Nau mai haere mai ki Tamaki Makaurau!
Welcome to Auckland!

11th Annual Conference of the International Competence Network of Tourism Research and Education (ICNT)

Ecotourism in the 21st Century

Conference Programme & Proceedings

Edited by Sabrina Seeler, Michael Lück & Anne Köchling
Auckland University of Technology
15th to 17th November 201
KIA ORA

On behalf of the School of Hospitality & Tourism at Auckland University of Technology, I would like to welcome you to Auckland and Aotearoa New Zealand. We are delighted to host the 11th ICNT Conference – the second time in New Zealand!

The theme of the conference, Ecotourism in the 21st Century, is timely, and I am confident that the speakers/presenters will spark the necessary discussions about a way forward, almost two decades into the 21st century. The technical field trips and excursions will underpin the plethora of attractions and the importance of tourism to New Zealand – it has become our largest foreign exchange earner.

We are delighted to present a new section in the conference programme: Our PhD students will present their excellent work with posters, accompanied by mini-presentations. We believe that this will be a splendid opportunity to showcase the outstanding work of the students.

In line with our AUT tradition, we have also organised a surprise excursion again. Don’t worry, this time you won’t get wet, although water is involved again (almost a given, considering Auckland’s location!).

Any conference is not the work of one person, and I am very lucky having had great support from a number of people and organisations, who I must acknowledge: As always, our Head of School and Deputy Dean, Linda O’Neill has been incredibly supportive of the conference (and ICNT in general), and also funded us – a huge thank you, Linda! Thank you also to Tracy Berno, who generously agreed to deliver an inspirational keynote address. Nigel Woods and his team at PIKO and Four Seasons restaurants made sure we won’t go hungry. Sabrina Seeler, John Kelly and Anne Köchling were instrumental in many things, such as the organisation of programme and schedule, field trips/excursions, this abstract and programme book, and many other small and big tasks – I can’t thank you enough! As always, Nancy McIntyre handled our accounts in excellent fashion. Richard S. Aquino, Chantal D. Pagel, Blake Bai, Sarath Munasinghe and Yasmine M. Elmahdy supported us during the conference - thank you all!
Of course, I must acknowledge and thank our generous sponsors: the School of Hospitality & Tourism, Ryan Butler and the AUT Marketing Team, and Kenneth Holt and the AUT International Centre. And Channel View Publications generously sponsored the Best Student Poster & Presentation Awards. We are very grateful for your generosity!

Last, but most certainly not least, thank you to all the delegates from far away (Canada, Germany, Mexico, the Netherlands, Norway, South Africa) and from Auckland – without you the 11th ICNT Conference wouldn’t have happened!

Again, haere mai and a very warm welcome to Aotearoa New Zealand!

Michael Lück
Conference Chair
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Bachelor of Arts and Bachelor of Business (conjoint)
Bachelor of Arts and Bachelor of Laws (double degree)

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Graduate Certificate in International Tourism Management
Graduate Diploma in International Hospitality Management
Graduate Certificate in International Hospitality Management
Graduate Diploma in Arts
Graduate Certificate in Arts

Postgraduate

Master of International Tourism Management
Postgraduate Diploma in International Tourism Management
Postgraduate Certificate in International Tourism Management

Master of International Hospitality Management
Postgraduate Diploma in International Hospitality Management
Postgraduate Certificate in International Hospitality Management

Master of Gastronomy
Postgraduate Diploma in Gastronomy
Postgraduate Certificate in Gastronomy

Master of Philosophy
Doctor of Philosophy
Keynote Speaker: Tracy Berno

Tracy Berno is an Associate Professor AUT University, where she lectures in food and culture, and food politics. Her research interests include the relationship between agriculture, tourism and cuisine, culinary tourism and sustainable food systems. Tracy has researched and published widely on the culture and cuisine of the South Pacific and has co-authored two internationally award winning books in this area, including Me’a Kai: The Food and Flavours of the South Pacific, which won best cookbook in the world in 2010.
### WELCOME TO ICNT 2017

**Chair:** Michael Lück  
**Location:** Four Seasons Lounge, WH

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<tr>
<th>Time</th>
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<tr>
<td>09:30</td>
<td>PICK UP AT HOTEL &amp; REGISTRATION OPEN</td>
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<tr>
<td>10:30</td>
<td>MORNING TEA IN FOUR SEASONS LOUNGE</td>
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<tr>
<td>11:00</td>
<td>WELCOME TO ICNT 2017</td>
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<tr>
<td></td>
<td>Michael Lück, Linda O’Neill, Kenneth Holt, Auckland University of Technology, New Zealand</td>
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<td>11:15</td>
<td>KEYNOTE PRESENTATION</td>
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<td>Food for thought: Eco-tourism, eating and the consequences of everyday decisions</td>
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<td>Tracy Berno, Auckland University of Technology, New Zealand</td>
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<tr>
<td>12:00</td>
<td>LUNCH IN FOUR SEASONS LOUNGE</td>
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### SESSION 1: COMMERCIAL ENCOUNTERS BETWEEN THE HOST AND THE GUEST

