



RECREATION VALUES & NATURAL AREAS SYMPOSIUM

CENTRE FOR RECREATION RESEARCH

Proceedings

Centre for Recreation Research | School of Business
University of Otago | Dunedin | New Zealand

18 – 19 March 2010



RECREATION VALUES & NATURAL AREAS SYMPOSIUM

Centre for Recreation Research

PROCEEDINGS

**Centre for Recreation Research
Department of Tourism
School of Business
University of Otago
Dunedin
New Zealand**

18-19 March 2010

SALES ENQUIRIES

Additional copies of this publication may be obtained from:

Centre for Recreation Research
C/- Department of Tourism
School of Business
University of Otago
P O Box 56
Dunedin
New Zealand

Telephone +64 3 479 8520
Facsimile +64 3 479 9034
Email: recreation.research@otago.ac.nz
Website: <http://www.crr.otago.ac.nz>

BIBLIOGRAPHIC REFERENCE

Authors: Reis, A., Jellum, C., Lovelock, B. and Thompson, A.
Publication date: 2010
Title: Proceedings of the 2010 Centre for Recreation Research Symposium -
 Recreation Values and Natural Areas
Place of Publication: Dunedin, New Zealand
Publisher: Centre for Recreation Research, Department of Tourism, School of
 Business, University of Otago.

Reis, A., Jellum, C., Lovelock, B. and Thompson, A. (2010). *Proceedings of the 2010 Centre for Recreation Research Symposium - Recreation Values and Natural Areas*, Dunedin. New Zealand. Centre for Recreation Research, School of Business, University of Otago.

ISBN (Paperback): 978-0-473-17506-1
ISBN (CD Rom): 978-0-473-17507-8

Cover Photograph: Brent Lovelock

Table of Contents

Introduction and Acknowledgements	1
Keynote Speakers	3
Outdoor recreation research in New Zealand: Poised for take off? Kay Booth	3
Biodiversity conservation based on eco-systems approaches and power sharing: Some observations and applied lessons Bruce Jefferies	6
Recreation and Self Rapport: My role as a Recreation-Judge Keith Hollinshead	17
Symposium Participants - Extended Abstracts	29
Communicating science to reconnect people and nature in our cities Tess Bunny	29
Sustainable agroecotourism ventures for low-carbon societies Christina Cavaliere	32
Transfrontier parks and local communities' livelihoods: A crisis of representation Chengeto Chaderopa	36
Recreation specialization among New Zealand river recreation users: A multi-activity perspective on social worlds Shayne Galloway	41
Changes in recreation participation after immigration to New Zealand: An analysis of constraints and barriers Carla Jellum, Brent Lovelock, Kirsten Lovelock & Anna Thompson	45
What recent migrants seek in New Zealand's great outdoors Brent Lovelock, Kirsten Lovelock, Carla Jellum & Anna Thompson	48
In search of balance, cultural difference and aesthetic sameness: Recent Chinese immigrant experiences of outdoor nature based settings in New Zealand Kirsten Lovelock, Brent Lovelock, Carla Jellum, & Anna Thompson	51
High country public access: A review of existing provisions and future options Bruce Mason	54
Sustainable market orientation: Proposal to evaluate a new marketing concept in the tourism sector Rob Mitchell, Ben Wolliscroft & James Higham	58
Winners and losers: Local perceptions of Kruger National Park's commercialisation process Dzingai Kennedy Nyahunzvi	64
Earthquakes and tourism: Implications of a large Alpine Fault event on tourist mobility, and recovery issues post-earthquake Caroline Orchiston	69

Natural resource management in local hands? How local communities and local government agencies are sharing responsibility for conservation and natural resource management in a popular nature-based tourism destination in New Zealand Anna Palliser	72
Business perspectives on tourism trends: The case of the Otago Central Rail Trail Arianne Reis & Carla Jellum	76
Exploring the roles of national parks and natural areas in raising society's green credentials Kerry Shephard, Sam Mann, Nell Smith, John Harraway, Lynley Deaker & Freya Broughton-Ansis	79
Tourist destinations on public conservation lands: On a road less travelled? Steve Sutton & Harvey Collerton	82
Symposium Participants – Short Abstracts	87
From preserve to incubator: Giving a new meaning to the conservation estate Mick Abbott	87
Using innovative equipment design to increase a sense of participation in the conservation estate Mick Abbott	87
Outdoor adventures for senior citizens Mike Boyes	88
'Mum I wanna be a rafting guide!': Emotional support and the role of family in career decision making Sandro Carnicelli Filho	89
From 'social good cost' to 'economic investment': Local responses to recreation resource management for the 'conservation economy' Jeff Dalley	90
Valuing value in the natural environment – Approaches Andrea Farminer	91
Active sport tourism in mid and later life: The case of Bike Florida Heather Gibson	91
Optimal experiences in adventure tourism: Reversal theory and flow Susan Houge	92
"It's a Kiwi thing": Holiday homes and a narrative of belonging Donna Keen & Adina Pirvu	93
Going bush - in my wheelchair: Attitudes of persons with mobility-disabilities to enhanced motorised access in remote natural settings Brent Lovelock	93
Urban wilderness and uncertainty: On being lost and found in the Silver Peaks Oliver O'Sullivan & Eric J. Shelton	94

Park usage and perceived benefits for health and wellbeing: Belmont Regional Park, a case study Flavia Prospero	95
Producing wilderness in the Tin Range: Nature and culture Eric J. Shelton & Arianne Reis	96
Visitors' attitudes towards wind farms: A study of the English Lake District National Park David Shepherd & Robert Dilly	96
Conservation parks and recreation opportunities: Reflections on visitors' expectations of Canterbury Conservation Parks Anna Thompson, Brent Lovelock, Arianne Reis, Magnus Kjelsberg, Gerald Sides, Richard Wright & Carla Jellum	97
List of Participants	99
SYMPOSIUM PROGRAMME	101

Introduction and Acknowledgements

Partners in Recreation Research

Brent Lovelock & Anna Thompson

Centre for Recreation Research, University of Otago

Contact: brent.lovelock@otago.ac.nz

Building a network of nature based recreation researchers across New Zealand and beyond is critical to the sustainability of the sector. The goal of the first Recreation Values and Natural Areas Research Symposium was to help facilitate such a network. The symposium was organised by the University of Otago's Centre for Recreation Research (CRR) and held on the 18th and 19th March 2010 at St Margaret's College, Dunedin.

The aim of the symposium was to attract a variety of participants – including government and industry practitioners; established and new postgraduate researchers – and to bring them together under the same roof. In particular it was heartening to see such an interest from key stakeholders such as Sport and Recreation New Zealand (SPARC) and the Department of Conservation (DOC) who were well represented at the symposium. SPARC have played an important role in funding innovative research that addresses some of the most pressing challenges in the recreation sector today. And of course most nature-based recreation occurs on public conservation land, where DOC continues to commission external researchers to pursue relevant research.

In total the symposium attracted over 80 participants with 30 presentations made under the symposium themes which included: Accessibility, Adventure Tourism, Commercial Recreation, Community Recreation Involvement, Ecotourism, Mountain Biking/Cycling, Recreation Resource Management, Socio-cultural Values for Landscape, Technology and Innovation in the Outdoors; and Wilderness Recreation/Tourism.

The quality of the presentations was outstanding across the board. The keynote presentations challenged our current understandings and approaches to recreation research and management. Professor Keith Hollinshead considered the role of recreation in place making (and directed the audience to thought provoking literature); Dr Kay Booth highlighted the importance of a coordinated approach to recreation research; Ron Bull reflected on nature from a Kai Tahu perspective and how iwi and hapu values could be integrated in recreation research and management. Mr Bruce Jefferies delivered an overview of international issues and trends relevant to New Zealand.

It was also encouraging to see the many emerging postgraduate researchers sharing their masters and PhD research – certainly a good sign for the sector, and especially so if they can be retained in New Zealand. Two Best Student Paper prizes were provided by the School of Business Divisional Office. These were awarded to Caroline Orchiston (Audience Vote) and Anna Palliser (Judges Vote). Congratulations to all the students as the judging process was a difficult one and there were many

commendable student papers. A special thank you goes to those who worked so hard to make this event a success – in particular Arianne Reis, Carla Jellum and Diana Evans. Thanks also to Associate Professor Micha Lück and Eric Shelton for acting as reviewers.

It is hoped that the symposium will become a regular event, with a 2nd symposium on the planning calendar for 2012. We look forward to seeing you there. We hope this compilation of proceedings proves to be a useful reference in the meantime.

A handwritten signature in black ink, appearing to read "Brent Lovelock and Anna Thompson". The signature is written in a cursive, flowing style.

Dr Brent Lovelock and Dr Anna Thompson
Co-Directors Centre for Recreation Research

Keynote Speakers

Outdoor recreation research in New Zealand: Poised for take off?

Kay Booth

Lindis Consulting, Christchurch

Contact: kay@lindis.co.nz

Introduction

Let's take a trip in a helicopter and look down on this symposium. What do we see? Research presentations about: the meaning of wilderness, immigrants' experiences of outdoor recreation in New Zealand, how people in wheelchairs fare pursuing their outdoor recreation interests, and earthquakes and tourism – to name just a few of the symposium topics.

This symposium provides a snapshot of where outdoor recreation research 'is at' in 2010. What does a critical examination of these presentations, and other recent research publications, tell us about the future prospects for our area of work? What view does the 'helicopter' provide of contemporary New Zealand outdoor recreation research?

My reason for musing on these questions is that I am currently undertaking (with colleagues Pip Lynch and Cathy Lizamore) a stocktake of New Zealand outdoor recreation research for Sport and Recreation New Zealand (under a Sport and Recreation New Zealand research grant) - a 'state of outdoor recreation research' report, if you like. That exercise has got me thinking - what will the assessment show? I will report back upon completion of the stocktake. Meantime, these are my preliminary thoughts.

Poised...

Why have I called my presentation "Poised for take off"? Since the early 1960s, researchers have generated (as a very rough estimate) over 2,500 research publications about outdoor recreation in New Zealand. As well as amassing this considerable literature, we (as researchers) have contributed to the international development of outdoor recreation as its own discipline (or field of study). This effort is not insignificant, but my sense is that we are ready to springboard from this consolidated effort – we are "poised" to make more of a difference to the outdoor recreation sector in New Zealand.

...for take off

We've come a long way – but where are we going? Does outdoor recreation research matter in contemporary New Zealand? How often have we taken stock of our collective research efforts and planned the research future? I suggest we have been poor at looking beyond the next research project.

To help set the scene for contemplation of these (and related) questions, in my presentation I intend to:

1. Offer preliminary comment on the body of New Zealand outdoor recreation research – what we have achieved and what we could do better.

2. Consider the implications of recent public policy developments for the future of outdoor recreation research in this country.

I make these comments as a precursor to the research stocktake, so they are very much preliminary observations.

School report

Let's go back to our school days – and consider what a school report card might look like for outdoor recreation researchers in New Zealand.

- 'Shows keen interest' - The University of Otago and Lincoln University have been the leaders for our field, ensuring a sound theoretical basis to most New Zealand research. Academia has established strong post-graduate programmes, a very positive indicator, as new researchers are the life-blood of any discipline.
- 'Has made steady progress' - Research has become increasingly sophisticated in terms of methods and analysis. We have moved from a focus upon describing use and users (who does what and where) to exploratory investigation using qualitative methods. This has occurred across increasingly diverse areas of enquiry.
- 'Usually works to a high standard' - The strong university base has helped ensure a high standard of research process and output. One gauge of our maturity is the percentage of publications that are peer reviewed - the stocktake will identify this, and will prove an interesting statistic.
- 'Strongly individualistic' - I believe that most New Zealand outdoor recreation research is conducted as one-off projects, dominated by postgraduate students' work. With a few exceptions, we have failed to develop cohesive programmes of study, we lack consistency of methods (e.g. consistent application of the same survey questions), and have seldom engaged in inter-disciplinary research. This latter point is surprising, when you consider that outdoor recreation, by definition, is dependent upon the natural resource base – work with natural scientists has occurred, but not very often.
- 'Has potential – yet to be fully realised' - What does 'the stock' of research look like? I suggest that there are many gaps – in order to address these, we will need to prioritise and consider a staged approach (e.g. initial focus on establishing monitoring programmes). I suggest we need to attempt to standardise our disparate methodological tools – building on some work that has been done in this area. A research agenda or framework could go a long way towards providing a collective direction and cohesion of effort.
- 'Sometimes fails to pay attention in class' - Our topic area is subject to rapid change, in terms of recreational activities, places and participants. This presents us with an ongoing challenge to stay abreast of this change – and the opportunity to study it.
- 'Prone to disorganisation – should blossom with more planning' - For years, observers have been calling for greater research planning: *A well-planned and co-ordinated mountain land recreation research programme should be established* (Aukerman & Davison, 1980, p. 223); *To encourage co-operation and co-ordination in research efforts, integrating them wherever possible with resource and social planning* (New Zealand Council for Recreation and Sport, 1985, p. 21)

I add my voice to this call. Recent developments with the New Zealand Outdoor Recreation Strategy are reassuring, which I will now discuss.

Recent public policy developments

In recent years, outdoor recreation 'has come in from the cold' and become an active area of public policy development. Significant developments have been:

2006: Outdoor Recreation Summit.

2008: Discussion document - 'Creating a healthy state for outdoor recreation in New Zealand'. Public submissions on this document followed.

2009: 'Outdoor Recreation Strategy 2009-2015'. Aligned with the release of the Strategy, SPARC committed to implementing it – which has included the establishment of the Sir Edmund Hillary Outdoor Recreation Council (in 2009), a body that advises SPARC on outdoor recreation matters.

Outdoor Recreation Strategy

Research comprises one of the nine priority focus areas in the Outdoor Recreation Strategy. Research outputs comprise three of the 14 outputs and include:

1. Stocktake of outdoor recreation research.
2. Outdoor recreation research agenda.
3. Baseline data for outdoor recreation is established and made available to sector groups.

Watch this space

These developments are very promising. As researchers, we need to ensure that research is an integral part of the outdoor recreation sector. The Strategy looks set to help us achieve this goal.

References

Aukerman, R., & Davison, J. (1980). *The mountain land recreationist in New Zealand*. Lincoln Papers in Resource Management No. 6. Canterbury: Tussock Grasslands and Mountain Lands Institute, Lincoln College.

New Zealand Council for Recreation and Sport (1985). *Policy for outdoor recreation in New Zealand 1985*. Wellington: New Zealand Council for Recreation and Sport.

Sport and Recreation New Zealand (2008). *Creating a healthy state for outdoor recreation in New Zealand: Discussion document*. Wellington: Sport and Recreation New Zealand.

Sport and Recreation New Zealand (2009). *Outdoor recreation strategy 2009-2015*. Wellington: Sport and Recreation New Zealand.

Biodiversity conservation based on eco-systems approaches and power sharing: Some observations and applied lessons

Bruce Jefferies

Conservation Planning & Management Systems Advisor/Consultant

IUCN/WCPA Deputy Vice Chair (NZ), Wanaka

Contact: brucejefferies@xtra.co.nz

Recreational development is a job - not of building roads into lovely country, but of building receptivity into the still unlovely human mind. (Leopold, 1949)

Introduction

The worldwide expansion of conservation initiatives that we have witnessed over the last few decades, both within New Zealand and internationally, has unfortunately not coincided with an equally inspiring increase in biodiversity outcomes. In fact we are witnessing species extinction at unprecedented rates with species losses estimated by experts to be between 1,000 and 10,000 times higher than the “background” or expected natural extinction rate (a highly conservative estimate). Of course, and many folk will argue this as a justification for their lack of concern, extinctions are a natural process. However, unlike the mass extinction events of geological history, the current extinction phenomenon is one for which a single species - ours - appears to be almost wholly responsible.

According to the IUCN Red List of Threatened Species¹ the number of species known to be threatened with extinction has topped 16,928 and their ranks include species like the polar bear, hippopotamus, tiger, sharks, freshwater fish and Mediterranean flowers. Marine species are proving to be just as much at risk as their land-based counterparts. New Zealand’s record also makes dismal reading. A 2007 estimate pointed out that almost 2,500 known land-based and freshwater species of animals, plants and fungi have been classified as threatened (Ministry for the Environment, 2007). About 800 of New Zealand’s known animal, plant and fungi species and 200 subspecies are considered threatened and it is likely that many species unknown to science are also on the threatened list.

As noted above the number of protected areas has been increasing significantly over the last 2 decades and there are now more than 100,000 protected sites worldwide covering about 12% of the Earth’s land surface. It comes as a surprise to many that protected areas are now one of the earth’s most significant land uses. However, while the number and size of protected areas have been increasing, biological diversity loss has continued unabated. The existing global system of protected areas is inadequate in several ways: (i) they are incomplete and do not cover all biomes and critical species; (ii) they are not fulfilling their biodiversity conservation objectives; (iii) participation of local communities in establishment and management of protected areas is inadequate; and (iv) protected areas particularly (but not exclusively) in developing countries are poorly funded.

¹ The IUCN Red List of Threatened Species (also known as the IUCN Red List or Red Data List), was started in 1948 and is recognized as the world’s most comprehensive inventory of the global conservation status of plant and animal species.

Much of the 12%, referred to above, includes some form of participatory² or co-management. The underlying rationale is, in most cases, the maintenance of biodiversity and the protection and, where appropriate, restoration of ecosystem functions. Although it may seem as if we have been establishing and managing protected areas for a long time many conservation interventions are still in their genesis. Consequently, it is generally accepted that it is too early to define the range of features and interventions that will convince people, including political leaders, exploitive industry groups, and rural communities, that protected areas and biodiversity conservation is in their long-term interests.

It is, however, important to note that a review of lessons drawn from a wide range of global conservation projects would in all probability reach similar conclusions. Some key lessons have emerged and, where these have relevance, these need to be drawn on to advance the process of establishing underlying philosophies, management strategies, and operational guidelines for PA managers.

The Programme of Work on Protected Areas

The seventh meeting of the Conference of the Parties (COP) to the Convention on Biological Diversity (CBD) in 2004, taking the momentum provided by the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and the Durban Accord and Plan of Action from the 5th World's Parks Congress, adopted a Programme of Work on Protected Areas (PoWPA). Of historic significance, the PoWPA represents the most comprehensive and specific protected area commitments ever made by the international community. The overall objective of the POWPA is: to establish and maintain, "comprehensive, effectively managed and ecologically representative systems of protected areas" that collectively, will significantly reduce the rate of loss of global biodiversity. The PoWPA sets out detailed goals, targets and activities for meeting this ultimate objective and made clear that fully implementing the POWPA would require unprecedented international cooperation, including the provision of increased financial and technical resources to developing countries.

PoWPA Case Study Timor Leste³

A relatively recent (and somewhat belated) national agenda to implement the PoWPA involved efforts to formulate a set of interlinking components that would help the government of the Republic of Timor Leste to re-activate its National Protected Area Network (NPAN). The approach developed, in concert with local partners, included an effort to carefully evaluate the social, economic, political and environmental landscape and to then offer the government, through its Department of Protected Areas and National Parks (DPANP), a set of priority actions. These needed to align with international conservation objectives, in particular the PoWPA, as well as fit the rather complex social and political realities that this emerging nation is addressing.

² Participation/participatory process: the process of working together, especially extending the opportunity for decision-making to people at lower economic/social levels. In the context of biodiversity conservation the participatory process means extensively involving communities in defining the utilisation of their natural resources. *Informing* people is not considered to be participation, per se; *involving* people is the core of the participatory process.

³ Most material for this section was adapted from the Programme of Work on Protected Areas-Inception Report - Consultants Final Report (Jefferies, 2010).

The overall objective developed was: “Biodiversity and ecosystem functions of Timor-Leste are conserved with the responsibilities and benefits from durable and sustainable management shared between management authorities, communities and civil society.”

The present-day reality of Timor-Leste (TL) is that almost all facets of protected area management, planning and administration need to be re-established from “ground zero”. This term was purposely chosen as it implies that a significant amount of “debris” needs to be cleared away before actual conservation interventions can commence.

The PoWPA analysis, carried out in the summer of 2008, revealed that implementation should be supported along two main axes (1) setting grounds for the physical establishment, management and maintenance of protected areas, and (2) increasing human capacity to govern and manage the emerging system.

The baseline under the first axis indicates that in theory a reasonable (and currently unknown) percentage of the country’s total land area is currently under some form of protected area status. This is comprised of 1 National Park and 15 Protected Wild Areas which were established under United Nations Transition Administration East Timor (UNTAET) Regulations. Nearly all existing protected areas are on land with coastal, estuarine and marine protected areas only recently becoming a priority. For example, the establishment of Nino Konis Santana National Park (NKSNP) in July 2008 encompasses significant marine habitats and is a positive sign that an integrated approach, which includes both terrestrial and marine ecosystems, is recognized and is starting to be applied. Recent biological surveys, including the 2007 Birdlife International survey of Important Bird Areas (IBA), and the Coral Triangle Initiative (CTI)⁴ have identified additional sites of high conservation value. It is expected that these will be included into the NPAN.

One early realization the planning team needed to absorb was that in almost all situations conventional ideas associated with the creation of “parks” will need to be developed within a participatory and collaborative management context and framework. This approach calls for active participation across a wide cross-section of stakeholders and local communities and, in all probability, will be a very significant part of the approach that is needed. Coupled with this imperative, however, is the importance of maintaining and consolidating the principles and notions of a formal NPAN – that is a national network of places and resources where the main emphasis is biodiversity conservation.

Another attribute of the NPAN approach is that it should, as far as this is possible, ensure the immediate protection of biological, historic and cultural resources. The team also recognised that the ideas associated with the NPAN were an important way of (i) focusing conservation efforts (ii) finding workable models of protected area management that are appropriate to TL and (iii) it will provide a focus for the DPANP. Without this focus there is a real danger of the DPANP and the conservation programme being overwhelmed by the complex biological, social, economic and political scope that is an inherent part of developing and managing the NPAN.

⁴ Between the southern tip of Asia and northern Australia, hundreds of miles of coral reef bind six island nations – Indonesia, the Philippines, Malaysia, East Timor, Papua New Guinea and the Solomon Islands.

Based on an evaluation of the in-country realities, the results of the Initial PoWPA analysis, and drawing from the experience of other countries working under the PoWPA, a two-phase approach, that follows two primary axes, was suggested and adopted as a pragmatic way forward.

Phase I is a set of primary inter-related outputs, all of which are relevant to effectively address the first axis – setting grounds for physical establishment, management and maintenance of the NPAN. These included:

- i. undertake an ecological and social/livelihoods analysis to end up with a projection for the expansion/setting up of PAs in TL (PoWPA Activity 1.1.5).
- ii. analyze existing forms of biodiversity conservation, in parallel to the ecological gap analysis (PoWPA Activity 1.1.4), and
- iii. based on outputs from previous points – develop and finalize the DPANP Strategic Action Plan, including clear targets for PA establishment by 2015 and beyond and have this approved (PoWPA Activity 1.1.1).

Phase II focuses on the second set of issues:

- i. Human capacity (POWPA Activity 3.2.1) development. It was considered paramount that human capacity at a range of different levels be available and capable of developing and maintaining the NPAN. This has resulted efforts to formulate and put in place a comprehensive Management Systems and Human Capacity Action Plan (MSHCAP).

Lessons from the conceptual and formulation stages of the Timor Leste PoWPA Project

In this section five of the most salient lessons that the writer has gained an understanding of during the last 20 years working in S/E Asia are outlined. These are a sub-set of twelve issues that need to be included into planning and management strategies. It is recognised that all issues are the tip of a proverbial ice berg. The items that were chosen to help formulate some underlying principles for the Timor Leste PoWPA project were, however, considered in more depth than usual as they have compromised or have been significant contributors to the failure of several conservation projects.

1. Complexity

The complexity of the challenges facing PA managers is often underestimated and a number of evaluators have pointed out some of the potential pitfalls. Nevertheless, and in spite of ever increasing bodies of literature, there is a dearth of research on the effects of the complex social, economic, political and institutional constraints that conservation projects in general, and particularly those that are endeavouring to establish participatory / co-management structures, need to work within.

In some places we have observed that this situation is often partly related to a sense of hopelessness and insecurity. Conservation advocates (at all levels) require a sense of hope and this element needs to be based around a strong vision for the future. This prerequisite is a vital force if the high levels of energy and commitment required to address the perverse forces working against sustainable development and biodiversity conservation are to be maintained.

Most of the issues that influence conservation and sustainable development are, however, not amenable to micro-level interventions. The literature, and of equal significance experience from several

countries, suggest that a mixture of interventions, including broader based reform at macro levels, a strong sense of vision and commitment from political leaders, and effective networking is needed.

