and current global recession), the rise of new markets, the emergence of national security and bio-security concerns, labour recruitment, training and retention issues, and the creation and proliferation of new technologies.

The net effect of this potent mix will be the constant re-creation of tourism and hospitality. Researchers and industry stakeholders share a pressing need to focus on both the variety of these rapid changes and their actual and potential interconnections. What is required is new ways to think about how tourism and hospitality might be re-created to adapt to this challenging set of factors in productive and sustainable ways.

For this reason it is timely that this conference’s theme is ‘Re-creating Tourism’. This theme, however, is not just about tourism being re-made by other factors. The challenge is also to understand how tourism is re-creating environments, places, people, communities, economies, societies and cultures. As an agent of change its effects can be unpredictable and unintentional as well as being either positive or negative.

The theme also concerns tourists themselves who, classically, re-create and restore themselves through travel. It includes the staff, managers and tourism and hospitality business owners who are vital to any adaptive response to the challenges posed. The role of tourism and hospitality in personal and social re-creation and the new demands these challenges place on the people involved in meeting tourists’ needs therefore adds further nuance to the phrase ‘Re-creating Tourism’.

These proceedings represent the research and thoughts of academics, students and practitioners from New Zealand and further afield who are considering the issue of how tourism is to be re-created in the years and decades ahead. Ten years ago when Lincoln University last hosted the NZTHR Conference 25 percent of presenters were from overseas;
this year the figure is close to 40 percent, showing a growing interest in this conference from beyond New Zealand which is very pleasing.

The publication of these proceedings would not have been possible without a great deal of work by many people. Firstly the organising committee of this conference must be thanked, especially the convenor, Ray Sleeman. In relation to these proceedings, particular thanks is extended to Tony Brien, Susanne Becken, Stephen Espiner and David Fisher for their tremendous efforts in each managing a stream of papers during the review process, including recruiting reviewers and ensuring papers were returned in a timely manner. We are extremely grateful also to the scores of reviewers who generously gave their time and thoughtful and constructive feedback on the papers they reviewed. Finally, a special and sincere thanks must go to Michelle Collings, whose expertise ensured that emails were responded to promptly, papers were neatly filed, and these proceedings were formatted and assembled correctly.

We trust you find these Proceedings informative, interesting and thought provoking.

Joanna Fountain
Kevin Moore

Technical Notes
To cite papers from these proceedings, the following format is recommended:

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Keynote Address 1

Tourism 90 Years On

Graeme Abbot
General Manager, Hanmer Springs Thermal Pools and Spa

Hanmer Springs has a long history of tourism involvement spanning 125 years. The central attraction of the region, bathing in the thermal waters, has been re-created repeatedly over this period of time, culminating in the modern thermal pool complex in operation today. This presentation will explore the history of Hanmer Springs village and the thermal pools and discuss the success of the complex and its impact on the village in economic and social terms.
Refereed Paper

Nature-tourism nexus revisited –
a new classification for nature tourism

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Abstract
Visitors to Protected Areas – often referred to as nature-based tourists – are generally described as an essentially homogenous group. Common characterizations emphasize nature tourists’ (presumed) attitudes and social backgrounds, characterizing them as environmentally conscious customers from higher socioeconomic groups who are willing to contribute to sustainable development. It is questionable, however, whether such unselfish motives are of the same (if any) importance for all nature tourists. This paper argues that nowadays different types of nature based tourism products attract a wide range of specific customers, and concludes that a new holistic classification of both production and consumption in nature tourism might be appropriate.

Keywords: nature-based tourism, classification, visitor types, product types
Refereed Paper

The relationship of VFR travellers with tourism industries

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Abstract

This research explores the extent to which hosts, local industries and destination regions influence VFR (Visiting Friends and Relatives) travellers’ purpose of visit. Whilst VFR travellers are often assumed to travel for the purpose of visiting friends and relatives, this research, based in the Sunshine Coast Australia, indicates that VFR is only one reason that motivates VFR travellers to travel. The simplistic view that VFRs are travellers whose purpose of visit is only VFR is challenged by these research findings showing that 26.6% of visitors who stayed with friends and relatives stated a Non-VFR purpose of visit. Clearly, if purpose of visit is used as a sole measurement for considering the size of VFR travel then a significant portion of VFR travellers will be missed. Interestingly, visitors staying with relatives were more inclined than friends to be travelling with this purpose in mind. Whilst 80.6% of visitors staying with relatives reported VFR to be their purpose of visit, only 63.4% of visitors staying with friends were travelling for VFR purposes. VFR travellers were also found to be significantly more likely than Non-VFRs to rely on word of mouth than other sources in terms of planning their trip. As such, the role that the local host has in influencing, not only the purpose of trip to begin with, but the activities undertaken during the visit is also critical. This relationship that VFR travellers have with industries, the destination, and the host are all interlinked and can influence the purpose, or purposes, of the trip. A VFR purpose of visit model is proposed to explain the relationships between these elements, also demonstrating that VFR is only one type of purpose of visit amongst VFR travellers.

Keywords: VFR, Visiting friends and relatives, tourism industries
Demographic change and labour supply in global tourism to 2030: a tentative assessment

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Abstract
This paper considers likely impacts of demographic change over the coming two decades on the workforce in the tourism sector. A global assessment of demographic trends to the year 2030 points to a continuing decline in the rate of population growth and a consequent aging workforce, although the pattern of this trend is certainly not even across all regions and countries. The key determinant of this is the birth rate across the main centres of population, which continues to decline. However, notwithstanding this overall trend, the global population is projected to rise from a current 6.5 billion to between 7.5 and 8.5 billion by 2030, with the main concentration of this growth in countries of the developing world.

Tourism is a sector which is and will likely remain highly labour intensive. Tourism has also depended heavily on the engagement of younger workers to meet its requirements of labour intensity. Therefore, the consequences of this changing demographic structure, especially in the developed world, are potentially very serious for the sector and its competitiveness. This paper reflects upon the possible implications of global population change on the tourism sector in the developed world context from a labour market perspective and will propose long-term strategies that could be adopted by policy makers and the industry in response to these implications, with specific reference to a relatively peripheral destination, Scotland.

Keywords: Tourism; Labour Market; Workforce; Demographic Trends
Working Paper

The price of tourism in the context of global oil prices

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Abstract
Tourism in its present form is inherently dependent on oil. Tourism transport almost exclusively runs on fossil fuels and also other components of the tourism product such as accommodation or attractions rely on the input of oil into their production. Consequently, global oil prices, alongside other factors, are influencing the price a tourist has to pay, depending on how exactly they compose their tourism 'consumption bundle'. For the case of New Zealand, the consumption bundles of 18 tourist segments (based on country of origin, travel style and purpose) were derived and changes in price between 1997 and 2007 were observed. The results show that transport related components increased in price above inflation rates, and segments that relied heavily on transport were therefore more affected than those whose consumption centred on sectors such as accommodation and retail. Moreover, comparisons with exchange rates show that the relative price of tourism in New Zealand is determined more by currency fluctuations than by other price effects, including that of oil. These results alongside with econometric models that relate international arrivals to oil price, and a tourism Computable General Equilibrium model will allow to assess those parts of tourism that will be most affected by global oil prices.
Working Paper

It’s not what you know but who you know: the New Zealand domestic tourism VFR phenomena

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Abstract
One of the strongest reasons for travelling within New Zealand has been to visit friends or relatives with 30% (Year ended Dec 2007) of trips, 35% of nights and but only 15% of expenditure (New Zealand Domestic Travel Study). This paper looks at how the recent patterns of travel have changed over the last ten years with more New Zealanders’ flying within New Zealand and the growth in the types of accommodation available to the traveller; both domestic and International as the New Zealand tourism industry has matured. Changes in the uses of a wider variety of accommodation and transport types will be analysed by reason for visit to highlight the hybrid nature of reasons for travel.

Keywords: Domestic travel, reasons for visit
We have come a long way baby; a review of luxury accommodation usage by international travellers to New Zealand

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Abstract
Nearly 30 years ago, Tom Scott (cited in Adrienne 2004: 1) a Kiwi cartoonist and satirist wrote in the NZ Listener magazine and said this about New Zealand: “Terrible tragedy in the south sea. Three million people trapped alive.” Unfortunately 30 years later John Cleese (2005) visited Palmerston North and renamed it the “suicide capital”. But thankfully there is evidence to the contrary that suggests people don’t think these things about New Zealand hence the title of this research paper.

As a tourism destination New Zealand has matured considerable in the past ten years especially in the accommodation sector; one of the most significant changes is in the luxury market it has grown in size and economic significance. In 2007 the luxury accommodation market involved 116,307 international visits, compared to 443,993 in 1997; a 165 percent increase (IVS 1997-2007) The three main markets in of Australia, America and the United Kingdom comprised 44% of total, compared to 2007 the same three markets comprised 78% of the visitors, the growth mainly in Australian guests. The length of stay is predominately three nights or less with two nights more popular in 2007 compared to 1997 where one night was the most popular. The key destinations were Queenstown, Taupo and Wanaka. The main months people stayed were January, February and March with seasonality more pronounced in 2007: 53% in summer compared with 47% in 1997.

