



**The Diversity of Leisure:
Proceedings of the
Australian and New Zealand Association
for Leisure Studies (ANZALS)
14th Biennial Conference**

**10-13 December 2019
Queenstown, New Zealand**



Proudly co-hosted by



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The Diversity of Leisure: Proceedings of the Australian and New Zealand Association for Leisure Studies (ANZALS) 14th Biennial Conference

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This publication contains peer reviewed abstracts and full papers from the 2019 ANZALS Conference, held in Queenstown, New Zealand, 10-13 December. Full papers were blind reviewed by two reviewers, and abstracts were reviewed by at least one reviewer.

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Conference Co-Chairs' Welcome

He aha te mea nui o te ao. tangata, he tangata, he tangata.

What is the most important thing in the world? It is people, it is people, it is people.

Well here we are. After two years of plotting and planning, we have arrived at the pointy end – the actual delivery. As the below photos of our site visit attest, it's been a fun process! We would like to say thank you to our organising team and to the ANZALS Board. We sincerely hope you enjoy the fruits of our labour, and can share the fruits of your own labour with an appreciative audience.

ANZALS conferences have traditionally been (relatively) small, informal and collegial affairs; we intend to continue this. Unlike some other associations or disciplines, ours does not attract egos. If you brought yours along, please check it at the door - everyone is special here, whether a first-timer or repeat offender, whether student or established professor! We also continue to uphold the ANZALS ethos of creating a supportive environment for our up-and-coming colleagues who, after all, are the future of leisure studies. We do this both informally through offering insightful feedback and relevant questions after their presentations (refer back to note about egos), and formally through the Higher Degree Research Student Workshop. We ask you to make them feel welcome. Talk to them. Offer them your wisdom. Form connections. Develop research collaborations. Connect them with others.

We have incorporated ample time in the programme for relationship-building, as we recognise that this is a fundamental part of what makes conference attendance so compelling. Take your cup of tea or your boxed lunch, go sit outside under the shade of a tree on the lakefront, and have conversations. Many a beautiful and fruitful friendship has developed at ANZALS conferences – and this year as we welcome even more delegates, from more disciplines, from more places around the globe, we hope to facilitate the creation and maintenance of even more friendships.

Nō reira, tēnā koutou, tēnā koutou, tēnā koutou katoa. *Therefore, greetings and welcome to you all, thrice over.*

Dr Trudie Walters, University of Otago

Associate Professor Roslyn Kerr, Lincoln University



ANZALS President's Welcome

It is with great delight that I welcome you to the 14th Biennial ANZALS conference, the most important event on the calendar for ANZALS members and we are delighted to be hosting you in beautiful Queenstown.

The conference theme 'the diversity of leisure' has, as hoped, prompted a diverse range of papers and engagement from researchers, students and practitioners. We welcome back themed sessions from our two ANZALS special interest groups, Sport for Development and Leisure and Health, as well as a number of other themed sessions covering everything from diversity in outdoor recreation, pedagogy in leisure studies, through to family leisure and an ongoing focus of animals and leisure experiences.

The ANZALS conference will also showcase the research of two of the scholars who have been recipients of the ANZALS research grant award in 2018. The Board introduced this new initiative to provide seed funding to ANZALS members and support the development of innovative projects across the broad sphere of leisure research. I'd like to congratulate Dr Hazel Maxwell, (UTas) and Dr Najmeh Hassanli (UTS) as the lead investigators of successful applications in what proved to be a highly competitive process. You can see the outcomes of their research grant in their conference presentations.

It is my pleasure also to welcome a large number of Higher Degree by Research students to the conference, we hope you enjoy the opportunity to connect with ANZALS and wider leisure community and the conference provides a platform for developing networks and friendships that will last throughout your career. We are proud to be supporting our HDR students through 6 ANZALS HDR scholarships and a pre-conference workshop organised by Board member Katie McDonald. This has been highly successful at previous conferences cementing its return in Queenstown. We hope that our HDR students find it a productive experience.

Finally, I would like to thank on behalf of the ANZALS Board and the ANZALS community the conference organising team, led by Dr Trudie Walters and Associate Professor Roslyn Kerr and their organising committee across the three institutions. We are extremely grateful for all your hard work and efforts and look forward to engaging in all the experiences the conference has to offer.

Associate Professor Ruth Jeanes
ANZALS President



Conference theme

The theme of the ANZALS 2019 Conference is 'The Diversity of Leisure'

This theme was deliberately chosen as we wished to (a) encourage a diverse mix of scholars to participate, and (b) showcase the wide variety of leisure-related research being carried out across disciplinary boundaries. However, we believe the notion of 'diversity' in the title carries a deeper, more fundamental meaning which in turn connotes a significant responsibility on us as organisers.

Celebrating diversity

Diversity not only means the diversity of research being carried out in the field of leisure studies and related areas. It also means diversity in the geographic location of that research, and giving voice to the diverse range of scholars carrying out that research. For example, at this conference we want to focus on diversity at all levels and we believe this entails showcasing work of a wider variety of scholars than would usually be the case with the traditional keynote format - hence the panel discussion to be held as part of the Welcome Event. We want to create a conference that celebrates diversity, which signals the need for it to be accessible and inclusive.

Conference attendance is important for a number of reasons (such as networking, career progression, increased motivation, creating a sense of belonging, presenting one's research, enhancing one's visibility and finding new ways of thinking about issues). Failing to make conferences accessible, diverse and inclusive therefore perpetuates the structural inequalities that disadvantage women and minority groups in academia.

We desire to be transparent in our decision-making, therefore we have included a discussion of why accessible and inclusive conferences are important, what this 'looked like' for ANZALS 2019 and how we sought to achieve this through conscious planning.



Accessible, diverse, inclusive

We sought out industry best practice and researched the critical event studies literature. We also talked to people with a wide variety of needs who find conference attendance challenging. The following is the result of our efforts:

Financial accessibility

We acknowledge that postgraduate students, early career academics, retired academics and those on casual or short-term contracts in particular often find it challenging to attend conferences. For those travelling with family, social events that exclude children can increase childcare costs. We have kept conference costs as low as possible, offered reduced rates for students and retired academics plus free registration for delegates with carers, and secured discounted accommodation rates.

Physical accessibility

We wanted to provide welcoming, safe and comfortable space for all. We have dedicated spaces available for a diverse range of needs, including prayer space, space for breastfeeding/parental care, and a boardroom area for those who feel like some quiet time out. Food allergies or specific dietary requirements are catered for, to make the networking benefits of the conference (which often occur over a shared meal) accessible. For delegates with hearing and sight challenges, we hope our way-faring will be easy to follow and that delegates will make their conference presentations clear using these guidelines [Tips and hints for creating accessible presentations](#) (PDF format, 273KB)

Cognitive accessibility

Space for time out from the noise and pressure is important for sufferers of anxiety or other mental health conditions. Our conference programme has shorter presentation sessions and longer breaks in between – not only will this help with overcoming cognitive overload and fatigue, it will also foster the continuance of conversations started during the presentation question time and provide much-valued networking time.

Want to dig a little deeper...?

Walters, T (2019) A tripartite approach to accessibility, diversity and inclusion in academic conferences. In Finkel, R., Sharp, B. and Sweeney, M. (eds) *Accessibility, Inclusion and Diversity in Critical Event Studies*, pp. 230-241. Routledge: Abingdon.

Thank you!

We couldn't have done it without you...

Themed session chairs

Commodified leisure? Commercialisation and promotional cultures in, around and through leisure practices – *Dr Damion Sturm*

The diversity of outdoor recreation: How do we make outdoor recreation accessible? *Dr Mandi Baker and Assoc Prof Emma Stewart*

Sport for Development: Building a diverse body of evidence – *Assoc Prof Ruth Jeanes, Dr Richard Wright, Dr Richard McGrath and Emma Milanese*

Leisure and health: Diversity and difference in practice and in research – *Nicole Peel, Dr Hazel Maxwell and Dr Richard McGrath*

Leisure management – *Assoc Prof Jo An Zimmermann and Dr John Tower*

Leisure studies education and pedagogy: Exploring the diversity across fields – *Dr Maliga Naidoo and Dr Richard McGrath*

Experience design: The core of leisure studies – *Prof Patti Freeman and Assoc Prof Mat Duerden*

Exploring animal leisure(s) – *Dr Carmel Nottle and Dr Janette Young*

Family leisure and its representations – *Assoc Prof Heike Schänzel and Parisa Saadat Abadi Nasab*

Peer reviewers

On behalf of the ANZALS 2019 Conference Scientific Committee and the Themed Session Chairs, a big thank you to all those who peer reviewed abstracts and full papers on time, with academic rigour and good grace!

Volunteers

Ismail Shaheer and Hannah Parsons (University of Otago), Megan Apse (Lincoln University), Kelly Whitney-Gould (Royal Roads University), Michael Butson (Victoria University) and Holly Bowen-Salter (University of South Australia)

Thank you all, you are awesome!

Sponsors

Thank you to CABI and Otago University Press for supporting ANZALS 2019 by contributing gifts for our keynote discussion panellists and volunteers respectively.



Special mention

Petra Dobesova at Queenstown Resort College went the extra mile to make it all happen, even when we pushed the boundaries of space and time - you are a star, thank you!

Keynote panellists and speakers

Barbara Humberstone



Barbara is a Professor of Sociology of Sport and Outdoor Education, Buckinghamshire New University, UK, and Visiting Professor at Plymouth Marjon University, UK. Her research interests include: Embodiment, alternative physical activities and life-long learning; embodiment and water/seascapes; and wellbeing, ageing and outdoor pedagogies. She is particularly interested in the connection of social and environmental justice and the notion that wellbeing is significantly linked to awareness and practices of equality and sustainability.

She co-edited *Seascapes: Shaped by the sea Embodied Narratives and Fluid Geographies* (2015); *International Handbook of Outdoor Studies* (2016); *Research Methods in Outdoor Studies* (2020). She is co-editor of the new Routledge series 'Advances in Outdoor Studies' and has papers in a variety of journals. She is editor of *Journal of Adventure Education and Outdoor Learning* and was Chair of the European Institute for Outdoor Adventure Education and Experiential Learning. She is a keen windsurfer, walker, swimmer, yogini and a beginning surfer.



Kevin Moore

Kevin has taught and researched at Lincoln University since 1991. He is currently Head of Department of Tourism, Sport and Society. His research interests have included tourist behaviour, leisure behaviour, psychological theory, and, most recently, the social psychology of wellbeing.



Kevin's work has appeared in a wide range of psychology, tourism, and leisure journals (e.g., *Annals of Tourism Research*, *Review of General Psychology*, *Behavioral and Brain Sciences*, *World Leisure Journal*) and he has recently published a book with Palgrave Macmillan titled 'Wellbeing and Aspirational Culture'. He is now working on an article for a Special Issue in the *Journal of Leisure Research* on 'Social Psychology of Leisure 2.0' and a paper for a Special Issue on authenticity and tourism for the *Annals of Tourism Research*.

Arianne Reis



Arianne started her career as a physical education teacher and sports coach working in low-income communities in Rio de Janeiro, Brazil. Her work focused on providing opportunities for active leisure for children and youth from disadvantaged backgrounds and for those with physical and mental disabilities with the aim of engaging them in positive experiences and in healthy behaviours. After 10 years working as a practitioner, both as a teacher and also as project manager at state departments of sport, Arianne moved to New Zealand to pursue a PhD focusing on outdoor recreation and environmental philosophies. After her PhD completion, Arianne moved to Australia to join Southern Cross University as a Research Fellow, and since then has made Australia her new home.

Arianne is currently Director of Academic Program for the Master of Public Health and Master of Health Sciences programs at Western Sydney University, while also continuing to teach and research in health and leisure sciences. Her current research focuses on the ways active leisure pursuits can promote healthy living, environmental awareness and social justice. Dr Reis is particularly interested in working with and for disadvantaged populations in her research, with extensive experience in working with favela residents and a current research agenda around refugee migrants. Dr Reis is also engaged in research focusing on healthy universities and student learning experiences, particularly focused on student mental health and wellbeing.



Neil Carr

Neil Carr is a Professor and Head of the Department of Tourism at the University of Otago and has been the Editor of *Annals of Leisure Research* (for a few more days!) since 2013. His research focuses on understanding behaviour within tourism and leisure experiences; with a particular emphasis on children and families, youth, risk taking and perception, sex, and animals.



On a more serious note, he's a dog lover, rower, and confirmed non-conformist, and really has a problem with public speaking (yep, his career choice does seem a bit odd!).

Conference programme

Wednesday 11 December

Presentation session (1)				
10:00-11:00am	Family #1 Events	Outdoor Recreation #1	Consumption	Animals #1
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Parisa Saadat</i>	<i>Chair: Mandi Baker</i>	<i>Chair: Stephen Wearing</i>	<i>Chair: Carmel Nottle</i>
	A Booth and F Cameron Community events: flourishing families and quality of life	B Humberstone Ageing and outdoor recreation	H Ding, L Grimmer and O Vorobjovas-Pinta Cross-border personal shopping: an examination of the Daigou business model	I Shaheer Hierarchy of animals – evidence from tourism destination boycott calls
	M Intason, WJL Coetzee and C Lee The transformation of family leisure practices at the Songkran festival, Thailand	C Blye and E Halpenny Understanding diverse populations' perceived and real barriers to park visitation and the use of web-based interventions to increase connections and engagement with nature	S Wearing, J Wearing, D Porter and M McDonald Exploring adolescent computer gaming as leisure consumption: it's not all just 'bang bang you're dead!'	J Young Developing a continuum of human-animal relationships for health – from "animal therapy" to "animal therapeutics"
	D Scott and T Heldt Contesting the economic: community focused special events and festivals as spaces for change	C Zealand Therapeutic landscapes: exploring unstructured outdoor recreation opportunities for families with a child with ASD		
11:00-11:30am	Morning tea on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
Presentation session (2)				
11.30-12:30pm	Family #2 Gender	Outdoor Recreation #2	Nature-based Recreation	Education #1
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Heike Schänzel</i>	<i>Chair: Barbara Humberstone</i>	<i>Chair: Matthew Lamont</i>	<i>Chair: Ruth Sibson</i>
	D Trussell, S Hebblethwaite, S Paterson, T Xing and M Evans Family leisure and (re)constructing the family unit for new mothers	E Goh Leisure on the edge: walking off trail in national parks	Y Washiya The oscillating shoreline – an ethnography of surfing	R McGrath Exploring the use of an online communication application as an educational tool to support the development of student teamwork skills
	A Carr The great outdoors and being female: insights from the archives!	W Frost The origins and development of rainforest national parks and scenic reserves, 1860-1930	C Grocke Customer journey mapping of cycle tourists – a case study of experience design for the Adelaide Wine Capital Cycle Trail	S Darcy, C Foley, B Almond, A Hergesell and M McDonald Learning beyond the lecture theatre: the value proposition of extracurricular sport and cultural activities for the student experience at universities

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	P Saadat and T Walters Examining representations of fatherhood through the lens of family leisure photographs	R Buning and C Kulczycki Travel career progression and constraints in rock climbing	M Lamont, P Scherrer and K Dimmock From rails to trails: a social network analysis of the Northern Rivers Rail Trail, Australia	R McGrath, J Young and C Adams Using a participatory educative research model to assist with developing students' critical and reflective thinking skills
12:30-1:30pm	Lunch on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
1:30-2:30pm	Presentation session (3)			
	Family #3 Diversity	Outdoor Recreation #3	Commodification #1	Inclusive Space
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Neil Carr</i>	<i>Chair: Warwick Frost</i>	<i>Chair: Damion Sturm</i>	<i>Chair: Simon Darcy</i>
	C Hodge and K Melton Conceptualizing families and their leisure: A review	M Baker One-size-fits-all: recognizing gender in organised outdoor recreation	D Sturm 'Am I watching the BBL, NRL or KFC? The Colonel, commodification and Australian sport	T Bracht and K Schöttl The integration of amateur, competitive and handicapped athletes in one leisure event – an empirical investigation of success factors and limitations
	K Melton, C Hodge and M Duerden Ecology of family experiences: contextualizing family activities for human development & family relations	S Houge Mackenzie Women's outdoor leadership experiences: a psychological well-being perspective	R Rogers How sports entertain: enjoyable and meaningful experiences for sports audiences	S Darcy, M Edwards, B Almond and H Maxwell Taking back the beaches – accessible and inclusive space and place
F Shiraani and N Carr Diverse families and children in the holiday experience: in need of better representation?	J Hannant-Minchel Who cares? An intersectional analysis of camp counsellors' experiences of care work	N Barker-Ruchti, E Booth, G Cervin, D Dumitriu, M Nunomura and F Smits The glocalised process of sport development: diversification of women's artistic gymnastics		
2:30-3:30pm	Afternoon tea on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
3:30-4:30pm	Presentation session (4)			
	Family #4 Relationships	Outdoor Recreation #4	Commodification #2	Professional Sport/Events
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Anna Carr</i>	<i>Chair: Emma Stewart</i>	<i>Chair: Damion Sturm</i>	<i>Chair: Richard Wright</i>
	B Miles Grandad's axes and Gran's words: a human-nature-family relationship to leisure	P Boudreau, S Houge Mackenzie and K Hodge A systematic review of the optimal state of flow in adventure recreation	L Grimmer and M Fyfe Commodifying thrift shopping: frugal fashionistas, thrift mavens and vintage shopping tours	G Joachim, N Schlenker, K Schlenker, S Frawley and A Cohen Using design thinking to enhance the innovation of sport organisations
H Schänzel, M Gram and S O'Donohoe Grandleisure: grandparents and grandchildren spending extended time together	N Iversen, E Bolann and L Hem Drivers of experience value among soft- and hard-adventure tourists	B Villumsen and K Levinsen Voluntary sports clubs in collaboration with the tourism sector: beneficial or a dead end?	K Schöttl and F Kainz Social media communication as a new source of funding for leisure events	

		I Heijnen, E Stewart and S Espiner Walking the talk in outdoor recreation research: the theory and practice of the mobile interview on the Port Hills, Christchurch, New Zealand	N Yan and E Halpenny Understanding the role of agritourism experiences in predicting visitors' sustainable food purchasing behavior: a longitudinal perspective	R Rogers, K Strudler and D Baltaxe "Democrats fall in love, while Republicans fall in line:" collective intelligence task performance differences between online groups of Conservatives and Liberals picking March Madness tournament brackets
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Thursday 12 December

Presentation session (5)				
Leisure Management #1	Design Experience #1	Health #1	Indigenous	
Room: 501	Room: 503	Room: 402	Room: 403	
<i>Chair: Jo An Zimmerman</i>	<i>Chair: Peter Ward</i>	<i>Chair: Richard McGrath</i>	<i>Chair: Anna Carr</i>	
M Butson, M Craike and A Parker Improving older adult participation in Aquatic and Recreation Centres (ARCs): a multi-level mixed method study	M Lamont Hurts so good: theorising active sport tourism experiences	Iisahunter and R Jeanes Intra-actions with good intentions, health, leisure and pedagogy: sustainable activism or reproduced misogyny?	T Walters and D Ruwhiu A critical analysis of indigenous events as expressions of empowerment	
J Oncescu Getting to access and inclusion: a case study of a non-profit recreation organization's approach to support low-income families' leisure participation	A Lacanienta and M Duerden Experience-dominant logic and structured tourism experiences	H Maxwell, M O'Shea, M Stronach and S Pearce Exploring digital health trackers, Indigenous women and physical activity	N Towner Reflections from undertaking fieldwork with indigenous communities influenced by surfing tourism in the isolated Mentawai Islands, Indonesia	
K McDonald, J Tower and C Hanlon Decision making processes involved in ARC planning: a case study analysis	A Lacanienta, G Ellis, B Hill, P Freeman and K Jiang Provocation on the spectrum of dark tourism	J Young, C Adams and M Holt Leisure and older people – early findings of a naturally occurring leisure phenomenon, returning to a church community	K Whitney-Gould, B White and A Carr The language of tourism: Indigenous views on languages and embedded values in tourism education and training contexts	
10:00-10:40am	Morning tea on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
Presentation session (6)				
Leisure Management #2	Design Experience #2	Health #2	Education #2	
Room: 501	Room: 503	Room: 402	Room: 403	
<i>Chair: Kathryn McDonald</i>	<i>Chair: Mat Duerden</i>	<i>Chair: Nicole Peel</i>	<i>Chair: Richard McGrath</i>	
J A Zimmermann Measuring outcomes in recreation programs: an exploratory study	A Lacanienta, G Ellis, B Hill, P Freeman and K Jiang Testing propositions of relaxing, pleasurable, and mindful absorption experiences from the theory of structured experience	B Baker, L Payne, C Hodge and D Schmalz Diversity, leisure, and health: examining convergence and divergence across	R Mowatt Critical leisure, new leisure, post-leisure, or anti-leisure?: the pedagogical and research considerations and next steps	

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	W Ramos Aquatic program delivery – United States models: successes, failures & gaps	G Ellis, K Jiang, A Lacanienta, B Hill and P Freeman Determinants and results of engagement during story experiences	demographics and settings in the link between leisure and health	D Henhawk and L Duhamel Leisure studies and Indigenous Peoples: a conceptual discussion of the cultural relevance of leisure studies in relation to Indigenous scholarly critiques
	A Pillay, A Blackman and G Moscardo Determining the health and community value of sport and recreation facilities	R Harwell, P Freeman, B Hill, G Ellis, K Jiang The historical evolution of diverse conceptions of the immediate leisure experience: select iconic and emerging perspectives		E Jackiewicz Teaching sustainable tourism by doing: a case study of student service trips to Costa Rica
	J Tower, E Iversen and P Forsberg Community sport facility management and public value	A Lacanienta, G Ellis, B Hill, P Freeman and K Jiang "Experience" in our Department names? A live action role-play experience		N Barker-Ruchti and L Purdy Fostering sustain'abilities': scribing sustainability thinking in an undergraduate sports coaching degree
12:00-1:00pm	Lunch on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
1:00-2:00pm	ANZALS AGM (Otago Room 503)			
2:00-3:00pm	Presentation session (7)			
	Leisure Management #3	Design Experience #3	Health #3	Refugees
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: William Ramos</i>	<i>Chair: Camilla Hodge</i>	<i>Chair: Hazel Maxwell</i>	<i>Chair: Trudie Walters</i>
	K Marriott, J Tower and K McDonald Revisiting community leisure planning	W Stribosch, M Bastiaansen, T van Blaricum, M Hover, O Mitas and W Boode Evaluating experience design: using skin conductance to compare intended with lived experience	N Peel Young people in foster care and their leisure: tools for living independently	A Reis, S Sperandei, K Lokpo and S Hawkins Patterns, determinants and barriers for physical activity and leisure participation among refugees in Australia
	J Tan A study on the coordinated development among Hong-Kong, Zhuhai and Macao in recreational sports industry	M Bastiaansen, M Oosterholt, O Mitas and W Boode Experience electrified: skin conductance as a measure of emotional engagement during leisure experiences	A Burger, T Weilbach and F Watson Constrained leisure: a case study of formal caregivers in an under-resourced setting	N Hassanli, T Walters and R Friedmann The New Beginnings Festival: a counterspace for migrants and refugees
J Laing, P Van Dijk and N Ooi The influence of the working environment on spa tourism employees' perceptions of effective delivery of emotional labour	WJL Coetzee Affective engagement for memorable event experiences	R Wright, M Kennelly and K Godber "Me & my shadow": an autoethnographic ethnodrama into the causes and consequences of serious leisure guilt syndrome		

Friday 13 December

Presentation session (8)				
	Sports Development #1	Design Experience #4	Health #4	Gender
9:00-10:00am	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Ruth Jeanes</i>	<i>Chair: Patti Freeman</i>	<i>Chair: Nicole Peel</i>	<i>Chair: Natalie Barker-Ruchti</i>
	R Lucas Interrogating youth social policy utilising sport within remote Australian Indigenous communities	H Parsons, S Houge Mackenzie and S Filep Facilitating self-development: how tour guides broker spiritual tourism experiences	P Hillman, M Lamont and P Scherrer 5km every Saturday – the role of parkrun in positive lifestyle transformation	P Torabian, L Kalbfleisch, R Norman, H Mair and S Mock Stride Nights: leisure opportunities for federally sentenced women that helps with community re-integration
	C Ashton-Forrester, S Wang, A Sardina and D Johnson Leisure interests and motivators of younger vs. older veterans	J Bueddefeld, C Van Winkle and M Benbow Using Falk's identity-related visit motivations to design nature-based tourism experiences	E Milanese and J Dollman Motivational interviewing for physical activity promotion among rural adults	A Marcoux Rouleau Beyond arts and crafts: exploring detained women's leisure experiences
	S Højbjerg Larsen and J Høyer-Kruse Streetmekka – a sport for development case			C Carter Moving communities: gender/queer dance, bodily movement, and community spaces
10:00-10:40pm	Morning tea on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
Presentation session (9)				
	Sports Development #2	Design Experience #5	Health #5	Ageing
10:40am-12:00pm	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Richard Wright</i>	<i>Chair: Andrew Lacanienta</i>	<i>Chair: Nicole Peel</i>	<i>Chair: Shane Pegg</i>
	S Lankford and K Fleming An exploratory study of social capital and community benefits of the Arctic Winter Games	N Lundberg, G Lundberg, P Ward, J Bowen and B Hill Transformational experiences on study abroad Part 1: the relationship between emotion and experience types	H Bowen-Salter Arts as therapeutic or art therapy: arts as a tool for the prevention of, and intervention for, mental health issues	L Rod-Welch To what extent do U.S. leisure textbooks address the topic of aging
	C Ashton-Forrester, S Scherer, C Dodson and S Miller Meaning of participating in The Warrior Games	P Ward, M Duerden, N Lundberg, G Lundberg, J Bowen and B Hill Transformational experiences on study abroad Part 2: developing a psychometric scale to identify different experience types	S Cavanagh Recreation Therapy New Zealand on Facebook: like and share	B Walsh and C Adams 'On good days we do pirouettes'
	K Hallmann, R Wright and M Morellato Volunteering as way of life in New Zealand: volunteering as serious leisure?	M Tarrant The educational travel experience: program design and research methodology	R McGrath and K Stevens Identifying mental health cost savings associated with children's participation in circus-arts training using a prospective social return on investment analysis	

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	M Wallstam and K Kronenberg Sports events and regional development: lessons from a "World Championships region"	M Tran and K Moore Facilitating global learning through international educational tourism: a closer look at university summer courses		
12:00-1:00pm	Lunch on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
	Presentation session (10)			
1:00-2:20pm	Sports Development #3	Animals #2	Leisure Experience	Education #3
	Room: 501	Room: 503	Room: 402	Room: 403
	<i>Chair: Richard McGrath</i>	<i>Chair: Neil Carr</i>	<i>Chair: Roslyn Kerr</i>	<i>Chair: Mandi Baker</i>
	R Storr and E Staples LGBTI+ diversity work in Australian sporting organisations: marrying the LGBTI+ community with cricket in Victoria	C Nottle Depriving animals of serious leisure: the unfortunate human factor	C Hawkins, S Lebski and C Hawkins Learning and applying leisure theory through experiential education	R Sibson and A Morgan Digital literacy: what is it? What proficiencies do sport, event, hospitality and tourism management and marketing students say they have? And what else can educators do to develop these important skills?
	J Townsend Adaptive sport for social change: a case study of an international adaptive sport training program	C Nottle and J Young What's in it for the dogs? Dehumanising ethnographic leisure explorations	S Goh, K Smith and I Yeoman An analytical framework into the social worlds of leisure participants	S Taylor Agate and J Agate Outcomes of deliberative dialogues in leisure studies education
	R Jeanes and E Staples Using research to support Sport for Development practice: the opportunities and challenges of knowledge translation	H Bowen-Salter Leisure or labour? The curious case of volunteer Search and Rescue canines	A Rundio Designing extraordinary experiences: an autoethnographic approach	N Peel Leisure education within a health framework
	E Milanese, A Crozier and R McGrath Identifying good practice coaching strategies through a school based multi-sports program for youth with autism spectrum disorder		O Vorobjovas-Pinta and A Hardy Neo-tribal theory and event management: exploring the role of event space in social sustainability outcomes	M Ostermeyer Pairing a recreation programming course with student retention initiatives
2:20-3:00pm	Afternoon tea on Level 4 and Level 5 (if you informed us of a special dietary need, your food is available on Level 4)			
3:00-4:00pm	Closing Keynote followed by handover to 2021 Conference Team! (Room 501) LEISURE STUDIES RIP: OR LEISURE STUDIES, THE UNDEAD MONKEY OF ACADEMIA? <i>*Carr, Basnyat</i>			

Social programme

Welcome Event: Tuesday 10 December, 4:00-7:00pm

Venue: Queenstown Room, Rydges Lakeland Resort, 38-54 Lake Esplanade

- 4:00-6:15pm Registration desk open!
- 4:30-5:00pm Mihi whakatau (Māori welcome)
Welcome from ANZALS 2019 Conference Co-Chairs
Presentation of Best Paper prizes
- 5:00-6:00pm Keynote discussion panel
- 6:00-7:00pm Nibbles and a complimentary drink at Rydges Reds Bar

You are then welcome to explore Queenstown's wide variety of dining options!

Trans-Tasman Challenge: Wednesday 11 December, 5:30-8:00pm

Venue: Levels 4 and 5, Queenstown Resort College and a secret nearby location

- 5:30-6:45pm Activity - children are encouraged to participate!
- 7:00-8:00pm Alcohol-free dinner near Queenstown Resort College

As always, the Challenge activity is a closely guarded secret until it happens... but rest assured we will not make you run, sweat, wear fancy dress or embarrass yourselves! Although of course, we will not stop you doing those things if you wish ☺

Conference dinner: Friday 13 December, 6:00-11:00pm

Venue: The Grille at Eichardt's, 9 Marine Parade

We have pulled out all the stops for the dinner, which will be held at this stunning venue in an iconic lakefront heritage building. We will enjoy great food (much of it sourced locally), great wine (Central Otago is famous for it, but naturally you can choose not to imbibe) and of course great company!



Activities afternoon

Thursday 12 December, 3:00-6:00pm (approximately)

****Please note that two activities have registration deadlines of 27 November!***

Ice skating

Time: 15:30 meet outside QRC by the Camp St entrance and you will be accompanied to the venue by a volunteer (it is a short walk)
Venue: Queenstown Ice Arena, Queenstown Gardens
Price: \$19 per person including skate hire, pay operator directly
Pax: 10
Sign-up: Please add your name to the sign-up sheet at the conference registration desk by 5pm Wednesday

Disc Golf

Time: 15:40 meet outside QRC by the Camp St entrance and you will be accompanied to the venue by a volunteer (it is a short walk)
Venue: Queenstown Gardens (hire equipment from Queenstown Ice Arena)
Price: \$5 per disc, plus \$3 scorecard and map (one per group of 6)
Pax: 12
Sign-up: Please add your name to the sign-up sheet at the conference registration desk by 5pm Wednesday

Shut Up and Write (BYO writing instruments!)

Time: 15:15 – 16:30
Venue: Room 405, Queenstown Resort College
Price: Free!
Pax: 16
Sign-up: Please add your name to the sign-up sheet at the conference registration desk by 5pm Wednesday



Skyline Gondola and Luge

Time: 15:15 onwards
Venue: Skyline (a volunteer will escort the group to the gondola terminal at Brecon Street)
Price: Gondola ride \$44 per person, Gondola + 2 Luge rides \$61 per person, pay at venue
Pax: 20
Sign-up: Please add your name to the sign-up sheet at the conference registration desk by 5pm Wednesday

Bespoke private guided lakeshore walk (Ngāi Tahu Tourism)

Time: 15:15 returning approximately 18:00
Venue: Transport provided from Queenstown Resort College (Coronation Drive entrance)
Price: \$142.80 per person including 10 percent ANZALS discount, pay direct with operator
Pax: Minimum 4 required for tour to go ahead, maximum 20
Sign-up: Email the operator directly info@nzwalks.com **NO LATER THAN 27 NOVEMBER**

Shotover Jet (Ngāi Tahu Tourism)

Time: Choose your own time here <https://www.shotoverjet.com/prices/individual/>
Venue: Free transport available from The Station Information Centre, 25 Shotover Street
Price: \$143.10 per person including 10 percent ANZALS discount, pay as below
Pax: No limit
Sign-up: When you access the Shotover Jet webpage above, choose the number of tickets, date and timing(s) that suit you and click "Add to Cart". When accessing the next page, you will see an area where you can add the special ANZALS promotion code to get the 10 percent discount: NTTAGENT10

Twilight wine and craft beer tour (Altitude Tours)

Time: 15:45 – 19:15
Venue: Transport provided from Queenstown Resort College, Coronation Drive entrance
Price: \$149 per person, special ANZALS rate
Pax: Minimum 6, maximum 14
Sign-up: Email anzals2019@otago.ac.nz **NO LATER THAN 27 NOVEMBER** to register. We will then pass this on to Heidi at Altitude Tours, and she will contact you directly with payment information.

Of course there are plenty of other [activities you can do in Queenstown](#): walking, running, shopping, dining, charity shop exploration, golf, people-watching, bungee jumping, spa treatments, scenic flights, mountain biking, reading a book under a shady tree in Queenstown Gardens or on the lakefront...

Transport and parking

Let's be honest, parking can be a challenge in Queenstown! There is limited free parking available on the street – most is 'pay and display' [parking machines take coins and sometimes credit cards, and dispense a ticket which you then display on the driver's side of the car dashboard]. The maximum length of time allowed (in minutes) is indicated on blue signage e.g. P60, P90. The parking building [parking garage] nearest to Queenstown Resort College is Wilson Parking at 14/16 Church Street.

The good news is that Queenstown has a reasonably priced, reliable bus service (Orbus). A GoCard, which enables you to travel for less, costs just \$5 and is available from:

- Queenstown Airport (at the Milford Sound Scenic Flights desk next to the baggage claim area)
- O'Connell's Mall kiosk on Camp St (not far from Queenstown Resort College)
- On every bus that's part of the Orbus network (cash only on the bus)

If you are getting a GoCard from the bus driver, you will have to use cash. The minimum top up amount is \$10. To see your card balance, just check your ticket – or ask your driver to check your GoCard. The GoCard will work if the balance is below \$10, but not if the balance is below the minimum fare.

Find the bus timetable here: <https://www.orc.govt.nz/media/6334/queenstown-bus-timetable-full.pdf>

Evacuation procedures

If you discover a fire: warn others and dial **111** (ask for the Fire Service).

If the fire alarm rings at Queenstown Resort College: leave the building immediately by the nearest exist which is Level 3 onto Coronation Drive. Your alternative exit is at Level 2 Reception. Delegates should assemble at Queenstown Gardens. Follow all instructions given by wardens, do not use the lifts, stay at the assembly point until the 'all clear' is given, and do not attempt to extinguish the fire unless it is safe to do so.

In the event of an earthquake: move no more than a few steps, "**Drop, Cover, Hold**" and stay inside until the shaking stops. Safe places include underneath a strong table, or next to an interior wall away from windows that can shatter and tall furniture that can fall on you. If you are outside, move a few steps away from trees, buildings, streetlights and power lines, then "**Drop, Cover, Hold**".



General information

Registration and Information Desk

You are able to collect your registration pack at the Welcome Event at Rydges Lakeland Resort, or at the Registration Desk located on Level 5 of Queenstown Resort College from Wednesday onwards.

The desk will be open at the following times and locations:

Tuesday 10 December, Queenstown Room, Level 5, Rydges Lakeland Resort	4:00-6:15pm
Wednesday 11 December, Level 5, Queenstown Resort College	9:00am-5:00pm
Thursday 12 December, Level 5, Queenstown Resort College	8:30am-3:30pm
Friday 13 December, Level 5, Queenstown Resort College	8:30am-3:30pm

Location of conference sessions

All sessions will be held at Queenstown Resort College, in rooms on Levels 4 and 5.

Information for speakers

Please ensure you know which room you are presenting in, and have your presentation slides loaded before the first session of that day if possible, to ensure there are no delays to the sessions. The ANZALS 2019 volunteer in charge of the room will do this for you, and will allow you to double check it before you leave. Please see the tips p6 about how to make your presentation accessible.

Noticeboard for delegates and programme updates

A noticeboard will be located next to the Registration and Information Desk for delegates to leave notes for each other. Any last-minute programme updates will also be posted there.

Name badges

Please wear your name badge when attending all conference sessions and social events.

Meal tickets

Tickets for the Welcome Event and Trans-Tasman Challenge meal are provided in your registration packs if you informed us of your attendance during the registration process. Please do not lose them!

Catering

Morning/afternoon teas, lunches and a bottle of water are all included in your registration fee, and will be available on Level 4 and Level 5 of Queenstown Resort College. Only **ONE** bottle of water will be provided - it is reusable and we strongly encourage delegates to refill it during the conference to reduce waste. Tap water in New Zealand is safe to drink but there will also be a water fountain available on Level 4. We know you will be impressed that the water bottle is made in New Zealand from plants, and is non-toxic and compostable!



For more: www.forthethebettergood.com

Smoking

Queenstown Resort College is a non-smoking campus.

Wifi

Complimentary wifi is available for conference delegates. Instructions on how to connect will be available at the Registration Desk.

Mobile phones

Out of respect for speakers and other delegates, please turn your mobile phone off (or ensure it is on silent mode) during all conference sessions.

Catering to your needs

Dietary requirements

If you informed us of a dietary requirement during the registration process, your meals at Queenstown Resort College during the conference will be available for collection from the catering area on Level 4.

Wheelchair access

Access to Queenstown Resort College for our wheelchair-using delegates is via the entrance on Coronation Drive. This takes you directly onto Level 3, from where you can access the elevator. Accessible bathrooms are located on Level 1 and Level 5. All social event venues are accessible also.

Parents' room

Room 404 (Level 4) has been set aside for our parent delegates. Please use it if you have a baby or young child and need space for changing nappies [diapers] or feeding.

Children

Your child is welcome to attend sessions with you - we love to foster future leisure studies talent (and we know you will be mindful of the needs of other delegates)!

Prayer room

Room 307 (Level 3) is reserved for our delegates who wish to pray.

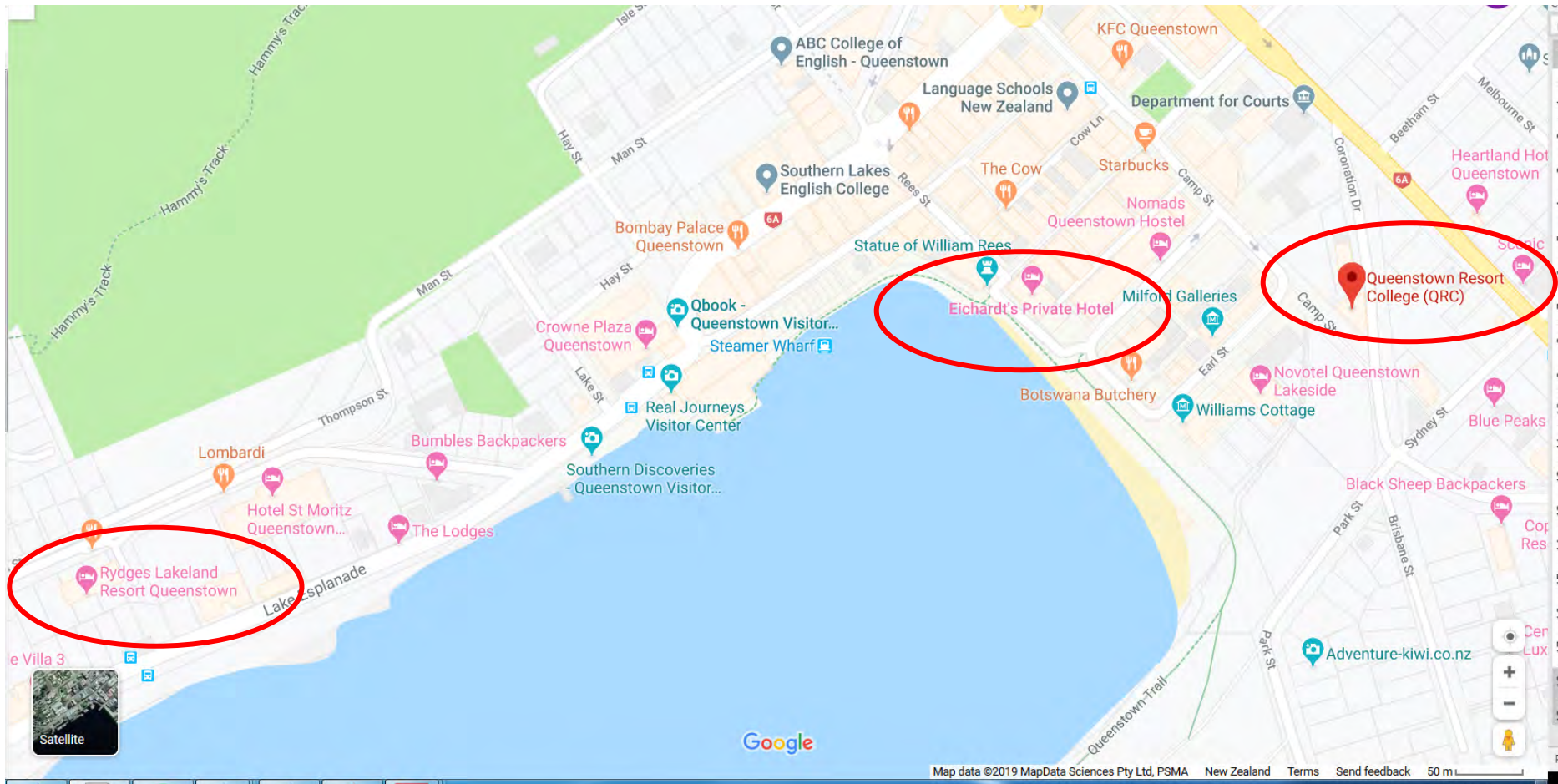
Time out/quiet work room

Room 405 (Level 4) is a dedicated quiet space for our delegates who require some time out from the conference to regroup or wish to do some work in silence. We ask that you do not use this room for conversations, and have your mobile phone turned off while you are using the room.

Anything else?

Please let us know if we can assist you in any other way – just come to the Registration Desk (Level 5)!

Map of venues



Main conference venue: Queenstown Resort College, accessible from either 7 Coronation Drive or by foot at the end of Camp Street

Welcome Event: Rydges Lakeland Resort, 38-54 Lake Esplanade (approximately 15 minutes' walk from the conference venue)

Final night conference dinner: Eichardt's Private Hotel (The Grille Restaurant), 9 Marine Parade

Venue photographs

To help with your wayfinding...



Queenstown Resort College as accessed from the end of Camp Street on foot



Queenstown Resort College as accessed from Coronation Drive by car



Rydg's Lakeland Resort as approached on foot from town centre via lakeside footpath



The Grille at Eichardt's restaurant, 9 Marine Parade, on the lakefront

Author biographies

Alphabetical order by author surname. Please note: (a) not all authors elected to provide a bio; (b) not all authors with a bio are attending the conference; and (c) some attendees are not authors or presenters and therefore have no bio!

Caroline ADAMS, University of South Australia, Australia

After graduating in nursing, Caroline worked in acute hospital and geriatric care settings. She also studied social work and dance and worked as a dance practitioner in studio and community settings. Returning to study gained her PhD looking at the history of nursing. She is a lecturer in health science at the University of South Australia where her research interests focus on older people and dance, reminiscence and pets.

Joel R. AGATE, State University of New York, USA

Joel R. Agate is an Associate Professor in the Department of Recreation and Leisure Studies at The College at Brockport, State University of New York. He holds a Ph.D. in Parks, Recreation, and Tourism Management and a MBA from Clemson University and a MS in Youth and Family Recreation and a BS in Marriage, Family, and Human Development from Brigham Young University. Dr. Agate has served as a Director at Large with the Academy of Leisure Sciences and as a member of the Steering Committee of the US Play Coalition. His research focuses on enhancing quality of life through play and outdoor experiences. He also explores the experience of recreation in the family context and has published and presented his research on these topics in a variety of academic journals and conferences.

Candace ASHTON-FORRESTER, University of North Carolina Wilmington, USA

Dr. Ashton-Forrester is professor and coordinator of the Recreation Therapy program at the University of North Carolina Wilmington, and a Distinguished Fellow in the National Academy of Recreational Therapists (NART). Her research focuses on leisure behavior for a variety under-served and under-represented groups including rural older adults and widows, adults with dementia, wheelchair athletes, post gastric by-pass patients, and individuals with cognitive impairments. She has delivered over 200 presentations and published over 40 peer reviewed research articles and six book chapters. The recipient of over \$1.5 million in grant funding, she is currently the PI on a second U.S Department of Veterans Administration Adapted Sports Grant. She is currently co-editor of the *ATRA Annual in Therapeutic Recreation*, president NART, and was named the 2019 Distinguished Researcher in the College of Health and Human Services at UNCW.

Mandi BAKER, Torrens University, Australia

Mandi is a researcher and lecturer with a special interest in organised outdoor experiences, youth, community development, employment and management practices, recreation and leisure. Mandi has many years of experience working in camps, charity and outdoor education organisations in Canada and Australia. Her work explores everyday work experiences through sociological concepts to offer fresh insights and innovative solutions to employability, leadership and education.

Natalie BARKER-RUCHTI, Örebro University and University of Gothenburg, Sweden

Natalie is an Associate Professor at Örebro University, Sweden. Prior to this, she led and taught in the sports coaching education program at the University of Gothenburg. Her research relates to athlete/coach learning and career development; women's artistic gymnastics; and elite sport systems, cultures and practices. She has recently worked with 'sustainability thinking' and 'education for sustainable development' and as part of this work, has examined how this thinking may inform elite sport, i.e., develop sustainable elite sport practices.

Marcel BASTIAANSEN, Breda University of Applied Sciences and Tilburg University, the Netherlands

Marcel Bastiaansen obtained a MSc in Experimental Psychology (1996) and a PhD in Cognitive Neuroscience (2000) from Tilburg University. After that, he worked at the Max Planck Institute and Radboud University in

Nijmegen, where he has developed extensive experience with all major neuroimaging techniques: EEG, MEG and fMRI. In 2013 Marcel joined Breda University of Applied Sciences, where he has initiated both fundamental and applied research on the role of emotions in experiences and in decision making, and on measuring EEG and physiological correlates of emotions during leisure experiences. He is co-founder of Breda University's Experience Lab. Since 2016, Marcel is also a member of the Cognitive Neuropsychology department at Tilburg University. Marcel has published over 50 international, peer reviewed papers in top-level journals, and has delivered more than 35 international invited lectures about his research, in more than 10 different countries.

Mary BENBOW, University of Manitoba, Canada,

Mary Benbow (Ph.D. Associate Dean (Academic), Clayton H. Riddell Faculty of Environment, Earth, and Resources, University of Manitoba) primarily focuses her research upon the social, cultural, and environmental implications of zoos and aquariums. Her research looks at how these cultural institutions affect human perceptions of animals and conservation that in turn impact how animals are managed. This forms part of a broader field "Animal Geographies" that looks at the multifaceted roles that animals play in our lives and seeks to illuminate the complex relationships between humans and animals.

Clara-Jane BLYE, University of Alberta, Canada

Clara-Jane Blye is a PhD Student at the University of Alberta in the faculty of kinesiology. Her research focuses on outdoor recreation, park management, environmental psychology, and connections to nature. Clara-Jane works with park agencies such as Parks Canada, Alberta Parks, and Ontario Parks to develop theoretical and practical research that park managers can use in developing policies and strategies. Her main goal through research and practice is to connect more people to nature and foster future generations of park stewards.

Elin M. BOLANN, Kristiania University College, Norway

Dr. Elin M. Bolann is Associate Professor at Kristiania University College in Bergen, Norway. Her research interests are within tourism, and destination branding and adventure tourism in particular. She has held a variety of CEO positions in the national and international tourism industry.

Patrick BOUDREAU, University of Otago, New Zealand

Patrick Boudreau is a researcher in adventure recreation, physical and health education teacher, and rock-climbing instructor. His research makes use of qualitative and quantitative methodologies. Previous work includes research on self-efficacy pedagogy, personality traits of adventure participants, and the efficacy of physical activity interventions for the general population. His work is currently focused on exploring flow states within adventure recreation as part of his PhD research with the Department of Tourism at the University of Otago.

Holly BOWEN-SALTER, University of South Australia, Australia

Ms Holly Bowen-Salter is a senior academic researcher and PhD candidate with the University of South Australia. She has a keen interest in mental health, especially for children, migrants and refugees, and Defence and Emergency Service personnel, and in human-animal interactions. Her primary focus in all aspects of research is developing methodologies and strategies to help the fringe practices which build health gain respect and credibility politically, legislatively, and academically. She lives in South Australia with her husband, two cats, one search-and-rescue canine, and one search-and-eat canine.

Jill BUEDDEFELD, University of Manitoba, Canada

Jill Bueddefeld is currently finishing her PhD in Geography at the Clayton H. Riddell Faculty of Environment, Earth, and Resources at the University of Manitoba in Winnipeg, Manitoba, Canada. Her SSHRC funded research focuses on nature-based tourism, particularly learning and sustainable behaviour change. Jill has worked on an array of free-choice learning projects, under the guidance of Dr. Van Winkle and Dr. Benbow, which have explored different visitor contexts and methods of evaluation in free-choice leisure settings.

Richard BUNING, University of Queensland, Australia

Dr. Richard Buning is a Lecturer in the tourism discipline at the University of Queensland Business School, Australia. His primary research interests include sport tourism and event management. Within these areas, his research agenda is focused on the progressive experiences of participant based active travel at the individual, event, and community level. Through his research he has collaborated with a wide range of industry partners from tourism boards and large scale events to sport governing bodies. The outcome of this work enables communities, clubs, and events to efficiently market to and attract sport participants as well as individuals to create and maintain healthy lifestyles.

Michael BUTSON, Victoria University, Australia

Michael has been working in Victorian Aquatic and Recreation Centres (ARCs) for the last eight years having held various management roles. Additionally, Michael continues to train and instruct across multiple qualifications including First Aid, Pool Lifeguard, and Sport and Recreation Management. Michael has a particular academic interest in leisure management and increasing physical activity (PA) participation amongst underrepresented groups of the community. Michael is a PhD student at the Institute for Health and Sport at Victoria University. The current research will explore the capability, opportunity, and motivational factors that relate to ARC PA participation amongst older adults. These factors will be further analysed to create a set of interventions/ strategies to increase PA participation amongst older adults.

Anna CARR, University of Otago, New Zealand

Dr Anna Carr specialises in cultural landscapes management, protected areas and indigenous tourism development. She is a researcher and senior lecturer at the Department of Tourism (University of Otago) undertaking research contracts for organisations such as New Zealand's Department of Conservation, Sport NZ and NZ Mountain Safety Council NZ. Prior to academia she was owner-operator of 2 adventure tourism businesses. She has recently co-edited books on Indigenous Tourism, Mountaineering Tourism and the Political Ecology of Tourism and serves on the editorial boards of the Journal of Ecotourism, Journal of Heritage Tourism and Tourism in Marine Environments.

Shaun CAVANAGH, Recreation Therapy New Zealand

Shaun Cavanagh is an Invercargill born and bred graduate of the Southern Institute of Technology Health Science (Therapeutic Recreation) degree who administers the Recreation Therapy NZ Facebook page. He completed his degree based in the United States (2008-2009) where he sat two internships and passed a professional exam (NCTRC). The decision to travel sought interaction with US-based Recreation Therapy professionals to allow for a supervised internship as a prerequisite to the NCTRC exam. Since returning to Aotearoa, he has balanced part-time work and post-graduate study in public health. A significant labour-intensive employment background has provided him with a formative perspective on the concept of leisure. His interests include: The relationship between Leisure Education and Health Literacy; The philosophical basis of economic and social policy; The efficacy of music as an aid to smoking cessation; Leisure and the Unconditional Basic Income; The Golden Rule and market forces.

Willem J.L. COETZEE, University of Otago, New Zealand

Willem is a Senior Lecturer in the Department of Tourism at the University of Otago, New Zealand. His research theme is within the nexus of tourism, with a focus on (i) protected areas, sustainability, small-town tourism and World heritage sites, (ii) mega and hallmark events and (iii) event experiences. In this context, he has explored specific issues among attendee experiences in New Zealand as well as stakeholder engagement in and around protected areas in Southern Africa and the impacts of nature-based tourism on surrounding communities.

Han DING, University of Tasmania, Australia

Han Ding is a full-time PhD candidate in the Tasmanian School of Business and Economics at the University of Tasmania. Han has a Master of Accounting from the University of Sydney and a Master of International Business from the University of Tasmania. Han also has a Bachelor of Business Administration from Hohai University in

China and in 2018 Han was awarded First Class Honours in Marketing from the University of Tasmania. Han's current research interest is the new business model emerging from China - Daigou - which is a form of cross-border personal shopping.