Biodiversity conservation project staff, institutions and other stakeholders and partners are often inherently disempowered by the complexity of issues that need to be addressed. Consequently, there can be a tendency to simplify what are usually wide-ranging and complex issues.

For example, Figure 1 below provides an example of the cross section of considerations that needed to be included in a project's logical framework for a demonstration management plan.

Figure 1

Activity Description ⁵	Key Performance Indicators ⁶	Means of Verification ⁷	Critical Assumptions Risks and Rankings
Demonstration Site Conservation Management Plan (SCMP) for [tbd]	<p>SCMP selection process developed and completed.</p> <p>By [tbd] DPANP, district and sub district staff, university, NGO and other stakeholders have an understanding of the planning process</p> <p>By [tbd] DPANP, district and sub district staff, university, NGO and other stakeholders has the capacity to apply SCMP objectives, strategies and activities.</p> <p>DPANP, district and sub district staff and planners will see the advantages of the CAP framework.</p> <p>The SCMP provides all of the organizations and people associated with the management of [tbd] PA with a set of government approved policy directions and guidance.</p>	<p>Criteria for selection process formulated.</p> <p>Site for SCMP is approved / confirmed by DPANP Director.</p> <p>Workshops and training programme developed and implemented</p> <p>As a base-line [tbd] workshops will take place at various levels including; national, district, sub district and sucos.</p> <p>The CAP planning framework is being progressively applied through-out the PAN.</p> <p>By [tbd] SCMP Plans for [tbd] sites are completed and approved by the GEF Focal Point, Minister of Agriculture and Fisheries, and Cabinet.</p>	<p>National / district / sub district and sucos political support and active participation during formulation.</p> <p>No legal basis for the preparation, purpose, or review process of SCMP management plans.</p> <p>The SCMP is taken into account and integrated into district / sub district and sucos development planning.</p> <p>Timely funding is available.</p> <p>A Core Team can be contracted to develop and carry-out the Conservation Action Planning (CAP) methodology.</p> <p>Sufficient data sets (natural and social) can be assembled.</p>

2. Dealing with causes not effects

There is often a tendency, owing in part to the complexity of the conservation environment that we work within, to arrive at conclusions that lead to misinformed interpretations of the causes of forest, marine and other natural resource mismanagement. For example, in Timor Leste as in many other countries,

⁵ Goal – The long term development impact (policy goal) that the activity contributes at a national or sectoral level.

⁶ How achievement will be measured – including appropriate targets (quantity, quality and time).

⁷ Sources of information on the Project Objective indicator(s) – including who will collect it and how often.

logging, mining and petroleum companies are frequently seen as the sole cause of unsustainable practises. The questions that need to be addressed, however, include such things as: are companies inherently to blame or is the political, social and business environment, which emphasises short-term returns and imposes substantial risks and costs on business players, a key contributor and issue? Other examples come from countries such as Lao PDR, which is land-locked and surrounded by powerful economic neighbours. The geo-political landscape in places such as this inhibits national efforts to attract ethically bound business partners. When private / public partnerships are put forward it is important that the integrity of partners is well established.

Part of the problem, and consequently an indicator to the answers to these and other equally complex questions, is the fact that in many countries academic examination of the social, economic and political landscape of the forestry and fisheries sectors has, in contrast to the scale of investigation brought about by other sectors, particularly the mining, energy, and power industry, been extremely limited.

Another consideration is that anthropological and social research tends to focus on spatial rather than temporal concerns and relationships. It is suggested, therefore, that there is a need to research and record chronological events as they are of inherent interest in unravelling many of the historic events that contribute to both forest management and biodiversity conservation dilemmas.

In this regard there are several new tools such as TNC's Conservation Action Planning (CAP) framework and the Conservation Measures Partnership⁸ (CMP). In a partnership arrangement with Benedict⁹ they have developed "Miradi", which is new project management software designed by conservation practitioners, for conservation practitioners. These tools help practitioners to delve behind assumptions and myths and work toward the identification of root causes of unsustainable resource utilization.

3. Incentives are few and poorly developed

To generate stable conservation biodiversity conservation, project managers and partner NGOs will, in almost all instances, need to find ways to ensure strong and enduring attachments to community welfare needs. If it is accepted that material incentives are required, and protected areas are regarded in many places as a conservation concept that combines nature conservation, sustainable development (including tourism and recreation) and the promotion of peace, a strong caveat will possibly be required on proposed development interventions

In theory a number of material incentives exist that will be attractive to communities. The reality is, however, a little different. Relatively few options actually exist in practice owing, in many instances, to

⁸ CMP Core Members include: the African Wildlife Foundation (AWF), The Nature Conservancy (TNC), the Wildlife Conservation Society (WCS) and the Worldwide Fund for Nature/ World Wildlife Fund (WWF). Collaborating Members include: the Cambridge Conservation Forum, Conservation International (CI), Enterprise Works Worldwide, Foundations of Success, IUCN, RARE Center, and the World Commission on Protected Areas. More information about the CMP and its initiatives is available at www.conservationmeasures.org

⁹ Benetech is a nonprofit organization based in Palo Alto, California that combines the power of the human mind with a deep passion for social improvement, creating new technology solutions that serve humanity. More information is available at www.Benetech.org

structural, social, and political factors. A problem, which the planning team tried to take into account, was related to finding ways of ensuring that durable linkages between community development incentives and conservation needs are developed and maintained.

Despite the rhetoric concerning the diversity of sustainable income-generating opportunities, there has been little sustained attempt to deal comprehensively with the determinants of market demands. In effect, the list of prospective products, such as so called “non-timber forest products” is, even now, nothing more than a supply side “wish-list”. The problem is that the few, currently viable, alternative income-generating projects depend on markets that can be easily saturated (e.g. such as those for butterflies and forest nut products). The saturation of markets, through the over-supply of a commodity, can lead to a decline in prices which, in turn, undermines the economic viability of an “eco-enterprise”. It is not appropriate to only focus attention on supply-side factors as these tend to be based on the notion that if a product can be produced it will have an automatic market. Markets for rainforest products, for example, need to be aggressively developed and pursued. In many cases high costs and structural factors will place these endeavours in a poor competitive position with other competitors/countries that compete for rainforest product markets.

These constraints can be addressed as a part of the management planning process but will take considerable time and resource inputs to resolve. This implies that many items on the supply-side list need to be regarded as options, or future use development opportunities. However, compelling short-term factors, including rural dwellers’ demands for income, and the ability of logging, resort development, tourism entrepreneurs and other extractive ventures to provide for this, have the potential to mitigate against these opportunities ever being realised.

The key lesson is that incentives should not be provided in such a way that they feed into, or stimulate, a culture of dependency. In the long-term, conservation objectives will be achieved when communities assume responsibility for their own welfare. The process of defining appropriate incentives and establishing incentive frameworks is as important as the incentives themselves.

4. Community Entry and Presence

Both the style and substance of initial contacts with communities will have a significant bearing on the outcome of the process. Projects that illustrate affluence - by flying in expatriate conservation workers to remote sites by helicopter, or by carrying in expensive food items for consumption by research and support staff for instance, - are likely to reinforce high expectations.

Though these influences may appear innocuous, their impacts can be substantial. The challenge is to establish durable relationships with community stakeholders. This cannot be achieved by creating or maintaining existing power imbalances through a display of wealth.

Community entry and interaction involves a careful process of engagement, trust building, information gathering, awareness raising, discussions of community problems, broadening community perspectives of development, and challenging stakeholders to accept greater responsibility for social and economic development. The lesson here is that substantial investments in site infrastructure (staff housing, tourist facilities, information points, and roads etc) should not be made until political and community receptivity

is well established. Projects need to maintain flexibility as well as entry and egress options. In the early stages of the process, fixed costs and large capital expenditures should be kept to a minimum. Frequent contact with communities, using a carefully defined process of community entry, is essential to build both trust and a durable relationship between communities and conservation managers. For example, housing constructed from local materials may be appropriate in cases where a sustained presence in a community is necessary. Tactics will need to be determined by site logistics as well as social and economic realities and local political factors.

5. Conflicts between Customary Resource Distribution and Conservation

Biological imperatives require that conservation areas need to be large in order to maintain minimum populations of species and to maintain sufficient ecological niches to deal with climate change implications and other random natural events such as droughts, floods etc. Some management plans, refer to these as “Functional Conservation Areas¹⁰”.

In many countries this will mean that groups of customary / community owners will hold resource use or other rights within any given area of interest. If the aim of establishing a multiple land / marine use planning framework is to be pursued, as part of the PA establishment process, the inherent conflicts between resource distribution and conservation needs must be understood. For example, if the area within a site is zoned for various uses, including extractive, subsistence and conservation, communities with customary or other jurisdiction over the conservation zones will face opportunity costs in terms of foregone income from possible extractive development activities. Had the same area been zoned for production or extraction purposes, the community would have seen some income. This will often factor against community willingness to participate in conservation management endeavours.

Unless transfer mechanisms can be designed, to ensure that all stakeholders benefit from development activities within the area, conservation outcomes will probably not materialise. This is a critical lesson as conflicts in this area have already compromised a number of conservation projects.

Establishing viable transfer mechanisms is fraught with difficulties. Communities in development zones (assuming the economic viability of a particular productive use) will, in most cases, be reluctant to share income, royalties and other dividends with communities and customary owners in conservation zones. Solutions to address this reality will require a progressive change in the values held by rural people and communities.

World Commission on Protected Areas (WCPA)

The World Commission on Protected Areas (WCPA) is one of six Commissions of the IUCN (World Conservation Union). WCPA is the world's premier network of protected area expertise. It is

¹⁰ A Functional Conservation Area is the geographic area needed to maintain conservation targets and supporting ecological processes within acceptable ranges of variability over the long term. Functional landscapes are often intended to conserve "all" biodiversity in an area; are typically large (i.e., >20,000 acres); and usually include both aquatic and terrestrial targets. Functional sites are intended to conserve a small set of conservation targets, usually imperilled or endemic species with limited spatial requirements.

administered by IUCN's Programme on Protected Areas and has over 1,400 members, spanning 140 countries.

WCPA works by helping governments and others plan protected areas and integrate them into all sectors; by providing strategic advice to policy makers; by strengthening capacity and investment in protected areas; and by convening the diverse constituency of protected area stakeholders to address challenging issues. For more than 50 years, IUCN and WCPA have been at the forefront of global action on protected areas.

The WCPA mission is:

To promote the establishment and effective management of a world-wide representative network of terrestrial and marine protected areas, as an integral contribution to the IUCN mission.

WCPA Objectives are:

- to help governments and others plan protected areas and integrate them into all sectors, through provision of strategic advice to policy makers;
- to strengthen capacity and effectiveness of protected areas managers, through provision of guidance, tools and information and a vehicle for networking;
- to increase investment in protected areas, by persuading public and corporate donors of their value; and
- to enhance WCPA's capacity to implement its programme, including through cooperation with IUCN members and partners.

In recent years WCPA's global work has centred around assisting countries to implement the Programme of Work on Protected Areas under the Convention on Biodiversity.

Priorities in the Region

- Securing the systems - Our goal is to be an advocate for the pursuit of strong comprehensive, adequate and representative protected area systems in both the land and sea as the core lands of any conservation effort.
- Building Resilience in the face of climate change - The continued expansion of these most cost effective extant ecosystems has become even more crucial in the face of climate change. Healthy functioning natural systems will both secure carbon and provide the key refugia, and offer the greatest prospects for resilience for human well being and all other species.
- 'Islands to Networks'- Connectivity Conservation - WCPA is playing a key role in promoting and achieving the international consensus that biodiversity conservation requires by connecting protected areas with other lands and seas under conservation, or 'conservation supportive' management into large-scale ecosystem networks. The imperative to achieve landscape /seascape-wide initiatives has become more urgent in the face of the many challenges protected areas will face from climate change.
- Socially inclusive Conservation- Such networks involve a more socially inclusive form of conservation involving many sectors of society. This will involve a broad range of governance types covering the lands of indigenous people, traditional local communities, forestry lands,

private land owners involved in sustainable land uses, tourism operators, local governments, private trusts and corporations.

- Marine Conservation - Expansion of conservation in the marine environment is a clear international direction which WCPA in the region can promote, especially the CBD goal of a comprehensive adequate and representative system of marine protected areas by 2012.
- Building the Conservation Community - WCPA needs to broaden the constituency of both support for, and active involvement in, conservation through building partnerships and alliances. Social sustainability is increasingly understood as a fundamental need. In all Oceania nations there are strong indigenous and local communities and major tourism industries who, in both cases, are key and logical partners in conservation. Sustainable agricultural and landowner initiatives are also emerging as key issues.
- Management Effectiveness - WCPA has already established a powerful Task Force on Management Effectiveness. The excellent work done by the Task Force could be disseminated more widely through the enhanced regional WCPA network. The management of invasive species could be a particular focus given its increasing toll on regional terrestrial and marine biodiversity and potentially serious impacts on both indigenous people and tourism. A major product could be the preparation of best practice guidelines to states and protected area agencies on the most effective means of managing this highly significant and multi-faceted threat.
- Sustainable Financing - The area of sustainable financing is a critical bottom line in achieving all other goals. WCPA will seek to identify, promote and communicate innovative ways of sustainably financing protected areas.

Summary

Although many answers to achieving biodiversity conservation through PA interventions are arguably just as remote as they were 10 years ago, there is little doubt that our questions are now better defined. It is also obvious, from the experience and groundwork that has gone on in various parts of the world that conservation managers need to apply more attention to the “social sciences”. Rural sociology, social anthropology, resource economics, and rural development specialists are all needed to contribute to PA processes. Biodiversity conservation must remain the primary objective, however, and it is important that other agendas are not allowed to hijack the central conservation focus.

The emerging role for conservation management professionals is, therefore, to bridge the gaps between the extremely complex social, political and economic conditions that most rural communities face, and the imperative to maintain our planet’s life support systems.

Counting and recording animal and bird species and vegetation types, monitoring environmental conditions and health and contributing to an increased understanding of the world’s natural systems will continue to be key parts of a conservation manager’s role. There are, however, increased legitimate demands for us to give more attention to human use and expectations as well as development needs.

References

- Jefferies B. E. (2010). *Programme of work on protected areas-inception report - Consultants final report*. Unpublished report, Dili.
- Ministry for the Environment (2007). *Environment New Zealand 2007*. Wellington: Ministry for the Environment/Manatū Mō Te Taiao.

Recreation and Self Rapport: My role as a Recreation-Judge

Keith Hollinshead

The University of Bedfordshire, England

Contact: khdeva@btopenworld.com

Introduction

This brief page concerns the role and function of those who work in recreation and leisure (and in cousin areas of open space management / conservation / park development/et cetera) as “recreation judges” in and across contemporary society. It seeks to encourage those who work in “recreation management” and “leisure services” (and related domains) to consider their own work as agents of particular forms of normalisation as to how society “is” or as to how nature “should be seen to be”. In so doing it is premised on the view that nature as managed and developed is indeed a cultural rather than a raw artefact, and this paper seeks to help guide practitioners in the administration and/or interpretation of recreation / leisure / conservation / whatever services in questioning not only what known forms of authority they might hold are the ways in which nature/open space/parks are projected and promoted, but what other unconscious or under-recognised forms of authority they may also be indulged in on a day-to-day basis in the conduct of their work.

Background: The Role of the Recreation-Judge

The term “recreation-judge” parallels the concept of “the tourist-judge” which the author has been working on in his own work in the U.K. and Australia on *the governmentality of things*. For Hollinshead there is considerable scope in Tourism Studies and in Tourism Management (and here in Recreation Management?) in examining the role not so much of well-positioned decision-makers with big budgets working for large authorities, but in examining the role, function, and effectivity of each and every “worker” / “practitioner” / “programmer” in Tourism Studies (in Recreation Management?) in helping not just provide access to the world of tourism / travel (recreation?) but in actually “making” or “demaking” or “remaking” the world. For Hollinshead, this is all a matter of the agency and authority or worldmaking in its petty (i.e., the seemingly smalltime / day-by-day) and incremental (i.e. additively significant) but generally under-examined ways.

To these ends, it should be clarified that the term “the tourist-judge” (and hence, here “the recreation-judge” / “the conservation-judge” / “the whatever-judge”) is modelled upon Foucault’s (the French litero-philosopher’s) work on institutional governmentality, that is, upon the opaque power-knowledge decision-making authority of individuals working to tightly prescribed (but under-recognised) dominant views of and about the world. For Foucault, these forms of almost blind institutional agency and surveillance were in the military, in welfare service and in education. For Hollinshead, these are also redolent in everyday Tourism management, and in the axial domains of Public Nature and Public Heritage, et cetera. Hollinshead is himself a Professor of Public Culture at a university in England, but a Distinguished Professor of the International Tourism Studies Association, based at The University of Peking in Beijing, China.

Areas of Self-Assessment: Areas of Critical and Creative Conceptual Development.

The following are twelve areas of conceptual development in Tourism Studies/Tourism Management. They have been selected as important arenas or beach-heads of site and space projection in planning and programming activity in contemporary tourism. The twelve selected areas (or approaches) to conceptual development are taken from four of the lead authors who are influential in transdisciplinary inspections of tourism today. The four authors are:

- Donald Horne – journalist, onetime head of The Australia Council and commentator on matters of public culture;
- Barbara Kirshenblatt-Gimblett – Performance Studies specialist, and analyst of representational activity in tourism and heritage development;
- Larry Helber – landscape architect and designer of tourist resorts and large hotel complexes;
- N AlSayyad – architect and critical observer of the incorporation of viewable tradition in exhibited / constructed “versions” of space and place.

The twelve selected areas / approaches of conceptual development are:

- Donald Horne
 - culture gene banks;
 - site experiencing;
 - darshana;

- Barbara Kirshenblatt-Gimblett
 - performativity;
 - fragmentation;
 - authorisation;

- Larry Helber
 - critical mix;
 - critical mass;
 - entry statement;

- N AlSayyad
 - tradition;
 - transition;
 - traditionality;

To repeat, the above twelve conceptual areas / conceptual approaches have been selected because of their high utility as tools of worldmaking effort to shape tourist sites / tourism destinations / travel narratives about place or space.

The Exhibits: The Twelve Conceptual Areas

The following four tables are now provided to serve as an introduction to important areas of empowerment in and through tourism / Tourism Studies and / or recreation / Recreation Management, today:

Exhibit 1:

The Twelve Conceptual Areas. . . explained.

Exhibit 2:

(Relevant Readings)

Articles and chapters on acts of governmentality (in the normalisation / naturalisation of things) --- manuscripts authored by Hollinshead.

Exhibit 3:

(Relevant Readings)

Other authors on matters of governmentality.

Exhibit 4:

(The Self-Rapport Questions)

Self-test questions for The Twelve Conceptual Areas.

Exhibit 5:

(Two Key Terms on Normalisation / Naturalisation)

Governing the World through tourism.

Your Own Role as a Recreation-Judge

Clearly, this short paper builds up to the last two exhibits – i.e., exhibits 4 and 5. Exhibit 4 is a set of twelve self-rapport questions which managers / administrators / researchers in recreation and leisure (and tourism) in New Zealand can use to gauge the degree to which they may indeed be acting as a worldmaking recreation-judge (leisure-judge / tourism-judge) over things – that is, over the projection of peoples, places, and pasts, and thereby over materiality of peoples, places, and pasts over time. And the last exhibit (exhibit 5) is provided for those who may need a fuller explanation of what such service as a recreation-judge might entail: it is taken from a 2010 presentation in Sweden by the author (for the World Congress of Sociology), and is pitched in terms of tourism-judges. It is expected that delegates at the CRC Conference in Dunedin can readily translate these possible acts of governmentality from ‘tourism’ to the bedfellow realm of ‘recreation / leisure’.

We all need to be vigilant about what we make in and through our ordinary daily / weekly / monthly (undersuspected) ‘practices’ of normalisation, and through our matching (undersuspected) naturalising ‘talk’.

Exhibit 1: The twelve conceptual areas - Conceptual approaches explained

Conceptual Area	Brief Explanation of the Areas / Approaches
<i>Culture Gene Bank</i>	That set of storehouse narratives /storylines / activities which a nation draws on (can draw upon) to explain the proud and mighty origins of the people, chiefly in the form of museums, historical sites, libraries, eccentric archives, special places, et cetera. These tales and setting are the fodder of imaginative cultural self celebration, just as heritage gene banks are for public / national 'heritage', and nature gene banks are for 'public / national nature';
<i>Site Experiencing</i>	That form of visitation by which an intelligent tourist known not merely how to crudely 'look at' or 'score' on the site but by which he / she knows how to 'read' the site in relation to the prevailing myth-systems being deployed; when a traveller intelligently experiences a site or site, he / she understands how it is being used in and through tourism, and he / she is able to further his / her own cognition of what is seen to be important in that local and global realm;
<i>Darshana</i>	That mix of feelings a tourist has when confronted by a famous landscape, historic site, or celebrated object: those sensations are not just feelings of reverence, they constitute moments of mysteriously ecstatic wonderment as the place is 'felt' and absorbed. [A Hindu term, borrowed by Horne, D.].
<i>Performativity</i>	The fashion in which culture is not just selected / captured and mirrored in a dramatic presentation or display, but is actually produced there afresh: the performativity of culture can involve the making of objects / narratives, the remaking of places / storylines or the demaking of events / meanings, instance;
<i>Fragmentation</i>	Fragmentation is the communication of and about a large / grand 'cultural', 'heritage' or 'natural' account via the purposeful (or accidental) selection of particular "small" objects or of singular angles of vision. A boundless litany of things may be used to representation or stand for / explain / reveal a larger cosmology of understanding;
<i>Authorisation</i>	Authorisation is the governing way a thing or event is introduced, revealed or described either by the populations who have historically owned it, or by powerfully positioned / government / corporate / sanctioning bodies who have been able to assume the right or appropriate 'control' / 'distribution' of it. The authorisation of a thing may involve the privileging of certain interpretations and of the value / relevance of it, and the suppression of other outlooks on / about it;

<i>Critical Mix</i>	For Helber, a critical mix is that conglomeration of amenities and services (i.e., the interpretation of sites, the entertainment, the catering, the shopping facilities, plus, plus, plus) that are required to make (perhaps) a day visit to a tourist site work to optimum fashion, or which would make a particular hotel / resort work effectively and efficiently over time for the specific array of target markets being communicated to critical mix is a function of projected 'scope', and where the adopted amenities and services are complimentary to each other, and multiplicative for each other;
<i>Critical Mass</i>	For Helber, a critical mass is the level of amenities and services which really should be provided – see critical mix, above – to ensure that the target markets being addressed can use the site or the setting in the best fashion. Thus critical mass is a function of projected 'scale' where the arrangement and positioning of the required amenities and services is closely detailed and set up / designed / fine-tuned in accordance with best operational practice;
<i>Entry Statement</i>	For Helber, a site or resort's entry statement is that mix of viewable features which arriving patrons clearly see or which passers-by clearly notice when it is first encountered. The entry statement consists of an arrangement of arrestive / inductive / orienting phenomenon which closely relate to the sites image-building name, its interpreted themes and its intended 'atmosphere'. The entry statement is an important element of the design and activity which helps give the site / the resort a unifying signature;
<i>Tradition</i>	The traditions of a population or place are those customs / activities / behaviour which are heavily participated in or associated with. In the naming of or projection of a tradition, it is generally assumed that practice or pursuit has been popularly supported there for a long time. In fact, the declaration of what decent / proper traditions are is often a highly political and contested act of declaration;, and the primary component of 'tradition' is constraint;
<i>Transition</i>	A thing-in-transition is the manner in which an assumed custom / activity / behaviour from of old is currently changing in form, style, or use because of some internal reauthorisation of and about it, or (and more commonly) because of some osmotic influence that has gradually or suddenly seeped into that population or territory from elsewhere. In effect, no traditions ever exist-everything is always 'in transition'!!;
<i>Traditionality</i>	To AISayyad, the commonly understood differences between 'the traditional' and 'the modern' is a false dichotomy, and what counts is not so much what the essential tradition 'is', but how it is involved in any given age (and thereby also under modernity). The critical task in inspecting the claimed traditionality of a thing / a practice / an event is how that supposed tradition is identified, manufactured, packaged, and deployed, and who has the authority or power to do that. In this sense, traditionality is a rhetorical and privileging act which includes ABC or DEF but which excludes MNO or PQR.