Keywords: Luxury, Tourists, New Zealand, Accommodation, Markets, Products
Refereed Paper

Anyone speaking Elvish? Insights into the tour experiences of guided Lord of the Rings fans in Aotearoa New Zealand

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Abstract

This paper presents the major findings of an in-depth study into film tourism in Aotearoa New Zealand. The study focused on three nationwide and a further five half-day and two full-day Lord of the Rings tours to conceptualise the nature of the film tourism experience. Specifically it sought to examine the motivations and expectations of these tourists; and to gain insights into the role of the tour guide(s) in tourists’ experiences. The study used an integrated methods approach that utilized interviews (face to face, group and email), questionnaires (pre- and post tour and post tour through email), observation (direct participant) and tour journals to obtain data. The study found that film tourists are rarely ‘fanatics’ and want to experience more than just filming locations and scenery; in particular, the role of emotions, the influence of pre-tour images and the variety of contemporary film tourism needs to be acknowledged to improve understanding of the phenomenon.

The study proposes a conceptual framework in which film tourism is a relatively select but increasingly significant means by which members of modern societies attempt to come to terms with life and represents an embodied search for meaning as expressed and guided by film in the act of engaging in film tourism. In other words, film tourism seems to represent a way in which people pursue meaning in life, and even guidance, in an increasingly secularised world. The search leads film tourists to an active and involved journey towards values they share and a sense of community they seek.

Keywords: film tourism; authenticity; experience; guide; Lord of the Rings (LOTR)
Working Paper

Will there be a place for hospitality managers in 2020?

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Abstract

Will there be a place for the hospitality manager in 2020? It was not so long ago, that the thought of space travel and hotel rooms on the moon would have seemed outlandish. A more discerning, heterogeneous and affluent base of post-modern consumers has created the demand for an ever greater array of hospitality products which include niche-market holidays and activities for the ‘money-rich, time poor’ generation. A fundamental issue to consider is the pace of change; as the industry witnesses rapid and complex developments in organisations and distribution. Coupled with the phenomenon of the ‘experience economy’ where entrepreneurs will blend services to create even more sought after experiences. Established locations may reinvent themselves through choice or necessity, to attract investment and avoid the homogenisation threatened by globalisation. Hospitality is a global issue and managers will need a corresponding mindset to maximise the success of their organisations, particularly with sensitivity towards cultural differences in marketing, hotel development, employee recruitment and training, as well as their ability to consistently deliver the brand promise to customers at every touch point to maintain a holistic customer relationship approach.

This paper is based on the futures methodology of scenarios which is a narrative description of a possible state of affairs or developments over time (Warfield, 1996). Scenarios are portraits of alternative futures that might conceivably develop from today’s world (Cetron, DeMicco, & Davies, 2006), a way of developing alternative futures based on different combinations of assumptions, facts and trends.

Keywords: Future of hospitality, hospitality training, hotel managers
Refereed Paper

Sexy, senior and the single supplement: the emerging market of solo female travellers

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Abstract
This paper analyses the factors influencing the leisure activities of single female baby boomers, an emerging tourism market that has been largely neglected by the tourism industry. Recent data indicates that ‘freemales’ (single women) in Australia outnumber married women for the first time since World War I and that the proportion of baby boomers in the population is expected to increase to 25 percent by 2038 (Office for Women, 2007; Plant 2008). Many of these will be single, widowed or divorced females. These women do not regard themselves as ‘old’ or dependent and this is reflected in their lifestyle and leisure activities. Using an interpretive research perspective and a process of narrative inquiry, this research explored the factors influencing their perceptions of leisure and the role that travel plays in this perception. The interview data was obtained from women born between 1946 and 1964 living in a rural area of Australia, in a city area in Hawaii and from female ‘grey nomads’ volunteering at the national Folk Festival in Canberra. An analysis of tourism websites and tourism literature aimed at the older traveller reveals that the tourist industry in many countries, including Australia and New Zealand, is not taking advantage of this emerging market and is only minimally meeting the travel needs or interests of this demographic.

Keywords: Emerging markets, tourism, single women, baby boomer travel, solo travel, leisure activities
Working Paper

*Staycation*: How global warming becomes a tourism constraint

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**Abstract**

In order to sustain tourism flows the tourism industry of the 21st century needs to overcome many threats (i.e. peak oil and recession). With the growing public awareness of global warming and climate change tourists’ perception that their travelling actions are damaging nature is arguably becoming the norm. This new perception is already constraining some tourists, and holds a high likelihood of becoming more widespread. These constraints are leading to an increase in the popularity of *staycation*, that is, vacations spent close to, or at, one’s home, at the expense of traditional travel; patterns.

In order to address these new constraints, the tourism industry should adopt a resilience approach: whereby a proactive leadership acknowledges these threats and develops and implements solutions to the problem. One solution is in the area of concern over carbon emissions. Currently, the tourism industry is emitting approximately five percent of the world’s Greenhouse gases, consequently leading to the notion that tourists’ actions are damaging the natural environment. By reducing and offsetting its greenhouse gas emissions, the tourism industry could lead the way in preventing tourists from being constrained by concerns over global warming. This change should be in the form of implementing compulsory environmental management systems, signing to the Kyoto Protocol and paying carbon taxes. These changes may be at the expense of short profits, but it is a price well spent on the way to sustaining the tourism industry and its long term profits

**Keywords**: Tourist, Perception, Global Warming, Constraint.
Tipping and service management

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Abstract
Tipping is a complex social phenomenon, influenced by customs and values, which has economic significance as well as consequences for managing tourism and hospitality services. Interesting questions are addressed about the relationship between tipping, service quality and productivity in this review of research examining the tipping phenomenon. Tipping norms vary significantly across countries and until recently the practice has not been widely accepted in New Zealand. However, it is becoming more prevalent in this country and from the findings of this analysis we can draw conclusions about the role of managers in successfully delivering services in this changing environment.

Keywords: service quality, tipping, tourism, hospitality
Working Paper

Re-conceptualising the small town destination: where less is more?

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Abstract
The New Zealand Tourism Strategy 2015 maintains that all New Zealanders are involved in tourism, and advocates that communities embody the value of *manaakitanga* (hospitality). In support of the Strategy’s objectives, communities are asked to “…preserve and promote their local culture and character and incorporate this into all aspects of the visitor experience”; at the same time, communities and businesses are advised to concern themselves with providing visitors with the experiences they expect and the products they need.

At the destination community level, these two imperatives would appear to have the potential to be conflicting. For small communities in particular, the question of how far to go in the name of *manaakitanga* becomes central to sustaining their local culture and character; indeed, the more communities concern themselves with the expectations and needs of visitors, the more they begin to resemble each other. On this basis, the most socially sustainable strategy for small towns may in actuality be to preclude the expansion of visitor-oriented goods and services much beyond those required to meet the needs and expectations of locals.

Using Hanmer Springs as a case study, this paper discusses the idea of sustaining the competitive advantage inherent in the culture and character of small towns by constraining the visitor experiences on offer: by offering less, the visitor may indeed get much more.

*Keywords*: destination; competitive advantage; sustainability; community; culture
Abstract
This paper explores the seasonal tensions faced by wineries in adopting wine tourism in rural, cool-climate wine regions. A cross-case analysis was conducted based on two case study areas: Central Otago, New Zealand and The Finger Lakes, New York USA. This analysis is based on in-depth interviews with 20-25 subjects in each region. Seasonality is a management issue faced by most tourist destinations and operators, particularly small operators. However, seasonality in wine tourism may be especially challenging because a winery hosting tourists must deal with the seasonality of tourism in conjunction with the seasonality of wine production. This research finds that issues of seasonality are highly dependent on individual business goals, owner motivations, regional tourism patterns, supporting infrastructure and services as well as geographic location within the region. While seasonality of wine tourism does pose challenges for wineries - primarily associated with cash flow and staffing - many wineries do not see it as a problem. Many owner-operated, lifestyle-oriented owners appreciate the downtime associated with tourism seasonality because it gives them a break and time to catch up on other aspects of the business. Furthermore, smaller operations often sell out of their wine prematurely and don’t have the capacity to open the cellar door year-round anyway. The more reliant a winery and a region is on tourism, the more severe are the impacts of seasonality. This paper illustrates this by comparing two rural cool-climate wine regions in which the emphasis on tourism is significantly different.

Keywords: seasonality, wine tourism, rural, cool-climate wineries.
Working Paper

Incipient environmentalism and social acceptance of tourism in a whaling community: the case of Pamilacan Island, Philippines

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Abstract
For tourism to be sustainable, it is necessary for all stakeholders to be concerned with the quality of the environment. This condition is important particularly if the tourism product is highly-dependent on the natural resources of the area. While this is clear in the literature, very few studies (e.g. Kontogeorgopoulos (2005)) have looked into the processes and factors involved that pressure the local community to begin and continue to develop greater environmental awareness as it strives to adapt to tourism. Furthermore, models of social acceptance of tourism such as those by Doxey (1975), Butler (1980), and Keller (1989), as Horn and Simmons (2002) suggest, do not explain much in terms of how communities influence tourism development.

This working paper, part of a larger study on ecotourism policy implementation, elaborates on this issue by illustrating the case of a community in the Philippines formerly involved in whale and manta ray hunting. It examines how the community of Pamilacan Island, Baclayon, Bohol province, adapts to marine mammal conservation and ecotourism policies and programmes that the government imposed in order to arrest the perceived rapid decline in the population of the animals. Analysis of data shows that the community's response to demands to change its attitude towards the environment, particularly to care for the welfare of cetaceans (dolphins, whales and porpoises) and elasmobranch (manta ray and whale sharks), while it embarks on ecotourism as alternative livelihood, is directly the result of political pressure, advocacy and support of NGOs and government, competitive pressures, and the need to ensure food security and livelihood in the island.