James DOLLMAN, University of South Australia, Australia

James Dollman is a research academic at the University of South Australia, with an interest in physical activity promotion among rural adults. In particular, he is focusing his current research on the use of social marketing strategies to change the 'health culture' of typical rural communities to normalise preventive lifestyle behavioural choices.

Mat DUERDEN, Brigham Young University, USA

Mat Duerden received a Ph.D. from Texas A&M University and a M.S. from Brigham Young University. He is an Associate Professor of Experience Design and Management in the Marriott School of Business at Brigham Young University. He teaches courses in experience design and need finding at the undergraduate and MBA levels. His research focuses on experience design in a wide variety of contexts including work and leisure. Mat's publications have appeared in a variety of journals including *Leisure Sciences*, *Journal of Environmental Psychology*, *Journal of Adolescent Research*, and *Journal of Leisure Research*. This summer Mat's book, *Designing Experiences*, coauthored with Robert Rossman will be published by Columbia Business School Press.

Gary ELLIS, Texas A&M University, USA

Gary Ellis is professor and Bradberry Chair in the Department of Recreation, Park and Tourism Sciences at Texas A&M University and Texas A&M AgriLife Research, United States of America. His research interests are in the study of immediate, "structured" experiences in tourism, youth development, and the experience industries.

Stephen ESPINER, Lincoln University, New Zealand

Stephen Espiner is a Senior Lecturer in parks, recreation and tourism at Lincoln University, New Zealand where his research focus is the human dimensions of natural resources management and environmental change, with particular reference to parks, recreation and tourism and associated conservation, community and visitor management issues. Stephen has a particular interest in outdoor recreation, nature-based tourism and associated conservation, community and visitor management issues, including sustainability and resilience in nature-based tourism.

Warwick FROST, La Trobe University, Australia

Dr Warwick Frost is an Associate Professor in the Department of Management, Sport and Tourism at La Trobe University, Melbourne, Australia. His research interests include national parks, zoos, cultural heritage, tourism and the media and environmental history. He is currently writing *An Environmental History of Australian Rainforests until 1939: Fire, Rain, Settlers and Conservation*, which will be published by Routledge in 2020.

Moya FYFE, University of Tasmania, Australia

Moya Fyfe is a writer and former journalist, who spent 10 years covering political and environmental issues before becoming a public affairs expert and adviser to government. For the past 10 years, she has been at the University of Tasmania in a number of senior roles and is currently Director of Strategic Partnerships and Engagement with the College of Sciences and Engineering. Moya continues to have a strong interest in issues impacting sustainability in general and the influence of global forces on Tasmanian communities in particular. With a focus on capturing social history through storytelling, she had a memoir published in *The Griffith Review*, the quarterly Australian literary journal, about the social and economic transitions forced on to Tasmania as a result of changes to global commodities and markets, told through the eyes of her own family's experiences. Moya has a keen appreciation of social trends and has been observing and participating in the move to recycle fashion, including understanding how charity stores incidentally hold and curate our fashion and homewares history.

Sandra GOH, Auckland University of Technology, New Zealand

Sandra is an event and tourism lecturer with Auckland University of Technology. Her research interest includes events and festival management and tourism, event travel career, serious leisure, social world, transformational research, critical event studies, place making, and creative methodologies.

Louise GRIMMER, University of Tasmania, Australia

Dr Louise Grimmer is a Lecturer in Marketing and a Retail Researcher in the Tasmanian School of Business and Economics at the University of Tasmania. Louise's research interests are factors affecting small and independent retailers, the role of marketing communications in improving retail performance, the future of department stores and shopping malls, competition in the grocery sector and how the digital economy is transforming traditional modes of shopping. Louise also has an interest in the impact of the visitor economy on local retailers and local shopping precincts, and the increasing consumer focus on sustainability and thrift purchasing manifested through shopping behaviour as a leisure activity. Louise has published in leading journals including *Annals of Tourism Research*, *Journal of Small Business Management*, *Journal of Retailing and Consumer Services* and the *Journal of Consumer Behaviour*.

Craig L. GROCKE (FIPM), Regional Development Australia/University of Tasmania, Australia

Craig is a part-time PhD candidate at the Institute for Regional Development based at the University of Tasmania, Australia. He is a Fellow of the Institute of Place Management and a board member of the Barossa Regional Community Foundation. Craig works within the Economic Development Executive at Regional Development Australia – Barossa covering spatial planning, infrastructure, investment and place management. Craig has a career background in town planning, tourism development, recreation planning and urban design having previously worked in government in Australia and New Zealand.

Kirstin HALLMANN, German Sport University Cologne, Germany

Dr Kirstin Hallmann is a senior lecturer and researcher at the Institute of Sport Economics and Sport Management of the German Sport University Cologne. Her research interests include volunteer management, sport consumer behaviour, elite sports, sport events, and sport tourism.

Elizabeth HALPENNY, University of Alberta, Canada

Elizabeth Halpenny, PhD, teaches and conducts research in the areas of tourism, marketing, environmental psychology and protected areas management. Elizabeth's research focuses on individuals' interactions with nature environments, tourism experience, and environmental stewardship. Current research projects include: (a) the effect of mobile digital technologies on visitors' experiences; (b) the impact of World Heritage designation and other park-related brands on travel decision making; (c) individuals' attitudes towards and stewardship of natural areas; and (d) children, health and nature.

John HANNANT-MINCHEL, Queen's University, Canada

John Hannant-Minchel is currently a MA student in the School of Kinesiology and Health Studies at Queen's University in Kingston, Ontario, Canada. His research focuses on overnight summer camp employment experiences, influenced by both post-structural and intersectional approaches to power, and inequality. His work is building off of recent work that examines summer camp experiences critically in order to better understand how these experiences can lead to both positive and negative developmental outcomes, while also examining whether these outcomes are distributed in different ways among different groups of people. John approaches the topic of summer camp as both a researcher and a practitioner and therefore attempts to bring together the "thinking" and "doing" leisure and leisure research.

Anne HARDY, University of Tasmania, Australia

Associate Professor Anne Hardy is the Director of the Tourism Research and Education Network (TRENd) in the College of Arts, Law and Education at the University of Tasmania. Anne's research interests are neo-tribal marketing, the self-drive tourism market and stakeholder perspectives of tourism development. Her research

programs have included: research into the behaviour and motivation of Recreational Vehicle Users in Canada and Australia; a study into the attitudes of Tasmanians towards tourism development; and research into the neo-tribal behaviours of tourists. Currently she leads the Tourism Tracer project that uses an app with integrated GPS tracking and survey technology to track the movements of visitors throughout entire destinations.

Najmeh HASSANLI, University of Technology Sydney, Australia

Najmeh is a Lecturer at the University of Technology Sydney Business School. She is interested in social change in and through tourism/events with a focus on social sustainability, and community and regional development. Inspired by Critical Theories, she is currently working on two relevant research projects focusing on festival benefits for marginalized groups and under-representation of women at conferences.

Cherie HAWKINS, University of Tasmania, Australia

Cherie is University College's Practice and Portfolio Coordinator. This role sees her act as the lead curriculum advisor to all University College courses on Experiential Education activities. This role also sees her lead the development of portfolios of practice by students. Cherie's PhD explored how the aspirations of adolescent girls in the Cradle Coast region of Tasmania are shaped by their cultural worlds. Her PhD research method of 'artefact elicitation' underpins University College's Experiential Education platform where students collect and derive meaning from artefacts. Cherie has worked for local and state government, a regional authority, not-for-profit organisations, and private enterprise, and managed federal government initiatives in social inclusion, disability and cultural disadvantage.

Clayton J HAWKINS, University of Tasmania, Australia

Clayton is a senior lecturer with the University College. Clayton is the primary architect and course coordinator of the Associate Degree in Applied Business where the specialisations in *Sport, Recreation and Leisure* and *Tourism and Events* reside. Clayton teaches leisure-focussed units and event design as part of this program. His PhD focussed on the intersection of leisure, social capital, and place theories, and utilised a festival as a case study. He held a ministerial position on the Tasmanian Arts Advisory Board, is a Board Member of the Australian and New Zealand Association for Leisure Studies, is Deputy Director of the Tourism Research and Education Network at the University of Tasmania, and is a Fellow of the Institute for Place Management in the UK.

Ivor HEIJNEN, Ara Institute of Canterbury, New Zealand

Ivor Heijnen is a Senior Lecturer in Sustainability and Outdoor Education at Ara Institute of Canterbury, New Zealand. His teaching and research interests include the use of embodied and experiential learning experiences in the outdoors and their impact on socio-ecological wellbeing. At Ara Ivor lectures in environmental science, education for sustainability, safety management, adventure tourism, tramping, and rock climbing. In his free time, he enjoys above all exploring Aotearoa's backcountry with friends and family.

Leif E. HEM, Norwegian School of Economics, Norway

Dr. Leif E. Hem is Professor at Norwegian School of Economics in Bergen, Norway. His research interests stretch from marketing and branding strategy in general to brand extensions and brand alliances. Hem also focuses on marketing, consumer psychology, and tourism.

Dan HENHAWK, University of Manitoba, Canada

Dr. Dan Henhawk is of the Kanien'kehá:ka (Mohawk) People from the Six Nations of the Grand River community in southern Ontario and is currently an Assistant Professor in the Faculty of Kinesiology and Recreation Management at the University of Manitoba. Dr. Henhawk's research interests revolve around the relationship between Indigenous knowledge with Western conceptualizations of leisure. Specifically, he is interested in how Indigenous ways of being and knowing troubles Western notions of leisure and, by extension, work. He has interests around sport and recreation in Indigenous contexts, as well as community gardening and land-based education.

Peita HILLMAN, Southern Cross University, Australia

Peita Hillman is a PhD Candidate within the School of Business and Tourism at Southern Cross University (SCU), Gold Coast, Australia. Her thesis topic explores the role of active leisure events in positive lifestyle transformation amongst those who were previously physically inactive. Peita is an Academic Tutor in tourism and research subjects, both for SCU and the Australian Institute of Business (AIB). In 2016 Peita completed a Master of Business (Research thesis) with SCU examining tourism and perceptions of quality of life for local tourism industry employees in Ubud, Bali. Prior to this Peita was a lecturer in the international tourism program at the International College of Management, Sydney. In her spare time Peita enjoys running including training for regular active leisure events, having experienced first-hand the positive effect physical fitness can have on all aspects of health and well-being.

Camilla J. HODGE, University of Utah, USA

Camilla J. Hodge is an assistant professor in the Health, Kinesiology, and Recreation Department in the College of Health at the University of Utah. She is a family scholar specializing in understanding the association between shared family experiences (e.g., leisure) and the development, health, and well-being of individuals and families. Dr. Hodge's recent publications and presentations have identified gaps in family experience research. Family experience research (1) has overlooked some crucial family relationships (e.g., siblings), (2) has been primarily limited to one family life stage (parents with adolescent children), and (3) has lacked diversity in the family types and structures it has included. Additionally, study design and measurement methods have limited the validity of reported associations between family experiences and positive youth and family outcomes. Dr. Hodge seeks to use research to empower families and practitioners to effectively design and use family experiences to promote human and family development.

Signe HØJBJERRE LARSEN, University of Southern Denmark, Denmark

Signe Højbjerg Larsen has published within the area of body culture, philosophy, play and urban space. Her PhD thesis was on the institutionalization of street sports.

Margaret HOLT, University of South Australia, Australia

Margaret Holt is a professed Franciscan and is an ordained deacon, serving in Milang and Strathalbyn in South Australia. She has worked as a nurse and a midwife both in Australia and the Middle East. Margaret also helps support women refugees and their families in Syria through the WINS project. She also has a degree in music.

Susan HOUGE MACKENZIE, University of Otago, New Zealand

Dr. Houge Mackenzie investigates links between adventure and psychological well-being across tourism, recreation, and education contexts using psychological frameworks (e.g., self-determination theory, flow theory). Her interests in outdoor adventure and psychological well-being stem from a whitewater guiding career in New Zealand, the US and Chile. Current projects examine adventure and well-being for tourists, guides, and host communities, and how outdoor adventure can promote engagement in physical activity and science education. Her applied work includes risk management planning for adventure tourism operations and consulting for government, non-profit, and tourism agencies, such as the United States Forest Service. She serves on the Central Otago Tourism Advisory Board, as Associate Editor for the Journal of Outdoor Recreation, Education and Leadership, and on International Advisory Boards for the Journal of Adventure Education and Outdoor Learning and the Adventure Tourism Research Association.

Jens HØYER-KRUSE, University of Southern Denmark, Denmark

Jens Høyer-Kruse's main research interests consist of sports facilities, policy, sports geography, active living and sports participation. His current research focuses on the field of sports policy and management of sports facilities. In addition, he is also studying young people's participation in street sports.

Barbara HUMBERSTONE, Buckinghamshire New University, UK

Barbara Humberstone is a Professor of Sociology of Sport and Outdoor Education, Buckinghamshire New University, UK, and Visiting Professor at Plymouth Marjon University, UK. Her research interests include: Embodiment, alternative physical activities and life-long learning; embodiment and water/ seascapes; and wellbeing and outdoor pedagogies. She co-edited *Seascapes: Shaped by the sea Embodied Narratives and Fluid Geographies* (2015); *International Handbook of Outdoor Studies* (2016); *Research Methods in Outdoor Studies*. She is co-editor of the new Routledge series 'Advances in Outdoor Studies' and has papers in a variety of journals. She is editor of *Journal of Adventure Education and Outdoor Learning* and was Chair of the European Institute for Outdoor Adventure Education and Experiential Learning. She is a keen windsurfer, walker, swimmer and yogini.

Montira INTASON, University of Otago, New Zealand

I am a PhD Candidate in Tourism at University of Otago. I have experience in conducting research during my Master of International Tourism and Hotel Management programme from Southern Cross University, Australia, about customer satisfaction of customer service performance by using a case study of serviced apartments in Bangkok. I have conducted research in the area of event and festival tourism and sustainable tourism while I was a lecturer in Tourism at Naresuan University, Thailand.

Nina M. IVERSEN, BI Norwegian Business School, Norway

Dr. Nina M. Iversen is Professor at BI Norwegian Business School in Bergen, Norway. Her research interests include consumer behavior and marketing in general, tourism, country stereotypes, and country-of-origin effects. Iversen is also focusing on advanced methodological approaches including Structural Equation Modeling.

Edward JACKIEWICZ, California State University, USA

Edward Jackiewicz is Professor and Chair of the Geography and Environmental Studies Department at California State University, Northridge. His current research interests are in Tourism, Migration, and Lifestyle Migration. He is currently working on the Fourth Edition of his co-edited book "Placing Latin America: Contemporary Themes in Geography" (Rowman and Littlefield). He has presented his research at conferences throughout the world and has more than thirty peer reviewed publications and book chapters. His research has focused primarily on Latin America and the Caribbean and has published papers on his research in Belize, Costa Rica, Panama, and Cuba.

Ruth JEANES, Monash University, Australia

Ruth Jeanes is an Associate Professor in the Faculty of Education at Monash University. Her research focuses on the use of sport and active recreation as a community development resource, particularly to address social exclusion amongst acutely marginalised groups. Ruth is the lead investigator on a recently awarded Australian Research Council Linkage grant 'Informal sport as a health and social resources amongst diverse young people' in partnership with VicHealth, Centre for Multicultural Youth, Cricket Victoria and the Department of local government, sport and cultural industries.

Greg JOACHIM, University of Technology Sydney, Australia

Greg Joachim is a final stage PhD candidate in the Management Department of the University of Technology Sydney (UTS) Business School. His research interests include design thinking, sport [for] development, and social capital. Greg completed his BS Economics at West Virginia University and his MBA (Sport Management, Marketing) at UTS. He is the 2016 recipient of the Gordon Young Memorial Scholarship and a UTS Doctoral Scholarship. He expects to submit his thesis in December 2019.

Andrew LACANIANTA, California Polytechnic University, USA

Andrew Lacanianta is an Assistant Professor in the Department of Experience Industry Management at California Polytechnic University in San Luis Obispo. He is an experience wizard who designs, stages, and

researches memorable and extraordinary experiences. By applying theory to practice Andrew strives to create engaging, active, and co-creative educational experiences for his students.

Jennifer LAING, La Trobe University, Australia

Dr Jennifer Laing is an Associate Professor in the Department of Management, Sport and Tourism at La Trobe University, Australia. Her research interests include travel narratives, the social dimension of events, rural and regional development, and the intersections between tourism, events and wellbeing. Together with Warwick Frost, she has written six research books. Jennifer is a co-editor of the Routledge *Advances in Events Research* series. In 2017, she was recognised as an Emerging Scholar of Distinction by the International Academy for the Study of Tourism (IAST).

Matthew LAMONT, Southern Cross University, Australia

Dr Matthew Lamont is a Senior Lecturer in the School of Business and Tourism at Southern Cross University, Australia. Matt's research agenda addresses social impacts of leisure participation focusing on sport tourism and sport-based leisure. Matt is an academic that cannot sit still; he has a habit of doing research involving active participation in Ironman triathlons, beer mile events, and cycling up big hills.

Sarah LEBSKI, University of Tasmania, Australia

Sarah is the lead academic within the *Tourism and Events* specialisation in the University College. An acknowledged leader in the Tasmanian tourism industry, Sarah has more than 25 years' experience working on a vast range of tourism projects, providing industry-related advice to Government, business and the private sector. Sarah was appointed as a Director of the Tourism Northern Tasmania Board in 2016. Sarah's work is diverse, frequently moving between broad scale strategic planning, the challenges of regional tourism and the development of engaging and memorable visitor experiences. Sarah was 2013 recipient of the Tasmanian Tourism Award, *Outstanding Contribution by an Individual*, which acknowledges 'the extraordinary personal and professional achievement and contribution by an individual over many years to the Australian, and particularly the Tasmanian tourism industry'.

lisahunter, Monash University, Australia

Dr lisahunter (all one word lower case with pronouns they, them their) researches and teaches across pedagogy, sex/gender/sexuality, health and movement cultures including Health & Physical Education, Outdoor Education, and bluespace leisure. They instigated, co-founded and hosted the Institute for Women Surfers – Oceania and edited the recent book *Surfing, Sex, Genders and Sexualities*. lisahunter and Ruth Jeanes collaborated to evaluate the Women's Spirit Project in 2019.

Ryan LUCAS, Monash University, Australia

Ryan Lucas is currently undertaking doctoral studies at Monash University, with his research focussing on the role of sport in Indigenous youth development programs in remote communities of the Northern Territory of Australia. Ryan's research interest is drawn from his recent professional experience, which for the last five years has predominantly focussed on the management of youth development programs in remote Indigenous communities of the Northern Territory. Ryan has also previously worked in the field of international sport for development, undertaking a long-term volunteering role promoting cricket development in the Solomon Islands. Ryan's research interests include sport for development policy, organisational effectiveness in sport for development, and approaches to Indigenous youth development. Ryan is currently based in Darwin where he lives with his wife, and spends most of his spare time cycling, homebrewing, and with friends.

Neil LUNDBERG, Brigham Young University, USA

Neil Lundberg, Ph.D., MTRS, is Professor and Department Chair of Experience Design and Management in the Marriott School of Business at Brigham Young University. His teaching and research focus on creating therapeutic, inclusive, and transformative experiences. Starting Fall of 2019 he will be teaching the Experience Foundations class for all incoming undergraduates in the department of Experience Design and Management

and has co-taught an MBA Experience Design class at BYU. Neil has expertise facilitating therapeutic and transformative experiences using Motivational Interviewing, Self-Determination Theory and Cognitive-Behavioral techniques. He is licensed as a Master Therapeutic Recreation Specialist, and certified by Strategic Horizons as an Experience Economy Expert and is a Certified Event Designer by the Event Design Collective. Neil is an avid skier and loves spending time in the outdoors with his family.

Lindsay KALBFLEISCH, University of Waterloo , Canada

Lindsay is a researcher and knowledge translation professional with focus on mental health, belonging, and community wellbeing. She holds a MA from the University of Waterloo and a certificate in Knowledge Translation from the University of Toronto. Over the past four years, Lindsay has worked with a team University of Waterloo researchers to evaluate the impact of the Stride program. Additionally, Lindsay works as a knowledge broker in the mental health and addictions field.

Cory KULCZYCKI, University of Regina, Canada

Dr. Cory Kulczycki is an Assistant Professor within the Faculty of Kinesiology and Health Studies at the University of Regina, Saskatchewan, Canada. He has an academic and research background in leisure, recreation, and sport tourism with a focus on individual and group experiences with places in a sporting and activity context (e.g., event spectators and participants). Dr. Kulczycki's previous research has focused on place meaning and rock climbing spaces in Western Canada, small scale sport event participation (e.g., running and cycling events), and media framing around small and mega sport events.

Heather MAIR, University of Waterloo, Canada

Heather Mair is a Professor in the Department of Recreation and Leisure Studies at the University of Waterloo in Ontario, Canada. Her interests are in critical approaches to tourism and leisure studies and the role of tourism, sport, and leisure in rural community development.

Ken MARRIOTT, Independent, Australia

Dr Ken Marriott ran a private leisure and recreation planning company, HM Leisure Planning Pty Ltd, from 1984 until 2016. During that time, he completed over 400 recreation planning studies. He also wrote or co-authored recreation planning manuals and reports for all Australian states and the NZ Hilary Commission and lectured in recreation planning in Diploma, undergraduate and graduate degree courses.

Hazel MAXWELL, University of Tasmania (Sydney), Australia

Dr Maxwell currently works as a Senior lecturer at the University of Tasmania (Sydney). She completed her PhD at the University of Technology, Sydney in 2012. Her PhD focused on the experiences of women from marginalised populations in physical activity. Prior to this, she has worked for over 20 years in a variety of community development, health promotion and education in Australia and the UK. Her research experience is around well-being, physical activity, community sport, social impact, social inclusion and diversity management. She explores inclusion, social capital and diversity in non-for-profit organisations in a range of sport and health promotion contexts.

Katie MCDONALD, Victoria University, Australia

Katie has been working in the sport and active recreation industry for over 20 years and has a particular interest in aquatics, community service delivery and the infrastructure surrounding the delivery of these services. Katie is a Ph.D. student in the Institute Health and Sport at Victoria University. Katie is currently in the final stages of her research about the planning and decision-making processes that local government use in the development of aquatic and recreation centres in Melbourne, Australia.

Karen K. MELTON, Baylor University, USA

Karen K. Melton is an assistant professor of child and family studies at Baylor University. She has been actively pursuing a research program on family experiences. In 2014, she developed a new scoring method for the Family

Leisure Activity Profile. In 2017, Karen developed the Family Activity Model, which highlights four types of family activities. More recently, she has developed a new framework, Ecology of Family Experiences, that sensitizes researchers to Family, Activity, and Time factors which contribute to concordant and discordant outcomes of family experiences. Karen has utilized this framework in her research on couple's oxytocin response. Her study suggests that all couples release oxytocin when playing together, but men in art class release 2 to 2.5 times more oxytocin than other groups. In 2019, her research continues to test instruments that measure family interactions as well as examine the family experience outcomes of cortisol, dopamine, and epinephrine.

Emma MILANESE, University of South Australia, Australia

Emma Milanese is an academic researcher at the University of South Australia. Her research interests generally include sport for development approaches and rural health issues, seeking to improve or make change to local communities.

Beau MILES, Monash University, Australia

Beau Miles is an outdoor educator, trail runner, sea kayaker, writer and filmmaker. He is world class as nothing. At his core, Beau is a doer, someone who wants to try his hand at many things in order to feel, even momentarily, what outliers and experts feel. Recent projects include [running a marathon around his block](#), eating his body weight in beans (only, for 39 days), and making items of purpose from junk- such as an office or [canoe paddle](#). Beau has a doctorate in philosophy, was the first person to [run the Australian Alps Walking Track](#), and is recently married. He also wears odd socks, needs to shower more (but Australia rains less now), and is known for inventing the liquorice sandwich.

Steven MOCK, University of Waterloo, Canada

Dr. Mock is a developmental psychologist with research interests in the areas of aging and retirement, coping with stigmatization, sexual minority adult development, and leisure as a coping resource. He received his PhD from Cornell in the Department of Human Development and was a postdoctoral fellow at Yale in the School of Management. His research has been funded by SSHRC and the RBC Retirement Research Centre. Dr. Mock is also the recipient of an Early Researcher Award from the Ontario Ministry of Research and Innovation to support research on retirement planning among diverse family forms.

Kevin MOORE, Lincoln University, New Zealand

Kevin Moore is Associate Professor in Psychology and Tourism at Lincoln University, New Zealand. His research interests include tourist behaviour (decision making, motivation and experiences), the social psychology of wellbeing, and theoretical psychology. He has published extensively in tourism and psychology journals.

Rasul A. MOWATT, Indiana University, USA

Rasul A. Mowatt is an Associate Professor in the Departments of American Studies in the College of Arts and Science and Recreation, Park, and Tourism Studies within the School of Public Health – Bloomington, Indiana University. His primary areas of research are: social justice, leisure studies, cultural studies, and critical pedagogy. Published work has been on analyzing violent forms of leisure in the *American Behavioral Scientist*, notions of racial identity in *Journal of Parks and Recreation Administration*, Ghanaian Slave Castles in *Annals of Tourism Research*, a critique of Whiteness in the *Journal of Leisure Research*, veterans with PTSD in the *Therapeutic Recreation Journal*, perceptions of sexual orientation in *Recreation Sport Journal*, and gender equity in tourism in *Tourism Analysis: An Interdisciplinary Journal*. His interests are strongly centered on critiquing society for issues that are most prevalent in impacting quality of life.

Parisa Saadat Abadi NASAB, University of Otago, Aotearoa New Zealand

Parisa Saadat Abadi Nasab is a PhD student in the Department of Tourism, University of Otago, Ōtepoti/Dunedin, Aotearoa New Zealand. Her current research is on family leisure photographs to investigate how the nature of family leisure photos changed. In her research, she is looking to find the possible social/economic/cultural factors behind the changing nature of our family leisure photos through time. Before

focusing on photographs as her main research interests, she did research on gastronomy tourism, tourism destination and customer satisfaction. She started to fall in love with studying photographs when she was doing her dissertation for obtaining her master's degree on investigating the effects of destination photos on potential tourists' attitude. Besides her interest in studying photographs and doing her PhD, she enjoys watching movie, walking by the beach, listening to music and spending happy time with her friends.

Richard NORMAN, University of Waterloo, Canada

Richard Norman is a PhD Candidate at the University of Waterloo in the Department of Recreation and Leisure Studies, within the faculty of Applied Health Sciences. His research focuses on the experiences of participants related to issues of inclusivity, hegemony, and diversity in sport. His dissertation explores the role of narrative in probing notions of dominance in the sport of curling, and what might the implications be to participant growth for new Canadians and people of colour.

Carmel NOTTLE, University of South Australia, Australia

Dr Carmel Nottle is a lecturer in Human Movement, Sport and Exercise Science at the University of South Australia. She has an interest in the human-animal intersection from a health and wellbeing perspective but also a particular interest in leisure activity for human companion animals and the welfare and leisure of assistance dogs.

Jackie ONCESCU, University of New Brunswick, Canada

Jackie's research interests are embedded in recreation and leisure's role in community wellbeing. Her research is driven by principles of community development, resilience and social inclusion. Jackie's research has explored rural community restructuring and the impacts to rural residents' lives, recreation's role in community resilience, and the role of community recreation delivery systems in supporting community social and economic change. Her most recent work is focused on poverty and community recreation provisions, with specific projects exploring community recreation delivery systems, access and inclusion, and neoliberalism governance.

Michelle O'SHEA, Western Sydney University, Australia

Dr O'Shea is a Senior lecturer and researcher in the Faculty of Business at Western Sydney University. Her research interests are in the areas of sport, culture and society. More specifically her research involves the critical examination of professional and non-profit sport organisation functioning. Michelle's doctoral research explored how in Australian national and state sport organisations gendered formal and informal inequitably shape women's and men's sport management career trajectories.

Matthew OSTERMEYER, University of Arizona, USA

Dr. Matt Ostermeyer is an Assistant Professor of Practice in the Teaching, Learning and Sociocultural Studies Department at the University of Arizona. He teaches courses in a recreation minor and the general education curriculum. He received his Ph.D. in Leisure Behavior from Indiana University. He also earned a bachelor's degree in Sociology and master's in Recreation, Park and Leisure Service Administration. Dr. Ostermeyer's practitioner experience includes 15 years working in a variety of capacities for municipal parks and recreation agencies, as well as campus recreation. His teaching experience in higher education has included a wide variety of courses related to management, program evaluation, event planning, and fund development, among others. His research has focused on cultural appreciation in the leisure service industry. He is interested in understanding how agency policy, management priorities, and accreditation standards affect access to recreation opportunities for underprivileged and underrepresented populations, especially in the public sector.

Hannah PARSONS, University of Otago, New Zealand

Hannah Parsons is a PhD candidate at the University of Otago, Department of Tourism. A graduate with distinction from Edinburgh Napier University's Cultural and Heritage Tourism Management master's program, Hannah's research draws inspiration from her previous career as an International Tour Director across Europe and North America. Her doctoral thesis examines spiritual tourists' higher-level experiences and states of

consciousness, (e.g. peak experience, flow theory, deep structured experience) their structure, potential triggers, and affective outcomes. Her thesis investigates links between the role of the tour guide, the transformative potential of landscape, spiritual tourist motivation, group social dynamics, and the potential for tourists' higher-level experiences. Through this work, she hopes to generate experience design and delivery recommendations for the tourism industry at large, in an attempt to increase the likelihood of meaningful, memorable, and transformative experiences across a wide range of recreation and leisure contexts.

Nicole PEEL, Western Sydney University, Australia

Nicole Peel is an Associate Lecturer in Therapeutic Recreation within the Faculty of Science and Health at Western Sydney University. Her research interests include leisure and health. More specifically her research involves the leisure of marginalised or vulnerable individuals and maintaining independence. With over two decades of professional experience working predominately with marginalised communities. Nicole is currently undertaking projects with animals and humans, the use of music in schools for adolescents who have experienced trauma and robots and health care.

Anand PILLAY, James Cook University, Australia

Anand has worked in the sport and recreation industry for the past 20 years, with 10 years managing the Queensland Government's North Queensland Region, before moving to his current role as acting Director of Policy, Research and Planning for the State. He has previously held sport and recreation planning roles for Brisbane and Townsville City Councils and completed a stint with the Department of Premier and Cabinet's Economic Policy team. He is a member of the inaugural Discover Sport board at James Cook University, a member of the Parks and Leisure Australia National Board and a member of the PLA Advisory Executive. Anand is currently completing a PhD at James Cook University, investigating the Value of Sport and Recreation Facilities and also has a strong interest in how sport and recreation can provide a platform for equity.

David PORTER, University of Newcastle, Australia

David Porter is a PhD student at the University of Newcastle who is interested in the developments brought about by continental philosophy and applying this to play and leisure theory. His interests are in computer games and theories around play and how they contribute to a better quality of life. He holds a B.A. in Leisure Studies and a Master of Arts majoring in philosophy.

Laura PURDY, Edge Hill University, UK

Laura is a Senior Lecturer in Coach Education at Edge Hill University, UK. She teaches on an undergraduate sports coaching, development and management program as well as contributes to coaches' CPD (Continuing Professional Development) in a range of sports and in a number of international settings. Her research focuses on the careers and lives of sports workers in elite/professional sport with recent projects examining duties of care, welfare, representation and advocacy of sport workers in European contexts.

William D. RAMOS, Indiana University, USA

Residing within the Indiana University School of Public Health – Bloomington as an Associate Professor and Associate Chair of Curriculum, Dr. Ramos' research is focused on examining the impact of both built and natural aquatic environments. In addition, he also engages in aquatic based legal cases in the role of expert consultant and witness. His educational preparation includes a Ph.D. in Leisure Behavior with a minor in Law from Indiana University. Behind his research is over 30 years of practitioner experience in aquatic management stretching from conventional pools and waterfronts to today's modern waterparks. His insider exposure to the field of aquatic management has provided the impetus for research questions surrounding issues such as drowning prevention, physical activity, participant perceptions, and recreational water illnesses. Work on drowning prevention has connected him with projects throughout the United States, as well as within several countries within Africa, and most recently Vietnam.

Leila June ROD-WELCH, University of Northern Iowa, USA

Leila June Rod-Welch is the Outreach Services Librarian and Associate Professor of Library Services at the University of Northern Iowa. Dr. Rod-Welch holds her Ed.D. in Leisure Services Management, MA in Community Leisure Services, and a MA in Library and Information Science. Her extensive research focuses on leisure and aging and library outreach to underserved populations.

Alexis Marcoux ROULEAU, University of Montreal, Canada

Alexis Marcoux Rouleau is an M.Sc. candidate at the School of Criminology, University of Montreal, Canada. They are interested in critical feminist criminology, with a focus on marginalized people and injustices. Their diverse research portfolio includes work on transgender youth's wellbeing, youth delinquency and criminological evaluation, as well as Indigenous people's relationships to government services.

Amy RUNDIO, Georgia Southern University, USA

Dr. Amy Rundio is an Assistant Professor of Sport Management at Georgia Southern University. Her research focuses on how sport experiences can change lives, in particular looking at participant experiences and personal transformations. By understanding these experiences, researchers and organizations can develop programs that result in desired outcomes. She also has an interest in the intersection of cause (i.e. nonprofit organizations) and sport, particularly at sport events. She has participated in one extraordinary experience and is preparing to complete her second (both cause-related cross-country cycling trips).

Heike SCHÄNZEL, Auckland University of Technology, New Zealand

Heike Schänzel is an Associate Professor at Auckland University of Technology in Auckland, New Zealand, and programme leader for post-graduate tourism. Her research interests include; tourist behaviour and experiences; families, children and adolescents in tourism; sociality in tourism; femininities and (paternal) masculinities in tourism research; innovative and qualitative research methodologies; critical theory development in tourism and hospitality. She is passionate about better understanding family fun (along with the avoidance of conflict) and the facilitation of sociality and meaningful experiences within the context of tourism and hospitality.

Ismail SHAHEER, University of Otago, New Zealand

Ismail Shaheer is a PhD student in the Department of Tourism, University of Otago. His research is focused on tourism boycotts, ethical consumerism, social media and animal welfare in tourism.

Fathimath SHIRAANI, University of Otago, New Zealand

Fathimath Shiraani is a PhD candidate at the University of Otago, New Zealand. Shiraani's PhD focuses on exploring the holiday experiences of disabled children, as described and understood from the perspectives of children. Personal and academic reasons drive her research interest. By growing and living in a family with disabled adults and children, she is well aware of the inherent assumptions surrounding disabled people in society. She is committed to working against discriminatory and deficit thinking, and towards equitable practices for disabled people of all ages. Academically she wants to explore disabled children's experiences within tourism and leisure with a particular focus on disabled children's representation, voice and participation. In addition, the nature of her study has developed Shiraani's interest in inclusive and ethical research designs. She is a member of the Children and Young People as Social Actors Research Cluster at the University of Otago.

Karen A. SMITH, Victoria University of Wellington, New Zealand

Karen is a Professor in Tourism Management at Victoria University of Wellington. Much of her research concerns volunteers and their management in the tourism and events sectors, and more broadly in non-profit organisations in areas as diverse as health, emergency management, and conservation.

Emma STAPLES, Cricket Victoria, Australia

Emma is the Market & Community Engagement Manager at Cricket Victoria. With Post Graduate studies in Public Health and an equality and equity advocate, her work involves driving cultural change across the business

and the broader cricket community to embrace diversity. Previously she has worked as a senior advisor in community sport and recreation for the Victorian Minister for Sport and Recreation and as a Health Promotion project lead using sport for social change in India, Fiji and remote Australian Indigenous communities.

Emma J. STEWART, Lincoln University, New Zealand

Emma J. Stewart is an Associate Professor in Parks and Tourism at Lincoln University, New Zealand, as well as a Research Associate with the Arctic Institute of North America, Canada. Her research interests include polar tourism, cruise tourism, climate change, outdoor recreation, parks and protected areas and participatory and community-based research. She has published over 50 peer-reviewed journal articles, two co-edited special issues and three co-edited books related to polar and last chance tourism. She is a core member of the Polar Prediction Project (PPP) which is an ongoing initiative by the World Meteorological Organization (WMO). Emma is on the editorial boards of *The Polar Journal*, *The Journal of Sustainable Tourism* and *Tourism in Marine Environments*.

Ryan STORR, Western Sydney University, Australia

Ryan is a Lecturer and Academic Course Advisor in Sport Development at Western Sydney University. His PhD explored how community sport volunteers respond to diversity in Australia, which was part of a three-year funded Australian Research Council funded project titled 'Managing diversity in junior sport'. He has worked on several projects engaging voluntary sports clubs in Australia over the last several years such as the legacy of the 2015 Cricket World Cup held in Australia and how volunteers utilized the event to build community participation. He was also the chief investigator of a series of research projects for Cricket Victoria which explored LGBTI inclusion in cricket.

Wim STRIJBOSCH, Breda University of Applied Sciences, the Netherlands

Wim Srijbosch obtained a BBA in Leisure Management (2014) and a MSc in Leisure Studies (2016) and is currently working as a PhD candidate at Breda University of Applied Sciences. Wim's PhD trajectory aims at exploring how neuroimaging measures (such as EEG) and physiological measures (such as heart rate and skin conductance) can be used to study tourism and leisure experiences. Thus far, his work has examined neural correlates of emotions in a virtual reality experience through the use of EEG, as well as an examination of the well-established peak-and-end-rule, also in the context of virtual reality experiences. His present work focuses on the role of emotions in theatre experiences through the use of skin conductance, and on the role of emotions in aesthetic experiences of art through the use of EEG.

Megan STRONACH, University of Technology Sydney and University of Tasmania, Australia

Dr. Megan Stronach is a Research Fellow at the University of Technology Sydney. She is also a casual academic at the University of Tasmania in her home state. Megan has published widely in areas of sport management, cultural and women's issues in sport, and has a keen interest in sport history. Most recently her attraction to history has culminated in publications focusing on issues of topical relevance in Tasmania, including cultural challenges resulting from the interface between tourism and extractive industry development in Southern Tasmania. Her current research interests centre on exploring the histories of Indigenous people in Van Diemen's Land, knowledge that has been largely lost, but which deserves to be both investigated and celebrated.

Damion STURM, Massey University, New Zealand

Dr Damion Sturm is a Senior Lecturer in Sports Management at Massey University (Albany, New Zealand). Specialising in global media cultures (inclusive of sport, celebrity, fan and material cultures), his recent works are on the intersections of fan cultures, star relationships and sports as mega/media events.

Michael TARRANT, University of Georgia, USA

Dr. Michael Tarrant is Josiah Meigs Distinguished Teaching Professor and Director of Discover Abroad in the Warnell School of Forestry and Natural Resources at University of Georgia, where he has served on the faculty since 1992. Discover Abroad (www.DiscoverAbroad.uga.edu) provides overseas programs to 300+ students

annually. In 2003 he founded, and until 2010 owned and directed, American Universities International Programs, Ltd (www.auip.com) collaborating with more than 20 U.S. universities and colleges on educational study programs. He is author of *People, Planet and Profit* (2018), co-authored or authored two other books, and has published more than 80 book chapters and articles in the fields of educational travel and student learning outcomes, sustainable tourism and natural resources. He has served as adjunct faculty with universities throughout the U.S., Australia and New Zealand and currently with the University of Sunshine Coast in QLD and University of Newcastle in NSW, Australia.

Sarah TAYLOR AGATE, Brigham Young University, USA

Dr. Sarah Taylor Agate is an Assistant Professor in the department of Experience Design and Management at Brigham Young University. Before coming to BYU she was an Assistant Professor at The College at Brockport, State University of New York, in the department of Recreation and Leisure Studies. She has also taught courses at Clemson, Southern Illinois University, and online for Southwestern College. Dr. Agate received her PhD from Clemson University in Parks, Recreation, and Tourism Management. Dr. Agate's research explores how to create meaningful experiences for people in a variety of contexts, and how those experiences influence people. Her areas of expertise include creating enjoyable experiences for families in various settings, leisure constraints and affordances, qualitative research methods, and empowering women and girls through leisure. She is currently an Associate Editor for the Journal of Park and Recreation Administration.

Pooneh TORABIAN, University of Otago, New Zealand

Pooneh Torabian is a Lecturer in the Department of Tourism at the University of Otago. She received her PhD from the Department of Recreation and Leisure Studies at the University of Waterloo. Her research interests are Critical Mobilities and Freedom of Movement, Citizenship, Borders, Politics and Power, Qualitative Inquiry, Critical Theories, and Policy. She was awarded a Doctoral J. Armand Bombardier Canada Graduate Scholarship by the Social Sciences and Humanities Research Council (SSHRC) for her PhD research which focuses on tourism mobilities, Canadian dual citizens, and their border crossing experiences post 9/11.

John TOWER, Victoria University, Australia

Dr. John Tower has been working in the leisure, recreation and sport industry for nearly 40 years with a particular interest in community leisure and recreation participation and the delivery of community sport and recreation services. His research has usually focused on leisure management and has been designed to assist community leisure managers to improve how they manage leisure, recreation and sport services. His involvement in leisure and recreation academia is driven by a keen interest in the capacity of positive leisure and recreation experiences to contribute to a community's quality of life. John is currently an Honorary Research Fellow in Victoria University's Institute of Health and Sport. He is also the Manager of Research for leisure consulting company, Bon Leisure, and Director of JRT Leisure.

Nicholas TOWNER, Auckland Institute of Studies, New Zealand

Dr Nick Towner is a Senior Lecturer in Tourism Hospitality at Auckland Institute of Studies. His doctoral research focused on surf tourism in the Mentawai Islands of Indonesia and sustainable community development. Nick is an enthusiastic surfer who owned and operated a surfing tour company in New Zealand called New Zealand Surfing Adventures and has travelled extensively throughout the Asian Pacific Islands chasing the endless summer.

Jasmine TOWNSEND, Clemson University, USA

Jasmine Townsend is an Assistant Professor in the Department of Parks, Recreation, and Tourism Studies at Clemson University. Her main research area is focused on the outcomes of participation in recreation and leisure for families and individuals with disabilities. She is also a Certified Therapeutic Recreation Specialist and a Certified Adaptive Recreation and Sport Specialist. She has over 10 years of practice in providing adaptive sport programming, and has done so internationally in Indonesia, Mexico, and Thailand.

My N. D. TRAN, Lincoln University, New Zealand

My N. D. Tran is currently a PhD student at Lincoln University (New Zealand). Her PhD thesis examines the relationship between international PhD students and VFR tourism. Prior to this, she completed a Master degree in Tourism Management at Victoria University of Wellington. She has teaching experience with tourism courses on tourist behaviour. Her research interests include tourism and migration, educational tourism, tourist behaviour and film tourism.

Dawn E. TRUSSELL, Brock University, Canada

Dr. Dawn E. Trussell is an Associate Professor in the Faculty of Applied Health Sciences, a Program Committee Member for the Centre for Women and Gender Studies, and an affiliated faculty member for the Master's in Social Justice and Equity Studies program at Brock University, Canada. Broadly defined, her research interests focus on leisure and sport culture in the lives of individuals, families, and communities. She seeks to understand diverse social contexts and issues of power and social inclusion, particularly related to constructs of family, children and youth, gender and sexual diversity, and rurality. Her work has a social justice orientation and is funded by the Social Sciences and Humanities Research Council of Canada and Sport Canada's Research Initiative. She has served on several editorial boards including *Journal of Leisure Research* and *Leisure Studies*. She is the Vice-President for the Canadian Association for Leisure Studies.

Christine VAN WINKLE, University of Manitoba, Canada

Christine Van Winkle (Ph.D. Professor, Faculty of Kinesiology and Recreation Management, University of Manitoba) studies visitor experiences in a range of leisure and tourism settings. Her primary line of research examines festival visitors' experiences and her most recent body of work explores the role of mobile devices in these contexts.

Oskaras VOROBOVAS-PINTA, Edith Cowan University, Australia

Dr Oskaras Vorobjovas-Pinta is a Lecturer in Business Services, in the School of Business and Law at Edith Cowan University, Australia. His research interests are tourism management, neo-tribal behaviour, and gay tourism. Oskaras' research focuses on gay travellers as neo-tribes, who come together from disparate walks of life but are united through shared sentiment, rituals and symbols. Oskaras' work appears in journals such as *Annals of Tourism Research*, *International Journal of Tourism Research*, *Tourist Studies* and *Tourism Review*.

Martin WALLSTAM, Mid Sweden University, Sweden

Martin is currently employed as a PhD student at Mid Sweden University's Department of Economics, Law and Tourism. He has an academic background in Hospitality Management and Sustainable Development. Martin's research focuses on the evaluation of planned events and event portfolios, and how events can be leveraged towards community development. One of the key challenges as highlighted in Martin's research is the lack of widely adopted evaluation frameworks in policymaking around events. The absence of common methodological approaches has resulted in a widespread distrust towards evaluation results. Planning and designing healthy event portfolios is therefore made difficult, leaving local communities to pay the economic, social and environmental bill.

Trudie WALTERS, University of Otago, Aotearoa New Zealand

Dr Trudie Walters is a Lecturer in the Department of Tourism, University of Otago, Ōtepoti/Dunedin, Aotearoa New Zealand. Her event studies research agenda centres on how events are utilised, perceived and valued in a non-economic sense. She works at the intersection of events and marginalisation and is interested in how community events contribute to quality of life and social well-being for marginalised groups in New Zealand. A further strand of her events research focuses on issues around accessibility and inclusion at academic conferences. She is Associate Editor and Reviews Editor for the *Annals of Leisure Research* journal, serves on the Boards of the World Leisure Organisation and the Australia and New Zealand Association for Leisure Studies, and locally is on the Vogel Street Party Charitable Trust. In her leisure time, Trudie enjoys photography, reading, exploring new places, good food, good friends and good wine. Doing nothing is equally pleasurable.

Peter WARD, Brigham Young University, USA

Peter Ward, Ph. D. is an Associate Professor in the Department of Experience Design and Management in the Marriott School of Business at Brigham Young University. His teaching and research focus on experience management and considering the customer experience at critical points along the customer journey. He is particularly interested in diversity and inclusion and how to provide better experience for often marginalized populations. Peter teaches the capstone course in ExDM which uses Qualtrics to help businesses understand their customer experience. In addition, Peter teaches Experiential Marketing that emphasizes how to use experiences to drive customer loyalty. His research focuses on understanding experiences and the distinguishing characteristics of memorable, meaningful, and transformational experiences. Peter loves to ski, climb, canyoneer, and spend time outdoors with his wife and three boys.

Yosuke WASHIYA, Doshisha University, Japan

Yosuke Washiya is currently Assistant Professor in the Faculty of Health and Sports Science at Doshisha University, Japan. His most recent project explores human and nature relations through surfing.

Jamie WEARING, Macquarie University, Australia

Mr Jamie Wearing is a University Student at Macquarie University in Sydney Australia he presented and worked on the original 2015 paper on Computer Gaming published in Annals of Leisure Research and is a player of a range of computer online games.

Stephen WEARING, University of Technology Sydney, Australia

Dr Stephen Wearing is an Honorary Associate at the University of Technology Sydney (UTS). His research and projects are in the area of Leisure and Tourism Studies, with a PhD focused on sustainable forms of tourism. Stephen has made seminal contributions in many areas including ecotourism, volunteer tourism and community development, the importance of community based approaches in the leisure, recreation and tourism sector has formed the focus of his research.

Theron WEILBACH, North-West University, South Africa

Theron Weilbach (PhD) is a senior lecturer in Recreation Science, and researcher within the Physical Activity, Sport and Recreation (PhASRec) research focus area of the North-West University, South Africa. His undergraduate teaching is focussed on leisure behaviour, while his research interests include leisure constraints, leisure meanings, and leisure experiences among various demographic groups. He also has a keen interest in outdoor recreation and adventure/outdoor-based experiential learning.

Kelly WHITNEY-GOULD, Royal Roads University, Canada

Dr Kelly Whitney-Gould researches the value and relevance of local Indigenous languages in tourism settings—examining community-centric approaches wherein the needs, aspirations and perspectives of Indigenous peoples inform development. Kelly teaches courses in tourism management, conducts training workshops in rural and remote communities, and consults on sustainable tourism development from her home on Haida Gwaii. She is an associate faculty member for the School of Tourism and Hospitality Management and teaches in the Master of Arts in Tourism Management program. Kelly holds a PhD in Tourism Management from the University of Otago, New Zealand (2014) and completed a postdoctoral fellowship at the University of Northern British Columbia (2016).

Richard WRIGHT, Auckland University of Technology, New Zealand

Dr Richard Wright is a Senior Lecturer within the Department of Sports Leadership and Management, and a founding member of the AUT Centre of Active Ageing. His teaching, research activity and industry engagement activities focus on the management of sustainable sports event legacies and the promotion of serious leisure as a tool for social development and positive well-being amongst migrants and actively ageing athletes. Dr Wright

currently sits on the board of two regional sports associations, and the Australian and New Zealand Association for Leisure Studies. He is an associate editor of the International Journal of the Sociology of Leisure.

Nanxi YAN, University of Alberta, Canada

Nanxi Yan, is a PhD student. Her research interests include leisure behavior, tourist experiences, positive emotions, and quality of life. Her dissertation research is about how savoring, or regulating positive emotions, can help tourists to obtain more health and wellness benefits.

Ian YEOMAN, Victoria University of Wellington, New Zealand

Ian Yeoman is Associate Professor and futurist at Victoria University of Wellington, New Zealand and the European Tourism Futures Institute, Netherlands. His research interests include tourism futures, scenario planning and revenue management.

Janette YOUNG, University of South Australia, Australia

Dr Janette Young lectures Health Promotion at the University of South Australia and her research focusses on identifying the everyday, naturally occurring factors that create wellness in human lives, particularly older lives. Hence her interest in church returnees – community connectedness and faith as life giving for many, and pets. Also life giving for many. She writes and researches in the field of human-animal relations, health, leisure and specifically pets.

Clark T.W. ZEALAND, Liberty University, USA

Clark T.W. Zealand, Ph.D. is Professor of Sport, Event, and Tourism Management in the School of Business at Liberty University where he has been a faculty member since 2008. He received his Ph.D. from the University of Waterloo in Ontario, Canada in 2007. Dr. Zealand has previously served as Graduate Program Director and Associate Dean of Academics and currently teaches courses in outdoor adventure philosophy, administration and organization, and research methods. His research interests lie in the area of experiential outdoor adventure, ranging from ecological phenomenology and philosophical topics to managerial integration. Much of his recent work has also been focused on mentoring and collaborating with student research. In addition, Dr. Zealand has extensive experience in outdoor event management and still directs several trail races each year.

Jo An M. ZIMMERMANN, Texas State University, USA

Jo An M. Zimmermann, PhD, CPRP is currently an Associate Professor and Undergraduate Coordinator in the Recreation Administration Program at Texas State University within the Department of Health and Human Performance. Dr. Zimmermann teaches courses at both undergraduate and graduate levels related to administration, finance and marketing as well as the Senior Capstone Course. Prior to coming to Texas State University, Dr. Zimmermann was a Senior Lecturer in Recreation Management at Victoria University in Melbourne, Australia as well as a Visiting Assistant Professor in Recreation Administration at Clemson University where she earned her Ph.D.. As a practitioner, Dr. Zimmermann worked for 15 years as a full-time Recreation Program Supervisor and Manager in the public sector. Her research is focused on articulating empirical models of program administration/program delivery, testing theories of administrative practices and, in the process, also make direct contributions to practitioner knowledge and enhancement of community quality of life through direct impacts on participants involved in the studies carried out. She has presented and written on management and administrative roles in management in parks and recreation. Dr. Zimmermann is a Visiting Professor at Beijing Sport University in Beijing, China and has led students on study abroad experiences to Australia. She is a regular presenter at the Texas Recreation and Park Society Annual Institute and is a co-convenor of the Leisure Management Special Interest Group (SIG) for the World Leisure Organization.

Abstracts

* Denotes presenting author where multiple authors are listed

** Denotes full papers - abstracts are included here but the papers can be found in the next section starting on p123.

*** Denotes leisure mash-ups – presentations that will be a little out of the ordinary!

NB: While this list has been compiled with every care, we apologise for any inadvertent errors or omissions.

