

**4th Conference of the International
Competence Network of Tourism
Research and Education (ICNT)
28-30 November 2010**

The Human Side of Tourism



International Competence
Network of Tourism
Research and Education

Conference Programme and Abstract Book

Edited by Michael Lück



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Kia Ora

On behalf of the School of Hospitality & Tourism at AUT University, we would like to welcome you to Aotearoa New Zealand. We are delighted to host the **4th International ICNT Conference!**

The overall theme of the conference, "*The Human Side of Tourism*", is timely and appropriate. Tourism is still a growing industry, and has potentially significant positive and negative effects on humans, be it the host communities, owners and employees of the tourism businesses, or tourists themselves. With a group as diverse as the ICNT network, it is exciting to see how many different approaches researchers have to tourism research, and how many different topics their work covers.

We are confident that the speakers and presenters will spark the necessary discussion about sustainability in tourism planning, development and operation. The field trip to Rotorua will highlight what a major tourist destination is all about, including a number of excellent attractions, natural (geothermal) resources, and Maori culture. And the half-day excursion will introduce delegates to the wonderful environment in and around the City of Sails!

There are a number of people that we must acknowledge for their support for this conference! Unfortunately, Bernd Eisenstein, founder of the ICNT network, cannot be with us this year, but he has been no less supportive of the conference, and sends his best wishes. Linda O'Neill (Head of School and Deputy Dean) provided generous funding, and supports ICNT activities throughout! We couldn't have organised this conference without her support! A big thank you to Linda and Nigel Hemmington for their welcome notes, and to Mark Orams for his inspiring keynote address. Behind the scenes, Alice Graeupl, Anne Maehlitz, Arne-Philipp Zaisch, Christoph Krause, Claudia Rothe, and Jill Loeffler helped with the organisation of this event – many thanks! Keri-Anne Wikitera took care of the powhiri, and warmly welcomed us onto the Marae. Nancy McIntyre was instrumental in the organisation of our accounts, and the chefs and front of house team at Four Seasons (AUT) made sure we didn't have to worry about food and drinks - thank you. And last, but most certainly not least, thank you to all delegates from far away (Finland, Germany, Mexico, Norway and South Africa) and from Auckland – without you this conference wouldn't have happened!

We are looking forward to meeting you during the conference!



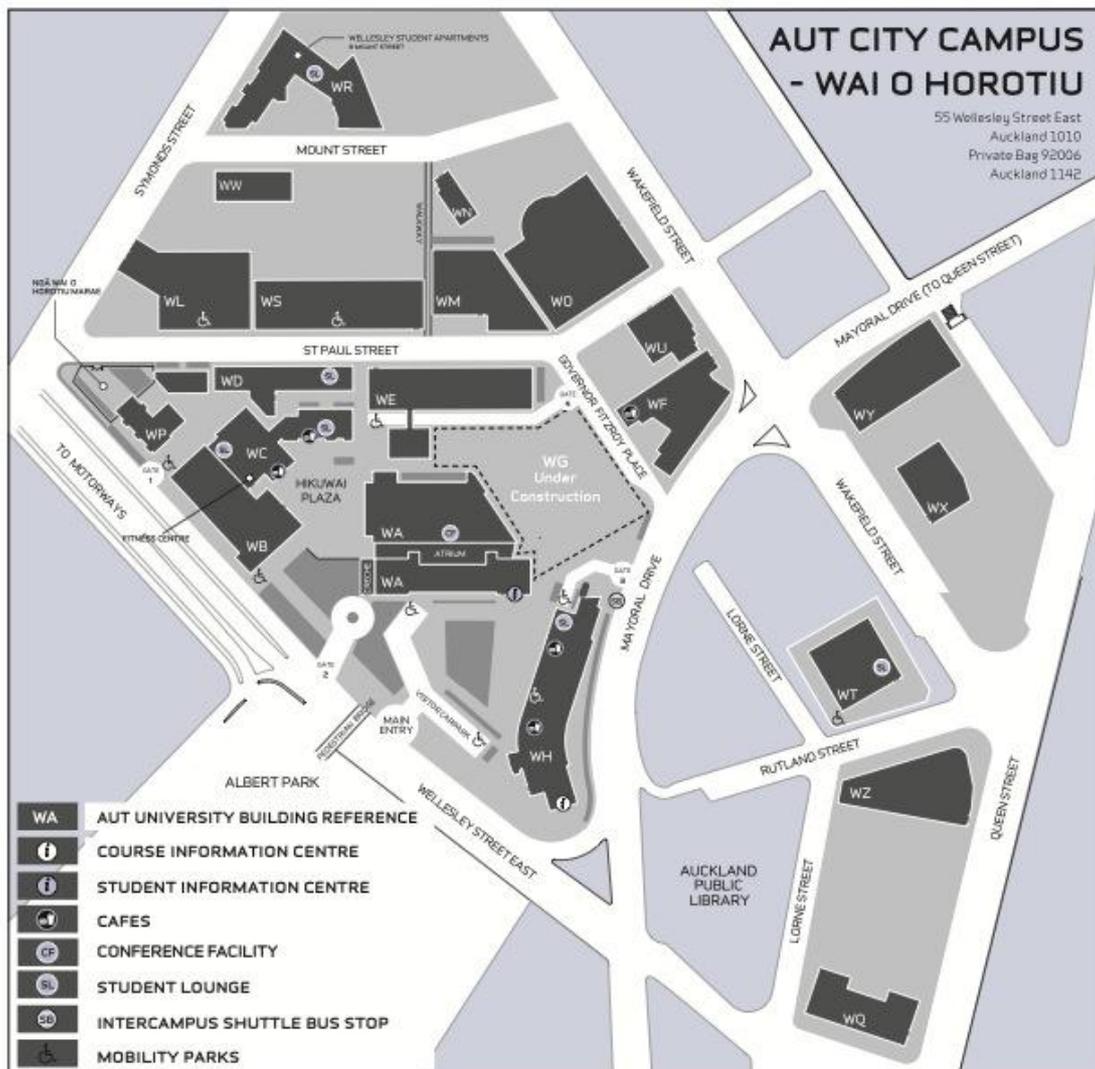
Michael Lück
Conference Chair
Chair, ICNT network (2010)