Keywords: sustainable tourism, whale and dolphin watching, Philippines
Refereed Paper

Enduring involvement of Australian snowsport participants – an exploration

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Abstract
In the face of challenges to the snowsport industry from climate change, rising fuel prices and interest rates, and competition from a range of other leisure pursuits, it is important to understand who is participating and how their attachment to the activity and the place may influence their ongoing participation. Enduring involvement is one approach that may provide some insights, however there has been little situation-specific leisure research of enduring involvement (Havitz and Mannell, 2005). This paper presents the results of an online survey of 364 Australian snowsport participants across 13 enduring involvement items (McIntyre and Pigram, 1992) that seeks to address this gap. Results from a principal-components factor analysis are compared to McIntyre and Pigram’s analysis, which has previously identified three components: attraction, self-expression and centrality. Additional investigation was made with respect to respondents’ preferences across 9 items, including customer service and ticket prices, that may influence their continued participation in skiing or boarding in Australian resorts.
Sustainable tourism governance: International recommendations and political ideologies in the Netherlands

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Abstract
This paper focuses on the role of public authorities in facilitating a national-level sustainable development of tourism. A number of key recommendations formulated in the 2005 report of UNEP and WTO for sustainable tourism governance are reviewed ("Making Tourism More Sustainable: A Guide for Policy-Makers"). Given the complexities of tourism, a national governance structure is recommended with a high degree of horizontal and vertical coordination of actors and policies. These recommendations are compared with the governance features for domestic tourism in the Netherlands. Empirical research points out that the interpretations of neo-liberal political ideologies led to a tourism governance structure that is in strong mismatch with the UNEP-WTO recommendations. Preferences for smaller governments, strong decentralization and wide deregulation, prevent an adequate coordination of public authorities and policies at national level, and across governance levels. The paper recommends further research into the political and policy dimensions of tourism. Given the worldwide rise of neo-liberalism as dominant ideology in an increasingly globalised world, it is important to understand how the internationally-recommended principles for sustainable tourism governance align with various interpretations of the neo-liberal principles of governance, and whether the former may eventually be accommodated by the latter.

Keywords: governance; international recommendations; sustainable tourism; neo-liberalism
Working Paper

How tourists relate to museum presentations and offerings: insights from the Egyptian Museum of Cairo

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Abstract
This paper is based on part of a larger PhD research project exploring the nature of tourists’ experiences in Te Papa Museum in New Zealand and the Egyptian Museum of Cairo. Despite some recent research which has investigated the museum experience from the perspective of the visitor, questions about what makes a positive or negative tourist experience in museums still remain. This paper explores the developments in the Egyptian Museum presentations and offerings vis-à-vis the tourist’s expectations, interests, needs and wants, using the museum theory and practice to understand the tourist positive and negative reactions in the museum. Qualitative research on tourists’ experiences in the Egyptian Museum of Cairo was conducted in 2008. This paper will draw on findings from this research to examine the tourists’ response to exhibition design, museum-related merchandise, and architecture and interpretation of objects. The types of experiences that tourists preferred and found most satisfying in the Egyptian Museum of Cairo offer interesting clues to museum professionals and highlight critical issues for destination marketers and urban tourism at-large.

Keywords: museums, tourist behaviour, motivation, interpretation, Egyptian Museum.
Refereed Paper

Bicycle tourism as an opportunity for re-creation and restoration? Investigating the motivations of bike ride participants

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Abstract
Bicycle tourism is a growing and important niche tourism market, however there has been a lack of research in Australasia. Furthermore, research on the motivations of cycle tourists participating in events using leisure theory has not been examined to date, and is a major omission in existing sport tourism research. This paper outlines part of a PhD study which examines the motivations of cycle tourism event participants using Beard and Ragheb’s (1983) Leisure Motivation Scale, to investigate if participants’ motivations include opportunities for re-creation and restoration. A total of 749 Great Victorian Bike Ride participants were surveyed after the event to gather both quantitative and qualitative data. The analysis using the Leisure Motivation Scale found 4 factors labelled competence mastery, stimulus avoidance, intellectual and social, confirming Beard and Ragheb’s (1983) initial dimensions. Qualitative data highlighted the importance of social interaction, personal challenge and health/fitness, important motives for re-creation and restoration. Differences in motives were found to exist by respondent socio-demographics, ride history, skill level and likelihood to recommend the ride to others. Implications are made concerning future cycle tourism and sport tourism motivational research, as well as practical recommendations for managers based on the research results.

Keywords: bicycle tourism, cycling events, motivations
Refereed Paper

Identifying & predicting quarterly inbound tourism demand turning points using Logit and Probit models and composite leading indicators

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Abstract
Due to the dynamic nature of world economies together with other random effects, tourism demand has become highly volatile. Tourism demand growth goes through expansion and recession periods and the expansion and recession periods are associated with positive and negative demand growth rates. Governments and tourism sector need an early prediction of turning points and the duration of expansion and recession these periods for their planning and investment. The aims of the paper are identify the significant turning points in Australian inbound tourism demand through appropriate smoothing method, and predict turning points using composite leading indicator (CLI) and non-linear econometric models (Logit and Probit Model). Finally the forecasting performance of the constructed CLI, existing CLI available for OECD countries in DX data and the Logit and Probit model are assessed using Quadratic Probability Scores (QPS) and a few other evaluation techniques.

Keywords: Growth rate cycle, Logit and Probit models, composite leading indicator, tourism forecasting
Working Paper

Domestic cultural tourists – who are they and does it matter?

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Abstract
Researching the demand for Māori eco-cultural tourism we have discovered a number of nuances in the understanding of cultural identity which affect the results of our studies and others in New Zealand and overseas. Tourist studies usually segment tourists into international and domestic categories; however in the context of eco-cultural tourism this segmentation is neither straightforward nor sufficient. For example, New Zealand residents who are originally from overseas perceive Māori culture (and thus cultural tourism experiences) differently to both overseas visitors and to New Zealanders living in New Zealand. Similarly Māori New Zealanders may perceive Māori cultural tourism experiences differently to Pakeha New Zealanders and to each other depending on their own identities.

Scoping interviews indicate that New Zealand residents originally from overseas may be more interested in Māori tourism and more comfortable with not knowing about Māori culture than are New Zealanders who have grown up here. Similarly, New Zealanders are in some ways more familiar with Māori culture but may not choose to engage with the culture in a tourism frame. There is a need to take account of these issues in tourism research.

Keywords: tourism demand, domestic tourism, cultural tourism, Māori tourism, cultural identity.
Working Paper

Repeat visitation and place attachment: an accidental approach

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Abstract
While surveying visitors in a remote area in the North Island of New Zealand, we observed striking levels of repeat visitation – over 10 per cent of visitors had been to the same place at least 20 times before. We also observed some stark differences in respondents’ attachment to the destination.

In this paper we explain how a survey designed for a different purpose has yielded interesting insights into the relationship between repeat visitation and place attachment.

We consider two commonly discussed aspects of place attachment (place identity and place dependence) and introduce a discussion around the evolution of functional motivations for visiting a destination.

We find that place identity was more commonly expressed amongst our respondents than place dependence. Respondents who had made higher numbers of repeat visits more often showed place identity than did newer visitors suggesting that place identity is developed through successive visits. In contrast, while many visitors talked about functional motivations for visiting the destination, there was little evidence of the development of place dependence.

In some cases, functional motivations for visiting appeared to blur into place identity and habit as the number of visits increased.

Finally, we set out hypotheses for a strategic investigation of something which we found by accident!

Keywords: Functional motivation, Place attachment, Place dependence, Place identity, Qualitative analysis, Repeat visitation.
Extending the cellar door experience: the value of biodiversity trails in Waipara Valley, Canterbury

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Abstract
There is a growing body of literature examining the motivations and experiences of visitors to wineries. The rationale for winery visitation varies considerably, but includes tasting and buying wines, socialising with friends over a meal, learning about grape growing and wine making, and enjoying the rural setting of the winery. For many visitors, it is a combination of these attractions that contributes to the total winery experience. Most research of winery visitation to date has focused on the experiences of visitors within the tasting room or cellar door, ignoring the role and value of the winery setting, including the vines, trails and gardens to visitors.

This paper presents preliminary findings of research being conducted at two wineries in the Waipara Valley. These wineries are aiming to more fully incorporate the winery setting and grape production processes into the visitors’ experience. At these wineries biodiversity trails have been recently established in association with the ‘Greening Waipara’ programme. The aim of the trails is to educate visitors about the changes being made to the ecosystem and production practices of these vineyards. These trails are less than a year old, and their appeal is as yet untested. For this reason a survey has been designed and is being administered to investigate winery visitors’ knowledge of, interest in, and experiences of, these biodiversity trails. The value of these trails – in terms of adding value to the visitors’ experiences as well as perhaps influencing wine purchases and future brand loyalty – is explored, and the implications of these findings for other wineries and wine regions considered.

Keywords: wine tourism, winery experience, Greening Waipara
Refereed Paper

Climate change and doom tourism: Advertising destinations ‘before they disappear’

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Abstract
The paper investigates tour operators’ on-line promotion of tours to natural regions of the world which are beginning to be negatively affected by climate change. This is particularly illuminating given the highly competitive environment in which tour operators’ work, where they are under pressure to maximise the use of the natural resources before they deteriorate beyond use or, disappear completely. The study examined the websites of tour operators who operate in the Great Barrier Reef, Greenland and Mount Kilimanjaro and found that only a small proportion of tour operators currently use such techniques to promote their products. However, the operators that do have recently developed tours to allow tourists to experience the impact of global warming first hand and provide those tourists with opportunities to contribute financially and/or in kind to the conservation of the region. Areas of future research are identified.

Keywords: ecotourism; global warming; climate change.
Working Paper

Runaway productions: the runaway train of film-induced tourism?