**Chair:** Sabrina Seeler  
**Location:** WG 901

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<tr>
<th>Time</th>
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<tr>
<td>13:15</td>
<td>Slow hospitality experiences the Samoan way? Family holidays at beach fales</td>
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<td>Heike Schänzel, Auckland University of Technology, New Zealand</td>
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<td>13:45</td>
<td>Slow travel and the overall emerging Chinese FIT market</td>
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<td>Claire Liu, Auckland University of Technology, New Zealand</td>
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<td>14:15</td>
<td>INFO SESSION: PATA STUDENT CHAPTER</td>
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<tr>
<td>14:45</td>
<td>WALKING TOUR AUT CAMPUS BY PATA STUDENT CHAPTER MEMBERS</td>
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### SESSION 2: POSTER PRESENTATIONS BY AUT PHD STUDENTS & BEST POSTER AWARDS SPONSORED BY CHANNEL VIEW PUBLICATIONS

**Chair:** Michael Lück  
**Location:** WG 901

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<th>Time</th>
<th>Event</th>
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<tr>
<td>15:15</td>
<td>Synonyms of hospitality: A review of hospitality discourses of human mobility</td>
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<td>Sarath Munasinghe, Nigel Hemmington, Heike Schänzel, Jill Poulston, Auckland University of Technology, New Zealand</td>
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<td>An analysis of two different types of online review attributes: Overall-level vs. individual-level</td>
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<td>Blake Bai, Auckland University of Technology, New Zealand</td>
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<td>Swimming with wild orcas in Norway: Killer whale behaviours addressed towards snorkelers and divers in an unregulated whale watching market</td>
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<td>Chantal D. Pagel, Auckland University of Technology, New Zealand, Matthias Waltert, Georg-August-Universität, Germany, Michael Scheer, Independent Scholar, Germany &amp; Michael Lück, Auckland University of Technology, New Zealand</td>
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<td>Sustainable management of marine mammal tourism in Aotearoa/New Zealand – Reviewing the literature and identifying the gaps</td>
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<td>Yasmine M. Elmahdy, Mark B. Orams &amp; Michael Lück, Auckland University of Technology, New Zealand</td>
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<td>Exploring tourism social entrepreneurship as a catalyst for community development in the Philippines</td>
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<td>Richard S. Aquino, Auckland University of Technology, New Zealand</td>
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<td>Increased past travel experience and its effects on responsible and sustainable travel behaviour</td>
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<td></td>
<td>Sabrina Seeler, Michael Lück &amp; Heike Schänzel Auckland University of Technology, New Zealand</td>
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<td>17:00</td>
<td>EXCURSION 1: SKY TOWER OBSERVATION DECK</td>
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<tr>
<td>18:30</td>
<td>DINNER – MIDNIGHT EXPRESS</td>
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[https://www.PATA.org/YTP/](https://www.PATA.org/YTP/)
## Thursday, 16th November 2017 – Eco, adventure and wildlife tourism

### SESSION 3: SUSTAINABLE MANAGEMENT OF TOURISM RESOURCES

**Chair:** Chantal D. Pagel  
**Location:** WG 901

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<tr>
<th>Time</th>
<th>Event</th>
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| 09:30  | Natural partners: Ecotourism and sustainable human resource management  
         *Shelagh Mooney, Auckland University of Technology, New Zealand* |
| 10:00  | Adventure travel: Is it really an income generator? (Skype presentation)  
         *Luisa Betanzos Marcin, Universidad Anáhuac, Mexico*          |
| 10:45  | **MORNING TEA IN FOUR SEASONS LOUNGE**                                                       |

### SESSION 4: ENCOUNTERS BETWEEN THE GUESTS AND THE WILDLIFE

**Chair:** Yasmine M. Elmahdy  
**Location:** WG 901

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<th>Time</th>
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| 11:30  | Interpretation needs and preferences of visitors to Kgalagadi Transfrontier Park  
         *Petrus van der Merwe, North-West University, South Africa, Melville Saayman, North-West  
         University, South Africa & Elricke Botha, University of South Africa, South Africa* |
| 12:00  | Twitchers or birders? Pelagic birdwatchers in Kaikoura, New Zealand.  
         *Michael Lück, Brooke A. Porter & Bart Neuts, Auckland University of Technology, New Zealand* |
| 12:30  | The impact of the Terrestrial Basking Event of Hawaiian Green Sea Turtles on visitors at Ho’okipa, Maui  
         *Colleen Black, John S. Hull & Kellee Caton, Thompson Rivers University, Kamloops, Canada* |
| 13:15  | **LUNCH IN FOUR SEASONS LOUNGE**                                                           |
| 14:30  | **EXCURSION 2: SURPRISE!**                                                                 |
| 19:00  | **DINNER – NORTHERN STEAMSHIP**                                                           |
To use this discount, visit our site www.channelviewpublications.com and search for the book using the box at the top of the page. Add the book to your basket and use the code ICNT2017 at the checkout to get 25% off the list price.