Linda O'Neill
Head of School
and Deputy Dean

Important Contact and Emergency Numbers

	Number
Michael Lück – Conference Chair	021 243 1916
Christoph Krause – Driver	022 014 7969
Neil Gussey – Driver	027 485 1993
Campus Security	Ext. 9997
Emergency (Fire/Police/Ambulance)	111 or *555 (from cell phone)
Poison Emergency	0800 764 766
Best Western President Hotel	09 303 1333
Celestian Waldorf Hotel	09 337 5300
Freeman’s Lodge	09 376 5046
Rydges Harbourview Hotel	09 375 5900



Conference Programme

Sunday, 28 November		
Excursion to Rotorua		
Monday, 29 November		
8:40	Meeting at the entrance of the Marae	
9:00	Powhiri	
9:30	Welcome Remarks	
	Nigel Hemmington: Dean, Faculty of Applied Humanities and Pro-Vice Chancellor (Internationalisation)	
	Michael Lück: Head of Department (Tourism & Events) and Conference Chair	
	Linda O'Neill: Head of School (Hospitality & Tourism) and Deputy Dean	
10:00	Morning Tea	
10:45	Mark Orams: Keynote Presentation: Marine Protected Areas and Tourism: Mutualism or Parasitism?	
	Session I <i>Chair: Peet van der Merwe</i>	
11:30	Marit Engeset (Buskerud): Research agenda for innovativeness and profitability in the Norwegian tourism industry	
12:00	Tomas Pernecky & Jill Poulston (AUT): Researching phenomena on the fringe of acceptance	
12:30	Lunch	
	Session II <i>Chair: Jarmo Ritalahti</i>	
13:30	Pascal Languillon (AUT): Understanding green motivation in luxury travel	
14:00	Anne Köchling (FH Westküste): Destination Brand 10 – theme competence of German destinations	
14:30	Alice Graeupl (AUT): The great OE – experiences with international exchange	
15:00	Christoph Krause & Anne Maehlitz (FH Westküste & AUT): Travel habits and preferences of schools' class trips in Germany: An empirical study	
15:30	Excursion (bring warm clothes!!!)	
19:00	Dinner (optional)	
	Marae	
	Four Seasons	
	WH 417	
	ex WH Foyer	
	Vivace	