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Abstract
Runaway Productions are films which pretend to be filmed in a location, but are actually filmed in a place with cheaper production costs. As such Vancouver, Melbourne and Sydney often substitute for American cities; Prague fills in for Paris; Liverpool and Cardiff become London and New Zealand has stood in for the Himalayas and Japan. In the last two decades, hundreds of runaway productions have been filmed and they are now a major part of the international film industry.

It has been suggested by both tourism industry and academic sources that runaway productions have the potential for generating film-induced tourism. It is argued by some that interest in film may be translated to those places where films are made rather than set. There may even be a post-modern interest in the fakery and illusion of such films. In contrast, there is also potential for dissatisfaction, as tourists find that destinations portrayed in runaway productions, do not actually look like that.

This paper examines the links between runaway productions and film-induced tourism through two case studies – of Vancouver and Melbourne. It is particularly concerned at how runaway productions have been utilised in the development and promotion of these two cities’ destination image.
Gender related issues in service industry entrepreneurship: the case of Albania

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Abstract
The 2nd OECD Conference of Ministers responsible for SME’s (2004) stipulated the need for attention researchers should address to women’s entrepreneurship in small and medium-sized enterprises. The first important reason attention should be given to the matter is that women’s entrepreneurship has been identified as an enormous untapped source for economic growth for the future.

Secondly the participation of women in entrepreneurship has traditionally been significantly lower than that of men. Social sciences have not been giving the attention needed to efficiently explore the reasons for this situation.

Sixty to ninety percent of all companies in the tourism industry sectors ‘hotels’ and ‘travel agencies’ can be categorized under SME’s or even micro enterprises (Keller, 2005). It is therefore fair to say that the issue of women entrepreneurship in SME’s is very important for the tourism industry and its further development. OECD (2004) concluded that better qualitative information, besides better statistics, is needed to profile women entrepreneurs. Research into the barriers to start-up and growth will create more awareness of the enormous important role of women entrepreneurs for the future of worldwide economy and the tourism industry in specific. Since SME’s are also considered as the major drivers of economic growth in developing countries it makes it even more interesting to look at women entrepreneurship in countries like Albania (Europe’s poorest country).

The following research question guided the research: ‘To what extend does gender influence women entrepreneurship participation within the service industry, in Albania?’
Keynote Paper

Serious sport event tourists: exploring their involvement, social worlds and event travel careers

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Abstract

As travel becomes more expensive, and destinations more competitive, it is essential to gain better understanding of those niche market segments, like highly involved amateur athletes, who have a very high propensity to travel and can be motivated to participate in events. Although this presentation focuses on the amateur athlete, the concepts examined in this presentation can also be applied to any form of serious leisure.

We can call them serious sport tourists - those who travel because of a high degree of involvement in their athletic interests. They are participants in serious leisure, engage with potentially global-scale social worlds, and develop leisure careers that either necessitate travel (e.g., in order to compete in events) or result in the combining of sport with other travel-related experiences. Motivations, travel patterns, event and destination preferences all change as sport tourists become more involved (or specialize) in their sport and the associated social world.

Two examples are considered in detail. First, highly involved amateur mountain bikers have been studied in Canada, revealing portfolios of sport events they participate in and providing details about their event travel careers in which events, not destination attributes alone, motivate high-yield trips. Second, results from recent research in Sweden on amateur distance runners are presented to illustrate important differences between high and low-involvement runners. Consequently, we can profile selected groups of serious sport tourists in standardized ways.

Conclusions include recommendations for research to support theory development in sport/event tourism. As well, implications are drawn for practical destination marketing, and for event planning and management.
Abstract

Despite an increasing trend of research on turnover in the hospitality literature, none of them clearly highlights on causes influencing turnover in the fast food industry. This study aims to identify and analyse possible causes that influence employees’ turnover in the fast food industry in West Malaysia. A survey questionnaire used to underpin the study. A total of 1200 questionnaires were distributed to employees working in six International fast food chains in Malaysia and 806 usable responses were returned for analysis. Principal Component (PC) factor analysis with Varimax rotation was done to find out the underlying dimension of employees turnover’s causes. 13 causes were resulted from the factor analysis named as: Job Responsibility & Teamwork, Job Commitment & Social Life, Job Requirement & Task, Job Frustration, Job Related Problem, Religion, Career & Family Balance, Personal Reasons, Co-Workers, Education Background, Organizational Commitment, Job Stability & Supervision and Benefits & Wages. Additionally, Independent Sample T-Test and Analysis of Variance (ANOVA) were also used to examine gender, age, marital status and educational background differences on above mentioned causes. This study will concludes by giving implications for management practice in controlling turnover as the fast food industry is expanding exponentially in West Malaysia and thereby it becomes an important area of employment.

Keywords: Possible Causes, Employee Turnover, Fast food industry, West Malaysia
Refereed Paper

Tourism and local communities in the Annapurna Region, Nepal

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Abstract
This paper examines the role of mountain communities in the promotion of ecotourism in the Annapurna Conservation Area, western Nepal. The term ‘tourism’ does not exist in the local Nepali language suggesting that the concept is foreign in such cultures. However, in recent years, the herders, shepherds and retired Gurkha soldiers living in the hills and mountain communities of the southern Annapurna region have embraced tourism as a tool for biodiversity conservation, economic development and sustainable community development. This paper discusses the historical perspective of how western trekkers have explored the virgin wilderness area and mountain environment promoting the socio-economic development of these communities. The local communities in partnership with the Annapurna Conservation Area Project (ACAP) of the National Trust for Nature Conservation (NTNC) have become agents for promoting environmentally sustainable tourism destinations in Nepal. This paper also highlights the challenges of managing sustainable tourism destinations and the way forward, through the empowerment of local communities.

Keywords: mountain communities, sustainable destinations, conservation, ecotourism, community empowerment
Working Paper

All that glitters Is not gold

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Abstract
Sometimes things are not always what they seem and if something seems too good to be true then it often are, hence the saying ‘all that glitters in not gold’. When accommodation establishments label themselves ‘luxury’, to what or who’s definition of luxury are they referring. It is said that beauty is in the eye of the beholder, so too are the images we conjure when we are asked “what is luxury?” Our images are very individual and very different from each other. The word luxury is derived from the term luxus, meaning sensuality, splendour, pomp and its derivative luxuria, meaning extravagance, riot, etc. (Yeoman and McMahon-Beattie, 2006, 320). When we start to look for a definition of luxury in the context of hotels, Presbury, Fitzgerald and Chapman (2005, 358) suggested that “luxury hotels have traditionally provided superior facilities and services.” Mattila (1999, 40) takes the definition a stage further when she suggested that “ Luxury hotels generally are differentiated from first class and business hotels by luxury properties’ elaborate physical surroundings and personalised services.”

Keywords: Luxury, Hospitality, New Zealand, Markets, Products, Accommodation
Abstract
While New Zealand is primarily seen as a place to enjoy nature and natural areas, Tourism New Zealand (TNZ) suggests there is potential for developing cultural attractions for international visitors, focusing in particular on Māori cultural products. Māori also see tourism development as a way to utilise their cultural and land based resources for economic development, particularly in rural areas. However, successful cultural attractions in New Zealand, including Māori attractions, need domestic patronage to survive in the longer term, especially in areas away from the main international tourist routes. This paper focuses on research conducted in one such area – Banks Peninsula, Canterbury. We explore current visitor interest in cultural tourism in the region and examine these findings with reference to previous research to reflect on the feasibility of developing cultural tourism, and specifically Māori tourism, in this region.

Keywords: Māori cultural tourism, Banks Peninsula.
Working Paper

An actor network perspective on rural Māori tourism development

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Abstract
An actor network perspective is used to reflect on a four year participatory action research (PAR) project to develop Māori tourism in two rural locations in New Zealand. The two locations constituted two case studies, each of which unfolded differently. This working paper emerges from reflecting on the different outcomes in each area.

A number of authors have focused on the role and performance of social networks in tourism development and planning (Dredge, 2006), and on community involvement and public/private partnerships (eg. Elliott, 1997; Faulkner & Tideswell, 1997; Getz & Jamal, 1994; Reed, 1997; Horn, 2002; Richens, 1997). Likewise the concept of integrated tourism (Saxena & Iberry, 2008) now entering the tourism lexicon implies the importance of social networks in the performance of tourism from a supply perspective. This article extends on this literature to look at the range of different kinds of actors involved in the networks and to focus on the network processes.

The study used PAR methods in two case study areas to assist local people to think about and action tourism development in their area. A key tenet of the research project was to develop research that would directly benefit those people involved in it. As part of this, the Māori partner organisations involved had a significant role in the development of the research both through having researchers from the local areas on the research team and through having input through hui that were ongoing through the project.

In the northern area progress towards tourism development has been highly significant, whereas in the south progress has been slower (although other outcomes are evident). The benefit for the research project in having two contrasting case studies has been in our ability to reflect on the different capacities available to the communities and to the project. The slower progress in the south has drawn our attention to the ways in which networks have intersected and performed in the northern area.
Working Paper

Impact of transient workers on the Queenstown Lakes District region

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Abstract
The Queenstown lakes district region is a high profile tourism destination both nationally and internationally. This region attracts a large number of transient workers who are employed within the tourism industry in various roles. Many of the workers are short stay employees who are either on a working holiday internationally, or national transients who have decided to go to this region for the ski season or summer break.

This research project addressed some of the issues mentioned above and more specifically focused on the following:
Staff turnover and retention
Customer service and satisfaction
Accommodation and living costs

A number of organisations were approached in reference to this project both in the Queenstown and Wanaka area. These included; luxury hotels/resorts, midrange hotels and motels and tourism operators.
The (re)development of New Zealand’s Chinese heritage sites and the potential for the Chinese visitor market.