MEANING OF PARTICIPATING IN THE WARRIOR GAMES

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Samantha Scherer, University of North Carolina Wilmington, USA

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Participating in outdoor recreation and adapted sports has shown positive physical, social, emotional and cognitive effects, as well as increased quality of life for active duty service members and veterans with disabilities (e.g., Bennett, Van Puymbroeck, Piatt, & Rydell, 2014; Rogers, Loy & Brown-Bochicchio, 2016; Vella, Milligan, & Bennett, 2013). However, gaps exist in the research about the meaning of participating in a non-elite international adapted sport competition for *recently* injured service members or veterans, and no research has investigated what perception family members have of this participation. Thus, the purpose of this study was to investigate the meaning of participating in an international, non-elite, adapted sporting event, for wounded, ill, and disabled veterans and active duty military—The Warrior Games, sponsored by the U.S. Department of Defense. Male and female athletes in the Games represent the U.S. Army, Marine Corps, Navy, Air Force, and Special Operations Command, as well as the United Kingdom Armed Forces, the Australian Defense Force, and the Canadian Armed Forces. Teams include active-duty military and veterans with upper-body, lower-body, and spinal cord injuries; traumatic brain injuries; visual impairment; serious illnesses; and post-traumatic stress. Established in 2010, the purpose of the Warrior Games is to “enhance the recovery and rehabilitation of wounded warriors and to expose them to adaptive sports” (U.S. Department of Defense, nd). Athletes compete in 14 Olympic-style sports. In-depth, qualitative, audio-recorded interviews were conducted with a convenience sample of 48 athletes and 48 family members (unmatched) at the 2017 and 2018 Warrior Games. Five themes emerged: (a) sense of identity and purpose, (b) focus and motivation, (c) coping and stress management, (d) health and fitness, and (e) social connectedness and comradery. This study highlights the importance of sport competition for ill and wounded active duty military and veterans to feel they can still be of service to their country and their branch of the military, and they embrace wearing a uniform again—even if it’s a basketball jersey with Army on it. Two other findings unique to this study of adapted sport include (a) how training and the games have increased participants motivation to recover and their ability to focus; and (b) that the friendships they develop provide them with a deep sense of comradery they experienced in the military.

Keywords Adapted sport, veterans with disabilities

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LEISURE INTERESTS AND MOTIVATORS OF YOUNGER VS. OLDER VETERANS

**Candace Ashton-Forrester, University of North Carolina Wilmington, USA*

Samantha Wang, University of North Carolina Wilmington, USA

Angie Sardina, University of North Carolina Wilmington, USA

Dan Johnson, University of North Carolina Wilmington, USA

The U.S. Departments of Defense (DoD) and Veterans Administration (VA) recognize the importance of adapted sports for wounded warriors and veterans. The DoD has partnered with the U.S. Paralympic Committee since the early 2000s to support the development of adapted sports programs in Wounded Warrior Battalions (U.S. Marine Corps) and Warrior Transition Units (U.S. Army). Since 2015, the VA has provided adapted sports grants to municipal and non-profit agencies, and universities to develop and support adapted sports programs for veterans with disabilities, however, most of these programs serve only younger veterans. Thus, older veteran with disabilities are an underserved population that could also benefit from participating in adapted sport. Therefore, the purpose of this study was to investigate the differences between the leisure interests and motivations of younger vs older U.S. military veterans so that adapted sports programs can better serve older veterans. This research was guided by life-span development and leisure behavior theories, and addressed three research questions: (a) What are the leisure interests and motivators of U.S. veterans with disabilities and illnesses? (b) Is there a difference in leisure interests between older and younger U.S. veterans? (c) Is there a difference in leisure motivators between older and younger U.S. military veterans? Data was collected from 39 veterans ranging in age from 18 to 81 (mean age 46, SD= 18.5) using the STILAP (a leisure interest inventory) (Navar & Burlingame, 1997, 2010) and the Leisure Motivation Scale (Beard & Ragheb, 1983). Logistic regression was used to determine the leisure interest differences and regression analysis was used to determine motivation differences. In general, the results indicated that as veterans age, their interests change to more relaxing activities and ones that are stimulus-avoidance—they preferred activities such as running, fishing, tennis, and gardening. In contrast, younger veterans preferred activities that increase their well-being and competency/mastery. Both older and younger veterans desire to engage in activities that expanded their knowledge and engage with peers. These results provide direction for providing adapted sport programs to both older and younger veterans.

Keywords Leisure Interests, leisure motivation, veterans

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DIVERSITY, LEISURE, AND HEALTH: EXAMINING CONVERGENCE AND DIVERGENCE ACROSS DEMOGRAPHICS AND SETTINGS IN THE LINK BETWEEN LEISURE AND HEALTH

**Birgitta Baker, Penn State University, USA*

Laura Payne, University of Illinois at Urbana Champaign, USA

Camilla Hodge, University of Utah, USA

Dorothy Schmalz, University of Utah, USA

While a large body of research has identified links among leisure experiences, settings and health/well-being, this relationship appears to vary as a function of both characteristics of people involved in the experience and characteristics of the physical and social environments in which leisure takes place. Therefore, this session will focus on two aspects of diversity in the leisure context—people and setting—and the impact these can have on health outcomes. Person characteristics discussed in this session will comprise race/ethnicity, family composition, life stage, SES, and health status. Settings that will be examined include workplaces, US urban communities, and public spaces. The role of characteristics of the environment including novelty and familiarity, social interactions, and organization structure will be addressed. Outcomes of interest include physical activity, community well-being, family relationships, and mental health. We will examine aspects of convergence and divergence across persons and settings in the relationship between leisure and health and well-being. The elucidation of commonalities and differences in the mechanisms and outcomes of leisure experiences in different populations and settings will provide understanding of planning and programming approaches to maximize broad reach and highlight the ways in which activities and facilities can be tailored to increase benefits for specific groups in specific settings.

ONE-SIZE-FITS-ALL: RECOGNIZING GENDER IN ORGANISED OUTDOOR RECREATION

Mandi Baker, Torrens University, Australia

Sitting in the taxi to a summit on women in outdoor leadership, I listened to my colleague explain how he felt like a misfit. Actually, he felt illegitimate and under scrutiny. Not only was he a white, middle-aged, heterosexual man but, in his words, "I don't know what the problem is." Having worked in the field, I am familiar with this feeling. I too hadn't seen 'the problem.' It was only later, while doing post-structural research into summer camps, that I began to recognise how the expectations of organised outdoor recreation are largely based on masculine ideals of physicality and mastery (Gray & Mitten, 2018; Humberstone & Stan, 2012).

Like many of my interview participants (n=38), I assumed that men and women could and should display interactions with nature in much the same ways. While this appeared to be a powerful boost to the perception of women's abilities in outdoor contexts, it suggested that a certain unisex or one-size-fits-all construction of gender was taken up by participants. Discourses that equate genderlessness with the performance of masculinity by both sexes (e.g., valuing women's contribution on a male-only scale of worth) can limit the expression of and possibility for diverse gender experiences within camps. For example, practices of noticing, engaging with and narrating nature in terms of awe, beauty, and embodiment (Fullagar & Hailstone, 1996) can be ignored, down-played and/or silenced.

The outdoors offers opportunities for respite, enjoyment and identity creation. If diverse discourses and practices of outdoor experiences are not celebrated then populations who do not identify with dominant masculine discourses can neither gain nor will desire access to outdoor experiences. Individuals, communities, business and nature itself loose from this exclusion (e.g., conservation, community development, and wellbeing). Consequently, leaders in the sector must ask how they can make the outdoors accessible to diverse populations.

Keywords Outdoor recreation, genderlessness, gendered discourses, diverse populations

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FOSTERING SUSTAIN'ABILITIES': SCRIBING SUSTAINABILITY THINKING IN AN UNDERGRADUATE SPORTS COACHING DEGREE

*Natalie Barker-Ruchti, Örebro University and University of Gothenburg, Sweden
Laura Purdy, Edge Hill University, United Kingdom

This animated video aims to share our experience in developing and giving the course 'Sustainable Sports Coaching'. Using videography, in particular whiteboard speed-writing and -drawing, the video outlines sustainability thinking as presented by Wals and Jickling (2002) and Peters and Wals (2013) and our interpretations of this approach for sports coaching education. The video then presents the Sustainable Sports Coaching (IIG206) course, which semester six sports coaching students read as part of their degree at the University of Gothenburg. Finally, we present challenges we have faced in preparing and giving this course and based on five years of student evaluations, propose how education informed by sustainability thinking can foster (coaching) sustain'abilities' (Wals, 2018; Wals & Lenglet, 2016).

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THE GLOCALISED PROCESS OF SPORT DEVELOPMENT: DIVERSIFICATION OF WOMEN'S ARTISTIC GYMNASTICS

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Elizabeth Booth, University of Greenwich Business School, UK
Georgia Cervin, University of Western Australia, Australia
Diana Dumitriu, National University of Political Studies and Public Administration, Romania
Myrian Nunomura, University of São Paulo, Brazil
Froukje Smits, University of Applied Sciences Utrecht, The Netherlands

From 1952 until the fall of Communism in 1989, the most successful women's artistic gymnasts emerged from Communist sport regimes. From the 1970s onwards, their model of women's artistic gymnastics (WAG), 'pixie-style' model (Kerr, et al, 2017; Barker-Ruchti, 2009), which prescribes young age, sexually undeveloped bodies, and darling-like and cute performance, became globalised (Cervin, 2017).

In this presentation, we aim to explore how WAG in five case countries - Australia, Brazil, Romania, Russia, and The Netherlands - has developed since 1989. We draw on Robertson's (1994; 1995) glocalisation theory to examine the countries' WAG efforts to develop WAG. Materials to do this were collected through our expert knowledge, publicly available documents, informal interviews and scientific and media texts.

Our results demonstrate three development paths: The decline, roller coaster and innovation path. Each of these paths had at its basis organisational investment to systematise national WAG, albeit to different extents and at different points in time. The decline path depicts the East European systems, who had championed pixie style WAG, but have since 1989 lost dominance because of political, economic and social challenges. The roller coaster path portrays Australia and Brazil. These countries' path has been characterised by competitive instability because of organisational inconsistencies, inter-organisational conflict, accusations of abuse, and instable coach/athlete populations. The innovation path describes The Netherlands. Their key development strategy has been the initiation and branding of a novel performance style, which has generated international medals and popularity.

In sum, the three paths offer a longitudinal perspective of the multidimensional and *glocalised* process of national sport development (Giulianotti & Robertson, 2004). They highlight the influence of historical, structural, and (inter-)organisational factors, and the glocalised reactions and innovation activities, and how these shape the development of sport.

Keywords Glocalisation, 5 case countries, 3 development paths, de-centring of Eastern gymnastics dominance

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EXPERIENCE ELECTRIFIED: SKIN CONDUCTANCE AS A MEASURE OF EMOTIONAL ENGAGEMENT DURING LEISURE EXPERIENCES

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Monique Oosterholt, Breda University of Applied Sciences, the Netherlands
Ondrej Mitas, Breda University of Applied Sciences, the Netherlands
Wilco Boode, Breda University of Applied Sciences, the Netherlands

Background: Experiences are a key concept in leisure, and designing high-quality leisure experiences is a major challenge for the leisure industry (Pine & Gilmore, 1998). Elsewhere we have argued that in order for experiences to be memorable, it is crucial that they trigger emotions (Bastiaansen et al., 2019). As such, emotions are considered to be crucial building blocks of meaningful and memorable leisure experiences. This implies that we need to measure the emotional engagement during leisure activities if we wish to evaluate the quality of (designed) experiences. However, traditional, self-report-based research methods for emotion measurement can only be used after-the-fact, and suffer from substantial validity issues (Mauss & Robinson, 2009).

Approach: We explored the potential of an established physiological measure of emotional engagement, skin conductance responses (SCRs), for measuring the emotional engagement during a staged leisure activity with sub-second precision. Visitors to a theme park were approached while queuing for a roller-coaster ride. Upon their acceptance to participate in the study they were given an Empatica E4 wristband, which measures (amongst others) skin conductance. 65 participants took part in the study, 30 of which rode the roller coaster in

a normal way, while the other 35 rode the roller coaster wearing virtual-reality (VR) headsets. The VR add-on immersed them into a computer-generated virtual environment designed to enhance the experience.

Significance: Average SCRs for the VR group deviated significantly from SCRs in the 'normal' group during meaningful and interpretable moments in the ride. The results demonstrate that SCRs can be reliably recorded and used to measure the emotional engagement during leisure experiences, even under the relatively adverse conditions of a roller coaster ride. Our study opens up new avenues for measuring experiences in real time, and provides a tool for evaluating the quality of experience design with unprecedented detail.

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UNDERSTANDING DIVERSE POPULATIONS' PERCEIVED AND REAL BARRIERS TO PARK VISITATION AND THE USE OF WEB-BASED INTERVENTIONS TO INCREASE CONNECTIONS AND ENGAGEMENT WITH NATURE

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Background: The Government of Canada has set out a mandate to develop Parks Canada programs and services so that more Canadians can experience national parks. Programs are being developed to ensure that more low- and middle-income families, new immigrants, and indigenous youth have an opportunity to experience Canada's outdoors (Prime Minister Trudeau, 2015). However, visitation to parks across North America is still dominated by white, middle class, highly educated individuals, often with western-European cultural heritage backgrounds (Pettebone & Meldrum, 2018). While much is known about barriers to outdoor recreation, little research has been conducted to provide a detailed understanding of how barriers can be and have been negotiated by (potential) park visitors. Furthermore, even less research focuses on post-park visit support to increase the depth of connection to parks and natural places (i.e. converting day use to over night, urban park visits to national park visitation, or, front-country to mid-country use).

Approach: This pilot study, which will be conducted in partnership with Parks Canada in July 2019, employs a quasi-experimental longitudinal design to better understand the barriers and constraints of first-time and non-traditional park visitors as well as potential strategies to reduce these barriers. Data will be collected in the fall of 2019 at two Parks Canada sites (Elk Island National Park and Rouge Urban National Park) located within a 1 hour drive of large Canadian cities (Edmonton, Alberta and Toronto, Ontario). Using empirically tested and existing scales focusing on barriers, constraints, and negotiations, post-visit action resources will be employed to help reduce barriers, increase access to parks, and deepen participants' engagement with nature (as well as other environmentally relevant behaviours such as volunteering, financial support of conservation agencies, and social media engagement and advocacy). Post-visit support will be developed using techniques advocated by Community Based Social Marketing [CBSM] Theory (McKenzie-Mohr & Smith, 1999). This method has demonstrated efficacy in multiple conservation and environmental behaviour studies (Powell & Ham, 2008; Hughes, Packer, & Ballantyne, 2011; Hughes, 2011; Hofamn & Hughes, 2018) however, to date has not been used to encourage park visitation.

Significance: Anticipated results will highlight unique barriers Canadian park visitors experience and determine if and how effective post-visit action resources can be at increasing park visitor's engagement with and relatedness to nature. Park agencies will gain an increased capacity to tailor programming and messaging to non-traditional users as well as potentially increase park visitor diversity.

Keywords Constraints, negotiations, nature relatedness, conservation behaviours, diverse populations

**** FULL PAPER - COMMUNITY EVENTS: FLOURISHING FAMILIES AND QUALITY OF LIFE**

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This study examines the ways in which community-based events, whether cultural or sports, engage families and play a role in family flourishing (Gorski, 2017) and building healthy communities. The research is a collaborative research project conducted in Rotorua, New Zealand, with Auckland University of Technology and the Rotorua Lakes Council (RLC).

As identified by Jepson and Stadler (2017), there has been little research that focuses on the quality-of-life (QOL) values pertaining to family participation in community events. The aim of this research is to consider whether location is a determinant in family QOL and event participation, as well as to identify how socio-economic factors, cultural identity, and family issues may impact families' QOL and the role events play in their ability to flourish as a family.

Between January and July 2018, data was collected in Rotorua in surveys that, to validate the QOL findings, included QOL questions designed in 2015 by Jepson and Stadler to collect data in St Albans, England. The Rotorua data sample included 520 valid anonymous surveys and 11 semi-structured interviews. The RLC Arts and Culture team provided expert advice, strategic plans, and published reports; secondary data was gathered from media reports.

When comparing the key QOL questions with raw data from Rotorua and St Albans, we found that the participants' responses were very similar. What appears to be significant are the socio-economic and cultural differences and flourishing family factors related specifically to Rotorua. For families to flourish they need to feel safe, secure, accepted, and included. The biggest issues for families attending events are money, work commitments, other activities, safety issues, and family obligations, as highlighted in our findings. Medical conditions and safety issues create barriers to participation for families, and designing events for inclusivity can prove challenging for event organising due to time and budget constraints of local councils.

Keywords Quality of life, family flourishing, Rotorua, community events

A SYSTEMATIC REVIEW OF THE OPTIMAL STATE OF FLOW IN ADVENTURE RECREATION

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Background: Early explanations for participation in adventure recreation (e.g., skydiving, rock-climbing, kayaking) relied heavily on psychoanalytic theory, psychological issues (e.g., death wishes, Icarus complexes), and personality traits (e.g., sensation-seeking). Several researchers have found positive benefits associated with participation in adventure recreation. For example, adventure recreation may prevent problem behaviour and criminality among adolescents; trigger courage and humility; increase self-esteem; and promote active and healthy lifestyles. The experience of flow (i.e., an effortless state of feeling deeply in control while being fully immersed in an activity) may provide a complementary explanation for participation in adventure recreation. This review aimed to provide a summary and synthesis of the literature on flow in adventure recreation contexts.

Approach: A systematic search of 10 databases (e.g., SPORTdiscus, PsychINFO) yielded 93 potentially relevant articles out of 9468 screened titles and abstracts. The review was registered with PROSPERO (CRD4201811526) and followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses

guidelines. A critical thematic synthesis approach was used to review, appraise, and synthesize 20 empirical articles.

Significance: The synthesis resulted in the four analytical themes: antecedents of flow, experience of flow, consequence of flow, and conceptual/theoretical differences. A central finding of this review from research that spans from 1975 to 2019 is that flow states are holistic and complex experiences that regularly occur in the context of adventure recreation. Earlier research investigating flow in adventure recreation may have confounded two optimal states (i.e., flow and clutch). Future research may benefit from larger samples, event-focused interviews with inductive analyses, and quasi-experimental designs.

Keywords Adventure recreation, extreme sport, flow, optimal state, systematic review

ARTS AS THERAPEUTIC OR ART THERAPY: ARTS AS A TOOL FOR THE PREVENTION OF, AND INTERVENTION FOR, MENTAL HEALTH ISSUES

Holly Bowen-Salter, University of South Australia, Australia

Background: The connection between art and positive health and wellbeing has been long established. There are recorded physical and mental benefits for individuals who participate in artistic practices, with mental health benefits most notably noted. Interestingly, however, there has been minimal investment in structured artistic programs for the prevention of future health issues and artistically guided therapeutic programs for the intervention of present health issues. The use of visual arts as a tool for health production and within the health care system can be roughly divided into two components: Art as therapeutic, being the use of visual art programs for wellbeing, or prevention programs, and Art Therapy, which involves the purposeful use of visual art materials in therapeutic intervention. In the US and UK, Art Therapy is considered a mental health practice, and differs from visual art practices as they have no therapeutic interventional component and are conducted by an artist, not a trained arts psychotherapist. Despite this, there is hesitation when considering Art Therapy as a valid treatment for mental health issues in Australia. Much of the apprehension around growing Art Therapy in Australian mental health lays in the uncertainty of how Art Therapy is conducted, due to the variety of creative art therapies and confusion over differences in Art Therapy and visual art practices, and the lack of understanding around who conducts the therapy.

Approach: This presentation hopes to conceptualise the utilisation of both Art and Art Therapy in a co-occurring and compounding prevention-intervention-prevention/intervention process for building health.

Significance: This presentation hopes to facilitate discussion about how developing and understanding the differences between these two practices can be used to instrument legislative, systematic, and systemic changes for health in Australia and New Zealand.

LEISURE OR LABOUR? THE CURIOUS CASE OF VOLUNTEER SEARCH AND RESCUE CANINES

Holly Bowen-Salter, University of South Australia, Australia

Background: Search and Rescue canines play a fundamental role in the locating and rescuing the lost and the victims of disaster. These canines are trained in both professional environments such as military and police teams, and through volunteer organisations, which serve to support Search and Rescue Taskforces. Registered volunteer search and rescue canine teams are trained under international standards put forward by the International Search and Rescue Dog Organisation (IRO), and qualified operational teams within this organisation, or its subgroups, may be deployed internationally in rescue efforts. However, search and rescue practices are dangerous, and the IRO training standard for real life deployment is rigorous and exhaustive for both the canine and human handler.

Approach: This will present the case of Rhea and Chase, two canine companion animals who reside in the same household. Rhea is currently undergoing training as a volunteer search and rescue canine with the Search and Rescue Canines South Australia (SARC SA) despite being introduced into the family as a companion animal. This case hopes to discuss how the views of animal leisure between these two canine companion animals differ and explore how their carers' perception of what animal leisure is influences the way these views are constructed and projected.

Significance: This presentation hopes to facilitate discussion about the use of volunteer canine companion animals in search and rescue practices, and to begin the exploration of the motivations of enrolling companion animals in these training practices. It also hopes to touch on the ethical implications of training a companion canine for inherently dangerous search and rescue practices.

THE INTEGRATION OF AMATEUR, COMPETITIVE AND HANDICAPPED ATHLETES IN ONE LEISURE EVENT – AN EMPIRICAL INVESTIGATION OF SUCCESS FACTORS AND LIMITATIONS

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Sports events often have a pronounced focus on athletic competition. One exception is the event "Fußballiade", which sees itself as a general celebration of football. It first took place in 2015 and was held for the second time in the summer of 2019, in line with the four-year rhythm of major international sporting events. Despite the organizer of this event being the Bavarian Football Association, it has little in the way of competitive character. It sees itself as a meeting for Bavarian football, as it includes amateur athletes, young professionals and handicapped players of all ages. It is also a festival for the region which includes culinary and cultural components as well as performances of bands and artists. At the same time it aims to be a place of learning for all who would like to enlarge their football specific know-how during the four-day event via presentations and workshops.

Through a participant and spectator survey, this study evaluated the integration of performance-oriented players, sports-loving citizens and culturally interested people within a leisure event. The study identified taking part in challenges and competitions as well as enjoying different cultural offers most common reasons for attending the event. At the same time, the expectation and satisfaction survey showed that the expectations of all target groups have been met. These specific results confirm that it is possible to integrate and unite different interest groups in one leisure event and underlines the outstanding role which sports can fulfil for such purposes. From the results, a sport-independent model is developed, which shows the possibilities and limits for uniting competitive, social and handicapped athletes as well as sports, educational and cultural aspects in a single event.

**** FULL PAPER - USING FALK'S IDENTITY-RELATED VISIT MOTIVATIONS TO DESIGN NATURE-BASED TOURISM EXPERIENCES**

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Christine Van Winkle, University of Manitoba, Canada

Mary Benbow, University of Manitoba, Canada

With the rise of the experience economy and the desire for more complex and meaningful visitor experiences the design, planning and evaluation of experiences has never been more important. Nature-based tourism experiences often hold lofty goals to educate, entertain, and transform visitors into more engaged citizens of the Earth. However, from previous research we know that not all visitors learn. Visitor research that utilizes Falk's identity-related visit motivations suggests, that segmenting visitors by their site-specific motivations might be one way to meaningfully categorize visitors in order to better understand their individual goals for their

visits. The purpose of this paper is two-fold, (1) to examine differences between visitor motivations at in-situ and ex-situ polar bear tourism sites; (2) to explore how potential differences may influence visitors learning within the framework of the Contextual Model of Learning. This research finds that segmenting visitors by Falk's identity-related visit motivation categories is a useful way to predict different types of visitors learning in-situ and ex-situ. This exploratory research has important implications for further studies, and it highlights the importance of designing experiences based on visitors' motivation and the multitude of outcomes that align with their specific goals.

Keywords Nature-based tourism, visitor motivations, free-choice learning, experience evaluation and design

TRAVEL CAREER PROGRESSION AND CONSTRAINTS IN ROCK CLIMBING

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Background: Active sport tourism research has evolved considerably from descriptive foundations to an established body of knowledge (Gibson, Lamont, Kennelly, & Buning, 2018). One development, the investigation of social worlds and the related concept of travel careers, has focused on the progression of sport tourists along a career trajectory marked by experience from activity initiation to the knowledgeable maturity of the advanced tourist (Buning & Gibson 2015; Lamont, Kennelly, & Wilson, 2012). Research in this area has focused on the evolving motivations, preferences, and behaviors of active sport tourists in running, triathlon, and cycling contexts. This project's purpose was to understand the process by which rock climbers practice climbing, progress in the activity, pursue outdoor climbing, travel, and experience evolving constraints.

Approach: A mixed-methods sequential explanatory design included collecting and analyzing quantitative data to produce a general understanding and preceded collecting and analyzing qualitative data to explore the findings in detail (Ivankova, Creswell, & Stick, 2006). An online questionnaire with items measuring leisure constraints, climbing behavior (e.g., skill level, climbing types), social world progression, and travel behavior (e.g., amount of trips, destinations) was distributed through rock climbing gyms in Australia and Canada ($N = 1,604$). Subsequently, semi-structured interviews were conducted with a purposefully selected sample ($N = 26$) of survey respondents. Herein the quantitative results will be discussed.

Significance: Quantitative data analysis revealed the majority (52.3%) of respondents were introduced into climbing by a friend experienced with climbing via a gym. The sample was comprised of outsiders (13%), occasionals (44.5%), regulars (34.1%), and insiders (8.3%). Multivariate testing between social world groups and indoor/outdoor constraints revealed significant differences based on career progression (i.e., social world status) and outdoor climbing. The results provide empirical evidence of the evolving nature of constraints as individuals progress along a career trajectory.

Keywords Rock climbing, sport tourism, constraints, event travel career

CONSTRAINED LEISURE: A CASE STUDY OF FORMAL CAREGIVERS IN AN UNDER-RESOURCED SETTING

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High workloads, long working hours, staffing shortages, emotional stress (Rose & Williams, 2015; Whal & Newmark, 2009; White, 2008), along with few resources, and uncertainty of their role contribute to caregivers being overworked (Whal & Newmark, 2009). Caregivers' tasks may also be uncomfortable and unpleasant,

physically exhausting and psychologically stressful (Schulz & Martire, 2004; Axelsson, 2015). Bedini and Guinan (1996) found that caregiving responsibilities resulted in changes in caregivers' leisure and difficulty accessing leisure, with caregivers experiencing loss of freedom, social contact, spontaneity, and independence (Bedini & Guinan, 1996). Despite some international literature available on caregivers' leisure, it is possible that caregivers of children with disabilities in an under-resourced South African context may have unique leisure constraints. This study used a qualitative exploratory case study design. Data were collected through semi-structured one-on-one interviews, aimed to explore the leisure constraints of formal caregivers caring for children with disabilities at an under-resourced care facility in the North West province. Data were gathered until data saturation was reached, resulting in twelve caregivers participating in the study. The data were analysed into categories, themes and subthemes. The constraining factors that emerged as themes included (a) time-related factors, (b) organisational factors, (c) physiological factors, (d) social factors, and (e) psychological factors. Although these themes correspond with previous international research on caregivers, it differs in terms of content and context. Nevertheless, the caregivers' experiences in this study, which is that caregiving acts as a constraining factor to the leisure of caregivers, can be compared to findings by Bedini and Guinana (1996), Dupuis and Smale (2000) and Rogers (2001). Additionally, the study contributes to the current bodies of knowledge of both leisure constraints and caregiving research by highlighting the impact that limited resources have on the way these caregivers' leisure is constrained.

Keywords Leisure constraints; caregiving; under-resourced

IMPROVING OLDER ADULT PARTICIPATION IN AQUATIC AND RECREATION CENTRES (ARCS): A MULTI-LEVEL MIXED METHOD STUDY

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Melinda Craike, Victoria University, Australia

Alex Parker, Victoria University, Australia

Physical activity (PA) participation has multiple health benefits in older adults, including the reduction of chronic disease and assists to develop confidence and independence. However, the Australian Bureau of Statistics (ABS) National Health Survey has reported that only 41% of older Australians are sufficiently active. Insufficient PA among Australians including older adults is a significant economic burden on the Australian economy, with annual costs of \$805 million, including \$640 million in direct healthcare costs. Aquatic and Recreation Centres (ARCs) are local council owned facilities and are well equipped to accommodate older adults and address the physical, health, and social concerns that arise with ageing. However, currently little is known about the factors that influence PA participation amongst older adults within ARCs.

This study aims to identify the capability, opportunity, and motivational factors that relate to ARC PA participation amongst older adults. Furthermore, the findings will contribute to the development of strategies/interventions to increase PA participation in ARCs. To achieve this, an exploratory-sequential mixed method approach will be adopted. Data collection will be framed within a case study approach. Phase one includes a content analysis and checklist of local council ageing inclusion policies. Phase two and three involve semi-structured interviews with ARC management (phase two) and current older adult ARC participants (phase three). Phase four involves surveys of older adult ARC participants and non-participants. The study will be guided by the Behaviour Change Wheel and the COM- B Model. The presentation will explain the background and methods guiding this study as well as any preliminary results collected during the content analysis.

Keywords Physical activity participation, older adults, Aquatic and Recreation Centres, Behaviour Change Wheel

THE GREAT OUTDOORS AND BEING FEMALE: INSIGHTS FROM THE ARCHIVES!

Anna Carr, University of Otago, New Zealand

Background: Outdoor adventure literature and archives can provide rich sources of material that document climbing, tramping and skiing experiences. Such books and archival collections are significant as they provide primary and secondary accounts or insights into mountaineering leisure subcultures of women (Scott 1943; Dann & Lynch 1989; Coffey 2003; Blackman 2007; Deavoll 2011; Fearnley 2015). Through such accounts recurrent narratives emerge, many of which frequently explore issues such as gender stereotypes or explain personal motivations for climbing and other outdoor activities. Such materials enable researchers to delve into the leisure constraints arising from stereotypes and various responsibilities that may hinder or enhance personal engagement in such activities.

Approach: This paper presents findings from ongoing archival research exploring the experiences of New Zealand female alpinists (climbers, skiers and alpine trampers). Ephemera, diaries, letters, newsletters and biographical (including autobiographical) publications sourced from the archival collections of the Women Climbing Club and the New Zealand Alpine Club (located in the Hocken Archives, Dunedin) was analysed to develop insights into female experiences of alpine areas from the early 1900s to 2015.

Significance: The research identified recurrent pictorial stereotypes favouring the depiction of young female figures participating in alpine activities in published advertising media, with a notable absence of active older women. Such depictions in advertising were counteracted by narratives within diaries, letters and memoirs that gave accounts of a diversity of women, in terms of age groups and family responsibilities, including commentary on gender dynamics experienced by women whilst pursuing their interests in alpine recreation. This included how they negotiate alpine wilderness experiences during times where demanding health issues or family responsibilities, particularly motherhood or caring for others, became a feature of their lives. Archival papers and publications included insights into the lives of professional female mountaineers' alongside the experiences of women who chose to end their pursuit of physical outdoor recreation in wilderness areas. Many were active in mentoring or introducing the next generation – not just their own children – to wilderness leisure experiences. The archival records indicate that women over the decades have had an often under-published and overlooked, but significant, role in alpine leisure environments.

Keywords Outdoor recreation, alpinism, leisure, gender, New Zealand

LEISURE STUDIES RIP: OR LEISURE STUDIES, THE UNDEAD MONKEY OF ACADEMIA?

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Sandeep Basnyat, Macao Institute for Tourism Studies, China

The period from the 1970s to the 1990s arguably represented a high tide mark in the field of leisure studies. It was the period during which most of the academic journals focused on leisure emerged and when many of the leading leisure studies oriented learned societies were created. In apparent contrast to that period of 'plenty' the last 15 years have seen numerous proclamations regarding the demise of leisure studies.

Grounded on the experiences of the first author of this paper as editor of the *Annals of Leisure Research* over the last 7 years this paper seeks to explore whether we should have decently buried leisure studies years ago or if rumours of its demise have been greatly exaggerated. In 2017 a longitudinal analysis was undertaken of the international peer-reviewed journals of leisure studies to determine the scale of interest in the field and the diversity of those writing in it.

The results of this study show there is an increasing tendency to publish in leisure studies focused journals and that those publishing in these outlets stem from a wide array of disciplinary based departments. These results

suggest that while leisure studies as a degree within a disciplinary defined university department may be on the wane, as a field of research interest it is very much alive and well. This is a view reinforced by a look at the emerging talent working in the field, many of whom are set fair to emulate or indeed surpass the academic leaders in the field of the past. Given this, the challenge of those researching in leisure studies is to ensure that the richness of this work is situated, not in leisure degrees, but in the wide array of disciplinary based degrees they are associated with.

MOVING COMMUNITIES: GENDER/QUEER DANCE, BODILY MOVEMENT, AND COMMUNITY SPACES

Claire Carter, University of Regina, Canada

This paper focuses on a collaborative community research project on dance workshops for trans/genderqueer/queer individuals in Regina, SK. My research on the relationship between queer exercise spaces, and gender, body image, and community revealed that trans/genderqueer/queer individuals experience pressure to conform to heteronormative gendered body ideals, exclusion from and/or discomfort in community spaces, and a desire to be more grounded in their bodies. Within Regina there are very few queer, let alone trans/genderqueer exclusive or welcoming spaces. Partnering with two local community organizations, FadaDance and Common Weal Community Arts, this project provided a space for individuals to be in and with their bodies in new and creative ways, embody gender/queerness, and meet other gender/queer individuals, thereby enhancing community supports. This research considers the relationship between identity, bodily movement, gender relations, and community spaces. Queer and trans communities are diverse and as such, individuals have different needs and levels of awareness, and within a small city, there are ever present interpersonal dynamics and histories that inform space. Moving from a pilot project involving three stand-alone workshops, to a full dance course, this paper explores how community and interpersonal politics can be expressed, navigated, and embraced through collective body movement.

RECREATION THERAPY NEW ZEALAND ON FACEBOOK: LIKE AND SHARE

Shaun Cavanagh, Recreation Therapy New Zealand

The *Leisure and Health* themed session includes the suggested example of social media as a platform for health promotion via leisure. The *Recreation Therapy New Zealand* page was established in October 2009 after two Recreation Therapy teaching programmes (Invercargill and Napier) were discontinued. The page is being maintained with the abiding belief that the taught content maintains its intrinsic value irrespective of the programme closures, and that it is important for the content to be preserved.

The page serves a dual purpose of allowing graduates and teachers to stay connected, and inform visitors about the existing state of practice for Recreation Therapy in Aotearoa. This includes informing overseas-based students who regularly contact the page seeking advice on potential internship opportunities in this country. Such opportunities would qualify them to sit the National Council on Therapeutic Recreation (NCTRC) professional exam to gain the Certified Therapeutic Recreation Specialist (CTRS) title. The page is maintained with a view to eventual re-establishment of at least one teaching programme in this country, allowing the Recreation Therapy profession to develop again to contribute to the wellbeing of New Zealand society.

The impressum states: "This page encourages shared information, conversation and discussion on matters related to the practice of Recreation Therapy".

This application to present at ANZALS seeks an opportunity to inform fellow delegates about the Recreation Therapy profession in Aotearoa, and where it rests within wider conversation about leisure as a concept. This

presentation seeks to provide examples of the therapeutic properties of leisure benefitting a range of populations. The applicant has attended conferences in 2018 (Wellbeing and Public Policy, Wellington) and 2019 (International Union of Health Promotion Educators, Rotorua) where themes were significantly related to leisure and health, even if leisure did not feature prominently.

AFFECTIVE ENGAGEMENT FOR MEMORABLE EVENT EXPERIENCES

Willem J.L. Coetzee, University of Otago, New Zealand

Several studies enhanced our understanding of events and festivals within the experience economy. Researchers emphasised the uniqueness of events and festivals, and their results confirmed the complexity and importance of experiences while attendees are trying to escape reality. One cutting-edge project within this realm was the development of an Event Experience Scale (EES) in 2015. The purpose of this project was to compare experiences at different types of events from different countries by using a universal measuring instrument. One part of this instrument aims to measure experiences regarding affective engagement, cognitive engagement, physical engagement and novelty. Within this section, attendees are presented with 18 variables and are asked to rank each variable on 7-point Likert-scale. Since the inception of this project, researchers from nine different countries collected data at ten different events (n=1693), and the results of all ten events indicated that affected engagement is one of the most important factors to ensure memorable experiences. This nexus points at an emerging ethos for event organisers and opens up new possibilities to plan and design events that will lead to higher levels of affected engagement. For this paper, the author will focus on the variables within affective engagement, encompassing excitement, emotional energy, intimacy, adventure, personal values and recollection. This paper aims to bridge the gap between affective engagement in creating memorable experiences and business theory related to event planning.

Keywords Experience design, affective engagement, event experiences

TAKING BACK THE BEACHES – ACCESSIBLE AND INCLUSIVE SPACE AND PLACE

**Simon Darcy, University of Technology Sydney, Australia
Melissa Edwards, University of Technology Sydney, Australia
Barbara Almond, University of Technology Sydney, Australia
Hazel Maxwell, University of Tasmania, Australia*

Research Aim: In Australian coastal towns and cities, “beach life” and associated “coastal activities” provide a source of fulfilment for the social, sporting, leisure and commercial activities of residents and tourists alike. Similarly Surf Life Saving clubs are considered an iconic and significant part of Australian beach life forming a community hub for rescue, social and sporting purposes. This study is an investigation of community development approaches used in three geographically different beach precincts (rural, regional and metropolitan) for the social inclusion of people with disability in sport and recreational activities. Such social inclusion projects are designed to develop belonging, acceptance and recognition, which lie at the centre of social inclusion. This research seeks to determine the impact of 10 community development projects in each of the three precincts (30 projects in total) across a range of disabilities (mobility, vision, hearing, cognitive and mental health).

Theoretical Background: The research brings together two theoretical frameworks, that of community development and social model approaches to disability. Social model approaches to disability emphasise the ways in which organisations, structures, processes and practices need to change to account for access and support required to enable participation and inclusion for PwD in social, political and cultural life. Understanding the disability experience by considering impairment effects, creates a paradigm that takes into account the

range and intersections of socio-cultural disadvantage embodied in social approaches relating to gender, race, location, sexuality and socio-economic positioning (Meekosha & Shuttleworth, 2009). There is scope to elaborate on the social model of disability through an application of leisure constraints to sport participation (Darcy et. al, 2017).

Frisby & Millar's (2002) community development framework recognises that decisions about community services and support are most effective when made with the direct input and involvement of those with a lived experience of exclusion, which complements social model approaches to disability. In this frame, community development is articulated in a bottom-up approach, founded on local empowerment, participation, change from below and enhanced local capacity building. The Frisby and Millar (2002) framework involves six dimensions: a shared concern about a social problem requiring action; encouraging active participation of a marginalised group; forming public sector partnerships to pool resources and build political support; adopting collaborative principles of organising/shared leadership; collectively developing and implementing action plans; and re-thinking notions of accountability.

Methodology: The multidimensional community development framework was implemented across 30 community development projects across the three beach precincts. Baseline data was collected across social inclusion indicators relevant to disability based on an extensive literature review and access audits of the sites. Once this baseline was established the research design incorporated in-depth interviews, management information systems, observation, media analysis, photos/video analysis, questionnaires and longitudinal case studies. The analysis builds on previous studies undertaken by the research team using a combination of the social model of disability and community development frameworks encompassing intrapersonal, interpersonal, environmental/spatial, relational, functional and power dimensions.

Results, Discussion and Implications: Project coordinators for all funded projects were asked to report back on: perceived project outcomes; any barriers to achieving outcomes; and any unexpected outcomes identified from the project. Additionally, three case study projects were identified in each precinct and were researched in greater detail by the team through interviews of project coordinators and project participants, together with observing project activities. In this way, it was possible to report on outcomes across the entire CIP program, within precincts and for individual people with disability that took part in the projects. Analysis indicates barriers to social inclusion for people with disabilities include: a lack of infrastructure and facilities; need for provision of specialist equipment; a lack of awareness and training available for attendants and carers; a lack of available attendant and carer support; time constraints; financial limitations; management issues within key organisations; fear and anxiety of activities. Results also indicated that outcomes within the three different precincts were influenced by the individual features of the precincts and their communities. For example, the rural community provided an existing network and highly supportive actors due to existing social networks, and social and human capital. The more "successful" individual development projects created a space and place for PWD across different recreational and sporting activities through a series of enabling practices. Some key outcomes included: increased individual confidence in social situations; skill development in sporting activities involving supported and independent access the water and the beach precinct; socialising and networking opportunities for both PwD, their family, attendant and carers; outcomes for the provision of infrastructure and equipment to transcend environmental barriers; organisation to organisation communication that had not previously been established to assist individuals and groups of people with disabilities attain their stated goals; and attitudinal change to disability presence within the precinct.

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LEARNING BEYOND THE LECTURE THEATRE: THE VALUE PROPOSITION OF EXTRACURRICULAR SPORT AND CULTURAL ACTIVITIES FOR THE STUDENT EXPERIENCE AT UNIVERSITIES

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This paper examines the contribution that University extracurricular cultural and sports clubs provide to the student experience. The literature suggests that university-based extracurricular activities contribute to the development of graduate capabilities (Darcy, Foley, & McDonald, 2018). Yet, there have been few studies that have sought to empirically investigate this phenomenon. The research design incorporated: Semi-structured interviews with student leaders of University social and sports clubs at the beginning and the end of their one-year terms; In-depth interviews with current and former student members of the university sport and cultural club Board; and Online questionnaire survey of all university sport and cultural club members with additional questions for student leaders (i.e. club executives, managers of University Games teams, Board members). Analysis of the University graduate attribute framework and a literature review informed the design of the research instruments. Some 52 interviews were conducted together with 844 usable quantitative and qualitative responses were received from the online survey. The quantitative data was analysed using SPSS software and the qualitative data was analysed with Nvivo. The key findings are examined including: the relationship between club membership, club executive and graduate attributes; the between group differences between cultural and sporting club membership and graduate attributes; socio demographic cohort between group differences; and the contribution of extracurricular activities to the student experience. The conclusions examine the implications for the student experience, the learnings for University extracurricular organisations and the opportunities to further enhance extracurricular student experiences.

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CROSS-BORDER PERSONAL SHOPPING: AN EXAMINATION OF THE DAIGOU BUSINESS MODEL

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Background: In recent years, a new business model called 'Daigou' has rapidly emerged. Daigou is a Chinese word that describes individuals who buy items overseas, on commission, on behalf of mainland Chinese consumers (Battersby, 2016; Liu & Boger 2017), and is a type of cross-border shopping service (Xie 2018). The rise of Daigou is linked to the infant formula scandal in China in 2008 (Chen et al. 2016), and the loss of confidence of Chinese parents in the domestic market. Nguyen et al. (2016) estimates that 61% of Chinese infant formula purchases are now made through Daigou transactions. Due also to concerns about counterfeits in the domestic Chinese market, Daigou has now expanded to include other products and has grown to become a more formal and accepted form of personal shopping.

Approach: Due to a 'clean, green and safe' national image and a reputation for premium-quality products (Austrade 2017), Australia has become one of the most attractive destinations for Daigou shoppers. Using a qualitative approach, this study aims to provide a detailed understanding of Daigou in the context of cross-border shopping in Australia, with a particular focus on how trust, country of origin, and word of mouth influence

customer acquisition and loyalty. The research questions focus on the motivations of Daigou shoppers, how customers are acquired, and the role of trust and loyalty.

Significance: Daigou activities, which rely heavily on social networking software, have led to the formation of a niche consumer market for global commodities. These activities stimulate local consumption and due to low entry barriers help people start small Daigou businesses. Daigou also promotes complementary businesses such as delivery. However, there is little academic research focusing on this model, and although it brings considerable economic benefits, it is still controversial because Daigou bypasses tax and is an insecure way to buy products. The likely impact of Daigou makes it important for today's marketing researchers to study this new business model.

Keywords Personal shopping, C2C, word-of-mouth, trust, risk

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DETERMINANTS AND RESULTS OF ENGAGEMENT DURING STORY EXPERIENCES

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The word, "engagement" has been broadly applied across many different disciplines. Marketing scholars, for example, have used "engagement" to describe a relatively stable degree of connectedness consumers feel toward specific products, services, or businesses. In contrast, some scholars in education, youth development, tourism, and leisure studies have used "engagement" to refer to the immediate, subjective state occurring when people focus their attention on a narrative (story) at a specific point in time. Engagement, then, becomes the degree of interest, attention, motivation, and sense of agency present while people are doing such activities as watching movies, watching sporting events, reading books, attending plays, and having conversations in which stories are shared. The "Theory of Structured Experience" (TSE) adopts this story-specific approach. TSE proposes three determinants of engagement: coherence, personalization, and provocation. TSE also proposes that as engagement increases, the prevalence of "deep experience" during the story episode also increases. We tested these propositions through two experiments. In Study 1, 400 adults viewed one of eight versions of a video depicting a story. The videos varied systematically in coherence, personalization, and provocation. Immediately after the video, participants completed measures of engagement and prevalence of deep experience. In Study 2 (secondary analysis of data), 26 study-abroad students completed measures of

engagement and prevalence of deep experience immediately after exiting four dark tourism attractions. Results of Study 1 showed that coherence and personalization had a significant, direct effect on engagement. Provocation actions, though, increased engagement indirectly, through their effect on the subjective experience of having been provoked. Results of Study 2 were consistent with results of Study 1. Provocation actions by interpreters elevated the subjective experience of having been provoked, which, in turn, elevated engagement. Consistent with TSE propositions, engagement was a significant predictor of deep structured experience in both studies.

Keywords Engagement, narrative, provocation, theory of structured experience

THE ORIGINS AND DEVELOPMENT OF RAINFOREST NATIONAL PARKS AND SCENIC RESERVES, 1860-1930

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The establishment of Yellowstone as a national park in 1872 arguably established a template for nature conservation which could be duplicated elsewhere. Whilst other European settler societies like Australia and New Zealand quickly followed, the form, structure and leisure usage of national parks developed quite differently as it spread around the world (Frost and Hall, 2009; Frost and Laing, 2013; Graf van Hardenberg et al, 2017). In this historical study, the focus is on how rainforested protected areas and tourism followed a very different path in Australia. Whereas national parks in the USA – which had no rainforests – tended to cover large areas and be dominated by monumental features (such as mountains and canyons), rainforested protected areas in Australia were small. Indeed, up to the establishment of the 47,000 acre Lamington National Park in 1915, rainforests were protected in very small national parks or scenic reserves. These were typically locally initiated and managed, with the choice of nomenclature (national park or reserve) simply due to local preference. Commonly, these local preserves were established by farmers and local settlers who valued them for leisure activities such as picnics, walking and camping. During the period under consideration, Australia had no central conservation agency and consequently government funding and management support was very limited. Though locally focussed, many of these reserves attracted nature-based tourists, reflecting a widespread interest in rainforests as cool, exotic and sublime (Prideaux, 2014; Ritchie, 1989). In time, these reserves became the basis of larger national parks in the late 20th and 21st centuries. While focussed on Australia, this paper also explores commonalities in the development of rainforest protection and leisure in New Zealand.

Keywords Rainforests, national parks, protected areas, nature-based tourism

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LEISURE ON THE EDGE: WALKING OFF TRAIL IN NATIONAL PARKS

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A plethora of studies have investigated motivations behind venturing off trail at National Parks. This study focused on visitors’ intentions to venture off-trail at the Blue Mountains National Park, Australia (BMNP). An extension of the theory of planned behaviour (TPB) with the new ecological paradigm of pro-environmental values (NEP) was developed and tested to understand visitors’ off-trail intentions.

Keywords Pro-environmental values, national parks, walking off trail, leisure management

AN ANALYTICAL FRAMEWORK INTO THE SOCIAL WORLDS OF LEISURE PARTICIPANTS

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The social world is referred to as “an internally recognizable constellation of actors, organizations, events, and practices which have coalesced into a perceived sphere of interest and involvement for participants” (Unruh, 1979, p. 115). Although the theory was developed in the 1970s, the social world perspective remains relevant with the creation of new leisure offerings and their associated leisure groups. This paper proposes the use of the zoom model (Goh, Smith and Yeoman, 2019) to explore the social worlds of serious leisure participants. Using a visual and narrative approach, the model works with an insider-researcher like the zoom lenses of a camera. Zooming in and out of the researched leisure experiences through the perspective of the individual, the individual and their cohorts, and the wider lens of different historical and cultural periods, the researcher analyses the participants’ affiliation with different social worlds. In the study of the event travel career trajectories of a group of Singaporean artists and producers, social worlds emerged as a critical element that explained their leisure and tourism behaviours, and is worthy of further study. Extant studies are available on serious sport users, but not from the perspective of the arts world. The development of knowledge on the methodology and social worlds is essential to move leisure researchers into the realm of other social worlds. It is therefore timely for a more inclusive discussion.

Keywords Serious leisure, social worlds, event travel career, performing arts, event and festival tourism

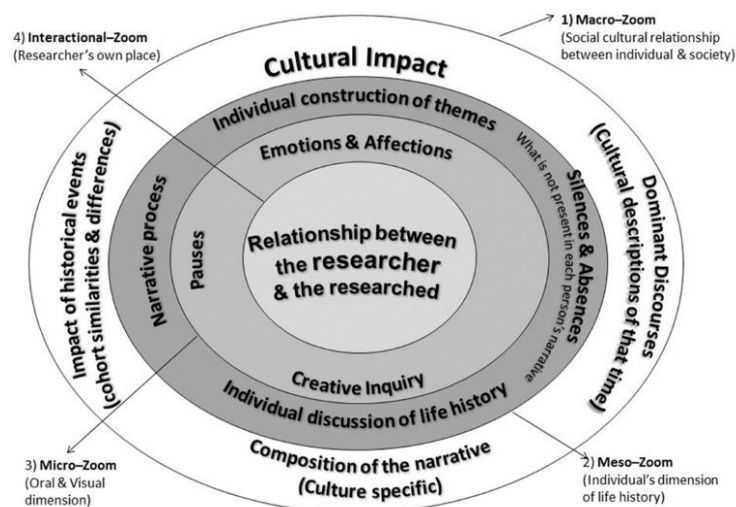


Figure 1: The Zoom Model (Adapted from Pamphilon, 1999). Source: Goh, S., Smith, K. A., & Yeoman, I. (2019). Zooming In: An Arts-informed Life History Approach to the Analysis of Event Travel Career Narratives. *Event Management*, 23(2), 223-238.

COMMODIFYING THRIFT SHOPPING: FRUGAL FASHIONISTAS, THRIFT MAVENS AND VINTAGE SHOPPING TOURS

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Background: Once the sole purview of those on low incomes, shopping at second-hand stores is now more acceptable amongst shoppers from a diverse range of socio-economic backgrounds (James, 2011; Wodon & Wodon, 2013; Lapolla and Kim, 2015). Second-hand shopping has been extended to encompass 'vintage', 'thrift' and 'upcycling' shopping activities, and the practice of seeking out vintage 'treasures' is a passion and pastime for many frugal fashionistas seeking an antidote to fast fashion. 'Thrift mavens', as identified by Christiansen and Snepenger (2005), freely share their knowledge of thrift stores and their passion for finding vintage treasures with others via blogging and social media accounts. But recently, the Airbnb Experiences platform has enabled thrift mavens to offer shopping tours that rely on the *exclusivity* of their knowledge. Via the platform, vintage and second-hand enthusiasts can provide tour guests with access to the 'best kept secrets' regarding prime places to shop and find treasures – for monetary reward.

Approach: Using the lens of word of mouth marketing this study aims to provide a detailed understanding of how insider knowledge of thrift retailing is being commodified through the Airbnb Experiences platform. Using content analysis of shopping tour descriptions on the Airbnb website, this exploratory research aims to understand how hosts demonstrate *expertise*, *insider access* and *connection* – the elements required by Airbnb for Experience listings.

Significance: Word of mouth is a powerful form of free referral and is one of the most effective forms of marketing for small retailers. Thrift, vintage and second-hand stores are predominantly small, independent retailers, often lacking in resources and capabilities to enable effective marketing of their stores (Grimmer, Miles, Byrom and Grimmer, 2017; Grimmer, Grimmer and Mortimer, 2018). This lack of resources is further amplified for those stores which are run by not-for-profit or charitable organisations. Instead of freely sharing their insider knowledge, Airbnb shopping tour hosts are commodifying information that allows consumers to discover retailers. Despite Airbnb's claims that it assists visitors to live, shop and eat 'just like the locals' (Grimmer, Massey and Vorobjovas-Pinta, 2018), the Experiences platform is effectively 'putting a price' on local knowledge and information. The findings have broad implications for marketing researchers and practitioners in how word of mouth marketing is being transformed, as well as examining the role of Airbnb in facilitating the commodification of leisure activities.