25% discount available until 15th December 2017
## Friday, 17th November 2017 – The destination meets the guest

### SESSION 5: SUSTAINABLE DESTINATION DEVELOPMENT
- **Chair:** Sarath Munasinghe
- **Location:** WG 901

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Intermediary and ultimate relationship outcomes in a tourism destination network</td>
<td>Nina Veflen, BI Norwegian Business School, Norway, Ingunn Elvekrok, University College of</td>
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<td>Southeast Norway, Norway &amp; Joachim Scholderer, Norwegian University of Life Sciences, Norway</td>
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<tr>
<td>09:30</td>
<td>Critical encounters in the development of tourism</td>
<td>Albert Postma, Stenden University, The Netherlands</td>
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<td>10:00</td>
<td>Skype presentation</td>
<td>Jasso Rafful, Universidad Anáhuac; Hotel Xcaret, Mexico</td>
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<tr>
<td>10:45</td>
<td><strong>MORNING TEA IN FOUR SEASONS LOUNGE</strong></td>
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### SESSION 6: TOURIST MOTIVATION AND TRAVEL BEHAVIOUR
- **Chair:** Richard S. Aquino
- **Location:** WG 901

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<tr>
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<th>Speakers</th>
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<tbody>
<tr>
<td>11:30</td>
<td>Touristic relevance of World Heritage Sites for the German population - the cases of the Wadden Sea and the Great Barrier Reef</td>
<td>Anne Köchling &amp; Anja Wollesen, West Coast University of Applied Sciences, Germany</td>
</tr>
<tr>
<td>12:00</td>
<td>Travel motivation: Effects on tourist value and loyalty</td>
<td>Marit Gundersen Engeset &amp; Jan Velvin, University College of Southeast Norway, Norway</td>
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<tr>
<td>12:30</td>
<td>Does guest satisfaction seem better on a sunny day? Examining weather conditions impact on product evaluation and guest satisfaction during visits of open air museums</td>
<td>Bjørn Ove Grønseth, University College of Southeast Norway, Norway</td>
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<tr>
<td>13:00</td>
<td><strong>LUNCH IN FOUR SEASONS LOUNGE</strong></td>
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### SESSION 7: OFFICIAL CLOSING ICNT 2017
- **Chair:** Michael Lück
- **Location:** Four Seasons Lounge, WH

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<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tr>
<td>14:00</td>
<td><strong>RESEARCH PROPOSAL</strong></td>
<td>Michael Lück, Auckland University of Technology, New Zealand &amp; Anne Köchling, West Coast University of Applied Sciences, Germany</td>
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<tr>
<td>14:30</td>
<td><strong>AGM &amp; AFTERNOON TEA</strong></td>
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<tr>
<td>19:00</td>
<td><strong>DINNER – FOOD TRUCK GARAGE</strong></td>
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Food for thought: Eco-tourism, eating and the consequences of everyday decisions

Tracy Berno$^{\text{s}}$

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

Food is an essential component of the tourism industry. It is safe (and rather obvious) to say that in fact, food is one of the most important areas of tourism – all tourists eat as part of their tourist experience. It is estimated that more than 70 billion meals per year (over 200 million meals per day) are consumed in tourism. Food and beverage consumption represents a significant part of tourist expenditure (estimated to be up to 25%), but its roles in eco-tourism, both positive and negative, have been given scant attention. Most tourists do put thought into their food consumption on holiday. Indeed, for an increasing number of tourists food is an integral part of their travel experience, with many believing that experiencing a destination’s food is essential to understanding its culture. What most tourists do not consider however, it that food is inherently political and is part of local and global food systems. Every food decision that a tourist makes has consequences. These choices can enhance a destination’s wellbeing, or they can contribute to a broad range of negative impacts. Tourists therefore, are in a powerful position to inculcate change with each bite they take. Most however, are blissfully unaware of the consequences of their food decisions. From the impact of food miles to whether eating endangered species is the key to saving them, this keynote address will whet participants’ appetites for conscious eating by exploring the broad landscape of food related decisions and their consequences in an eco-tourism context.

Keywords: eco-tourism; cuisine; food politics

$^{\text{s}}$Corresponding author: Tracey.berno@aut.ac.nz
Slow hospitality experiences the Samoan way?
Family holidays at beach fales

Heike Schänzel

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

In Samoa, most of its tourism accommodation is locally owned and operated. As an alternative livelihood strategy to increasingly foreign owned large hotels and resorts, local families have built low-cost beach fale accommodation (consisting of thatched beach huts) in prime side locations. These beach fale are proving popular with visiting families from overseas as offering cultural immersion into the Samoan way of life or fa’a Samoa. There have been several development studies on fale operations but none on the demand side of the growing family tourism market from overseas. This presentation provides insights into the neglected social hospitality experiences of families offered as a form of commercial homes or beach fale compared to commercial coastal resorts in Samoa. This exploratory study is based on 10 semi-structured whole family group interviews conducted with New Zealand and Australian families and their children (30 parents, grand-parents and children (aged 7-18)). The findings support a trend towards families looking to have more meaningful, locally engaged and socially interactive experiences on holiday. The presentation argues that beach fale tourism provides culturally richer and sensually deeper experiences as part of slow hospitality, which offers not only a more memorable but also sustainable alternative to commercial resorts for families.