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Abstract
There has been increasing interest in (re)developing Chinese heritage sites in New Zealand over the past five years. This is apparent in a range of initiatives, including the addition of ten Chinese gold rush-era sites to the Register of Historic Places Trust in 2003, the recently opened Chinese garden in Dunedin and the plans to reconstruct the Lawrence Chinese camp in Lawrence, Otago. Most recently, in July 2008, a Chinese heritage trail for Otago has been proposed. The research reported in this paper explores the rationale for the (re)development of Chinese heritage and the form it is taking. It focuses on three sites with a Chinese heritage components: Shantytown on the West Coast of the South Island, Lawrence Chinese Camp and Arrowtown in Otago. These sites are at different stages of development and have differing management foci (eg. commercial vs. conservational). Particular focus has been given to exploring the tourism potential of these Chinese heritage sites to domestic and international tourists, including the growing Chinese visitor market. We will report on preliminary findings of the research from interviews conducted with people involved in these sites and with Chinese tour operators and will outline the potential and challenges faced in developing these sites for tourism, and particularly for the Chinese visitor market.

Keywords: Chinese heritage tourism, Chinese market
Working Paper

Indirect tourism transport: 
a proposed carbon footprint assessment

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Abstract
As the tourism industry’s greenhouse gas emission impacts on the global environment is increasing, carbon accounting is fast becoming a vital tool for establishing the magnitude of impacts and identifying the players responsible. The unique trip characteristics of private and commercial vehicles in tourist destinations makes it difficult to assess real impact levels.

This paper proposes a methodology for assessing the carbon footprint of Indirect Tourism Transport (i.e. delivery and service vehicle operations), serving the tourism industry. It described a unique data collection approach from tourism businesses and transport operators, and how this information is processed and used to assess the tourism industry’s supply chain carbon footprint. Distance and weight of load delivered to the customer are considered the variables that determine carbon footprint in this methodology.

The methodology could be used to account for tourism industry’s share of total carbon footprint of commercial vehicle operations, on the basis of regional, national or international tourist destinations in order to establish the sustainability of the industry’s indirect transport. It could also act as a first generation forecasting model for assessing future carbon footprint projections, to be associated with tourism transport for tourist destination planning purposes.

Keywords: Tourism, Transport, Carbon footprint, Assessment.
Working Paper

Starry eyes: motivations for space tourism experiences

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Abstract
Commercial operation of space tourism experiences now appears to be a reality, with the recent unveiling of entrepreneur Sir Richard Branson’s Virgin Galactic spacecraft that is anticipated to take private travellers to the edge of space in 2010. This development is likely to herald a new era of tourism; one that sees space travel available to a greater segment of the population, albeit those able and willing to pay an average US $200,000 a trip. To date, there is little academic research into this emerging but still rarified form of tourism, including exploration of the motivations behind these experiences, based on studying those who have been to space and those who are actively preparing to do so. This paper examines the motivations of seven actual and potential space tourists, using a subset of a larger study of individuals who engage in extraordinary travel experiences to ‘frontier’ destinations. The study takes a qualitative approach to the study of motivations, using long interviews and content analysis of books, online diaries and online interviews, in order to examine this previously understudied phenomenon and to provide greater insights into this new breed of traveller. Findings suggest that motivations for engaging in space tourism include intrinsic motivations such as challenge, a desire for freedom/escapism, curiosity, a desire for adventure and spirituality, as well as extrinsic motivations such as seeking prestige/status. These findings may be useful in future promotion and marketing of these experiences, as well as product development.

Keywords: space tourism; motivation; frontier; qualitative; experience; marketing
Refereed Paper

Wheels of change: a model of whole tourism systems for independent bicycle tourism

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Abstract
Leiper’s model of whole tourism systems is a useful concept for generic research into tourism. However, when applied to certain forms of tourism, the elements in the model, as well as tourist flows depicted in it may exhibit subtle variations. This paper addresses two geographic elements of whole tourism systems: transit routes and tourist destination regions, using independent bicycle tourism to highlight variations in the model when applied to this form of tourism. Existing literature and empirical evidence are drawn upon to suggest the presence of a geographic hierarchy of destinations for independent bicycle tourists, in addition to the identification of two distinct forms of transit routes used by independent bicycle tourists. An adapted model of whole tourism systems specific to independent bicycle tourism is proposed and implications for theory and practice are discussed, as are avenues for future research.

Keywords: Bicycle tourism, whole tourism systems, special interest tourism
Abstract
Museums are a key element of New Zealand’s cultural tourism offerings, and most rely to some extent on public funding for their operating revenue. As such, they are required to be publicly accountable for both their financial and non-financial performance. There is, however, no common means of reporting on the non-financial performance on museums.

This paper reports on findings from a case study involving museum stakeholders. This exploratory research investigated the aspects of museum performance which various stakeholders perceived as important for public accountability purposes. Through a process involving focus groups, concept mapping and pattern matching, co-created “possible performance indicators” were developed and analysed. The findings suggest a possible framework for performance assessment of museums which would enable public accountability reporting to be meaningful to a wider range of community stakeholders. The presentation will also raise some issues relating to museums’ dual roles as community heritage resources and tourism visitor attractions.

Keywords: museums; New Zealand; accountability; stakeholders
Refereed Paper

Oil price and tourism in a computable general equilibrium framework

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Abstract
Higher world oil prices are likely to have significant long-run effects on New Zealand’s tourism sector. The most direct and obvious impacts are from higher fuel prices on international air travel and transport within New Zealand. More generally, prices of energy-intensive goods and services should rise relative to less energy-intensive ones and may have both positive and negative effects on the relative prices of different New Zealand tourism products. Not only will domestic prices be affected, but also world prices of import to and export from New Zealand. Thus, the real exchange rate, which affects New Zealand tourism prices as perceived by international visitors, may be affected by changes in both volume and terms of trade. Finally, global economic responses to oil prices will affect incomes and price levels in foreign countries, and so will the aggregate demand schedules of the respective international visitor markets.

We describe the conceptual design of a computable general equilibrium (CGE) model for New Zealand with a particular focus on tourism and energy. This model will provide unique insights into the many different and sometimes opposing effects of higher oil prices on the New Zealand tourism sector and macro-economy. More broadly, it may readily be adapted to consider related economic and policy issues in tourism economics.

The standard CGE model structure is augmented by equations relating world oil prices to: (a) world prices of imports and exports (other than tourism) faced by New Zealand; and (b) demand for New Zealand tourism by each international visitor market. These relationships may be derived econometrically from time-series data or from the simulated outputs of an appropriate global CGE model. The aggregate demand for each tourist market is broken down into the main categories of tourist consumption (accommodation, transport, etc.) and then into more specific products, allowing for varying degrees of substitutability at each level.
We report initial estimates of own-price elasticities for New Zealand tourism and elasticities of substitution between international travel and on-the-ground tourism consumption.

**Keywords:** oil price; tourism; general equilibrium; elasticities
Tourism firm performance: a policy perspective

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Abstract
The vision of the New Zealand Tourism Strategy 2015 is that tourism is valued as the leading contributor to a sustainable New Zealand economy. Successful businesses underpin a prosperous tourism sector that attracts ongoing investment. They are important vehicles of sustainable economic growth, generating regional income and creating employment opportunities for their communities.

To be successful, businesses need to develop and increase their yield, or return on investment. This is particularly important as seasonality can reduce a business’ ability to generate returns throughout the year. To increase yield, businesses require the necessary financial and management skills. But herein lies the challenge, as tourism businesses’ management and financial practices are largely informal.

This paper explores, from a policy perspective, how to build operators’ management capability to increase their return on investment. Projects led by the Ministry of Tourism draw upon several streams of previous work. This includes the Yield Research Programme which has provided valuable, sector-specific metrics by which performance can be measured. The New Zealand Tourism Strategy 2015 calls for businesses to put in place strategies that will increase their return on investment. As a result, the Ministry of Tourism is involved with a number of business assistance projects, which will be discussed in this paper.

Keywords: Tourism policy; Small and medium tourism businesses; Business skills; Business capability; Tourism business assistance.
Refereed Paper

Tourists as vectors of potential invasive alien species and a strategy to reduce risk

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Abstract
New Zealand’s ‘clean green image’ and unique natural ecosystems attracts an increasing number of tourists every year. However, tourism for all its economic benefits carries risks of the unintentional introduction of invasive alien species (IAS) that could threaten New Zealand's native ecosystems and primary industries. Soil carried on the footwear of passengers arriving at New Zealand’s international airports carries potential hazardous organisms, such as bacteria, fungi, nematodes and seeds. To mitigate these hazards, the Ministry of Agriculture and Forestry Biosecurity New Zealand (MAFBNZ) requires passengers to declare any footwear that has been worn on farms, hiking or playing sport, and will clean footwear based on the degree of contamination. Overall, there is a general lack of biosecurity awareness among overseas tourists but education that aims to raise awareness and change behaviour prior to departure is seen as a cost effective tactic to reduce the arrival rates of at-risk items including contaminated footwear. In this paper the current situation is explained and some approached to education are explored.