Keywords Shopping tours, thrift shopping, retail, word-of-mouth, Airbnb

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CUSTOMER JOURNEY MAPPING OF CYCLE TOURISTS – A CASE STUDY OF EXPERIENCE DESIGN FOR THE ADELAIDE WINE CAPITAL CYCLE TRAIL

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The design and development of cycling trails can deliver greater economic impact from tourism and leisure if led by an understanding of the customer journey experience. This process guides consumer choice on a destination and activity preferences when on holiday and varies for different customer segments. The customer journey process, however, is not usually considered when thinking about the design and development of cycle trails for tourism and leisure. The typical approach is to design the trail from an engineering perspective considering the typography, activity type and design of the built environment to deliver a functional path to meet design standards.

This presentation details how to lead design-development through first investigating the broader experience attributes of a destination and the preference-decision-sharing process of target markets within the tourism or leisure sector. A case study example of the Adelaide Wine Capital Cycle Trail will demonstrate this 'consumer-led' approach guiding the design-development phase of a regional wine tourism trail. A project linking four wine regions, 29 towns, over 500 tourism businesses and 200 wineries.

An example of Customer Journey Mapping (Frede & Grocke, 2018) for five different cycle tourism market segments will be given together with suggestions on how this mapping shapes the design thinking behind the development of a cross-regional cycle trail for tourism and leisure. The mapping also shapes thinking about the design of information targeting tourists and leisure participants and the partnerships created with businesses in the wine, food and tourism sector.

The objective of customer journey mapping as a market assessment and infrastructure design-development tool, is to deliver on the visitor experience expectations by designing a trail network that is fit for specific market segments and delivers high customer satisfaction. The destination impact is repeat visitation, growth in reputational awareness and higher yield per visitor.

Keywords Cycling, experience design, wine trails

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VOLUNTEERING AS WAY OF LIFE IN NEW ZEALAND: VOLUNTEERING AS SERIOUS LEISURE?

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Richard K. Wright, Auckland University of Technology, New Zealand

Massimo Morellato, Auckland University of Technology, New Zealand

The acquisition of social, cultural and economic capital has been linked to serious leisure volunteering by sport and event management scholars. The use of local volunteers at international events has also been presented as both a strategy to achieve community ownership and craft sustainable legacies. To date, few studies have explored the impact of sports event volunteering within the context of major/mega serious leisure sports events where the average age of the volunteer is similar to, if not younger than, the age of the active participant. The purpose of this study is to investigate the effect of serious leisure volunteering on the community of a major leisure event and its potential impact on behavioural intentions.

The data were collected three months after the 2017 World Masters Games (WMG 2017). A link to an online survey was sent to WMG 2017 volunteers ($N=3,500$), resulting in a sample of $n=311$. Confirmatory factor analysis and structural equation modelling were used to test the applicability of serious leisure within a New Zealand major event volunteering context. The results suggest a model with five dimensions (perseverance, career & personal effort, durable benefits, ethos, and identity). Reliability, validity, and model fit are met. Durable benefits explains the second order construct serious leisure best ($\beta=.993$; $p\leq.001$), followed by career & personal effort ($\beta=.841$; $p\leq.001$), and identity ($\beta=.830$; $p\leq.001$). There is a significant and positive effect of serious leisure on intention to volunteer at other sport events ($\gamma=.362$, $p=.002$). 13.1% of the variance in behavioural intentions are explained through the model.

The findings suggest that sport event volunteering fosters new identity formation and that, over time, those committed to putting in the hours are able to extract meaningful, long-lasting, benefits from regular uncoerced, unpaid, employment. It is more than a career; it is a way of life.

Keywords World Masters Games, volunteer management, social legacy

WHO CARES? AN INTERSECTIONAL ANALYSIS OF CAMP COUNSELLORS' EXPERIENCES OF CARE WORK

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Summer camp is often thought of, both in the industry and in the literature, as a site of moral character development, for campers and staff (Biachelski, Henderson, & Dahowski, 1998). However, many overnight summer camps have rather exclusive staff demographics that may affect this potential development. The timing of camp sessions means that the majority of staff members are high school and university students. The relatively low wages mean that financial security effectively acts as a job requirement. Additionally, overnight camps can be quite obviously gendered in some ways, such as sex-segregated accommodations and activities, but they can also be more subtly gendered in terms their leadership ideologies (Cousineau & Roth, 2012). Furthermore, many overnight camp staffs are predominantly white. Taken together, this relatively homogenous group of camp staff is responsible for the total care of campers (Baker, 2016). While, these counsellors are positioned as caring subjects by the discourses of camp (Baker, 2016), this positioning happens within the context of these broader socio-demographic factors mentioned above. Therefore, the aim of this study is to understand how intersecting axes of inequality affects camp counsellors' experiences of caring subjectivities.

Drawing on post-structural perspectives on power and subject-formation this presentation analyses interviews with 10-15 counsellors and ethnographic field work conducted at an overnight summer camp between June and August 2019. The focus of the analysis is how camp counsellors experience their caring subjectivities, and how this is impacted by intersecting lines of privilege and oppression such as gender, race, and class. Therefore, this study also draws on intersectional approaches to inequality (Crenshaw, 1989). By examining how camp counsellors' experience their caring subjectivities is influenced by intersecting axes of inequality, employers and industry leaders may recognize the importance of hiring employees from diverse backgrounds.

Keywords Summer camp, care work, intersectionality, caring subjectivities

***** LEISURE MASH-UP - THE HISTORICAL EVOLUTION OF DIVERSE CONCEPTIONS OF THE IMMEDIATE LEISURE EXPERIENCE: SELECT ICONIC AND EMERGING PERSPECTIVES**

**Rick Harwell, Texas A & M University, USA*

Patti Freeman, Brigham Young University, USA

Brian Hill, Brigham Young University, USA

Gary Ellis, Texas A & M University, USA

Jingxian (Kelly) Jiang, Flagler College, USA

Style: A session in which panelists will role-play iconic and recent scholars who have proposed diverse conceptualizations of immediate leisure experiences

Subtheme: This session will provide diverse perspectives on the conceptualization of the leisure experience.

<u>Leisure Experience Conceptualization</u>	<u>Scholar</u>	<u>Era</u>	<u>Panelist</u>
Ecstasy and Peak Experience	Abraham Maslow	1950's	Brian Hill
Optimal Arousal	Michael Ellis	1973	Gary Ellis
Flow and Micro-flow	M. Csikszentmihalyi	1975-present	Patti Freeman
Deep Structured Experience	Gary Ellis	2017	Kelly Jiang

Content: The 20 minute session will proceed in three phases.

- 1) Introduction to the session. The organizer will explain these scholars have been assembled to help the International Foundation for Leisure and Tourism Research prioritize research funding options for studies on the immediate experience of leisure and tourism.
- 2) Scholars, role played by the panelists, will describe their respective perspectives on the immediate experience of leisure. Each scholar will also share their opinion with respect to several questions posed by the organizer.
- 3) Questions for the "scholars" from the audience.

THE NEW BEGINNINGS FESTIVAL: A COUNTERSPACE FOR MIGRANTS AND REFUGEES

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Trudie Walters, University of Otago, New Zealand

Ruth Friedmann, University of Technology Sydney, Australia

Background: As a form of leisure, cultural festivals have various recognised benefits for attendees. However, the benefits for marginalised groups such as migrants and refugees has been largely overlooked by researchers. Our research addresses this gap at the nexus of leisure, events and marginalisation. We investigate how leisure events for migrants and refugees may help mitigate the adverse effects of oppression and marginalisation through acting as a counterspace. In so doing, it contributes to both the critical event studies and counterspace literature.

Approach: We applied Case and Hunter's (2012) Counterspace Framework to our investigation of the 2018 New Beginnings Festival (NBF) in Sydney as a setting that challenges the status quo and facilitates adaptive responding to oppression. Data was collected from the festival and organization websites, participant observation at the festival, and semi-structured interviews with festival attendees. It was analysed using hybrid thematic analysis.

Significance: We found evidence that the NBF has the three distinct, yet interrelated, self-enhancing processes that are present in most counterspaces:

- Narrative identity work: The NBF validated experiences of rejection and marginalisation by attendees, and at the same time celebrated migrants and refugees by showcasing their capabilities/achievements. This led to attendees' sense of affirmation and acceptance.
- Acts of resistance: The freedom to express themselves in culturally meaningful ways helped bolster the attendees' self-concept.

- Direct relational transactions: Social and institutional support, and leadership roles such as mentoring and volunteering were made possible at the NBF, which enhanced attendees' social capital in empowering ways.

In addition, and through extending the Counterspace Framework to events as potential settings, our findings highlight the importance of the NBF *location* in enabling attendees to move from the periphery to the centre, in both a psychological and physical sense, and allowing positive interactions between marginalised and dominant groups.

Keywords Festivals, counterspace, marginalization, migrants, refugees

LEARNING AND APPLYING LEISURE THEORY THROUGH EXPERIENTIAL EDUCATION

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Sarah Lebski, University of Tasmania, Australia

Cherie Hawkins, University of Tasmania, Australia

Background: A paper produced from a workshop at the 2015 ANZALS Conference suggested that the managerialistic approach of business schools emphasising vocations "has meant that the foundation and critical elements of the leisure studies curriculum past have largely been "lost" from undergraduate study in these areas" (Tower et al., 2018, p. 65). Bucking this trend, the University College at the University of Tasmania is bringing leisure studies theory and practice together through Experiential Education (Carr, Hawkins & Walls, 2019).

Approach: The practice-based pedagogy of the University College provides the opportunity for students to make meaningful connections between theory and practice. A key element of this is Experiential Education. Amongst others, the University College delivers specialisations in *Sport, Recreation and Leisure* and *Tourism and Events*. These specialisations are front-ended and underpinned by leisure theory that is applied in leisure planning and management contexts. Numerous case examples will be presented as to how leisure theory and frameworks are being applied in practice.

Significance: Early observations of students' work and activity highlights the importance of a leisure lens being at the forefront of these specialisations. The significance of this work demonstrates that leisure studies can have a prominent place in a contemporary curriculum, even within an applied, vocational, and industry-focussed framework. Having a champion (or champions) for leisure is integral to driving leisure studies within a curriculum. If those champions have both theoretical and practice backgrounds, this championing can be of greater value in an applied context. While units of study in the University College may be delivered in disciplinary contexts such as tourism, events, and sport, the underpinning of leisure theory is a common denominator and embeds an understanding of the 'self' and others in an ever-changing global environment. The case examples presented highlight early insights into how the concept of leisure remains an integral lens to understanding societal trends and to finding solutions.

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WALKING THE TALK IN OUTDOOR RECREATION RESEARCH: THE THEORY AND PRACTICE OF THE MOBILE INTERVIEW ON THE PORT HILLS, CHRISTCHURCH, NEW ZEALAND

**Ivor Heijnen, Ara Institute of Canterbury, New Zealand*

Emma Stewart, Lincoln University, New Zealand

Stephen Espiner, Lincoln University, New Zealand

Background: This presentation focuses on the theoretical foundation and practical application of walking as a research method. Walking interviews have been used as a research tool for some time, particularly in the field of human geography (Jones, et al., 2008), and have proven very effective in revealing human connections to place which more traditional stationary face-to-face interviews have found difficult (MacKay et al, 2017). Place meanings are co-constructed between people and the physical locations themselves, and the practice of walking forges deep understandings of the people and places we research (Wylie, 2006). It has been claimed that walking interviews enable a meaningful and shared encounter with place, which includes a range of embodied and sensory experiences, “and thus has the potential to generate rich, sometimes evaluative, accounts of situated life experience and the dynamics and biographies of place” (Mackay et al, 2018, p. 2).

Approach: To enable an exploration of the utility of walking interviews in the field of outdoor recreation research, the presentation draws on a project examining how outdoor educators (n=8) engage with the Port Hills in Christchurch as place, both in their personal lives as well as in their teaching practice. The data gathering and analysis phases of the research are shared to further explain how this method can provide rich and valuable insights for outdoor recreation researchers.

Significance: Surprisingly, mobile methods such as walking interviews are rarely utilised in outdoor recreation research. Following Carpiano (2009), we argue that walking interviews enable researchers to study local areas such as the Port Hills with specific social, cultural, or historical contexts, and to develop or refine theories that are grounded in the lived experiences of the participants.

Keywords Outdoor education, outdoor educators, sense of place, place-responsive outdoor education, walking interviews

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LEISURE STUDIES AND INDIGENOUS PEOPLES: A CONCEPTUAL DISCUSSION OF THE CULTURAL RELEVANCE OF LEISURE STUDIES IN RELATION TO INDIGENOUS SCHOLARLY CRITIQUES

**Dan Henhawk, University of Manitoba, Canada*

Leslie Duhamel, University of Manitoba, Canada

This is a conceptual discussion about the cultural relevance of leisure studies with regard to Indigenous Peoples. This discussion is based upon the critique of leisure studies as put forward by Fox (2006) who calls for a rethinking of leisure scholarship in connection to Indigenous ways of knowing and being. Indigenous scholarship has put forth many criticisms of Eurocentrism and colonialism in many scholarly fields, but the field of leisure studies remains relatively lacking of an Indigenous critique. As examples, Indigenous criticisms have focused on historical injustices such as the disciplining of bodies through sport and games in residential schools in Canada (Forsyth, 2013) or the utilization of Eurocentric leisure and sport within the historical projects of colonization

(Fox, 2007; Paraschak, 1998). There have also been critiques of the contemporary sport *for* development movements (Hayhurst & Giles, 2013; Darnell & Hayhurst, 2012) and Canadian sport policy as it relates to Indigenous participation (Paraschak, 2013). This discussion will draw upon these critiques but also the discussions that surround culturally relevant pedagogy (Ladson-Billings, 1995), the cultural relevance of physical education (Halas, McRae & Carpenter, 2013) and the proposals put forth for a focus on holistic well-being through melding Indigenous and Western ways of knowing and being (Lavalee & Levesque, 2013). This discussion will also touch upon the increasing interest in Indigenous land-based education (Tuck, McKenzie & McCoy, 2014) as an example to stimulate discussion about the position and pedagogy of leisure studies in curriculums that are striving to address issues of social justice. This is all in an attempt to push forward Fox's (2006) call for leisure studies to address "a primary challenge...to cultivate polythetic approaches to *leisures* (my emphasis) that work across historical eras, traditional practices, worldviews, and cultural differences, and inclusive of multiple research and knowledge strategies" (p.407).

Keywords Indigenous, leisure studies, land-based education, culturally relevant pedagogy

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5KM EVERY SATURDAY – THE ROLE OF PARKRUN IN POSITIVE LIFESTYLE TRANSFORMATION

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Currently staged weekly in twenty-one countries, parkrun is a free, volunteer-organised, timed 5km running/walking event held every Saturday morning. Due to parkrun's inclusive and community-oriented nature (Stevinson, Wiltshire & Hickson, 2015), anyone can participate following completion of a brief online registration form. Each participant's finishing times, personal bests and milestones are captured online upon completion of each event as a means of incentivising on-going participation and encouraging healthy increase of physical activity. Achieving such change is important as physical inactivity has become a major burden for governments worldwide (Harrington & Fullagar, 2013). This study explores the role of active leisure events (ALEs) such as parkrun in positive lifestyle transformation among adults who were previously physically inactive. It does so to address a current gap in research on ALEs as potential mechanisms for inactive people to increase and/or sustain activity levels. This transition will be explored through the lens of self-determination theory (Deci & Ryan, 2000), along with leisure constraints, leisure facilitators and constraint negotiation theories. Semi-structured interviews were conducted with parkrun participants in New South Wales and Queensland, Australia. Key findings revealed that parkrun was often the participants' first ALE experience. While this was an exciting prospect for some, others expressed anxiety and nervousness prior to their first parkrun. Following completion of their first event, the majority of participants recalled the friendly atmosphere and warm welcome they received from the parkrun event directors, volunteers and fellow participants and felt enthusiastic about returning to repeat the experience. All respondents noted the importance of peer relationships and social worlds (Unruh, 1980), including their own friends and family and other parkrun participants, both in terms of encouraging them to come along to parkrun initially, but also to maintain consistent participation in parkrun and regular, self-directed physical activity on other days. This study looks specifically at the role that ALEs such as parkrun can play in such transformations. This research facilitates informed decision making in the areas of public health policy and physical activity interventions and makes an important contribution to existing research.

Keywords Leisure studies, public health, well-being, physical activity, parkrun

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CONCEPTUALIZING FAMILIES AND THEIR LEISURE: A REVIEW

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Background: The volume of family leisure research has increased over the last three decades (Hodge et al., 2015). From this research, we understand that, generally, specific family leisure activities are associated with a few specific family outcomes (Hodge et al., 2015, 2017). The processes and factors that transform activities into outcomes are, however, almost completely unknown. This is the first challenge for family leisure scholars: to generate testable hypotheses regarding the mechanisms linking family leisure to family outcomes. The second challenge is to coalesce around consistent family leisure definitions and conceptualizations to increase research translation. Thus, this presentation has two aims: (1) to provide a review and critique of theoretical models and frameworks that be used to construct hypotheses, and (2) invite scholars to consider a new theoretical framework that can increase cohesion and inclusivity across family leisure scholarship and practice.

Approach: Four theoretical models and frameworks are reviewed: (1) Orthner's (1975) model for understanding social interactions in dyadic leisure; (2) Zabriskie and McCormick's (2001) Core and Balance Model of Family Leisure Functioning; (3) Schwab and Dustin's (2015) model of optimal family leisure; and (4) Melton's (2017) Family Activity Model. These models and frameworks are contextualized in prevailing definitions and conceptualizations of families and leisure as represented in published research.

Significance: This review sets the stage for the introduction of a new, ecologically grounded framework for family leisure scholarship: The Ecology of Family Experiences (EFE). The introduction of a new framework is poised to catalyze a discovery research agenda (Bronfenbrenner & Morris, 2007) that invites scholars to design studies that focus on increasing precision and differentiation of findings through careful study design and innovative measurement of the family processes occurring within leisure.

Keywords Family leisure models, family leisure theories, defining family leisure, discovery scholarship, family experiences

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STREETMEKKA – A SPORT FOR DEVELOPMENT CASE

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In 2010, GAME (a Danish street sport NGO) opened the first asphalt street sports house called 'Streetmekka' in Copenhagen. The basic idea was to offer an indoor space for various kinds of street sports and to create a place where all children and young people across social and ethnic divisions could participate in street sports in informal settings all year round. The facility should be easily accessible and have flexible offers of activities through street sports and street culture programs as well as self-organized training and events.

In 2016, GAME established its second Streetmekka facility in one of Esbjerg's oldest industrial buildings. And in 2018 two new facilities were added in the cities of Viborg and Aalborg. From being a single facility, Streetmekka has thus become a special facility concept based on particular organizational and architectural principles.

The goal of Streetmekka in Esbjerg is to make street culture accessible to everyone with the particular aim of promoting health as well as creating inclusion and social progression among children and young people. From our ongoing evaluation of Streetmekka in Esbjerg, we will present results from both quantitative cross-sectional

surveys of children in the municipality (n=4,424) and qualitative interviews and observations of the users. We will discuss whether the specific use of Streetmekka corresponds with the goals of the facility and its programs.

We will also discuss where Streetmekka, being both a facility and a range of programs, is situated in the field of sport for development, especially when the case is located in a modern industrial society.

WOMEN'S OUTDOOR LEADERSHIP EXPERIENCES: A PSYCHOLOGICAL WELL-BEING PERSPECTIVE

Susan Houge Mackenzie, University of Otago, New Zealand

Background: For over three decades, scholars (e.g., Warren, 1996; Gray & Mitten, 2018) have analysed women's experiences of outdoor leadership and recreation and identified issues of gender bias and inequity. These themes continue to resonate in outdoor education and in the growing adventure tourism sector, which is characterised by male-dominated working environments coupled with the pressures of front-line service roles. This exploratory study built on outdoor leadership and adventure tourism literature by exploring the psychological experiences of women outdoor leaders in relation to key well-being concepts.

Approach: Women outdoor leaders (N=9) across a range of land, water and air-based activities participated in 1-hour interviews using the Scanlon Collaborative Interview Method. Thematic analysis of interview transcripts and interview photos was conducted using Nvivo software. Data were first inductively coded, followed by deductive coding based on well-being constructs from the literature (e.g., Ryan & Deci, 2017). Analyses identified key factors that, when present, enhanced psychological well-being or, when absent, hindered psychological well-being for women adventure guides.

Significance: Conceptually, the results of this exploratory study suggested key concepts that can be used to build psychological models of well-being in an outdoor leadership context and guide future investigations. However, further research and theoretical development is needed to more fully understand (a) why women enter and/or leave outdoor leadership careers, and (b) both positive and negative determinants of leader well-being. From an applied perspective, findings indicated that actively cultivating gender equality and supporting basic psychological needs of outdoor leaders will provide a range individual (leader) and organisational benefits for outdoor operators.

Keywords Tour guides, well-being, women, self-determination theory, adventure

AGEING AND OUTDOOR RECREATION

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This presentation is concerned to explore concepts of ageing through the life course and interpret these in light of notions of life long involvement in the outdoors. It will consider social and political perspectives on ageing populations in Western industrialised cultures and the implications for the outdoor field and for the significance of nature-based physical activities.

Following on, the presentation will consider claims, that being active in the outdoors is particularly beneficial throughout the life course in maintaining health and wellbeing. Drawing upon ethnographic and autoethnographic research (Humberstone and Prince, 2019), the paper will present perspectives of older participants who continue to participate in nature-based physical activities, examining what it means to age, how outdoor identities are perceived and whether being in the outdoors fosters physical, emotional and other benefits (Humberstone, 2019). Or has continued engagement in nature-based physical activities placed unwarranted demand on the body and how does the older participant maintain their physical involvements?

It is hoped this presentation will promote discussion and further research.

Keywords Ageing, outdoor recreation, embodiment

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THE TRANSFORMATION OF FAMILY LEISURE PRACTICES AT THE SONGKRAN FESTIVAL, THAILAND

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Willem Coetzee, University of Otago, New Zealand
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This paper explores the transformation of family leisure practices during 'family day' at the Songkran Festival, Thailand. The Songkran Festival is celebrated as the traditional Thai New Year among Thai nationals. The festival covers three days from 13-15 April every year and each day has a particular theme. Family day occurs on the second day of the festival, which is traditionally a day for family members to bond and create an enhanced and cohesive sense of family. This presentation focuses on the Rod Nam Dam Hua practices and family leisure patterns during family day. The Rod Nam Dam Hua practice symbolises blessing and forgiveness. The ritual involves pouring scented water into the palms of senior family members and asking for their blessings, seen as a significant family practice at this occasion. However, this study shows that the practice has changed as commercial and political influences alter the landscape of the Songkran Festival. This raises questions among Thai nationals as to 'what is the original meaning of cultural family leisure practices?' and 'do family gatherings still matter on Family Day?'. To address these questions, a document analysis of local Thai newspapers between 1960 and 2019 was conducted. The findings suggest the evolution of social norms of the Thai society. Economic growth, attitudes of Thais towards senior family member and family bonds, and tourism development have transformed the significance of family leisure practices during the Songkran Festival. The findings have implications on our understanding of family leisure practices in the context of special events.

Keywords Family leisure, family day, Songkran Festival

DRIVERS OF EXPERIENCE VALUE AMONG SOFT- AND HARD-ADVENTURE TOURISTS

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The objective of this study is to examine the relationships between experience value, destination attitude, and behavioural intentions in an adventure destination context segregating between tourists with soft-adventure versus hard-adventure self-image identities.

The study focuses on how tourists appraise destinations branded as adventure sites based on congruency with soft vs. hard self-image identities and on need for novelty seeking. We look at how identification with soft/hard adventure identities drive appraisals of social (prestige & relational) and personal (hedonic & edifying) experience value. Drawing on self-congruity theory, we predict that an adventure destination's perceptual match with visitors' self-image identities drives their outcome of experience value, attitudes and revisit

intentions. We also propose that visitors' need for novelty seeking affect their soft and hard self-image identities, and thereby indirectly drive value outcomes and destination appraisals.

A survey examined how visitors to adventure destinations in Norway, Antarctica and New Zealand differ in matches on self-image identities versus perceptions of destination image and thereby in appraisals of adventure destinations. 1170 questionnaires were collected, and a SEM-model verified that outcomes of personal experience value influenced destination brand appraisals positively while outcomes of social value did not. Increasing matches between destination brand images and visitors' self-image identities and increasing novelty seeking both enhanced outcomes of personal and social experience value. Moreover, variety seeking enhanced both soft and hard self-image identities, which indirectly mediated subsequent value outcomes and measures of destination appraisals.

This study is the first to examine how congruity between perceptions of adventure destination brands and visitors' self-image identities affect outcomes of experience value and thereby affect destination appraisals. The findings provide both researchers and marketers with new insight on how perceptions of adventure destinations may interact with visitors' soft/hard self-identities, and how novelty seeking may energise these effects upon assessments of adventure destination brands.

Keywords Experience value, adventure tourist identity, self-congruity, need for variety seeking, destination branding

TEACHING SUSTAINABLE TOURISM BY DOING: A CASE STUDY OF STUDENT SERVICE TRIPS TO COSTA RICA

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In the summers of 2017, 2018 and 2019, I organized and led student groups on a service trip to Costa Rica with an emphasis on sustainability. The students who participated came from a range of majors with varying degrees of knowledge about sustainability and sustainability-related issues. The trips consisted of various activities involving strong educational, service and recreational components, all of which were interlaced with sustainability concepts and practices. The focus of this presentation is on the trip design and how sustainability is integrated into each activity of the itinerary. Activities ranged from visiting schools and community organizations, animal shelters, whitewater rafting, cultural activities and beach and park cleanups. Each activity incorporated a lesson on sustainability illustrating aspects of social, economic, and environmental impacts. Moreover, each meal and lodging choice was also carefully chosen to illustrate how each action contributes to creating a sustainable system. Pre and post-trip surveys were administered to all students and the results mostly revealed a vast enhancement of their knowledge of sustainability related issues. It was thus evident that the diverse array of activities effectively conveyed and educated students on how tourism and sustainability can coalesce and how their actions can lead to preserve local cultures and environments.

Keywords Tourism, sustainability, education, pedagogy, Costa Rica

USING RESEARCH TO SUPPORT SPORT FOR DEVELOPMENT PRACTICE: THE OPPORTUNITIES AND CHALLENGES OF KNOWLEDGE TRANSLATION

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Scholars are facing increasing pressure that their research should be useful beyond academia. Assessment processes such as Excellence in Research Australia and Research Excellence Framework within the UK have raised the prominence of 'impact' within academic work and measuring the value of research in real world settings. For many academics, this only reinforces a desire to produce information that is valuable to their research contexts. Practitioners and policy makers similarly seek research evidence that they can use to deepen their knowledge of the environments where they work and enhance their approaches to practice. However, despite desire on both sides to use research to inform practice, the process of knowledge translation can be fraught with tensions. In this presentation, we draw on Schaille et al (2019) recent examination of knowledge translation within sport management contexts to reflect critically on our own experiences as an academic and practitioner of conducting and utilising research to inform sport for development practices. We draw specifically on our experiences of undertaking and interpreting research examining the role of cricket in facilitating broader social and health outcomes, considering some of the opportunities and tensions in achieving knowledge translation within this context.

Keywords Knowledge translation, sport for development, impact, cricket

USING DESIGN THINKING TO ENHANCE THE INNOVATION OF SPORT ORGANISATIONS

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Design thinking is a method of generating human-centred innovation that makes the ostensive (thinking) and performative (doing) dimensions of expert design practice accessible to non-design practitioners (Carlgren, Rauth, & Elmquist, 2016). The concept has only recently gained the attention of sport and leisure researchers. In the field of sport [for] development it has been posited as an opportunity to advance research and practice (Schulenkorf, 2017).

In step with this growing interest, we used action research and a qualitative case study approach to determine if the use of design thinking by a sport organisation could enhance the innovation efforts of that organisation. In doing so, we focused on the Sydney Sixers, an organization responsible for the management of teams in both Australian professional T20 cricket competitions: the [Men's] Big Bash League and Women's Big Bash League. Data was collected before, during, and immediately after the 2018-19 season through semi-structured interviews, observation, shadowing, as well as artefact and document analysis.

The existing innovation practice of the Sixers was found to align with thematic design indicators (Joachim, Schulenkorf, Schlenker & Frawley, in press). This enabled us to link their existing innovation activities to design theory and practice (Johansson-Sköldberg, Woodilla, & Çetinkaya, 2013) to adapt design thinking for use in their current practice. After the Sixers engaged with design thinking in this manner, we found that they had developed individual and organisational design expertise – as well as elements of designer identity – through the use of these new practices. This suggests that the organisation had internalised the user-centric nature of design thinking. Our findings suggest that design thinking holds practical and theoretical value to sport and leisure organisations that wish to generate user-centric (or human-centric) innovation.

Keywords Design thinking, innovation, organisational innovation, sport development, sport for development

***** LEISURE MASH-UP - "EXPERIENCE" IN OUR DEPARTMENT NAMES? A LIVE ACTION ROLE-PLAY EXPERIENCE**

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"Experience" remains a "hot topic." Higher education curricula on experience are expanding world-wide. Some academic departments have boldly secured new department names, such as "Department of Experience Industry Management," "Experience Design," and "Department of Experience Design and Management." In this Mash-Up experience, we will use Live Action Role Play (LARP) to elucidate the diverse meanings of *experience* and how that complexity may impact faculty decision-making. LARP is an interactive medium with demonstrated efficacy in helping participants gain new insights by taking on roles and acting in capacities different than their own (Bowman, 2010; Stenros, 2014).

Each attendee who volunteers to participate in the LARP will be given a card, divided into upper and lower sections. The upper section will describe a faculty decision-making scenario. The scenario will be a faculty meeting at an imaginary university. The agenda item under consideration is a proposal to change the department name from "Department of Tourism and Leisure Studies" to "Department of Experience Design and Management."

The lower section of the card will describe an imaginary faculty member role for that participant to play during the faculty meeting. Each imaginary faculty member role will represent a unique perspective on the meaning and significance of "experience." Also, like "real" university departments, participants in the faculty meeting will be diverse in terms of career stages, status, ego needs, and profiles of personal and professional interests and priorities.

The LARP will include a five-minute workshop, 10 minutes of "larping" and five minutes of "out of character" debriefing (Nilsen, Stark, & Lindahl, 2014). Debriefing will yield insights, new perspectives, and action items. The Mash Up will be a fun way to spark new ideas about *experience* and its role in higher education curricula. Attendees who do not wish to play roles can be spectators, in "fish bowl" format.

Keywords Curriculum, experience, experience design, live action role-play

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EXPERIENCE-DOMINANT LOGIC AND STRUCTURED TOURISM EXPERIENCES

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Tourism providers operate in an economy where experience has become the primary driver, differentiator, and disruptor. This shift from a service to an experience economy has implications for value creation in tourism and

other industries. This paper synthesizes literature of value creation and marketing-dominant logic in the context of the experience economy to propose a conceptual model for *Experience Dominant logic* (X-D logic) in tourism. The model repositions marketing dominant logic to align with an increasingly experiential, engaged, immersive target market of guests. Further, X-D logic clarifies and contextualizes co-creation terminology related to provider and guest co-creation across the entire guest journey. The model employs a three-phased experience model - anticipation, participation, and reflection with corresponding co-creation subtypes (e.g., co-design, co-actualization, and co-curation). This model provides new insights for tourism industry enterprises, moves forward marketing dominant logic literature, conceptually expands co-creation, and provides clear model of how value is created in the tourism industries.

Keywords Service dominant logic, experience dominant logic, structured experiences, experience design, co-creation

PROVOCATION ON THE SPECTRUM OF DARK TOURISM

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From the perspective of cognitive dissonance theory (Festinger, 1957), provocation is a state of attentional, motivational, and emotional tension characterized by an awareness of (a) incompatible values, beliefs, or expectations and (b) agency or a pressing need for action. Provocation is central to heritage interpretation and the dark tourism industry (Tilden, 1957). Provocation and related subjective experiences may vary according to the "darkness" of attractions (Stone, 2006). Darker attractions (i.e., authentic sites of death, terror, evil, and tragedy), may be more provocative, meaningful, and impactful than less authentic, "lighter," attractions. "Lighter" attractions, such as ghost tours and execution sites, though, may yield higher activation and emotion (Henderson, 2000). We explored variation in provocation and related experiences across darker vs. lighter attractions. Twenty-six United States study-abroad tourists to Europe reported their experiences at two "lighter" sites (Paris ghost tour and Paris execution square) and two "darker" sites (Schindler's factory and Auschwitz). In-situ measures included provocation, prevalence of deep experience, engagement, and delight. Post-hoc "evaluated experiences" measures (Cutler & Carmichael, 2007) included perceived value of time spent at the site, proclivity to promote the site, meaningfulness, arousal, positivity of affect, and agentic inclinations (Ellis, Freeman, Jamal, & Jiang, 2017). Mixed modeling procedures were used to examine the effect of site darkness on each experience in the two sets. Factors in the design were darkness (lighter vs. darker) and the nested effect, site-within-darkness. Darker sites yielded significantly greater provocation, prevalence of deep experience, perceived value of time spent, and meaningfulness. Lighter sites produced significantly higher post-hoc arousal, positivity of affect, and agentic inclinations. These results reveal that light tourism experiences may be more affectively pleasing, while dark tourism experiences are more provocative, valued, meaningful, and likely to be shared with others. Results have implications for future research on provocation and dark tourism interpretation.

Keywords Affect, arousal, dark tourism, meaningfulness, provocation

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TESTING PROPOSITIONS OF RELAXING, PLEASURABLE, AND MINDFUL ABSORPTION EXPERIENCES FROM THE THEORY OF STRUCTURED EXPERIENCE

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This inquiry was directed at advancing understanding of absorption experiences (Pine & Gilmore, 1999; 2011) by testing select propositions from the theory of structured experience (TSE; Ellis, Freeman, Jamal, & Jiang, 2017). Absorption is a transitory condition of heightened attention, motivation, and emotion characterized by relaxation, pleasure, and the absence of demand for action and active thinking. Examples of activities that tend to facilitate absorption are watching a beautiful sunset, savoring tastes and aromas of food and drink, and receiving a pleasing massage. Three studies were conducted. Study 1 was an online experiment involving 218 panel participants, Study 2 included 26 study-abroad tourists, and Study 3 included 20 youth study-abroad travelers. Studies 1 and 2 examined both determinants (presumed causes) and results (presumed effects) of absorption. Study 3 only involved testing the effects of absorption on its presumed results. In Studies 1 and 2, four determinants were manipulated experimentally by intentionally encouraging focusing on the present, mental time travel, behavioral expression of emotion, and co-creation (Jose, Lim, & Bryant, 2012; Quoidbach, Berry, Hansenne, & Mikolajczak, 2010; Prahalad & Ramaswamy, 2004). Study 1 also examined instructional engagement as a determinant of absorption. Results measured were deep structured experience (DSE) prevalence, DSE frequency, perceived value of time spent, delight, and proclivity to recommend the experience to other people. Results partially supported TSE. Relations between absorption and its hypothesized results were consistently significant and they were moderate in effect size. Findings related to determinants, however, were not consistent with TSE. Only one of the determinants, co-creation, was found to be significant, and its effect was opposite the direction hypothesized. That is, encouraged co-creation diminished absorption. Instructional engagement (Study 1) was a significant predictor of absorption. Results have numerous implications for TSE, future research on absorption experiences, and experience industry practice and technique.

Keywords Absorption, mindfulness, theory of structured experience

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THE INFLUENCE OF THE WORKING ENVIRONMENT ON SPA TOURISM EMPLOYEES' PERCEPTIONS OF EFFECTIVE DELIVERY OF EMOTIONAL LABOUR

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The Australian spa industry has experienced steady demand over the last fifteen years, particularly in the domestic tourism market. Its long-term growth, however, is likely to be inhibited by a high turnover of staff, which has been attributed in part to burnout (Voigt and Laing, 2014). Therapists are required to provide a variety of services, mostly massages and facials, but also body scrubs and exfoliation, body wraps and water-based therapies. These services can be characterised as *body work* or *body labour*, and are conducted in intimate settings, involving touch, often with respect to the naked body. They are often emotionally as well as physically demanding, leading to feelings of stress (Twigg, 2000; Gimlin, 2007) as well as the delivery of *emotional labour*, defined as 'the management of feeling to create facial and bodily displays expected from employees' (Gimlin, 2007: 361). Further research is needed to explore this body work in the context of spa tourism operations, which addresses what Baum *et al.* (2016: 16) refer to as the 'neglect of workforce research', as well as a paucity of studies 'regarding employee experiences' (p. 8) in the tourism and hospitality literature. This paper considers some ways in which the working environment of the spa therapist has an influence on their perceived effectiveness of delivery of emotional labour. It is based on a qualitative phenomenological study involving interviews with 14 spa tourism employees in Victoria, Australia, about their experiences in the workplace. Findings suggest that job demands; the level of resources, especially the time allowed for and between appointments; the existence of intrinsic rewards, particularly the ability to care for others and bring them relief or enjoyment; relationships with or support from other staff; and feelings of autonomy had an effect on how well the participants believed they had performed emotional labour. The physical setting of the workplace, including music, lighting and ambience, did not appear to be important in this context, other than its role in helping the spa tourist to relax. These findings, apart from their theoretical contribution, may assist managers of spa tourism operations to make the working environment more conducive to employee well-being.

Keywords Spa tourism, human resources management, well-being, burnout, job satisfaction

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HURTS SO GOOD: THEORISING ACTIVE SPORT TOURISM EXPERIENCES

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Increasing attention is being paid by scholars to theorising emerging modes of active sport tourism, particularly given the rise in demand for embodied, authentic, self-actualising experiences under postmodernism (Lamont & McKay, 2012). Cast against the backdrop of professional road cycling which has a rich history of high-profile events dating back over 100 years, the Tour de France in particular has evolved into an event of global significance and has played a role in shaping national identity (Dauncey & Hare, 2003; Thompson, 2008). Off the back of these events, increasing numbers of people are investing significant personal resources pursuing 'bucket list' tourism experiences characterised by embodied engagement with culturally and historically significant sport landscapes. The French Alps have provided a 'devine and pitiless' backdrop (Gaboriau, 2003, p. 69) for cyclists battling for Tour de France supremacy since 1911 (Thompson, 2008). In recent times, independent or commercially-organised active sport tourism experiences constructed around cycling iconic Tour de France mountains have gained popularity. They are also an instructive context for obtaining empirical insights to enhance theorisations of contemporary active sport tourism.

Extant theorisations of active sport tourism experiences arguably do not adequately capture kinaesthetic elements in which active sport tourists deploy their bodies and engage with their surrounding environments (Spinney, 2006). This paper draws upon autoethnographic data gleaned through the author's experience of cycling several iconic mountain passes in the French Alps frequently traversed by the Tour de France. Qualitative data reveal that kinaesthetic sensations produced through fierce physical exertion inherent in the cycling behemoth mountains of the Tour de France generate multifarious, paradoxical emotional responses to embodying some of sport's most hallowed natural amphitheatres. A framework outlining new theoretical concepts aimed at more comprehensively tapping into embodied aspects of active sport tourism experiences is proposed.

Keywords Embodiment, active sport tourism, cycling

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FROM RAILS TO TRAILS: A SOCIAL NETWORK ANALYSIS OF THE NORTHERN RIVERS RAIL TRAIL, AUSTRALIA

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Kay Dimmock, Southern Cross University, Australia

In early 2018 the Australian Federal Government in partnership with the New South Wales State Government committed \$13 million to fund construction of Stage 1 of the Northern Rivers Rail Trail, a proposed 130 km multi-

use recreational trail along a disused railway corridor. Fully developed, this rail trail would traverse scenic landscapes including World Heritage-listed rainforests, agricultural land, and pass through a globally-recognised coastal tourism mecca, Byron Bay. Pivotal in fostering the necessary political support to fund this visionary proposal for a potentially valuable leisure and tourism resource was a community-based advocacy group, Northern Rivers Rail Trail Inc. (NRRT). Notably, NRRT conducted a 'crowdfunding' campaign during 2017 which generated \$75,532 in donations from community members to partly fund a feasibility study for the proposed rail trail (Northern Rivers Rail Trail, N.D.).

Beeton (2010) argues that rail trail developments rely upon 'community entrepreneurship', a bottom-up process in which community members band together to strategically mobilise local resources in pursuit of ventures intended to positively benefit the broader community. Rail trails have been recognised as a potentially valuable means of revitalising disused public assets (railway corridors) by recycling those assets into resources capable of generating economic and social development, particularly in regional and rural areas (Bowker, Bergstrom, & Gill, 2007; Reis, Lovelock, & Jellum, 2014). However, scholarly research addressing rail trails has taken a predominately post-hoc approach, such as measuring economic, social, and environmental impacts. Consequently, little is known around the often bottom-up, community-driven strategic planning and advocacy processes associated with gaining requisite political support and resources needed to bring rail trail visions to fruition.

Social network analysis (SNA) is concerned with analysing the structure of relations between actors constituting a network (Casanueva, Gallego, & Sánchez, 2016). Drawing upon a mixed methods approach, this study adopted a social network approach to understand the structure and diversity of actors constituting the core network of NRRT Inc., along with broader networks that have contributed to making the Northern Rivers Rail Trail 'shovel ready'. Our analysis shows that NRRT Inc. consists of a core group of community-minded actors who have contributed an eclectic range of resources to form a coordinated structure that has persuasively tapped broader political, media, and community networks to successfully operationalise the Northern Rivers Rail Trail vision.

Keywords Rail trails, social networks, community entrepreneurship.

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AN EXPLORATORY STUDY OF SOCIAL CAPITAL AND COMMUNITY BENEFITS OF THE ARCTIC WINTER GAMES

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This descriptive exploratory study is the first attempt to understand the potential community level impacts of hosting the Arctic Winter Games (AWG). More specifically, a purposive sample was used to select respondents,

which included representatives from communities who have hosted the AWG to indicate the presence of selected social capital indicators, such as trust, reciprocity, and civic engagement. The AWG are purposely designed to promote traditional aboriginal games, with some sports and cultural activities based upon techniques for survival. For decades, aboriginal games have been a staple of rural indigenous communities located throughout Canada, Greenland, Alaska, and Norway (Heine, 2013). The importance of sports festivals is rooted in values related to collaboration, partnerships, and teamwork is exceedingly valued within indigenous population located in the north (Hinch & de la Barre, 2007). These events require communities to come together through the organization of volunteers, participants, resources, and recognition of traditional games at organized sports competitions (Heine, 2013). Social capital is often used to organize the events. Social capital is a multidimensional concept, which includes reciprocity, trust, and cooperation occurring within social networks (Bourdieu, 1986; Coleman, 1990; Putnam, 1993). Despite the fact some emphasize is placed on the athletic prowess of competitors; much of the importance is related to the interpersonal connections experienced during competitions rather than individual strengths (Heine, 2013). Additional qualitative information was also sought to better understand the impacts of the games and the benefits of the games on these communities. Benefit questions addressed health, school and work, community, social, and leadership. Trust, networks, reciprocity and civic engagement are themes evident in the quantitative and qualitative findings for hosting the games. The findings include high levels of social capital suggest social and professional networks have strengthened, civic engagement has increased, and the level of trust and reciprocity are present.

Keywords Social capital, sports festivals, community

INTRA-ACTIONS WITH GOOD INTENTIONS, HEALTH, LEISURE AND PEDAGOGY: SUSTAINABLE ACTIVISM OR REPRODUCED MISOGYNY?

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Ruth Jeanes, Monash University, Australia

This paper works with phematerialism including Karen Barad's concept of intra-action to explore some of the (unintended) consequences of a 14-week program in Australia for vulnerable women and draws on evidence including participant observation, surveys, interviews, and focus groups. We argue that the program is based on a serious leisure of activism while drawing on leisure pursuits to 'empower' those in the program but without a thread of critical pedagogy good intentions may offer a reproduction of the symbolic violences the program was aiming to 'fix'. The outcomes act as a warning to programs wanting to 'do good' without attention to pedagogy and some of the deeper issues that create vulnerability in the first place.

Keywords Health, leisure, pedagogy, activism, empowerment

INTERROGATING YOUTH SOCIAL POLICY UTILISING SPORT WITHIN REMOTE AUSTRALIAN INDIGENOUS COMMUNITIES

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This presentation will critically examine the role of sport as a tool to support the development of Indigenous young people throughout remote communities of the Northern Territory of Australia. The presentation explores the use of sport as a policy lever in these contexts for the achievement of a range of stated outcomes, including improved educational outcomes, reduced substance misuse, reduced engagement with the criminal justice system, amongst others. The research considers assertions from Hartmann (2003, 2015) and Coakley (2002, 2011) around the distinctions between the use of sport for upper, middle and lower-class populations, and challenges whether sport in this context serves as a mechanism for social development or whether its primary

function is to serve as a mechanism for social control and containment. Utilising policy ethnography as the methodological approach, this research considers the appropriateness of sport as the dominant policy approach to addressing issues affecting Indigenous youth in remote communities of the Northern Territory from the perspective of multiple stakeholders, including policy makers and program recipients. Whilst acknowledging the role that sport plays in producing benefits for some who engage with it, this research also explores the similarities between the historical diffusion of sport as a colonising tool, and more recent attempts to utilise sport in the pursuit of social development of Indigenous populations. This presentation will conclude by considering how future research may contribute to addressing the issues raised, and further explore Indigenous perspectives on the issues outlined above. Given the lack of previous research in this area, there is significant scope for the findings of this research to shape future approaches to Indigenous youth development policy and programming throughout the Northern Territory.

Keywords Indigenous, youth, development, sport, policy

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TRANSFORMATIONAL EXPERIENCES ON STUDY ABROAD PART 1: THE RELATIONSHIP BETWEEN EMOTION AND EXPERIENCE TYPES

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Jennifer Bowen, Brigham Young University, USA
Brian Hill, Brigham Young University, USA

Background: In Part 1 of this study we seek to further clarify the relationship between emotion and experience types within the context of students participating in a university study abroad experience. This study sought to further develop the experience typology concept which looks at experiences of various types defined as ordinary, memorable, meaningful, or transformational (Duerden, Lundberg, Ward, Taniguchi, Hill, Widmer, & Zabriskie; 2018). Researchers have begun observing the relationship between experience types and emotion (Hill, Lundberg, Glazier, Dominguez; 2019), with preliminary investigations indicating that a higher ratio of positive emotion, as compared to negative emotion, appears to be present in memorable experiences. The reverse was observed in transformational experiences, where a higher ratio of negative emotion was present.

Approach: Students enrolled in a Russian and German Study Abroad program completed a 30 minute survey where they described specific memorable, meaningful and transformational experiences and identified the emotional content of each experience using the modified Differential Emotions Scale (Fredrickson, Tugade, Waugh, & Larkin, 2003). The intent of this approach was to quantitatively determine the relationship between experience types and emotions, and to capture specific characteristics of emotion types qualitatively. Data collection is currently underway and will be completed by August 31, 2019. The data will be analyzed using statistical software and will include factor analysis and linear regression, and include qualitative analysis to determine common characteristics of each experience type.

Significance: The intent of this study is to provide a quantitative and qualitative foundation upon which future practice and research can be conducted regarding memorable, meaningful, and transformational experience

types. Understanding the emotional content of experiences allows practitioners to be more intentional as they design for their guests and customers. Part 2 of this study uses both the emotional content and characteristics associated with each experience type for scale development.

Keywords Experience types, emotions, experience characteristics

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REVISITING COMMUNITY LEISURE PLANNING

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**Katie McDonald, Victoria University, Australia*

Leisure activities and cultural pursuits are an important part of most community life. They are a core element of living and the way people from different cultures express themselves. Recent research has shown that leisure and cultural activities have a positive influence on personal health, community wellbeing and have been found to contribute to community strengthening and the development of social capital. Leisure, cultural activity and community involvement do not happen by accident. Individuals, families and groups plan, even if haphazardly, what they are going to do in their leisure. Community, government and commercial organisations develop leisure and cultural opportunities without a consistent approach or framework to guide leisure planning. Individual organisations determine how they can create viable, attractive leisure programs, facilities and services that meet communities' needs. There is no commonly accepted or mandatory legislated approach to the planning of leisure programs, facilities and services.

Good planning is a key to developing leisure facilities, programs and services that meet community needs which complement wider community development policies and service provision. There are few recent publications about leisure planning and there has always been limited analysis of community leisure planning practices. This session will provide an opportunity to reflect on previous and current planning practices and explain how a sound community leisure planning model can guide leisure planning in the future. Our research-based leisure planning model incorporates a continuous approach of i) pre-planning, ii) planning research, iii) writing the plan and iv) monitoring and evaluating the plan and its outputs and outcomes. The model is based on key principles of adaptation to new policy directions and community expectations, gaining rigorous data to guide decisions and working with stakeholders and the community to meet their leisure needs.

Keywords Leisure planning, community planning

EXPLORING DIGITAL HEALTH TRACKERS, INDIGENOUS WOMEN AND PHYSICAL ACTIVITY

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Megan Stronach, University of Technology Sydney, Australia

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Background: While people have long regulated and controlled their bodies, the use of digital technologies to self-track one's bodily states, processes and activities continues to expand. No previous studies have addressed how digital health tracking technologies influence physical activity (PA) among Indigenous Australian women. This research contributes to an under researched area of leisure and health concerned with understanding the social, narrative and affective facets of individuals' practices and experiences using digital health technologies.

Approach: A strengths-based empowerment approach was adopted. The researchers explored how digital health technologies (in this study, health trackers) can contribute to shaping Indigenous women's level, interest in and type of PA. The research question was: How can wearable technologies shape the experiences and outcomes of PA among Indigenous women? The research team consisted of Indigenous and non-Indigenous women, who worked with a group of eight Indigenous Australian women from an Indigenous College in Sydney, Australia, from July to October 2018. Following the study's theoretical and methodological framework the practice of self-designed PA programs was employed. Individualised activity and health goals underpinned the study's approach, and each participant decided how best to achieve her goals with the assistance of the health tracker. The participants self-managed their experience in a culturally safe and appropriate manner. They tracked and reflected on their PA by wearing a digital health tracker and diarising their activity types, amounts, experiences and thoughts across an eight-week period.

Significance: Findings emerging from the research indicate intersections between the use of digital health trackers and Indigenous women's enhanced health literacy, increased motivation for activity and positive leisure and lifestyle choices. Importantly, discussions around the quantitative self, governance by micro nudge and the use of health trackers showed how for the women involved in the study a greater sense of power and agency was achieved.

Keywords Digital health tracking, Indigenous women, physical activity, quantitative self, wearable technology

DECISION MAKING PROCESSES INVOLVED IN ARC PLANNING: A CASE STUDY ANALYSIS

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Clare Hanlon, Victoria University, Australia

Australian Aquatic and Recreation Centres (ARCs) play a significant role in decreasing health care costs and providing social capital to their communities. The Australian Bureau of Statistics reported over 78% of people that participate in organised and non-organised sport and physical recreation, do so within a recreation facility that has a gym, public pool, or court. As this is not an attractive investment for commercial businesses, it is up to the local governments to provide ARCs for their communities. Little is known about the planning processes local governments use when developing new ARCs.

This research used a qualitative approach based on a review of 158 documents and 19 interviews on two case studies in Melbourne, Australia. The research used the theoretical applications of new public management theory (NPMT) and public choice theory (PCT) to understand the influence on local governments' decision-making in ARC planning. NPMT is a public sector management model that strives for a more flexible and competitive government sector that will be less bureaucratic; NPMT theory puts an emphasis on results rather than processes (Gruening, 2001). PCT, on the other hand considers the contributions of the human being within the political environment and the impact economic analysis has on the product of decision-making (Pincus, 2014).

The findings provide insights into how the NPMT themes of compulsory competitive tendering, resource efficiency, output controls and management skills, along with the PCT themes of reputation, power, optimise value, and the effective role of policy vs self-serving decisions affected the decision-making processes. This presentation will explain how NPMT and PCT can be used to understand decision-making when planning for an ARC. The findings assist in understanding policy development in community infrastructure planning.

Keywords Planning, aquatic and recreation centres, decision-making, new public management theory, public choice theory

EXPLORING THE USE OF AN ONLINE COMMUNICATION APPLICATION AS AN EDUCATIONAL TOOL TO SUPPORT THE DEVELOPMENT OF STUDENT TEAMWORK SKILLS

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Many universities require educators to focus on developing a number of graduate outcomes, including students' abilities to effectively solve problems, work collaboratively as well as being able to communicate effectively. These graduate qualities align with aspects related to teamwork (Loughry, Ohland & Woehr 2014). Tertiary students are often provided with a number of opportunities to develop teamwork skills throughout their years of study using a variety of formats (i.e. face to face and online).

This study explored the development of teamwork skills through the use of an online communication application (Slack) to assist teams of 4 to 6 students to create a project management proposal for a community partner. Students were advised to use the online forum to collaborate, share ideas and files.