Tuesday, 30 November		
	Session III <i>Chair: Marit Engeset</i>	
9:00	Manon Eckhoff (FH Westküste): Applying intelligent controlling in destination management in Germany	WH 417
9:30	John Hull (AUT): Building creative tourism experiences in Newfoundland and Labrador: The case of the French Shore Historical Society	
10:00	Evangeline Singh, Simon Milne & John Hull (AUT): The importance of sustainable tourism and agriculture in Pacific SIDS	
10:30	Morning Tea	Four Seasons
	Session IV <i>Chair: Alexander Scherer-Leibold</i>	
11:00	Emmanuelle Martinez, Mark Orams & Karen A. Stockin (Massey University & AUT): Responses of Hector's dolphins to swim-with-dolphins tours in Akaroa harbour, Banks Peninsula, New Zealand	WH 417
11:30	Michael Lück (AUT): Tourist satisfaction at a backpackers resort: The case of Robinson Crusoe island, Fiji	
12:00	Sharon Race & Mark B. Orams (AUT): The transformation of Goat Island Marine Reserve, Leigh, New Zealand: From conservation and research to recreation and tourism	
12:30	Lunch	Four Seasons
	Session V <i>Chair: John Hull</i>	
13:30	Peet van der Merwe & Melville Saayman (North-West University): Residents' perception regarding an urban national park	WH 417
14:00	Jarmo Ritalahti & Kaija Lindroth (Haaga-Helia): Economic impacts of tourism in Eastern Uusimaa	
14:30	Jane Legget, Carolyn Deuchar & Suzanne Histen (AUT): Missing the mark? Investigating visitor responses to an interactive technology experience at Te Papa – New Zealand's national museum	
15:00	Johnathon Spring (AUT): Caught in the crossfire: Participant observation, tourism research, and research ethics	
15:30	Alexander Scherer-Leibold, Maite Soto Perez, Fernanda Valcarcel Perez, Juan Carlos Gallego Amescua (Anáhuac): <i>Workshop</i> : The human side of tourism in Mexico, the importance of ethics and social responsibility for all stakeholders	
16:00	Conference Closing	
16:15	AGM for ICNT members (incl. Afternoon Tea)	Four Seasons

Keynote Address

MARINE PROTECTED AREAS AND TOURISM: MUTUALISM OR PARASITISM?

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ABSTRACT

Marine protected areas (MPAs) are now well established as an important mechanism to promote marine conservation. However, the formal protection of marine ecosystems through MPAs has also created important opportunities for tourism. In some cases, tourism has become the major challenge for MPA management agencies. In others, the opportunity to develop marine tourism activities has been used as a major argument for the establishment of MPAs. This presentation will explore the history, development and range of MPAs worldwide and consider the opportunities, impacts and challenges provided by tourist's use of those protected marine ecosystems.

RESEARCH AGENDA FOR INNOVATIVENESS AND PROFITABILITY IN THE NORWEGIAN TOURISM INDUSTRY

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ABSTRACT

Norway is a high-cost country with high variability in quality of tourist services and relatively low professional competence among tourism industry workers. This has resulted in a number of challenges that create barriers for innovation, growth, and profitability for Norwegian tourist businesses. In this paper we identify three critical challenges facing the Norwegian tourism industry and propose a research agenda addressing those challenges. First, we argue that industry-specific characteristics such as labor-intensive, small-sized businesses with relatively low profitability and fluctuation in demand result in high turnover and low attractiveness in the labor market. Second, Norwegian tourism industry need to increase their market knowledge and to develop more targeted strategies to increase awareness about their products in target markets. Finally, the tourism industry is fragmented and consists of small businesses with limited resources. This results in low innovativeness and high variability in quality of services without corresponding variability in prices. To address these challenges stakeholders need more knowledge that in the end will enable tourist businesses to be more successful in terms of attractiveness in the marketplace, increased profitability, and reduction in seasonal demand fluctuations. Our research agenda identifies six areas of research addressing these issues. The areas cover (1) consumer self-design and customization of the vacation package, (2) evaluation of innovation by performance, (3) effects of joint product development between partners in the supply chain on each business' competitiveness and profitability, (4) innovation in business relationships, (5) areas in the supply chain with highest potential for innovation, and (6) international benchmarking to reduce seasonal fluctuation in demand. Although the focus of this research is on the Norwegian tourism industry, results will be applicable to other destinations and countries as well.

RESEARCHING PHENOMENA ON THE FRINGE OF ACCEPTANCE

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ABSTRACT

What do behavioural and social sciences researchers do? We study people. We try to understand why individuals behave the way they do, how they interact in and with different environments, and what the factors affecting our *being* in this world are. We use a range of methods, concepts, theories and apply these to make sense of the information we gather. But what happens when we come across phenomena that are not widely accepted by our cultures (including the scientific community), and when there are no precise methods to prove or falsify people's experiences? This paper draws on two research projects in order to generate further discussion on the possibilities and pitfalls associated with researching phenomena that hover on the fringe of acceptance. First, we look at the concept of New Age travellers and discuss the motivation, meanings and world views that shape their experiences. Second, we discuss feng-shui and the challenges that arise in framing up a research approach, collecting data, and trying to find a scientific approach to analysis. While we believe that scientists have a responsibility to probe beyond the obvious and into the unknown, there are numerous pitfalls along the way, including the potential loss of credibility.