Exhibit 2: The twelve conceptual areas - Readings produced by Hollinshead

Conceptual Area	Journal Articles and Book Chapters
<i>Culture Gene Bank</i>	<i>On "Intelligent Tourism" and Culture Gene Banks: "Tourism as Public Culture: Horne's Ideological Critique of Tourism". 1999. International Journal of Tourism Research. 1:4, pp.267-292.</i>
<i>Site Experiencing</i>	<i>On Experiencing Walt Disney World, Florida: "Disney and Commodity Aesthetics: A Critique of Fjellman's Analysis of 'Distory' and the 'Historicide' of the Past". 1998. Current Issues in Tourism. 1:1. pp. 58-119.</i>
<i>Darshana</i>	<i>On Respect and Understanding of and about Nova Scotia, Canada: "'Tourism State' Cultural Production: The Re-making of Nova Scotia", 2009. Tourism Geographies. [26 pages]</i>
<i>Performativity</i>	<i>On Tourism as the Consciousness Industry: "Tourism as the Consciousness Industry: Kirshenblatt-Gimblett and the Mediative Authority of Tourism", 2006. Tourism Analysis. [pp.301-329]</i>
<i>Fragmentation</i>	<i>On Micro-Understanding of North American "Indians" In / Through Tourism: "White' Gaze, 'Red' People -Shadow Visions: The Disidentification of 'Indians' in Cultural Tourism, 1992. Leisure Studies, 11, pp. 43-64.</i>
<i>Authorisation</i>	<i>On Normalisation / Naturalisation – Foucauldian Authorisations of People, Places, and Pasts: "Surveillance of the World: Tourism, Foucault and the Eye of Power". 1999. Tourism Management. Special Issue on Research Methods and Conceptualisations. 20.1. pp. 7-23.</i>
<i>Critical Mix</i>	<i>On The 'Critical Mix' Development of Theme Parks / Themed Sites: "Theme parks and the Representation of Culture and Nature: The Consumer Aesthetics of Presentation and Performance", 2009. In: The Sage Handbook of Tourism Studies. Tazim B. Jamal and Mike Robinson, eds.. Los Angeles. Sage. [pp.269-289].</i>
<i>Critical Mass</i>	<i>On 'Disney Authority' [via strategic partnerships] in the Leisure / Tourism Marketplace: "Cross-Referential Marketing Across Walt Disney's 'World': Corporate Power and the Imagineering of Nation and Culture". 1997. Tourism Analysis. 2:2. pp. 217-228.</i>
<i>Entry Statement</i>	<i>On Postmodern Treatments of Heritage: "Playing with the Past: Heritage Tourism under the Tyrannies of Postmodern Discourse", 2002. In: The Tourist Experience: Beyond the Limits. Chris Ryan, ed. Continuum Press. London. [pp. 172-200].</i>

<i>Tradition</i>	<i>On the “New” Traditions of Diasporic Populations: “Tourism and Third Space Populations: The Restless Motion of Diasporic Peoples”, 2004. In: Tourism, Diasporas, and Spaces. Tim Coles and Dallen Timothy, eds. London. Routledge. pp. 33-49</i>
<i>Transition</i>	<i>On the Power of Tourism to Represent / Declare / Project Emergent Populations: “Tourism and New Sense: Worldmaking and the Enunciative Value of Tourism”, 2004. In: Tourism and Postcolonialism: Contested Discourses-Identities and Representations. C. Michael Hall and Hazel Tucker, eds. London. Routledge. [pp.167-204].</i>
<i>Traditionality</i>	<i>On Matters on ‘Transitionality’ for Aboriginal Groups/Communities in Australia: “Tradition and the Declarative Reach of Tourism: Recognising Transitionality – The Articulation of Dynamic Aboriginal Being.” 2010. Tourism Analysis. 14. [23pages].</i>

Exhibit 3: The twelve conceptual areas - Principal readings produced by other authors

Conceptual Area	Book or Article
<i>Culture Gene Bank</i>	Horne, D. (1992). <i>The Intelligent Tourist</i> . McMahon's Point, NSW, Australia: Margaret Gee Holdings.
<i>Site Experiencing</i>	Horne, D. (1992). <i>The Intelligent Tourist</i> . McMahon's Point, NSW, Australia: Margaret Gee Holdings.
<i>Darshana</i>	Horne, D. (1992). <i>The Intelligent Tourist</i> . McMahon's Point, NSW, Australia: Margaret Gee Holdings.
<i>Performativity</i>	Kirschenblatt-Gimblett, B. 1998. <i>Destination Culture: Tourism, Museums, and Heritage</i> . Berkeley, Ca.: University of California Press.
<i>Fragmentation</i>	Kirschenblatt-Gimblett, B. 1998. <i>Destination Culture: Tourism, Museums, and Heritage</i> . Berkeley, Ca.: University of California Press.
<i>Authorisation</i>	Kirschenblatt-Gimblett, B. 1998. <i>Destination Culture: Tourism, Museums, and Heritage</i> . Berkeley, Ca.: University of California Press.
<i>Critical Mix</i>	Helber, L. (1986a). Market Development Strategies for Tourist Resorts. In K. Hollinshead (Ed.), <i>Tourist Resort Development: Markets, Places and Impacts</i> (pp. 27-32). Proceedings of National Conference. Artarmon, NSW, Australia, November 1985. Lindfield, NSW, Australia: Centre for Leisure and Tourism Studies, Kuring-gai College of Advanced Education.
<i>Critical Mass</i>	Helber, L. (1986b). "Integrated Approaches to Resort Development." In K. Hollinshead (Ed.), <i>Tourist Resort Development: Markets, Places and Impacts</i> (pp. 75-81). Proceedings of National Conference. Artarmon, NSW, Australia, November 1985. Lindfield, NSW, Australia: Centre for Leisure and Tourism Studies, Kuring-gai College of Advanced Education.
<i>Entry Statement</i>	Helber, L. (1986c). Site Development and Project Implementation. In K. Hollinshead (Ed.), <i>Tourist Resort Development: Markets, Places and Impacts</i> (pp. 126-132). Proceedings of National Conference. Artarmon, NSW, Australia, November 1985. Lindfield, NSW, Australia: Centre for Leisure and Tourism Studies, Kuring-gai College of Advanced Education.
<i>Tradition</i>	AlSayyad, N. (Ed.) (2004). <i>Consuming Traditions, Manufacturing Heritage: Global Norms and Urban Forms in the Age of Tourism</i> . London: Routledge.
<i>Transition</i>	Rothman, H.K. (1998). <i>Devil's Bargains: Tourism in the Twentieth-Century American West</i> . Lawrence: University Press of Kansas.
<i>Traditionality</i>	Irazábal, C. (1994). "Architecture and the Production of Postcolonial Images: Invocations of Tradition Versus Critical Transnationalism in Curitiba." In N. AlSayyad, (Ed.), <i>The End of Tradition?</i> (pp. 144-170). London: Routledge.

Exhibit 4: The twelve conceptual areas: Self-test questions applied to the South Island of New Zealand

Conceptual Area	Self-Rapport Matters for Individuals / Interest Groups / Institutions
<i>Culture Gene Bank</i>	Have you ever inspected the public culture / public nature / public heritage of [your area of New Zealand] from the point of view of a counter-narrative (or counter-narrative)?
<i>Site Experiencing</i>	Are any of your interpretive activities subversive – that is, <i>sufficiently</i> subversive?
<i>Darshana</i>	Can you read Dunedin / the N.Z. Alps / Wherever from a Maori (?), a Muslim (?), or a Buddhist (?) viewpoint?
<i>Performativity</i>	For non-Maori practitioners / administrators / researchers: What do Maori people ‘mean’ or ‘make’ when they produce at [at place X / Y / Z]?
<i>Fragmentation</i>	Which population(s) / ethnicity(ies) / nation(s) have you ‘made’ (helped make) recently?
<i>Authorisation</i>	In your job, what steps are you taking to deal with ‘the new’ [i.e., the recognition of ‘the new’ / the admittance of ‘the new’ / the interpretation of ‘the new’]?
<i>Critical Mix</i>	Should you have your own work <i>audited ethnically / politically / cosmologically</i> ?
<i>Critical Mass</i>	Do you work positively / creatively / axially enough in strategic resource development areas of “access” / “easement” / “borrowing”?
<i>Entry Statement</i>	Who do your pre-visit leaflets / your radio advertisements / your site-arrival-entry-statements <i>erase</i> (i.e., put off / deny / fail-to-speak to)?
<i>Tradition</i>	Should your organisation help produce a local area memory gene bank?
<i>Transition</i>	How are specific ethnic / non-mainstream / emergent populations in your area / region / city collectively transitionalising?
<i>Traditionality</i>	Whose <u>voice</u> (i.e., whose capacity ‘to speak’ or ‘be heard’) has your organisation enabled or empowered in recent years on matters of tradition or transition?

Exhibit 5: Governing the world through tourism: Foucault and you, the tourism-judge. Two key terms on the undersuspected normalisation / naturalisation of things

Juridical Space

In terms of justice, Foucault's outlook is pungently Nietzschean: to Foucault, "[the notion] of justice is an idea which in effect has been invented and put to work in different types of societies as an instrument of a certain political and economic power or as a weapon against that power." Hence to Foucault, carceral society (see above) yields judges of normality everywhere, and they are supported by / support dominant systems of power-knowledge (see below) as they carry out their part in the surveillance (see below) of their respective domains of administration, justice, and supervision. In the human sciences, for instance, Foucault maintains that knowledge-production and judgement in and of law derive from the same single epistemological-juridical= formation. Hence, to Foucault, technologies of justice are readily political technologies of truth (see truth statements, below), where, as identified by Miller, "the truth does not relate to that which is, but rather to that which happens." To Foucault, then, juridical space is that site of apparent justice where truth is the outcome of some ordeal of judgement provoked by the rituals of the dominant political economy of truth --- see internal economy, above. In that regard, Foucault maintain that mainstream forms of political power exercise themselves in strong part through the mediation of the given judiciary: Like a number of other agencies, juridical bodies may look as if they are independent of the dominant political order when in fact they have much in common with it, and so frequently bolster the same interpretations of truth --- see truth production, below. The enunciative position (i.e., the declaratory points of identity and existence from which individuals --- particularly suppressed or subjugated individuals --- announce themselves) tend to be fundamentally proscribed in such mediative juridical spaces where teacher-judges, health worker-judges, administrators-judges, whatever-judges, play principal roles in unifying institutional and legal systems of surveillance over populations (and over themselves).

At last in tourism studies, the field in beginning to yield critical inspections of what roughly approximates to the work of tourism - planner - judges and tourism - development - judges --- mainly through the work of Tunbridge and Ashworth on the use of heritage as a political resource. At last, per courtesy of Tunbridge and Ashworth, the field is now gaining its first sustained research agenda of (in this case) the use of heritage beyond that of political instrumentation, where the use of heritage as possibly a selfconscious / unselfconscious and an intentional / unintentional vehicle of administrative judicature is examined.

If the influence or force of 'tourism-judges' in and through tourism (as for institutional-judges in any field) is to be gauged, it must be assessed in terms of its operational effect in each single institutional setting. The grip of such ongoing organisational or epistemic judgments through tourism cannot in fact be 'escaped', they can only be 'redirected'. Thus, Crouch has identified the lay geographic knowledge which governs cultural geography, and suspects there is a like form of lay geopolitical knowledge which governs Tourism Studies. But what is the juridical geographic or geopolitical knowledge or the juridical Tourismatic knowledge that you have upheld over recent years / recent decades? Where (upon reflection) has it been particularly pregnant or authoritative?

Rapport À Soi

Foucault was a strong believer that no technique or professional skill could ever be fully acquired without personal thought and exercise to accommodate the said 'craft': the learning of the *techne tou biou* (the arts of living / working / being) was to him substantively a matter of the training of the self by the self --- refer also to *pratique de soi*, above, and to self-regulation, below. Frequently in his historico-philosophical career, Foucault strongly advocated the need for individuals to interrogate themselves about their capacities and their contributions to the order of things in life, and this was a notably large issue in his final years during the early 1980s when he repeatedly stressed the need for "the return of the self" in contemporary society. To Foucault, man (sic!) was all-too-frequently a stranger to himself who did not fully appreciate, for instance, the nature of his (sic!) own 'social' role in the abstract machinery of the panopticon (see panopticism above), nor of the power-knowledge (see above) reciprocities that he and every agent of power (see agent-of-normalcy, above) was necessarily caught up in with his superiors. To Foucault, it was imperative that each individual learnt to develop his / her own self-regardedness (i.e., his / her *rapport à soi*) towards the matters of living, working, and being that he / she was engaged upon --- read, captured within. To Foucault, the self-philosophy of kinesthetics were critical factors of the ethics of existence --- where thinking kinesthetically is that philosophy where one does one's own thinking to work out one's own role / place / function in the way truths became communicated and the way knowledge / power / rights are transmitted through oneself -- - see truth statements and will-to-power, below. And the Nietzschean Foucault endeavoured to conduct this Nietzschean self-*rapport* regularly in his own life, as he constantly struggled to know, and to become what one is (i.e., what he [Foucault] already was). And, where tourism planners, practitioners, and programmers have care for so much of the world's land, resources, and culture expression, that kind of intense and repeatedly engaged *rapport à soi* can be no bad thing if it can engender less mindless, axiomatic work routines, and can cultivate a stronger personal commitment to responsible decision-making --- perhaps! But who should inspire and communicate these heady kinesthetics in and across the industry: whose educational role is that?

Much of Foucault's late work revolved around this ideal of the self-created individual, and he regularly invited 'us' to exert control over our own self-constitution. So ... those who work in Tourism Management and / or Tourism Studies ... are you indeed actively creating your own goals, habits, and practices as a self-shaped and self-realising individual of influence in the field? Can you turn your own work into tourism / travel, or in planning / development / scholarship / whatever into a work of art in and of itself? Can your own agency in Tourism Management / Tourism Studies be or become a distinct matter of aesthetic (and proactive?) style?

Source: From a presentation on governmentality in tourism / Tourism Studies, prepared by Hollinshead for The 2010 World Congress of Sociology (Research Committee 50: International Tourism): Gothenburg, Sweden: July 2010.

Symposium Participants - Extended Abstracts

Communicating science to reconnect people and nature in our cities

Tess Bunny

Centre for Science Communication, University of Otago, Dunedin

Contact: tessbunny1@gmail.com

As populations become more urbanised they tend to have less access to nature. Opportunities to interact with nature often are limited to their own backyard or urban parks. To date, the role of urban green spaces has predominately been to provide an area for amenity and aesthetic purposes. We are still affected by the rules and regulations imposed by Olmstead, America's prestigious landscape architect (Gobster, 2007). He continues to influence how we use and engage in parks today and we continue to use these parks as if we are looking through a picture frame (Gobster, 2007). Urban parks are rarely seen as an opportunity to provide spaces of 'wild' nature, which is a term closely linked with the concept of biodiversity. Children's exposure to what is commonly called 'nature' is essential for their physical and emotional development (Louv, 2008). A lack of this exposure has been termed 'extinction of experience' (Miller, 2005). This project focuses on the need for people to experience nature in order to develop an affinity with their natural surroundings, which in turn leads to environmental awareness (Chawla, 2006; Chiesura, 2004; Miller, 2005).

As people have less access to nature in urban settings, there are two options available that can increase their connection with nature: either take people to nature or bring nature into the cities. The Wild the City study considers the latter option; bringing nature to the cities as it is important to experience nature on a daily basis in an urban setting (Miller & Hobbs, 2002). This is achieved through the concept of rewilding. Rewilding, for the purpose of this study, refers to the concept of bringing and integrating nature within cities in order to create sustainable and liveable urban environments. In essence, the aim is to create complex spaces that embrace wildness. The elements needed in order to achieve this are: creating habitats in our cities for other species, creating opportunities for unstructured imaginative play, providing areas for cultural uses and food production.

Given that existing cities and their parks often fail to provide a complex experience of nature, this conceptual project explores transforming urban green spaces from examples of tamed nature (exotic specimen trees and lawns) to complex multipurpose spaces that celebrate local New Zealand identity.

To communicate the ideology and aesthetic of re-wilding the city, I am using a web log (blog), as innovative pedagogy. The blog 'Wild the City' along with other interventions, will communicate the reasons to use re-wilding as a mechanism. The prime reason is the science; the psychological, social and health benefits gained from people being in nature. It is increasingly difficult to ignore the role that quality green spaces play in providing these benefits. Our environment can become restorative when it removes an individual's attention from the daily stressors of life (Kaplan & Kaplan 1995). However, in order for restoration to occur, several elements are required. One of these elements is the landscape; it must be fascinating enough to hold your attention (Kaplan & Kaplan, 1995). A more authentic, natural

landscape showing the ecological and biophysical processes is likely to be more complex and engaging than a simple monoculture landscape (Fuller et al., 2007). This fascination also depends on whether or not the landscape connects to a larger framework (Kaplan & Kaplan 1995). Research shows that the psychological benefits gained from experiencing nature increases with the level of biodiversity (Fuller et al., 2007). We inherently know we gain psychological, social and physical health benefits, yet to bring it to our attention we need to communicate the science behind these claims and realize the importance of complex green spaces.

Other research shows that quality green spaces and the natural environment will improve psychological health, positively affect our mood state (Kaplan & Kaplan, 1995) and give us a distinct sense of identity and belonging (Fuller et al., 2007). Medical science has also discovered health benefits; people living around green spaces have fewer health problems (de Vries, Verheij, Groenewegen, Spreeuwenberg, 2003). Hospital patients, who have an outlook onto green space, or other natural elements, recover faster (Ulrich, 1981), and some people experience a lower heart rate from being in green spaces (Hartig et al., 2003). People living in green spaces or with nearby trees have lower level of aggression and improved socialization of the neighbourhood (Kuo & Sullivan, 2001). In addition, children playing in a natural setting show a reduction of ADHD symptoms and improved concentration (Taylor, Kuo, & Sullivan, 2001).

This Wild the City Masters project explores possible opportunities to enrich people's experiences of urban parks by increasing the environmental complexity of these spaces, using re-wilding as a mechanism.

Science Communication takes existing research and makes it accessible to the general public by removing the jargon and making it interesting and digestible. The aim of Wild the City project is to communicate the science; the psychological, social and health benefits gained from people being in nature. By using the science we can see opportunities to create quality complex green spaces in our urban settings.

This project proposes testing the effectiveness of using a blog pedagogically. The number of people accessing the site and the amount of time they spend there will assess the effectiveness of a blog as pedagogy. An intervention (event) is to be held in the public realm to promote the ideology of the Wild the City project, to test if the promotion of the blog increases its 'hit rate'. The numbers of visitors to the blog, and their comments, will be assessed to measure the effectiveness of the event.

The Wild the City blog will be a way of attempting to engage an audience of urban planners, urban designers and local community, including children. The intention is to stimulate people to consider the possibilities of existing urban parks as multipurpose complex spaces. The blog will provide also a forum to discuss issues raised and is intended to inform the ongoing development of the city's Urban Design Strategy, Reserves Management Plan, and Sport and Recreation Strategic Plan. Methodologically, the project is didactic and positivist in the sense that it is intended to persuasively communicate empirically informed truth claims. The themes and categories that emerge from the online discussion will be used to critique the concept of rewilding but will not be used to construct alternative truth claims.

There are significant community benefits from this project. While the sustainable green cities and green infrastructure concepts are not new, Wild the City communicates the science to place greater value of green spaces and the health benefits they provide us. The Wild the City project aims to create complex green spaces that offer an enriched experience of nature and opportunities for health benefits. Quality green spaces in our urban areas will enhance people's quality of life and provide valuable recreation opportunities in their daily life. By experiencing local native plants and animals, people are able to relate better to nature and are more likely to develop an environmental ethic; one of kaitiakitanga.

This new ideology will achieve distinctive New Zealand urban parks that will locate us geographically; parks that are as iconic and identifiable as our architecture.

References

- Chawla, L. (2006). Learning to love the natural world enough to protect it. *Barn*, 2, 57-78.
- Chiesura, A. (2004). The role of urban parks for the sustainable city. *Landscape and Urban Planning*, 68, 129-138.
- de Vries, S., Verheij, R. A., Groenewegen P., & Spreeuwenberg, P. (2003). Natural environments-healthy environments? An exploratory analysis of the relationship between greenspace and health. *Environment and Planning A*, 35(10), 1717-1732.
- Fuller, R., Irvine, K., Devine-Wright, P., Warren, P. H., & Gaston, K. J. (2007). Psychological benefits of greenspace increase with biodiversity. *Biology Letters*, 3(4), 390.
- Gobster, P. H. (2007). Urban park restoration and the "museumification" of nature. *Nature and Culture*, 2(2), 95-114.
- Hartig, T., Evans, G., Jamner, L. D., Davis, D. S., & Garling, T. (2003) Tracking restoration in natural and urban field settings. *Journal of Environmental Psychology*, 23(2), 109-123.
- Kaplan, R. & S. Kaplan (1995). *The experience of nature: A psychological perspective*. Ann Arbor, Michigan: Ulrich's Bookstore.
- Kuo F., & Sullivan W. (2001). Aggression and violence in the inner city: Effects of environment via mental fatigue. *Environment and Behaviour*, 33, 543-571.
- Louv, R. (2008). *Last child in the woods: Saving our children from nature-deficit disorder*. Chapel Hill: Algonquin Books.
- Miller, J. R. (2005). Biodiversity conservation and the extinction of experience. *Trends in Ecology and Evolution*, 20(8), 430-434.
- Miller, J. & Hobbs, R. (2002). Conservation where people live and work. *Conservation Biology*, 16(2), 330-337.
- Taylor A., Kuo F., & Sullivan, W. (2001). Coping with add: The surprising connection to green play settings. *Environment and Behaviour* 33, 54-77.
- Ulrich, R. (1981). Natural verses urban scenes: Some psychophysiological effects. *Environment and Behaviour*, 13, 523-556.

Sustainable agroecotourism ventures for low-carbon societies

Christina Cavaliere

Department of Tourism, University of Otago, Dunedin

Contact: christina.cavaliere@otago.ac.nz

Introduction

The strong forces driving climate change, the decline of biodiversity and agricultural sustainability are a complex mix of biophysical, cultural and socio-economic factors. Biodiversity is under extreme threat due to unsustainable monoculture. In addition, there is a growing disconnect between people, the environment and therefore, themselves. Utilizing methods of bio-cultural conservation and education in order to slow further deforestation and increase regeneration needs to be a primary focus of the conservation community, the private sector and the individual. Concurrently, there is a need for a bottom-up emphasis on climate change knowledge and ecoliteracy development. Land use and forestry, along with the rapid decline of biodiversity, are the primary factors responsible for both carbon emissions and reduction globally. Initiatives that combine ecological, social and economic stability are quintessential in order to avoid environmental collapse, to reduce permanent loss of flora and fauna and for the preservation of rural livelihoods. This extended abstract explores conservation initiatives and tourism related activities on private lands that are slowing permanent loss of flora and fauna, while reducing carbon emissions and changing unsustainable lifestyle patterns. This paper considers sources of bio-cultural conservation strategies being employed by restoring lands through enterprises involving agroforestry, sustainable agriculture and tourism. This paper will also explore the definitions of ecotourism and agroecotourism and the development of sustainability practices, designs and interpretation for site visitors on permaculture sites.

International permaculture sites and personal development retreats are serving as needed demonstration centres in the areas of climate change knowledge and ecoliteracy. These lands are critical in order to create new sustainable economic opportunities, demonstrate sustainability, support systems awareness and to serve as biological corridors between protected areas. Permaculture sites are employing progressive alternative energy and food production, biodiversity regeneration and lifestyle patterns that are demonstrative in innovation and health. This paper aims to enumerate and define key sources of bio-cultural education and conservation strategies being employed by private land holders on permaculture sites.

Permaculture and Agroforestry

In 1978, Bill Mollison and David Holmgren coined the term permaculture by combining 'permanent agriculture' and 'permanent culture'. The philosophical studies that support permaculture, in practice, have evolved to incorporate co-housing projects and eco-villages allowing design concepts to be applied to urban, rural, single households and whole farms and village settings. The developments of tourism and on-site trainings and permaculture certification courses have become an integral component to permaculture globally. These inclusions directly impact the effectiveness of the economic and social structures that support the evolution and development of more permanent, safe and healthy communities (Diver, 2002). Patterns found in naturally occurring environments are the basis for all

permaculture design approaches while food production is a primary focus of these ecological landscapes. Permaculture is about designing and living in a regenerative human culture and the experiences of tourists and local visitors encourages the practice of these principles, strategies and techniques to be brought back to the participant's home communities.