The study adopted a convergent mixed methods approach (Creswell & Plano-Clark 2011). Data was drawn from two main sources, student engagement and comments in Slack and responses from a post-course online survey of students' perceptions of using Slack to assist with teamwork.

Findings indicated Slack assisted students with utilising teamwork skills occurred. Students responses via the online survey indicated Slack assisted them with teamwork during the course as well as with face to face meetings. Analysis of Slack discussion forum posts indicated a relatively large number of posts related to coordination aspects of teamwork. Analysis of Slack forum posts also identified students used the communication application to effectively solve problems, a key teamwork skill competency (Koh, Wong & Seah 2014). Analysis also indicated that for some teams, the use of Slack towards the end of the course (when the final report and presentation was due) increased noticeably with students working collaboratively through posting drafts as well as asking and responding to questions from peers.

While evidence from this study indicates students did utilise teamwork skills and behaviours, it is not clear whether students further developed these skills. Replication of this study will seek to incorporate data collection strategies and tools that can identify the level of students' teamwork skills both prior to and post coursework to ascertain the level of skill level change.

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IDENTIFYING MENTAL HEALTH COST SAVINGS ASSOCIATED WITH CHILDREN'S PARTICIPATION IN CIRCUS-ARTS TRAINING USING A PROSPECTIVE SOCIAL RETURN ON INVESTMENT ANALYSIS

**Richard McGrath, University of South Australia, Australia
Kristen Stevens, University of South Australia, Australia*

The early and middle years of childhood have been identified as key periods in relation to ensuring positive cognitive development throughout life, resulting in healthier societies. Healthier societies can mean a reduction in lifestyle related illness and therefore potentially reduce reliance on healthcare resources. As such, providing opportunities for young people to develop positive mental health is a necessity. The purpose of this study was to forecast the Social Return on Investment (SROI) associated with children's participation in a regular circus program on their mental health and well-being.

This study adopted a mixed method approach. Children aged between 9-14 years were involved in surveys (n=23) and participated in focus group (n=55) interviews, prior to and after, six months of circus-arts training. The survey involved children self-completing the internationally validated Kidscreen-27 questionnaire. Focus group interviews focused on children's' beliefs about how circus made them feel and the benefits they gained from participating in regular circus training.

Findings indicated positive improvements in relation to children's' self-perceptions of personal health from the pre/post survey. Focus group findings identified positive impacts for children's mental wellbeing, socialisation skills, physical enjoyment and resilience. Based on these findings a forecast SROI analysis found that for every one dollar invested, \$7 of future mental health costs can be saved due to participation in a circus-arts program. Associated impacts to improving children's self-esteem, confidence along with relieving stress were identified as decreasing the potential costs of treating associated illnesses: such as depression and anxiety. Improvements in socialisation were linked to costs associated to social dysfunction: such as crime and incarceration.

Findings from this study indicate the value of investment in the performing arts, highlighting the importance the circus-arts for children's mental health.

USING A PARTICIPATORY EDUCATIVE RESEARCH MODEL TO ASSIST WITH DEVELOPING STUDENTS' CRITICAL AND REFLECTIVE THINKING SKILLS

**Richard McGrath, University of South Australia, Australia
Janette Young, University of South Australia, Australia
Caroline Adams, University of South Australia, Australia*

For decades some sections of tertiary education has sought to incorporate critical and self-reflective thinking as key aspects of student learning. In the current era of issues related to 'fake news'; the increasing mainstreaming of white nationalism and ongoing discriminatory behaviour against people of colour, religious beliefs, LGBTQI identification and women there is a critical need to facilitate tertiary students awareness of the ways in which hegemonic structures of power are perpetuated throughout society. Students need to be able to use self-reflective techniques to assist them with recognising and overcoming potential personal biases. The use of modelling and participatory engagement approaches with students is fundamental to redesigning our world for the better, building students critical and reflective thinking skills and capacities with the aim of a more inclusive society of tomorrow.

Using a case study of practice approach, this paper presents a participatory education research model developed by a team of academics at an Australian university. A key element of the academic team's approach relates to the core concepts of community empowerment and participation. Underlying the teams approach is a core

belief that unless educators are able to share the construction of knowledge with their students, teaching and educational research is impoverished.

This presentation explores the development of the participatory education research model through the use of three research projects conducted with tertiary students. One project is focused on students developing an understanding of their own learning styles. The second research project involves students developing understandings of the negative and often damaging impact of weight bias or 'fatism'. The third project calls for students to reflect on their own perceptions regarding health and wellbeing. All three participatory research studies adopted an experimental design with some adaptations to include students as co-participants.

In developing the participatory research model, four core principles have been adopted, these are that both educators and students are "researched"; individualised and collective provision of research results; and linear integration of learning from co-participation across the student's undergraduate degree, with levels of co-participation deepening from first to final years.

ECOLOGY OF FAMILY EXPERIENCES: CONTEXTUALIZING FAMILY ACTIVITIES FOR HUMAN DEVELOPMENT & FAMILY RELATIONS

Karen K. Melton, Baylor University, USA

**Camilla J. Hodge, University of Utah, USA*

Mat D. Duerden, Brigham Young University, USA

For decades, scholars have studied the positive outcomes of family rituals, routines, and recreation activities without clearly identifying the factors or processes responsible for these outcomes. This approach treats family activities as a "black box" where the inputs and outputs are known, but the internal processes remain unknown. That is, families (the input) participate in shared activities (the black box) and emerge stronger (the outcome). Yet, all family activities are *not* equal, and very little is known about the effects of different types of family activities on human development and family relations. Thus, research on family activities is often reduced to pervasively popular yet meaningless mantras like "the family that plays together, stays together."

In this session, we present our framework, the Ecology of Family Experiences, that provides a sensitizing lens to examine the ecological context of family activities to identify under *what conditions* family activities are beneficial and *for whom*. Specifically, the framework suggests three domains—*Family, Activity, and Time*—interact in the process of family experience outcomes—responses, meaning, and development. Scholars who understand the process and outcomes of family experiences are better positioned to conduct discovery research that will lead to meaningful recommendations for family time. Effective application of the EFE can increase research precision and insight to encourage protective family processes as well as reduce disruptive family processes that ultimately promote a nurturing environment for human development.

Keywords Experience, family relations, human development, theoretical framework, recreation

IDENTIFYING GOOD PRACTICE COACHING STRATEGIES THROUGH A SCHOOL BASED MULTI-SPORTS PROGRAM FOR YOUTH WITH AUTISM SPECTRUM DISORDER

**Emma Milanese, University of South Australia, Australia*

Alyson Crozier, University of South Australia, Australia

Richard McGrath, University of South Australia, Australia

A higher percentage of youth with Autism Spectrum Disorder (ASD) are sedentary compared to other young people in the broader population. As a result, youth with ASD are at a higher risk of diabetes, heart disease and obesity (Srinivasan, Pescatello & Bhat 2014). Research has shown physical activity can assist with alleviating or moderating health risks for youth with ASD (Meneer and Neumeier 2015; Srinivasan, Pescatello & Bhat 2014). While providing physical activity and sport has been shown to be positive for adolescents with ASD, coaching and training can be difficult due to common issues such as a limited attention span, behavioural outbursts and lack of social skills. As a result, youth with ASD are typically excluded from participating in sport (Giulianotti 2004; Njelesani et al. 2015).

This presentation introduces a number of good practice sport coaching strategies that can be used by coaches and physical educators when working with adolescents with ASD. The coaching strategies were developed from multiple observations and reflections from coaches of a multi-sport program delivered to adolescents with ASD. Three key strategies were identified as assisting with coaching adolescents with ASD to participate in sport training sessions more effectively. These strategies focused on ensuring clear communication through the use of visual aids, coaches demonstrating activities prior to adolescences participating in sport drills, as well as using specific coaching aids (such as coloured cones) and alternative equipment to overcome sensory needs.

Developing and implementing the various coaching strategies was found to enable, support and engage adolescents with ASD to continue to participate in sporting activities.

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MOTIVATIONAL INTERVIEWING FOR PHYSICAL ACTIVITY PROMOTION AMONG RURAL ADULTS

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Introduction: Rural Australians are less physically active than their metropolitan counterparts (Australian Institute of Health and Welfare, 2008). There is growing interest in motivational interviewing (MI), based on self-determination theory (SDT), as a prompt to develop active lifestyles (O'Halloran, et al. 2014), cost-effective delivery to sparsely populated regions is problematic.

Method: The intervention comprised baseline health assessments to derive participants' 'health age', followed by a one-on-one MI designed to promote planning self-efficacy, autonomy, relatedness and competency in relation to regular PA. Two telephone-delivered MIs, tailored to each participant's progress, were delivered across the 8-week intervention.

Results: 41 participants (80% retention; 64+/-9 years; 67% females) provided data at both time points. At baseline, the large majority identified the strategy as low burden (85%) and consistent with daily responsibilities and personal values (92%). Most participants viewed the baseline MI as: meaningful (98%); clear in its goals (96%); empathetic (96%); beneficial in relation to the effort invested (94%); autonomy-focused (88%); enhancing of planning self-efficacy (84%); and likely to lead to sustained behaviour change (98%).

Discussion/Conclusion: Participants strongly endorsed feasibility of the intervention and its capacity to satisfy needs according to SDT, and these positive perceptions persisted across the intervention period. Student-delivered MI may provide a pragmatic, sustainable approach to PA promotion in rural adults.

Keywords Physical activity, motivational interview, rural health

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GRANDDAD'S AXES AND GRAN'S WORDS: A HUMAN-NATURE-FAMILY RELATIONSHIP TO LEISURE

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Midway through teaching me to chop wood competitively, my grandfather died, leaving me his razor sharp, prized axes. This paper sets out to understand my Grandfather's relationship with the bush, a place he spent a great deal of his life working and living. I do so in direct response to how I see the Western world foundering in detached human-nature-family relationships. Engaging with my widowed Grandmother, who takes up the role of mentor, illustrates how family leisure and story-sharing are central to my next-generation experiences. Having lived within the scene of wood chopping and bush-living all her life, my grandmother uses storytelling, practical demonstrating and photos to educate me, passing on the skill and meaning of my family's bush-living, axe-worked, identity. What I assumed would be a purely physical, often violent journey of new-beginnings and solitude in the bush in a bid to learn what my grandfather felt, became a slower and deeper process of renewal through my grandmother's storytelling. Whilst Granddad represented my initial agency of change, instilling the rewilding urge, it is my Grandmothers' re-kindling of simple and meaningful living that has had a profound impact on my human-nature relationship. This paper, therefore, reflects autoethnographically on the importance of intergenerational family relationships in rebuilding health and learning to connect to the environment.

Keywords Rewilding, land ethic, human-nature relationship, autoethnography, family leisure, story-sharing

CRITICAL LEISURE, NEW LEISURE, POST-LEISURE, OR ANTI-LEISURE?: THE PEDAGOGICAL AND RESEARCH CONSIDERATIONS AND NEXT STEPS

Rasul A. Mowatt, Indiana University, USA

Recent calls for papers in numerous academic journals within leisure studies have focused on a global and nation-specific climate that leans towards autocratic policy development, fascist rhetoric as the norm, and a greater expansion of a neoliberal philosophy. These calls also represent the urging for a social justice perspective, a plea for diversity/equity/inclusion, and a "critical" "turn" in leisure. Many have advocated for the field to be (more) influenced by social justice, but social justice is a paradigmatic approach to our research questions and routes of research dissemination and not a field or discipline. Social justice challenges leisure studies and leisure research for how it looks at the construction of leisure. While others push for diversity, equity, and inclusion, that represent a three-pronged guide to changes to policies and procedures on the matters of representation in the face of discrimination, but they each fail to tackle institutional, perpetual, historical forms of discrimination heaped upon entire populations. Diversity, equity, and inclusion offers solutions and

recommendation for how the construction of leisure can be better provided in society. A critical leisure approach critiques leisure studies and leisure research for what the construction of leisure is in its origin and in its function. Critical Tourism Studies, Critical Event Studies, and Critical Sports Studies comprise the current critical “turn” in leisure studies and research, and fully formed bodies of scholarship. This is the aim of this proposed manuscript is to present counter, critical narratives to leisure studies. 63 articles and books chapters that focused on the “critical” in leisure were read and analyzed through political discourse analysis and critical discourse analysis. The analysis resulted in the articulation of four key areas or counter traditions: *Critical Leisure Studies*; *New Leisure*; *Post-Leisure Studies*; and *Anti-Leisure*, that could turn leisure studies into a “new” cultural studies.

Keywords Critical theory, critical leisure, critical pedagogy, critical “turn”

**** FULL PAPER - EXAMINING REPRESENTATIONS OF FATHERHOOD THROUGH THE LENS OF FAMILY LEISURE PHOTOGRAPHS**

**Parisa Saadat Abadi Nasab, University of Otago, Aotearoa New Zealand
Trudie Walters, University of Otago, Aotearoa New Zealand*

This paper responds to calls from leisure researchers who recognise the need to study the changing ideologies of fatherhood. It does so in a new way: it is the first study to utilise family leisure photographs to evidence New Zealand society’s changing notions about fatherhood. Photographs are a useful lens for addressing such issues, as they can be interpreted as ways of understanding human life and document sociological aspects of lives that we are unable to gain easily from other sources. Over 100 years of family leisure photographs (a combination of archival family photograph albums and more recent albums sourced privately through advertising and snowball sampling) were analysed using visual qualitative thematic analysis. The findings show that family leisure photographs reflect a shift away from father as an invisible breadwinner in the early twentieth century, to participating in leisure consumption with the family in the post-war years, to visible and involved during the women’s liberation movement of the 1960s and 1970s, to purposive teacher in more recent decades.

Keywords Leisure, family, fatherhood, photographs, thematic analysis

DEPRIVING ANIMALS OF SERIOUS LEISURE: THE UNFORTUNATE HUMAN FACTOR

Carmel Nottle, University of South Australia, Australia

Background: Much has been written about the human psychological characteristics of an individual in relation to their motives for sport participation and the factors that contribute to sport withdrawal. While the consequences of sport withdrawal are typically described in terms of social withdrawal and the consequences of physical inactivity, when a human walks away from a dog sport there are also implications for the dog participant.

Approach: This research uses an autoethnographic case study of dog sport participation to explore how differences in human motivations, values and beliefs can lead to dogs being deprived of serious leisure pursuits due to their human handler stopping participation. The research will outline how the dog’s enjoyment of a sport can not be separated from the humans, and how this divide can lead to a dog sport no longer being leisure from one part of the partnership. This unique case study will also demonstrate how the withdrawal of one human can have a ripple effect on the leisure pursuits of multiple dogs and humans.

Significance: While dogs can be retired from dog sports for their own health and wellbeing, a decision not always understood by the dog, their participation in sport is largely at the mercy of their human handler which is typically their owner (but not always). With so many dog sports marketed as ‘fun’ for the dog understanding motivations to participate for the human cannot be underestimated. The physical nature of some dogs’ sports

can mean that while a dog may find leisure in a sport, it may not have the opportunity to participate due to the limitations of the human owner or the owner's inability to view the sport as 'fun' too. Thus, with the human – animal power differential this research questions can there really be 'dog' sports.

WHAT'S IN IT FOR THE DOGS? DEHUMANISING ETHNOGRAPHIC LEISURE EXPLORATIONS

**Carmel Nottle, University of South Australia, Australia
Janette Young, University of South Australia, Australia*

Background: While there has been increasing interest in the human-animal leisure intersection in recent times, leisure still largely remains human-centric and much remains to be explored in seeking to understand animal leisure, and the intersection of animal leisure with human leisure.

Approach: Spring boarding from Franklin's argument that understanding cross species involvement calls for intense, reflective analyses that can begin in our own human lives and experiences, we use an ethnographic approach to explore the intersection of human and animal leisure. While Madden argues that animals cannot engage in ethnographic research due to their lack of language and hence inability to convey their thinking, we would argue that this is a limited understanding of communication. We make use of Stebbins' Serious Leisure Perspective (SLP) categorisation as a well known and accepted leisure framework to present observations, analyses and learnings as to the leisure lives of the 5 dogs that share our (the authors) very different multi-species leisure lives.

Significance: Our explorations demonstrate that multi-species leisure cannot be presumed, and that experiences of leisure per se intersect with individual animal preferences and personalities. We also identify the potential to see some animal leisure as Serious-Amateur and even Devotee Work when incorporating 'instinct' (the outcome of generational human control of some species fertility) into considerations, and demonstrate that animals cannot only communicate with each other but across species to allow for greater understanding of animal leisure and how as are humans understand the nuances of animal leisure.

GETTING TO ACCESS AND INCLUSION: A CASE STUDY OF A NON-PROFIT RECREATION ORGANIZATION'S APPROACH TO SUPPORT LOW-INCOME FAMILIES' LEISURE PARTICIPATION

Jackie Oncescu, University of New Brunswick, Canada

Poverty is the root of social exclusion, and in the context of recreation and leisure, it reduces access to the necessary resources that are required to participate, resulting in disparities in recreation and leisure experiences and outcomes between the middle-and-upper class families and low-income families. Despite the different access and inclusion provisions that work towards reducing financial barriers to participation for low-income families, these provisions have not always increased involvement (Kingsley, Spencer-Cavailer, & Tink, 2015) and some argued have discouraged and excluded low-income families' participation (Cureton & Frisby, 2010).

Creating access and inclusion provisions to support low-income families' participation in recreation and leisure is complex and requires more than financial resources. The purpose of this presentation is to discuss a case study of a community-based leisure education delivery system specifically designed to support low-income families' access and inclusion in recreation and leisure. Guided by the principles of community participatory research, this research project established a partnership with a not for profit organization, Recreation Opportunities for Children Inc. (ROC), and low-income parents to co-create a community-based leisure education program that supported low-income families. Data were gathered using multiple methods including participant observations, focus groups and interviews with staff, interviews with parents, and content analysis of materials from a leisure workshop with parents. The analysis revealed that there were four key pillars to the delivery system that supported low-income families' access and inclusion to recreation and leisure. First, accessibility was enhanced

through outreach and meeting families in their homes. Second, bridging and bonding social capital helped families connect to community recreation and leisure resources. Third, families could freely choose their activities because they had access to all the necessary resources for participation: financial grants, equipment and supplies, and transportation. Lastly, leisure education sessions enhanced parents' knowledge of leisure resources in the community to help sustain participation. These findings demonstrate the multitude of resources required to develop recreation and leisure access and inclusion provisions.

Keywords Community recreation, low-income families, leisure education, access and inclusion

***** LEISURE MASH-UP - PAIRING A RECREATION PROGRAMMING COURSE WITH STUDENT RETENTION INITIATIVES**

Matthew Ostermeyer, University of Arizona, USA

Universities and colleges increasingly focus on student retention, as institutions grapple with reduced government funding and a changing educational marketplace. Among other predictors, research indicates students who have meaningful relationships with faculty outside the classroom are more likely to maintain enrolment.

To develop meaningful student-faculty relationships outside of the classroom, the University of Arizona has developed a program called "Faculty Fellows." It is a group of 55 dedicated faculty who are placed in dorms and cultural/resource centers across campus. The three overarching program goals include: (1) Foster students' connection to UA as a whole, (2) Help make a large school feel much smaller, and (3) Create avenues for student-faculty relationship building.

Recently, a partnership was forged between the Faculty Fellows program and an academic course called *Planning Community Events and Recreation Programs*. The course is structured so that student groups go through an extensive planning process in the first 10 weeks of the semester, execute an actual event, and evaluate the event. Now, each student group is paired with a Faculty Fellow at the beginning of the semester and assists them in planning/executing/evaluating an event in their assigned campus site.

This partnership has afforded the individual Fellows additional support (financial and personnel) to put on higher quality events for the students at their sites. Additionally, the Faculty Fellow program gains access to meaningful evaluation data, because it is a required piece of the enrolled students' project. Likewise, the students in the class benefit from having access to an established budget and feeling like they are a part of an overarching campus initiative.

This presentation will explore the successes (and struggles) of this specific partnership from an instructor and Faculty Fellow perspective, hopefully spurring ideas for applications and potential, similar partnerships at the attendees' own institutions.

FACILITATING SELF-DEVELOPMENT: HOW TOUR GUIDES BROKER SPIRITUAL TOURISM EXPERIENCES

**Hannah Parsons, University of Otago, New Zealand*

Susan Houge Mackenzie, University of Otago, New Zealand

Sebastian Filep, University of Otago, New Zealand

The tourism and leisure industries exist in order to provide their consumers with various experiences (Morgan et al., 2010) and personal betterment now forms a central concept of leisure practice (Schmidt, 2005). Tourists are

increasingly seeking personal development and transformation through spiritual, or mystical and divine, tourism experiences. Yet, spiritual tourism research is still largely in its earliest stages. This paper reports on a research study that aimed to investigate how spiritual tour guides structure tourism environments and interactions to facilitate, or broker, spiritual tourists' experiences during an extended service encounter.

To address the aim, research was conducted with eleven spiritual tourism guides via semi-structured, in-depth, interviews. Thematic analysis of the interview data revealed that spiritual tourism guides structure the experiences of tourists across five key domains. The first four domains - (1) brokering physical access to sites, (2) facilitating encounters (interactions) within and beyond the travel group, (3) facilitating understanding (intellectual access), and (4) brokering empathy (emotional access) - were consistent with Weiler and Black's (2015) co-creation framework, while an additional original theme, (5) facilitating self-development, emerged from the data.

Within the self-development theme, data were further categorised into five chronological brokering stages, ranging from pre-tour to post-tour behaviour. Data relating to brokering self-development appeared to follow a chronological pattern aligned with key tour phases established in the literature (Tung & Ritchie, 2011). In each tour phase, there was evidence of distinct experience design and delivery processes that guides employed to foster tourists' self-development. Pre-tour processes involved psychological preparation; on-tour processes involved establishing an enclave, mentoring, and facilitating reflection; and post-tour processes included a final integration stage. The implications of these findings are discussed in relation to advancing spiritual tourism and tour guiding theory and practice, as well as the emerging field of experience design and delivery.

Keywords Spiritual tourist experience, tour guiding, experience design, self-development

LEISURE EDUCATION WITHIN A HEALTH FRAMEWORK

Nicole Peel, Western Sydney University, Australia

This presentation will explore how experiential learning approaches are applied within an undergraduate degree to add value to all stakeholders; including participants, staff, volunteers, students and researchers.

Clinical reasoning has been defined as the thought process clinicians use in practice to ensure participants receive an individualised outcome focused treatment (Neistadt, Wight, and Mulligan, 1998). Therapists who are still developing their skills tend to use procedure-based learning contrasted with more experienced therapists who use procedure based learning and clinical reasoning (Fleming, 1991).

Undergraduate students within a university environment generally have three years to develop learning and refine their practical and theoretical skills. Dewey (1964) stated that all education occurs through experience and in particular through the transference of knowledge from person to person. Experiential learning is a concept where the learner develops their skills through valued experiences (Flechy & Gitlow, 2011).

Using a case study approach this presentation will overview an experiential learning process that occurred within the Bachelor of Health Science- therapeutic recreation major for third year students. Students attended a community-based setting with the aim of developing their clinical reasoning skills based around participants' leisure activities within an aged care setting.

Keywords Leisure, education, experiential learning, aged care

YOUNG PEOPLE IN FOSTER CARE AND THEIR LEISURE: TOOLS FOR LIVING INDEPENDENTLY

Nicole Peel, Western Sydney University, Australia

The foster care environment, as a sub-set of Out-of-Home Care (OOHC), has been described as complex, regulated and one in which those in care have at times little or no control over important aspects of their lives. Indeed, it has been reported that young people in foster care are sometimes told by those in authority such as teachers that they need not concern themselves with ambition or aspiration because their life choices are already limited by their situation and their environment. Nevertheless, there are two sides to foster care and the second side involves supportive birth families, foster families, teachers, counsellors, case workers and friendships. As well, there is an inherent optimism among those in care reported by some authors.

The research sourced data from twelve participants, aged between nine and sixteen years, living in foster care in NSW. Each participant represented a case study bounded (Miles & Huberman, 1994) by their individual leisure environment. The unit of analysis (Yin, 2018) for each case is the leisure experience of the participant. Data was gathered via a single semi-structured interview with each participant. The Ladder of Analytical Abstraction was used to analyse individual case study.

Leisure was found to be a frequently used vehicle for the expression of this optimism, particularly with regard to the future.

Keywords Leisure, foster care, environment

DETERMINING THE HEALTH AND COMMUNITY VALUE OF SPORT AND RECREATION FACILITIES

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Anna Blackman, James Cook University, Australia
Gianna Moscardo, James Cook University, Australia

There is significant public funding invested in the development and maintenance of sport and recreation infrastructure in all jurisdictions across Australia. The Australian Bureau of Statistics estimated that across the three tiers of government in 2001, \$2.1 billion was invested in the construction or capital improvement of sport and recreation facilities. Anecdotally, this figure has continued to grow over the past two decades as the standard of facilities required has continued to increase. However, being able to clearly articulate the benefits of that investment using a transparent method that stands up against rigorous independent scrutiny is still to be achieved.

This presentation is based on a PhD research project which will develop a measurement tool that captures both the health and community value provided by the sport and recreation facilities. In particular this presentation will focus on the theoretical framework that underpins the research project and the development of a measurement tool. This project will adopt a mixed methods research approach.

The need to have a clearer understanding of the benefits of sport and recreation facilities is driven by three factors:

- Competition for public sector investment in infrastructure across a range of industries is growing.
- Investors in public infrastructure are increasingly requesting cost benefit information as part of their standard funding consideration processes.
- Sport and recreation is increasingly being called on to address a range of social and health issues in government policy.

This research project will be able to contribute to all three of these factors and provide better information about whether the proposed benefits of these facilities exist and what the value of that benefit is.

Keywords Facilities, benefits, health, community, sport

AQUATIC PROGRAM DELIVERY – UNITED STATES MODELS: SUCCESSES, FAILURES & GAPS

William D. Ramos, Indiana University, USA

Background: Seventy-one percent of the earth's surface is covered by water, and water comprises more than 65% of the human body. It is easy, therefore, to see why this simple combination of hydrogen and oxygen has played a significant role in the lives of humans since the dawn of time. This presentation will provide an overview of typical, and atypical models of aquatic program delivery in the United States (U.S.). Key players will be highlighted as well as an overview of successes, failures and gaps. Disparities in delivery of learn to swim/safety education programs, risk management processes, and associated drowning rates based will be discussed.

Approach: Data presented will be derived from governmental and non-profit agencies working in aquatic management, education, and safety. In addition, a summary of findings from several studies involving the efficacy of water safety messaging embedded in a popular U.S. learn to swim programs will be discussed along with corroborating data from studies conducted in Vietnam to the same affect. Methods included a Reasoned Action Approach (RAA) delivered along with the retrieval of existing data from INGO's working on the ground in Vietnam.

Significance: Highlighted will be results from an on-going study which began in 2017 looking at the predicted behaviour outcomes for youth in a "learn to swim" program who received traditional water safety messages. Results showed that none of the messages could be seen to predict the desired response 100% of the time and certain messages were of more concern. An example is the well know message taught to youth coined as "reach or throw, don't go!" Designed to keep people from going into the water to help a swimmer in trouble, it was shown to not be effective in changing behaviour. Updated outcomes from data collection in Vietnam will also be incorporated.

Keywords Aquatics, programs, delivery, drowning, risk-management, disparities

PATTERNS, DETERMINANTS AND BARRIERS FOR PHYSICAL ACTIVITY AND LEISURE PARTICIPATION AMONG REFUGEES IN AUSTRALIA

**Arianne Reis, Western Sydney University; Southern Cross University, Australia*

Sandro Sperandei, FIOCRUZ; Western Sydney University, Australia

Komla Lokpo, independent

Skye Hawkins, independent

It is well known that refugee immigrants face serious challenges during resettlement and that poor health is a common outcome of this process. Reasons associated with this relate to traumatic (mental and physical) experiences prior to resettlement, changes in diet during displacement and upon arrival, changes in physical activity (PA) habits, and stress related to settling in a new country. Increasingly, research has focused on refugees' health but little so far has included consideration of PA and leisure participation. The study reported in this presentation involved a mixed-method approach to investigate the personal and environmental factors that impact on PA and leisure participation among adult refugees settled in Coffs Harbour, a regional NSW town in Australia. The first stage comprised two focus groups with 7 and 10 participants from the local refugee community. The focus groups aimed to provide an initial glimpse into the lived experiences of leisure and PA participation among members of the refugee community to inform the development of the survey that was

implemented in the second stage of the study (n=232). The final data collection phase consisted of 15 in-depth interviews with members of the Coffs Harbour refugee community and intended to uncover deeper meanings and reasons why some of the behaviours and perceptions are present within their community. Results showed high levels of PA engagement (58.6%) among the population; however, a significant proportion of it happening in activities that are less conducive to positive health outcomes (i.e. work and household PA). Results also revealed a high prevalence of psychological distress, particularly among women. In this presentation we will explore some potential explanations for these and other findings from this study, as well as discuss ways forward as we try to understand the complexities that are intrinsically involved with re-settlement, wellbeing and leisure participation.

Keywords Refugees, leisure time physical activity, psychological distress

TO WHAT EXTENT DO U.S. LEISURE TEXTBOOKS ADDRESS THE TOPIC OF AGING

Leila June Rod-Welch, University of Northern Iowa, USA

A content analysis of U.S. leisure textbooks was conducted to see whether the topic of aging is represented in leisure textbooks. U.S. leisure textbooks are typically used to educate and train leisure and recreation professionals. This study explores whether leisure textbooks published in the U.S. address the topic of aging, and if so to what extent. A set of pertinent topics related to leisure and aging was created in order to review leisure textbooks. Three main U.S. publication companies were selected; leisure books published within these publication companies since 2009 were analyzed. Since many faculty are dependent upon textbooks as their main teaching materials, ignoring the topic of leisure among leisure textbooks would cause an unintentional ignorance about this topic and the importance of leisure among aging populations. This textbook content analysis will help bring awareness to leisure and recreation professionals on how aging is addressed in U.S. leisure textbooks. Recommendations for future leisure textbook publications will be made regarding whether there is a need to increase awareness concerning the topic of leisure for older adults, theories of aging, and aging education.

Objectives:

1. Attendees will become aware of the gap in U.S. leisure textbooks regarding the topic of leisure and aging. Aging is a vital topic as people are expected to live longer and healthier thus leisure will become a more essential component in the lives of older adults.
2. Attendees, leisure and recreation professionals, authors, and editors of leisure and recreation textbooks will realize the importance of paying greater attention to the topic of aging.
3. Attendees, especially those who are leisure faculty, will recognize the gap in U.S. leisure textbooks regarding the lack of content dedicated to the topic of leisure and aging. As well, they will realize that they need to look beyond textbooks when teaching to make sure this topic isn't overlooked.

Keywords Leisure and aging, older adults, textbook content analysis

HOW SPORTS ENTERTAIN: ENJOYABLE AND MEANINGFUL EXPERIENCES FOR SPORTS AUDIENCES

Ryan Rogers, Butler University, USA

This study explores how sports media entertains audiences. A survey found that sports media provides both enjoyable experiences and meaningful experiences for audiences. In doing so, this study illuminates how and why sports media entertains audiences. Watching sports can be understood as a hedonic media experience that is fun and pleasurable but this study shows that sports media consumption can also be a deeper, meaningful experience that gives insight into the human condition. This shows that even for an audience member who is

not enjoying an event, they still might be deriving meaning from the event. Further, this study examines how sports media might generate these experiences as the mechanisms underlying this phenomenon, the dimensions of self-determination theory and affective state of audience members, are explored. The dimensions of self-determination theory were instrumental in predicting audience enjoyment while affect was instrumental in predicting meaningful experiences for audiences. Overall, this study provides information relevant in understanding how and why people consume sports media – which should be of interest to practitioners and scholars alike.

Keywords Sports, entertainment, self-determination theory, survey

**** FULL PAPER - "DEMOCRATS FALL IN LOVE, WHILE REPUBLICANS FALL IN LINE:" COLLECTIVE INTELLIGENCE TASK PERFORMANCE DIFFERENCES BETWEEN ONLINE GROUPS OF CONSERVATIVES AND LIBERALS PICKING MARCH MADNESS TOURNAMENT BRACKETS**

**Ryan Rogers, Butler University, USA*

Keith Strudler, Montclair State University, USA

David Baltaxe, Unanimous AI, USA

This study provides insight into collective intelligence tasks in the context of one of the biggest sports media events of the year in the United States. Beyond this, sports and politics are inextricably linked. Using that premise and trait differences between liberals and conservatives, this study examined the differences between groups predicting winners in the March Madness Basketball Tournament. As such, this study helps illuminate the decision-making processes for people adhering to political ideology in the context of a watching and betting on a major sporting event.

Keywords Sports, basketball, politics

BEYOND ARTS AND CRAFTS: EXPLORING DETAINED WOMEN'S LEISURE EXPERIENCES

Alexis Marcoux Rouleau, University of Montreal, Canada

Few studies have focused on provincially detained women, although they constitute 97% of detained Canadian women (Gartner, Webster & Doob, 2009). A wide-sweeping literature review reveals that women's carceral leisure is also an underexplored field and has mostly highlighted specific activities' benefits, without considering what women experience as leisure, nor the prison setting itself. For instance, how does freedom of choice, a defining element of leisure (Samdahl, 1987; Iso-Ahola, 1999; Jackson & Burton, 1999), fit into an institution built around constraint? Select collaborators do frame women's prison leisure as means of social, gendered, and racial control, as well as sites for empowerment and resistance (Pedlar, Yuen, & Fortune, 2008; Fortune, Thompson, Pedlar, & Yuen, 2010; Yuen & Pedlar, 2009; Yuen, 2011). In contrast, Quebec (Canada) correctional services present leisure as a way of filling time and of promoting rehabilitation, based on actuarial tools counting leisure as a means of preventing recidivism. Correctional services justify leisure provision based on mental and physical health benefits which would counteract the negative effects of detention.

Considering all of this, we explore provincially detained women's leisure experiences, in Quebec prisons. Specifically, we aim to understand leisure usage and meanings according to women themselves. Qualitative interviews with 20 women detained in both Quebec prisons will start over summer 2019, along with a thematic analysis grounded in critical feminist criminology and leisure sociology. This oral presentation will discuss

preliminary results, interpretations, and implications for women's leisure in and out of prison, as well as leisure provision in closed settings.

Keywords Prison leisure, women's leisure, forensic leisure

DESIGNING EXTRAORDINARY EXPERIENCES: AN AUTOETHNOGRAPHIC APPROACH

Amy Rundio, Georgia Southern University, USA

Leisure participant experiences matter because of their impact on participants, leisure organizations, and society. Therefore, it is important that the experience be designed and implemented properly (Chalip, 2006). This presentation will examine the design of an extraordinary sport experience, and how the elements of the experience can create personal transformation.

Extraordinary experiences are characterized by strong emotional intensity, interpersonal interaction, and a sense of newness (Arnould & Price, 1993); examples include river rafting, camping, and cycling (Arnould & Price, 1993; Dodson, 1996; Triantafillidou & Siomkos, 2013). These elements often lead to a sense of personal transformation (Arnould & Price, 1993), which is important for leisure organizations to understand as they design experiences to create participant outcomes.

An analytic autoethnographic approach was utilized because autoethnographic works allow for reflexive examination and observation of the forces shaping the experience and also for thick description of experiences allowing the researcher to recognize patterns in the data (e.g., Anderson & Austin, 2011; Bochner & Ellis, 2002; Ellis et al., 2011).

The researcher participated in a cross-country bicycle ride to raise money for a charity focused on ending Multiple Sclerosis. Participants in the ride must raise a minimum of \$1 per mile and ride an average of 60-70 miles per day over the course of two months (Bike the US for MS, 2017). Additionally, participants are expected to participate in service projects for those living with Multiple Sclerosis throughout the ride. Data was collected throughout the experience of the researcher using extensive field notes, digital photos, social media posts, and personal reflections. Analysis included both deductive and inductive strategies.

Findings will focus on the elements of the experience that contributed to personal transformation, and a discussion of how leisure organizations can design experiences for lasting transformations of the participants will also be included.

Keywords Extraordinary experience, personal transformation, autoethnography

GRANDLEISURE: GRANDPARENTS AND GRANDCHILDREN SPENDING EXTENDED TIME TOGETHER

**Heike Schänzel, Auckland University of Technology, New Zealand*

Malene Gram, Aalborg University, Denmark

Stephanie O'Donohoe, University of Edinburgh, UK

Despite an aging population in most Western countries and the increasing acknowledgment of the important role that older adults play in the family system, literature focusing on the inclusion of older adults in the study of family leisure remains sparse. Grandparenthood is considered one of the most rewarding and pleasant roles in life, with confirmed positive effects on identity construction for both grandparents and grandchildren. Previous research illustrated the important role that family leisure played in the experience of generativity and creating a family legacy among grandparents and adult grandchildren (Hebblethwaite and Norris, 2011).

However, little is known about relations between grandparents and younger grandchildren, and particularly the children's perspectives on grandleisure remain under-explored. This explorative and interpretative study based on interviews with 43 grandparents and grandchildren from New Zealand and Denmark, adopting an inter-generational family interview approach, adds in providing insights into this increasing phenomenon. Preliminary findings indicate that the purpose for grandleisure is about facilitating leisure practices for the grandchildren that are meaningful to the family, such as baking or cooking favourite recipes, reading much-loved books or teaching their grandchildren how to play golf, fish or keep safe in the surf. Generativity often took on gendered meanings for grandmothers and grandfathers in how their individual time with grandchild(ren) was used in and around the home. Grandchildren perceived time with grandparents as a special time, with different food and activities. Grandparents and grandchildren described these times together as special and as strengthening intergenerational relationships.

Keywords Grandleisure, grandparents, grandchildren and leisure, qualitative research, intergenerational relationships

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SOCIAL MEDIA COMMUNICATION AS A NEW SOURCE OF FUNDING FOR LEISURE EVENTS

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Leisure event organizers are increasingly using social media primarily to inform potential visitors and to share impressions. Through viral effects, social media posts generate huge public reach, which makes these channels of interest to sponsors. But how can sponsors be successfully integrated into social media communication without disturbing the recipients of the messages with advertising content?

This research question was answered through an empirical project from which success factors and failure factors for the integration of sponsors via social media channels were derived. The database was obtained from a mixed methods design. In four sub-studies, the perspectives of those who are responsible for social media communication was recorded as well as the perspectives of the recipients of the messages (social media users) and those of the potential sponsors. In addition, 1722 social media posts with sponsor integration were evaluated qualitatively and quantitatively.

Based on the results it was possible to derive the following success factors:

The most suitable social media channels to integrate sponsors are Facebook and Instagram. Content, which secures the fan value, for example by using presenting posts and ruffles or via the enrichment of the posts with organizational information or background impressions, should be chosen, as well as a post layout which includes hashtags, call to actions-measures and the sponsors logo.

On the other hand, the following failure factors could be derived: The publication of posts with sponsors integration in the context of (for example sporting) failures should be avoided as well as publication during the main event of interest. The "heaviest" failure factor overall is to enrich social media posts with advertising messages.

CONTESTING THE ECONOMIC: COMMUNITY FOCUSED SPECIAL EVENTS AND FESTIVALS AS SPACES FOR CHANGE

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Festivals and special events provide places and destinations with opportunities for development. However, the dominant discourse privileges development arising from events as primarily an outcome of economic output(s). Additionally, the allocation of public resources for events are increasingly influenced by formalised decision modelling that gives greater weight to event organisers whose justifications for support can be articulated where value is measured as a financial return on investment. As can be seen in numerous public authority event strategies, policy decisions vis a vis special events and festivals privilege the potential for measurable (often short term within the political cycle), economic development over the possibility for longer term social good. This has resulted in a decentralisation of community from development discourses. Of course, the allocation of public resources should be contested. However, and what we argue in this presentation, is that special events and resource allocation need to be understood as dialectical.

Taking two case studies, Kalmar Ironman and Öland Roots Reggae Festival, from Kalmar County, Sweden, we use behavioural economics to explore the ways in which special events and festivals are, or can be, used to change behaviour. We argue that events and festivals are heterotopic. Special events and festivals remain, for now at least, outside of the quotidian. As such they act as liminal spaces offering opportunities (spaces) for performative achievements, particularly through the (re)negotiation of communitas. An increasing literature deals with social capital derived from and through special events and festivals. However, little research has looked to explore how the development of social capital from a special event or festival can be used to 'nudge' individual and social behaviours. Rather than the rational consumer, we problematise individual identity. Whilst our focus is on social outcomes through our case studies, we importantly highlight socially and historically embedded accounts of individual agency. In particular, we highlight the important role organisers play in negotiating (or not) behavioural change.

Keywords Behavioural economics, social capital, change

HIERARCHY OF ANIMALS – EVIDENCE FROM TOURISM DESTINATION BOYCOTT CALLS

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The discourse of animal welfare has been widely contested through many different lenses. The deliberations on animal welfare addressed conservation, ethics and animals incorporated in different industries such as agriculture and tourism. Such discussions regarding animal welfare have led to a broader focus on ethical treatment of animals. Within the debate of animal welfare, one of the controversial, yet, recurring arguments is about equality/inequality of humans and animals. In addition to the attention on equal status/treatment of animals and humans, questions are also raised whether humans discriminate among species of animals (referred as speciesism)? Studies argue there is evidence of certain animals being more favoured over others such as in conservation efforts. Despite indication of discrimination among species of animals in how they are perceived and treated, there is a dearth of empirical studies that address the practice of biasedness towards animals. Given that tourism is arguably an important discipline to highlight the ethics of animals, this paper seeks to identify if speciesism echoes in the context of animal-related tourism destination boycott calls. Understandings of speciesism will be useful to expand the knowledge on biasedness towards certain type of animals in the context of protests and social movements.

Keywords Animal welfare, speciesism, tourism boycotts, animal-related protests

DIVERSE FAMILIES AND CHILDREN IN THE HOLIDAY EXPERIENCE: IN NEED OF BETTER REPRESENTATION?

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Family holidays are an important leisure activity. Scholars from tourism studies have shown a developing interest in understanding the holiday experiences of different family members, including children and young people (here onwards children). Listening directly to children to hear their perspectives has become more common within tourism/leisure research, as in other fields (e.g., childhood studies). This is due to the growing acceptance of children as active social agents within the social sciences.

As a result, emerging studies are providing better-quality accounts of children's and families holiday experiences. However, it is vital to question which children's and parents/caregivers' viewpoints are represented in these studies. Regarding children, while age, to an extent, and gender, in the context of its traditional binary construction, are usually considered in research, there is a dearth of work that goes beyond this to fully capture the diversity of children. For instance, children with disabilities or disabled children (here onwards disabled children) have not generally been studied in the tourism experience. As in the case of the pictorial representation used for the themed session of this conference 'Family leisure and its representations' (see Figure 1), holiday experiences literature is biased in its focus on able-bodied families and/or children. Similarly, the picture in Figure 1 shows an apparently homogenous racial and ethnic/cultural group. It is an image shared, almost exclusively, among the tourism marketing material where white, Anglo-Saxon westerners represent the family and children in the holiday space.

This paper calls on both the tourism industry and academics working in the field to look beyond the typical image of the white, western, able-bodied, nuclear family on holiday and as a result to engage with the *hidden* families and their children. In other words, this paper is a call to arms to include the invisible voices to reflect the true diversity of children and families in the tourism experience.

Figure 1 Pictorial representation used for 'Family leisure and its representations'



Keywords Children-families, representation, holidays, voice, diversity

DIGITAL LITERACY: WHAT IS IT? WHAT PROFICIENCIES DO SPORT, EVENT, HOSPITALITY AND TOURISM MANAGEMENT AND MARKETING STUDENTS SAY THEY HAVE? AND WHAT ELSE CAN EDUCATORS DO TO DEVELOP THESE IMPORTANT SKILLS?

**Ruth Sibson, Edith Cowan University, Australia*

Ashlee Morgan, Edith Cowan University, Australia

Digital technologies are responsible for some of the largest changes of our era – both in leisure and in work. In the service industries of sport, recreation, events, tourism, hospitality and marketing, digital innovations are creating significant impacts, and bringing benefits and opportunities, for consumers, workers, and businesses in Australia and across the world. A recent report (FYA, 2016) indicated that employer demand for digital skills has already gone up by more than 200% in the past three years and within the next five years this is anticipated to rapidly increase. Moreover, this report also reported that young people aren't ready for such changes, with recent testing showing that around 1 in 4 (27%) Australian 15-year-olds demonstrate low proficiency in digital literacy.

Digital literacy is centred on sourcing, analysing, evaluating and disseminating information in a digital world. Currently, little is known about university students' capabilities in digital literacy, and what their perceptions are in terms of their strengths and weaknesses. There is likely also gaps in the knowledge of academic staff in regards how digital literacy is defined and what this broad concept means for their teaching and learning processes and practices. As Murray and Perez (2014) have argued, many higher education institutions take digital literacy for granted.

The purpose of this paper is twofold. First, it aims to 'unpack' the key dimensions of digital literacy to raise awareness and knowledge of all aspects of the concept and demonstrate its relevance for higher education teaching and learning practice. Second, it outlines the key findings from a research project which used an online survey to examine undergraduate student (n = 98) perceptions of their digital literacy capabilities. Students were asked to assign ratings on their perceived competence against statements which focused on their technical, cognitive and socio-emotional skills (see Ng, 2012). Presenting these findings and having this conversation about digital literacy will allow educators to better understand what it means for their students, and for them to consider if, and how, digital literacy is being adequately addressed in their degree programs.

Keywords Digital literacy, undergraduate students, employability

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LGBTI+ DIVERSITY WORK IN AUSTRALIAN SPORTING ORGANISATIONS: MARRYING THE LGBTI+ COMMUNITY WITH CRICKET IN VICTORIA

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This presentation explores LGBTI+ diversity work in one state sport organisation in Victoria, Australia. Issues around Lesbian, Gay, Bi, and Trans (LGBT) rights have been at the forefront of Australian public and political

debate in recent years. How sporting organisations are responding to these debates and seeking to make sport more inclusive for LGBT individuals at all levels of competition is relatively unclear. As part of the national diversity plan for cricket in Australia, entitled "A Sport for All, Cricket Victoria developed a partnership with Victoria University and Proud 2 Play (a LGBTI+ sport charity) to engage in LGBTI+ diversity work. Cricket Victoria is the governing body for Cricket in the state of Victoria. This presentation reports on lessons from a state sporting organisation perspective in engaging with LGBTI+ diversity, which also draws upon several pieces of commissioned research into the current level of inclusion of cricket in Australia, and the organisational practices around enacting LGBTI+ inclusion. We report on some of the key findings, and the work undertaken to engage more LGBTI+ Victorians to play cricket. Central to this work was a funded project which partnered with Vic Health (a leading health promotion agency) called Proud Cricket, an educational and participation program aimed to increase participation in cricket amongst inactive Victorians, with a specific focus on LGBTI+ diversity. We draw upon the concepts of commitment and resistance within sport organisations (Cunningham, 2008; Melton & Cunningham, 2014), and Ahmed's theoretical work of diversity work (Ahmed, 2012; 2017). We report on how our research informed policies, practices and programs aimed to encourage inclusion for LGBTI+ Victorians. We end with some key observations and recommendations for other sporting organisations who wish to embark on a journey of LGBTI+ inclusion.

EVALUATING EXPERIENCE DESIGN: USING SKIN CONDUCTANCE TO COMPARE INTENDED WITH LIVED EXPERIENCE

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Background: The leisure industry is a market of experiences, and leisure suppliers are ever competing on the quality and memorability of experiences (Scott et al., 2017). Arguably, in order to enhance the memorability of experiences, they should evoke strong emotions (Bastiaansen et al., 2019). Emotions therefore form a core ingredient in the design of leisure experiences. In order for suppliers to evaluate the quality and memorability of their experiences, they should therefore measure the emotional engagement of consumers during their experiential offerings. This allows for assessing whether experienced emotions match the emotions intended by the experience designers, and how they relate to customer evaluations.

Approach: In this study, we studied a staged experience through the use of skin conductance responses (SCRs), which have been established as physiological proxies for emotional engagement. We interviewed the 4 members of a creative team which designed a musical show, in order to create a temporal profile of the intended emotional engagement during the show. Subsequently, 57 visitors of the show were asked to participate in our study. During the show, they were given an Empatica E4 wristband, which recorded participants' skin conductance. Afterwards, they were asked to report their emotional engagement for each of the show's scenes, as well as their overall evaluation of the show.

Significance: Customers' emotional engagement could be significantly predicted from the emotional engagement profile as intended by the creative team. Furthermore, average and peak SCRs per scene significantly predicted guests' overall evaluation of the show, explaining over 30% of the variance in overall evaluations. In contrast, self-reported emotional engagement had no predictive value. These results demonstrate that SCRs can be used to not only compare visitors' lived emotional engagement to the emotional engagement intended by designers, but also as a reliable tool to examine relationships between the experience itself and customer evaluations.

Keywords Experience evaluation, emotional engagement, skin conductance

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'AM I WATCHING THE BBL, NRL OR KFC? THE COLONEL, COMMODIFICATION AND AUSTRALIAN SPORT

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It is hard to escape the excessive branding and saturation of cricket and rugby league in Australia. Indeed, Kentucky Fried Chicken (KFC) seems synonymous with cricket given the intense and explicit sponsorship relationship since 2003, and the prominence and close proximity of Colonel Sanders to Australian cricket each summer. Thus, much of the cricketing space is commodified, with players and competitions branded via KFC logos (the KFC Big Bash League, KFC T20 series), fans being corralled to wear (empty) KFC buckets on their heads to show their support, while stores are co-opted and re-branded in green and gold colours during Ashes tours.

Furthermore, through incessant product placement and in-game promotion by commentators, as well as advertisements that connote an everyday Australian relationship between families, eating KFC and watching cricket on television (or playing in the backyard), distinguishing and unhinging cricket and KFC remains problematic. Similar trends, on a reduced scale, play out with the National Rugby League, as both sports explicitly embed and anchor the latest KFC deal within the televised video referee/third umpire adjudication process.

Furthermore, alcohol is another staple sponsor's product to wash down the KFC. Australian cricket ended a 20 year relationship with VB in 2017 that was immediately replaced by XXXX Gold, while rugby league has multiple alcohol sponsors and a litany of off-field alcohol-fueled incidents that continue to tarnish the game.

Collectively, the prominence, place and problematic relationships between fast food, alcohol and Australian cricket and rugby league will be probed in this presentation, considering these mediated representations of sport and their excessive branded displays, complemented with a comparative glance to similar occurrences in New Zealand sport. Finally, social issues that accompany these sponsor relationships are also analysed through international case studies.

Keywords Commodification, branding, sponsorship, cricket, rugby league

A STUDY ON THE COORDINATED DEVELOPMENT AMONG HONG-KONG, ZHUHAI AND MACAO IN RECREATIONAL SPORTS INDUSTRY

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Based on the governmental assessment, the Greater Bay Area of Guangdong, Hong-Kong, and Macao have abundant sports and recreation resources, such as coastal sports, air-sports and local folk sports. With China's progress recent years, leisure, recreation and sports are playing very important role in people's daily life. Therefore, it's necessary to enhance the cooperation among the three regions in recreational sports industry. A mixed method has been employed to investigate the developmental situation of recreational sports industry in the three major areas. The study explores the strategic position, deployments and tactics of modern sports and recreation industries in those regions. The findings suggest that the differentiation strategy and complementary

developments strategy must be employed to develop sports and recreation industries. Furthermore, value chain extension, industries integration and innovation tactics must be applied in order to catch up the opportunities of leisure industries in the Greater Bay Area.

Keywords Recreational sports industry, resource advantage, strategic planning, industry integration, innovation

THE EDUCATIONAL TRAVEL EXPERIENCE: PROGRAM DESIGN AND RESEARCH METHODOLOGY

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Educational travel, a merger of academics with leisure, is arguably one of the finer contemporary pursuits of the classical notion of *Scholé*. As a structured experience, educational travel (termed, outbound or outward student mobility in some countries) is now a core dimension of the undergraduate vocation having grown substantially over the past few years. (According to the Institute for International Education *Open Doors* (2018), almost two-thirds (up from just over one-half in 2008) of U.S. students studying abroad do so on short-term programs, many of which have an educational travel component.). Many U.S. universities, for example, have strategic goals of 20% (or more) of their undergraduates having an international experience before graduation, while efforts such as Australia's *New Colombo Plan* and Universities UK International's *Go International: Stand Out* campaign are designed to dramatically increase the number of students graduating with an international academic experience. This presentation will describe (1) the design of one of the most significant educational travel programs in the U.S. (having reached over 7000 students since inception in 2000) and (2) the research and evaluation of the student educational travel experience (consisting of a quasi-experimental, longitudinal database of 4000 respondents that has produced over 35 publications since 2010). The mission of the University of Georgia's *Discover Abroad* has been to nurture a sense of humility (a love and respect for the peoples of the world and the environment to which we belong) using a highly structured modular-based approach. Modules have targeted specific student learning outcomes (consistent with the National Survey on Student Engagement) and research findings have demonstrated that, when structured accordingly, educational travel can foster student learning outcomes far beyond that which is capable from traditional on-campus pedagogy. Implications for replicating the program design and adopting the research methodology in universities beyond the U.S. are discussed.