UNDERSTANDING GREEN MOTIVATION IN LUXURY TRAVEL

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ABSTRACT

Despite years of research on ecotourism there is still little insight into who eco-friendly tourists really are. There is evidence that ethical factors play an increasing role in the vacation decision making process, but a model of green motivation as a purchase factor is still missing in the academic literature. This is the rationale for the proposed PhD research presented here, which will look more specifically at green motivation as a purchase factor in the context of luxury hotels. A growing number of five star hotel chains are embracing an environmental ethos and re-developing their marketing strategies to cater for eco-conscious travellers, despite still relatively little knowledge about the whys underlying green motivation. There are two main reasons to look at the luxury hotel sector as a case study: First, there is an extreme scarcity of academic research on this topic, probably due to the fact that luxury tourism is often perceived as the contrary of ecotourism. Second, the luxury sector is a trend setter, and the natural evolution of all luxury concepts is from class to mass. By understanding green motivation in luxury travel today, we will foresee the role that environmental responsibility will play in the mass tourism sector tomorrow. This presentation will review existing research in the fields of tourism motivation and green consumer behaviour. It will then portray the emergence of the eco-luxury concept in the travel industry, before presenting the methodology proposed for this doctoral study.

DESTINATION BRAND 10 – THEME COMPETENCE OF GERMAN DESTINATIONS



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ABSTRACT

As travel patterns have changed, there is a stringent necessity for tourism destinations to act more target-oriented and target-group-specific to stay competitively viable on a long-term basis. As a consequence, destinations are forced to pay more attention to the field of theme marketing as well. In Germany, the majority of tourism destinations focus on special themes (theme marketing) within the framework of strategic marketing such as “golf”, “hiking” or “wine” for example.

With its independent survey “Destination Brand 10 – theme competence of German destinations“, the Institut für Management und Tourismus (IMT) researches and evaluates in cooperation with the GfK the general interest of German travelers in themed holiday offers as well as the theme competence of 122 tourism destinations throughout Germany. Among others, the pool of considered destinations includes the federal states of Germany (e.g. Bavaria), several mountain ranges (e.g. Schwarzwald), islands and coastal regions (e.g. Sylt, the North Sea) as well as municipalities with a high number of overnight stays (e.g. Hamburg, Berlin).

In the course of October 2010, about 8,100 people have been surveyed online being representative for the German population aged between 14 and 74 years and living in private households.

The survey takes 30 touristic marketing themes into account. The five central issues “health”, “culinary offers”, “culture”, “nature” and “wellness” are researched for all of the 122 tourism destinations. The additional touristic marketing themes are considered according to the individual focus of each region.

By means of “Destination Brand 10”, the IMT analyzes combinations of touristic marketing themes and target groups to identify potential market segments. A further key issue is to evaluate the theme competence of German destinations in comparison to their specific competitive environment. As a result, they will be enabled to assess their competitive position in the field of theme marketing. Furthermore, the survey represents a planning principle for the operative marketing of the participation destinations.

On the ICNT-conference, the survey “Destination Brand 10” will be introduced and first research results will be presented.

THE GREAT TEACHING OE – EXPERIENCES WITH INTERNATIONAL EXCHANGE

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Last year during November 2009 I participated in a staff exchange at the Fachhochschule Westkueste in Heide, Northern Germany. This talk aims to give you an insight on teaching at one of our ICNT partner universities.

The presentation will address all stages – pre, during and post – of my experience and give (helpful) hints, tips and tricks that will enable others who are looking to participate in such an exchange to get the most out of the experience professionally and personally.

It also aims to be an evaluation of the current process of staff exchange and identifies issues that need to be addressed more directly in the future.

Finally, even though some hurdles had to be overcome, this presentation intends to show that international staff exchange should be an essential part of any academic career.

TRAVEL HABITS AND PREFERENCES OF SCHOOLS' CLASS TRIPS IN GERMANY: AN EMPIRICAL STUDY

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ABSTRACT

School trips may provide a significant contribution to low budget accommodations in Germany, especially for Jugendherbergen (youth hostels). Nevertheless personal interviews with youth hostel managers, carried out by students of the Westcoast University of Applied Sciences, have shown that service providers in this area have limited knowledge about the preferences of this particular target group. In order to support these youth hostels with the specific knowledge necessary for an effective target-group oriented offer design, a survey was carried out with 247 teachers from different schools that have organised school trips before.

After analysing the current guest structure of the youth hostel for which the survey was realised, main target groups were identified. These were primary schools and secondary schools until grade 10 and 12, respectively, which contributed 47% of all overnight stays in the particular property. In accordance to their share of overnight stays teachers from these school types were asked about their travel habits and preferences. The survey focussed on issues including average spending, preferred accommodation, duration of stay, source of information, the planning process, and travel motives.