As community based businesses, these organic farms boost local economy through the creation of jobs and increased revenue for local goods and services. Sustainable agricultural approaches to land design and management increases the motivation for tourists' visits and at the same time decrease the pressures and impacts of tourists to protected areas. These landscapes not only attract diversified wildlife and preserve native species of plants, but also often highlight local community knowledge of food production and traditional landscape management. These innovative approaches to natural system replications generally involve the employment of sustainable agroforestry which is the science used for designing agricultural systems that provide the ecological functions of natural systems (McNeely & Scheer, 2003). Agroforestry is a system of timber and food production that can help reduce pressures to deforest additional land and provide habitat and resources for partially forest dependent native plant and animal species that (Schroth et al., 2004). Extensive work globally is in progress to gain a greater understanding of the linkages between agroforestry and the socio-economic factors affecting livelihoods.

Ecotourism

The World Conservation Union (IUCN) developed an official ecotourism definition during the First World Conservation Congress which was organized by IUCN in Montreal in October of 1996 (Luck & Kirstges, 2003). "The IUCN defines ecotourism as environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations" (Luck & Kirstges, 2003, p. x). The International Ecotourism Society (TIES) states its definition of ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (TIES, 1990, n/p).

Agroecotourism

Agroecotourism is an element within sustainable agriculture operations that addresses the acute threat to biodiversity by increasing landscape diversity, implementing the core principles of ecotourism, and incorporating the essential practices of permaculture. Agroecotourism is a grassroots ecotourism movement where economically profitable community-based initiatives meet sustainable agriculture systems. These intentionally diverse semi-natural and natural habitats have greater aesthetic and recreational potential than conventional monocrop or industrial livestock agricultural areas that are degraded and/or polluted. Agroecotourism in part involves the combination of ecotourism which is nature-based and agrotourism which is farm-based (Hage Scialabba & Williamson, 2004). The principles of ecotourism along with the development and use of green technology, ecological conservation and socio-cultural initiatives are core components that mark integral differences between agrotourism and agroecotourism products. Successful agroecotourism ventures also involve extensive environmental and cultural interpretation with activities ranging from day classes to full-scale,

accredited courses of study. These educational programs and trainings benefit local residents, the environment, and visitors. According to Apple (2007), messages about climate change specifically should both be informative and stress the possibility of effective action that can be taken quickly, as occurs within many agroecotourism ventures.

Field Observations

Based on experiences gained during international field-work for previous research, consulting and through work with The International Ecotourism Society (TIES), agroecotourism best practice examples along with product demographics and activities have been observed on diverse permaculture sites in countries such as Nicaragua, Costa Rica, Australia, Peru, Thailand, Tanzania, New Zealand and the United States. These sites demonstrate that the employment of the aforementioned ecosystem regeneration strategies can produce various benefits such as: job creation, education and capacity building, community involvement, business viability, a more even distribution of revenue streams, sustainable supply chain linkages, habitat restoration, carbon sequestration, and a decrease in agrochemical use. Similarly, these strategies are resulting in corridor development and illustrate the conceptual and applied advances made in the development of methods for bio-cultural conservation, ecosystem regeneration, ecotourism, sustainable livelihoods, climate literacy and behavioural change.

In addition to the direct environmental benefits, there are sociological implications of these tourism ventures and experiences. Holidays have changed and are now moving into the realm of physical, mental and even spiritual rejuvenation as people seek a better balance between themselves and nature. Increasing societal stress is creating the need for reflective retreats in natural environments (Dwyer et al., 2007). When adults engage in experiential and didactical activities on these sites, there is a development of personal awareness and a deeper understanding of external environments. These system realizations support more abstract concepts such as the connection of personal action and climate impacts. Each of these international sites contributes to a place based connection and the development of a stronger systems awareness in visitors and community residents.

Summary

Land owners, ecopreneurs, eco-literacy trainers and site visitors are restoring previously deforested lands through employing and supporting enterprises involving agroforestry, sustainable agriculture, and agroecotourism. This research also intends to emphasize the sociological approaches to climate consciousness and systems awareness in adults. As travel and education trends are rapidly changing due to shifts in society and the environment, these sites offer programs that explore internal and external realizations while facilitating the cultivation of new literacies such as eco-literacy, cultural literacy and spiritual literacy, which are becoming major requirements for society (O'Hara, 2007). Additionally, community members, trainers and visitors experience a context that demonstrates a deeper understanding of the sociological and personal connections to sustainable living. Agroecotourism, as an example is an area of tourism that demands more in-depth investigation as it links several methods of improving health and livelihoods. Permaculture sites are employing progressive alternative energy and food production, biodiversity regeneration and lifestyle patterns that are demonstrative in innovation and health. Therefore, these enterprises that will serve as the focus of

my continued research are faced with momentous challenges and opportunities and require further in-depth consideration.

References

- Apple, C. (2007). *How we learn about climate change: Environmental education in North Carolina*. Unpublished master dissertation, University of North Carolina, Chapel Hill, USA.
- Diver, S. (2002). *Appropriate Technology Transfer for Rural Areas (ATTRA)*. Retrieved March 20, 2005, from: <http://www.attra.ncat.org>
- Dwyer, L., Edwards, D., Mistilis, N., Scott, N., Cooper, C., & Roman, C. (2007). *Trends underpinning tourism to 2020: An analysis of key drivers for change*. Monograph Series. Gold Coast, Australia: CRC for Sustainable Tourism.
- Hage Scialabba, N. El, & Williamson, D. (2004). *The scope of organic agriculture, sustainable forest management and ecoforestry in protected area management*. Roma: FAO.
- Lück, M., & Kirstges, T. (2003). *Global ecotourism policies and case studies: Perspectives and constraints*. Clevedon: Channel View Publications.
- McNeely, J. A. & Scherr, S. J. (2003). *Ecoagriculture: Strategies to feed the world and save wild biodiversity*. Washington DC: Island Press.
- O'Hara, M. (2007). Strangers in a strange land: Knowing, learning and education for the global knowledge society. *Futures*, 39(8), 930-941.
- Schroth, G., Fonseca, G. A. B., Harvey, C. A., Gascon, C., Vasconcelos, H. L., & Izac, A-M. N. (Eds.). (2004). *Agroforestry and biodiversity conservation in tropical landscapes*. Washington DC: Island Press.
- The International Ecotourism Society (1990). *Our mission*. Retrieved March 21, 2004 from: <http://www.ecotourism.org>

Transfrontier parks and local communities' livelihoods: A crisis of representation

Chengeto Chaderopa

Department of Tourism, University of Otago, Dunedin

Contact: chengeto.chaderopa@otago.ac.nz

Introduction

This paper investigates compares the dominant and subordinate representations of Transfrontier Conservation Areas (TFCAs) and what they mean in the context of meaningful socio-economic engagement of local communities. Methodologically, it is based on a qualitative case study of the Makuleke communities that own a Contract Park in the Greater Limpopo Transfrontier Conservation Area (GLTFCA). The paper compares politicians' articulations about the TFCAs' socio-economic development potentials, to data generated from observations and interviews with the Makuleke communities. Given that TFCA implementation involves transcending and transforming the border space, the study also examines both the dominant and 'beneath' representations of the border space, hoping to establish their significance to the realisation of transborder partnerships considering that this is a major TFCA implementation goal. The border is therefore treated as an important non-human factor capable of influencing border people's attitudes towards each other and therefore a means of arranging social space and part of place-making (Fall, 2005; Massey, 1995; Paasi, 1998).

Concept of Representations

It is argued that "places do not exist until they are verbalized, first in thought and memory and then through the spoken or written word" (Ryden, 1993, p. 241). The politicians' verbalisation of the TFCA concept is therefore an act of place making that can determine the local people's socio-economic practices. Representations of TFCA space can be defined as conceived space which politicians strive to 'rationalise' (Lefebvre, 1991) and appropriate (Merrifield, 1993). The impacts of this rationalisation are reflected in the spatial practices of communities. This intertwined relationship between representations and practice indicates that there is need for harmony between the two if they are to encourage meaningful engagement of communities in TFCAs, especially since local communities "are usually the least powerful among the different parties interested in conservation" (Agrawal & Gibson, 1999, p. 641). However, given the centrality of interconnection between representations and practice, from a dialectical viewpoint, these two tend to foster a relationship that is characterised by 'contradiction or movements that are dysfunctional' (Merrifield, 1993).

Given that representations are inseparable from spatial practice, it is important to briefly discuss why the government officials' construction of the TFCA should matter in the context of local communities' socio-economic practices in parks. It is argued for example, that the State acts as a

physician or jurist...appointed to produce a point of view which is recognized as transcendent over particular points of view... a central bank which guarantees all certificates... or the "geometral locus of all perspectives" (Leibniz as cited in Bourdieu, 1989, p. 22).

The physician, jurist, and the central bank are metaphors of legitimate and expert power. The physician for example, has expert and legitimate power because of his knowledge. He has the power to identify, give a name and treat an ailment that the bearer of the ailment may fail to explain. Comparing the State to such institutions emphasises that the state wields so much power in the “struggle for the production and imposition of the legitimate vision of the social world” although it does not have “absolute monopoly” (Bourdieu, 1989, p. 22).

Politicians’ Construction and Representations of TFCA Social Space

The most significant constructions of the TFCA space by politicians are made at various land mark TFCA or Transfrontier Parks such as the inauguration of Kgalagadi Transfrontier Park, The Great Limpopo Transfrontier Park and the |Ai-|Ais/Richtersveld Transfrontier Park, to name a few. Analysis of the meanings embedded in the politicians’ statements reveal a desire to represent TFCAs as a ‘post colonial project offering a radical post colonial/apartheid approach to people parks relations, especially in that they represent ‘benefits for all’ and ‘participation of hitherto marginalised communities’. For example, Moosa, the then Minister of Environmental Affairs and Tourism (MEAT) in South Africa said that

when we remove that dreaded fence that separates our countries, we will finally bring down the curtain on the painful relations we used to share as neighbours and open up a chapter of lasting peace (MEAT, 2001, n/p).

President Pohamba of Namibia also uses the same ‘post-colonial lenses’ in describing TFCAs as “a step towards the removal of barriers and the free movement of people as part of regional integration within the SADC region” (PPF, 2007, n/p). His perspective resonates with Mbeki’s, who says that TFCAs reflect “conservation for the people with the people” (PPF, 2007, n/p), a view further supported by Moosa (2002, p. 11-12) when he says that TFCAs “promise to bring a better life to some of the poorest citizens of southern Africa.” The official viewpoint as regards the Great Limpopo Transfrontier Park is therefore that “equally important, this Park will provide jobs and revenue generating opportunities for many of the thousands of local people affected by decades of civil war” (GKG, 2000, n/p). Locals expected to participate in development planning and policymaking, and management (JMB, 2002).

Another significant point that emerges is that politicians perceive the transformation of the border space through TFCA implementation as being a welcome development by ‘post colonial/apartheid’ border populations. The act of transforming the border space to form TFCAs is represented as uncontested move that enjoys overwhelming support of the post-colonial transborder communities. Both the ‘written’ and ‘spoken’ word show politicians’ expert and expedient use of language as they strive to construct an image of TFCAs as a potent strategy for simultaneously conserving wildlife, forests and the generation of benefits for poor transborder communities. TFCAs are therefore presented as an avenue for the empowerment of the local communities, and it is also assumed that the transborder communities are enthusiastic about transforming the border space to facilitate a cooperative approach to regional development through cross-border partnerships.

Communities Perspectives the Transformation of the border space and the envisaged socio-economic benefits

The first rift between the dominant and communities' subordinate representations emerges at that level of the conceptualisation of the act of transforming the border space through TFCA implementation. The preceding official representations establish that the opening of the border was a post colonial act the southern communities were eagerly anticipating. The communities' support for TFCA implementation is critical since from a transboundary resources management perspective, "cooperation must take place not only at the national level between national authorities, but also at the local level, between communities and managers" (Zbicz, 2003, p. 25). The realisation of this cooperation is dependent on the existence of a "shared common vision that is in both in the interest of the people living across each other" (Lanfer, Stem, Margoluis, & Goodale, 2003, p. 237). In this regard, the politicians' verbalisation of the TFCA concept point to the existence of this shared perspective among the disparate regional communities.

My research however established a divergence of perspectives. Although supporting the idea of cross-border partnerships, most interviewees registered strong reservations with the idea of transforming the border space to enable them to work, specifically, with communities from Zimbabwe and Mozambique. One young man for example, said that the "Makwerekwere are no good." 'Makwerekwere' is a derogatory xenophobic term used by some sections of the SA community to refer to foreigners from neighbouring Zimbabwe, Zambia, Malawi and Mozambique. His view was also shared by many villagers. One woman, for example, said that Zimbabwean 'border-jumpers' were behind the rise in incidence of crime in South Africa. "Border-jumpers' is a common term used in the region to refer to people who illegally cross the border into South Africa. Another elderly woman said that "Our government must build a big fence to keep them [Zimbabweans and Mozambicans] out... They are trouble causers." A Makuleke Community Property Association (CPA) executive shared this 'anti-opening' of borders perspective when he said that "our neighbours are only interested in poaching... we have nothing to gain from working with them". Communities from elsewhere were therefore largely described by some interviewees as 'space pollutants' (Sibley, 1988, 1995).

Conclusion

The existence of a mismatch between the communities' conceptualisation of the act of transforming the border space and the representations of the politicians of the same is significant in that it shows the limitations of the TFCA project to improve the peripheral communities' poor lives through the practice of jointly managed cross-border tourism partnerships. The politicians' misreading of the perceptions of the local people towards transforming the border space to implement TFCAs and facilitate joint management approaches to nature and socio-economic development means that there is unlikely to be any effort directed at facilitating a paradigmatic shift in cross-border relations. The removal of physical border barriers is not enough to lead to the active cooperation of communities in setting up cross-border tourism partnerships. A paradigm shift in cross-border relations requires that efforts be instituted to deal with cognitive barriers. Ignoring the reality that the transformation of the border space is a contested act only helps to cast a dark cloud over the possibility of using TFCAs to achieve optimum levels of nature conservation and human development through the meaningful involvement and

participation of the people affected most by TFCA implementation. Given this rift in perspectives, it is concluded that the local communities' socio-economic place in TFCAs is insecure.

References

- Agrawal, A. and Gibson, C. C. (1999). Enchantment and disenchantment: The role of communities in natural resource conservation. *World Development*, 27(4), 629-639.
- Bourdieu, P. (1989). Social space and symbolic power, *Sociological Theory*, 7, 14-25.
- Fall, J. (2005). *Drawing the line: Nature, hybridity and politics in transboundary spaces*. England: Ashgate Publishing Limited.
- Gaza-Kruger-Gonarezhou Transfrontier Park (GKG) (2000). *Background to the establishment of the Gaza-Kruger-Gonarezhou Transfrontier Park: A new era in ecosystem management and cooperation for southern Africa*. Retrieved from: <http://www.environment.gov.za/>
- Joint Management Board (2002). Great Limpopo Transfrontier Park, Joint Management Plan. South Africa: Greta Limpopo Transfrontier Park Joint Management Board.
- Lanfer, G. A., Stern, M. J., Margoluis, C., & Goodale, U. M. (2003). A synthesis of the March 2001 conference on the viability of transboundary protected areas at the Yale School of Forestry and Environmental Studies. In U. M. Goodale, M. J. Stern, C. Margoluis, A. G. Lanfer, & M. Fladeland (Eds.), *Transboundary protected areas: The viability of regional conservation strategies* (pp. 235-245). New York, London, Oxford: Food Product Press.
- Lefebvre, H. (1991). *The production of space*. Oxford: Blackwell.
- Massey, D. (1995). The conceptualization of place. In D. Massey & P. Jess (Eds.), *A place in the world* (pp. 45–85). Oxford: Oxford University Press.
- Merrifield, A. (1993). Place and space: A Lefebvrian reconciliation, *Transactions of the Institute of British Geographers*, 18(4), 516-531.
- Ministry of Tourism and Environmental Affairs (MEAT) (2001). *Minister Moosa's speech at the occasion of the handover of elephants to Mozambique*. Retrieved from http://www.environment.gov.za/NewsMedia/Speeches/2001oct4/GKG_04102001.htm
- PPF (2007). *Southern African Peace Parks: Kgalagadi Transfrontier Park Park Development*. Retrieved from http://www.peaceparks.org/Stories_1022100000_2_0_0_0_141_Kgalagadi+TFCA+Park+Development.htm
- Paasi, A. (1998). Boundaries as social processes: Territoriality in the world of flows. *Geopolitics*, 3(1), 69-88.
- Ryden, K. (1993). *Mapping the invisible landscape: Folklore, writing and sense of place*. Iowa City: University of Iowa Press.
- Sibley, D. (1988). Survey 13: The purification of space. *Environment and Planning D: Society and Space*, 6, 409-421.
- Sibley, D. (1995). *Geographies of exclusion: Society and difference in the West*. London: Routledge.

Zbicz, D. C. (2003). Imposing transboundary conservation: Cooperation between internationally adjoining protected areas. In U. M. Goodale, M. J. Stern, C. Margoluis, A. G. Lanfer, & M. Fladeland (Eds.), *Transboundary protected areas: The viability of regional conservation strategies* (pp. 21-39). New York, London, Oxford: Food Product Press.

Recreation specialization among New Zealand river recreation users: A multi-activity perspective on social worlds

Shayne Galloway

Department of Physical Education, University of Otago, Dunedin

Contact: shayne.galloway@otago.ac.nz

The theory of specialization has been tested in a wide variety of recreation activities. Current understanding of the construct varies greatly from that of the Bryan's (1977) original conceptualization of a "continuum of behaviour from the general to the particular, reflected by equipment and skills used in the sport and activity setting preferences." The development of an individual's specialization within an activity appears to be multifaceted and multidimensional and as much reflects the characteristics of individual circumstances (Kuentzal & Heberlein, 2008) and social worlds (Ditton, Loomis, & Choi, 1992), as it does the nature of the recreation activity itself. It has been suggested that progression towards higher levels of specialization may be the least common path for recreationists within an activity (Scott & Shafer, 2001).

While studies have examined relationships between specialization, motivation, and site preference within a single recreation activity, none have explored these relationships from the perspective of multiple activities occurring in the same milieu. Scott and Shafer (2001, p. 339) indicate a need for research that "compare[s] the dynamics of progression across different leisure activities" pointing to Bryan's (1979) position that activities would vary in terms of complexity and opportunities for progression. Bryan (2001) also poses the question as to how specialization can be defined for different activities, as well as how they should be defined for management purposes.

New Zealand riverine environments provide a variety of recreation opportunities to both residents and tourists that includes canoeing, kayaking, multisport racing, angling, and others. These activities each provide avenues for specialization that create special needs and potential barriers to continued participation reflective of a social worlds perspective. Social worlds have been characterized in the recreation specialization literature (Ditton et al., 1992) as consisting of engagement with a primary activity, oriented around specific sites, utilizing particular technology with guidance from and participation in related organizations (Strauss, 1978). Unruh (1980) describes individual involvement in the social world as voluntary, segmented, nonexclusive, with interaction mediated by external sources of information and communication. Strauss (1978) suggests that social worlds can be subdivided into some worlds according to location characteristics (spatial), objectives (i.e. certain river grades, or species of fish), increases in technology and skill levels, activity-related ideologies, intersections with other social worlds, and recruitment of new membership.

The purpose of this study was to examine the influence of specialization on motivations and site preferences among river-based whitewater kayakers, multisport racers, and anglers. Three hypotheses were explored: (1) Intra-activity, specialization-based, motivation and site preference differences will display internal homogeneity and external variation with motivation and site preference across

activities; (2) Specialization in one activity results in patterns of motivation and site preference different from the specialisation-based motivation and site preference patterns of other activities (inter): and (3) Motivation and site preferences for proximal activities (e.g. whitewater kayaking and multisport racing) will be more closely aligned than for a distal activity (e.g. fishing) occurring in the same recreational milieu. A purposeful sampling methodology and tailored design (Dillman, 2007) recruited participants from club/association members, specific onsite locations, and activity-related events. The resulting sample consisted of 813 river-based recreationists (358 white water kayakers, 170 multisport racers, and 258 anglers) in New Zealand.

This research calculated specialization level according to skill level, participation, equipment, and lifestyle/commitment with the additional element of range of activities. Skill level included self-rated expertise (novice, intermediate, intermediate-advanced, advanced, advanced-expert, expert), the grade of water that the person believed most closely matches their skill level (i.e. International Scale of River Difficulty), and for anglers the number of fish species sought (included were the range of sport species available in New Zealand). Participation included the percentage of lifetime participation (Needham, Vaske, Donnelly, & Manfredi, 2007), the number of rivers visited in the respondent's lifetime, and the amount of participation per month. Equipment included the number of boats owned and number of kinds of boats for those activities that include boats; and the number of fishing sets owned for anglers.

Lifestyle/commitment included the number of activity-related organization memberships, the number of activity-related publication subscriptions, expected replacement cost for gear, and the activity's importance to the respondent (i.e. not at all, not very, somewhat, very, and extremely). Kuentzel and Heberlein (2008) present evidence that specialization along a clear progression is the exception rather than the rule, and in order to include variation due to that element the range of river-related activities was included as a specialization variable.

Motivation to participate was assessed via 36 selected Recreation Experience Preference (REP) items (Manfredi, Driver & Tarrant, 1996). Motivation dimensions represented by these items included: enjoy nature, physical fitness, learning, achievement, escape, similar people, autonomy, leadership, teaching, nostalgia, introspection, creativity, risk-taking, equipment and family togetherness. The family togetherness item "to do something with your family and developed companionship" was adapted to accommodate a Māori context to read "to do something with your whanau/family and developed whanaungatanga/companionship." An additional item: "to maintain ahi kaa (land rights)" was added to the family togetherness dimension for the same purpose. These scales have been developed and tested across a wide range of studies (Manfredi, Driver & Tarrant, 1996) and yield stable and acceptable psychometric properties for the measurement of desired goal states.

The site preference variables included 23 items selected from Lee, Graefe and Li (2007). The factors included wilderness values (5 items), social/skill (5 items), facilities (6 items), novelty (4 items), and challenge/skill (3 items). Participants responded to both the motivation items and self preference items according to a nine point Likert scale ranging from "1" meaning not at all important through to "9" meaning extremely important.

As the items in the motivation and site preference domains were adopted to accommodate a variety of activities, a principal components factor analysis using Varimax rotation (Eigenvalues > 1) was conducted on both sets of items in order to determine the underlying dimensions shared by all activities using SPSS 16.0 software. Items with factor loadings of less than 0.5 were dropped from the motivation scales, these included: to be creative, to take risks, to maintain ahi kaa (land rights), to experience new and different things, to experience excitement, to rely on your wits and skills, to be in control of things that happen and to think about the good times you've had in the past. No items cross-loaded among the motivation items and the resulting motivation dimensions included introspection (5 items), achievement (3 items), enjoy nature (3 items), similar people (3 items), family togetherness (3 items), physical fitness (3 items), escape (3 items), equipment (3) and teaching others (3 items). Table 3 presents the dimension structure and descriptive information for the motivation dimensions. The internal consistency reliability (Cronbach's alpha) for the 9 motivation dimensions ranged from 0.79 to 0.90 indicating a consistent pattern of responses.

Analysis included one-way ANOVAs were used to examine differences on within each activity on specialization, motivation and site preferences, as well as differences on these variables between activities. Scheffé Pos Hoc Tests were used to examine group differences with each ANOVA.

Results indicate similar patterns of relationship of specialization to motivation and site preference within all three activities. Examination of motivation and site preference across the activities provided differentiation in motivation and site preference, revealing a proximal relationship between whitewater kayaking and multisport, and a distal relationship with fishing reflective of a social worlds perspective.

In terms of specialization, significant differences were found between most levels of specialization within all three activities (Intra-activity). Also significant differences were identified between activities at each level of specialization – with exception of equipment (Inter-activity). Nonlinear relationships were evident between specialization and motivation and site preferences for all three activities. Additionally partial support for 6 of 8 of Ditton and collaborators (1992) propositions was indicated by the specialization findings.

With regard to the first hypothesis, each of the activities largely displayed internal homogeneity, with most differences occurring between the low and high/very high levels of specialization. Only challenge/safety for whitewater kayakers discriminated between each level of specialization. Each of the activities displayed different sets of internal differences than the others. Examination of motivation and site preference differences between activities and according to specialization level revealed significant differences between the activities at each level of specialization on selected variables. For example, low and medium level specialists differed significantly on the motivation Enjoy Nature, yet at the high/very high levels importance of this variable only anglers were differentiated - indicating that the importance of enjoy nature continues to increase for anglers across all levels of specialization while whitewater kayakers and multisport racers tend to remain internally consistent and stable on this variable. For hypothesis 3, clear differentiation between activities across all levels of specialization was indicated for some motivation and site preference variables. For example, anglers place significantly higher importance on wilderness values and family togetherness than the other two activities. Whereas

for challenge/safety these values begin in close alignment of the low level of specialization and diverge as specialization increases.