Keywords: family tourism; slow hospitality; sustainability; beach fale; Samoa

$Corresponding author: Heike.schanzel@aut.ac.nz
ABSTRACT

Slow travel and the overall emerging Chinese FIT market

Claire Liu$ 

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

Slow travel enhances quality of life, brings tourists close to other people, to the landscape and local’s life. More and more Chinese tourists have taken free independent travel in recent years. Slow travel has become one of the popular travel experiences. This paper reports the research findings from the outbound Chinese self-drive tourists. Using semi-structured interviews, the research explored the motivations and experiences of Chinese self-drive tourists travelling overseas. The results showed that most Chinese self-drive tourists are FIT tourists who are motivated by freedom seeking and slow travel experiences while travelling overseas and their travel behaviours were different from the older generation package tourists. The findings have provided implications for tour operators and marketers who are focusing on developing the Chinese market.

Keywords: slow travel; self-drive tourism; free independent travel; Chinese tourist market

$Corresponding author: Claire.liu@aut.ac.nz
Synonyms of hospitality: A review of hospitality discourses of human mobility

Sarath Munasinghe, Nigel Hemmington, Heike Schänzel & Jill Poulston

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

Hospitality in tourism is predominantly associated with lodging establishments and catering services offered to people away from home. Arguably, this is because the term is frequently discussed in tourism literature as a business and managerial activity that limits its scope to the provision of food, beverage, accommodation and related services to tourists in exchange for money. However, the concept of hospitality appears in many discourses related to human mobility that reveals some broader and socially significant aspects of hospitality. This discussion paper focuses on the latter, and aims to identify and discuss the different ways in which hospitality is interpreted in mobility research, particularly related to immigration, migration and refugees. The study shows some different and interesting interpretations of hospitality, in the forms of synonyms, metaphors, and phrases that describe the concept and its salient aspects. Examples from mobility research include the metaphor of placenta which proposes that hospitality is about co-existence of two different human beings; hospitality as welcome that relates the concept to the day-to-day human encounters; and the idea of cultural fecundity which proposes that hospitality is about creating fertile grounds for new cultural developments in human encounters. This paper discusses these interpretations, the salient aspects, and their implications for contemporary understandings and practices of hospitality in the tourism industry.

Keywords: hospitality; welcome; cultural fecundity; self-other relationship

Corresponding author: sarath@mgt.sab.ac.lk
ABSTRACT

An analysis of two different types of online review attributes: 
Overall-level vs. individual-level

Blake Bai

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

A plethora of empirical studies on hotel online reviews has tested how various online review features/attributes such as review ratings, review volume, review usefulness, reviewer expertise, etc., affected customers’ hotel booking intention. Yet, a differentiation between an overall-level (e.g., overall review rating, review volume, and review variance, components of review language) and individual-level attributes (e.g., individual review rating, review recency, review length, reviewer expertise) has not been identified in the hospitality literature. Previous studies have predominantly focused on examining a limited number of review attributes, while a systematic examination is lacking. Also, little is known about the joint effects of different attributes on customer decision. Therefore, this study intends to explore the influence of attribute level, and the interaction between overall-level attributes and individual-level attribute on intentions to book. A series of experiments will be conducted to meet the requirements of different assumptions. For example, Experiment 1 will explore the potential interaction between attribute level (overall-level versus individual level) and review rating (positive versus negative) on hotel booking intention. Experiment 2 will explore the potential interaction between review volume (high versus low) and individual review rating (positive versus negative) on intentions to book. This presentation will report on the preliminary results of attribute level identification and their possible effects as well as experimental design.

Keywords: online review attributes; overall-level; individual-level; booking intention

Corresponding author: blake.bai@aut.ac.nz
Swimming with wild orcas in Norway: killer whale behaviours addressed towards snorkelers and divers in an unregulated whale watching market

Chantal D. Pagel¹, Matthias Waltert¹, Michael Scheer² & Michael Lück³

¹ Johann-Friedrich-Blumenbach Institute of Zoology, Conservation Biology/Workgroup on Endangered Species, Georg-August-Universität Göttingen, Göttingen, Germany
² Independent Scholar, Germany
³ School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

The worldwide increase of commercial swim-with programmes (SWPs) targeting free-ranging whales and dolphins is demanding research on behavioural responses initiated by the animals involved. However, behavioural studies on in-water encounters of swimmers and divers with wild cetaceans are still scarce. Ideally, studies should illustrate natural responses of unhabituated animals to document potential anthropogenic impacts over time. In Northern Norway a small-scale and unregulated whale watching market has been established. Next to boat-based excursions, SWPs are annually conducted during wintertime targeting unhabituated killer whales (*Orcinus orca*) which visit the area seasonally to prey on herring. During SWPs tourists are exposed to unpredictable killer whale behaviours. This study was initiated to investigate interactive behaviours initiated by killer whales and addressed towards snorkelers and divers to provide baseline data for managing SWPs in the area. Opportunistic underwater video recordings obtained during the winter seasons 2000-2015 were used for analysis. Videos were scanned for interactive behaviours and their relative occurrence was measured. Eight interactive behaviours were identified and described by using an ethogram. All behaviours were found to be exclusively affiliative in nature. The most frequent ones were 'calling' and 'eye contact'. No aggressive behaviours were found during this study. However, further observations might reveal additional and maybe risky behaviours. The present results facilitate the first description of interspecific killer whale behaviours occurring during in-water encounters with snorkelers and divers which is essential to manage interactions properly in the future.