The results show that teachers do seek a greater participation in the organisation process by third parties such as the accommodation provider itself, e.g. for excursions and the transport to the destination, or even travel agencies. Furthermore, it can be concluded that specific all inclusive offers sent to schools may be a great relief to teachers and therefore have the potential to increase business for youth hostels. Moreover, the study outlines the importance of customer relationship management activities concerning schools and teachers since long term relations with specific hostels and recommendations of colleagues seem to have the greatest impact on the choice of the accommodation provider for a class trip.

APPLYING INTELLIGENT CONTROLLING IN DESTINATION MANAGEMENT IN GERMANY

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ABSTRACT

Today, the challenge for tourist destinations worldwide is to overcome the competition that has become increasingly tougher. The intensification of competition is particularly owed to the tendency shown towards globalisation, whereby long distance destinations can be easily reached and subsequently will be made accessible to the travel market.

Thus, destination managers in Germany are more than ever required to apply an efficient marketing strategy ensuring the existence of the travel destination in competition in the long run. In most cases, institutions which are responsible for the destination management in the regions are fully – or at least mainly – funded through public means. In times of lacking public funds, destination managers are facing an increasing legitimate pressure on their business. They have to explain the significance and success of their work to the different stakeholders (shareholders, politics, media, tourists, etc.). Due to this situation, German destinations increasingly start to introduce intelligent controlling for their destination operations.

The Institut für Management und Tourismus (IMT) of the Fachhochschule Westküste (West Coast University of Applied Sciences) has been concentrating on this issue and currently supports the development and implementation of a strategic destination and corporate controlling system for a various number of tourist destinations in Germany (i.a. Hamburg, the Harz area and the North Sea in Schleswig-Holstein). For this purpose the IMT developed the Tourismus-Fachinformationssystem (T-Fis), a practically oriented online platform for marketing and corporate control matters. T-Fis serves as an innovative information system in order to support the decision making process and for managerial business control in the field of tourism organisations and destinations.

With the vision „all data – one source“ in T-Fis, different tourism primary and secondary market research data as well as key figures can be integrated. Apart from the official tourism statistics (e.g. arrivals and overnights) T-Fis offers its users the option to access a variety of market research studies and evaluations. In addition, each user can add his own data to the system for the purpose of providing them for other T-Fis users.

Contents of the module „strategic controlling“ are key performance indicators bundled in key figure systems that are individually determined by the user, through which controlling for the destination and the tourism organisations can be realized. The strategy oriented key figure systems are designed to help recognize undesirable developments early and to counter them. Another essential feature of T-Fis is the operative marketing control.

The module “marketing controlling” measures the response to marketing actions bundled in one system. In this process, suitable key figures are assigned to the single actions and set values are defined accordingly. The latter are compared to the actual values, and the degree to which the goals were achieved are measured. Benchmarking is an option that is offered in addition to the system user when applying strategic and marketing control, which means that participating destinations are able to compare each other and to achieve learning effects.

The central access to numerous data, intelligent control and the benchmarking option provided by T-Fis supports tourism decision makers in destinations and places to detect tourism trends on the one hand, whereas on the other hand offering support for the strategic control of their destination, thus making T-Fis an important tool in competition.

BUILDING CREATIVE TOURISM EXPERIENCES IN NEWFOUNDLAND AND LABRADOR: THE CASE OF THE FRENCH SHORE HISTORICAL SOCIETY

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ABSTRACT

The French Shore Historical Society in Newfoundland and Labrador, Canada was formed as a non-profit organization to preserve and protect the cultural resources linked to a historical region that from the 16th to the early 20th century was a remote summer outpost in North America for French cod fishermen. Even though the fishermen have not fished in the harbours for over a century now, there are many signs of their cultural presence that today is the basis for a small-scale tourism industry in the communities of Conche, Croque, Grandois and Main Brook on the Great Northern Peninsula of Newfoundland. One of the exhibitions at the visitor's interpretation centre is The French Shore Tapestry, a 66 metre long embroidered tapestry designed by the internationally known artist Jean-Claude Roy and inspired by the famous 11th century Bayeux Tapestry. The French Shore Historical Society are developing new creative tourism products in an effort to make connections on an emotional, physical and intellectual level with visitors linked to the French and English heritage of the communities. This presentation will summarize proposed activities for visitors, the results of a visitor survey conducted in the summer of 2010, and the challenges facing the French Shore Historical Society in promoting creative tourism.