The internally homogenous values placed on the motivation and site preference variables by three different activities in this study supports the concept of social worlds in recreation activity. The data support both the notion that specialization in an activity evolves according to both individual characteristics and the inculcation of participants with that activity's particular ethos.

References

- Bryan, H. (1977). Leisure value systems and recreational specialization: the case of trout fisherman. *Journal of Leisure Research*, 9, 174-187.
- Bryan, H. (2001). Reply to D. Scott and C. Shafer, "recreational specialization: a critical look at the construct." *Journal of Leisure Research*, 33(3), 344.
- Dillman, D. A. (2007) *Mail and internet surveys: The tailored design method*. (2nd ed.). Hoboken, New Jersey: John Wiley & Sons, Inc.
- Ditton, R., Loomis, D., & Choi, S. (1992). Recreation Specialization: Re-conceptualization from a social worlds perspective. *Journal of Leisure Research*, 24(1), 33-51.
- Kuentzel, W., & Heberlein, T. (2008). Life course changes and competing leisure interests as obstacles to boating specialization. *Leisure Sciences*, 30, 143-157.
- Lee, S., Graefe, A., & Li, C. (2007). The effects of specialization and gender on motivations and preferences for site attributes in paddling. *Leisure Sciences*, 29, 355-373.
- Manfredo, M., Driver, B. L., & Tarrant, M. (1996). Measuring leisure motivation: A meta-analysis of the recreation experience preference scales. *Journal of Leisure Research*, 28(3), 188-213.
- Needham, M., Vaske, J., Donnelly, M., & Manfredo, M. (2007). Hunting specialization and its relationship to participation in response to chronic wasting disease. *Journal of Leisure Research*, 39(3), 413-437.
- Scott, D., & Shafer, C. (2001). Recreation specialization: A critical look at the construct. *Journal of Leisure Research*, 33(3), 319-343.
- Strauss, A. (1978). A social world perspective. *Studies in Symbolic Interaction*, 1, 119-128.
- Unruh, D. R. (1980). The nature of social worlds. *Pacific Sociological Review*, 23, 271-296.

Changes in recreation participation after immigration to New Zealand: An analysis of constraints and barriers

Carla Jellum^a, Brent Lovelock^a, Kirsten Lovelock^b & Anna Thompson^a

^a *Centre for Recreation Research, University of Otago, Dunedin*

^b *School of Pharmacy, University of Otago, Dunedin*

Contact: carla.jellum@otago.ac.nz

This paper explores changes in recreation participation after immigration to New Zealand. This research examines the recreation practices of recent immigrants to New Zealand, with a view to documenting perceived and actual barriers to recreation participation in nature-based recreation. Numerous international studies, many from North America, have examined the changes in recreation participation patterns and behaviours after immigration. However, there is a clear lack of New Zealand-based research. This research goes beyond a simple analysis of participation, to describe and understand how and why recent immigrants engage or not in nature-based recreation. The main objectives of this research was to 1) document characteristics of immigrant nature-based recreation use; 2) document the perceptions, attitudes and experiences of recent immigrants in relation to their outdoor nature-based recreation use in New Zealand, including the perceived and actual barriers; and 3) examine barriers to participation, abandonment of activities post-migration and reasons for abandonment. This paper focuses on the last objective, aiming to provide a better understanding about immigration and constraints and barriers to recreation in natural areas in New Zealand.

A general consensus has been reached among researchers in this field, that ethnic and racial minorities experience more constraints to leisure and outdoor recreation than non-minorities (Shores, Scott, & Floyd, 2007). A range of constraints has been identified, with some researchers identifying a 'hierarchy of constraints' (Shores et al., 2007). For ethnic minorities, cultural traditions have been identified as significant socio-cultural constraints on recreation, particularly for first generation immigrants - for example by precluding mixed gender participation in some activities and settings (Stodolska, 2000). Religion too, has been conceived as a constraint – in this case for immigrant Muslims in the United States (Stodolska & Livengood, 2006). Constraints are thus manifested in different ways for different ethnic groups, due in part to subcultures or ethnic minorities having unique cultural value systems.

As with the ethnicity research, a number of studies demonstrate that immigrants face more and different constraints than long term residents (Juniu, 2000; Stodolska, 1998, 2000; Stodloska & Alexandris, 2004; Stodolska & Livengood, 2006). While the constraints faced by immigrants or ethnic groups may be culturally specific, many fall broadly under the heading of resource constraints, and have been associated with the lower socio-economic-status of such minorities. This has led to some debate among researchers in the field as to the relative importance of ethnicity compared with marginality (Gramann & Allison, 1999; Johnson, Bowker, English, & Worthen, 1998). Marginality theory maintains that minority recreation is 'frustrated' by discriminating and hegemonic factors which are largely beyond the control of minority groups (Johnson et al., 1998).

This paper examines the importance that leisure constraints have on recreation participation of immigrants to New Zealand, and analysis is undertaken for three post-immigration variables: length of time in New Zealand, ethnicity, and country of birth. A questionnaire was administered over a six week period from mid-May to 1 July 2009. Three different distribution methods were used: postal, hand delivery through immigration settlement coordinators, and online advertising. The postal questionnaire was sent to a stratified, random sample of 2000 households in the greater Auckland and Wellington areas. An English and Chinese version of the questionnaire was made available to participants through immigrant settlement coordinators. Quantitative analysis of data was undertaken using SPSS Version 15 and Microsoft Excel. Chi-square significant tests conducted for all variables where appropriate.

Both New Zealand citizens and immigrants were asked closed and open-ended questions regarding their pre-immigration, recreation-based activities and reasons for abandonment. The total response rate was 21.6% (n = 433). There were 46% New Zealand European respondents and 56% of respondents were born in New Zealand; Chinese respondents were the second most common participants. The majority of responses included responses from: 64% female respondents, 26% from 35-44 year olds, 71% with partners living in New Zealand, 61% do not have children living in New Zealand, 46% have full-time employment, 48% work in a professional occupation, 18% earn less than \$20,000 per year and 63% have earned a university degree or higher.

Findings indicate that immigrants abandoned several activities post immigration and reasons for abandoning activities were found to be the result of several physical and social constraints as well as economic barriers. The top five activities abandoned include tramping, skiing, camping, climbing, and swimming, to name a few. Reasons for abandonment include poor weather (e.g. too cold for swimming; lack of snow for skiing), costs (expensive equipment), not safe (e.g. cycling on roads), sold/no longer own equipment, friends are not interested, poor health, outdoor areas being too far away, and children (lack of time).

Chi-square analysis was conducted to determine if significant differences existed between migrant status, ethnicity and country of birth and eleven variables for barriers to participation. Participants were asked to indicate if the barriers were believed to be 'Very Important', 'Somewhat Important' or 'Not at all Important'. Significant differences were found for 30 of the 33 chi-square tests including significant differences for 11 barriers by migrant status; ten barriers showed significant differences by ethnicity, and nine were found to have significant differences by country of birth. It should be noted, however, that the majority of all responses suggest that barriers and constraints provided on the questionnaire were 'Not at all Important'; thus the 'Very Important' responses for barriers to recreation participation are highlighted and discussed here. The most common barrier to participation in outdoor recreation for all respondents (26.8%), ranked 'very important', was the high cost of equipment. The next most commonly reported barrier for non-participation was not having time (24.8%), followed by cost of transport too high (22.8%), not having people to go with (18.7%), parks and recreation areas being too far away (15.1%), lacking necessary outdoor experience (12.4%), poor health (9.0%), not speaking English well enough (8.5%), a fear of getting hurt (8.4%), and lastly, not being interested in outdoor recreation activities (4.8%). Nineteen other barriers to participation were also mentioned. The most common other barrier was poor/bad weather (n = 8), followed by having small children (n = 5) and then lack of funds (n = 4). Mentioned twice each was safety and security, lack of public transport, and being

too lazy. Mentioned once was no car, lack of food facilities, lack of parking, access to land, lack of confidence, nobody to go with, too busy, doing other things, school holidays, age, being unfamiliar with recreation areas, have a family and only one car, children's sports, and not driving. The potential constraints which were found have consistent responses (no significant differences) by ethnicity, migrant status or country of birth, were lack of English language ability and a lack of interest in outdoor recreation activities.

This research supports international research findings that ethnic minorities experience more constraints to leisure and outdoor recreation than non-minorities (Shores et al., 2007) and, more specifically, that new immigrants often face more constraints due to a lower socio-economic-status (Stodolska & Livengood, 2006). Both ethnic minorities as well as immigrants to New Zealand find physical and/or economic constraints more important than New Zealand born respondents. Moreover, income levels were found to be lower for immigrants, ethnic minorities and respondents born outside of New Zealand than for New Zealand born respondents; therefore, reports by immigrant and ethnic populations with lower socio-economic status also coincided with reports of economic constraints (high costs of equipment and transport) for recreation participation in natural areas.

To minimise the impact that these barriers have on recreation participation, three suggestions are made for recreation managers: address accessibility issues by increasing provisions of public transportation services to natural areas and parks; enhance safety features in recreation areas; and promote and educate the public on recreation opportunities (e.g. clubs and recreation organisations, provisions of family friendly recreation facilities).

References

- Gramann, J. H. & Allison, M. T. (1999). Ethnicity, race, and leisure. In E.L. Jackson & T.L. Burton (Eds.), *Leisure studies: Prospects for the twenty-first century*. State College, PA: Venture Publishing.
- Johnson, C. Y., Bowker, J. M., English, D. B. K., & Worthen, D. (1998). Wildland recreation in the rural south: An examination of marginality and ethnicity theory. *Journal of Leisure Research*, 30(1), 101-120.
- Juniu, S. (2000). The impact of immigration: Leisure experience in the lives of South American immigrants. *Journal of Leisure Research*, 32(3), 358-381.
- Shores, K. A., Scott, D., & Floyd, M. F. (2007). Constraints to outdoor recreation: A multiple hierarchy stratification perspective. *Leisure Sciences*, 29, 227-246.
- Stodolska, M. (1998). Assimilation and leisure constraints: Dynamics of constraints on leisure in immigrant populations. *Journal of Leisure Research*, 30(4), 521-551.
- Stodolska, M. (2000). Changes in leisure participation patterns after immigration. *Leisure Sciences*, 22, 39-63.
- Stodolska, M. & Alexandris, K. (2004). The role of recreational sport in the adaptation of the first generation immigrants in the United States. *Journal of Leisure Research*, 36(3), 379-413.
- Stodolska, M. & Livengood, J. S. (2006). The influence of religion on the leisure behaviour of immigrant Muslims in the United States. *Journal of Leisure Research*, 38(3), 293-320.

What recent migrants seek in New Zealand's great outdoors

Brent Lovelock^a, Kirsten Lovelock^b, Carla Jellum^a & Anna Thompson^a

^a *Centre for Recreation Research, University of Otago, Dunedin*

^b *School of Pharmacy, University of Otago, Dunedin*

Contact: brent.lovelock@otago.ac.nz

This study contributes to the very limited body of research that addresses recreational behaviours of migrants and ethnic minorities in New Zealand – with a focus on nature-based recreation. The study comprised a survey questionnaire (administered in mid 2009) that compared recreational perceptions and behaviours of migrants with New Zealand born citizens.

The study was motivated in part by previous research undertaken internationally that demonstrates different recreational behaviours for ethnic minorities and for those of recent migrant status. A number of studies, mostly undertaken in North American contexts indicate a lower participation in recreation and sport for these segments of society (e.g. Gomez, 2006, 2002; Ho et al., 2005; Johnson et al., 1998; Shores et al., 2007; Tinsley et al., 2002; Walker et al., 2001; Virden & Walker, 1999; Wolch & Zhang, 2004).

Research also demonstrates that there are differences between ethnic groups – in terms of group composition, activities and setting preferences (Carr & Williams 1993; Johnson et al., 1998; Virden & Walker, 1999; Walker et al., 2001; Wolch & Zhang, 2004). Some studies identify culturally specific motivations for participation McMillen (1983), with different ethnic groups having different perceptions of fun, free time, relaxation and recreation (e.g. Carr & Williams, 1993; Kim & Datillo, 1995). This may vary by generational status as well as by ethnicity (Carr & Williams, 1993).

It was the aim of this study to produce New Zealand data that could be compared with that from the above body of research. The geographical focus for the study was Auckland and Wellington because of the spatial concentrations of migrants there. The survey was administered in mid 2009 through three distribution methods: postal; hand delivery through settlement coordinators; made available through a migrant newsletter. Some questionnaires were available in Mandarin. The response rate was 21.6% (N=433).

The ethnic composition of the sample was as follows: New Zealand European (45.6%); Chinese (18.8%); European (7.6%); Filipino (3.4%); Indian (2.5%); Other (22.2%). An additional 43 ethnicities are represented in the 'Other' category. In terms of the migrant status of respondents: 185 respondents were born in New Zealand. Of the migrants, 106 (43.6%) were new migrants (<5yrs in New Zealand) while 137 (56.4%) were settled migrants (> 5yrs in New Zealand).

The questionnaire contained 34 items, in three main sections: outdoor nature based recreation participation; ethnicity and language (integration); and environmental values. This paper reports on recreation participation, considering four aspects: frequency of use; nature of the recreation party; important features of natural areas; benefits of visiting natural areas. The survey data revealed

statistically significant differences based on migrant status, ethnicity and country of birth for a range of recreation-related variables.

The key differences, based upon migrant status include: frequency of participation (migrants have higher percentages in both the low and high frequency of participation categories); Respondents were asked how often they had visited outdoor natural areas for recreation purposes in the past 12 months. Significant differences existed for frequency of participation by migrant status. While the largest group of New Zealand born respondents (37.3%) and settled migrants (28%) participated in recreation 3+ times in 12 months, new migrants (30.0%) participated more frequently, at a rate of 1 – 2 times per month. Both new and settled migrants had higher frequencies than New Zealand born respondents for participation weekly and daily/most days.

Respondents were asked how often they recreate solo, with one to two people, with three or more people. Significant differences were found for this item by migrant status, migrants (and in particular new migrants) tending to avoid solo recreation more than New Zealand born respondents.

All respondents were asked if they make outdoor trips with others from their own ethnic group. Significant differences were found for this item by ethnicity and country of birth. New Zealand born respondents were more likely to recreate with their own ethnic group than those of Chinese or 'Other' ethnicity.

Migrants and New Zealand-born respondents rated the significant features of natural areas (for recreation) quite similarly; however, statistical differences were noted by ethnicity and country of birth. More Chinese and 'Other' ethnicities rated the presence of recreational facilities (e.g. huts, tracks, toilets, picnic areas) as being important than did Europeans or New Zealand Europeans. Chinese respondents rated water amenities as not being important. For the Chinese-born, and those from 'Other' countries, the proximity of recreation areas to home was an important feature.

Migrants and New Zealand born respondents had similar views on the personal benefits of nature-based recreation. Migrants, however, placed more value on this as a means of spending time with their families, and also socialising and creating contacts. Those of 'Other' ethnicity placed high value on natural areas as places for children to recreate.

Childhood use of natural areas was lower for migrants than non-migrants, and lower for Chinese respondents. New Zealand born respondents, however, tended to abandon more outdoor recreation activities than did migrants. Of the migrants, about 20% indicated that they had abandoned nature-based recreational activities since coming to New Zealand. However, just under half of the migrants in the study had participated in new activities since arriving here, tramping being the most common new activity. While few participants overall belonged to outdoor clubs/organizations (around 8%), fewer migrants than non-migrants belonged to an environmental organisation.

Overall, these data support that from the mainly North American studies summarized above. In terms of nature based recreation, migrants and those of ethnic minorities do behave differently from 'mainstream' New Zealand born respondents. They tend to recreate in larger groups, and they seek

different features in natural areas and benefits from their visits. The accompanying social-economic data of the participants in this study demonstrates that migrants and ethnic minority participants generally had significantly lower incomes than New Zealand born respondents. This lends credence to some studies that have suggested that ethnicity itself is not an adequate explanatory variable. It has been suggested that ethnicity interacts with class to produce different recreation patterns (Stodolska, 2000b; Wolch & Zhang 2004). The data from this study tends to support such assertions, however further research and analysis is needed to clarify these relationships.

References

- Carr, D., & Williams, D. (1993). Understanding the role of ethnicity in outdoor recreation experiences. *Journal of Leisure Research*, 25(1), 22-38.
- Gómez, E. (2002). The ethnicity and public recreation participation model. *Leisure Sciences*, 24, 123–142.
- Gómez, E. (2006). The ethnicity and public recreation participation (EPRP) model®: an assessment of unidimensionality and overall fit. *Leisure Sciences*, 28, 245–265.
- Ho, C., Sasidharan, V., Elmendorf, W., Willits, F., Graefe, A., & Godbey, G. (2005). Gender and ethnic variations in urban park preferences, visitation, and perceived benefits. *Journal of Leisure Research*, 31(3), 281-306.
- Johnson, C.Y., Bowker, J.M., English, D.B.K., & Worthen, D. (1998). Wildland recreation in the rural south: An examination of marginality and ethnicity theory. *Journal of Leisure Research*, 30(1), 101-120.
- Kim, E., & Datillo, J. (1995). A comparison of leisure-related concepts of African-American, Korean-American and Caucasian American older adults. *Proceedings from the 1995 NRPA Leisure Research Symposium*.
- McMillen, J. (1983). The social organization of leisure among Mexican-Americans. *Journal of Leisure Research*, 15, 164-173.
- Shores, K.A., Scott, D., & Floyd, M.F. (2007). Constraints to outdoor recreation: A multiple hierarchy stratification perspective. *Leisure Sciences*, 29, 227-246.
- Stodolska, M. (2000). Changes in leisure participation patterns after immigration. *Leisure Sciences*, 22, 39-63.
- Tinsley, H., Tinsley, D., & Croskeys, C. (2002). Park usage, social milieu, and psychosocial benefits of park use reported by older urban park users from four ethnic groups. *Leisure Sciences*, 24, 199–218.
- Virden, R., & Walker, G. (1999). Ethnic/racial and gender variations among meanings given to, and preferences for, the natural environment. *Leisure Sciences*, 21, 219–239.
- Walker, G., Deng, J., & Dieser, R. (2001). Ethnicity, acculturation, self-construal, and motivations for outdoor recreation. *Leisure Sciences*, 23, 263–283.
- Wolch, J., & Zhang, J. (2004). Beach recreation, cultural diversity and attitudes toward nature. *Journal of Leisure Research*, 36(3), 414-443.

In search of balance, cultural difference and aesthetic sameness: Recent Chinese immigrant experiences of outdoor nature based settings in New Zealand

Kirsten Lovelock^a, Brent Lovelock^b, Carla Jellum^b, & Anna Thompson^b

^a *School of Pharmacy, University of Otago, Dunedin*

^b *Centre for Recreation Research, University of Otago, Dunedin*

Contact: kirsten.lovelock@ipru.otago.ac.nz

This paper draws on the qualitative component of a mixed method study which has explored recent immigrants' recreation experiences of outdoor nature-based settings in New Zealand. The face to face in-depth interviews for this study were conducted in both Wellington and Auckland and involved immigrant participants from a wide range of backgrounds. This paper focuses on the interviews conducted in Auckland city and on those participants who identified as Chinese.

Research focusing on migrant experience of outdoor nature based recreation internationally demonstrates lower participation rates for migrants and ethnic minority groups (Gramann & Allison, 1999). Much of this research has been conducted in the United States and has focused variously on African Americans, Hispanics and to a lesser extent Koreans and Chinese (Carr & Williams, 1993; Chavez, 1990; Floyd, Gramann, & Saenz, 1993; Jeong & Godbey, 2000). A number of explanations are offered for lower participation rates and focus variously on issues surrounding marginality, discrimination, acculturation, different values and the identification of a number of barriers, including cost, distance and time (Washburne, 1978; Johnson, Bowker, English, & Worthen, 1998; Lee, Ivy, & Moore, 2000). Of relevance to this New Zealand study is recent research in Vancouver which focussed on Chinese migrant experiences of wilderness recreation and found the participants held different views of nature, had limited experience of this form of recreation and consequently sought more managed recreational activity (Hung, 2003).

For all of the participants in this study their relationship with the landscape and to outdoor nature based recreation is mediated by their socialization prior to migration and their settlement experience. Those most likely to engage in outdoor nature based recreation in our regional and national parks are those that have had similar experiences in their countries of origin and where understandings of what constitutes the wild, the natural and the naturally beautiful (aesthetic) have been shaped by similar philosophical traditions. For the Chinese participants in this study their socialization has ensured little experience of outdoor nature based recreation in regional or national parks. In addition they draw on philosophical traditions which shape very different perceptions of the natural, the wild and the beautiful. For all of these participants engaging with regional and national parks in New Zealand is unfamiliar and challenging.

The central theme to emerge from the interviews with the Chinese participants was the notion of balance. Connected to the idea of balance is the search for aesthetic sameness and a cultural experience that firmly locates humans in the physical environment. For these participants the presence of humans and their connection to nature must be evidenced by 'man' made monuments or structures. For these migrants when they see a New Zealand regional or national park, they see an uncultivated

area and one that is aesthetically less pleasing because of the lack of cultivation and contrived spaces. They spoke of not having places to stand and take photographs that would be framed by a 'man' made structure. They spoke of the absence of physical structures which framed and set the landscape to its full aesthetic advantage. They spoke of an absence of planting and manicuring or contrivance in the landscape and how the 'wild' was less pleasing because of the absence of human interference. These landscapes were too natural, aesthetically unpleasing and "boring"; they were also "uncivilised" and at times "frightening" and scary places to be.

The dominant western notion of what constitutes a park, what a park should comprise of and what value the park has to society is not the only tradition globally. National and regional parks are a relatively recent phenomenon in China with the first nature reserve being established in 1956 (Han, 2006). While there are now 1,270 reserves in China, 7.6 million people live in these reserves and the habitat is not protected as people still forage from these reserves in order to survive (Hung, 2003). Historically and culturally Chinese views of nature and what is beautiful have been shaped by Confucianism and Daoism. Researchers have described the dominant view as hedonistic when compared to western traditions and it is also clear that artistic rebuilt nature is considered more beautiful than untouched nature (Han, 2006; Hung, 2003). Others have noted that ecology and botany did not develop as fields of enquiry within China and this is explained by their relationship with animals and plants. From a Chinese perspective they are interested in how they can enjoy animals and plants, not in terms of what they are in themselves. The example is given, if you explain a fish in a scientific way a Chinese person will feel uncomfortable, they will be thinking "what does it taste like", all plants and animals are potential food and food (taste) is central to the ecological tour (Lin, 1998, p. 46 as cited in Han, 2006). An uncultivated place – the wilderness – is also linked to being uncivilized, no place for the civilized and a place for those of lower status – peasants who need to forage there (Hung, 2003). This can serve as a major disincentive to engage in outdoor nature based recreation in New Zealand regional and national parks. Particularly when the 'wilderness' experience is central to notions of what New Zealand national parks should comprise, constitute and therefore offer as an experience for New Zealanders.

For the Chinese migrants when they visit regional and national parks in New Zealand they see what is missing and what is missing is defined by their socialization. The interviews with participants in this project suggest that for these migrants it is difficult to find points of connection in the landscape as there are too many missing elements. If we accept that parks are social institutions and they are products of cultural traditions, then the perception that things are missing tells us about the integration experience of these new settlers more generally. The list of missing elements includes: nowhere to rest, nowhere to take shelter, nowhere to buy food, nowhere to prepare hot food (and this invariably also means nowhere to be with family), nowhere to sit and take shelter. All of these absences create a sense of imbalance and also speak of their inability to locate themselves in this new landscape.

The Chinese participants' perceptions and experiences in this study paralleled the observations made in Canada. They held different views of nature; had limited experience of outdoor recreation and had different attitudes toward recreation. As with the Canadian Chinese, these three reasons become self-perpetuating, they remain less experienced users and prefer to engage with more developed and managed park experiences as a consequence (Hung, 2003). In New Zealand our settlement policy for

new settlers stresses integration, successful settlement is not just about the migrant adapting to the new society, it is also about the host society accommodating the new settler. Making our parks more familiar need not involve transforming them rather it requires more sophisticated interpretation which inherently acknowledges increasing pluralism in New Zealand society and enables the migrant to see themselves in the landscape.