**Keywords:** ethogram; *Orcinus orca*; swim-with programmes; whale-watching; wildlife tourism

$ Corresponding author: chantal.denisepagel@gmail.com
ABSTRACT

Sustainable management of marine mammal tourism in Aotearoa/New Zealand – Reviewing the literature and identifying the gaps

Yasmine M. Elmahdy¹, Mark B. Orams¹, Michael Lück²

¹School of Sport and Recreation, Auckland University of Technology, Auckland, New Zealand
²School of Hospitality and Tourism, Auckland University of Technology, Auckland, New Zealand

Marine mammal tourism in New Zealand has grown rapidly and is currently considered a significant aspect of the wider tourism offering in the country. Today, tourists utilise different viewing platforms such as land-based, air-based, boat-based and in-water encounters to watch, photograph, feed and swim-with marine mammals such as cetaceans (whales, dolphins and porpoises) and pinnipeds (seals and sea lions). Observing and interacting with these animals in the wild is viewed by many as a legitimate form of nature-based tourism. The industry is frequently promoted as a non-consumptive activity and a viable alternative to lethal whaling or to watching wild animals in captivity. New Zealand has been often held up internationally as a model country, having both the Marine Mammals Protection Act (MMPA) (1978) and associated Marine Mammals Protection Regulations (MMPR) (1992) which aim to control and manage all marine mammal tourism operations. However, despite this framework, a wide range of research has demonstrated that negative impacts from different types of tourism activities on marine mammals are widespread and threaten the longer-term conservation of these species. Therefore, the sustainability of the industry is in question. This study aims to investigate the effectiveness of the current marine mammal tourism management regime in protecting and conserving marine mammals in New Zealand. A mixed methods research approach will be utilised, including in-depth interviews with various stakeholders, observations and self-administered questionnaires. This presentation aims to provide an overview of the literature, highlight the research gaps and demonstrate the methods which will be used in the study.

Keywords: nature-based tourism; marine mammal tourism; sustainable management; New Zealand

$Corresponding author: yasmine.elmahdy@aut.ac.nz
Exploring tourism social entrepreneurship as a catalyst for community development in the Philippines

Richard S. Aquino

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

Governments and development agencies advocate tourism as a tool for improving the livelihood and wellbeing of communities, especially in the developing world. While tourism has produced positive impacts, tourism has also created adverse effects on communities that host the industry. Employing social entrepreneurship for tourism development, tourism social entrepreneurship (TSE) aims to maximise the benefits and mitigate the consequences of tourism, while addressing various societal problems in destination communities. Taking a community-centric perspective, this study conceptualises TSE as an alternative approach to tourism development that is (1) aimed at addressing social problems and promoting social inclusion of marginalised communities and individuals; (2) mobilised by tourism social entrepreneurs’ vision, leadership, creativity and networks; (3) facilitated through tourism social enterprises that hold unique positions in and market orientations of the tourism value chain; and (4) bounded by social value creation and innovation in utilising community inherent and outsourced capitals to achieving sustainable community transformation. This presentation will discuss a proposed research project that aims to explore whether, and how are communities transformed by TSE. Qualitative case study methods underpinned by interpretivist research paradigm will be conducted on communities in the Philippines that adopt TSE as a development strategy. Focus group discussions with the key administrators, and 40 semi-structured interviews with the beneficiaries of two TSE projects will be performed. This study is designed to further the limited knowledge on TSE, and highlight the potential of this development approach for sustainable community development.

Keywords: tourism social entrepreneurship; community development; social transformation; sustainable tourism

$ Corresponding author: raquino@aut.ac.nz
Increased past travel experience and its effects on responsible and sustainable travel behaviour

Sabrina Seeler$, Michael Lück & Heike Schänzel

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

It is widely accepted that today’s tourists are more experienced compared to the past. Closely related to the increased level of past experiences, it is assumed that the tourist demand has changed and became more diversified. In regard to creating and delivering memorable experiences, the four realms of experience creation were introduced. The literature distinguishes between passive and active participation, absorption and immersion, and discusses entertainment, educational, esthetical and escapist experiences. What remains unanswered are the questions whether and to what extent higher levels of past tourist experiences are reflected in the travel behaviour and how this interacts with the four realms of experience creation.