Keywords: biosecurity, education, public awareness programmes, tourist behaviour, tourism
Medical tourism: an insight into the United Arab Emirates market as medical tourists to Asia and Dubai as a potential medical tourism destination

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Abstract
The Medical Tourism Industry refers to people who undertake trips that combine treatment and check-ups with leisure. The industry is growing at the rate of 20 to 30 percent each year in Asia. It is worth half a billion dollars a year in Malaysia, Thailand, Singapore and India. India’s medical tourism industry which is growing at 30 percent a year attracted about 500,000 medical visitors in 2005. The Indian government forecasts that this industry will generate around $2.2 billion by 2012 (Anonymous, 2006). On a macro global level, the medical tourism industry expects an estimated growth to reach $100 billion by 2012, from the $40 billion in 2004 (www.eturbonews.com, 2008). This research project is based in Dubai, United Arab Emirates (UAE) and will investigate the motivating factors and the behavior in general of people from this nation (both local Emiratis and expatriates) who travel for medical reasons to Asia, especially India, Malaysia, Thailand and Singapore and Europe mainly Germany, United Kingdom (UK) and France. A further aim of this research is to understand the growth and future plans of Dubai in particular and the UAE in general as a medical tourist destination.
Keynote Paper

Don’t touch my holidays!

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Abstract

For tourism to be re-created a response is needed to tourism’s known effects and those challenges that originate outside tourism. While these effects and external challenges are myriad, this paper considers the responses that have been made and whether these are of sufficient order to re-create tourism for a resource-intensive industry. The paper will begin by examining changes tourists are making to their individual behaviour, then consider the investment the tourism industry is making to conduct its business differently, before concluding with an examination of how government can promote change.

A common feature to work promoting sustainability in general, and sustainable tourism in particular, is the conclusion that an increase in awareness and education amongst tourists will encourage more sustainable behavior (Devine-Wright, 2004). Such an approach is based on the rational ‘deficit model’ of behavior change where information creates awareness of the problem, which leads to the individual changing their behavior appropriately. However, this paper will concede that while there is indeed a low level of awareness about the impacts of the tourism industry, connections between day to day impacts and tourism, and appropriate response options, this paper does not accept the conclusions of the ‘deficit’ models of behavior change, that pro-environmental behavior can be achieved by simply improving awareness of the problem. Instead, change will need to be orchestrated by going far beyond the provision of information (Collins, Thomas, Willis and Wilsdon 2003). Similarly, the classic Theory of Planned Behavior (Ajzen, 1991) seems too simplistic to apply to tourism where tourist behavior is heavily influenced by multi-various factors overlaid with an absence of reasoned thought.

Instead, this paper suggests listening to the language of tourists in discussing ‘entitlement’ and their ‘rights’ to holidays, and then to think about the responsibilities this brings forth. If a right is always matched by a responsibility (for example, a right to life carries a responsibility not to take a life) then tourism needs to emphasize what is the responsibility carried alongside the right to holiday. The concept of reciprocity may encourage tourists to think
about what they are responsible for, if they believe they are entitled to visit freely (Halpern, Bates, Mulgan, Aldridge, Beales and Heathfield 2004). The challenge then will become to develop personal responsibility for the impacts developed by tourism. Such a development may sit comfortably with a desire for government to empower citizens to make decisions rather than to correct problems once they are manifest. Research will be needed to see if there are groups of consumers who are more or less receptive to messages of change, for what reasons and how receptive they may be to ideas of responsibility.

One way in which personal responsibility may be enhanced and supported is through connecting people and overcoming the sense of disempowerment tourists feel in their ability to make a difference. This connection could be made by providing feedback at a local level about the effects of pro-environmental consumption decisions (Moisander, 2007). Appropriate mechanisms would need to be explored for this, but the feedback could illustrate the difference it is possible to make and provide social proof of change. Furthermore, the approach could begin to break cycles of action, create positive examples and champions and so lead to the creation of new social norms. Similarly, pro-environmental behavior could be encouraged through physical and virtual networks to develop and cement the connections between people, and the connections between people and their actions. The challenge will be to establish if we, in our roles as tourists are willing to adopt pro-environmental behaviour as we do increasingly at home? Or, if in seeking to restore and re-create ourselves through tourism, we continue to accept that our need for tourism justifies the damage to the global environment and destinations? The ‘weight-watchers’ program may provide an example of how difficult changes to behavior are made possible with group support. Hence, initiatives like community based social marketing and utilizing social networking tools such as ‘facebook’ may have currency for the tourism industry to overcome public disempowerment and lack of understanding to support pro-environmental behavior change. Alternatively, tourism may prove itself to be resistant to attempts to change our behaviour.

Any behavior changes will of course be contingent on there being a supply of pro-environmental holiday options available to absorb new-found motivations to act, lest tourists become frustrated at the constraining situational factors and adjust their values back, but now more resistant to any future messages of the need to change. Therefore, this paper will examine the investment made by tourism businesses in more sustainable practices for the future. Comparisons will be drawn with other industries such as the automotive industry, which similarly faces the need to re-create itself given resource constraints, government
legislation and possible changing consumer sentiment. At the risk of becoming an over-worn example, the Toyota Prius shows the value of sustained and significant investment in thinking about the future and designing products for that future. The potential of the consumerist approach to sustainability whereby companies are able to decouple economic growth and environmental protection by responding to consumer demand will be challenged. Even if there is demand for more environmentally friendly tourism products, can these deliver the magnitude of changes necessary to avoid the dangerous climate change territory described by the IPCC (2007) and Stern (2006)?

Finally, any possible behavior changes need to be modeled to understand what their effects might be. For example, encouraging the domestic leisure traveller to re-shape the industry and lead to a valorisation of this under-regarded element of tourism in order to reduce greenhouse gas emissions from aviation may have considerable effects on congestion in tourism destinations already busy with visitors to the country. There would be a reduction of positive impacts in overseas countries caused by an increase in domestic tourism, and strategies to address these reduced earning potential would be essential in order that less sustainable alternatives to tourism are not taken up as income replacement activities. Such a proposal fails to consider the complexities of reconciling types and degrees of impacts across industrial sectors, and to individuals. To encourage the reduction of overseas tourism as a way to reduce climate change makes enormous decisions about the importance of the environment over society, the future over the present, life ‘here’ over life ‘there’ and those who know, over those who do not. Indicators of the effects of tourism will be necessary to provide some evidence for this debate, but the answers will lie in the normative ethic we choose to pursue.
Refereed Paper

Xtreme competition: the next trend in the evolution of tourism in Asia-Pacific

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Abstract
In recent years competition has been progressively increasing in the Asia-Pacific tourism industry. With the growth of the number of arrivals and the consistent economic results the influence of Asia-Pacific cities in the world tourism markets is consolidating, supporting expectations of future growth. As the industry becomes an investment attractor the rise in the competition for the control of the markets will develop in parallel with the rise in the competition for resources to support the value added chains. The crescendo of these two types of competition will produce powerful effects.

In a scenario of Xtreme competition, the competition for resources will progressively expand to other industries and in the limit to all individuals. The evolution of competition to such a level requires a new understanding of the concept and if it is expected that the control of resources will in the end belong only to the strongest competitors basic conditions of equilibrium, stability, and sustainability are at risk.

Literature review and one case study are presented to support the argument that competition is increasing to a new level before exploring and discussing the economic implications of that increase for tourism in Asia-Pacific. Finally, competition factors and the possible consequences of an Xtreme competition scenario are discussed and the main theoretical implications outlined towards a first draft of a competition model.

Keywords: Xtreme, competition, market, resource, economic, trend.
Refereed Paper

Challenges for the New Zealand hospitality industry: beyond price

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Abstract
Hospitality is a principal tourism-characteristic industry group yet its recent economic performance in New Zealand has not been exemplary. Increased hospitality prices have been advocated, unsuccessfully, for many years as a means of improving economic performance. This paper compares economic sustainability indicators, efficiency and capacity utilisation measures between divisions of New Zealand's hospitality industry and national exemplars. Data envelopment analysis (DEA) is used to establish relative technical efficiencies and capacity utilisation of hospitality divisions. The outcome correlates indicators of economic sustainability and the capacity utilisation of hospitality enterprise resources and suggests that improved performance requires strategies beyond those available from price increases.
Working Paper

Volunteering for special events: An effective use of volunteers’ time, but will they return?

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Abstract
Labour recruitment and retention are issues for the tourism industry whether the employees are paid or voluntary, but what changes can we expect as we ‘Re-create Tourism.’ An examination of the motivations of young volunteers may help us predict the motivations of future workers.

Round eleven of the 2008 World Rally Championship, conducted in New Zealand as the 38th Rally of New Zealand, attracted record crowds and volunteers. The World Rally Championship relies heavily on volunteers for its existence with over 1600 volunteers turning out for the four day event, arguably one of the largest tourism events returning regularly to New Zealand. Given that the World Rally Championship will now come to New Zealand in alternate years what strategies can be put in place to retain such a sizeable volunteer force? The paper first examines current practices such as the recruitment, selection, induction and training, before reviewing the motivations and experiences of current volunteers. Volunteers were also asked about their past volunteer experiences and this current experience particularly to ascertain what benefits they derived from the experience, the use of their time and the likelihood of future event volunteering. The research explores the benefits to these volunteer tourists as well as the more traditional domestic volunteers drawn to the Rally.

Volunteers were attracted to the Rally for a wide variety of reasons ranging from raising funds for their local community, gaining work experience for their CV, to a genuine interest in motor sport. Not all the volunteers from 2008 will be available when the World Rally Championship is scheduled to return to New Zealand in 2010. One conclusion of the research is that events, such as the Rally, could consider targeting international tourism volunteers. Some of these volunteers could be found amongst the diverse range of international students and working holidaymakers in New Zealand, many of whom stay for over a year. Clearly these volunteer tourists are only a partial solution and there is a need
continue to research and understand the domestic volunteers, as their knowledge and experience is vital to the success of future events.