References

- Carr, D. S. & Williams, D. R. (1993). Understanding the role of ethnicity in outdoor recreation experiences. *Journal of Leisure Research*, 25(1), 22-38.
- Chavez, D. (1990). Perceptions about crowding, activities, and discrimination in the southern California national forests. *Recreation Research Update*, 3(1), USDA Forest Service.
- Floyd, M. F., Gramann, J. H. & Saenz, R. (1993). Ethnic factors and the use of public outdoor recreation areas: the case of Mexican Americans. *Leisure Sciences*, 15, 83-89.
- Gramann, J. H. & Allison, M. T. (1999). Ethnicity, race, and leisure. In E.L. Jackson & T.L. Burton (Eds.), *Leisure studies: Prospects for the twenty-first century*. State College, PA: Venture Publishing.
- Han, F. (2006). The Chinese view of nature: Tourism in China's scenic and historic interest areas. Unpublished doctoral thesis, Tongji University, Shanghai, China.
- Hung, K. (2003) Achieving cultural diversity in wilderness recreation: A study of the Chinese in Vancouver. Unpublished master dissertation, University of Waterloo, Ontario, Canada.
- Jeong, W. C. & Godbey, G. C. (2000). Ethnic variation in outdoor recreation use: The case of Asian-Americans. In Schneider, I.E.; D. Chavez, B. Borrie; & K. James (Eds.) *The Third Symposium on Social Aspects and Recreation Research – Diverse challenges of our times: People, Products, Places*. February 16-19, 2000, Tempe, AZ: Arizona State University. pp. 55-60.
- Johnson, C. Y., Bowker, J. M., English, D. B. K., & Worthen, D. (1998). Wildland recreation in the rural south: An examination of marginality and ethnicity theory. *Journal of Leisure Research*, 30(1), 101-120.
- Lee, J. H., Ivy, M. I., & R. L. Moore (2000). A comparison of perception of trail attributes between Korean and U.S. trail users. In I.E. Schneider; D. Chavez, B. Borrie; & K. James (Eds.) *The Third Symposium on Social Aspects and Recreation Research – Diverse challenges of our times: People, Products, Places*. February 16- 19, 2000, Tempe, AZ: Arizona State University. pp. 75-81.
- Washburne, R. F. (1978). Black under-participation in wildland recreation: alternative explanations. *Leisure Sciences*, 1, 175-188.

High country public access: A review of existing provisions and future options

Bruce Mason

Recreation Access New Zealand

Contact: brucemason@ihug.co.nz

Introduction

Recreational access to much of the South Island high country has undergone a major transformation over the last fifteen years. This is a consequence of negotiated reviews of the tenure of Crown pastoral leasehold. Upon surrender of their pastoral leases, runholders have gained freehold title over better farming land, in exchange for extensive areas being transferred to the Department of Conservation.

An integral part of the process has been the creation of public access across the freehold to new reserves and conservation areas. This paper is a review of the effectiveness of the access mechanisms currently used during tenure review, as well as of alternative options that better secure the public interest.

Existing mechanisms

1. Easements

Easements are rights of way over private land to enable specified users to gain access to adjoining or other property. There are two legal interests: dominant tenements (the rights conveyed by easement), and servient tenements (the underlying freehold).

There are many forms of easement that could be used for creating public access to the high country. Conservation and Reserves Act easements are currently favoured by Government as the primary means of creating access during tenure review.

Conservation easements have been in use for little over a decade. Most have been working without difficulty. However there are a growing number of instances of obstruction by landowners. Most obstruction consists of misleading or intimidating signage. Some cases have been of long-standing. In practice, when difficulties arise, the dominant tenement becomes subservient.

The strength of easements is that they can be tailored to individual circumstances. However they are entirely dependent on administering authorities upholding public rights. Experience indicates strong institutional reluctance to do so. There is little security as easements can be varied or revoked at any time without public notice or objection.

Identification of easements

It is rare to find the alignment of an easement on a publicly available database. To locate most easements requires obtaining certificates of title, registered documents and survey plans. This makes this information effectively inaccessible to members of the public, whereas public roads and reserves are easily locatable from public records. Use of any form of access depends on certainty of alignment, generally requiring way marking and signposting.

The Ahuriri access-over-a-cliff case

This case indicates a dereliction of duty within Land Information New Zealand, who have primary responsibility for tenure review.

Plans in the preliminary proposal for tenure review on Ben Avon Station revealed an easement going over steep terrain to join a marginal strip along the bank of the Ahuriri River. Inspection by myself revealed this terrain to be a vertical cliff. My representations over a two-year period, to utilise a practical alternative, were ignored.

The easement alignment was later amended to run along a nearby fence line, which was deemed to be the property boundary, ending at the top of the cliff. Inexplicably a section of the fixed position marginal strip was somehow shifted to run up the cliff-face to connect to the realigned easement. This enabled officials to claim that public access was provided to the river, notwithstanding its total impracticality for its intended foot, cycle and horse users.

This realignment was agreed to between LINZ and the runholder, on which basis tenure review was concluded by free holding this area. Subsequently DOC was left with having to negotiate alternative access to the river. This was dependent on the goodwill of the new landowner. It was fortunate that the owner was amenable to negotiation, as the bargaining strength that the Crown enjoyed during tenure review had been lost.

2. Marginal strips

Pre-1990 marginal strips are fixed in position. They do not shift with movements in riparian boundaries. Most pastoral leases have historic fixed-position strips. Since 1990 new marginal strips became moveable.

At any disposition of land, including lease renewal and free holding, it is a legal requirement that marginal strips are established along the banks of all qualifying waterways.

Public access provision during tenure review logically requires consideration of existing access, including roads and marginal strips, in relation to new proposals for access and reserves. However LINZ regards marginal strips as outside its brief for tenure review. This is despite LINZ having the responsibility of issuing freehold title as a consequence of tenure review.

During tenure review there is no consideration of total access provision, or of exchanging fixed-position strips for movable strips as provided for under the Conservation Act.

As the representative of the Crown, LINZ needs to adopt a whole-of-government approach to give best effect to the objects of the Crown Pastoral Land Act 1998.

Other options to better secure public access

1. Public Roads

Public roads provide the only real assurance of public access, in terms of rights of unhindered passage conveyed to everyone. There are also constraints against road disposal. Roads outmatch, by far, any other access provision.

A road is defined as meaning "a public highway, whether carriageway, bridle path, or footpath" (s 43, Government Roding Powers Act, 1989). Roads are not solely the domain of motor vehicles. Paths can be a way or track laid down, for walkers or other users, or made by continual treading.

Contrary to official advice (Hayes, 2007), there are no statutory or procedural difficulties in creating unformed roads.

In addition to the Government Roding Powers Act's provision for footpaths, pedestrian access ways are provided for in related legislation (s 315 Local Government Act, 1974; s 113 Public Works Act, 1981). Gazetting of roads is effected through section 114 of the Public Works Act. This is by voluntary agreement between territorial authorities and everyone with a registered interest in the land.

Public Roads Summary:

1. Government ownership – for no other purpose than as a "public highway".
2. "The public has the absolute right at common law to pass and re-pass over the highway without hindrance" (Moore v. MacMillan [1977] 2 NZLR 81).
3. Same rights over formed and unformed roads.
4. Public rights are vested in citizens – not at the behest of local authorities.
5. Rights can be enforced by citizen legal action and/or by removal of obstructions (must be an 'appreciable interference' with right of passage).
6. A large body of case law protective of public rights.
7. Limited statutory powers of temporary closure.
8. 'Stopping', meaning permanent closure, is normally subject to rights of public objection and appeal. However stopping is possible without public process.
9. Unformed roads can be resumed by Government and disposed of without public rights of objection.

2. Reserve boundary design

Creating public reserves, to include public access routes within their boundaries, provides the optimum mechanism for meeting public needs. There are the same rights of use throughout.

There are some good examples that have arisen from tenure review. It appears however that these were primarily for conservation purposes; public access and recreation were incidental outcomes. Extensions from the Remarkables Conservation Area to reach State Highway 6, and down from Mt Alpha above Lake Wanaka, to connect to marginal strips in the Fern Burn, are two examples.

Where feasible, greater use should be made of reserve boundary design to provide for public access, rather than using easements.

3. Linear public and government purpose reserves

Government purpose reserves can be established for any purpose (s 22 Reserves Act, 1977), including access. Such reserves can be of any dimension that serves the intended purpose.

DOC purchased a former ski club road on the Rock and Pillar Range to provide access to the Rock and Pillar Conservation Area. It could have alternatively been classified as recreation reserve.

Such reserves are inherently more secure than easements.

Conclusions

For the last 150 years much of the South Island high country has been under pastoral occupation. Since the 1930s, at least, there has been a growing awareness that there is more than tussock and sheep to the high country. It has become a place for inspiration, and recreation. The latter has been entirely at the pleasure of runholders. Tenure review provides a once-in-a-lifetime opportunity to accommodate a wider range of land uses, including recreation, than what could possibly have been envisaged in the 1850s and 60s.

Securing public access to and enjoyment of these lands is now a matter of statutory policy. However it is apparent that the mechanisms currently being deployed are falling well short of achieving those objectives. It is time for more assertive administration, plus the use of mechanisms that truly secure public access to these lands.

A 10 minute video, as presented on 19 March 2010, is viewable at:

<www.youtube.com/user/recreationaccessnz>

References

Hayes, B. E. (2007). *Roading law as it applies to unformed roads*. Wellington: MAF.

Sustainable market orientation: Proposal to evaluate a new marketing concept in the tourism sector

Rob Mitchell^{a,b}, Ben Wolliscroft^a & James Higham^b

^a *Marketing Department, University of Otago, Dunedin*

^b *Department of Tourism, University of Otago, Dunedin*

Contact: rob.mitchell@otago.ac.nz

Introduction

The long held view that a firm's performance relies substantially on successful market orientation management requires refinement to more fully address the expectations of internal and external stakeholders. It is proposed that marketing based organisations can achieve this through the application of a corporate Sustainable Market Orientation (SMO). Instead of Market Orientation (MO)'s reliance on micro-management that concentrates on maximising economic value, SMO proposes enhancing the use of MO concepts by the addition of sustainability management theory, with its emphasis on the strategic management of corporate social relationships and environmental sustainability to broaden the foundations of corporate marketing and long term performance.

Corporations are major contributors to national living standards, wealth and development (Truitt, 2006). Within corporate structures, there is a priority on achieving corporate efficiency and market competitiveness to ensure organisational profitability for survival and growth. However there is increasing acceptance of the need for an greater emphasis in on social and environmental aspects of strategy (Porter & Kramer, 2006) which in turn places indicates a need for reshaping of corporate marketing strategy (Fuller, 1999; Sheth & Parvatiyar, 1995). The concept of SMO has been developed in response to a the apparent shortcomings of established economic and political practice, dissatisfaction with the Dominant Social Paradigm (Holling, 1973; Meadows, Meadows, Randers, & Behrens, 1972), and investigation of sustainability based solutions (Hassan, 2000; Jennings & Zandbergen, 1995; Shrivastava, 1995; WCED, 1987; WTO, 1995).

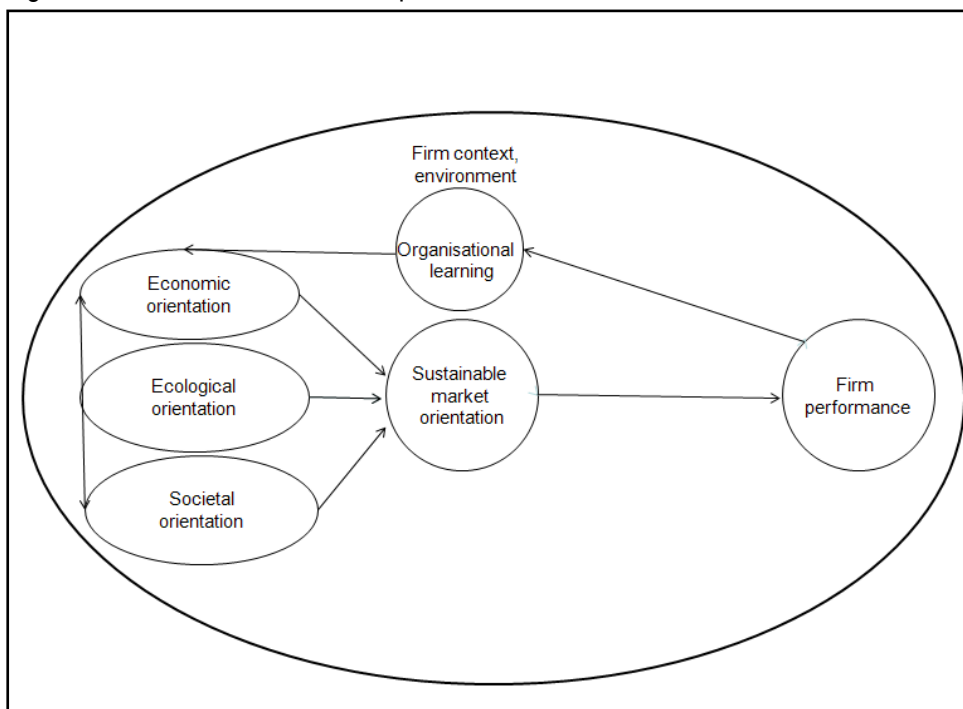
Defining SMO

SMO is conceptualised as institutional marketing management where the firm utilises sustainable development principles to:

- Apply economically, socially and environmentally responsible value systems to achieving market competitiveness and profitability;
- Use marketing strategies that anticipate and meet customer needs and expectations through the effective integration of comprehensive environmental intelligence with efficient operational and marketing systems;
- Generate positive, long run corporate outcomes in economic, social and environmental terms that are acceptable for primary stakeholders who derive direct material and financial benefits, as well as secondary stakeholders who gain indirect benefits (Mitchell, Wooliscroft, & Higham, 2010).

Theoretically, the application of SMO offers corporate management a more socially and environmentally responsible framework for profitable marketing activity to more effectively sustain long term competitiveness and survival. Figure 1 shows a conceptualised model of how corporate SMO should function. Organisations will base their business and integrated marketing strategies on an holistic range of intelligence about business opportunities founded on economic, social and environmental behaviours, needs, social trends, environmental conditions and policy developments. It is hypothesised that a firm utilising SMO will earn an enhanced brand and firm reputation based on efficient and competitive products and services complemented by societal and market recognition of superior social and environmental management. A critical driver of superior long run corporate performance will be the integration of organisational intelligence systems, innovation and continuous learning that inform and proactive marketing strategy.

Figure 1: Antecedents and consequences of sustainable market orientation



Scoping the Research

Given the conceptualisation, there is a need for empirical research to examine its potential value to marketing organisations. It is proposed that key dimensions of the research should be investigation of:

- The value adding significance of incorporating sustainability values in brand marketing; and
- An appropriate synthesis of corporate market orientation and sustainability management criteria.

Firstly, the relevance of branding in SMO evaluation is supported by studies into the profitable use of branding in the marketing of products and services (Aaker, 1991), the significance of corporate branding to build organisational reputations with key stakeholders (Balmer & Greyser, 2003; Brexendorf & Kernstock, 2007; Harris & de Chernatony, 2001; Hoeffler & Keller, 2002; Mahon & Wartick, 2003), and the relevance of social and environmental factors in successful marketing strategy (Fuller, 1999).

Secondly, evaluation of SMO requires the integration of Market Orientation and Sustainability performance criteria. Addressing MO, there is a broad consensus on key criteria. The indicators selected are those proposed by Narver & Slater (1990), Jaworski and Kohli (1993), and Dobni and Luffman (2003). Corporate capabilities in intelligence generation, organisation coordination, customer orientation, competitor orientation, responsiveness and profit orientation in response to a spectrum of internal and external stakeholders – and not limited to customers and business associates (Dobscha, Mentzner, & Littlefield, 1994). Examination of sustainability based organisational management is designed to follow the guidelines for balanced, equitable and long term management of economic social and environmental dimensions proposed in the Brundtland Report (WCED, 1987). The application of sustainability management to enhancing corporation performance and stakeholder value is founded on widely cited corporate sustainability management literature (Figue & Hahn, 2004; Gladwin, Kennelly, & Krause, 1995; Jennings & Zandbergen, 1995; Schmidheiny, 1992; Shrivastava, 1995) and sustainability marketing literature (Fuller, 1999; Sheth & Parvatiyar, 1995; van Dam and Apeldoorn, 1996). Further research value will be gained by investigation of three additional questions:

- Does the application of Sustainable Market Orientation principles generate value-added organisational performance?
- What are the antecedents to SMO?
- What are the barriers to SMO?

Research Context

Exploratory research in a single industrial sector is expected to provide useful parameters for SMO management that could be applied more widely in the tourism industry or applied in other industries and cultural settings.

The tourism sector has been selected as the first commercial sector in which the potential of SMO should be examined. The rationale for this sector choice is that tourism entrepreneurs market products and services that have strong environmental and social elements. The tourism sector is a leading industrial activity internationally. In New Zealand tourism is a major generator of overseas income attracting some 2.5 million international visitors in 2008 (Ministry of Tourism, 2009). It is also an industrial sector that has embraced the concept of sustainable management globally, nationally and locally (NZTB, 1998; WTO, 2003). Three tourism organisations operating in the Fiordland world heritage area have been chosen as SMO management case studies; two medium sized, privately owned companies and one regulatory government agency. The second company was established by the government Tourist Hotel Corporation but sold off to private investors. The third organisation is the government Department of Conservation which has three roles; managing biodiversity on publicly owned conservation lands, providing tourist information and track and hut facilities, and as a regulator of private sector tourist concessions to operate on conservation lands.

Data Collection - Interview Scope and Structure

Primary and secondary sources of information on organisational management will be utilised to provide more detailed information resulting in a deeper understanding of the cases and the practical potential of the SMO conceptualisation (de Vaus, 2004).

The primary research will utilise qualitative case study methods. This approach has been used in MO research (Madriaga, 2007); marketing management (Brady, 2004) and the assessment of sustainable organisational management (Labuschagne & Brent, 2008) It is therefore considered a meaningful approach to evaluate SMO.

The research into internal organisational management of sustainability and marketing utilised in-depth interviews. The spectrum of internal and external stakeholders was designed to ensure provision of adequate investigation of research questions and permit triangulation of information to check validity. Internal stakeholders included shareholders, management and operational staff. External stakeholders included tourists or customers, market competitors, government planning and regulatory agencies, elected political representatives, local community and Maori leaders, environmentalists and recreational representatives. A semi structured interview protocol has been used to explore key stakeholder views on corporate strategic objectives, marketing and branding, operational performance.

Analysis of the interview data will utilise methodologies recommended by prominent authorities (Miles & Huberman, 1984; Yin, 2009). Firstly, it will incorporate descriptions of each case; secondly, explanation building; thirdly, time series analysis; fourthly, pattern matching; fifthly, cross case synthesis; and sixthly examination of the feasibility of the theoretical model for SMO against a modified model based on the research findings. The interview analysis will also be informed by secondary data derived for organisation, media and government reports together with appraisals of marketing material.

Possible Research Findings

Investigation of stakeholder perspectives of organisational strategy and management is expected to emphasise the priority given to profit generation in marketing activity. However it is also anticipated that it will indicate ways in which marketing strategy can be enhanced by more sophisticated management of sustainability management to increase the firm's reputation and value with customers, potential customers and also other stakeholder groups, governments and local communities. Given the commitment of the United Nations and the New Zealand Government, regional government and New Zealand Tourism Industry Association to sustainability management, it is expected that the three case studies will confirm the significance of sustainability considerations in marketing strategy and provide information to develop constructs for long term management of organisational SMO.

The tourism specific nature of the first phase of SMO research into sustainability oriented operations and marketing management in a regional New Zealand setting should provide an invaluable foundation for a national study of the application of SMO, or studies on other environmental and cultural settings.

Conclusion

This paper explains the concept of Sustainable Market Orientation and outlines methodology for empirical research into its potential value to corporate marketing managers. The proposed qualitative research utilises a mix of case study and stakeholder methodologies to assess the usefulness of the SMO concept to marketing organisations.

It is anticipated that research findings will indicate qualified support for the SMO concept in a regional tourism industry context, and provide a more refined framework for value adding corporate marketing based on social and ecological as well as economic criteria.

References

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Balmer, J. & Greyser, S. (2003). Managing the multiple identities of the corporation. In J. Balmer & S. Greyser, (Eds.), *Revealing the corporation: Perspectives on identity, image, reputation, corporate branding and corporate level marketing*. (pp. 15-30). London: Routledge.
- Brady, N. (2004). In search of market orientation. *Marketing Intelligence and Planning*, 22(2), 144-159.
- Brexendorf, T. & Kernstock, J. (2007). Corporate behaviours brand behaviour: Towards an integrated view? *Brand Management*, 15(1), 32-40.
- de Vaus, D. (2004). *Research design for social research*. Thousand Oaks: Sage Publications.
- Dobni, C. B. & Luffman, G. (2003). Determining the scope and impact of market orientation profiles on strategy implementation and performance. *Strategic Management Journal*, 24, 577-585.
- Dobscha, S., Mentzner, J., & Littlefield, J. (Eds.). (1994). *Do external factors play an antecedent role to market orientation?* Orlando, FL: Academy of Marketing Science.
- Figge, F. & Hahn, T. (2004). *Sustainable value added: Measuring corporate contributions to sustainability beyond eco-efficiency*. *Ecological Economics*, 48, 173-187.
- Fuller, D. (1999). *Sustainable Marketing*. Thousand Oaks, CA: Sage.
- Gladwin, T. N., Kennelly, J. J., & Krause, T. S. (1995). Shifting paradigms for sustainable development: Implications for management theory and research. *The Academy of Management Review*, 20(4), 874-897.
- Harris, F. & de Chernatony, L. (2001). Corporate branding and corporate brand performance. *European Journal of Marketing* 35(3/4), 441-456.
- Hassan, S. S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of Tourism Research*, 38, 239-245.
- Hoeffler, S. & Keller, K. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89.
- Holling, C. S. (1973). Resilience and stability of ecological systems. *Annual Review of Ecological Systems*, 4, 1-24.
- Jaworski, B. & A.Kohli. 1993 Market Orientation: Antecedents and Consequences. *Journal of Marketing* 57, 53-70.
- Jennings, P. D & Zandbergen, P. A. (1995). Ecologically sustainable organizations: An institutional approach. *The Academy of Management Review*, 20(4), 1015-1053.

- Labuschagne, C. & Brent, A. (2008). An industry perspective of the completeness and relevance of a social assessment framework for project and technology management in the manufacturing sector. *Journal of Cleaner Production*, 16, 253-262.
- Madriaga, J. G. (2007). Stakeholders management systems: Empirical insights from relationship marketing and market orientation perspectives. *Journal of Business Ethics*, 71(4), 425-439.
- Mahon, J. & Wartick, S. (2003). Dealing with stakeholders: How reputation, credibility and framing influence the game. *Corporate Reputation Review*, 6(1), 19-35.
- Meadows, D. H., Meadows, D. K., Randers, J., & Behrens, W. (1972). *The limits to growth*. London: Pan Books.
- Miles, M. B. & Huberman, A. M. (1984). *Qualitative data analysis: A sourcebook of new methods*. Beverley Hills: Sage Publications.
- Ministry of Tourism (2009). *New Zealand Tourism Forecasts 2009-2015*. Wellington: Ministry of Tourism.
- Mitchell, R., Wooliscroft, B., & Higham, J. (2010). Sustainable market orientation: A new approach to managing market strategy. *Journal of Macromarketing* 30(2), 160-170.
- Narver, J. & Slater, S. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20-35.
- NZTB (1998). *Southern Lakes tourism strategy: Directions and opportunities for sustainable tourism development*. Wellington: New Zealand Tourism Board.
- Porter, M. & Kramer, M. (2006). *Strategy and society*. Harvard Business Review, 84(12), 78-92.
- Schmidheiny, S. (1992). The business logic of sustainable development. *Columbia Journal of World Business*, 27(3-4), 19-24.
- Sheth, J. & Parvatiyar, A. (1995). Ecological imperatives and the role of marketing. In M.J. Polonsky & A. Mintu-Wimsatt (Eds.), *Environmental marketing*. (pp. 8-20). The Haworth Press: New York.
- Shrivastava, P. (1995). The role of corporations in achieving ecological sustainability. *The Academy of Management Review*, 20(4), 936-960.
- Truitt, W. (2006). *The corporation*. Westport, Connecticut: Greenwood Press.
- van Dam, Y. & P. Apeldoorn. 1996. Sustainable Marketing. *Journal of Macromarketing*, 16(2), 45-65.
- WCED (1987). *Our common future*. New York: World Commission on Environment and Development.
- WTO (1995). *Charter for sustainable tourism*. World Tourism Organisation: Madrid.
- WTO (2003). *Recommendations to governments for supporting and/or establishing national certification systems for sustainable tourism*. Madrid: World Tourism Organisation.
- Yin, R. K. (2009) *Case study research, design and methods*. Thousand Oaks: Sage.