Findings from 15 semi-structured interviews with elites from destination marketing organisations in Germany and New Zealand revealed the perception that tourists with higher levels of past experiences are more likely to be participative and are seeking immersion and education when travelling. Industry representatives further assumed that there is a higher demand for authentic experiences, a desire for nature-based activities and greater awareness for responsible and sustainable behaviour among the more experienced tourists. Experts questioned whether this increased awareness transforms into actual behaviour or whether it is rather a pseudo desire based on social desirable behaviour. Based on findings from the semi-structured interviews, a web-survey was implemented and across Germany and New Zealand 1,000 valid responses collected. Preliminary findings from the two-phased research are introduced in this presentation. Emphasis is given to findings relating to the effects of past experiences on responsible and sustainable travel behaviour.

Keywords: tourist experiences; experience accumulation; responsible tourist behaviour

$ Corresponding author: sabrina.seeler@aut.ac.nz
Natural partners: Ecotourism and sustainable human resources management

Shelagh Mooney$°

School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand

In 2015, the International Ecotourism Society (TIES) revised its definition of ecotourism to read as follows: "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education" (The International Ecotourism Society, 2015). The new dimensions interpretation and education were considered sufficiently important to add as a third pillar to the previous focus on conservation and local communities. TIES specifies that education is to staff and guests, however, we need to consider the significant role that tourism educational institutes must play to achieve these aims, particularly in terms of human resources management (HRM). Tourism is a major source of employment for local people and a sustainable HRM approach furthers ecotourism principles. Zaugg, Blum and Thom (2001, p. 1) define sustainable HRM as “long term socially and economically efficient recruitment, development, retainment and disemployment of employees”. However, in universities, HRM is frequently taught in terms of cost and productivity, neglecting ethical perspectives (Bratton & Gold, 2015) and regrettably, in the sustainable tourism debate, consideration is rarely given to the hospitality and tourism workforce. This presentation will explain how sustainable human resources management principles were embedded in an undergraduate hospitality management module in New Zealand to fulfil both the principles of ecotourism and decent work.

Keywords: ecotourism; tourism education; sustainable human resources management; decent work

$°Corresponding author: Shelagh.mooney@aut.ac.nz
Tourism is one of the fastest growing industries worldwide; a modality is ecotourism, which appeared between the 60s and 70s gaining strength in the 80s until today. New lifestyles in large cities often generate stress in people, stress and a growing need to look for activities that allow them to be in contact with nature. Adventure travel is one of the segments that has grown the most in recent years and more and more countries want to position themselves in this segment. Mexico has a wide variety of options for adventure travel thanks to its different ecosystems throughout the country; Chiapas is a state located southeast of Mexico, which is considered the region with the highest biodiversity in the country and the second place in terms of its ethnic diversity.

The Cañon del Sumidero National Park is one of the main tourist attractions of Chiapas because of its ecological wealth and one of the most important in the world; nevertheless this region faces cultural and ideological questions regarding the use for the purpose of ecotourism promotion. Among the main problems that are presented in this area are:

- Garbage: lack of mechanisms to prevent pollution
- Excess of visitors: overexploitation of the destination
- Little income generated through adventure travel: few service providers.

Therefore, this research seeks to generate a new space to generate an income that can support the growth of tourism in a responsible way.

**Keywords:** Ecotourism; adventure travel; waste; income

$^\text{§} \text{Corresponding author: luisabetanzos@hotmail.com}$
Interpretation needs and preferences of visitors to Kgalagadi Transfrontier Park

Petrus van der Merwe¹, Melville Saayman¹ & Elrieke Botha²

¹School of Tourism Management, North-West University, Potchefstroom, South Africa
²School for Public and Operations Management, University of South Africa, Pretoria, South Africa

South African national parks are one of South Africa’s main drawcards for ecotourists and wildlife tourists. One such park is Kgalagadi Transfrontier Park (KTP). Because tourism is key to national parks’ existence, and as the demand for better interpretation increases, it has become paramount to determine what tourists and visitors need and prefer. Therefore the aim of this research was to determine the interpretation needs of visitors to KTP.

A quantitative research approach was followed by means of non-probability sampling, namely convenience sampling. The research population consisted of visitors to KTP during 2016. A total of 562 completed questionnaires were received. The study revealed that education was the main reason why visitors travelled to KTP and that tourists to KTP would like to receive interpretation on nature, culture and heritage, and park management. Tourists indicated that the mediums to be used to inform visitors should be audio-visual, creative writings and associations.

This research contributes to the field of interpretation knowledge in the following ways:

1. This was the first study of its kind conducted in KTP on interpretation needs.
2. It confirms the importance of education and interpretation in national parks.
3. It found that interpretation takes place on two levels: basic interpretation and advanced interpretation.