**Keywords:** New Zealand, motor sport, special event management, volunteers, volunteer tourism
Proposing a post-disciplinary approach to research through ontological and epistemological reflection.

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Abstract  
In this paper, I present my reflection of conceptual and philosophical assumptions, within the context of my doctoral inquiry, which led to a post-disciplinary approach to research. Many emerging tourism researchers fail to philosophically examine the ontology (what is reality?) and epistemology (what can we know about reality?) of their research question. Thus, scholars have called for more reality aware and philosophic practitioners within tourism academia. Furthermore, ontological and epistemological assumptions often remain unquestioned within a disciplinary context and many academic faculties base knowledge production on assumptions apparently inherent in their discipline. However, such disciplinary structures barely reflect the reality they attempt to represent. Despite the interdisciplinary nature of the tourism phenomenon, many scholars produce knowledge rooted within their own base discipline, for example economics, anthropology or geography, and borrow the tourism context to solidify their particular disciplinary scholarship. In contrast, a post-disciplinary approach to research would re-address the fundamental understanding of tourism as a social, economic, geographic, experiential etc phenomenon by re-examining the ontology and epistemology of these phenomena. The post-disciplinary worldview is centred within the reality of the phenomenon, rather than the conjectured reality decreed by the discipline. In particular, PhD students and emerging scholars are encouraged to return to fundamental ontological and epistemological questions throughout their research process, and to justify their worldview based on the reality of the phenomenon they are studying.

Keywords: Ontology, epistemology, tourism, reflection, philosophy
Refereed Paper

International visitors’ perceptions of service interactions with hotel employees: a cross cultural perspective

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Abstract

A positivist approach has dominated the services marketing and tourism literatures in terms of understanding customers’ experiences of interactions with service providers. Using multi-attribute models, researchers have reduced these experiences to a few key dimensions that do not always reflect cultural differences in perceptions. Also, the lack of attention to meaning and values during these interactions, highlight the importance of using alternative research paradigms to understand how tourists actively construct and reconstruct their interactions. Adopting a social constructionist perspective, this study explores international visitors’ perceptions of their interactions with hotel employees’ and whether their cultural background influenced their perceptions. Personal construct theory informed the choice of a convenience sample of 103 visitors who were interviewed in Mauritius using a semi-structured discussion guide. Broad questions were designed within a phenomenological approach to allow participants to narrate their ‘lived’ experiences. Thematic analysis was used to analyse the data and supplemented by CATPAC analysis to improve credibility of interpretation. The findings revealed that personal involvement and familiarity influenced their perceptions of service interactions. Also, differences were noted in reported experiences based on whether visitors stayed within the hotel compounds or not. Nationality, ethnicity and language spoken influenced perceptions as well. Hence, the cultural background of the visitor influences their perceptions of others and what they value in the interactions. The affective component of service delivery seems to be of utmost importance to them. Implications for service providers are discussed thereof.

Keywords: service interaction, hotel employees, service values, social constructionism, phenomenology, cross-cultural differences
Working Paper

Barking up the wrong tree: why New Zealand should focus on Baby Boomer and silver tourists, and on access tourism for people with disabilities.

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Abstract

If recent publicity is anything to go by, New Zealand tourism continues to focus on appealing to the young, the fit, and the adrenalin driven. For example, in the stunning Tourism New Zealand 100% Pure Youngest Country on Earth video, in the Tourism New Zealand image library and on the website, and in many New Zealand tourism brochures and other publicity, there are very few people who look over the age of 45 years. This in spite of the fact that Ministry of Tourism data shows that already almost half of domestic and general international tourists and over 70% of cruise passengers to New Zealand are 45 years old or older, that the percentage of older tourists has increased over the last few years, and that the top five reasons international visitors give for visiting the regions in New Zealand are to see natural and other attractions, explore uniquely different places, have fun, socialize, and enjoy, experience must see destinations, and learn about other cultures. Therefore, New Zealand should at the very least reflect the Baby Boomer and Silver cohorts in its publicity. Another important market ignored by New Zealand is the Access Tourism market (AT) for people with disabilities (PWDs). New Zealand ignores the Silver and AT markets to its peril.
Emerging from the ashes: visitors' perceptions of the Australian Alps as a summer destination after bushfires

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Abstract
With the impact of climate change threatening to reduce snowfall in the Australian Alps, there is much interest in developing a stronger summer visitor season, to offset the likely effects of a shorter winter ski season. The recent increase in the frequency and extent of bushfires in the high country adds a level of complexity to this aim. There is thus a growing need to more fully understand the influence of bushfire on summer visitation rates and to explore how negative impacts can be minimised in the wake of these regular occurrences. A recent study investigated visitors' perceptions of the Australian Alps following the most recent major fires of 2006/07, to explore the impact of this event on current and future visitation to the region. A qualitative approach involving on site in-depth interviews was used to explore bushfire awareness and risk perception amongst both potential and actual tourists to the Victorian section of the Australian alpine region during the summer months. The findings of this study suggest that while visitors were aware of the bushfires, they were not discouraged from travelling to the Alps post-fire, and appeared to have confidence that the relevant government agencies would advise them if there were any risk to their safety. Although coastal locations appeared to remain preferred summer destinations for participants in this study, the results indicate that there is potential to grow the summer tourist market in the high country, despite the likelihood of bushfire activity in the future.

Keywords: Visitors, Bushfires, Alps, Risk Perception, Summer Season
Exploring the impact of innovation in promoting sustainable tourism development:
The role of key stakeholders on the Top of the South Aquaculture and Seafood Trail in Nelson/Marlborough, New Zealand

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Abstract
Contemporary tourism planning recognises that an integrated and sustainable development approach includes the participation of local communities and residents. Community level innovation and leadership is also important in creating and implementing new ideas as part of the development process.

The purpose of this study is to evaluate stakeholder perspectives regarding community capacity to link tourism and aquaculture opportunities in the Nelson/Marlborough Region on the South Island of New Zealand.

In 2005 the Marine Farming Association developed and published the “Top of the South Aquaculture and Seafood Trail” as a brochure for tourists to promote a positive image of aquaculture in the region. The Trail integrates local tourism providers, restaurants, accommodations, seafood retail, as well as harvesting and processing businesses (mussel farms) as part of a themed driving route. There is a strong economic dependence on aquaculture and tourism in the region with both industries generating a combined $402 million annually in the Nelson Region alone.

In conducting the research, 22 local stakeholders were interviewed regarding their perceptions about strengths, weaknesses, threats and opportunities associated with the Trail as part of a mixed method, case study approach.
The results show that tourism in the region is well developed, that there are weaknesses in networking and collaboration, that there are gaps between perceptions of the aquaculture and tourism industries and that the role of the university has been important in building community capacity for research and strategic planning linked to the trail.

**Keywords:** Collaboration, innovation, peripheral regions, sustainable development, case study approach, mixed methods
Abstract
This paper addresses the definition of family holidays in New Zealand. Analysis of a survey of parents followed by interviews with ten two-parent families and their children produces a working definition of ‘family holidays’ that encapsulates the notions of togetherness, purpose, change of routines, compromise, conflicts and fun. The paper argues for the inclusion of children in the research process and for longitudinal whole family interviewing to more realistically reflect gender and generational differences present in this travel group.

Keywords: family holidays, tourism definition, New Zealand families, motivations, conflicts, children
Working Paper

Re-creating communities - The case of ‘eco’ tourism development at Rinjani National Park, Lombok

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Abstract
Governments of developing countries such as Indonesia generally view the growth of tourism as a desirable contribution to the national economy and regional development. Alongside international aid agencies, the World Tourism Organisation (UNWTO) also promotes the sector for its poverty reduction potential in ‘third world’ countries. Committed to a policy towards a “safe and just world free of poverty”, New Zealand’s international aid and development agency NZAID has funded several tourism-related projects within the Asia-Pacific region. Conservation agencies also frequently support tourism development as a sustainable alternative to more extractive resource uses. Integrated conservation models, in particular, present ‘eco’ tourism as an effective instrument to enhance rural livelihoods while protecting the environment.

Many rural communities hold concomitant expectations of tourism’s socio-economic and cultural development potential. Furthermore, ‘eco’ tourism functions as a growing niche market for the globally expanding tourism industry and local entrepreneurs. As such, it fits well into the macro economic rationale that underpins neo-liberal market strategies. With such a diversity of players and interests at stake, the question “Development for whom?” has become critical. It also points at the ambivalence of social outcomes from the business of tourism and their diverse effects on ‘third world’ communities.

This paper explores various social aspects of development through a case study of the Rinjani Trek Ecotourism Programme, a New Zealand government-funded project located in the Indonesian island of Lombok. Key barriers to a meaningful participation of the native Sasak Wetu Telu people in the ‘business of tourism’ are identified. These include the prevailing conditions of education, culture, ethnicity, gender, socio-economy, mobility, skills and tourism knowledge.
Historical political conditions continue to direct and filter local power relations including those between the native peasants and recent migrants taking advantage of new business opportunities. As a result, access to development resources and opportunities differs fundamentally amongst these two ethnic groups. The ensuing cleavages between an integrated conservation project, whose benefits local elites have largely captured, and the poverty-focused aid policies of the New Zealand Government serve to illustrate the 'project paradox' of rural tourism development program.
Refereed Paper

Tourism, regional development and the ‘new regionalism’: the case of the Hurunui District, New Zealand

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Abstract
In New Zealand, as elsewhere, the tourism sector is used overtly as a tool for regional development. This is based largely on the assumed re-distributive effects of tourism spending and the regional spread of tourist attractions and icons. In addition, tourist visitation and expenditure patterns are held to support social goals around retention of regional (including rural) population and service bases, infrastructure and communications. Given the public-private sector partnership essential to tourism initiation, growth and management, it is hardly surprising that tourism, arguably more than any other sector, is actively supported and encouraged as a tool for regional economic development. This has significant implications for understanding the public sector financial support for tourism, as tourism sits the crossroads of economic theory and social action. This paper reviews the role of public policy over the last twenty years in shaping tourism development in New Zealand, and critiques the movement away from economic neo-liberalism to more recent policy paradigms informed by the ideologies of the New Regionalism. An exploratory study of the Hurunui District (New Zealand) is used to illustrate the way in which local government has, under this ideological shift, turned increasingly to tourism in order to address issues of regional development within their territorial boundaries. This paper concludes by noting that although tourism has a number of features which make it attractive for the implementation of regional development agendas, the multi-scalar attribute of the present-day New Regionalism-inspired policy framework presents a complex and potentially unwieldy framework from the perspective of tourism stakeholders, including public and private sector planners, managers and practitioners.