THE CURRENT LINKAGES BETWEEN AGRICULTURE AND TOURISM IN SOUTH PACIFIC SIDS: THE CASE OF NIUE

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ABSTRACT

The economies of South Pacific Small Island Developing States (SIDS) including Niue mainly consist of the traditional agriculture sector and tourism industry (Prasad, 2003; Small Island Developing States Network [SIDSNET], 2007). The strength of linkages between tourism and agriculture is influenced by factors related to demand, supply, production and marketing (Belisle, 1983; Torres, 2003). The already existing market for local food and culture provides Pacific SIDS the opportunity to expand both their agricultural and tourism industries in order to achieve sustainable development.

The research uses the case of Niue to explore the perspectives' of stakeholders on the strength of linkages between agriculture and tourism. The objectives are to discuss the existing: (i) linkages between local agriculture and the tourism industry; (ii) marketing and promotion of food and agriculture-related experiences to tourists through an audit of popular websites that provide information to potential visitors.

Semi-structured interviews were conducted with 29 growers, 34 tourism operators and 12 government officials in Niue. Also web audits were conducted for popular websites that provide tourist information to potential visitors to Niue.

Findings show that the linkages between tourism and agriculture are minimal due to the inconsistent supply of local produce, lack of opportunities for tourists to interact with locals and shortage of tourist information on what is available in the way of food and activities. Currently the agricultural production is not geared towards meeting the needs of the tourism sector as the growers are mainly at a subsistence level. The main tourism information sites and individual websites of tourism operators need to provide thorough information on the types of activities available on the island, including food and agriculture-related experiences, in order to ensure that potential tourists are aware of what they can do during their stay.

Recommendation includes the need for stakeholders to address the current issues that prevent the agricultural sector from being strongly linked to tourism.

References

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RESPONSES OF HECTOR'S DOLPHINS TO SWIM-WITH-DOLPHINS TOURS IN AKAROA HARBOUR, BANKS PENINSULA, NEW ZEALAND

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ABSTRACT

Banks Peninsula supports the highest densities of the South Island Hector's dolphin (*Cephalorhynchus hectori hectori*), with a population estimate of 821 (CV = 22.1, 95% CI = 535-1,258). In Akaroa Harbour, commercial eco-tourism operations offer tours not only to watch but also to swim with this endemic and endangered species. Within New Zealand, commercial swims with Hector's dolphins are only permitted at this location. The Hector's dolphin has been an ideal target for this type of activity, which commenced in the harbour in 1990. It is strictly coastal, resident in well-defined areas, has a low migratory range and is generally attracted to vessels. This study assessed the responses of Hector's dolphins to commercial swim-with-dolphin tourism activities in Akaroa Harbour and concludes the following: No further swim-with-dolphin permits should be granted for Akaroa Harbour; a reduction in the level of exposure to tourism activities should be considered for this population of Hector's dolphins and; adherence to New Zealand's Marine Mammals Protection Regulations should be improved.

Keywords: Hector's dolphins, swim-with-dolphins, impacts, behaviour

TOURIST SATISFACTION AT A BACKPACKERS RESORT: THE CASE OF ROBINSON CRUSOE ISLAND, FIJI

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ABSTRACT

In tourist satisfaction research, commonly either the performance, or the importance of the attraction or place in question are investigated, rather than both. Marketing literature, however, suggests that consumer satisfaction is a function of both expectations related to product attributes and their performance. Robinson Crusoe Island Resort is the only accommodation facility on Likuri Island (also known as Robinson Crusoe Island) in Fiji come.

This study employed two main tools: Firstly, during a pilot survey in April 2006, in-depth interviews have been conducted with visitors at Robinson Crusoe Island Resort. At the same time, all guests have been handed out a questionnaire to fill in. The results of both surveys were analysed and formed the basis for the final questionnaire. At check-out, guests at Robinson Crusoe Island Resort were handed a self completion paper survey. Respondents were asked to indicate their rating for the importance of various items about the resort. They were then asked to rate the performance of the same items during their stay at RCI. By plotting the results into the Importance-Performance Grid, the relationship between importance and performance can be elicited. The grid also shows in which of the four categories “concentrate here”, “keep up the good work”, “low priority”, and “possible overkill” the respective items fall, and thus helps to identify priorities for management of the island’s resources for snorkelling and diving. Results suggest that RCI management know their guests, and cater well for them. However, there are some items that could potentially be improved.