Keywords Educational travel, experience design

OUTCOMES OF DELIBERATIVE DIALOGUES IN LEISURE STUDIES EDUCATION

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Freire (1968) described educational experiences based on dialogues in which people critically consider the world together. Dialogues provide an opportunity to interact with issues and each other in ways that help them consider new perspectives and become empowered to create change. Dialogues also provide an avenue for civic engagement, as described by Ehrlich (2000): "Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values, and motivation to make that difference. It means promoting the quality of life in a community, through both political and nonpolitical processes."

Leisure studies, experience management, and related fields are increasingly engaged with complex social issues. Many of the issues are wicked problems (Rittel & Webber, 1973). Wicked problems are complex and have no

simple or final solution. Deliberative dialogues provide a structure for discussion that fosters exploration and collaboration. In deliberative dialogues, participants are not debating topics, rather working together to find common ground among diverse perspectives.

Over the past year, 33 students in a leisure studies capstone course have engaged in and facilitated deliberative dialogues. Students used issue guides provided by the National Issues Forum Institute (NIFI) addressing a wide variety of social issues (e.g. reducing obesity, immigration, safety and justice, climate, mental illness). A mixed methods analysis indicated several positive outcomes for students after participating in weekly dialogues throughout the semester. Quantitative findings indicated students were more comfortable discussing controversial topics by the end of the semester, that they were more comfortable expressing their opinions on controversial topics, and that they were less likely to avoid discussing sensitive/controversial topics with people with whom they disagreed. Qualitative findings indicated several other positive outcomes including increase in critical thinking skills, empathy, confidence, civil discourse, openness, and communication skills.

STRIDE NIGHTS: LEISURE OPPORTUNITIES FOR FEDERALLY SENTENCED WOMEN THAT HELPS WITH COMMUNITY RE-INTEGRATION

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Research with incarcerated women illustrates that they face a range of barriers in their path to community re-integration (see for example, Chesney-Lind & Pasko, 2013; Fortune *et al.*, 2010; Gobeil, 2008; Hannah-Moffat & Shaw, 2000; Van Voorhis, 2013). For instance, women's access to employment, housing, volunteering, and childcare, is limited primarily due to social stigma, health issues, and the lack of broad social supports (Gobeil, 2008; Pedlar *et al.*, 2008).

Although the population of federally-sentenced women in Canada is small in comparison with men, the incarceration rate of this population is increasing much more rapidly (Sapers, 2013) and there is a growing need to provide community re-integration programming. Stride Night was developed by a local community agency, Community Justice Initiatives (CJI), to create a space for women in prison to come together with community volunteers and connect over shared leisure interests. The federally sentenced women are at the core of the program, supported though program volunteers, Stride program staff, community members and through community partnerships. A unique feature of Stride Night is that it provides women in prison and community members an opportunity to connect over shared leisure pursuits and over time these connections have led to relationships which were the foundation of what is called Stride Circle of Support (Pedlar, Arai, Yuen, Fortune, 2018).

A team of researchers has been working with CJI to assess the impact of Stride Circles. Interviews were conducted with Circle participants since 2009 and many participants have agreed to be re-interviewed every year. Key themes emerging from the analysis include: (1) Circle members are emotional and practical supporters; (2) Circle members are women who can be trusted; and (3) Circle members are helpful mediums for community involvement. Assessing the legacy of the relationships that are built by the Stride Circle program offers insights into their benefits and how they can be extended to others in more communities.

Keywords Re-integration, women, inclusion, leisure

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COMMUNITY SPORT FACILITY MANAGEMENT AND PUBLIC VALUE

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Community sport facilities (CSFs) are the venue for many local leisure and sport service providers, such as sport clubs, non-profit community organisations and local government to deliver their community programs. CSFs are usually provided by local government because the centres have a limited capacity to generate a return on their capital costs. There is limited information about CSF management practices or an understanding of how managers conduct their day to day operations.

The theory of Public value has at its core that community / government organisations exist to make a contribution to society (Moore, 1994, 1995, 2013). According to Moore, CSF managers would be expected to use their collective resources to create public value for their total community rather than just for the centre's users. Seen from a public value perspective, CSFs should invite new users by reaching out in their local community. There is limited information about how CSF managers address the expectation to create public value.

The research was based on interviews with CSF and municipal leisure managers. A convenience sampling approach was used to gain input from ten respondents in three municipal settings in Victoria Australia. The research questions focused on:

- How do CSF managers create public value?
 - Are they conscious of the need to create public value and how do they pursue this outcome?
- What are CSF managers' KPIs?
 - Do the KPIs address the need to address public value for the wider community, especially for disadvantaged sectors of the community?
- How do CSF managers spend their time and how do the principles of public value guide their operations?

This presentation will explain how CSF managers incorporate the principles of public value in their management practices. The findings indicate that there are differences among CSF management practices and most of the focus was on economic performance rather than public value.

Keywords Community sport facility management, public value

***** LEISURE MASH-UP - REFLECTIONS FROM UNDERTAKING FIELDWORK WITH INDIGENOUS COMMUNITIES INFLUENCED BY SURFING TOURISM IN THE ISOLATED MENTAWAI ISLANDS, INDONESIA**

Nicholas Towner, Auckland Institute of Studies, New Zealand

The Mentawai Islands are an isolated archipelago located approximately 100 kilometres off the coast of West Sumatra, Indonesia and hold some of the best waves in the world. Recently there has been a surge in the popularity of surfing tourism in the Mentawai Islands and the increased number of surfers has amplified pressures on cultural, economic and natural resources (Towner, 2016a). Over a decade of research undertaken in the Mentawai Islands suggests that surfing tourism development generates both positive economic benefits of increased income and negative socio-cultural impacts on the local community (Buckley, 2002; Ponting, McDonald and Wearing, 2005; Ponting, 2008; Ponting and McDonald, 2013; Towner, 2016b). Mentawai people in these isolated surfing areas lived a chiefly hunter-and-gatherer lifestyle and were largely removed from the outside world. Over 10 years ago Baker (2006, p.1) made the observation "surfing tourism in the Mentawais is undergoing a rapid and far-reaching transformation that will change the islands, the lifestyles of the local people and surfers' experiences of the Mentawais forever". The Mentawais' provided a unique context to explore fieldwork challenges, centralised political structures and cultural differences when conducting anthropological focused leisure studies in remote geographical settings with ethnically foreign communities. These field work reflections highlight that leisure researchers in similar study environments could benefit by employing the pragmatic approach, adapting to their case study setting, conducting appropriate due diligence and being realistic regarding the time frame required in order to fulfil research obligations.

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ADAPTIVE SPORT FOR SOCIAL CHANGE: A CASE STUDY OF AN INTERNATIONAL ADAPTIVE SPORT TRAINING PROGRAM

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The World Report on Disability indicates an estimated one billion people (15%) have some form of disability (World Health Organization, 2011). Individuals with disabilities have generally been excluded from society, and often face discrimination and bullying (Lu & Kim, 2017), including in their participation in sport and leisure (Clark & Mesch, 2018). The Convention on the Rights of Persons with Disabilities (CRPD) is a comprehensive human rights treaty developed by the United Nations (UN) as one of the first global efforts to change attitudes towards

individuals with disabilities. Article 30 focuses on the rights to equal participation in recreation, leisure, and sport (United Nations, 2006). There has been a growing international effort to use sport as a way of contributing to the development of individuals with disabilities as evidenced by the Sport for Development and Right to Play movements (Kidd, 2008; Mojtahedi & Katsui, 2018). Involvement in sport and leisure has been shown to be widely beneficial to all individuals, especially those with disabilities (D'Eloia & Price, 2018; Lundberg, Taniguchi, McCormick, & Tibbs, 2011; Murphy & Carbone, 2008; Roy, 2015). This presentation will offer a case study of the Adaptive Sports for Social Change program, a multi-phase project which facilitated a 6-day adaptive sport training for physical education students and professors in Chiang Mai, Thailand, as well as an 8-day U.S. based training in Park City, Utah. Approximately 40 participants received training in 5 adaptive sports in Thailand, in addition to 5 adaptive recreation activities in the U.S. The targeted outcomes of the training were increases adaptive sport skills and knowledge, as well as positive changes in attitudes towards individuals with disabilities. Exploration of program evaluation data reveal positive changes in skill and knowledge acquisition, but little change in attitudes. A rich description of programming details will be provided.

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FACILITATING GLOBAL LEARNING THROUGH INTERNATIONAL EDUCATIONAL TOURISM: A CLOSER LOOK AT UNIVERSITY SUMMER COURSES

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The opportunity to link leisure with education is often an attractive option to many people, especially on the international scale for its perceived efficient use of travel time and cost. Despite being a growing trend, the area of international educational tourism has not been well studied. It is also often discussed interchangeably with, or even subsumed within, international education. The area of international educational tourism is full of potential but under studied (McGladdery & Lubbe, 2017a; McGladdery & Lubbe, 2017b). This paper examines the impacts of short international summer courses on students as well as on the study destination. The paper draws on findings from relevant literature, and personal experience from a two-week summer course in Tour

Guiding at The University of Pannonia (Hungary) by the first author. Daily journals of class activities and personal observation during the two-week period were kept, then analysed and interpreted for meanings that help inform the argument. The results show that, for students, short international summer courses facilitates global learning through a combination of emotional, intellectual and social learning opportunities. Accordingly, they can make a considerable contribution to the students' personal development. This finding reconfirms the educational value of short-term study abroad programmes by Ritz (2011). For the study destination, short summer courses can be considered a sustainable educational tourism product. They present an effective way of linking tourism and education, putting academic training in a vacation context that would likely be less stressful than with other, more conventional, long-term studies. Moreover, international education tourism inspires learners towards becoming more socially and environmentally responsible (McGladdery & Lubbe, 2017a). Travel experiences of students who attend the international summer course may benefit from their initial cultural and social exposure to the destination during their study. In such cases, culture shock and social conflicts may be less likely to happen and, hence, a better overall tourism experience can be achieved. In general, short summer courses have great potential to grow with numerous positive impacts on both the students and the study destination. The paper calls for more studies that conceptualise international educational tourism and explore the impacts of various products on students, education providers and destinations.

Keywords International educational tourism, global learning, summer courses, international students, travel experiences

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FAMILY LEISURE AND (RE)CONSTRUCTING THE FAMILY UNIT FOR NEW MOTHERS

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The transition to motherhood is complex, implicating shifting identities and relationships between women and their families, the state, their employers, and their communities (e.g., Bailey, 2000, 2001; Miller, 2007; Summer et al., 2008). Yet, research by feminist scholars has focused on the implications of new motherhood through examining individual leisure experiences (e.g., Parry, Glover & Mulcahy, 2013; Sullivan, 2013) and a gap remains in understanding new mothers' experiences in relation to (re)constructing the family unit. This is problematic as family research on the transition to parenthood has pointed to an increase in marital conflict, a reversion back to stereotypical gender roles, and a perceived loss of shared couple time (Pacey, 2004).

In this paper we critically investigate mothers' perceptions of (re)constructing the family unit during the transition to motherhood through their family leisure experiences. Principles of narrative analysis provided the guiding framework for this study (Clandinin & Rosiek, 2007). We recruited a purposive sample of nine women. Each participant had experienced the birth of their child within six to twelve months prior to the first interview, resided with their partners, and was in a heterosexual relationship. A total of twenty-seven interviews were conducted as each participant engaged in three, in-person interviews. As a secondary form of data collection

mothers told their stories through sharing pictures or artifacts that had significant meaning to them during their transition to motherhood.

Based on narrative analysis the findings call attention to the significance of (re)creating family rituals, traditions, and memory-making experiences. Emphasis is also placed on the first-time mothers' narratives of shifting identities and relationships with their partner, the new familial unit (mother, partner, and baby), as well as changing relationships with their own parents. The importance of broader cultural beliefs related to gender and motherhood ideologies that shaped their narratives is also emphasized.

Keywords Couple, family leisure, gender, intensive mothering, new mother

**** FULL PAPER - VOLUNTARY SPORTS CLUBS IN COLLABORATION WITH THE TOURISM SECTOR: BENEFICIAL OR A DEAD END?**

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Cross-sector collaboration between the tourism industry and voluntary sports clubs is a potential way to develop tourism destinations and activities for tourists. However, collaborations across sectors may be conflictual, and little is known about voluntary associations' involvement in collaborative activities in the tourism sector. By applying a domain-based stakeholder theory, this paper aims to investigate the potentials and barriers to collaborative activities in the Danish tourism sector. Based on studies of three collaborative cases involving voluntary sports clubs in the tourism sector, this paper shows that voluntary sports clubs can both benefit from and be an asset in collaborations with tourism organisations. By using their organised volunteers and applying their knowledge of their sport and the local destinations, they can support and develop activities for tourists and by doing so support destination development. The study also underpins the importance of creating a mutual frame addressing issues like sectoral differences, values and clarifying organisational gains to minimise conflicts.

Keywords Cross-sector collaboration, voluntary sports clubs, tourism, tourism activities

NEO-TRIBAL THEORY AND EVENT MANAGEMENT: EXPLORING THE ROLE OF EVENT SPACE IN SOCIAL SUSTAINABILITY OUTCOMES

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The field of event management has attracted a breadth of research into the triple-bottom line of economic efficiency, environmental integrity and social equity (Andersson & Lundberg, 2013; Getz, 2008). The focus of many such studies has leaned towards the economic and environmental dimensions, neglecting the social domain. Similarly, the application of distributive justice to tourism and events studies has tended to focus on environmental and economic issues, such as access to places and resources and distribution of economic benefits from the consumption of tourism goods and services, whilst justice for marginalised and minority groups has been seemingly overlooked (Tazim & Camargo, 2014). LGBTQI+ communities around the world are known to use gay events, such as pride parades, as media to communicate their identity and to seek support from broader society (Ong & Goh, 2018). Distributive justice and fairness for disadvantaged groups is usually mandated by the state through policy means and/or investment (Blake, 2001), however LGBTQI+ communities could be seen as examples of where marginalised people have established new platforms themselves to engage in a direct dialogue with wider society and the state. This study builds on the concept of distributive justice and examines how the notion of space in neo-tribal theory (Vorobjovas-Pinta, 2018) informs best social practice in

event management. The study uses a case of the Broken Heel drag queen festival, held in rural Australian town of Broken Hill, as a context to contribute to the conversation about justice and tourism.

Keywords Event space, neo-tribal theory, social sustainability, LGBTQI+

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SPORTS EVENTS AND REGIONAL DEVELOPMENT: LESSONS FROM A "WORLD CHAMPIONSHIPS REGION"

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Mega events are often associated with neoliberal lines of reasoning about short-term job creation and place branding. Their proponents often suggest that events taking place in one locality provide benefits to their surrounding regions and, perhaps, to entire nations. Such arguments often stem from organizing committees and event advocates who defend bidding endeavors. Whereas this has been the dominant narrative for decades (especially concerning mega sporting events), increased attention is starting to be directed towards the potential of events as catalysts for development.

In the Swedish region of Jämtland, a research project has been commissioned in connection with the Alpine- and Biathlon World Championships, planned to take place during the spring of 2019. Uniquely, both of these events are being hosted in the exact same region only weeks apart. The study aims to examine the aggregated economic and social impacts that these two major events will have on the region as a whole. The economic impact study will apply direct and indirect economic impact modelling whereas the social impacts will be gauged from the perspective of the local community and mapped municipality-by-municipality to understand the spatial distribution of regional social impacts.

By taking a holistic approach to event evaluation, we hope to shed light on how communities not immediately adjacent to major sporting events are impacted. Moreover, we will gain a better understanding of how the perceived level of empowerment and ownership of a sporting event, impacts its social legacy.

Through an evaluation of direct and indirect impacts on a regional level, this study should shed more light on the true long-term sustainability of major- and mega- sporting events and their ability to act as levers in community development. Findings from the study will be presented at the conference.

Key words Community development, evaluation, sports events, leverage

'ON GOOD DAYS WE DO PIROUETTES'

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While participation in various forms of dance, including ballroom, line dancing and creative dance have been recognized as beneficial for older people, participation in classical ballet has often been considered the domain of the young. This paper will present finding from a case study of a group of older women who participate in a weekly classical ballet class. Findings include the importance reminiscence of childhood dance activities and/or fulfilling a childhood wish to participate in dance classes, camaraderie and the significance of inspirational music for the class. This presentation will also include a dance performance.

Key words Older people, dance, classical ballet

**** FULL PAPER - A CRITICAL ANALYSIS OF INDIGENOUS EVENTS AS EXPRESSIONS OF EMPOWERMENT**

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This paper cultivates an approach to leisure scholarship which is more responsive to Indigenous peoples and responsibilities of translation. This study is grounded within kaupapa Māori, an Indigenous perspective specific to Aotearoa New Zealand that privileges Māori epistemology. We apply this to a longitudinal analysis of media representations of an Indigenous event (Puaka Matariki) held annually since 2004 in Ōtepoti/Dunedin, Aotearoa New Zealand. We find te reo (Māori language) being used in a way that demonstrates its acceptance in the wider non-Māori community, a clear respect for Te Ao Māori (the Māori world) through the incorporation of identity and values, the manifestation of whanaungatanga (collectivity and social relationality), and the assertion of tino rangatiratanga (sovereignty). We conclude that events such as Puaka Matariki can act as expressions of empowerment for Indigenous communities traditionally marginalised through experiences of colonisation.

Keywords Aotearoa New Zealand, decolonisation, Indigenous leisure, Indigenous methodology, Māori

TRANSFORMATIONAL EXPERIENCES ON STUDY ABROAD PART 2: DEVELOPING A PSYCHOMETRIC SCALE TO IDENTIFY DIFFERENT EXPERIENCE TYPES

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Part I of this study outlined the relationship between emotion and experience types. Part II explores instrument develop based on participants' experience qualitative data and Fredrickson's modified Differential Emotions Scale (2003) used along the experience typology.

Background: Although organizations often tout their experience offerings as meaningful, memorable, or even transformational, empirical validation of these claims is difficult if not impossible. Therefore, the purpose of this study is to draw upon the structured experience literature to develop an experience type measurement tool. Designed structured experiences have become a topic of interest over the past 20 years (Pine & Gilmore, 2011).

In an effort to build upon existing structured experience research (Duerden, Ward, & Freeman, 2015; Ellis, Freeman, Jamal, & Jiang, 2017), Duerden et al. (2018) proposed a conceptual typology of experiences into subconscious, ordinary, and extraordinary categories. Quality of attention and subjective outcomes serve to differentiate experience types in the framework. Extraordinary experiences are subdivided into memorable, meaningful, and transformational experiences based upon the presence of emotion, discovery, and change. This study seeks to develop an instrument to measure and distinguish between experience types.

Approach: Instrument development will be a multi-step process. First, data will be collected by giving participants Duerden et al.'s (2018) experience type definitions and asking them to reflect on and write about recent personal experiences that fall into each category while also completing Fredrickson's modified Differential Emotions Scale (2003). Based upon Duerden et al.'s definition and participant experience descriptions, a pool of items will be compiled and used to develop preliminary scales for each experience type. This initial measurement tool will be iteratively tested and the resulting data analyzed, using exploratory and confirmatory factor analyses to produce a parsimonious instrument. In order to test the measure's validity, a final study will be conducted that will involve both the experience type measure and additional outcome measures (e.g., emotions, behavioral intentions, behaviors) to test the measures ability to match experience type and hypothesized outcomes.

Significance: By developing a validated experience type tool, researchers and practitioners will be able to more effectively identify, design and assess experiences of all types.

Keywords Structured experiences, experience typology, measurement

THE OSCILLATING SHORELINE – AN ETHNOGRAPHY OF SURFING

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From an ethnographic inquiry of surfing, this paper explores how the attempt of "riding on water" comes to be imagined, attempted, failed, longed, and experienced. By examining the intersections between riding/non-riding experiences, the paper extends the scope further to water/non-water or play/non-play binaries, and highlights the methodological importance of examining human experiences from such intersections, which the paper calls "the shore". By bringing Bergson's discussion on metaphysics, as well as the related concepts such as intuition, the paper further argues the possibility of shifting scholastic approaches from causality to participation, or segmentation to interpenetration. The paper concludes by addressing the possibilities for leisure studies, where such a shift can be practiced.

Keywords Ethnography, surfing, Bergson

EXPLORING ADOLESCENT COMPUTER GAMING AS LEISURE CONSUMPTION: IT'S NOT ALL JUST 'BANG BANG YOU'RE DEAD!'

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Jamie Wearing, University of Technology Sydney, Sydney, Australia
David Porter, University of Newcastle, Australia
Matthew McDonald, RMIT University Vietnam*

In this paper we explore computer gaming as a leisure phenomenon, specifically within a theoretical framing of consumer culture and neoliberal political economy. In this construct, social terrain, adolescent experience and construction of self – identity have different meanings and nuances that provide insight into the computer gaming experience of adolescents. As a conceptual paper it re-examines gaming as a leisure 'experience' it extending understanding beyond notions solely focused on popular media views of it being all just 'bang bang your dead'. In this view gaming can be examined as creating resistance to commodifying processes and as such

subverting dominant adult modes of self, but also how this can be convalidated by the market to attract the purchase of and engagement with particular games. This leads us to suggest, that some adolescent self-identities are constructed through leisure in neoliberal regimes that challenge the social order and may liberate adolescents from societal norms. In this view gaming can create a virtual space for self-identity and exchange that also extends social interaction, friendship and possibly building social and cultural capacities for adolescents? The paper does not definitively answer such questions but explores ways we might frame computer gaming as a leisure 'experience' within the ambivalent experiential consciousness and space of everyday life and more broadly in terms of social capital building which may enable a better understanding of it and how it might be accommodated in our society.

Keywords Leisure experience, consumer culture, political economy, self-identity, virtual friendships, commodification, deviance, adolescence, resistance

THE LANGUAGE OF TOURISM: INDIGENOUS VIEWS ON LANGUAGES AND EMBEDDED VALUES IN TOURISM EDUCATION AND TRAINING CONTEXTS

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The purpose of this research is to unpack the meaning of accepted discourse standards and buzzwords widely used in the tourism industry that tend to disempower Indigenous voices, obscure the value of Indigenous perspectives, and create identity-barriers to Indigenous peoples' participation. The objective is to draw out commonly misheld understandings of core concepts routinely used by the industry when referring to the intended and unintended involvement, participation, and implementation of tourism initiatives affecting the life ways of Indigenous peoples. Conceptually, this research stems from anecdotal evidence obtained while delivering workshops in rural and remote areas of British Columbia. One of the methods adopted to ensure greater cultural safety was the use of a "words we hate" list on which industry buzz words were discussed and alternatives considered. Increasingly, much of the tourism literature continues to shift from support for cultural revitalization via Indigenous people's participation in the industry to one wherein the underlying assumptions and outcomes are increasingly questioned. While the hegemony of English, as the lingua franca of global economics, is understood as a powerful mechanism that informs and perpetuates values-based meaning systems, the opportunity to examine key words from the perspective of Indigenous peoples has not yet be explored. An Indigenist methodology will inform the research design and the Delphi method used to develop each of three phases: 1) development of the research question, 2) identification of key words, and 3) assessment of perceived meanings and values. International participants will self-identify as Indigenous and the iterative nature of the study will enable rich descriptions for thematic analysis. The findings will inform tourism professionals, academics, educators, and organizations about the realized and potentially negative effects of these de facto industry discourse standards on Indigenous peoples and offer culturally appropriate alternatives to foster respect for and transmission of traditional Indigenous knowledge systems.

Keywords Indigenous, local language, industry buzzwords, traditional knowledge, industry discourse, value systems

"ME & MY SHADOW": AN AUTOETHNOGRAPHIC ETHNODRAMA INTO THE CAUSES AND CONSEQUENCES OF SERIOUS LEISURE GUILT SYNDROME

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Millicent Kennelly, Griffith University, Australia

Kath Godber, Auckland University of Technology, New Zealand

Our collaborative autoethnography shares the individual, yet socially-constructed, stories of three actively ageing amateur endurance athletes, providing in-depth insight into the impact of sustained engagement in self-indulgent serious leisure pursuits. More so, it offers an embodied exploration into the causes and consequences of 'serious leisure guilt syndrome (SLGS)'. SLGS looks beyond the determination, dedication and devotion, focusing on the external discussions, decisions and distractions that have led to life-changing episodes of desperation, disillusionment, depression and distance. Thanks to decades of experience, we entered this space knowing what we do and an equally strong understanding of why we do it. What was less obvious, however, was how we do it. We run, swim and cycle for multiple reasons, including self-fulfillment, a sense of freedom, fitness and fun. Occasionally, we do it to try and obtain personal bests, to win medals or to raise money and public awareness of a social issue close to our heart. But how do we find the time? How do we justify the costs involved? How do we keep our families happy? How do our actions and activities affect our nearest and dearest? Through the adoption of Creative Analytical Practice, we sought to try and answer these questions. Having done so, we now wish to use the medium of an evocative ethnodrama to share our conversations and conclusions, targeting your sociological imagination and temporarily inviting you into our socially-constructed world. We hope to evoke an emotional response and to provoke people into drawing some parallels between our personal narrative and their own.

Keywords Serious leisure, creative analytical practice, ethnodrama, endurance athleticism, active ageing

UNDERSTANDING THE ROLE OF AGRITOURISM EXPERIENCES IN PREDICTING VISITORS' SUSTAINABLE FOOD PURCHASING BEHAVIOR: A LONGITUDINAL PERSPECTIVE

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**Elizabeth Halpenny, University of Alberta, Canada*

Background: Agritourism, providing farm visiting experiences including farm demonstrations, stories sharing, and culinary activities (Philip, Hunter, & Blackstock, 2010), can be both entertaining and educating. These experiences can also foster pro-environmental behaviors (Huang, 2016, Osbaldiston & Schott, 2011) that support local producers such as the purchase of locally sourced, organic foods.

Approach: To test the validity of these claims, we conducted a 2-phase study of Open Farm Days events¹ hosted on August 17-18, 2018 in Alberta, Canada. In phase 1, we measured visitor's experiences using experience economy conceptualizations of experience (i.e., education, entertainment, escapism, and esthetics; Oh, Fiore, & Jeoung, 2007), positive emotions (Loureiro, 2014, Oh et al., 2007), as well as perceived memorableness (Loureiro, 2014, Oh et al., 2007). To examine if these elements of experience may influence visitors' pro-environmental behavioral intentions, we asked visitors to report on food purchasing behaviours and intentions (e.g., "When making food and beverage purchase decisions, I intend to prioritize the purchase of environmentally-responsible products"). Two days post-event, as well as 6-months later, email invitations were sent to complete online surveys using Google Forms, to visitors intercepted at eight Open Farm Days venues. The shorter phase 2 survey documented visitors' post-event purchasing behaviours. The sample sizes for phases 1 and 2 were 250 and 125 respectively. We calculated both descriptive and inferential statistics (e.g., multiple regressions).

Findings & Significance: Education and esthetic components of visitors' agritourism experiences positively predicted pro-environmental behavioral intentions immediately after the agritourism experience. Pro-environmental purchase intention, documented in phase 1, was strongly and positively correlated with participants' pro-environmental behavior 6-months after the agritourism event. Theoretically, this study contributes to understanding of how different agritourism experience dimensions may predict pro-environmental behavior. Additionally, the study documented temporal changes in pro-environmental behaviors that take place after an agritourism experience. Pragmatically, this will assist future efforts to foster visitors' sustainable food purchasing behaviors.

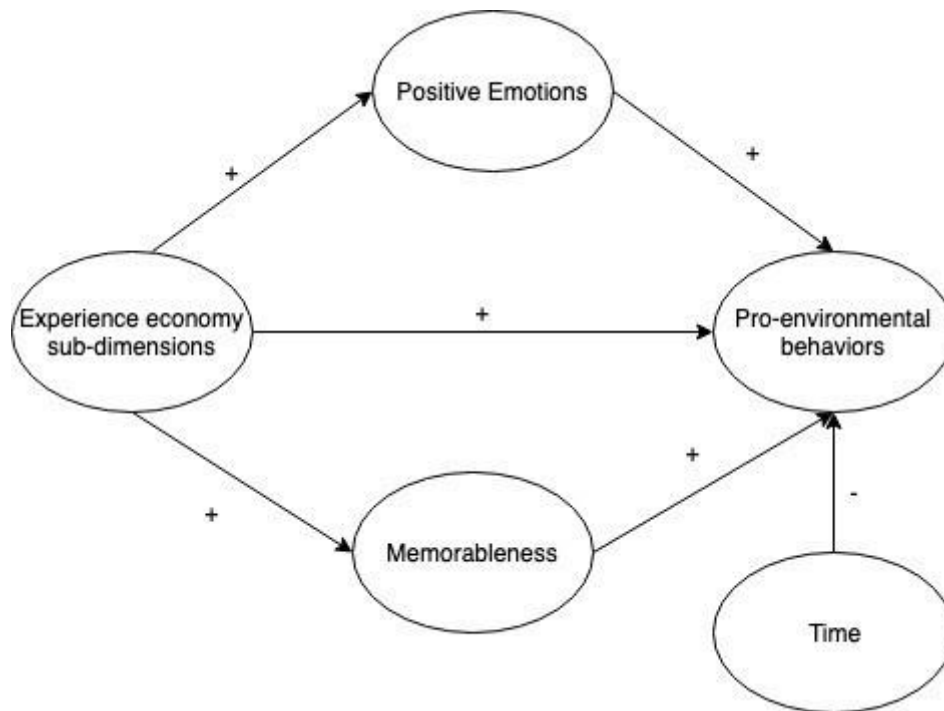


Figure 1: Theoretical model

Keywords Pro-environmental behavior, experience economy, agritourism

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DEVELOPING A CONTINUUM OF HUMAN-ANIMAL RELATIONSHIPS FOR HEALTH – FROM “ANIMAL THERAPY” TO “ANIMAL THERAP/EUTICS”

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Background: Leisure has always been part of the spectrum of health resources, however arguably the high profile of illness-responding technologies across the second half of the twentieth century has overshadowed the health creating powers of leisure. Animal therapy is a burgeoning space, but there is currently a divide between the conceptual framing of ‘Animal therapy’ and what is known about the health creating roles of animals in everyday human (leisure) lives.

Approach: This theory driven analysis explores the manner in which Animal therapy is being predominately conceptualised within the dominant assemblage (as per Deleuze and Guattari, 1993) of ‘health’ that emerged across the late twentieth century. Definitions of animal therapy position animals as assistive technologies or devices to aid or redress human pathology usually under the guidance of an expert other. Aligning to the

dominant health assemblage of expert driven, technologically focussed responses to pathology. This presentation argues for a new assemblage of our conceptions of health creating human-animal engagements using a range of evidences from across leisure fields. This includes animal focussed tourism, citizen science, animal related volunteering, and the impacts of pets. Research in all of these leisure areas reveals self-directed health creating effects where (arguably) animals are not positioned as technologies to assist human wellness.

Significance: Leisure has always been part of the spectrum of health resources that range from acute illness care when people are seriously unwell through to the health creating resources in everyday life. (Re)recognition that social phenomena such as loneliness have major health implications in combination with calls for animal inclusive and non-human centric understandings offer opportunities to reconnect leisure back into the spectrum of recognised health resources. Reassembling Animal therapy to Animal therap/eutics positions leisure evidences as core to health creation and may also generate more respectful conceptions of animal-human health engagements.

Keywords Animals, human-animal intersection, health, health promotion, salutogenesis

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LEISURE AND OLDER PEOPLE – EARLY FINDINGS OF A NATURALLY OCCURRING LEISURE PHENOMENON, RETURNING TO A CHURCH COMMUNITY

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**Caroline Adams, University of South Australia, Australia*

Margaret Holt, University of South Australia, Australia

Increased life expectancy was a key achievement of the 20th century and is changing the shape of communities in the 21st century. Increased longevity has implications for the time that people have post-employment years to engage in a range of leisure pursuits. These pursuits can include established activities, new activities and a return to leisure activities they pursued when younger. Our project focuses on the latter area of leisure engagement – specifically returning to active church engagement by older people after many (10+) years away from the church community.

A feature in Australian churches is the preponderance of older people in the congregation. It's assumed that these people have continually engaged with the church, however we have identified a cohort of older people who have actively returned to church after a significant absence (+10 years). While there has been some studies focussing on this phenomenon (Silverstein and Bengtson 2018, Hayward and Krause 2014, & Lamb 2011) there has been limited in-depth studies. We consider that the returnee phenomenon is not a well-recognised or researched leisure area

It is important to explore why older people might reengage in faith communities as these places are part of the rich map of leisure engagements known to enhance the quality of older lives and communities. Naturally occurring community engagements have more powerful impacts on people's sense of social connectedness than attempts to artificially create such connections. Understanding how these naturally occurring (re)engagements work for people, what factors create and facilitate re-engagement and the nature of these engagements is vital. Loneliness and social isolation are key issues in regard to the health of older people and participation in such a community could provide much needed support.

This presentation will share preliminary findings from this mixed-methods research.

Key words Older people, church community, engagement

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THERAPEUTIC LANDSCAPES: EXPLORING UNSTRUCTURED OUTDOOR RECREATION OPPORTUNITIES FOR FAMILIES WITH A CHILD WITH ASD

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As the prevalence of autism spectrum disorder (ASD) continues to grow worldwide (Li, et al., 2019), so does interest in a wide range of treatment options that have become as varied as ASD itself (cf. Anixt, Meinzen-Derr, Estridge, Smith, & Brinkman, 2018; Schleider, Mechoulam, Saban, Meiri, & Novack, 2019). Among these various treatment options is an increasing attentiveness to alternatives in outdoor settings, including access to nature (Li, et al., 2019) and yet a dearth of this research remains. Similarly, within the extant leisure and recreation therapy literature, research has historically focused on physical dis-abilities (Freudenberg, & Arlinghaus, 2009; Kim, J., Chun, Kim, H., Han, & Hodges, 2018) and those, more recent, studies which have examined ASD have taken either a clinical approach or a highly structured, programmatic approach such as equine-assisted therapies (Borgi, et al., 2016), adaptive sport camps (Guest, Balogh, Dogra, & Lloyd, 2017), nature-based 'treatment sessions' (Ramshini, Hassanzadeh, Afrooz, & Hashemi Razini, 2018) and outdoor challenge-based activities (Zachor, et al., 2017) in order to reach multiple therapeutic outcomes.

To the extent that a healthy tension remains in emerging fields regarding the impetus for legitimacy or evidence-based practice and 'learning by doing' (Fernee, Gabrielsen, Andersen, & Mesel, 2017), the increasing rate of ASD diagnoses and the associated high cost of autism treatment (Horlin, Falkmer, Parsons, Albrecht, & Falkmer, 2014) suggests that many families are in need of treatment options, which function in more unstructured ways. Furthermore, the requisite of participant restraint and compliance embedded within the structured delivery of many programs and developed areas (including some parks) may become an overwhelming constraint for the very families they are intended to serve (Reis, Thompson-Carr, & Lovelock, 2012; Townsend & Van Puymbroeck, 2017).

As a result, the purpose of this study was to generate a greater understanding of the unstructured, outdoor recreation experiences of a family with a child with ASD. Using Gesler's (1992) therapeutic landscapes as a conceptual framework, this study invoked first person action inquiry that was an expressly transformative pursuit in order to enhance accessibility for other families' outdoor recreation opportunities. Critical subjectivity generated multiple themes that reflect upon the constant comparative and iterative process throughout the inquiry timeframe as creating knowledge in and through embodied action.

Keywords Accessibility, action research, autism spectrum disorder, outdoor recreation, therapeutic landscapes

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MEASURING OUTCOMES IN RECREATION PROGRAMS: AN EXPLORATORY STUDY

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There is an intensifying call for effective parks and recreation program service solutions which are grounded in empirical research. Conducting quality research in an agency typically implies evaluations. Two primary reasons for having a good evaluation plan are: 1) accountability to funders and 2) a professional obligation to providing quality programs and services. As community-based recreation programs are delivered by either public or nonprofit organizations with the goal of improving the quality of life for participants, Hirschland and Kreisberg (2017) suggest that by "identifying measurable indicators for quality of life and tracking them over time, the program creates a way to quantify the impact of its work and assess its own effectiveness. These indicators can then guide the development of actionable, observable and measurable program processes and strategies". Such 'evidence-based policies' require the application of vigorous research methods to "build credible evidence about 'what works' to improve the human condition; and the use of such evidence to focus public and private resources on programs, practices and treatments ('interventions') shown to be effective" (Baron, 2018, p. 40). Measuring the effectiveness and impact of recreation programs is a challenge for most public and nonprofit recreation agencies due to the lack of quality research methodologies and validated instruments.

The purpose of this research project was to gain an understanding of the current practices of agencies providing community-based recreation services in the state of Texas. Data were collected via focus groups regarding agency policies and processes related to evaluation. Participants represented the Central, East, and North Regions of Texas as well as one person from out-of-state. Generally, participants were all at a level in their respective agencies where they were responsible for evaluation of programs.

Early data analysis revealed three basic themes: 1) the impact of measuring outcomes, 2) the usefulness of information gained through evaluations, and 3) concerns about the availability of support to carry out evaluations and outcome measurement.

Keywords Leisure management, evaluation, outcome measurement, community-based recreation

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Full papers

COMMUNITY EVENTS: FLOURISHING FAMILIES AND QUALITY OF LIFE

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Introduction

This article explores how the participation of families, in community-based festivals and events, potentially serves to improve quality of life (QOL), the flourishing of families (Gorski, 2017) and the building of healthy communities. A need to compare family participation in community events and QOL factors in different locations has been identified in past QOL research (Jepson & Stadler, 2017; Stadler & Jepson, 2017, 2018). Rotorua's unique location, event portfolio, and indigenous population offers a platform for comparison with Jepson and Stadler's data collected in 2015 in the homogeneous, middle-class city of St Albans in the UK. This research team has collaborated with Allan Jepson and Raphaela Stadler to expand the theoretical understanding of QOL and family flourishing in event management and destination tourism contexts.

Family attendance at events and festivals is framed by certain conditions related to their ability to flourish as a family and enhance their QOL (Jepson & Stadler, 2017, p. 53). For families to flourish, they must feel safe, secure, accepted, and included. We are concerned that this is not always possible. The aims of this research are as follows: 1) to consider whether location is a determinant in family QOL and event participation, and 2) to identify how socio-economic factors, cultural identity, and family issues may impact families' QOL and the role events play in their ability to flourish as a family.

We recognise that events may inadvertently create challenges for people who experience barriers to participation or whose access is limited, and we hope our findings can assist in advocacy and inclusion. This assumption is central to our collaborative research approach. We situate this study in an academic literature discourse, describe our methods for data collection, and discuss our findings in the geographical area of the study.

Literature

This research follows on from previous publications that have focused on community engagement, production networks, and QOL (Booth, 2016; Jepson & Clarke, 2014; Jepson & Stadler, 2017; Stadler & Jepson, 2017). Jepson and Stadler, seeking to understand QOL and family engagement in a community event context, conducted a study in St Albans, England. Stadler and Jepson's findings suggest three interconnected themes as important conditions for family QOL: time and space, money/wealth and rest, health and happiness. They suggest that, in order to achieve family QOL through festival attendance, these three conditions need to be positive, and also need to be taken into consideration by event organisers and stakeholders (Stadler & Jepson, 2017, p. 167). Booth (2018) has identified the importance of the role events play in the building of community networks, cultural identity, and community empowerment.

The values families place on attending events and festivals are framed by the family's event experience, and the potential impacts on family's QOL over time. This assumption is central to our collaborative research. Family is viewed as an inclusive unit and "includes the people who think of themselves as part of the family, whether related by blood or marriage or not, and who support and care for each other on a regular basis" (Poston et al., 2003, p. 319). This is similar to the concept of *whānau* in Māori cultural practice that accepts that families are structured in multiple forms of inclusion (Metge, 2014).

In 2018, the total population of Rotorua was over 72,500 (Rotorua Lakes Council, 2018), representing significant growth from the 65,280 in the 2013 census. In 2013, 67.5 percent of people in Rotorua District belonged to the European ethnic group, compared with 74.0 percent for New Zealand as a whole. Rotorua District has the fourth-largest Māori population in New Zealand with 37.5 percent belonging to the Māori ethnic group, compared with 14.9 percent for all of New Zealand (Statistics New Zealand, 2013).

In the Rotorua region the major Māori *iwi* and *hapū* (tribes and sub-tribes) are Te Arawa; other tribes are also represented, as well as racial blends between Māori and Europeans and various relationships to the land. Kukutai (2004, 2011) points out that there are several ways to define who is Māori. Statutory definitions almost always rely on descent while official statistics use self-identified ethnic affiliation. For our research we allowed our informants to self-identify.

Māori cultural practices play a significant role in this study. Local Māori are visible representatives of the indigenous culture and involved in thriving tourism and hospitality enterprises. Māori culture is integral to life in Rotorua, and some sub-tribes of Te Arawa are involved in cultural performance and hospitality and have been developing tourism products since the early days of Pākehā (European) settlement in the 1860s (Horn & Simmons, 2002, p. 136). Tourist attractions such as Tamaki Māori Village and the New Zealand Māori Arts and Crafts Institute are among the most visited locations in New Zealand when measured by visitor numbers (Ryan & Pike, 2003, p. 313). The tourism industry in Rotorua brings in \$820 million per annum, of which \$450 million comes from domestic visitors and \$370 million from international visitors (Destination Rotorua, 2018). In 2018, Rotorua was established as the first bilingual city in New Zealand in recognising te reo Māori as an official language.

Underlying our Rotorua enquiry, we found it important to consider how family flourishing factors (Brownett, 2018; Gorski, 2017; Kainulainen, 2018) may have an impact on family event participation. In this study, we use the indicator family flourishing as a critical QOL benchmark. The phrase "human flourishing" is one translation of the Ancient Greek word *eudaimonia*. As argued by Gorski, *eudaimonia* is something more than just physical or psychological happiness and well-being, in the modern senses of those terms. Human flourishing works on the assumption that for communities to flourish, families must feel safe, secure, accepted, and included (2017, p. 30). This is an area of research that has not been previously explored in depth from a community arts perspective.

Methods

Study Location and Data Collection

This study is designed to compare data in two different locations: St Albans in the UK and Rotorua in New Zealand. St Albans, a city located in Hertfordshire, is a 20-minute train ride to central London and has a population estimated at 138,800 (World Population Review, 2018). St Albans offers a selection of family-oriented community events that are specifically aimed at the target market of local families. With London so close and therefore affordable, families have easy access to events that a large capital city is able to offer. Over a six-month period in 2015, Jepson and Stadler collected 303 usable questionnaires on site at 10 St Albans family festivals and events. This was followed by the collection of further information through four family focus groups. Their study's findings are well documented in a variety of scholarly publications (Jepson & Stadler, 2017; Stadler & Jepson, 2017). The New Zealand research team, in collaboration with Jepson and Stadler, compared data findings and as well as raw data for St Albans and Rotorua.

Rotorua is a popular tourist destination for domestic and international tourists who are attracted by a combination of forests, lakes, rivers, thermal parks, and Māori culture. The top visitor expenditure in Rotorua is from by domestic tourists who live in Auckland, New Zealand's largest city, with a population of 1.4 million and located three hours away by car (Rotorua Economic Development, 2019). Large annual events include the Rotorua Marathon, the New Year's GLO festival, the XTERRA race, and the Lake Festival, alongside smaller events that include musicals, sporting events, and concerts. Participation in these events represents a

combination of local and domestic tourists. Local residents are given heavily discounted annual family passes to popular tourist sites such as Rainbow Springs, the Skyline Gondola, and local thermal pools.

Over a seven-month period (January–July 2018) in Rotorua, we collected 520 valid and complete anonymous surveys and completed 11 semi-structured interviews. As Rotorua is a small and tight-knit community, we were concerned that by replicating the St Albans focus groups methods approach, this could be perceived as too public, and we wanted those being interviewed to feel safe and be assured anonymity. We recruited interview participants by putting out a call as part of our survey recruitment design and met with them in the RLC offices or via ZOOM, depending on the participant's preferences. The RLC Arts and Culture team provided expert advice, strategic plans, and published reports; secondary data was gathered from media reports.

Six Event Attendee Survey Samples and the Social Media Sample

Our findings are based on data collected from six events and a social media survey. All survey data was distributed and collected through the online software tool Survey Gizmo and analysed through Excel and Displayr. A total of 227 valid surveys was collected from attendees at three cultural festivals and three sporting events. The three cultural festivals were free events providing participatory activities specifically for children: the GLO Festival (52 surveys collected), Whānau Day (25), and Children's Weekend (28). The sporting events were ticketed; two were participatory—the Rotorua Marathon (32) and XTERRA (42), and one was a spectator event, the Chiefs vs. Jaguares rugby game (50). The data was not collected onsite at the events but rather online post events. We were able to recruit anonymous participants by promoting the survey at events and through RLC's social media.

Additionally, 338 online surveys participants were recruited through RLC social media channels. Similar data was collected by creating a survey similar to the six targeted event surveys, and the same research tools were used to collect and analyse the data. We refer to this as our social media survey sample. We were able to target families living in the Rotorua region that had recently attended RLC events. This additional data was collected for comparison purposes to validate the previous samples and to gain a wider picture of family participation at events. The total valid survey sample size, including both at events and via social media, was 565. In some instances, findings are based on a subset of 520 as 45 of the surveys were missing information. In all instances, the findings reached a 95% confidence level. Table 1 outlines the survey participants by event and the event details.

Table 1. Overview of data collection and targeted participants

Rotorua Online Survey Data Collection (2018 Events)		
Participants		Location Description/Overview
1	GLO Festival New Year's Eve Free (n=52)	Produced by a local trust annually since 2012. New Year's festival on Rotorua's lakefront and village green. Family- and community-oriented with live entertainment. Majority of survey participants (85%) from the Rotorua region with some travelling from the top half of the North Island.
2	Children's Weekend 3-4 March Free (n=28)	Rotorua Lakes Council event with a variety of local community organisations. Celebration of many of New Zealand's diverse cultures with child-focused indoor and outdoor activities, in a variety of locations. Previously (2009-2017) a one-day event, referred to as Children's Day. All participants from Rotorua except one, who was from another central North Island town.
3	XTERRA April 7 Ticketed (n=42)	Part of a series of franchised cross-triathlon races owned by TEAM Unlimited (Canada). Locally managed by a local event company and licensed by RLC since 2002. An annual competitive one-day event at Blue Lake on Rotorua's outskirts. Participants mainly from around New Zealand and a few international visitors. Half of those surveyed were repeat participants (50%); few were from Rotorua as entry prices are high for many Rotorua residents.
4	Rotorua Marathon 5 May Ticketed (n=38)	The Rotorua Athletics Club for the past 54 years has successfully delivers this iconic event on the shores of Lake Rotorua. New Zealand's oldest major marathon. Attracts local, domestic and international participants. As prices are high for many local families, organisers rely on domestic and international visitors to make up the participant numbers.
5	Chiefs vs Jaguares 4 May Ticketed (n=50)	The local rugby team played the Jaguares, from Argentina, for the first time at Rotorua International Stadium. Rugby is a hugely popular sport in Rotorua, and many of the families participating in this study play the game or are involved in amateur and school events on a regular basis. As expected, the majority of survey participants live in the Rotorua region.
6	Te Iwa O Matariki Whānau Day (Whānau Day) 21 July Free (n=25)	A new RLC initiative, as part of the annual Matariki celebrations targeting family participation. Matariki is the Māori name for the Pleiades star cluster and is a Māori/New Zealand New Year's festivity. The event is part of the larger civic Rotorua Matariki celebrations, that contribute to annual celebrations across New Zealand. Survey participants were residents of Rotorua and the surrounding area.
7	Social media sample Month of August Various (n=338)	Collected from a wide range of targeted survey participants who attended events in Rotorua with their families. Not sampled by specific event attendance; participants were asked to identify their Rotorua event attendance preferences. This sample added 336 valid surveys to compare and contrast the data collected from the six targeted event surveys. Majority from Rotorua and the central North Island; all had attended events in Rotorua.

Findings

QOL Survey Data: Comparison of Rotorua and St Albans

When comparing survey participants' cities of residence, for responses from those living in Rotorua versus those in other parts of New Zealand, we found no real differences. The 2018 Rotorua QOL survey tool was designed to include questions that replicated the QOL questions asked in the St Albans study (Stadler & Jepson, 2017), collected in 2015. When comparing raw data for the four key QOL questions from the Rotorua and St Albans data sets, the responses to those questions were also very similar and had strong compatibility, as illustrated in Figure 1. We can confirm that the majority of responses in both locations agreed that community events created positive family memories and built stronger family connections. However, our Rotorua findings do point to cultural identity and family flourishing outcomes that are different from the St Albans findings sample. Our sample includes a wider range of events and a very different demographic. We were able to expand on this finding in terms of how participation in a variety of different types of events affects family engagement and overall family experience.

Good comparability between Rotorua and St Albans

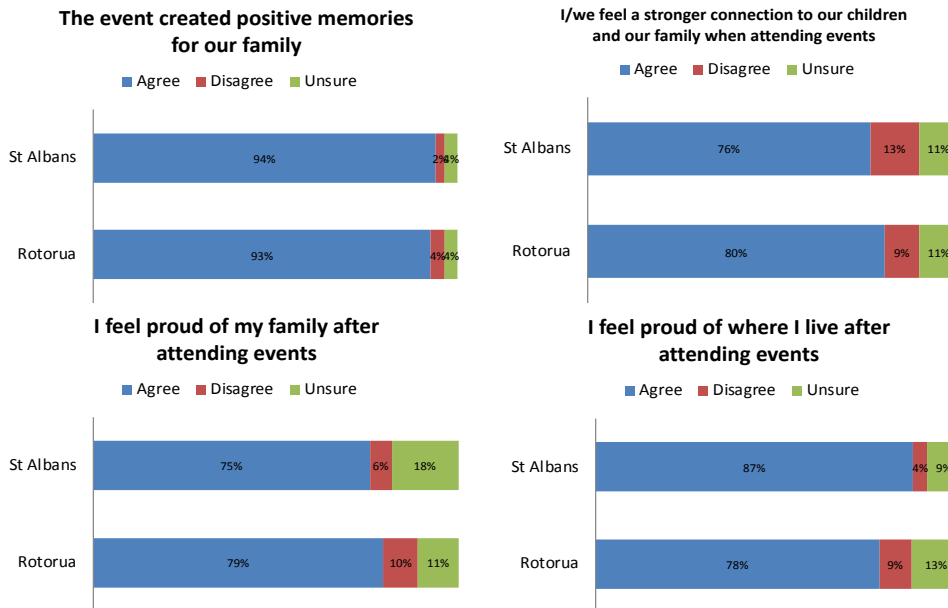


Figure 1. Location and demographics did not appear to be a factor in QOL factors when comparing Rotorua and St Albans survey data.

Rotorua Surveys: Participation by Region

Our sample included a culturally diverse range of participants from the Rotorua region as well as from other areas of New Zealand and abroad. Figure 2 indicates that locals did not support the same events as did participants from outside of the region. The free community events—GLO, Whānau Day, Children’s Weekend—attracted the highest proportion of Rotorua residents. The Rotorua Marathon attracted the majority of its participants from outside of Rotorua, and the Chiefs vs. Jaguars had predictively strong Rotorua and central North Island region support for the highly popular sports teams, as did XTERRA, which offered multiple levels of age and ability participation.