Keywords: ecotourism; wildlife tourism; national parks; education; interpretation

Corresponding author: Peet.vandermerwe@nwu.ac.za
Twitchers or birders? Pelagic birdwatchers in Kaikoura, New Zealand

Michael Lück$\dagger$, Brooke A. Porter$^{1,2}$ & Bart Neuts$^{1}$

$^{1}$School of Hospitality & Tourism, Auckland University of Technology, Auckland, New Zealand
$^{2}$Coral Reef Triangle, Manila, Philippines

Birdwatching is defined as the activity of spotting, observing and listening for birds in their natural habitats. It should serve the purposes of recreation, wildlife appreciation and education, as well as photography. Over the past decades, birdwatching has grown significantly, and it is questionable whether it can still be classified as a niche of wildlife tourism. Within the literature, there has been an emphasis on understanding terrestrial birdwatching, however pelagic birdwatching has received little attention. And while there has been a greater focus on the conservation aspects and visitor impacts, there is little understanding about the nature of marine birdwatchers. Literature suggest that there is an apparent amount of specialisation within bird viewing compared to other forms of wildlife viewing, such as the three sub-categories bird-watching, birding, and twitching. A review of birding websites shows clear specialisation of associated gear and technologies designed to aid the activity. This degree of specialisation is not clearly observed in other wildlife fields beyond basic photographic equipment and sun protection (e.g., marine mammal viewing). In addition to gear, evidence shows that a journal or checklist of species is common item amongst birders.

This presentation will report on results from a study on pelagic bird tours in Kaikoura, New Zealand. Results indicate that the typical pelagic birdwatcher in Kaikoura is female, older than 50 years of age, travels with her partner, is affluent and hails from the UK, North America and the South Pacific. They mostly carry binoculars and cameras, but little additional specialised birdwatching gear. Pelagic birdwatchers wear sun hats, rain gear, a binocular harness and earth tone clothes. Lastly, a Latent Class Analysis reveals five distinct groups of pelagic birdwatchers: The veterans, the collectors, the new enthusiasts, the first-timers, and the hobbyists. The findings are important for marine tour operators looking to access a pelagic avitourism market, demonstrating that a separate tour product may be more valuable than the diversification of an existing tour product (e.g., combination with marine mammal viewing tour).

Keywords: pelagic birdwatching; marine wildlife; birder specialisation; Kaikoura; latent class analysis

$\dagger$Corresponding author: michael.lueck@aut.ac.nz
The impact of the Terrestrial Basking Event of Hawaiian Green Sea Turtles on visitors at Ho‘okipa, Maui

Colleen Black, John S. Hull & Kellee Caton
Thompson Rivers University, Kamloops, Canada

Marine resources are central to many tourism destinations, including the United States—the second most visited country in the world, which sees 85% of its tourist revenue generated from its marine environments. Tourists to the U.S. recently voted Maui the best island in the country for the 23rd year. Its beaches are special for many reasons, including the island’s green sea turtles, which emerge from the ocean to bask on the sand at Ho‘okipa Beach Park. Terrestrial basking is behaviour unique to specific populations of green sea turtles located in Hawai‘i, the Galapagos, and Western Australia. The daily event in Maui draws approximately 500 visitors per day. On the beach, a local non-profit, Hawai‘i Wildlife Fund, uses interpretation as a visitor management strategy to protect the turtles listed as ‘threatened’ under the Endangered Species Act. The goal of this research is to examine the impact of the terrestrial basking event of Hawaiian green sea turtles on visitors at Ho‘okipa, Maui. The objective is to identify if visitors transition into more responsible marine tourists through their interaction with the turtles. This research will summarize preliminary results of a random intercept survey administered in partnership with the Hawai‘i Wildlife Fund of approximately 400 visitors over 8 weeks during the summer of 2017. Qualitative and quantitative results will profile visitor satisfaction, learning, attitudes, and behaviour changes adapted from Orams’ model of marine-tourist interaction.

Keywords: marine wildlife tourism; wildlife viewing; nature based; sea turtles

Corresponding author: colleen.black@rocketmail.com
Intermediary and ultimate relationship outcomes in a tourism destination network

Nina Veflen¹, Ingunn Elvekrok² & Joachim Scholderer³

¹BI Norwegian Business School, Oslo, Norway
²University College of Southeast Norway, Drammen, Norway
³Norwegian University of Life Sciences, Ås, Norway

Businesses cooperate in order to achieve particular outcomes. For any given dyad of cooperating business, several relationship outcomes can be identified. Some outcomes contribute to the profitability of a business through increased revenues, while others may help reduce costs. In a broader perspective, with focus on local businesses in a tourism destination, however, the network effects and interdependencies between the various relationship outcomes become more pronounced. In this study, we analyse such network effects and interdependencies between relationship outcomes for a particular case, the ski resort of Hemsedal, Norway. We regard two network outcomes as ultimate success indicators: 1) whether the cooperation with other actors in the network has contributed to the business’ results, and 2) whether the cooperation has contributed to the development of the destination. We model the degree to which the actors (the businesses in the network) consider the cooperation with other actors in the local network to have contributed to these two outcomes, using a generalisation of the social relations model, developed by Warner, Kenny and Stoto (1979). The findings show that actors perceive the outcomes from cooperating with others in different ways. Outcome perceived as positive for the individual firm is not necessarily perceived as good for the destination. Not surprisingly, actors are most concerned with improvements in the efficiency of their own businesses, possibly also when this means counteracting the common interests of the destination network.