THE TRANSFORMATION OF GOAT ISLAND MARINE RESERVE, LEIGH, NEW ZEALAND: FROM CONSERVATION AND RESEARCH TO RECREATION AND TOURISM

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ABSTRACT

Marine protected areas have become significant tourism attractions over recent decades. However, to date, little research has explored the motivations, activities and satisfaction levels of visitors to these areas. Goat Island Marine Reserve (GIMR) is New Zealand's oldest and most popular marine reserve. Located 90 minutes north of Auckland on the east coast, the site attracted 375,000 visits during the 2007/2008 year with the majority of visitation occurring over the peak summer season of mid-December to mid-January. Although a popular place to snorkel and dive, the beach is small (particularly at high tide), access is limited and there are few public facilities. Despite its growing popularity over the past two decades, there has been no published empirical research which has explored this growth, or the motivations, characteristics and activities of the visitors. Such data are important for site managers in order to achieve management objectives of conserving the coastal and marine ecosystems while allowing for appropriate recreational and tourism activities. Four main factors influence use at GIMR. First, snorkeling and diving are popular activities which have seen a vast increase in patronage over the past 30 years. Second, the surrounding region has grown in popularity as a tourism destination, suggesting the popularity of GIMR is not specific to the activities of snorkeling and diving. Third, repeat visitation to GIMR suggest high levels of satisfaction and destination loyalty and four, GIMR has become more widely known and is now promoted as one of Auckland's 'must see' tourist attractions. Consequently, the primary reasons for establishing GIMR, namely marine conservation and scientific research, are no longer the fundamental role for this reserve. GIMR has experienced a transformation driven by its popularity which may provide an important indicator of the potential future role for other marine protected areas.

RESIDENTS' PERCEPTION REGARDING AN URBAN NATIONAL PARK

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ABSTRACT

South Africa National Parks manages 22 national parks that include Table Mountain National Park. This park is also a World Heritage Site and is the largest urban national park in South Africa – not only in terms of land size, but also in terms of visitor numbers. To date little research were found concerning the perception by residents of the social impact of an urban national park. Therefore the purpose of this research was to determine residents' perceptions concerning the social impact of the park. Quantitative research was conducted by means of an administration of questionnaires. A random sample was drawn and the survey was conducted during the month of April 2010. In total, 551 questionnaires were received on which the statistical analyses were based. The analyses included two factor analyses as well as a comparison between residents who have visited the park and those that have not. The results indicated that *escape* was the most common travel motive for visiting the park and in terms of the social impact, results revealed that the economic contribution that the park makes are perceived to be the most important. In the comparison, only travel motives showed a significant difference between those that visited the park and those that have not.

Key words: Urban national park; Table Mountain National Park; South Africa; Social impact; Tourism

ECONOMIC IMPACTS OF TOURISM IN EASTERN UUSIMAA

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ABSTRACT

The province of Eastern Uusimaa is a popular tourism destination about 50 kms east of Helsinki, the capital of Finland. Its main destination is the medieval town of Porvoo with its old town centre and a grey stone cathedral from the 15th century. Other attractions include the small and idyllic town of Loviisa, an archipelago and living countryside.

This study on economic impacts of tourism in the province of Eastern Uusimaa was conducted in 2009 and used the Scandinavian model to measure the tourism income in the region. The Scandinavian model measures both tourism expenditure and revenues. In the case of Eastern Uusimaa, the tourism expenditure was estimated by structured visitor interviews and surveys for local residents and second home owners. The tourism revenue study included an Internet survey of tourism and tourism-related companies and statistical analysis.

According to the study the province of Eastern Uusimaa received over 1,7 million tourists in 2009. The biggest visitor group were day-trippers followed by visitors staying with friends and relatives. The direct tourism revenue without the VAT was 172 million euros and the total (direct + indirect) revenue amounted to 232 million euros. The turnover of tourism in the region makes the industry third largest following the chemical and food industries. The number of jobs created by tourism in 2009 was over 1700.

**MISSING THE MARK? INVESTIGATING VISITOR RESPONSES TO AN
INTERACTIVE TECHNOLOGY EXPERIENCE AT TE PAPA – NEW ZEALAND'S
NATIONAL MUSEUM**

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ABSTRACT

Our Space is a novel visitor experience within the Museum of New Zealand Te Papa Tongarewa (Te Papa) which opened to the public in late 2008. As the national museum, Te Papa is expected to serve *all* New Zealanders; it developed *Our Space* with the specific intention of attracting the 'hard to reach' audience of young adults aged from 15 to 25 years. Having established a reputation as a 'cutting edge' museum prepared to experiment with new display and techniques, Te Papa worked with a multi-media company to create a technology-based interactive experience which draws on both digitised material from its own collections and user-generated content, to explore themes of national identity.

This presentation reports on findings from qualitative research with museum visitors, as part of a summative evaluation undertaken on behalf of the Museum. Through interviews, focus groups and observations, visitors' use of, and responses to, the space, the technology and the thematic content were investigated in order to assess how far the objectives for the *Our Space* experience had been met.