Keywords: Tourism, regional development, public policy, new regionalism, Hurunui District.
Refereed Paper

Families as a nature tourism market segment in North Queensland

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Abstract

Tropical North Queensland (TNQ) offers a large number of nature tourism experiences for visitors, based around reef, rainforest and wildlife attractions. Families comprise a significant and little studied market segment of visitors in Cairns. To address this gap, 211 family groups were surveyed at Cairns domestic airport. This paper provides a demographic and holiday profile of families as a nature tourism market segment in TNQ. Activities considered important were swimming pools, water sports and family friendly accommodation. The main reasons for visiting Cairns were the reef and rainforest, and also spending time with the family. Many respondents considered environmental aspects in choosing a holiday destination such as Cairns and were concerned with the impacts of climate change. The study found TNQ needs to better target marketing and services for the family nature tourism segment.

Keywords: families, nature tourism, North Queensland, market profile, environment.
Working Paper

In search of the elusive high yielding tourist – an agent based modeling approach

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Abstract

Over the past four years tourism yield has been defined and researched from financial, economic and sustainable perspectives. This research (Ministry of Tourism, 2006; Becken and Simmons, 2008) has been predominantly focussed on a supply side perspective examining yield from both the private (sub) sector and public sector dimensions. In extending our understanding of the pathways to securing a ‘high yield tourism sector’ our hypothesis is that it is possible to identify which tourists (and their itineraries) generate different yield outcomes.

The vehicle to examine such ‘interventions’ is to build an “agent based” model of tourist decision making, based on in-depth understandings of the itinerary, activity and expenditure decision making. The ‘model’ can then be examined against current patterns of tourist itineraries as evidenced in data originating from the IVS and demonstrated in the (TMT) Tourist Flows Model (http://www.trcnz.govt.nz/Data--Analysis/Tourism-Flows-Model)

We aim to achieve this by developing refined and disaggregated measures of tourist activity, time and expenditure budgets; integrating these outputs from a supply side analysis of tourism yields, and then simulating tourist decision making via agent based modelling for scenario analyses. This is new science with relatively high risk. The modelling of intelligent agents (tourists) during highly discretionary activities (travel patterns and activities) is the most challenging component of the programme in that it seeks to take behavioural models and apply them to highly discretionary tourist behaviour.

This paper presents the framework for this FRST funded research and indicates the challenges in understanding and modelling tourist behaviour.
Refereed Paper

Should South Pacific governments be still directly involved in the provision air services in the region?

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Abstract
The air transport sector in the South Pacific continues to play a vital role in the economic growth of these sparsely populated islands, scattered across great expanses of the South Pacific Ocean. Most airlines in the region are wholly or partially owned by government. Current costs of ownership and operation of small national airlines in these limited markets and remote small Pacific communities are high and in most cases not economically sustainable. South Pacific governments are facing a dilemma on whether to privatise their respective national carrier or maintain the status quo in view of the importance of air transportation to the economy. This paper aims to determine some viable options for South Pacific governments that would lessen the financial burden on the ownership and operation of national airlines and yet deliver essential air services necessary for their economic well being. This study utilises case studies, experience survey and Delphi group findings to identify possible options for the South Pacific governments.

Keywords: Pacific Islands, essential air service, Government involvement, economic sustainability
Insights into wellness tourists: segmentation by benefits

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Abstract
Despite the rapid increase in this niche market, little is known about the benefits wellness tourists seek from their experience. This exploratory qualitative study, which is part of a larger research project, has the following three objectives: (1) to ascertain what the benefits are that wellness tourists expect from their wellness tourism experience; (2) to examine if there are differences among wellness tourists based on the benefits they seek; and (3) to analyse to what extent the benefits differ from these commonly quoted in the tourism literature. Based on data from 27 semi-structured in-depth interviews, participants were segmented into three broad types of wellness tourists. Through thematic and frequency analyses, the interviews revealed 22 benefits showing distinct differences between the three groups of wellness tourists. Moreover, several of those benefits seem to be unique in the wellness tourism context when compared to other benefit and motivation tourism studies.

Keywords: wellness tourism, benefits, spas, retreats
Working Paper

An iterative research approach to developing a meta framework for integration of tourism planning and management for natural areas

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Abstract
Tourism planning and management for natural areas tends to use isolated tools and narrow approaches based on one tool or a set of related tools, resulting in partial solutions to complex problems such as achieving sustainability. Many environmental management problems can be characterised as 'wicked' problems, the resolution of which require iterative, integrated problem-solving approaches. This paper examines integration as an approach to making policy and resolving issues in the tourism sector. The approach derives from a research programme that evaluated a range of tools and techniques and their practical application in New Zealand. The research findings were compiled into a meta framework for integrating relevant tools and approaches through iterative analysis based on reviews, sector interviews and a number of case studies. The framework encapsulates a number of different disciplinary areas and technical specialisations. Field-based testing of the framework led to further conceptualisation of the integrated approach. The interlinking of tools using the internet format significantly expanded the scope of the framework, making the collection of tools greater than the sum of its parts. The internet, therefore, became a tool for further conceptualising the meta framework and its application. The integrated approach has potential value to a wide range of individuals and organisations involved in planning and management for sustainable tourism over a number of jurisdictions. However, the research also identified the need for substantial capacity building within the broader tourism sector, especially by providing access to the full range of knowledge resources in the internet toolkit, to achieve even modest elements of integration.
Tour leaders: A critical review of their characteristics

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Abstract
As the tour leaders are the first-line attendants facing the tourists, they play an important role in the travel agency, especially in Asia countries or regions, such as Taiwan, China, Japan, etc. Group package tour has already become one of the main modes in outbound travel. After concluding previous studies about tour leader’s origin, role and personality, this article attempts to figure out the unique characteristics that could be different from the employees of other service industries. The origin of tour leaders is the pathfinder and the mentor. The arguments about the roles of tour leaders changes with time. In the early stage of tourism development, tour leaders emphasize on their instrumental capability. But nowadays, they turn to focus on the communicative component. Besides passing the information of the destination and leading their tourists to the right direction, they also can improve the interaction between the members of the group, and give their tourists happiness and a sense of security. Furthermore, some research indicated that tour leaders might be humorous, conscientious and agreeable. But they might be neurotic as well. When they suffer dangers or conflicts during a trip, they have to be demanded to stay calm and still have to display positive emotions when facing their tourists. The article extracts the characteristics of a tour leader. Finally the managerial implications for both tour leaders and travel agency are discussed.

Keywords: group package tour, tour leader, role, personality
Working Paper

Tolerating the intolerable: [Coping with the prospect of] commercial tourism in New Zealand’s wilderness

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Abstract
Commercial tourism is now a generally accepted use of New Zealand’s conservation lands. Many popular national parks host commercial facilities and services which include guided recreation activities such as walking, fishing, hunting and kayaking, accommodation facilities, transport providers and heritage interpretation services. Proposals to conduct similar business in remote or wilderness areas, however, can be more controversial and often receive less than enthusiastic responses from traditional users of these areas. There is a perception amongst some outdoor recreationists (and in particular, wilderness recreationists) that commercial recreation is different from independent, traditional uses, and as such should not be permitted in highly remote parts of New Zealand’s conservation lands. This paper presents findings from a Doctoral study which explored the experiences of recreational users of the New Zealand wilderness resource. As part of the study, research participants were asked about their views on commercial tourism. While a number of respondents indicated that they would prefer to see little or no commercial tourism in remote and wilderness areas, some were able to identify and discuss conditions that might make commercial tourism activities more tolerable. The focus of this presentation is therefore on ways in which managers and tour operators may be able to limit the negative effects of commercial tourism in wilderness, and thereby maintain or create conditions tolerated by traditional users. The essential elements of the New Zealand wilderness experience will be presented, followed by a discussion of the opportunities to protect these within the commercial tourism context.

Keywords: Commercial tourism, national park, wilderness areas, recreational conflict
The tenuous position of regional tourism organisations in New Zealand: The case of the former Tourism Waikato

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Abstract
The demise of the Regional Tourism Organisation (RTO), Tourism Waikato, illustrates the structural problems associated with the New Zealand tourism sector. This paper presents findings of an investigation into ‘regional tourism’ in the Waikato, including its economic impact, the need for regional coordination, and the threats and opportunities that face the region in terms of tourism. The paper then discusses these findings in relation to the misnomer of the term ‘regional tourism’, the changing structural arrangements of the tourism sector and its impact on RTOs, and the consequence of market and government failure.

Keywords: Regional tourism, RTO, Waikato, New Zealand