Winners and losers: Local perceptions of Kruger National Park's commercialisation process

Dzingai Kennedy Nyahunzvi

Department of Tourism, University of Otago, Dunedin

Contact: nyadz792@student.otago.ac.nz

This paper explores through a neoliberal lens the implications of Kruger National Park's (KNP) "Commercialisation for conservation process" (hereafter the commercialisation process, for brevity's sake) that was launched in 2000. In doing so, the paper answers a clarion call for empirical research in this under-researched area of tourism-protected area partnerships in particular (Wilson, Nielsen & Buultjens, 2009) and the broader neoliberalisation of nature literature in general (Castree 2008a, 2008b; Himley, 2008). Note that the paucity of empirical studies of neoliberalisation globally (Heynen, McCarthy, Prudham, & Robbins, 2007) partially accounts for the existing hegemony of neoliberal development orthodox (King, 2009).

KNP's commercialisation process was meant to raise additional funds for conservation, improve service provision and generate employment and investment opportunities particularly for neighbouring communities by outsourcing some park functions and services to private sector operators (Fearnhead, 2003, 2007; Spenceley, 2004, 2005; van Jaarsveld, 2004; Varghese, 2008). This shift to private sector provision of tourism services and facilities is an outcome of the country's neoliberal macroeconomic policy. The latter seeks to achieve economic growth through a dominant role of the private sector in the economy with the state playing a facilitatory and regulatory role (DEAT, 1996). In line with this vision, the provision of goods and services across many sectors, to use the less threatening and preferred language in South Africa, has increasingly been subjected to public-private partnerships (PPPs). The term PPPs is an umbrella term for a broad range of neoliberal processes such as outsourcing, commercialisation, corporatisation and privatisation that lack universal definition. These processes serve to further integrate the South African economy into the global neoliberal economy.

The study's philosophical foundation was the interpretive paradigm; the rationale being that it asserts the socially constructed nature of reality (Guba & Lincoln, 1994). The paradigm's assumption that "the complex social world can be understood only from the point of view of those who operate within it" (Goodson & Phillimore, 2004, p. 36) also neatly fit this study's concerns. The findings reported here form part of a large-scale study conducted with a range of KNP's stakeholders that is, tourists, park employees, concessions' employees and residents of one neighbouring community (Nyahunzvi, in preparation). This paper is mainly derived from an analysis of archival records, personal observations and qualitative in-depth interviews with 15 residents from Belfast village; one of the three villages closest to the main southern entrance of KNP.

Access to Belfast village was negotiated through relevant KNP personnel and the Belfast village's headman. Willing residents were asked to articulate their perceptions on a range of issues surrounding the commercialisation process including its perceived outcomes. Residents also explained their relationship and interaction with KNP. Semi-structured interviews were used to capture residents'

perceptions as they were the most ideal data collection method. A total of nine interviews were tape recorded with the permission of the research participants whilst notes were written immediately after the interviews, in the case of participants who declined to be tape recorded. The interviews were stopped when it became clear that no new themes were emerging. The key field challenges were that most people were not aware of the commercialisation process. There was also apathy by some residents towards the research. The latter was consistent with previous research (e.g. Tapela, Maluleke, & Mavhunga, 2007) which concluded that KNP's neighbouring communities suffered from *inter alia* 'research fatigue' arising from the numerous research projects they have been subjected to.

As stated above, the majority of the 15 research participants were not even aware of the commercialisation process and could hardly articulate any benefits at either a personal or communal level they derived from the existence of KNP. It was observed that only a few of Belfast residents had gained tourism employment in the concessions whilst the majority of the residents did not have the capacity to exploit the investment opportunities arising from KNP's commercialisation. There was also a perceived sense that KNP should play a greater developmental role in neighbouring communities than it had and that residents still bore disproportionate costs of conservation such as wildlife depredations and opportunity costs as in the colonial-apartheid era. The research participants also indicated that poaching by local villagers was rife; the anti-hegemonic action signifying to some extent that KNP had failed to create a sense of proprietorship in Belfast village.

Tellingly, most of the participants were either not aware of the KNP-initiated Park Forum or its local representatives. The Park Forum is meant to facilitate smooth relationships between the park and neighbouring communities and offer advisory services in terms of park planning and management (Cock & Fig, 2000). The foregone coupled with the identified lack of legitimacy of the existing Park Forum meant that Belfast residents were politically disempowered; a finding that is consistent with prior research in other neighbouring communities (e.g. Anthony, 2007; Timko & Satterfield, 2008).

An inescapable conclusion reached is that KNP's commercialisation process will at best; improve the lives of a negligible proportion of residents of its neighbouring communities. It is necessary to note that there are some six million people living in KNP's neighbouring communities. The foregone analysis raises the main argument of the paper, that is, the commercialisation process must be re-conceptualised as a politicised process that created differential costs and benefits among KNP's stakeholders than hitherto suggested by prior research (e.g. Fearnhead, 2003, 2007; Spenceley, 2004, 2005; van Jaarsveld, 2004; Varghese, 2008).

It is necessary to note that the limited outcomes of the commercialisation process in relation to local livelihoods draws parallels with similar neoliberal projects launched in South Africa such as the Spatial Development Initiatives (SDIs) (see Kepe, Ntsebeza, & Pithers, 2001). The SDI is similarly articulated on the logic of poverty alleviation and the assumption that 'trickle-down effects' will benefit everyone or local communities. Contrary, field evidence from Belfast village suggests the few people who obtained employment were concentrated in low-pay and low-status jobs that do not eliminate but at best, only help one to cope with poverty. Indeed, some of the Belfast research participants did not perceive some of the jobs that were held by fellow villagers in the concessions as empowering at all.

The foregoing coupled with the limited evidence of backward linkages that had been created by KNP's concessionaires that was found, means that the commercialisation process would have marginal impact in terms of poverty alleviation in adjacent communities. In other terms, the commercialisation process does not constitute an alternative livelihood opportunity for many people in the neighbouring communities. This finding directly challenges the adequacy of neoliberal development orthodox to empower local communities within a context widely recognised by several researchers (e.g. Carruthers, 1995; Cock & Fig, 2000; Masuku van Damme & Meskell, 2009) as fraught with embittered relationships between parks and local people.

Thus, the expectations underpinning the commercialisation process that facilitating private sector's growth in the park would lead to 'trickle down' processes that could radically change local livelihoods seemed a highly romanticised but impossible feat. Rather, to reiterate, KNP's commercialisation is a politicised process; contrary to apolitical perspectives projected by prior research. Therefore, judging from the observed marginalisation of Belfast residents, the motif of 'winners and losers' becomes a useful analytical category to understand KNP's commercialisation process. That said, it is also necessary to recognise that the commercialisation process is not an anti-systemic measure rather it reinforces a system (i.e. the global neoliberal economy) that several researchers (e.g. Harvey 2005; Magubane, 2004) argue creates poverty and inequities as a condition for its continued existence. Further, the investment and employment opportunities that a few locals obtained mask unequal power relationships between neighbouring communities and KNP. Seen in this light, commercialisation may lead to Sofield's (2003) notion of 'false empowerment,' if uncritically adopted.

Reference

- Anthony B. (2007). The dual nature of parks: attitudes of neighbouring communities towards Kruger National Park, South Africa. *Environmental Conservation*, 34(3): 236-245.
- Carruthers J. (1995). *The Kruger National Park: A social and political history*. Natal: University of Natal Press.
- Castree N. (2008a). Neoliberalising nature: The logics of deregulation and reregulation. *Environment and Planning A*, 40: 131-152.
- Castree N. (2008b). Neoliberalising nature: Processes, effects and evaluations, *Environment and Planning A*, 40: 153-173.
- Cock J. & Fig. D. (2000). From colonial to community based conservation: Environmental justice and national parks in South Africa. *Society in Transition*, 31(1): 22-35.
- DEAT (1996). *The development and promotion of tourism in South Africa*. White Paper, Pretoria: Government of South Africa, DEAT.
- Goodson L. & Phillimore J. (2004). Progress in qualitative research in tourism. In J. Phillimore & L. Goodson (Eds.), *Qualitative research in tourism: Ontologies, epistemologies and methodologies* (pp. 30-45). London: Routledge.
- Guba E. G. & Lincoln Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *The handbook of qualitative research* (pp. 105-117). Thousand Oaks, CA: Sage.

- Fearnhead P. (2003). *The SANParks commercialisation strategy: SANParks update report to the Directorate*. Pretoria: Unpublished report.
- Fearnhead P. (2007). Concessions and commercial development: Experience in South African National Parks. In R. Bushell & P. F. J. Eagles (Eds.), *Tourism and protected areas: Benefits beyond boundaries* (pp. 301-314). Cambridge: CABI.
- Harvey D. (2005). *A brief history of neoliberalism*. Oxford: Oxford University Press.
- Heynen N., McCarthy J., Prudham S., & Robbins P. (2007). Introduction: False promises. N. Heynen, J. McCarthy, S. Prudham, & P. Robbins (Eds.), *Neoliberal environments: False promises and unnatural consequences* (pp. 1-22). New York: Routledge.
- Himley M. (2008). Geographies of environmental governance: The nexus of nature and neoliberalism. *Geography Compass*, 2(2): 433-451.
- Kepe T., Ntsebeza L., & Pithers L. (2001). Agri-tourism spatial development initiatives in South Africa: Are they enhancing rural livelihoods? *PLAAS*, 65(March): 1-4.
- King B.H. (2009). Commercialising conservation in South Africa. *Environment and Planning A*, 41(2) 407 – 424.
- Magubane Z. (2004). A revolution betrayed? Globalisation, neoliberalisation and the post-apartheid state. *The South Atlantic Quarterly*, 103(4): 658-671.
- Masuku van Damme L. S. & Meskell L. (2009). Producing conservation and community in South Africa. *Ethics, Place and Environment*, 12(1): 69-89.
- Nyahunzvi D. K. (in preparation). *Integrating conservation and development: A case study of Kruger National Park's commercialisation process*. Unpublished doctoral thesis, University of Otago, Dunedin, New Zealand.
- Sofield T. (2003). *Empowerment for sustainable development*. Oxford: Elsevier.
- Spenceley A. (2004). Responsible nature based tourism in South Africa and the commercialisation of Kruger National Park. In D. Diamantis (Ed.), *Ecotourism management and assessment* (pp. 267-280). London: Thomson Learning.
- Spenceley A. (2005). *Tourism investment in the Great Limpopo Conservation Area: Scoping report*. Transboundary Protected Areas Research Initiative, University of Witwatersrand.
- Tapela B. N., Maluleke L., & Mavhunga C. (2007). New architecture, old agendas: Perspectives on social research in rural communities neighbouring the Kruger National Park. *Conservation and Society*, 5(1): 60-87.
- Timko J. A. & Satterfield T. (2008). Seeking social equity in national parks: Experiments with evaluation in Canada and South Africa. *Conservation and Society*, 6(3): 238-254.
- van Jaarsveld A. (2004). *Application in terms of regulation 16.8 of the Public Finance Management Act (PFMA), 1999, Dealing with public-private partnerships, for approval of amendment and variation of agreements for the concession contracts*. Pretoria, South African National Parks.

- Varghese G. (2008). Public-private partnerships in South African national parks: The rationale, benefits and lessons learned. In A. Spenceley (Ed.), *Responsible tourism: Critical issues for conservation and development* (pp. 69-83). London: Earthscan.
- Wilson E., Nielsen N., & Buultjens J. (2009). From lessees to partners: Exploring tourism public-private partnerships within the New South Wales National Parks and Wildlife Service. *Journal of Sustainable Tourism*, 17(2): 269-285.

Earthquakes and tourism: Implications of a large Alpine Fault event on tourist mobility, and recovery issues post-earthquake

Caroline Orchiston

Departments of Tourism and Geology, University of Otago, Dunedin

Contact: caroline.orchiston@otago.ac.nz

The islands of New Zealand lie astride two actively deforming tectonic plates, creating a diverse physical landscape with high scenic value, but one which is prone to a range of natural hazards. The Alpine Fault is a 450 km-long fault which defines the position of the plate boundary as it runs the length of the Southern Alps in the South Island. Paleoseismic evidence suggests it is overdue for a significant earthquake of magnitude ~ 7.8 – 8 (Sutherland et al., 2007; Yetton, Wells, & Traylen, 1998). The “footprint” of an earthquake this size would produce severe damage to infrastructure, buildings and roads, and cause lengthy interruption to human activities. Coincident with this area of high seismic potential is a burgeoning tourism industry, which, over the past two decades has shown remarkable growth, capitalising on the region’s international reputation for unique nature-based tourism experiences (Tourism Research Council, 2009).

This paper reports on the findings of a doctoral research project designed to address the significant gap in our understanding about earthquakes and their potential effects on the tourism industry in New Zealand. The research investigated, in part, the physical outcomes of a future magnitude 8 Alpine Fault earthquake around the Southern Alps, and the issues arising from damage to roads and other lifelines infrastructure for the tourism sector. The field area extended from Milford Sound to Greymouth, including Queenstown, Mt Cook and Arthur’s Pass. Geographic Information Systems (ArcGIS) software was employed to illustrate the intensity of damage caused by a future earthquake, with spatial tourism data overlain to provide a clear picture of the vulnerability of the tourism industry to business interruption due to a significant future seismic event. In addition, a questionnaire was administered to all tourism operators around the Southern Alps involved with activities/attractions, accommodation and visitor transport. The survey was designed to investigate risk perceptions (including threat knowledge), earthquake preparedness and key business resilience factors.

Physical hazards associated with earthquakes include ground shaking, surface rupture, landslides and liquefaction (superficial soils becoming water-logged and unstable). Ground shaking during a future Alpine Fault event could last for two minutes, and cause damage to buildings, property and infrastructure, reducing the physical integrity of human structures. Surface rupture of several hundred kilometres is likely along the fault, with horizontal offsets of up to 9 m, and vertical throws of 1-2 m (Sutherland et al., 2007). Isoseismal maps spatially define the intensity of physical damage caused by earthquakes. Damage zones are assigned a number on a scale from I-XII, with damage within the MM¹ XII zone is described as ‘total destruction’ (occurring only in the most serious earthquake events). The epicentral region for a future Alpine Fault earthquake is likely to experience maximum intensities of MM X, described as ‘destructive’ (GeoNet, 2010). The MM VIII zone is particularly important in case of the

¹ Intensity is denoted as MM, after the Modified Mercalli Scale that describes it.

Alpine Fault because it defines where landsliding will be spatially widespread (Hancox, Perrin, & Dellow, 2002). Many parts of the Southern Alps are susceptible to earthquake-induced landslides due to their elevation and rock type. Landslides will create significant problems, especially where they occur near roads, bridges and settlements, and contribute to long-term redistribution of sediment yields (known as aggradation) which will change the landscape over the long term, particularly in areas with high precipitation such as the West Coast and Fiordland.

The most significant issue for the tourism sector in the aftermath of a large earthquake will be the disruption of road access and, consequently, the supply of visitors and essential supplies. Visitor activities in the region currently take place in relatively remote and hazardous settings, such as National Parks, alpine or coastal areas. Road access to Milford Sound, the West Coast and Mt Cook is via alpine passes or road ends. The Alpine Fault crosses State Highway 6 in several locations on the West Coast, and rail links through Arthur's Pass traverse the Alpine Fault near Lake Poerua. Lifelines reporting for the West Coast Regional Council and Westland District Council have provided estimates for road reinstatement following a future magnitude 8 Alpine Fault event (McCahon, Dewhirst, & Elms, 2006a, 2006b). Arthur's Pass and Haast Pass (State Highway 72 and 6) are both predicted to take six months to rebuild to a single-lane only, with on-going work required to reinstate full access. The Te Anau-Milford Highway and State Highway 80 into Aoraki/Mt Cook lie within the modelled MM VIII isoseismal zone for this study, thus similar timeframes for reinstatement of road access to Milford Sound are likely.

The perceptions survey carried out during this research demonstrate a significant gap between current scientific knowledge, and the awareness of tourism operators of the outcomes of a future Alpine Fault event. Operators were asked how long they considered it might take for their businesses to reopen following a magnitude 8 earthquake, and 15% indicated they could reopen within one week, with 43% of the sample suggesting they could reopen within a month of the earthquake. In reality, tourist numbers will experience an unprecedented drop following a magnitude 8 earthquake, and their return will only begin as roads reopen in the months following a large earthquake. Tourism operators in South Westland are likely to suffer the lengthiest delays in the return of tourist activity as a result of their vulnerability to road closure from the north and via Haast Pass. In addition, prolonged closure of Haast Pass will prevent tourists completing a north-south circuit of the West Coast for more than six months, and only those visitors with enough time and motivation will venture as far as Haast and Jackson's Bay from a northern entry point (Lewis Pass in lieu of Arthur's Pass reopening). Tourists unable to visit Milford Sound may seek alternatives, such as Doubtful Sound or Stewart Island. North Island tourism activity could benefit from increased demand as visitors choose to remove the South Island from their itinerary.

The timing of the earthquake will be critical; if it takes place during peak summer season, road works will be required as the weather worsens through the winter months, which will add to an already challenging situation. This would, however, provide hope amongst tourism operators that the following summer could see renewed tourism activity, 12 months after the event. On the other hand, a mid-winter earthquake event would result in serious impacts on the coming summer season as many tourist roads remain closed, and tourists change their itineraries, prolonging a recovery in tourists numbers until the following summer ~ 18 months after the earthquake.

References

- GeoNet, (2010). *New Zealand Modified Mercalli Intensity Scale (simplified)*. Retrieved May 27, 2010, from <http://www.geonet.org.nz/earthquake/geonet-modified-mercalli-intensity-scale.html>
- Hancox, G. T., Perrin, N. D., & Dellow, G. D. (2002). Recent studies of historical earthquake-induced landsliding, ground damage, and MM intensity in New Zealand. *Bulletin of the New Zealand Society for Earthquake Engineering*, 35(2), 59-95.
- McCahon, I., Dewhurst, R., & Elms, D. (2006a). *Westland District Council lifelines study*. Christchurch: Westland District Council.
- McCahon, I., Dewhurst, R., & Elms, D. (2006b). *Alpine fault earthquake scenario: West Coast Engineering Lifelines study*. Christchurch: West Coast Engineering Lifelines Group.
- Sutherland, R., Eberhart-Phillips, D., Harris, R. A., Stern, T., Beavan, J., Ellis, S., et al. (2007). Do great earthquakes occur on the Alpine fault in central South Island, New Zealand? *Geophysical Monograph, SIGHT*, 175, 235-251.
- Tourism Research Council (2009). *International visitor arrivals: Key data, year end August 2009*. Retrieved 17 October, 2009, from <http://www.tourismresearch.govt.nz/Data--Analysis/International-tourism/International-Visitor-Arrivals/IVA-Key-Data/>
- Yetton, M. D., Wells, A., & Traylen, N. J. (1998). *The probability and consequences of the next Alpine Fault Earthquake*. EQC Research Project 95/193. Wellington: Geotech Consulting Ltd.

Natural resource management in local hands? How local communities and local government agencies are sharing responsibility for conservation and natural resource management in a popular nature-based tourism destination in New Zealand

Anna Palliser

Southland Institute of Technology, Invercargill; University of Otago, Dunedin

Contact: anna.palliser@sit.ac.nz

Across the globe neoliberal policies support the transfer of environmental responsibility to local authorities, groups and individuals (Hopa, 1999; Scanlon, 2001). New Zealand, like many other countries, has seen a growing trend towards what is often termed 'community participation', with government agencies working with local communities to achieve mutually desired goals (Larner & Craig, 2002). While some argue that these approaches are focused on reduced state involvement with, and spending on, social and environmental welfare (Glennester & Midgely, 1991 as cited in Hopa, 1999), sustainability science (Kates et al., 2001) and ecological resilience studies (Olsson, Folke, & Berkes, 2004) consider local and indigenous ecological knowledge and local community involvement in natural resource and conservation management to be imperative for movement along ecologically sustainable pathways.

In practice however the transition towards community participation in natural resource management appears far from simple (Kellert, Mahta, Ebbin, & Lichenfield, 2000) leading to questions both about how power is shared between different community groups and government agencies (Leach, Mearns, & Scoones, 1999) and the value given to different knowledges, such as scientific and anecdotal (Huntington, 2000). In addition the ability of government agencies and local communities to work together, to build relationships and resolve conflicts, together with the amount of resources they have at their disposal, can also affect the success of such ventures (Allen & Curtis, 2005; Margerum, 2007). The way such issues are dealt with may profoundly affect the integrity of local ecosystems around the world.

This paper explores the differences between two local community groups in New Zealand who are working with government agencies to achieve resource management and conservation outcomes. How these differences may be contributing to the degree of satisfaction locals have in undertaking voluntary natural resource management is examined. These groups were part of a wider, in depth case study of a popular nature-based tourism destination in New Zealand, which studied local ecological knowledge and local perceptions of local ecosystems and how they were being managed. Following a qualitative, interpretive, reflexive methodology, the researcher spent extended periods in the case study area, becoming involved in two local resource management projects, attending meetings and interviewing a wide range of people, for example government agency representatives, conservation groups, customary fishing groups, fishers, farmers and wildlife-watching tour operators.

The case study area was the Akaroa harbour region of Banks Peninsula, a popular nature-based tourism destination situated about 80km from Christchurch City, South Island New Zealand. The large

harbour is well-used by commercial and recreational fishers, aquaculturists, recreational boaters and wildlife-watching tour operators. It is very fish-depleted compared to the past, with some pollution from sewage and storm water and sedimentation run-off from the steep sided hills surrounding the harbour. These hills were largely denuded of native forest in the past; however there has been significant regeneration in recent years and a wide interest in pest control and planting. Many of the residents are long term local people, with a significant number coming from families who have farmed and fished in the area for six or seven generations. There are also an increasing number of incomers, often retirees and lifestyle block owners, attracted by the natural beauty. These people often have a strong interest in conservation and no need to earn their living from the local area (Fountain & Hall, 2002).

The first group investigated is a local group working with predator eradication and native planting. It began with one man trapping predators on his land, to protect native birds. Nearby his land is a large area of native bush owned by Ngai Tahu, the local iwi (Maori tribe), and he approached them asking if he could also begin trapping there. Both Ngai Tahu and the Department of Conservation (DOC) were very supportive, providing him with traps and training in trapping and monitoring. His work extended into planting natives and other local landowners became involved, developing a group which invites local experts to speak at evening meetings. One member of the group commented:

Mostly people live out here because they're interested in the environment so if you can get them interested and show them that you're not trying to regulate them too much, you've got a very keen and capable group of people and if you can get the advice from the scientists and combine that with enthusiastic locals then you've really got something happening. (participant 22).

Many of this group are incomers, with time to spare for such work and a strong interest in conservation. Initially as incomers, they were wary of local disapproval, saying:

It's pretty tentative but we're all relatively new here and there's this thing on the peninsula about the old...the hillbillies and the incomers, which I don't find comfortable. But you're quite cautious about doing stuff. (participant 22).

However they are very satisfied with the support they receive from government agencies, Ngai Tahu and scientists and felt these groups were satisfied with their work saying:

I suppose we are doing something positive and they are happy we are doing things they want to do but don't have the resources. (participant 22).

The second community group is the Akaroa Harbour Taiāpure Management Committee, who manages the customary fishing area (the taiāpure) which covers most of the harbour. Taiāpure legislation allows them to make recommendations to the Ministry of Fisheries for legislation to be passed regarding fish take in the harbour but gives them no jurisdiction over other harbour issues such as controlling pollution. The committee receives no financial support for their work and consists of Maori and non Maori, most of whom are long-term locals, often earning their living locally as fishers, tour operators or aquaculturists. DOC and the Ministry of Fisheries attend committee meetings.

Committee members described supporting the taiāpure as it appeared to allow locals to regain some control over harbour management; many remembered local councils being responsible for harbour management but had seen that local control eroded by centralised agencies:

Yeh so when they mooted the idea of the taiāpure because they could because it was included in the ministry of fisheries act, we looked at it and we thought 'shit this is a good idea, it's going to allow it to come back to the people. (participant 31)

However, members also expressed frustration because their legislative power was limited to recommending fish take legislation yet they wanted to improve harbour water quality, which many thought was having a detrimental effect on fish stocks.

Things like pollution in the harbour is not under our control, we can ask about it or complain about it but it's not something we can regulate so you're just limited to fishing. (participant 14)

During a taiāpure meeting where members of the regional council had been invited to discuss water quality issues, taiāpure members asked for details about further water quality monitoring needed, offering to monitor these to fill in knowledge gaps. However, regional council representatives were reluctant to engage with the possibility of raising the standards for water quality in the harbour, and reluctant to share information about gaps in their knowledge and how monitoring could be improved. Taiāpure members also voiced frustration about the lack of funding and the time commitment required for the work.