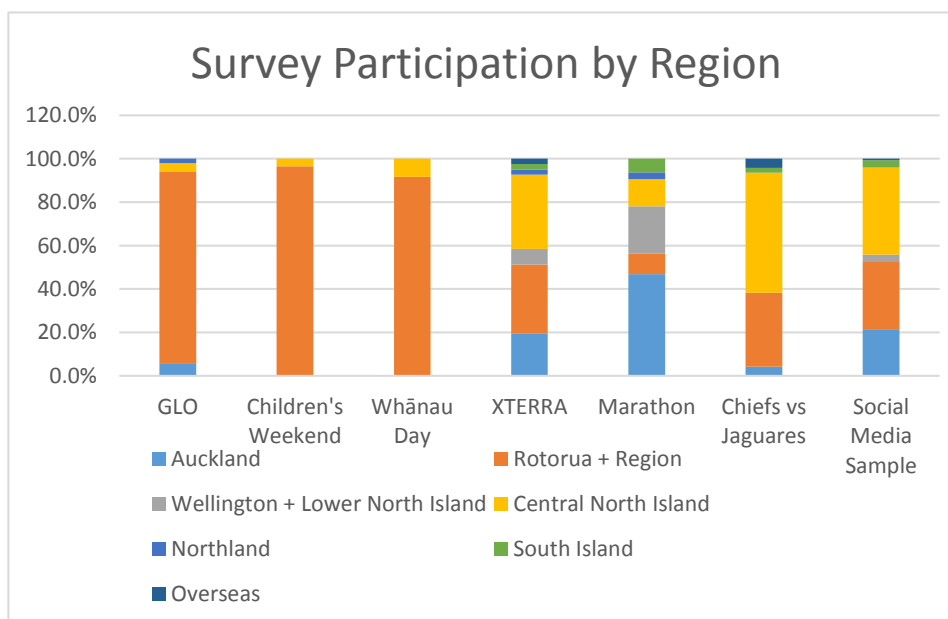


Figure 2. Survey participation by regions. The survey findings point to different patterns of support for different events by survey participants. These are potential indicators for community support for specific events and what impact they may have on family members perceptions of how event participation may affect QOL, family attendance, and accessibility.

Social Media Survey Event Participation

The social media survey, to identify local event attendance, listed 20 events and asked people to indicate which they had attended to determine the scope of participation in key events in the Rotorua event portfolio. In Table 2 the popularity of certain events is evident. In response to the question “Which, if any, of these events held in Rotorua over the last several months have you attended?”, the majority of participants (89%) of the sample (n=336) answered that they had attended at least one event on the list; a further 8% answered “none of the above”, and 3% indicated other events that were not on the list provided.

Table 1. Social media survey responses and event attendance indicators

Media Survey Sample Results: Family Attendance at Selected Events (n=336)			
Respondents	RLC Event	Occurrence	Genre
73%	Thursday Night Market	Weekly	Food market
39%	Sunday Farmers’ Market	Weekly	Food market
37%	Rotorua Lakeside Concert	Annual	NZ culture
30%	GLO Festival	Annual	Festival
23%	Carols by Candlelight	Annual	Festival
22%	Children’s Weekend	Annual	Global culture
20%	Mudtopia	New	Global culture
20%	Crankworx	Annual	Sport spectator
16%	Melt Festival of Chocolate	New	Seasonal festival
14%	The Great Rotorua Museum Easter Egg Hunt	Annual	Seasonal
13%	Colour the Night, Arts Village	Annual	Seasonal
12%	Art in the Park	Annual	Visual arts
12%	Te Iwa o Matariki Whānau Day	Annual	Food/NZ culture
11%	Rotorua Museum Activity Trail	Annual	NZ culture
8%	Mary Poppins the Broadway Musical	New	Performing arts
6%	Dr Rangi Mātāmua—The Astronomy of Matariki	Annual	Lecture
5%	The Tall Blacks vs Hong Kong basketball game	Ongoing	Sport spectator
4%	The Art of Remembering	Annual	Remembrance
4%	Slam Rock 2018	Annual	Sport spectator

The most popular events that families attended, as per the social media survey sample, were free and included the Thursday Night Market and Sunday Farmers’ Market, Rotorua Lakeside Concert, Carols by Candlelight, and to specifically note in the context of this study, the GLO Festival and the Children’s Weekend, as previously mentioned in Table 1.

Discussion of QOL Factors in the Rotorua Context

Cultural identity and Rotorua’s unique cultural makeup can be identified as an important factor in our findings. In comparison to the homogeneous population of St Albans, Rotorua has a culturally diverse population. Cultural affiliation plays a role in event attendance and how families feeling connected with each other, in their local community, and in their general feeling of contentment. The seven different event surveys attracted different percentages of cultural identity respondents, and as such, cultural identity could be a factor in families attending different types of events.

Figure 3 provides a complete overview of cultural identity breakdowns for participant groups by survey. It is clear that the event and target audience play a role in the cultural identity of participants. NZ Europeans comprise the majority of survey respondents for the three sporting events, with most having come into Rotorua from other districts for the events. This is in strong contrast to those who attended cultural events: the majority of survey participants for GLO, Children’s Weekend, and Whānau Day were Rotorua residents. The social media sample is made up of Rotorua District residents. The Māori cultural representation in survey participation correlates with the cultural identity associated with the Rotorua population as a whole (37%) and related socio-economic indicators.

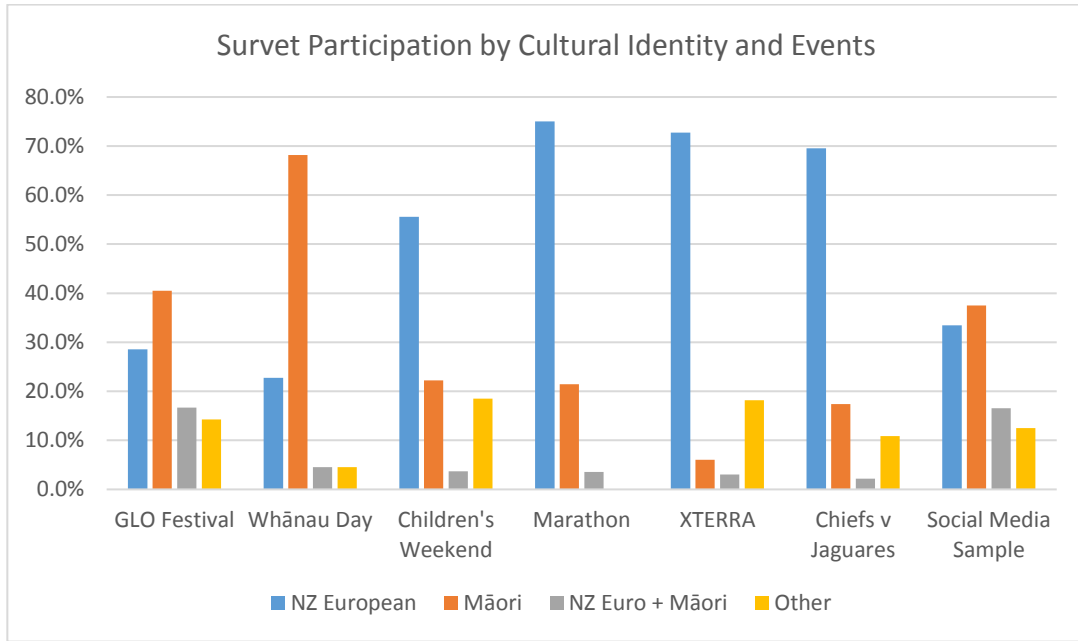


Figure 3. The cultural identity of event participants was not consistent across the seven survey samples. Māori attendance at GLO and Whānau Day was significantly higher than at the other events, and Māori played a significant role in the social media sample. New Zealand Europeans participated in Children’s Weekend and the sporting events. Many families in Rotorua include “blended” cultural identities, indicated here as NZ Euro + Māori.

The findings indicated that the majority of the Rotorua residents who were social media survey participants consider Māori cultural content to be important for their lives, families, and community. This data suggests that for Rotorua residents in the social media sample (n=330), when asked, “Thinking about your life as a whole, how important is it for you to be involved in things to do with Māori culture?”, the majority (48%) considered Māori culture to be “very important”, which can be compared with the much smaller response of “little importance” (8%). This reflects wider role of cultural events in New Zealand cultural strategies, reflected by the comment by Williams, “There has been an increasing focus in New Zealand on Matariki as a celebratory event. ” (2013, p. 7).

This finding has significance for the RLC Arts and Culture team as it justifies the importance of the inclusion of Māori cultural content in their event portfolio. Further data on this topic has been analysed but is outside the scope of this report and will be discussed further in upcoming publications.

Conclusions

Are the participants in our study flourishing as families (Gorski, 2017)? Do they feel safe, secure, accepted, and included? Our study indicates that family composition and socio-economic status may create barriers and challenges to event participation (Stadler & Jepson, 2018; Ware, 2014).

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USING FALK'S IDENTITY-RELATED VISIT MOTIVATIONS TO DESIGN NATURE-BASED TOURISM EXPERIENCES

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Introduction

The idea that visitors are empty vessels, who's visits are influenced purely by on-site experiences, has long been overturned within the field of visitor studies (Falk, 2012; Falk & Dierking, 2000). With the rise of the experience economy (Pine & Gilmore, 1998), the importance of carefully and intentionally crafting visitor experiences is increasingly recognized as a priority (Bond & Falk, 2013; Falk, 2012; Falk, Heimlich, & Bronnenkant, 2008). Research in visitor studies suggests that one way to better plan for intentional experiential outcomes is to segment visitors (Dawson & Jensen, 2011, Falk, 2012; Falk et al., 2008; Schultz & Joordens, 2014). While visitor segmentation has its background in market research, and has certainly been recognized as an important part of creating competitive leisure experiences, it can also be useful in providing some predictive capacity of visitors' experiences and possible outcomes – including learning (Dawson & Jensen, 2011, Falk, 2012; Falk et al., 2008; Schultz & Joordens, 2014). Visitor studies literature suggests that segmenting visitors by motivation is one potentially effective way to design learning experiences (Dawson & Jensen, 2011, Falk, 2012; Falk et al., 2008; Schultz & Joordens, 2014).

This research represents one part of a larger qualitative case study which is guided by the following research question: How does a polar bear tourism experience in Churchill Manitoba (in-situ) and at the Assiniboine Park Zoo's Journey to Churchill Exhibit (ex-situ) impact visitor's learning? Within nature-based tourism studies, in-situ sites are the original locations, or where one would go to see wildlife in their natural habitat; ex-situ sites refer to places that contain replicated aspects of in-situ places such as game parks, zoos, or aquariums. In relation to the overarching research question, the purpose of this paper is two-fold, (1) to examine differences in visitor motivations at in-situ and ex-situ nature-based tourism sites; (2) to explore how potential differences may influence visitors learning within the framework of the Contextual Model of Learning (CML).

Literature Review

Visitor Motivations

Visitor motivation has been a common area of research within leisure and tourism over the past 30 years (Dillard & Bates, 2011; Falk 2012; Packer & Ballantyne, 2002; Pine & Gilmore, 1998). This research has helped to segment visitors and develop target marketing strategies (Dawson & Jensen, 2011; Falk 2012) to meet visitors' needs. Visitor segmentation research is also useful in free-choice learning settings to develop visitor experiences to meet people's learning needs. In research exploring visitors' learning and motivation at science museums, Falk and Storksdieck (2005) found that rather than seeing a myriad of ways that visitors might describe and segment themselves by their motivations for visiting, their descriptions tended to cluster around a few common identities. Falk then theorized, based on his 2005 research with Storksdieck, that visitor motivation could be effectively understood within 5 identity-related, motivational categories: Explorers, Facilitators, Professionals/Hobbyists, Experience Seekers and Rechargers. This concept was tested in a large-scale national study exploring visitor learning and motivation of zoo and aquarium visitors (Heimlich, Bronnenkant, Witgert, & Falk, 2004), which found that the majority of visitors were able to identify with at least one primary motivational category, and that this categorization proved useful in predicting visitors' learning. Based on this knowledge, a survey tool to isolate visitor motivations was developed (Heimlich et al., 2004). A list of 125 individual scale items was pilot tested and refined by Heimlich et al.'s (2004) research team until 20 items had been selected to identify the five visitor motivational factors (4 items per motivation). The five groups are described by Falk (2011, p. 147-148; Falk et al., 2008, p. 57) as follows:

Explorers: Visitors who are curiosity-driven with a generic interest in the content of the site. They expect to find something that will grab their attention and fuel their learning.

Facilitators: Visitors who are socially motivated. Their visit is focused on primarily enabling the experience and learning of others in their accompanying social group.

Professionals/Hobbyists: Visitors who feel a close tie between the site content and their Professional or Hobbyist passions. Their visits are typically motivated by a desire to satisfy a specific content-related objective.

Experience Seekers: Individuals who are motivated to visit because they perceive the site as an important destination. Their satisfaction primarily derives from the mere fact of having "been there and done that."

Rechargers: Visitors who are primarily seeking to have a contemplative, spiritual and/or restorative experience. They see the site as a refuge from the work-a-day world or as a confirmation of their spiritual beliefs.

The 20 items used to identify the five visitor motivations, in the study by Heimlich et al. (2004) were further examined by Falk et al. (2008), who had visitors at zoos and aquariums rank the motivational scale items in order to determine their motivations upon entry. Within this research, Falk et al. (2008) introduced the idea of big "I" and little "i" identities and, specifically, the concept of segmenting visitors by their little "i", or situated identities, to better understand visitors' motivations.

Although each of us possesses and acts upon a set of enduring and deep identities—"big 'I' identities"—we also enact a series of "little 'i' identities" that respond to the needs and realities of the specific moment and situation. This latter kind can be thought of as "situated" identities (Falk et al., 2008, p. 56).

This research found support for segmenting visitors by identity-related motivation, as this could aid in better understanding visitors' experiences and their diverse learning outcomes. Additionally, this study found that despite the efforts used in developing the survey tool, the qualitative interviews were most informative for identifying visitor's motivations.

Perhaps the strongest indication of the value of segmenting visitors according to their entering identity-related motivations was revealed by the qualitative interview data collected immediately following the visit and seven-to-11 months post-visit... By inference, visitors' long-standing self-aspects helped to shape their entering identity-related reasons for visiting, which in turn were used as a way to help organize their experience and relate it to themselves (Falk et al, 2008, p. 72).

Further development in this field of research occurred when two additional visitor motivation categories, Respectful Pilgrims and Affinity Seekers, were proposed by Bond and Falk (2013; Falk, 2011, p. 148) in order to encompass a wider range of visitor motivations.

Respectful pilgrims: Visit out of a sense of duty or obligation to honor the memory of those represented by an institution/memorial.

Affinity seekers: Are motivated to visit because a particular museum or more likely exhibition speaks to the visitor's sense of heritage and/or personhood.

Their research suggests that utilizing these categories of motivations in planning visitor experiences was found to enhance satisfaction or particular outcomes, such as free-choice learning (Bond & Falk, 2013; Falk, 2011).

Visitor learning

It is estimated that the average person spends a relatively short period of time in formal education settings over the course of their lives (Falk & Dierking, 2000). This means that an immense amount of adult learning takes place in free-choice settings. Free-choice learning can take place anywhere there is an element of choice and control over what is learned, such as tourism and visitor sites in general (Falk & Dierking, 2000).

Constructivist Learning Theory

Constructivist learning theory is widely accepted as the theoretical foundation for free-choice learning (Falk & Dierking, 2000). In general, constructivist learning theory conceptualizes learning as being constructed within personal, socio-cultural, and physical contexts that build upon one another over time (Falk & Dierking, 2000). The Contextual Model of Learning (CML) provides a framework for understanding the constructivist learning experience that take place in free-choice contexts (Falk & Dierking, 2000). The CML is particularly relevant for free-choice settings in that it was originally conceived through both theory and lived experience with the intent of designing a model that would acknowledge both the individual and social aspect of free-choice learning, acknowledge prior learning and recognize that learning cannot be isolated in time (Falk & Dierking, 2000). Free-choice learning conceptualizes learning as occurring within the following three contexts:

Personal context: motivation, expectations, prior knowledge, interests, beliefs, and elements of choice and control (Falk & Dierking, 2000).

Socio-cultural context: Within-group socio-cultural mediation and facilitated mediation by others (Falk & Dierking, 2000).

Physical context: Advance organizers and orientations, design, and reinforcing events and experiences outside the free-choice learning site (Falk & Dierking, 2000).

Using this framework, this research explores how identity-related motivations may influence visitors' learning in these particular contexts. The central premise is that some visitors are primed for certain types of learning.

Visitor motivations and learning.

Previous research examining free-choice learning and visitor motivations suggests that Experience Seekers tend to demonstrate more learning than visitors with other motivations (Falk et al., 2008); Schultz & Joordens, 2014). Falk, Heimlich and Bronnenkant (2008) found that: "Experience Seekers showed significant changes in their understanding of conservation over the course of their visit, while visitors categorized as Facilitators, Explorers, Professional/Hobbyists and/or Spiritual Pilgrims experienced no significant gains in their knowledge of conservation-related topics during their visit" (p. 71). Similarly, in a study exploring free-choice learning and motivations of zoo visitors, Shultz and Joordens (2014) found that "... both Spiritual Pilgrims and Experience Seekers may be more successful learners than Facilitators, with the former group also being more likely to donate personal resources to conservation initiatives" (p. 769). Explorers were not found to have significant learning outcomes, but they were "more likely to predict their adoption [of] one of the zoo's behavioral goals" (p. 772). These studies provide important avenues for further exploring visitor learning in other nature-based tourism settings.

Methods

Data for this research was collected at two sites. The in-situ data collection took place in Churchill, Manitoba, Canada during polar bear tourism season. The ex-situ data collection took place at the Assiniboine Park Zoo located in Winnipeg, Manitoba Canada. These two sites were selected as case studies for this research, because the Assiniboine Park Zoo represents an exemplary ex-situ site, where the *Journey to Churchill Exhibit* represents not just the wildlife found in Churchill, Manitoba, but also aspects of the ecosystem and town-site of Churchill. This affords a unique opportunity to explore and compare in-situ and ex-situ visitor learning, of where the ex-situ site intentionally replicates aspects of the specific townsite of the in-situ site, making this study the first of its kind, to the authors' knowledge.

Approximately 30 visitors at each site were asked to participate in the research by completing a personal meaning map and interview on-site, as well as a follow-up personal meaning map and interview 2-3 months later, completed by telephone or video calling. In total, 30 participants in Churchill, Manitoba (in-situ) and 27 at the Assiniboine Park Zoo (ex-situ) were recruited as attrition rates were expected to be high for the follow-up

aspect of the data collection. The follow-up data collection resulted in 27 completed interviews for the in-situ participants and 24 completed interviews for the ex-situ participants.

Interviews

The open-ended interview guide included questions relating to prior interests, expectations, companions on the visit, and the purpose of their visit, as well as questions exploring their learning and behaviour change outcomes. The questions on visitor motivations were adapted from prior research and were based on recommendations for the most effective way to determine visitor motivations (Falk & Storksdieck, 2005; 2010; Falk et al., 2004; Falk et al., 2008). NVivo software was used to conduct a deductive, axial coding method (Patton, 2002) for the interview responses for examples of learning that occurred within the personal, socio-cultural or physical context of the CML. Deductive coding, which consists of coding using a pre-existing framework, was used to analyze the interviews within the personal, socio-cultural, and physical contexts of the CML (Patton, 2002). See table 1 for examples of how all learning outcomes were coded for each context of the CML.

Free-choice learning is often measured quantitatively by measuring the extent, breadth, depth, and overall mastery of a personal meaning map or through survey measures (Falk & Dierking, 2000). It is important to note that free-choice learning outcomes were coded in relation to the context in which learning took place, rather than identifying particular types of learning (i.e. extent, breadth, depth or mastery). Since this research was exploratory in nature and sought to address the how and why questions concerning free-choice learning, all examples of learning were coded in relation to the three learning contexts of the CML, in order to explore potential overarching learning patterns that may exist for visitors with different motivations both in-situ and ex-situ.

Findings

The purpose of this paper is to examine differences in visitor motivations at in-situ and ex-situ nature-based tourism sites, and to explore how potential differences may influence visitors learning within the framework of the CML. Findings related to understanding visitor motivations will be presented first, followed by visitors' learning found within the three contexts of the CML.

Visitor Motivations

Visitors were asked on site: "Who's idea was it to come here?" and if the participant was not the decision maker: "What was your reason for joining them?" (adapted from Falk & Storksdieck, 2005). In the follow-up interview, visitors were asked the following questions, based on previous research by Falk et al. (2004; 2008) and Falk and Storksdieck (2005) to help determine their visitor motivations: "Looking back, what was most significant part of your experience?" and "What do you remember the most, or what was the most memorable from your visit?" It should be noted, that some visitors' motivation responses emerged in other interview questions, such as questions about prior interest.

Explorers:

Churchill Visitor 16:

Q: So, why- what was your major decision to come? Wanted to see the polar bears [based on earlier response]?

A: Mainly to see polar bears and learn more about the Arctic and the effects that climate change were having on the Arctic.

Facilitators:

Zoo Visitor 12:

Q: What' been the most significant part of your experience, if not today, at some point during your visits?

A: Um, I feel like any time that we come to the zoo, it's just about what my kids go up, like they have - like more memories of their childhood and then they bring their kids here. It's more for me a family thing than an educational thing.

Professionals/Hobbyists:

Zoo Visitor 05:

Q: Um, so then, what was the purpose of today's visit specifically?

A: Just to come take pictures and to come check things out.

Q: Yeah. Did you see the bears?

A: Yeah to take pictures, sometimes we can't [depending on where they are in the exhibit].

Experience Seekers:

Churchill Visitor 25:

Q: Okay. And who's idea was it to come?

A: Sort of both of our ideas. We always wanted to go to Churchill, so.

Q: Yeah.

A: Yeah. Ever since I started in the north, so.

Q: Um, sorry, what do you mean "started in the north"?

A: Uh, I started working in the North [location], you sort of hear about it working in the North.

Q: Oh, I see. Yeah.

A: And it's always on the TV about polar bears and stuff.

Rechargers:

Zoo Visitor 06:

Q: And why did you decide to come?

A: Well I was Christmas shopping this morning and it was a very frustrating, unsuccessful endeavor... So, I thought I needed a bit of zoo therapy!

[laughter]

The visitor motivations were compared between the in-situ and ex-situ experience (Table 1). For the in-situ nature-based tourism experience, visitors' identity-related motivations primarily consisted of Explorers, followed by Experience Seekers. For the ex-situ site, the visitors' motivations were more widely distributed between the motivational categories.

Table 1. Visitor motivations at the in-situ and ex-situ polar bear tourism experience.

Motivations	In-Situ	Ex-Situ
Explorers	16	7
Facilitators	2	11
Professionals/Hobbyists	2	2
Experience Seekers	11	5
Rechargers	0	2
Affinity Seekers	0	0

Visitor learning within the Contextual Model of Learning

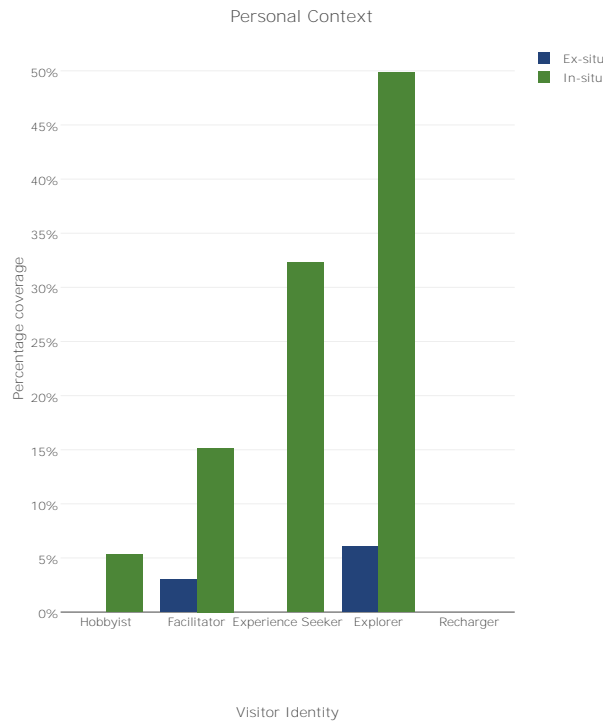


Figure 1: Personal context of learning coding instances, by visitor motivation.

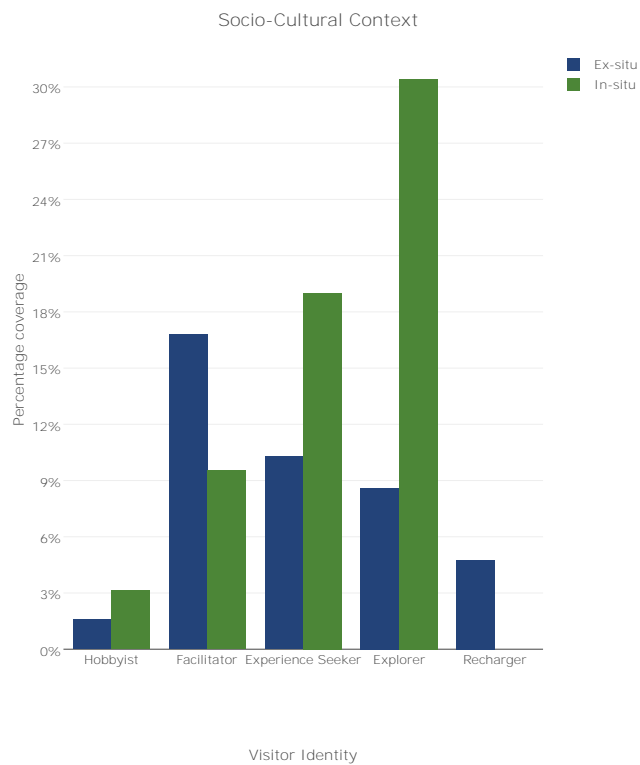


Figure 2: Socio-cultural context of learning coding instances, by visitor motivation.

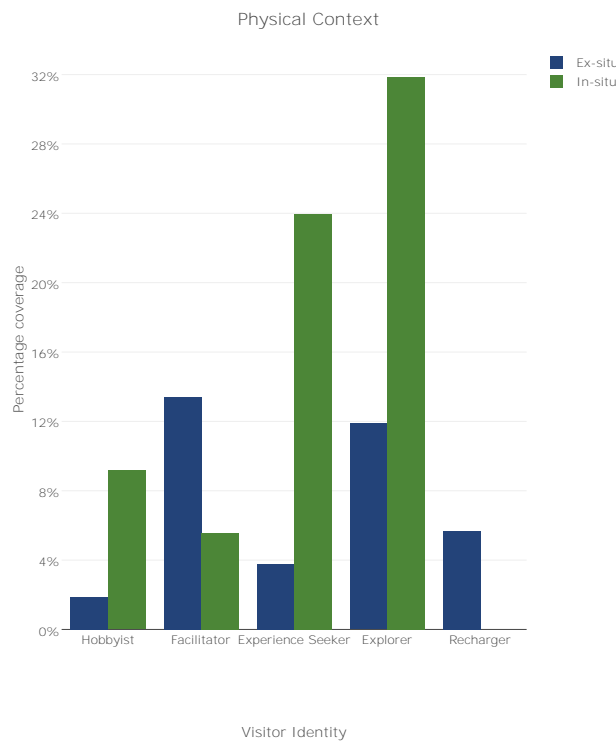


Figure 3: Physical context of learning coding instances, by visitor motivation.

Figure 1, 2, and 3 provide a visual representation of the percentage of references coded for each context of free-choice learning for both in-situ and ex-situ visitors.

Explorers and Experience Seekers demonstrated the highest percentages of learning based on this categorical deductive coding process (Patton, 2002). In most instances’ visitors in-situ demonstrated proportionately more learning than ex-situ visitors. The exception to this was Facilitators in the socio-cultural and physical context, where the ex-situ visitors demonstrated more learning. As exploratory research, this sample is not intended to be representative, nor is it intended to provide generalizable data for all in-situ and ex-situ visitors.

Discussion

This research demonstrates that nature-based tourists can be classified within Falk’s identity-related motivation categories using interview techniques and qualitative analyses. It also demonstrates that while little “i” identities do not completely inform and predict visitor’s learning outcomes, this form of categorization can be helpful in understanding and planning for experiences that may help to facilitate learning for visitors with different motivations. This research also demonstrates that in-situ and ex-situ nature-based tourism experiences can attract visitors with very different motivations. It aligns with previous zoo-based motivational research (Falk et al., 2008; Schultz & Joordens, 2014), which also found that Facilitators are prevalent at an ex-situ site, such as a zoo. This is unsurprising, given that zoos are both more accessible and affordable for parents or grandparents with young children, who are more likely to act as Facilitators. Explorers were more prevalent at the in-situ site of this study. Substantial investment of time and resources is necessary in order to visit Churchill, Manitoba so it is likely that this site will attract more visitors with a keen and prior interest, such as is common for Explorers.

Experience Seekers provide a particularly interesting line of inquiry because they are the only motivational identity group that has consistently demonstrated the most learning in previous research (Falk et al., 2008;

Shultz & Joordens, 2014). However, in this research, Explorers demonstrated more instances of learning in every context. While this paper does not delve deeper into the qualitative coding of these categories, we surmise, based on NVivo queries used to compare learning between visitors with different primary motivations, that Experience Seekers may exhibit more learning, when measured using traditional survey-based forms, since they tend to enter an experience with less prior knowledge, interest, and experience, compared to Explorers. Explorers may begin with high pre-visit levels of knowledge and, therefore, may learn less in terms of new content. Survey-based data, then, may not necessarily reflect how advanced someone's knowledge or skills are, but rather reflect the total change in knowledge. This is a methodological critique, for if survey-based data favours measuring changes in learning rather than the depth and overall mastery of learning, it is indeed a measurement flaw. Further research is needed to determine if this the case. Another notable distinction in findings for Experience Seekers is how different the results are for in-situ and ex-situ visitors in the physical context. Based on the interview data, we believe this may be attributed to the intensity and engagement that an in-situ experience affords. An ex-situ experience may not engage visitors in the long term (post-visit) in the same way. This is another finding that merits further research and has important implications for how ex-situ experiences are designed, especially post-visit engagement.

Facilitators demonstrated relatively high instances of socio-cultural and physical context learning. These findings are surprising, given previous research which indicates that Facilitators often demonstrate the least on-site or survey-based learning (Schultz & Joordens, 2014). What this research suggests is that for Facilitators, learning may be more likely to take place post-visit (the physical context of learning includes post-site engagement and reinforcing experiences). If a Facilitator's purpose of their visit is to have an enjoyable day out for their children, or to help facilitate the learning of children, this means that their own learning is secondary. Arguably, the on-site visit is not necessarily an appropriate place to expect Facilitators to learn. Additional research is needed to further investigate this finding and determine the role that post-visit engagement may play in developing experiences for Facilitators.

Hobbyists and Rechargers demonstrated very little learning in all contexts. While this is not surprising, it does support the concept that not all visitors are, at all times, receptive to learning. When designing visitor experiences practitioners will want to consider what are desirable outcomes for different types of visitors.

Conclusion

This exploratory research provides both confirmatory and conflicting findings in relation to prior research on visitor motivations and on measuring learning and learning for behavior change (Falk, 2011; 2012; Falk et al., 2008; Schultz & Joordens, 2014). We question the appropriateness of measuring learning using survey-based techniques that may fail to capture the depth and mastery of learning, and instead focus exclusively on *changes* in learning. While survey-based research has an important role to play in visitor studies and learning research, we argue that more sensitive research tools are needed in order to both measure and understand these complex and individualistic outcomes. We also argue that using Falk's identity-related visit motivations as a tool for segmenting visitors is appropriate and particularly effective when paired with qualitative interviews. We know that "Learners' goals are rarely the same as those of the institution" (Heimlich & Horr, 2010), yet researchers and practitioners often fail to measure and assess the multiplicity of visitors' free-choice learning outcomes, partly due to the cost and time needed for such evaluation. Visitor segmentation may prove to be helpful in this regard. While some visitors will not fit perfectly into the seven identity-related motivation categories, we argue motivational segmentation can be an effective way to better understand the reason for their visit. With this in mind practitioners will be challenged to provide constructive alignment for visitors both in terms of the experiences offered and the ways in which experiential outcomes are measured and assessed.

A potential limitation of this study is that we did not employ the full 20-item visitor motivation identity scale developed by Falk (Falk 2007, 2009; Falk et al., 2008; Schultz & Joordens, 2014). As this research was exploratory, our purpose was to evaluate Falk et al.'s (2008) suggestion that the interviews, particularly the

follow-up interviews, were most effective in determining visitors' motivations. We found qualitative methods to be effective and insightful in determining primary motivations. The primary limitation is that qualitative interviews and coding methods are time consuming and labour intensive to analyze. Finally, we also recognize that the large proportion of visitors identified as either Explorers in-situ, or as Facilitators ex-situ, will have affected the percentage of responses in relation to those two categories. It is for this reason that the data in figures 1-3 are presented as percentages, as it is only intended to be descriptive. Further research is needed to determine if these findings are transferable to other sites and potentially generalizable. As exploratory data, however, these results are not intended to be generalizable, but rather serve a purpose in providing specific directions for future research.

Through this data and these examples, we have explored several explanations for differences in learning outcomes and how these might be used to address the design and evaluation of visitor learning and experience. While visitor segmentation by motivation may, to some degree, oversimplify visitors' nuanced experiences, we believe it serves a purpose in recognizing that not all visitors *ought* to be expected to have the same learning outcomes. This recognition can then help us to support visitors in the co-creation of their experiences and associated learning by developing experiences that do not end at the gate, but that connect visitors in a meaningful way to a cause or topic that they care about.

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EXAMINING REPRESENTATIONS OF FATHERHOOD THROUGH THE LENS OF FAMILY LEISURE PHOTOGRAPHS

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Introduction

This paper is the first study to utilise family leisure photographs to evidence society's changing notions about fatherhood, and in so doing responds in a new way to calls from leisure researchers about the need to study the changing ideologies of fatherhood (e.g. Eggebeen, 2002; Kay, 2006). In particular, Schänzel and Jenkins (2017) note the importance of understanding what fathers actually do with their children, how they perform their parental role and what are the benefits of fatherhood. Photographs (non-manipulated snapshots) are a useful lens for addressing such issues, as they can be interpreted as ways of understanding human life and document sociological aspects of lives that we are unable to gain easily from other sources (Sandbye, 2014). As Sontag (1977, p. 5) notes, "photographs furnish evidence. Something we hear about, but doubt, seems proven when we're shown a photograph of it". Family leisure photographs were chosen as the lens to investigate fatherhood because family and domestic photography are widely accepted - both as a process of inscription of meaning in family and familial spaces, and a tangible representation of family identity and family relationships (Bourdieu, 1990; Hallman & Benbow, 2007; Sontag, 1977).

Literature Review

Changing conceptualisations of fatherhood

From the late eighteenth century, the 'male breadwinner family' discourse became dominant in Western society (Horrell & Humphries, 1997). While much of the literature focuses on the UK, similar discourses about the gendered nature of fatherhood were (and are) evident in New Zealand, the context for this research. The driving forces of the change to 'male breadwinner family' have been found to be complex and the extent of its dominance across all regions and occupational groups contested, but Horrell and Humphries (1997) argue that, at least in the UK context, industrialisation played a significant part in decreasing women's independence. In New Zealand, economic and social changes like the Education Act 1877 ("Education act passed into law," 2018) made schooling compulsory for children and forced them to stop working. Women therefore had to stay at home with children and send them to school and men worked outside the house to provide for their wife and children. However, after World War II when women raised their voices against society's patriarchal gender hierarchies and asked for equal work rights with men, the role of men as the main breadwinner was challenged and the nature of fatherhood began to change. As women entered the labour force in increasing numbers, men had to be active inside the house and take more responsibilities of spending time with their children (Eggebeen, 2002).

Adapting to the new role of being an involved father has not been easy for men. There are tensions between the two different roles (Kay, 2006): the breadwinning role, a cultural stereotype which has remained powerful (Lewis, 2000); and the involved father role, the new social expectation which has appeared in post-industrial society (Gershuny, 2003). Studies have found that fathers prefer to see the provider role as the defining function of fatherhood (Lewis, 2000) and resent both the loss of autonomy and freedom they had before (Such, 2006), and the need to prioritise personal leisure above family responsibilities (Kay, 2006). However, research has found that many fathers do not want to be like their own fathers and be uninvolved in their children's lives - they believe that the previous generation did not experience involved fatherhood and missed their chance (Pleck, 1997). It seems that they are trying their best to spend more time with their families and align with current social norms of what constitutes a good parent (Pleck, 1997).

As Kay (2006) suggests, one possible strategy that fathers use to deal with this dilemma is to engage with their children through leisure. Family leisure, which is generally perceived to be quality time, provides an avenue for

family members to feel more connected and for fathers to feel more engaged with their children. Research shows that fatherhood may profoundly shape the lives of men and have a significant positive impact on fathers who are involved with their children lives (Eggebeen & Knoester, 2001).

Family leisure

The increasing societal pressure on fathers to build a solid and healthy relationship with their family members (Shaw, 2008) has led to fathers trying to be more committed to, and involved, in family activities. Family leisure is an opportunity for family members to strengthen their relationship; much research has documented the positive role that family activities can play in terms of enhancing relationships and improving patterns of communication among family members. For example Hutchinson, Afifi, and Krause (2007) found that everyday family activities like eating together or being in a room watching television helps family members to feel a sense of belonging and demonstrate care for each other. Similarly, Lehto, Choi, Lin, and MacDermid (2009) found that family vacations contribute positively to family bonding, communication and solidarity between family members. While doing leisure activities, parents make themselves closer to their children and try to make a better relationship with them (Jenkins & Lyons, 2006) in order to understand their needs and wants far from their busy everyday life.

Family leisure, however, is not unproblematic. Recent research on family leisure has gone beyond the involved role of parents, finding a new and more purposive role for family leisure. Many parents now schedule leisure activities in a way to guide children, inculcate values, teach skills and help them to learn something (Harrington, 2006; Schänzel & Jenkins, 2017; Shaw & Dawson, 2001). Indeed, Shaw (2008) has identified that for some parents, family leisure activities are now changing, and the level of work and effort needed to organise these activities is turning the meaning of leisure into a parenthood obligation. In addition, gendered practices and experiences of family leisure mean that leisure is not always experienced equally by all family members, particularly as a result of the (gendered) responsibilities of caring (Deem, 1996; Samdahl, 2013).

Family leisure may be a platform for family engagement and the construction of family identity (Hilbrecht, Shaw, Delamere, & Havitz, 2008; Zabriskie & McCormick, 2003) making it a useful context for examining parenthood in general, and fatherhood in particular as the main objective of this study and investigating its changing representations through time.

Methods

Data collection

The research objective necessitated a longitudinal analysis and therefore archival photographs were needed. In New Zealand, the Hocken Library in Dunedin has a rich archive of family photograph albums that are available for viewing by researchers and members of the public alike. However, these albums only cover the period 1896 to 1955. To gain access to material from 1955 to 2018, advertisements were placed in local Dunedin newspapers and snowball sampling was also used. Family photograph albums were collected in both hard/digital versions. The hard copy photographs were digitised using a camera phone and categorized by decades along with the digital ones. Photographs were organised according to the album they were stored in, and albums were organised according to decade. A total of 58 hard copy photograph albums (28 albums from the Hocken Library archive and 30 private family albums) and 125 digital photograph albums (all private family albums) spanning the period 1896 to 2018, and with over 3000 photographs, were included in the analysis. It is important to note that copyright restrictions limit the photographs presented in the findings section to pre-1950s. Photographs from after this time have been described in writing rather than included as images.

Data analysis

Images, like written text, contain both manifest and latent content, the interpretation of which depends on the socialisation and interpretive competence of the researcher(s) (Albers & James, 1988; Sather-Wagstaff, 2011; Walters, 2019). In addition, in every family photo album there were a range of leisure-related photographs, with

many used to tell the story of a particular activity. The analysis needed to capture a holistic sense of the photos all together in each album. A flexible and in-depth way of interpreting the photographs was therefore required – one that provided insights into the latent meaning, rather than explicit or surface meaning, and allowed inductive rather than deductive analysis (Braun & Clarke, 2006). Qualitative methods are an in-depth way of understanding the data and inductive forms of data analysis are characteristics of qualitative inquiry (Nastasi & Schensul, 2005). The use of qualitative thematic analysis here enabled a rich and nuanced understanding of the representations of 'fatherhood' through the family leisure photographs.

An iterative six-phase thematic analysis described by Braun & Clarke (2006) was conducted. First, photographs were 'read' several times for the purpose of familiarity with the whole data, and extensive notes were taken to capture interesting points and elements in the photographs. As the only material here was visual in nature (the photograph albums) an interpretive description of stories embedded in photographs was necessary. While writing down the stories inferred from the photos using the primary notes, a set of codes was also developed. The third phase consolidated similar codes into a series of basic themes, which were then further condensed into higher level organizational themes in the fourth phase, which were in turn abstracted into the overarching 'global' theme of visual representations of fatherhood in family leisure. The sixth and final phase was to describe, examine and analyse the fatherhood theme and this analysis is presented below (Attride-Stirling, 2001; Braun & Clarke, 2006).

Findings

The findings are presented in chronological order, in order to illustrate the changing nature of fatherhood and how men are now more involved in family leisure activities. We found that fathers are taking more responsibility to "be with" (Such, 2006, p. 194) their families and to be more present in their children's lives.

From 1896 to 1940: gendered roles in life and leisure

In the early twentieth century, at the same time as the Great Depression in New Zealand, part of being a man was his role as the main provider for the family. The value men placed on their jobs was connected with the value they put on their families and the pride of providing for them (Frank, 1999). A good mother, on the other hand, was one who stayed at home, raising children and cooking a delicious dinner. The completely separate role of men and women outside and inside the house (Phillips, 1999) meant that having separate leisure activities was thus viewed as completely natural.

Family leisure photographs provide evidence that even during leisure time/activities, fatherhood was conceptualized as "men as breadwinners" (Frank, 1999, p. 114). Women were busy in the house with housekeeping, knitting, spinning (Fig. 1), taking care of children or hosting tea/garden parties (Fig. 2) while men were out of the house doing more 'masculine' activities like hunting (Fig. 3) and mountaineering for example.



Figure 1. Pat, Helen's mother spinning wool, 1940s.
Hocken Collections Uare Taoka o Hākena, Album 517, P2001-013/4-003g.



Figure 2. Garden party and sale of work, North Taieri, c.1916.
Hocken Collections Uare Taoka o Hākena, Album 449, P1997-155/11-016a.



Figure 3. S19-061b Wild pig Waipori, c.1890-1910.
Hocken Collections Uare Taoka o Hākena, Album 121, P2008-034-012c.

Looking at family leisure photographs, we barely see fathers being represented in a family context during this period. Most of the photographs in this period are of children with their mothers in 'around the house areas' like the yard (Fig. 4), garden, porch or at the farm playing with farm animals or pets. Children are also engaged with doing chores such as helping their mothers setting the trap for ferrets (Fig. 5), fishing and fruit picking.



Figure 4. [Family group], c.1930-1932.
Hocken Collections Uare Taoka o Hākena, Album 284, P1990-021/06-101b.



Figure 5. S19-061c Ferreting, c.1890-1910.
Hocken Collections Uare Taoka o Hākena, Album 121, P2008-034-031b.

Even at picnics when the whole family was gathered to take a photo, the children were sitting close to their mothers (Fig. 6) or sitting on their laps. In addition, as leisure activities were heavily gendered during that period, men and women experienced different leisure contexts. As childcare was primarily the mother's responsibility, children experienced much of their leisure in more feminine environments. Time spent with their fathers in masculine environments was less frequent, but they were able to engage in activities such as swimming (Fig. 7), fishing or tramping with them on occasion.



Figure 6. [Picnic], c.1920.
Hocken Collections Uare Taoka o Hākena, Album 385, P1997-084/3-002a.



Figure 7. [Boys swimming], c.1906-1910.
Hocken Collections Uare Taoka o Hākena, Album 173, P2008-054-014.

From 1940 to mid-1960s: a rise in family leisure consumption

Even after World War II, when New Zealand was experiencing a new era of prosperity, consumerism and suburbanisation, patterns of leisure still revolved around gender separation. Fathers and mothers experienced leisure within two separate cultures (Phillips, 1999). Although the popularity of buying prestigious cars in the 1960s provided the opportunity to entertain the children with Sunday drives or occasional trips to the beach, these family times were limited to the weekends; men were still seen as deserving free time of their own after work to spend at the pub and relax by drinking beer with their friends (Phillips, 1999). The role of fathers in family leisure was limited to taking the whole family to a picnic in his car or swimming with children in the river. Fathers were present in leisure time, but they didn't involve themselves as a responsible parent to amuse or take care of children. It was still the mother's responsibility to prepare the food, facilitate leisure time and activity, and care for the children.

Family photograph albums available at the Hocken Library confirm that family leisure activities increased during this period as well. There were more opportunities available for the whole family to have more fun together (Atkinson et al., 2005). For example, increasing car ownership allowed access to further away attractions like Larnach Castle on Otago Peninsula (Fig. 8), visiting families in further away cities, and attending more events like woodchopping competitions in the countryside (Fig. 9).



Figure 8. [Visit to Larnach Castle], 1948.
Hocken Collections Uare Taoka o Hākena, Album 287, P1990-021/08-024c



Figure 9. [Woodchopping], 1948.
Hocken Collections Uare Taoka o Hākena, Album 287, P1990-021/08-013c.

There were also more carnivals, events and museums to attend and visit. Although family leisure activities increased and improved because of the prosperity era, fatherhood in the family leisure context remained the same. It was still mother's responsibility to look after children while outside (Fig. 10).



Figure 10. S19-061a [Mother and two children], 1950.
Hocken Collections Uare Taoka o Hākena, Album 440, P1991-016/7.

Late 1960s to 1970s: visible and involved fathers

From the late 1960s through 1970s, some major social changes happened in New Zealand which lead to the changing nature of family leisure and women's involvement in leisure activities: the end of the '6 o'clock swill' was one of them. By convincing the government to abolish the old licencing law, more pubs started operating in suburban areas where women could drink with their husbands and eat food outside of the house. Drinking, gambling and sport became more attractive to women, and team sports gave their place to individual physical activities. The increasing importance of urban culture and the new acceptance of sexual variety were other importance factors in changing the dominant social norms (Phillips, 1999).

Along with many important social changes, the changing structure of families had a great impact on the changing face of family leisure and father's involvement as well. Previously, when hearing 'family leisure time', the first image that came to mind was the whole family including mother, father, children having fun together. But when young women started to delay their marriage and childbearing to progress in their paid jobs and even after childbirth, to continue their career as a successful woman, the face of 'traditional family' with a housewife changed. Busy mothers with less interest and time for cooking (Atkinson et al., 2005) expected fathers take children to eat out while she was at work or keep them busy until she returned home. The increasing number of career women meant more fathers had to take on childcare responsibilities and be more connected with their children (Phillips, 1999).

Based on family photo albums from the 1960s and the 1970s, the fathers increasing involvement in family leisure time was also visible. In one photograph, for example, a father is shown lying down beside the swimming pool (private family album, 1970s), looking after his son who is playing. Another photograph shows a father at a birthday party looking happy and playing with the children (private family album, 1970s). In a third example, the father presents himself as a good father who takes his wife and children for a boat ride (private family album, 1970s). He takes them hiking, to the beach and he is photographed at home having a meal with family. He teaches the children how to garden, and helps his wife feed the baby (private family album, 1970s). Certainly, compared with albums from the early 1900s, there are many more photographs of fathers playing with their children, feeding them and having fun with them in this period.

From 1980s to 2018: purposive fathers

In the last three decades, researchers have argued that the prevailing definitions of leisure may not be appropriate for family leisure. Family leisure, apart from being a relaxing time for the whole family to

communicate and rebound, has also turned into a purposive activity (Shaw & Dawson, 2001). Parents are now trying to help children to learn something from their leisure activities (e.g. by visiting historical museums, exploring nature or attending cultural events (private family album, 2000s) and help them to be creative (e.g. by using their own camera to take photos during leisure time (private family album, 2000s).

In this case, fathers play an important role. When at the beach, a father is photographed trying to teach the children how to swim and how to be creative in making sandcastles. Fathers teach children to make a fire while out in nature and paddle a boat in the river. While mothers play the role of the main carer for children and teach them to be sensitive, caring and flexible (Shaw, 2008), fathers are teaching them to be tough, strong and responsible by scrubbing their own dirty toy for example (private family photo album, 1990s).

The findings here are aligned with Such (2006) about the new role of fathers in their children leisure time. Analysis of men's recreation across the life cycle revealed that transitions to the role of fatherhood were accompanied by a loss of autonomy and freedom over leisure and leisure choices by fathers. Fathers now sacrifice their own individual leisure time to be with their children. For example, they are now teaching their children how to play rugby instead of the enjoyment of playing themselves.

Conclusion

This research set out to examine changing ideologies of fatherhood, through the lens of family leisure photographs. It found evidence of a shift away from father as the absent breadwinner in the early twentieth century, to participating in leisure consumption with the family in the post-war years, to being visible and involved during the women's liberation movement of the 1960s and 1970s, to purposive teacher in more recent decades. In addition to being tangible but private records of family life and relationships, family leisure photographs thus illustrate broader societal change and document sociological aspects of lives (Bourdieu, 1990; Hallman & Benbow, 2007; Sandbye, 2014; Sontag, 1977).

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"DEMOCRATS FALL IN LOVE, WHILE REPUBLICANS FALL IN LINE:" COLLECTIVE INTELLIGENCE TASK PERFORMANCE DIFFERENCES BETWEEN ONLINE GROUPS OF CONSERVATIVES AND LIBERALS PICKING MARCH MADNESS TOURNAMENT BRACKETS

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Introduction

The current study looked at the particularly meaningful cultural intersection of politics and sports. In other words, the role of political ideology in performing collective intelligence tasks was examined and the collective intelligence task, in this case, was prediction sports contest winners as a web-based group.

The competition between political liberals and political conservatives is palpable in many facets of society. In election seasons, candidates compete for votes and frequently run negative ads against one another. In between elections, media outlets debate in favor of or against respective political parties. All the while, constituents debate one another in an effort to provide evidence of their sides' superiority. This study examines that competition between political liberals and political conservatives but places it in the context of collective intelligence and sports. That is, this study will examine how groups of political liberals compare to political conservatives in predicting winners in the March Madness Basketball Tournament— one of the largest annual sporting events in the United States and thus one of the major leisure annual activities for sports fans.

As for the use of the March Madness Tournament, this is one of the biggest media events in the United States each year. Millions of brackets are filled out by millions of Americans while billions of dollars are wagered on the games each year by conservatives and liberals alike (Purdum, 2015). Indeed, this method of sports betting and sports viewership has become a major form of leisure in the United States regardless of political affiliation (Clemons, 2019).

To be clear, the tournament starts with 64 teams in four groups of 16 (Officially, 68 teams participate in the tournament – with four 'play-in' games but the brackets used by fans usually include only the four 16-team sections). The one seed (the team who has earned a "best" spot based on previous games played) plays the 16 seed (the team who has earned a "worst" spot based on previous games played), the two seed (the team who has earned a "second best" spot based on previous games played) plays the 15 seed (the team who has earned a "second worst" spot based on previous games played), and so on. This is a single elimination tournament. The winner of each group of 16 moves on to the "final four" where the bracket competition continues with the last four surviving teams until one winner is determined. It has become a leisurely pastime to fill out brackets for this tournament (predicting winners and losers) to compete with family, friends and co-workers. This event provides a widely watched and ostensibly apolitical way to examine group efficacy. However, based on the literature described below, a group of political liberals would be expected to should fill out a bracket differently than a group of conservatives. Beyond that, this tournament allows for more granular analysis than say picking the winner of a single football game or even a season of football games. To begin, it is much more efficient. There are 63 total games played within a three-week window. Second, the tournament establishes clear favorites and underdogs. Third, early decisions impact later decisions. For example, if a team is predicted to lose but actually wins, then that team can no longer be selected in future rounds. Beyond that, predicting a bracket correctly is profoundly challenging. The odds have been estimated at 1 in 9.2 quintillion or "next to impossible" (Greenawalt, 2018). There are even established strategies for filling out brackets (Lauletta, 2018). The nature of filling out a bracket should create a more dramatic and meaningful differences in decision-making between groups. With these odds, one might argue that predicting a bracket is akin to winning the lottery. That is an apt comparison when discussing the bracket as a whole. However, this study looks at individual games predicted, not the entire bracket, thus reducing the relevance of this comparison. Similarly, one might suggest that due to the degree of luck needed for a perfect bracket that the term collective "intelligence" is misplaced. While this is an interesting

proposition and one that merits further exploration, that is not the focal point of this paper. As a result, the current study uses the term “collective intelligence” as that is the term used in the existing body of research.

While sports and politics may seem an odd pairing, the researchers feel that is a new way to explore several key areas: collective intelligence, traits of liberals/conservatives, and sports. Moreover, Barak Obama, while in office and continuing to today, made an annual tradition of publicly revealing his March Madness predictions (Cooper, 2018). Thereby allowing liberals and conservatives alike to compete with the president.

As for collective intelligence, perhaps one of the greatest benefits gleaned from web-based communities is their ability to organize and perform tasks. “Two heads are better than one” and “many hands make light work” are axioms that have found even more relevance in online environments. Many web-based communities are built upon this premise. Threadless.com creates t-shirts based on crowd feedback – “You are Threadless. You make the ideas, you pick what we sell, you're why we exist.” gofundme.com and crowdfunder.com allow people to donate money to people and projects to complete tasks that may not be possible without crowd support, among many others (Crowdfunder, 2018; How GoFundMe Works, 2018; Threadless, 2018). Respectively, they say that they “harnesses the power of social networks and the internet to give people the means to raise funds, help others overcome hardship, and meet aspirational goals” and are the “leader in equity crowdfunding...raise capital for thousands of companies from our network of 12,000 VCs and angel investors.”