Keywords: tourism; destination development; relational data; social network

Corresponding author: Ingunn.elvekrok@usn.no
Critical encounters in the development of tourism

Albert Postma§

Stenden University of Professional Education, School of Leisure and Tourism, European Tourism Futures Institute, Leeuwarden, The Netherlands

Traditionally, studies on tourism-community relations focus on the one-directional impact of tourism on destination communities. Since the cultural turn in the 1990s such an approach has increasingly been criticised and scientists called for an approach that would view tourism as a process that is formed and re-formed through continuous interaction with the local community, rather than a product that is consumed at the destination. However, so far empirical research has been limited. My PhD study was an attempt to contribute to this understanding. It looks at the (negative) critical encounters in the continuous interaction between tourism and the destination community as they are perceived by its residents. The study was carried out in four island communities: Terschelling, Ameland (both West-Frisian islands in the Wadden Sea) and Curacao and Aruba (two islands in the southern Caribbean). It did result in a typology of critical encounters in the relation between tourism and the local community, a scale of emotional response (irritation), a scale of behavioural response (tolerance), and insight in the effect on the residents’ attitude towards tourism. These insight are useful for the (socially) sustainable development of tourism. Currently, the topic is very relevant, especially regarding city tourism: mass media report on visitor pressure in various cities across Europe which sometimes leads to incidents (Barcelona, Venice, Amsterdam, Dubrovik, etc.). The robustness of the results of the PhD study was tested in several European cities: Berlin, Amsterdam, Riga, and subsequently Copenhagen, Berlin, Munich, Amsterdam, Lisbon and Barcelona.

Keywords: tourism impacts; critical encounters; visitor pressure; sustainable tourism development

§Corresponding author: albert.postma@stenden.com
Touristic relevance of World Heritage Sites for the German population – the cases of the Wadden Sea and the Great Barrier Reef

Anne Köchling & Anja Wollesen

West Coast University of Applied Sciences, Heide, Germany

The Great Barrier Reef in Australia and the Wadden Sea Area in Northern Europe have one thing in common: they belong to the 1,073 natural and cultural sites declared as World Heritage Sites by the UNESCO. This status entails a high level of responsibility to protect the natural landscape and is also supposed to be a pull factor for tourists to visit the destination.

In 2016, a survey was conducted in the German source market with the foremost aim to analyse the relevance of the status of being a World Heritage Site for destination decision making. In addition to the analysis of relevance, several factors related to the customer-oriented brand value were investigated. For all 41 German World Heritage Sites (as of 2016) – among them the Wadden Sea – and for the Great Barrier Reef as an international benchmark the aided awareness, likeability, willingness to visit, as well as spontaneous association with the site were tested. Participants of the representative survey were also asked to rate the site in regard to pre-defined characteristics that are related to factors of sustainability and attractiveness for particular sub-groups. The survey offers comprehensive insights into the touristic potential of the analysed World Heritage Sites and their image in terms of sustainability from the German perspective. The presentation will focus on the results for the Wadden Sea and the Great Barrier Reef.

Keywords: World Heritage Sites; Wadden Sea; Great Barrier Reef

Corresponding author: koechling@fh-westkueste.de
ABSTRACT

Travel motivation: Effects on tourist value and loyalty

Marit Gundersen Engeset & Jan Velvin

University College of Southeast Norway, School of Business, Kongsberg, Norway

A tourist’s choice of destination to visit are influenced by both the individual’s own motives for travel and the expectations they hold about what a destination has to offer and what the destination can help the tourist achieve in terms of desired consequences and fulfilment of important life values. To be able to offer high customer value, tourist destinations therefore need to understand both what motives drive tourists’ choice and what expectations tourists have. In this research we measured the travel motives of visitors to Hemsedal, and analysed how they influenced expectations. We used a means-end framework to identify important expectations tourists had regarding destination attributes, consequences, and important life values. Further, we analysed how motives and expectations influenced satisfaction and loyalty. Results revealed four classes of travel motives: Adventure Motive, Energy Motive, Harmony Motive, and Identity Motive. In this presentation we show how these motives are related to expectations tourists have with regard to values a visit to the destination can help them fulfil as well as the consequences and attributes relating to different types of in-door and out-door activities at the destination. Finally, we show that both the types of motives and expectations have impact on satisfaction with the visit and loyalty to the destination.

Keywords: travel motives; expectations; value; satisfaction; loyalty

$Corresponding author: marit.engeset@usn.no
Does guest satisfaction seem better on a sunny day? Examining weather conditions impact on product evaluation and guest satisfaction during visits of open air museums

Bjørn Ove Grønseth

University College of Southeast Norway, School of Business, Kongsberg, Norway

Visiting an outdoor and open-air museum can be risky business related to weather conditions. The objective of this study was to investigate the impact of contextual effects as weather conditions on how product evaluation and customer satisfaction were made during visits. By investigating the impact of the weather on evaluations, the paper contributes to the literature. The empirical data was collected as an on-site survey on several museums in Buskerud County in the southern part of Norway during summer 2016. The findings should provide museum providers insights into how their visitors evaluate their visit and experience. Theoretical and managerial implications are discussed as well based on the findings.

$^\text{Corresponding author: Bjorn-Ove.Gronseth@usn.no}$
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MANAAKITANGA
Arrive in New Zealand as a stranger, leave as whanau (family).