The study concluded that in its current form *Our Space* had only limited success in fulfilling Te Papa's intentions for the visitor experience. The multiple dimensions of this experience dissipated visitors' ability to focus on the intended theme, and assumptions about visitors' ability to master unfamiliar technologies proved ill-founded. Gartner's model of the Hype Cycle is used to interpret the findings, and some general observations on the place of ICT in museum galleries are made.

CAUGHT IN THE CROSSFIRE: PARTICIPANT OBSERVATION, TOURISM RESEARCH, AND RESEARCH ETHICS

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ABSTRACT

Academic research is underpinned by ontological and epistemological assumptions about the nature of knowledge and the appropriate methods by which to obtain that knowledge and assure its validity (Guba & Lincoln, 2005). Participant observation has been advocated as a research technique that can provide rich data for understanding tourism phenomena (Cole, 2005; Seaton, 2002). The role of the researcher as a participant observer in tourism scenarios poses both ethical and validity questions about the necessity for the research participant to give their assent to be part of the research (Miller, Hudson & Turner, 2005; Herrera, 1999).

Research strategies aligned to a positivist paradigm are concerned that disclosure to the participant of the researcher's presence through informed consent or visible appearance may render the data invalid (Calvey, 2008; Crow, Wiles, Heath & Charles, 2006).

An interpretivist or constructivist paradigm advocates the agency of the research subject in the development of knowledge and thus informed consent and the visibility of the guide can contribute to the validity of the data (Guba & Lincoln, 2005). In tourism research, a preference for research based within a positivist paradigm, and a lack of debate about the applicability of other ontological and epistemological frameworks of research has been discerned (Pritchard & Morgan, 2007; Tribe & Airey, 2007).

The relationship between the researcher and research participants in terms of informed consent is also having a major bearing on what academic institutions view as appropriate areas of research because informed consent is a fundamental principle of ethical research (Haggerty, 2004; Hedgecoe, 2008). This may impact on the scope of tourism research as the use of participant observation in conjunction with informed consent may be acceptable to a university ethics committee but treated with suspicion by established tourism researchers.

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THE HUMAN SIDE OF TOURISM IN MEXICO, THE IMPORTANCE OF ETHICS AND SOCIAL RESPONSIBILITY FOR ALL STAKEHOLDERS

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WORKSHOP ABSTRACT

The substantial growth of tourism clearly marks it as one of the most remarkable economic and social phenomena of the 20th and 21st centuries.

Simultaneously, there has been diversification of the tourism product from the traditional sun, sea and sand offering to a product that can be potentially more intrusive or more beneficial for those living in the tourism destination.

This cultural exchange expansion requires ethical considerations in order to make tourism a more human activity. Tourism requires contribution from both sides. First of all understanding and promoting ethical values considering philosophical, religious and moral beliefs in order to make tourism more responsible.

This respectful attitude should come from both sides, including host communities: the way tourists are welcomed and how they are treated during their stay, as well as learning more about their lifestyles, likes, dislikes and conducts.

Tourists and people involved in tourism, should observe and respect cultural traditions, and also include indigenous people acknowledging and recognizing their worth.

But tourism is not all about tourists and local communities; public authorities are needed. They provide protection, creating a safe stay. Information, prevention, some insurance and constant assistance are basic elements for tourists; as well as controlling tourist behaviors.

Respecting the local community involves treating people, as you yourself want to be treated, taking care of traditions and beliefs; making tourism a vehicle of social, economic and cultural exchange.

Policies must be clearly established in case of any destruction of tourism elements. Tourists or visitors have also the responsibility of learning more about the community or country they are visiting, such as laws or any characteristic to minimize risks during and after the stay.

All tourism activities should be planned to get some individual and collective fulfillment, by traveling with tolerance and letting one learn about differences and other people's concerns about cultural diversity.

Tourists and communities should enhance equity and promote human rights.

Traveling for religious, educational, and cultural purposes or linguistic exchanges could be considered a beneficial form of tourism, which will bring the collective fulfillment this activity requires.

Tourism should also safeguard the environment in order to achieve sustainable economic growth for future generations.

Activities and infrastructure must be planned in such a way to protect natural heritage, so that locals and visitors may interact by respecting and protecting natural resources.

Financial resources derived from visits to tourist sites, at least in part, must be used for the upkeep, safeguard and development of this heritage, as well as with natural resources.

Tourism should be applied in such a way that helps raise standards of living of the community. Operational planning and tourist accommodations should aim to integrate and extend local wealth.

Tourism companies also have a responsibility for the decisions they make, including the human, social and environmental consequences. People are looking for experiences, and that is what the community may give.