This notion of web-based groups solving problems and making decisions might be better understood as collective intelligence. Conventional wisdom and the research community generally agree that collective intelligence is superior to individual intelligence (Bonabeau, 2009; Malone et al, 2009; Rosenberg, 2015; Wolf, Krause, Carney, Bogart, & Kurvers, 2015). In most cases, having a group solve a problem is more effective than having an individual solve the same problem. As such, the current study aims to explore political ideology as a factor in collective intelligence, thus contributing to understanding of how web-based communities might leverage collective intelligence software effectively. In other words, do the traits of a political liberal confer advantages over a group of political conservatives when performing a collective intelligence task? We believe, based on the literature below, that the results from a collective intelligence task will likely differ based on political ideology.

Collective Intelligence

Collective intelligence refers to a group performing one task (Malone, Laubacher, & Dellarocas, 2009; Woolley, Chabris, Pentland, Hashmi & Malone 2010). Broadly, collective intelligence is more effective than performing tasks individually (Bonabeau, 2009; Malone et al, 2009; Rosenberg, 2015; Wolf, Krause, Carney, Bogart, & Kurvers, 2015).

Recent scholarship has suggested that an easy or random task does not necessarily require a specifically skilled group while a difficult task would require a group with a specific skill set (blinded for review). For example, picking a one-seed team (or one of the “best” teams in the tournament) to beat a 16-seed team (or one of the “worst” teams in the tournament) in the March Madness Tournament does not require a group that has expertise in basketball. However, *correctly* picking the 16-seed to beat the one-seed would likely require a group that knew a lot about basketball – or one that was very lucky. This has already been considered to a degree. Indeed, the group effectively performing a collective intelligence task is not necessarily an aggregate of cognitive capacity, instead, it reflects something about group dynamics, composition and interaction (Malone, Laubacher, R., & Dellarocas, 2009; Woolley, Chabris, Pentland, Hashmi, & Malone, 2010). In the spirit of these studies, the current study looks at an area of particular cultural interest – politics and sports – as that likely provides a useful scenario to explore the nature of collective intelligence.

Politics and Sports

The relationship between sports and politics is long and complex (Horne & Manzenreiter 2006; Tsuruta 2003). The overlap can be traced back to ancient Greece (Strenk 1979). "The usefulness of sports and physical training in war was evident to early man" (Strenk 1979, p.131). While referring to organized sport in Greece, Strenk said "Success in these athletic events, which attracted contestants and spectators from all over the known world, proved to be an excellent means of winning popularity and increasing prestige, and ultimately, power, for city states" (1979, p.132). Indeed, Strenk concludes that sports have been used to produce a "war without weapons" (Strenk 1979, p.139).

Tomlinson and Young (2006) argued that sports and sporting events are used at a national level to communicate ideas and political ideologies in particular. Indeed, sports can contribute to feelings of nationalism and nation building (Chipande & Banda, 2018; Parsad, 2012). "Sports are an intrinsically political business" (Gift & Miner, 2017). Gift and Miner (2017) have argued that the political science discipline should more thoroughly consider the importance of sports in their domain because some of the biggest political stories throughout history revolve around sports or at least take place within a sports context. Beyond that, politicians try to capitalize on sports moments and "no shortage of stories exist interlacing politics and sports" (p. 154).

For a more recent and ongoing example, Colin Kaepernick demonstrated the thin line between politics and sports when he decided to kneel during the national anthem as a quarterback for the San Francisco 49ers. He did so to protest police brutality and racial inequality (Rorke, & Copeland, 2017). "Supporters of Kaepernick's protest argued that pointing out problems was an essential part of republican citizenship... Detractors of Kaepernick's argued that both the flag and the national anthem are sacrosanct...ought to be off limits for political arguments (p.93)." Even more recently, Kaepernick influenced the sports apparel company, Nike, to pull shoes from shelves that depicted the "Betsy Ross Flag." This again put Kaepernick at the center of political debate as some viewed the sneakers as a symbol of national while others perceived the flag as racist (Igel & Caplan, 2019).

In summary, sports have been used to enforce specific ideologies, identities, and values as well as for solving issues facing society (Strenk 1979). Given the link between politics and sports, the ways in which decisions are made based on political ideology will be unpacked as this will help to understand how these groups might come to different conclusions based on political ideology.

Political Ideology

Sports and politics are inextricably linked and there is evidence that political ideology influences decision-making. One of the more common dyads for political ideology is conservatism versus liberalism. On this spectrum, the groups tend to be "divided on many issues, including abortion, capital punishment, gay rights, women's rights, gun ownership, environmentalism, euthanasia, and the justifiability of war" (Schein & Gray, 2015, p. 1147). Broadly, liberals tend to prefer more government regulation, more government services, and social change. Meanwhile, conservatives tend to prefer smaller government, less spending on government programs, and maintaining of current social structures (Conover & Feldman 1981; Huntington 1957). Admittedly, these definitions are very broad and could be handled much more precisely (Bell, 2014). However, for the purposes of this study, these definitions are merely meant to provide a clear distinction between groups, not a thorough explication of the ideologies themselves.

Decision making by political conservatives and political liberals can be impacted by a multitude of factors. One study found positive relationships between conservatism and emotion avoidance, authoritarianism, as well as social dominance (Leone & Chirumbolo 2008). Leone and Chirumbolo (2008) suggested that some political differences can be explained not by emotion per se but by emotion avoidance as well as a need for closure. In other words, political conservatives do not want to open themselves up to emotion and simultaneously desire for events to feel resolved.

Conversely, political liberals tend to experience more joy and distress while conservatives tend to experience more anger, disgust, and excitement (de St Aubin 1996). Also, conservatives experience emotions in less intense capacities (Leone & Chirumbolo 2008). This is also known as the ideo-affective polarity theory (Tomkins 1995) – simply stated, political conservatives are pessimistic while political liberals are more optimistic.

In another study, a meta-analysis examined some of the traits that are commonly associated with political conservatism (Jost, Glaser, Kruglanski, & Sulloway 2003). Jost and colleagues found that the following traits are positively associated with political conservatism, death anxiety, needs for order, fear of threat and loss, as well as intolerance of ambiguity. Meanwhile, political conservatism predicted low levels of openness to experience, uncertainty tolerance, integrative complexity and self-esteem. These beliefs or traits then interact with an individual's motivations which Jost and colleagues (2003) refer to as motivated social cognition. Indeed, there is evidence that political liberals and political conservatives have different brain structures such that the way in which they think varies based on political affiliation (Schreiber, et al., 2013).

Taking each of the topics discussed above, it seems reasonable to predict that a group of political conservatives would come to a different set of decisions than a group of political liberals. This notion may even seem trite given the real-world examples that can be found readily in policy decisions and recent elections. However, this provides another meaningful framework for examining collective intelligence. As discussed previously, collective intelligence is generally understood as leveraging group traits and abilities to outperform individuals. However, there is less known about why and in what contexts collective intelligence confers an advantage. This study examines the role of political ideology in collective intelligence. When a group of ideologues are put together in an online environment, the values and traits above become salient and guide behavior (Rose, 2011). As proof of concept, there are websites focused on presenting content for liberal or conservative audiences such as Glenn Beck's TheBlaze.com, the late Andrew Breitbart's Breitbart.com, Arianna Huffington's HuffingtonPost.com and Michael Kinsley's Slate.com. These sites tend to highlight the traits and values of the groups they represent. In other words, these sites and their viewers present then reinforce traits and values, creating a feedback loop appealing to those who conform to the respective political ideologies. In the same vein, it is reasonable to assume that when a group is assembled based on political affiliation, certain traits and values will be salient and then those traits and values will influence decision making. In fact, there is a well-established body of research on conformity to group values (Turner & Pratkanis, 1998). This conformity is even more prevalent when a group is cohesive or thinks similarly - including political cohesion. This, then leads to consensus more readily during the decision-making process. In other words, by using collective intelligence for political conservatives and political liberals, groupthink should manifest based on factors salient to the group.

All of these traits should impact the way in which a group makes decisions and given the demonstrated connection between sports and politics, this should extend to decisions related to sports as well. For this study, we selected the March Madness Tournament because it represents a meaningful confluence of sports, politics, and collective intelligence but also because of useful criteria detailed above. "Political liberals construct their moral systems primarily upon two psychological foundations—Harm/care and Fairness/reciprocity—whereas political conservatives construct moral systems more evenly upon five psychological foundations—the same ones as liberals, plus Ingroup/loyalty, Authority/respect, and Purity/sanctity" (Graham, Haidt, & Nosek, 2009).

Based on this information and the preceding literature, one could reasonably predict how liberals and conservatives would fill out a bracket using collective intelligence. As such, we predict that political liberals and political conservatives will predict brackets differently based on their value systems and traits.

H1: Web-based groups of political conservatives and political liberals will differ in their performance of predicting a March Madness bracket while using collective intelligence.

From there, we predict that political liberals and political conservatives will differ in their prediction of upsets such that conservatives will be more likely to predict “safe” picks while liberals will predict more underdog wins (upsets). This is based on conservatives having need for order and lower tolerance for uncertainty as well as liberals being more optimistic and open to experience.

H2: Web-based groups of political conservatives and political liberals will differ in their prediction of upsets while using collective intelligence.

Method

Participants and Procedures

The sample of participants in this study consisted of 118 individuals. The majority of these participants were male (86.3%), ranging in age from 18 to 68 ($M = 30.63$, $SD = 11.69$). In exchange for participation, participants were given the opportunity to win \$1000 (USD) split evenly among their group - this group was the one that collectively predicted the winners most correctly in their March Madness bracket.

In the recruitment postings, individuals were provided a URL for an online prequestionnaire and were instructed to complete the questionnaire prior to participating in the main task – the collective intelligence task of filling out a tournament bracket. Individuals were slotted into groups based on similarities in responses in the prequestionnaire related to political orientation. At the end of the prequestionnaire, participants were asked about times that might work best for them to participate in an online collective intelligence task.

Once the prequestionnaire was completed, these groups were invited to participate in the collective intelligence task using UNU - a platform that has been used in collective intelligence research (blinded for review; Rosenberg, 2015). Each participant logged into a computer at a predetermined time for their group and went to the website that was hosting the collective intelligence task. Notably, this was done between the day bracket was created for the tournament and the first game of the tournament – a brief window. To be clearer, the official list of teams and their seeds for the tournament are not determined until “selection Sunday.” The games start only four days after this Sunday so the bracket must be completed fully between that Sunday and the first games. The group was trained on the software then began predicting each winner by round. That is, winners were predicted for the first round, then winners were predicted for the second round based on predictions from the first round, and so on. In the software, each participant had a cursor represented by a magnet. This magnet could pull a puck toward a prediction. The group reached a decision when they had moved the puck onto a prediction. When multiple users are pulling the same way with their magnet, the puck moves easily. When multiple users are pulling against one another, the puck moves with more difficulty. The idea is that, through puck movement/resistance, consensus is built dynamically within the group on each prediction thus leveraging collective intelligence of the group. An example can be seen in Figure 1.



Figure 1. An example of a group making a prediction showing magnets and puck.

Measures

Political Orientation: Political orientation was measured with a scale adapted from Haidt and Graham (2007). The measure used a 7-point scale where 1 represented *extremely conservative* and 7 represented *extremely liberal* and participants were asked to rate themselves on that scale. While using a single item measure is not always ideal, it is justifiable – even more so given that the Haidt and Graham (2007) piece is foundational literature for this content area. Ultimately, there were three groups of liberals and three groups of conservatives.

Task Performance: Task performance was measured on multiple dimensions. Primarily, this was measured by how many matchups each group picked correctly such that an incorrect pick was scored a 0 and a correct pick was scored a 1. These results were examined by round, by total, and in terms of upsets picked correctly. Upsets picked in total was also measured. This was done in order to provide more granularity in the data. An upset was defined as when a weaker seeded team (higher numbered and thus “worse” team) was chosen over a stronger seeded team (lower numbered and thus “better” team). For example, predicting a 14-seed to win over a three-seed would be considered an upset.

Results

In order to test the hypotheses, a series of correlations were performed. Political orientation was significantly correlated with round 1 games predicted correctly ($r = -.23$ at $p < .05$), round 2 games predicted correctly ($r = .31$ at $p < .001$), round 3 games predicted correctly ($r = .20$ at $p < .05$), round 5 games predicted correctly ($r = .24$ at $p < .001$) and upsets predicted correctly ($r = -.24$ at $p < .05$). There were no significant correlations between political orientation and findings for rounds not listed, total games predicted correctly or total upsets picked.

Given that this is a new area of research with no established protocol for data analysis, a second method of data analysis was used. An ANOVA allowed the researchers to compare the most conservative group and the most liberal group. The ANOVA showed a significant difference between groups on political orientation $F(3, 23) = 19.56, p < .001, \eta^2 = .46$, with one group ($M = 3.50, SD = .85$) more conservative than another ($M = 5.33, SD = 1.11$). Since there was no variance in the outcomes within the groups, frequencies were compared between groups. Doing so reflected the previous correlations with the conservative group outperforming the liberal group in early rounds but the liberals outperforming the conservatives in the later rounds.

Consequently, H1 was supported as there was a clear difference between brackets predictions for political conservatives and political liberals. H2 was also partially supported. Liberals were not necessarily riskier than conservatives such that they picked more upsets – there was no difference in terms of how many were picked. However, conservatives picked more upsets correctly. This suggests that perhaps the conservative groups picked “safer” upsets while the liberal group picked “riskier” upsets.

Discussion

In this competition between political liberals and political conservatives, neither is an outright winner. Instead, the traits inherent to these groups likely provided different strengths and weaknesses in their decision making. These strengths and weaknesses likely explain the different predictions confirming H1. The results will be unpacked based on the literature review above.

We believe that these results are compelling within the context of existing literature. Specifically, this study comports with evidence that conservatives and liberals have different psychological and cognitive dimensions consistent with those ideologies, especially when interacting within like-minded groups on the Internet. These traits impact how predictions were made by groups. While the nature of this study cannot confirm the occurrence of groupthink, the software used and the outcomes garnered show possible evidence of the presence of groupthink while using collective intelligence (Turner & Pratkanis, 1998) in an online environment. While the existence of groupthink on the internet is not a new phenomenon, this illuminates a specific context (sports, politics, and leisure) within an important body of literature.

The negative correlation for round 1 games predicted correctly and upsets picked correctly indicate that the conservative groups were more effective in picking first round wins and upsets correctly. The positive correlations for rounds 2, 3 and 5 indicate that liberals were more effective in correctly predicting the winner after the first round. Based on the literature, we offer the conjecture that conservatives need for order and lower tolerance for uncertainty resulted in safer picks and therefore more points (Jost et al., 2003; Kam & Simas 2010). In this case, for example, if an expert predicted a team would win, a political conservative may be more likely to agree with that expert. Or if a team was favored over an underdog, a conservative may be more likely to predict that team would win. In short, the supposition is that conservatives prefer lower feelings of uncertainty and that impacted decisions made in this study (Kam & Simas 2010). These traits may help to explain the pattern of findings for conservatives as they likely "played it safe" in the first round. Conversely, political liberals would likely predict fewer games correctly earlier and more later because of the risks they were willing to take early on – they would have had opportunities to predict games in later rounds that the conservatives may not have had. This, again, comports with extant literature related to the established psychological dichotomy between political liberals and political conservatives.

As for upsets, conservatives likely selected more easily predicted upsets and therefore scored more points with upsets than the liberals who may have picked riskier upsets. Indeed, liberals tend to have openness to experience and uncertainty tolerance (Jost et al. 2003). This helps explain why incorrect upsets were picked by liberals. Similarly, liberals tend to experience joy more intensely than conservatives (de St Aubin 1996; Leone & Chirumbolo 2008). Cheering for an underdog to pull off a longshot upset might be particularly joyful for liberals while conservatives do not find the same sort of reward in an underdog victory. It is important to note that there was no difference in how many upsets were picked. One might have expected that political liberals would pick more upsets but in fact they did not pick more in total, they just picked more incorrectly.

The lack of findings for total games predicted correctly indicates that the psychological and cognitive differences between liberals and conservatives do not predict overall performance but can predict performance on other, smaller scale, dimensions. More specifically, the study cannot say for certain if one group outperformed the other overall but rather the strengths and weaknesses of both groups lead to a fairly balanced performance overall. Given the astronomical odds of predicting a bracket correctly, it would be quite surprising if there was a significant difference between these groups on this dimension. The use of collective intelligence for these groups likely exaggerated the strengths and weaknesses associated with the ideology. This is a meaningful finding for collective intelligence research such that it should be considered in both future uses of collective intelligence and group formation based on ideology. Specifically, ideological factors that might impact decision making should be considered during group formation. If the traits of a political conservative or political liberal are particularly important to a decision, then it makes sense to create a group based on those values. However, a group that was mixed on these ideological factors might be more effective dependent on the task. This mix of traits and ideologies might more effectively balance out the strengths and weaknesses and truly leverage the use of collective intelligence. In sum, this provides insight into how collective intelligence functions - the group effectively performing a collective intelligence task is not necessarily an aggregate of cognitive capacity, instead, it reflects something about group dynamics, composition and interaction (Malone et al., 2009; Woolley et al., 2010). This also provides evidence that the efficacy of a group is contingent upon the task at hand (blinded for review, 2018). The March Madness Tournament provides a wide range of tasks that appear similar but rely on different traits and characteristics for success. The notion that a first-round pick requires the same skill set as a fifth-round pick can be called into question and thus deepens our understanding of sport and the psychological dimensions of the fans who consume it. Finally, inherent in these findings is the idea that politics and sports are indeed intertwined (Horne & Manzenreiter 2006; Strenk 1979; Tsuruta 2003).

As for limitations, the very nature of task performance for collective intelligence groups reduces the variance of the outcome variables which reduces the complexity of analysis. If participants had predicted brackets on their own, there would be more variables to compare. However, the current study only provided group brackets which

reduced the comparisons that could be made – an unfortunate but necessary limitation to the study. Indeed, this study should be interpreted through that lens and recognized as a call for more formalized methods for studying collective intelligence. Also, the way in which the liberal and conservative groups were created for the ANOVA test required reduction of an interval level variable to nominal level variable. Likewise, the comparison of frequencies based on the ANOVA prevented the use of all the participants who were used in the correlations. Broadly, there are not firm best practices established on collective intelligence studies and this study demonstrates some of the benefits and pitfalls of studying this area. At the very least, this study can help to highlight some of the challenges of using collective intelligence in research. Lastly, the political orientation measure was one item but is a well-established measure (Haidt & Graham 2007). Notably, even though the software required consensus, there was no way to confirm that groupthink was achieved.

In conclusion, this study showed that liberals and conservatives in web-based groups predict their brackets differently when using collective intelligence. This illuminates the decision-making process for groups adhering to an ideology. The study also provides insight into group traits for collective intelligence in the context of one of the biggest sports media events of the year. In the same vein, this shows how important task is when using collective intelligence software. Finally, this study shows once again that sports and politics are deeply connected.

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VOLUNTARY SPORTS CLUBS IN COLLABORATION WITH THE TOURISM SECTOR: BENEFICIAL OR A DEAD END?

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Introduction

Multiple stakeholders modulate the overall experience of tourists (Gopalan & Bindu, 2010). Therefore, collaborations can be seen as a way to develop destinations and the tourism industry (Fyall, Garrod, & Wang, 2012; Inkpen, 1996; Jamal & Getz, 1995; Zach & Hill, 2017). This is also the case for the Danish Government (Regeringen, 2016) and the National Associations of Municipalities (KL, 2017). The two Danish authorities see a potential of involving voluntary sports clubs (VSC) in the development of outdoor activities for tourists through collaborations with commerce actors from the tourism industry. Consequently, several national policies and strategies mention different perspectives of collaborations linking the voluntary associations to the development of tourism (Naturstyrelsen, 2015; Regeringen, 2016; Udenrigsministeriet, 2018).

Collectively, being the biggest provider of leisure activities in Denmark (Pilgaard & Rask, 2016), VSCs possess activity-related resources, which potentially makes them relevant collaborative partners for the tourism sector when developing new activities. However, collaborations across sectors can be more troublesome and less efficient than intra-sectoral collaborations (Andrews & Entwistle, 2010) and almost no attention has been given to cases where an activity forms the basis for inter-organisational collaboration in tourism (Mwesiumo & Halpern, 2017). Furthermore, VSCs' involvement in collaborations with the tourism sector has hardly received any attention from researchers (Babiak, Kathy, Thibault, & Willem, 2018). So, it is questionable whether Voluntary Sports Clubs have or could have a place as stakeholders in cross-sector collaborations concerning activities for tourists.

By applying a domain-based stakeholder theory, this paper addresses this issue by investigating whether VSCs can add value to and benefit from collaborating with the tourism sector and how the collaborative processes are affected by sectoral diversity and the formation of the collaborative domain.

Literature review

Developments in tourism through collaborations

The tourism industry is fractured and complex since a tourist's overall experience is modulated by multiple stakeholders (Gopalan & Bindu, 2010). Hence, destinations are often seen as a group of actors linked through interdependent relations rather than a place operated by individual actors (Cooper, Scott, & Baggio, 2009; d'Angella & Go, 2009; Fyall et al., 2012). Furthermore, destinations are places where people live, work, spend their leisure and are emotionally attached to (Hall, C. M., 2008). Being a complex multi-stakeholder sector, several scholars recognise collaboration as a way to develop tourism and destinations (Fyall et al., 2012; Inkpen, 1996; Jamal & Getz, 1995; Zach & Hill, 2017) which is in line with both researchers and practitioners recognising collaboration across societal sectors as a relevant and perhaps unavoidable approach when solving complex societal challenges (Austin & Seitanidi, 2012; Selsky & Parker, 2005). By using and combining capacities and resources possessed by the organisational actors across different sectors, cross-sectoral collaborations are expected to deliver improved and innovative solutions (van Tulder, Seitanidi, Crane, & Brammer, 2016). In the perspective of collaborations between VSCs and tourism firms, this may allow the VSCs to apply their skills and knowledge related to their sports and leisure activities (Stebbins, 1982) and engagement or management of volunteers, where the tourism firms on the other hand may contribute with their knowledge about the commerce industry or marketing (Lorgnier & Su, 2014). Even though collaborations between organisations across sectors can potentially pool the various resources from the organisations (Gray, 1985), they may be challenged due to different sectoral logics and norms (Selsky & Parker, 2005).

Collaborative challenges

Tourism scholars have debated different challenges for collaborating within the tourism sector. This includes how mistrust and misunderstandings (Ladkin & Bertramini, 2002) and the diverse and sometimes conflicting ideologies or values (Wang, 2008) may challenge the collaborations between stakeholders, and how the differences in some cases can be a direct barrier for establishing collaboration (Aas, Ladkin, & Fletcher, 2005). Further, it has been argued that the absence of a mutual vision, clear leadership and long-term strategies may have a negative impact on collaborations (Fyall et al., 2012; Ladkin & Bertramini, 2002). Related to this, previous research has highlighted the importance of a mutual set of values and purpose of the collaboration (Hatipoglu, Alvarez, & Ertuna, 2016; Munro, King, & Polonsky, 2006; Sautter & Leisen, 1999; Waligo, Clarke, & Hawkins, 2013). These challenges or conditions may be even more prominent in cross-sectoral collaborations within the tourism sector since stakeholders from different sectors in many cases have quite different sets of norms and goals (Andrews & Entwistle, 2010; Soininen, 2014).

Similarly, authors have advocated both intra- and cross-sectoral collaborations as beneficial for non-profit organisations (Babiak, Katherine M., 2003; Lorgnier & Su, 2014), such as VSCs. Equally, collaboration is recognised as a relevant development strategy for non-profit organisations (Babiak, Katherine M., 2003; Lorgnier & Su, 2014). Even so, voluntary sports organisations have been slow to realise the possible benefits of the cross-sector collaborations (Allison, 2001; Babiak, Kathy & Thibault, 2009; Jones, Edwards, Bocarro, S. Bunds, & Smith, 2018).

Managerial challenges and small-scale possibilities

Hall (2005) argues that planning for a coherency in sport and tourism is complex and difficult due to a lack of public agencies who focus on this field, and challenges locating the governmental responsibility. Sports and tourism are often just incorporated into existing agencies that function within the fields of tourism, sport and regional development (Hall, M. C., 2005). This is also the case in Denmark, where the Ministry of Culture manages sports while the Ministry of Industry, Business and Financial Affairs manages tourism. Equally, this is often the case on a municipal level (see www.vardekommune.dk or www.RKSK.dk). This is further complicated if managing outdoor activities since yet another administration manages natural areas (Pilgaard, 2011).

In general, both the voluntary and tourism sectors are characterised by a majority of small or medium-sized organisations, respectively firms (Halkier, 2013; Hjalager, 2002; Hjalager, 2010) and VSCs (Elmose-Østerlund, Ibsen, Nagel, & Scheerder, 2017). These small and local organisations may be the key to collaborations between the two sectors. Weed and Bull (2004, Cited in: Devine, Boyd, & Boyle, 2010) argue that the potential for collaboration in the intersection of tourism and sport is greater at the regional or local level. However, VSCs involved in collaborations with the tourism sector is a domain that has received hardly any attention by researchers (Babiak, Kathy et al., 2018).

VSCs as stakeholders in cross-sectoral collaborations with tourism organisations may hold a potential. However, little is known about the collaborative processes that could redeem these potentials or the challenges that may rise due to sectoral differences.

Theoretical approach

Collaborations can be defined as a process of joint decision-making involving key stakeholders linked by institutionalised relations aiming at avoiding or resolving conflicts by advancing shared visions and goals (d'Angella & Go, 2009; Jamal & Getz, 1995). Hence, collaborative actions imply that organisations see themselves as one of several inter-dependent stakeholders (Gray, 1985).

This paper applies an understanding of collaborations as a domain, where needs and interests are defined by the interdependencies embedded in the collaboration and not from the perspective of one focal organisation (Trist,

1983). The domain is both a cognitive and organisational structure and serves as a mutual frame for handling a problem based on a shared understanding and appreciation of the problem (Trist, 1983).

By using the domain approach, this paper focuses on how the collaborations are initiated and framed and what role the different organisations play in the collaborative process and how their sectoral differences surface. By applying this approach, it is expected that we will see how formation and organisation of the collaborations may affect the processes and the stakeholders' possibility to add value and benefit from the collaborations.

Method and cases

Based on a screening (Yin, 1993) of existing inter-organisational collaborations in Denmark, three cases where VSCs are involved in a tourism-related and long-term collaboration were selected. The case selection strategy was based on expectations of informational content (Flyvbjerg, 2010) and further a diversity in cases was pursued (Flyvbjerg, 2010; Seawright & Gerring, 2008) in order to investigate how variations regarding initiating organisation, the number of involved stakeholders and whether it is problem- or opportunity-driven (Donahue, 2004) may influence the collaborations.

The cases

1. Saltum Strand Camping: A family-owned camping site in the north western part of Denmark has specialised in offering their guests sports activities. They are collaborating with running and biking clubs to organise weekly activities and events. The camping site is the main driver of the collaborative partnerships and the owners are also involved in the voluntary sector outside their professional life.
2. Mountain bike Partnership: In the municipality of Varde a collaboration was initiated in 2015 with the purpose of developing and maintaining MTB tracks for the benefit of both tourists and residents. The ongoing partnerships consist of three voluntary mountain bike (MTB) associations, three tourism firms, two local governmental organisations and the destinations management organisation (DMO). The collaboration was initiated by one of the VSCs to organise funding for the VSCs' voluntary maintenance of MTB tracks used freely by the guests of the destination. The local destinations management organisations act as coordinators of the collaboration.
3. Riverfisher: Along the *Skjern River* a collaboration was initiated in 2016 to promote salmon fishing for both tourists and residents. The collaboration was initiated and funded by the municipalities of Herning and Ringkøbing-Skjern and includes or affects voluntary angling associations, property owners, a DMO and private companies. An established visitor centre financed by the municipalities is the pivot point of the collaboration.

For each of the cases, 4-5 semi-structured interviews with central stakeholders such as owners, chairmen or project managers were conducted. Further, observations of meetings activities, web searches and document analysis (e.g. meeting minutes, political decisions and strategies) were performed during the summer and autumn of 2018.

Preliminary findings

Formation of the collaborative domain

Trist (1983) argues that a problem or opportunity that is best solved or redeemed through collaborations must be recognised by the involved organisations. This paper underpins this argument. Good MTB tracks were an asset for all the stakeholders involved in the MTB Partnership and not obtainable by a single organisation, thus making collaboration a necessity. The mutual goal and shared appreciation of the outcome created a domain for the collaboration to evolve. This is also in line with authors (Hatipoglu et al., 2016; Munro et al., 2006; Sautter & Leisen, 1999; Waligo et al., 2013) who have argued for the importance of a mutual purpose or shared values in collaborations.

This was not the case in Riverfisher. The municipalities, who together with the local tourism firms and the visitor centre saw benefits from a growing angling tourism, initiated the collaborative project. Even though the collaborative project includes a role for the angling clubs, an increase in the commercial angling tourism will not automatically benefit the clubs who are not in need of either money or members. On the contrary, the angling clubs told that they were worried about larger numbers of tourists compromising the angling opportunities due to crowding along the river and drained fishing quotas. Further, development of an attractive angling destination may change the entire economic landscape making it more profitable for the landowners and businesses but compromising the angling clubs' position and role and thereby their future access to the river. Due to these circumstances it is doubtful whether conditions for a mutual collaborative domain were present in the case of Riverfisher. The lack of mutual domain challenges the collaboration and risks jeopardising the entire collaborative process. Consequently, this collaboration has been more conflictual than the other cases in this study.

In the case of Saltum Strand Camping, the collaborations had a narrower focus on an activity and included less stakeholders (Donahue, 2004) which makes the case less complex. The collaborations were more informal and to a certain degree based on social relations between key individuals rather than formal organisational relations. These structural conditions probably made it easier for the involved stakeholders to get a mutual understanding of expected effort and outcome, or what Trist would call a collaborative domain and internal structure (Trist, 1983).

Benefits and added value

Stakeholders from different sectors often have different sets of norms and goals (Andrews & Entwistle, 2010; Soinen, 2014). In the MTB Partnership and Riverfisher, sectoral differences surfaced in relation to the main interests and focus of the stakeholder-organisations. In both cases, the VSCs had a focus on securing or improving the primary activity, angling or MTB Partnership. The other organisations: the municipalities, DMOs and firms, were eager to build support facilities such as toilets, benches and recreational areas and to promote the activities to draw additional guests to the area. Hence, the DMOs, municipalities and firms applied a market-oriented logic by trying to sell a product, while the VSCs worked to develop an experience and at the same time secure facilities for their own members and community. One of the volunteers in the MTB Partnership captured the focus of the VSCs with a metaphor of a winter sports resort: "*It is nice with heated cab lifts, but if there is no snow it does not matter*" (Own translation).

The shared domain and recognised importance of the MTB clubs' voluntary effort secured an economic base for the MTB clubs' voluntary trail building and allowed an ongoing user perspective in the collaboration. This gave the clubs an opportunity to apply knowledge of MTB, but also made the tracks evolve the way the clubs found it most beneficial.

The angling clubs have equally played a key role in securing the survival of the fish in the river through decades of voluntary work. Even though the clubs have been credited for their work and still play an important role in securing the fishery through voluntary work, they were not included in the planning stages that formed the project. Contrary to the MTB Partnership, Riverfisher has a strict commercial focus that does not leave much room for the angling clubs to benefit.

The cases in this study showed that the cross-sectoral collaborations are able to address both problems, as was the case in the MTB Partnership, and opportunities (Donahue, 2004), as was the case in Riverfisher and Saltum Strand Camping. Furthermore, the cases examined in this study support the argument that collaboration can be a way to develop tourism and destinations (Fyall et al., 2012; Inkpen, 1996; Jamal & Getz, 1995; Zach & Hill, 2017). The VSCs brought in knowledge of the activities and an organised voluntary workforce into the tourism sector through the collaborations. By doing so, they supported new activities in Saltum Strand Camping and

fundamentals for activities in the form of MTB facilities or angling possibilities and thereby adding new assets to the destinations.

The angling clubs have played a crucial role in securing the fish stock and cleansing the river now included in Riverfisher, from decades of devastating industrial farming and fishery (Svalebøgg, 2010). Thereby their voluntary work is even unintentionally the foundations of the reason-to-go activity, which makes the river a potential angling destination and Riverfisher a possibility.

The collaboration in the MTB Partnership also resulted in a benefit for the VSCs in the form of an ongoing and structured funding of the VSCs' maintenance of the MTB tracks. In this case, the collaboration worked as a strategy to develop the VSCs' possibilities, which is in line with an earlier finding related to other non-profit organisations (Babiak, Katherine M., 2003; Lorgnier & Su, 2014). The cases show that VSCs are capable and can potentially benefit from engaging in cross-sectoral collaborations as equal stakeholders and deliver according to mutual agreements.

Conclusion

This paper set out to investigate whether voluntary sports clubs can add value and benefits from collaborating with the tourism sector and how the collaborative processes are affected by sectoral diversity and the formation of the collaborative domain.

The cases examined show that VSCs can benefit from engaging in cross-sectoral collaborations as equal stakeholders and deliver according to mutual agreements. Further, the VSCs were seen as a resource in the collaborations in terms of their organised voluntary workforce, that as the cases show can contribute to the development of tourism activities and create valuable add-ons or even the foundation for the development of destinations. The VSCs possess knowledge about their focal activities, which allow them to apply user perspectives in developing tourism products. The user perspectives were a new dimension to the commerce perspectives of the firms and public organisations.

The study also underpins the importance of creating a mutual domain for the collaborations. Sectoral differences and values should be addressed, and organisational gains clarified to minimise conflicts.

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A CRITICAL ANALYSIS OF INDIGENOUS EVENTS AS EXPRESSIONS OF EMPOWERMENT

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Introduction

The contribution of this paper lies in its use of an Indigenous lens to provide a culturally attuned approach to leisure research. Our interest lies in media coverage of Indigenous events, as a form of leisure and a context for “the contestation and rearticulation” (Chen, Mason & Misener, 2018, p. 1009) of the colonial condition. We argue that Indigenous events and how they are represented in the media have a role in overcoming negative societal perceptions and empowering Indigenous peoples. In the pursuit of a more meaningful understanding of Indigenous events as sites of decolonisation we ask: how do media narratives surrounding the Puaka Matariki event held in Ōtepoti/Dunedin (Aotearoa New Zealand) convey and communicate Māori meaning and values, and how have these representations changed over time?

Literature Review

Aotearoa New Zealand and Māori context

Māori are tangata whenua, the Indigenous people of Aotearoa New Zealand. The signing of Te Tiriti o Waitangi, the Treaty of Waitangi, on 6 February 1840 formed the basis for British settlement and government in New Zealand. Māori understood the arrangement to be one of partnership, reciprocal obligation and mutual benefit, guaranteeing self-determination and recognition of Māori tenure of lands and resources (Durie, 2001). However, to the British it signalled the annexation of New Zealand into an imperialist framework of colonialism, which had devastating consequences for Māori. Consequently, the Māori population today is situated firmly within the lower socio-economic echelons of New Zealand society, reflected by poor education and health statistics, and higher rates of incarceration (Durie, 2001; Stats NZ, 2013). Nevertheless, Māori response to colonisation has seen unceasing socio-political manoeuvring alongside periods of resistance, mostly around territorial lands and water, but increasingly including areas of economic, cultural and intellectual development (Durie, 2001).

Understanding the Māori worldview

Te Ao Māori, or the Māori world, is central to Māori understanding of the world and their position in it, emphasising the interdependent nature of all things, spiritual and material (Marsden, 2003). It encapsulates a set of philosophical beliefs and understandings that inform tikanga (values, beliefs, protocols and practices), founded on a series of a deeply embedded kaupapa Māori (Māori ideology) lived and maintained by Māori for generations (Mead, 2003; White, 2016). Whanaungatanga (collectivity, social relationality, particularity of familial connections and intergenerational well-being) emphasises the importance of people and place to Māori (Henry & Foley, 2018; Walker, Eketone & Gibbs, 2006). The use of te reo (Māori language) is an integral part of Te Ao Māori as it creates a depth of cultural understanding, meaning and ways of being (White, 2016).

Media representation of ‘the’ Indigenous

The media can collectively fabricate a social representation that persists despite subsequent denials or later corrections. Most often, it merely reinforces spontaneous interpretations and hence mobilises and magnifies prejudices (Rovito & Giles, 2016). It has only recently acknowledged that the New Zealand media has reinforced “racism disguised as news and entertainment in which Māori were routinely depicted as lazy, dishonest, primitive, drunk, stupid, violent and greedy” (Matthews, 2018). The marginalisation of Māori has been perpetuated in the media through a focus on negative attributes and statistics, and the under-use of Māori stories and voices (Allen & Bruce, 2017). It is issues of interest to European New Zealanders that dominate the New Zealand media discourse, and these same privileged voices frame issues of relevance to Māori and other minority groups, thereby normalising the perspectives of European New Zealanders (Allen & Bruce 2017).

Indigenous events research

As a form of leisure, Indigenous events express identity and help maintain links with the past, through the celebration and preservation of cultural practices and traditions. They may be an important source of cohesion for Indigenous communities and a tool for economic development (Getz & Page, 2016). The ways in which Indigenous events are represented in the media may help to perpetuate, maintain, resist or overcome marginalisation (Allen & Bruce, 2017; Walters & Jepson, 2019). Researchers have argued that event media narratives that counter negative stereotypes and re-centre those at the margins can not only transform individuals but also transform society (Mackley-Crump & Zemke, 2019). Despite these possibilities, there is a general lack of academic interest in Indigenous events (Mair & Whitford, 2013). Recent calls from both leisure and event studies scholars entreat researchers to move beyond the descriptive and take a more critical approach, giving voice to Indigenous peoples and paying attention to issues of social justice (Fox 2006; Iwasaki et al. 2007; Kivel, Johnson & Scraton 2009; Lamond and Platt 2016; Pernecky 2016).

Research context: Puaka Matariki Festival, Ōtepoti/Dunedin

The constellation Matariki (Pleiades) and the star Puaka (Rigel) rise during winter and are significant for Māori. It is traditionally a period of remembering the dead, celebrating new life/season, and connecting to environment, food resources and identity. The constellation of Matariki itself is also imbued with special significance and meaning, with each star responsible for a specific part of the environment such as stars, rain, soil and wind (Puaka Matariki Dunedin, 2018). Matariki celebrations today are an important feature of event calendars across Aotearoa New Zealand. In Ōtepoti/Dunedin, Puaka Matariki has been informally celebrated for many years by Ngāi Tahu, the local Māori tribe, yet there was no media coverage until 2004. The Puaka Matariki Festival now acts as an umbrella for an increasingly diverse range of events (cultural performances, art exhibitions, astronomy seminars, cultural workshops and local schools preparing hāngi - food cooked in an earth oven - for the wider community) held by community groups throughout the city of Ōtepoti/Dunedin during Matariki, run by a Festival Coordinator with help from a steering group of volunteers.

Methods

Research framework

This study is grounded within an Indigenous paradigm specific to Aotearoa New Zealand. Kaupapa Māori research is a relational research methodology that privileges Mātauranga Māori (Māori epistemology), with culturally attuned approaches as central (Ruwhiu & Cone, 2010; Smith, 2012). Kaupapa Māori research draws from traditional beliefs and ethics, ensuring that Māori maintain conceptual, methodological, and interpretive control over research (Smith, 2012; Walker et al., 2006). It is a research tradition that offers a broader intellectual and political context that emphasises interdependence and spirituality as fundamental to the process of knowledge production and dissemination, implicitly founded on collective cultural consciousness. In the area of media journalism kaupapa Māori provides access to understanding informed by “a Māori gaze” (Moewaka Barnes et al., 2012, p. 196).

Data collection

Empirical material consisted of the media discourse related to the Puaka Matariki Festival in Ōtepoti/Dunedin. A comprehensive online search was carried out using the global newspaper database Factiva and the websites of local weekly newspaper *The Star* and regional daily newspaper the *Otago Daily Times*. Text from a total of 47 relevant media articles from 2004 (when the Matariki festival was first mentioned in the local media) to 2018 was consolidated into a single Word document, totalling over 14,500 words.

Data analysis

Representations of local Māori through 14 years of media discourse surrounding the Puaka Matariki festival were analysed using a kaupapa Māori perspective (a Māori framework) informed by four principles:

1. Te Ao Māori (the Māori world): a complex space which foregrounds the cultural, historical and modern experiences of Māori (White, 2016), embodying identity, values and language;

2. Tino rangatiratanga (self-determination, governance, autonomy): power and control rest within Māori cultural understandings (Walker et al., 2006);
3. Whanaungatanga (relationships, connection): highlights relational processes as central to collective understanding (Walker et al., 2006); and,
4. Te reo (Māori language): provides clarity of expression to Māori histories, values and beliefs, and is considered vital (White, 2016).

Qualitative thematic analysis was chosen for its ability to reflect the richness of data in the findings (Braun & Clarke, 2006). It is a nonlinear iterative process that involves going back and forth across the main phases of analysis to identify themes. In the first deductive phase, the two researchers used the four principles of Te Ao Māori, tino rangatiratanga, whanaungatanga and te reo as overarching themes to independently code the material. Each researcher sought out and highlighted words, phrases and points of interest related to these four principles/themes. Once satisfied that they had captured all relevant expressions, they met to discuss their findings and agree on the coded extracts for inclusion in the study. A total of 38 codes were identified across the four themes. The second phase of analysis was inductive. Each researcher independently identified all patterns and sub-themes they were seeing in the material (Braun & Clarke, 2006), and met again to confirm these. This resulted in a fine-grained interpretation of the four overarching themes, and provided a nuanced understanding of the representation of local Māori through the Puaka Matariki media discourse.

Findings and Discussion

Te Ao Māori

The theme of Te Ao Māori, the Māori world, is central to all others. From it springs the ability to assert tino rangatiratanga, experience whanaungatanga and articulate meaning through te reo. Three sub-themes comprise Te Ao Māori: the metaphysical world, whakapapa (genealogy)/identity and tikanga (practice), which we suggest reflects embodied mātauranga (knowledge).

In the early years of media coverage, the festival was introduced with (usually brief) reference made to the significance of Matariki but little coverage of other aspects of Māori culture, identity or values; knowledge of the appearance of the star cluster and its relationship to agriculture and the seasons was the focus of explanations. In later years though, the discourse encompassed other culturally important knowledge surrounding the celebration of Matariki, including the recognition of Puaka, a star with special significance to local Māori from the Ngāi Tahu tribe.

Māori connection to the metaphysical world as a sub-theme only emerged in the last 5 years of festival discourse. This extract illustrates the explanation of the Māori metaphysical world in a nuanced way previously unseen:

"It's about the Maori philosophy of creation and unity. The moment all the elements came together to create the ecosystem," Bellaney said at the unveiling yesterday. "Before te ao-marama, or the natural world, all the gods were swimming around in unity. Then Tane Mahuta [god of the forest]¹ split them apart and they all found their own spaces in the ecosystem." (Benson, *Otago Daily Times*, 31 October 2013)²

Within the whakapapa sub-theme, genealogy only featured recently despite its importance in Te Ao Māori. A 2016 article discussed key themes in a theatre performance during Puaka Matariki:

Tatai is a story about whakapapa, albeit a human whakapapa. In the Maori world-view, humans are linked to the atua (god) through whakapapa and thus to creation including the stars. There is a Ngai

¹ Square brackets indicate translation of Māori words/phrases not translated in the original

² Journalist name, source and publication date given for traceability and to illustrate patterns over time

Tahu waiata [song] by Hateatea that talks about Tane, Hinetitama and “nga tatai whetu” (a whakapapa of stars) and how after separation Tane clothes his parents; his mother with trees and plants and his father with stars after attaching a cloak to him on which to place the stars. (Gilchrist, *Otago Daily Times*, 9 June 2016)

In 2017, the whakapapa of one of the event organisers was acknowledged, giving her place-based affiliations to Ngāi Tahu and conveying deeper identity beyond being simply ‘Māori’ (White, 2016). In contrast, the broader notion of identity was referenced in the media discourse from the very first article and was a strong thread in many of the Puaka Matariki events, such as this public tā moko (tattoo) session:

“I witnessed someone getting significant moko. I realised it was a powerful way for our community to claim their pride ... reclaiming positive forms of identity. At the time, I had no idea it was going to become such a popular form of identity.” (Munro, *Otago Daily Times*, 8 June 2015)

From 2010, many elements of tikanga (practice) were evident. For example, articles about hāngī (the traditional method of steaming food in an earth oven), art exhibitions, and music events incorporating taonga puoro (traditional Māori musical instruments) all conveyed Te Ao Māori:

Preparations for the hangi in the school's old sandpit began at 5am, when wood was set alight and allowed to burn down to embers. (Lewis, *Otago Daily Times*, 5 June 2010)

Significantly, media representations evolved into more nuanced narratives that gave readers greater insight into the meaning of the event and mātauranga Māori. Whereas Allen and Bruce (2017) found ethnic minority groups in their study had limited ability to define their lives and experiences publicly in the media, and were therefore subject to further conquest and marginalisation, here we see the opposite. The Puaka Matariki discourse was respectful and replete with voices of Māori community leaders, event organisers and participants. Over time, media representations reflected deeper appreciation for the lived experience of being Māori through coverage of tikanga, whakapapa and the metaphysical dimensions inherent in the Māori worldview.

Tino rangatiratanga

Tino rangatiratanga reflects the principle of absolute sovereignty and self-determination (Durie, 2001). It is about Māori acting with authority and independence, and living according to tikanga (practice). Being able to express cultural practices as a normal occurrence is an important dimension of tino rangatiratanga. Reclaiming identity and reclaiming power and control were identified as the two sub-themes.

Through Puaka Matariki, local Māori were able to reclaim identity in a variety of ways, particularly in the linking of identity with place. This was via local tribal affiliations as mentioned above, and recognition of Ngāi Tahu as mana whenua (tribal group with customary authority over a particular area) because of Puaka, their special star. While the linking of identity with the practice of tā moko (tattooing) was part of the overarching Te Ao Māori theme, we argue that it is also a tangible and permanent reclaiming of identity and thus a powerful manifestation of tino rangatiratanga.

Reclamation of power and control as a sub-theme was similarly found in a variety of forms. For example, some festival events took control of spaces traditionally dominated by European New Zealanders (such as the central city public space, public art galleries and museums). In the 2007 short film festival, filmmakers had power over which elements of culture and identity to depict, setting out to challenge audience perceptions and disrupt narratives:

From the watea (traditional opening ceremony), which involved two men dressed in a combination of colonial period costume and traditional Maori dress, the audience was challenged and “uneased”, Ms Tikau said. (Borley, *Otago Daily Times*, 11 June 2007)

One event organiser proudly remarked on the positive representations of Māori:

“There are all the stats that tell Maori we're not good in this area, we're stuffing up in that area. So coming together with this positivity is just so good. And it just hums.” [the organiser said] (Borley, *Otago Daily Times*, 11 June 2007)

Since then, tino rangatiratanga has been expressed more strongly in the Puaka Matariki media discourse. For example, an interview regarding the names of the respective stars that make up the Matariki constellation with a Māori academic who specialises in Māori astronomy corrects common misrepresentations:

Growing interest in, and celebration of, Matariki as it becomes more a part of the national identity and consciousness is “fantastic”, he says. But what is missing is the knowledge of the “origins and deeper spiritual and cultural meanings” of Matariki. That is highlighted by many media outlets showing the Matariki constellation “upside down” to the way it is seen in the southern skies. There are some simple facts about Matariki people should know, he said. “Matariki is not the seven sisters - that is a Greek myth. In the Maori narrative, not all the stars are female.” The number of stars in the constellation is also debated – [he] believes there are nine, not seven. (Fox, *Otago Daily Times*)

This excerpt reflects growing understanding regarding the depth and complexity embodied by mātauranga Māori, Māori knowledge (Smith, 2012). Unlike the Canadian study (Chen et al., 2018) here we see radical Māori voices in the media discourse asserting identity and reclaiming power and control, by expanding and reclaiming meaning. Some Puaka Matariki events consciously sought to disrupt the prevailing media narrative of Māori, with organisers taking pride in the positivity this engendered in the community.

Whanaungatanga

The principle of whanaungatanga highlights the importance of relational processes central to collective understanding and includes consideration of intergenerational well-being. Three sub-themes were identified in the analysis: multiple stakeholder groups, intergenerational recognition and processes of reciprocity.

The first sub-theme was the engagement with multiple stakeholders in the community. The media stories identified many different groups that were involved in hosting events for Matariki. The importance of relationship between members of the local Māori community and the extension of this to the wider non-Māori Ōtepoti/Dunedin community are portrayed:

“It includes real grass-roots events where the local community will come together at their local hall, schools, kohanga and kindergartens to share activities like lantern parades, hangi [earth oven] and story telling,” Mr Deaker said. “Then many local Maori organisations put on annual events, and local institutions like the ecosanctuary, museums and the Dunedin observatory run public programmes to celebrate Puaka Matariki.” (Lewis, *Otago Daily Times*, 5 April 2014)

The intergenerational nature of whanaungatanga was the second important sub-theme. There were stories about schools inviting grandparents to visit and share traditional foods and be entertained by their grandchildren, and the importance of maintaining connections to both the present and the past (including one’s ancestors) was also highlighted.

The final sub-theme was the spirit of reciprocity which reflected the importance of balance and 'giving back'. The festival provided spaces for meaningful experiences to be shared, leading to people wanting to give of themselves:

Parent Tim Rudd said he arrived at the school at 5am and was there to help lift the hangi [earth oven] out of the ground at lunchtime. The event provided a good opportunity to meet new people and to get to know more of the community, Mr Rudd said. (Haselden, *Otago Daily Times*, 24 June 2015)

Media representations of whanaungatanga contributed to the positive discourses, showcasing the importance of collectivity, social relationality and familial connections. The media representations reflected a cohesive approach to community engagement (Henry & Foley, 2018; Stronach, Maxwell & Taylor, 2016) that drew people and groups into a space of engagement and relationship building.

Te Reo

Te reo (Māori language) provides authenticity and clarity of expression to the histories, values and beliefs of Māori people and here we position it as a living language that gives expression, life, purpose and value to what is being shared in the text (White, 2016):

"...Matariki is the mother of the other stars; Pohutukawa connects Matariki to the dead; Tupuanuku is tied to food from the ground, Tupuarangi to food that comes from above your head, Waiti to freshwater food, Waita to saltwater food; Waipunarangi is tied to the rain, Ururangi to the winds; and Hiwaiterangi/Hiwa is the star you send your wishes to. (Fox, *Otago Daily Times*, 12 July 2018)

Two sub-themes were identified. The first was the use of translation of te reo as a pragmatic tool for a broader audience who would otherwise not have understood the storyline. The translation of Māori names, metaphysical meanings and terms made articles accessible to non-Māori, non-te reo speakers:

"... to give our thanks - our acknowledgement - to the whenua, the land, and the moana, the sea," [she] said. (McKinlay, *Otago Daily Times*, 23 June 2006)

The second subtheme was the use of more te reo without translation over time. This indicates the media felt translation was not necessary, evidencing a broader social trend in New Zealand - the general public were becoming more familiar with many Māori terms. The incorporation of more te reo was an important component of the changing media discourse surrounding Puaka Matariki – language is culture and an expression of self-determination (White, 2016). This suggests that in recent years the newspapers' readership was considered interested in, and accepting of, the inclusion of more te reo and articles that discuss things Māori.

Conclusion

Puaka Matariki is a unique platform for the consolidation of Māori culture, identity and experience through a leisure/event context (Kivel et al., 2009). The disruption of the typically negative media narrative about Māori (Allen & Bruce, 2017; Matthews, 2018) was perhaps the most significant finding. Unlike other studies that have found Indigenous peoples to have a limited ability to define their lives and experiences publicly in the media, or to raise contentious issues (Allen & Bruce, 2017; Chen et al., 2018), we find Puaka Matariki has acted as a conduit for rich narratives of contemporary Māori life that have not silenced discussions of the uncomfortable. Thus, rather than marginalising the Māori community and being agents of modern colonisation and further conquest (Allen & Bruce, 2017), we argue that the disrupting positive tone and content of these stories helped bring Māori to the centre (Mackley-Crump & Zemke, 2019). Furthermore, by introducing an Indigenous lens through kaupapa Māori we have provided a culturally attuned approach to leisure research, which empowers and gives voice to a historically silenced community.

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