Comparing these two groups illustrates many differences. The long-term locals of Group two have a strong investment in and sense of ownership over local natural resources. Having witnessed a slow erosion of local control, they are questioning government agencies, their work and policies, and asking for changes that agencies may be unwilling or unable to make, making it challenging to develop good working relationships. While Group Two, as incomers, are more willing to learn from agencies, less critical, have more time available and appear more satisfied with their relationships with agencies.

In conclusion, both groups illustrate the passion and enthusiasm local people can bring into management of local natural resources. However while Group One doesn't challenge agency authority or work outside agency requirements, Group Two challenges agency authority and the degree of power-sharing and in so doing highlights an unequal balance of power between local groups and agencies and the tensions and potential conflicts this can create. These differences are especially important because Group Two includes many long-term locals with an intimate knowledge of local natural resources and ecosystems, people who, according to the research in sustainability science and ecological resilience, need to be engaged with local natural resource management for a transition into more sustainable pathways of development (Berkes, Colding, & Folke, 2003). While government agencies may be satisfied with their work with groups such as Group One, this research suggests that changes may be needed in order to create satisfying outcomes with groups who have both a long-term, strong investment in local natural resources and a deep knowledge of local ecosystem processes.

References

- Allen, C. & Curtis, A. (2005) Nipped in the bud: Why regional scale adaptive management is not blooming. *Environmental Management*, 26, 414-425.
- Berkes, F., Colding, J., & Folke, C. (Eds.) (2003). *Navigating social-ecological systems: Building resilience for complexity and change*. UK: Cambridge University Press.
- Fountain, J. & Hall, M. C. (2002). The impact of lifestyle migration on rural communities: A case study of Akaroa, New Zealand. In M. C. Hall & A. M. Williams (Eds.), *Tourism and migration: New relationships between production and consumption* (pp.153-168). The Netherlands: Kluwar Academic Publishers.
- Hopa, N. K. (1999). Land and re-empowerment: 'The Waikato case'. In A. Cheater (Ed.), *The anthropology of power: Empowerment and disempowerment in changing structures*. London: Routledge.
- Huntington, H. P. (2000). Using traditional ecological knowledge in science: Methods and applications. *Ecological Applications*, 10(5), 1270-1274.
- Kellert, S. R., Mahta, J. N., Ebbin, S. A., & Lichenfield, L. L. (2000). Community natural resource management: Promise, rhetoric, and reality. *Society and Natural Resources*, 13, 705-715.
- Kates, R. W., Clark, W. C., Corell, R., Hall, J. M., Jaeger, C. C., Lowe, I., et al. (2001). Sustainability Science. *Science*, 292(5517), 641-642.
- Larner, W. & Craig, D. (2002). After neoliberalism? *Local partnerships and social governance in Aotearoa/New Zealand*. Research Paper Number 3 - Strengthening communities through local partnerships programme. Auckland: Local Partnerships and Governance Research Group, University of Auckland.
- Leach, M., Mearns, R., & Scoones, I. (1999). Environmental entitlements: Dynamics and institutions in community-based natural resource management. *World Development*, 27(2), 225-247.
- Margerum, R. D. (2007). Overcoming locally based collaboration constraints. *Society and Natural Resources*, 20(2), 135-152.
- Olsson, P., Folke, C., & Berkes, F. (2004). Adaptive co-management for building resilience in social-ecological systems. *Environment Management*, 34(1), 75-90.
- Scanlon, C. (2001). A Step to the left? Or just a jump to the right? Making sense of the third way on government and governance. *Australian Journal of Political Science*, 36(3), 481-498.

Business perspectives on tourism trends: The case of the Otago Central Rail Trail

Arianne Reis & Carla Jellum

Centre for Recreation Research, University of Otago, Dunedin

Contact: arianne.reis@otago.ac.nz

The Otago Central Rail Trail (OCRT) was established in February 2000 through a cooperative effort between the Department of Conservation and the Otago Central Rail Trail Trust. Located in Central Otago, the 150 km recreational rail trail was built upon Central Otago's historic railway foundations. The rail trail (west from Middlemarch) travels along the Taieri River and through the Maniototo Plains; crosses the Rock and Pillar, North Rough, and Raggedy Ridge ranges; and passes through Ida Valley and Poolburn Gorge along the Manuherikia River. OCRT recreation facilities include 14 trail side ganger's sheds which contain interpretive panels (inclusive of maps, colourful photographs, and educational material), 12 toilet facilities, and directional signs. Activities include visiting historical sites, wildlife viewing, and competitive events, as well as opportunities for golfing, curling, fishing, wine touring, camping, and visiting museums and art galleries.

This paper will report on a research project conducted in 2008 that aimed at assessing the trends and economic impact of the Otago Central Rail Trail on businesses in the areas most affected by the trail (Jellum & Reis, 2008). This research provides insights into changes and trends in business characteristics, OCRT visitor demographics, and OCRT impacts on the community.

The data collection method employed for this research was a self-administered questionnaire survey with close- and open-ended questions. In total, the survey comprised six pages, 43 questions, some with more than one item to be responded to, divided into six sections: 1- Business Characteristics and Structure; 2- OCRT Impact on your Business; 3- OCRT Impact on your Community; 4- Improvements to the Current Scenario; 5- Identification; 6- Accommodation Businesses only. The central focus of the survey was on businesses' growth and turnover derived from the rail trail, as well as some general impact questions. Businesses' characteristics were sought to provide a context for the analysis as well as to show the trends in business types and sizes in the region. Insights into peak seasons and activities that may or may not improve businesses were also included in the questions. The instrument was pre-evaluated by 7 postgraduate students and pre-tested with one stakeholder in the area. Several adjustments were made following the evaluations and test until the final version was reached.

Two different survey distribution methods were utilised: 1) online questionnaires were distributed to businesses with available email addresses and 2) hard-copy questionnaires were posted along with self-addressed, postage-paid return envelopes to businesses without known email addresses. The internet questionnaire was designed as closely as possible to the hardcopy questionnaire to ensure as accurate response as possible. Accommodation providers and general businesses were selected to participate through a non-random selection process. A total of 326 questionnaires were initially distributed, however, twenty-two postal questionnaires were returned due to unknown or undeliverable addresses, for a total distribution of 304 questionnaires.

A total of 109 useable questionnaires were successfully completed and returned. The overall response rate was 35.5%; with a postal response rate of 26.7% (n=30) and internet survey response rate of 41.1% (n=79). The majority (68.8%) of respondents were Accommodation Providers, followed by 22% Food and Beverage, 14.7% Retail, 10.1% Tour Operators, 7.3% Transport Providers, and 3.7% representing other types of businesses, including a travel agency, post office, and service station. Results also indicate that the sample comprised two main types of businesses: large businesses with a total turnover of more than \$250,000 (32.6%), and small businesses with a total turnover under \$10,000 (29.5%).

A total of 552 full-time and part-time staff were reported to be employed and a significant number of these employees are employed part-time, both during the summer and winter seasons. The majority of business staff earn between \$12.50 and \$20.00 per hour including 235 part-time staff employed during the summer compared with 147 part-time staff during the winter season.

A steady increase in business development has been reported since the opening of the rail trail. However, the number of people employed annually has decreased slightly, according to survey results. The majority of respondents stated that the OCRT has a significant impact on their businesses. Likewise, although some respondents reported business growth over the past three years, the slight overall decrease in business growth since 2005 was attributed to increases in petrol prices, more competition, and fewer overseas visitors.

As expected, February and March are the busiest months for businesses on the rail trail whereas June and July are the quietest. A significant percentage (22.6%) of businesses close for four or more weeks during the year and, most commonly, during the months of July and August. However, for 72.6% of the respondents, if there was demand during winter months businesses would operate without stop. In fact, 51.1% of respondents believe that there is potential for an increase in visitor numbers during the winter season, but that more effort should go towards promoting activities and places to attract tourists during this period.

The changes in visitor demographics suggested by respondents indicate that there has been a change to younger visitors (36-50 years of age), medium sized groups (three to four), while cycling remains the main activity for those visiting the Otago Central Rail Trail. The majority of reported rail trail users are from the North Island, New Zealand. Since 2005, trends indicate a slight decline in overseas visitors from Europe and the UK; however, business owners believe that there has been a significant increase in visitors from Australia. Word of mouth and the OCRT website are the most common means of bringing visitors into contact with businesses.

Business owners indicated that the rail trail's impact on the community brings 'Greater Community Pride' and 'Increased Employment'. The latter statement contradicts the reported decrease in employment. Rubbish problems, noise and crowding were some of the few negative comments provided by respondents. The majority of respondents felt that the Taieri Gorge Railway Package would be beneficial for business and felt they were getting enough support from tourism councils. Finally, the five main suggestions for OCRT improvements were: 1) More activities to encourage better spread of

time to use the trail; 2) More information panels pointing out areas of interest; 3) Greater use as an educational resource; 4) More on-trail toilets and; 5) More shade trees.

The Rail Trail has become a significant part of the local economy but its contribution is uneven, largely unpredictable and subject to economic forces operating at a scale much greater than local businesses' area of operation. The challenge must be to promote the OCRT more effectively, in particular in the shoulder and winter season, and to develop the product to the point where business owners can predict cash flow and employment requirements.

References

Jellum, C., & Reis, A. (2008). Otago Central Rail Trail economic impact and trends survey 2008. Report presented to the Otago Central Rail Trail Trust, New Zealand. 2008.

Exploring the roles of national parks and natural areas in raising society's green credentials

Kerry Shephard^a, Sam Mann^b, Nell Smith^a, John Harraway^c, Lynley Deaker^a & Freya Broughton-Ansis^c

^a *Higher Education Development Centre, University of Otago, Dunedin*

^b *Otago Polytechnic, Dunedin*

^c *Department of Mathematics and Statistics, University of Otago, Dunedin*

Contact: kerry.shepard@otago.ac.nz

This paper explores how we might research the impact that recreation within natural areas has on the affective attributes (values, attitudes, behaviours and dispositions, rather than knowledge or skills) of those who experience these areas. The attributes of interest are primarily those that relate to environmental protection, to global citizenship, to conservation and generically, to individuals' 'ecological worldview'. Does a visit to a national park result in the visitor subsequently making more environmentally responsible decisions in their every-day life? How would we know? If we did know, and it doesn't, what might we do with this information?

There is, arguably, no a-priori reason why recreational experiences in natural areas should impact on an individual's ecological worldview but given international concerns about the fragility of natural areas, and the planet in general, every reason to hope that such impacts occur and that they are positive. Guardians of our National Parks and ecotourism groups are not the only groups being urged to consider the consequences of their activities on the ecological worldviews of their clientele. Groups that traditionally conceptualized their roles in a restrictive way are starting to consider their global responsibility. In some cases legislation provides the encouragement but perhaps more often 'market forces' have this effect. All branches of education are currently being challenged to 'educate for sustainability'. Retailers are encouraged to commit to sustainable causes themselves and to encourage environmentally responsible purchasing by their customers. Indeed, all businesses are under pressure to behave ethically and responsibly. Perhaps because natural areas provide the most vulnerable interface between humans and the environment, it is within these areas that we need to focus particular attention. Do those responsible for opening natural areas to visitors also have a particular responsibility to monitor the impact of the natural areas on these visitors? Should they address what impact they intend and question how best to have these impacts? Do they share responsibility for 'education for sustainability' with more formal branches of education?

This paper describes some research approaches that have been used in higher education settings to record and to monitor changes in the ecological worldviews of individuals. The data illustrates the comparative effectiveness of a range of research instruments in an educational setting that may have application in recreational settings.

A survey was developed to benchmark the affective sustainability-characteristics of an incoming cohort of Otago Polytechnic students, with the intention to monitor changes in these attributes as the students experience higher education over subsequent years. The survey contained a number of research

instruments and this abstract addresses the comparative efficacy of four of these instruments in describing the affective characteristics of the students. The instruments all depended on respondents' self-reporting in the absence of researchers or interviewers. The survey instrument was distributed to all incoming students in Otago Polytechnic at the start of the 2008 academic year, for all students enrolled for 0.8FTE (full time equivalent) or greater. The survey instrument contained 11 separate questions, representing several distinctive methodological approaches. This article reports on comparisons between four of these questions, representing three substantially separate approaches.

Question 1 contained the Revised New Ecological Paradigm Scale (NEP) (Dunlap, 2008; Dunlap, Van Liere, Mertig & Jones, 2000). The New Environmental Paradigm (Dunlap and Van Liere, 1978) and the now Revised New Ecological Paradigm Scale have been extensively used for classifying, and better understanding the values, attitudes and beliefs (collectively styled by Dunlap et al. as 'ecological worldview') that people have about the natural environment. The Revised NEP Scale includes 15 statements that relate to limits to growth, the position of humans in the environment, the fragility of nature and the imminence of ecocrisis. Respondents are asked to record their agreement with these items on a five point Likert scale. Question 7 derives from a different research approach and encourages reflective and personal appraisal in an open-ended written response to a partially developed scenario. Question 7, within a response box asks respondents "*if in your first position/job after you graduate you are asked by your supervisor to perform a task that you consider to be unsustainable practice, what would you do?*" Questions 10 and 11 in the survey instrument derive from a different research approach again. Personal Meaning Mapping (Storksdieck, Ellenbogen & Heimlich, 2005) is an open-ended, broadly qualitative, approach that asks respondents to write down words or phrases, or to draw images of thoughts, that come to mind when prompted by a trigger word or phrase (in this case "*I can think and act as a sustainable practitioner*" and "*Otago Polytechnic is a Living Campus*"). This approach is open to a range of analytical procedures but researchers were broadly interested in the nature of respondents' first responses and in changes in these responses after an intervention or time period.

There were 540 respondents to the survey instrument. Responses to questions 7, 10 and 11 were in a range of forms. Most were text-based (hand written) although 20 were text-based, typed and submitted online. Seven respondents drew recognisable images in response to Question 10 and seventeen to Question 11. Coding produced a two level categorical code; 1= Strong pro-environmental stance and 2= Weak pro-environmental stance. Other responses were identified as missing data if the response was not clearly interpretable as weak or strong and many potentially intermediate stances were categorised in this way because of the difficulties in coding such subjective data. The two level classification-variable was used to test whether the mean NEP score for each individual was significantly different for the Strong and Weak groups using independent sample T-Tests. For all questions, the mean NEP scores of individuals in the Strong group was significantly lower than that of the Weak group.

These results suggest that each of these four instruments reported here may measure the same characteristics (sustainability literacy, action competence or pro-sustainability attitude) or that varying characteristics (such as possessing an ecological worldview, expressing a pro-environmental response to an ethical work-related dilemma, or having a sophisticated understanding of sustainable practice or

of a sustainable campus) on average co-locate within individuals in this student population. Either rational provides encouragement for continued use of any of these four instruments. A related question is whether in the future only one of these questions needs to be asked to monitor change in this population. It is notable that Questions 7, 10 and 11 are relatively easy for respondents to identify a correct answer (with reference to the aims of the survey and of the institution) whereas in the NEP (Question 1) 7 of its 15 items have their pro-ecological sentiment reversed. Devious respondents may identify this reversal and seek to pervert the instrument but the task would be challenging for many. The NEP also has the advantage that responses can be related to subdivisions of overall ecological worldview, such as tendency to recycle, to conserve, to support animal rights and to be cautious about the future (Shephard, Mann, Smith, & Deaker, 2009). It seems unlikely that Questions 7, 10 and 11 will give rise to such granularity.

Unlike measuring a variable such as height, it is likely that each research instrument or approach designed to measure affective attributes will introduce its own limitations and biases and there may be no objective truth to measure. Perhaps the best that we can do is not to place too high reliance on one instrument; using several for comparative purposes may provide the most appropriate way to monitor change associated with experiences in natural areas or more generic education for sustainability.

References

- Dunlap, R. E. (2008) The new ecological paradigm scale: From marginality to worldwide use. *Journal of Environmental Education*, 40(1), 3-18.
- Dunlap, R. E., & Van Liere, K. D. (1978). A proposed measuring instrument and preliminary results: The new environmental paradigm. *Journal of Environmental Education*, 9, 10-19.
- Dunlap, R., Van Liere, K., Mertig, A., & Jones, R. (2000). New trends in measuring environmental attitudes: Measuring endorsement of the new ecological paradigm - A revised NEP scale. *Journal of Social Issues*, 56(3), 425-442.
- Shephard K., Mann S., Smith N., & Deaker L. (2009) Benchmarking the environmental values and attitudes of students in New Zealand's post-compulsory education. *Environmental Education Research*, 15(5), 571-587.
- Storksdieck, M., Ellenbogen, K., & Heimlich, J. (2005). Changing minds? Reassessing outcomes in free-choice environmental education. *Environmental Education Research*, 11(3), 353-369.

Tourist destinations on public conservation lands: On a road less travelled?

Steve Sutton & Harvey Collerton

Department of Conservation, Wellington

Contact: ssutton@doc.govt.nz

Background

The Department of Conservation (DOC) has adopted the Destination Management Framework¹ to facilitate achieving its commitment to Government outcome statement of '*more people participate in recreation*', which in turn is part of achieving DOC's vision '*New Zealand is the Greatest Living Space on Earth*'. For protected areas the goal of *more people participating* is always tempered by the qualification that the primary aim is to ensure the protection of natural and historic values. There are also issues arising where use levels impact negatively on the experiences people are expecting. This paper discusses how DOC can better understand the potential at specific locations to increase visitor use levels, which by necessity must be complemented by managing to keep impacts to within acceptable limits².

People visit public conservation areas for a variety of reasons, but critical to that choice is that the opportunities³ available at these places are at least as appealing as other leisure choices. Research tells us that time and cost are critical factors in people's choice to recreate (Hanink & White, 1999; Peter Glen Research, 2009), and DOC has decided to make a priority of those places that provide opportunities that are near to where people live and where they travel and holiday. A model has been developed to compare the likelihood of visitation across DOC's destinations, taking account of the qualities of the site and the cost of getting there. The modelling was applied to road-accessible sites where the majority of visitation to New Zealand's public conservation areas occurs.

Modelling visitation

DOC has developed a *gravity model* to predict visitor flows, from places of residence and from travel routes, to places of recreation (destinations). Underlying this model is the concept of supply and demand.

Demand is reflected by the numbers of people willing to visit and supply by the opportunities available at the destinations.

Demand is described within three distinct markets;

1. NZ residents
 - This is represented by where people live, towns and cities, or census mesh-block data

¹ The Destination Management Framework is the result of recent work that provides strategic direction to the department's management of recreation and tourism opportunities, and documentation on this approach is now being completed.

² The topic of impact assessment is not a topic for this paper. Impact identification and management is covered by many publications, notably: Cessford & Dingwall (1997), Liddle (1997), Ceballos-Lascurain (1996), Pickering (2010).

³ *Opportunity* is a term used in recreation management to mean the potential for undertaking a chosen activity in a desired setting.

2. New Zealanders travelling as tourists
 - New Zealanders travelling (within New Zealand) away from their normal place of residence for at least one night for leisure
 - Uses the Ministry of Tourism *tourism flows* data⁴
3. International visitors travelling
 - International visitors, excluding business travel, travelling in New Zealand
 - Uses the Ministry of Tourism *tourism flows* data

Supply is reflected by the places DOC manages that can be visited, broadly described as either frontcountry (places you can drive to or have regular ferry services) and backcountry (places you will have to walk at least a few hours to reach). These places are defined as discrete *destinations*, to distinguish between the many opportunities available.

- Taking a visitor perspective, a destination in the frontcountry will be a distinct geographic area, and the facilities that enable access to that area. As an example, a destination may include the road end, the picnic area and the associated short walks, but not a walking track that is 2km distant further along a road.
- In the backcountry a destination will be the tracks that make up a popularly recognised tramping⁵ or hunting journey, and huts and bridges along the tracks.

Each destination will have characteristics that attract people to visit, usually some natural or historic feature or features, and the facilities to enable access. The facilities provided may then also become part of the attraction, such as open space picnic areas, camp sites, visitor centres, and significant bridges. The success of a destination in terms of attracting the people that managers intended to attract is also reliant on appropriate information provision, and dependent on other parts of the wider tourism or recreation product; road infrastructure, transport options, services from nearby towns, support organisations, booking systems etc. This complexity makes modelling the system of recreation and tourism visitation very difficult, so some generalisations are required in order to focus on significant factors.

The attractiveness of each location is a subjective assessment, although there is both academic research (e.g. Kaplan, Kaplan, & Ryan, 1998) and public behaviour to draw on to identify likely desirable characteristics. DOC has described and rated destinations based on concepts of uniqueness or the scale of visual impact of the setting, drawing on an understanding of the scenic value, historic features, range and quality of the opportunity available. A relative score has been assigned to each destination, rating the degree of significance ranging from the only one of its type in New Zealand (score = 9), to one of many found regionally (score = 1). This score can be considered the 'mass' of the site in a gravity model, and reflects the ability of the destination to pull in visitors.

The gravity model uses the following formula to generate a 'score' or index of likely visitation.

⁴ See <http://www.tourismresearch.govt.nz/Data--Analysis/Analytical-Tools/Tourism-Flows-Model/>

⁵ The terms 'tramping' and 'tramp' are used in New Zealand to reflect activities referred to in other countries as 'trekking' or 'bushwalking'. There is no standard international term for this extended, often overnight, foot travel in natural areas.

$$MP_{ij} = k \frac{P_i S_j}{d_{ij}}$$

MP = Market potential

P_i = Population of origin i

S_j = importance of the location of destination (Site score)

d_{ij} = the distance between the location of origin and location of destination

k = a proportionality constant

Therefore the market potential of a site for a particular activity is proportional to the score of the site and population divided by their distance. The model was used to generate a score for individual sites based on the specific activity available which were amenity areas (picnics, short stops), historic sites, short walks, tramping and camping. Distance as a cost is treated differently according to the type of activity. Short duration activities like picnics and short day walks have a higher cost distance because people are only prepared to travel short distances for these, but will travel much further for multi-day camping and tramping activities which require more planning and commitment and are undertaken less frequently.

Where individual sites and their activities formed clusters in a specific geographic location these were aggregated into an access point feature labelled as gateways. These represent “service bundles” which enhances the overall appeal of the destination as a whole and a weighting was applied to these according to the range and quality of the activities available.

Use of this information

The gravity model offers a tool for comparing destinations in terms of the likelihood they will be visited. This is helpful when developing new opportunities, and when prioritising across a number of very similar destinations.

DOC has counts for visitation at a number of its more popular destinations, and has estimates of use at the majority. The combination of the demand potential from the gravity model and these counts provides very useful information for managers. These can be summarised as follows:

1. Destinations with a high estimated potential and high use appear to be delivering on their potential.
2. Destinations with low potential and low use must be a low priority when seeking to grow participation.
3. Destinations with a high potential and a relatively low use appear to be underperforming, and investigation is needed to determine what is missing (often this is promotion, but can also be poor site development).
4. Destinations with relatively low demand potential and relatively high use are opportunities to look for success factors.

Table 1: Comparing potential visitation with known visitation

High visitor potential & low relative visitation		High visitor potential & low relative visitation	
	Annual Visitation		Annual Visitation
Ruapekepeka Battlefield Walk (Northland)	15,000	Pataua Island access (Whangarei)	25,000
Albany Scenic Reserve (Auckland)	1,500	Ruakuri walk (Waitomo)	35,000
Hakarimata walkway (Waikato)	2,000	Okere Falls (Rotorua)	50,000
Lindemann's loop track (Kaimai Mamaku Forest)	3,900	Huka Falls (Taupo)	600,000
Raurimu Spiral viewpoint (Tongariro NP)	3,500	Raukawa Falls (Parapara Highway)	20,000
Bruce Park track (SH1, Hunterville)	1,500	Otaki Forks (Manawatu)	48,000
Lake Tutira picnic area (Napier)	1,000	Kaikoura Peninsula lookout	240,000
Wairau Lagoons walkway (Marlborough)	1,500	Hooker Valley track (Aoraki Mt Cook)	53,000
Dobson nature walk (Arthurs Pass)	2,000	Sentinal Rock walk (Franz Josef)	70,000
Aorangi Nature walk (Greymouth)	750	Moeraki Boulders (Otago)	108,000
Gabriel's Gully track (Central Otago)	1,500	Key Summit track (Milford road)	18,000
Kingswood Bush track (Southland)	1,200		
Low visitor potential and low visitation		Low visitor potential and high visitation	
	Annual Visitation		Annual Visitation
Toatoa Track (Northland)	900	Tane Mahuta Walk (Northland)	110,000
SS Wairarapa Graves (Great Barrier island)	900	Stony Batter gun emplacements (Waiheke Island)	33,000
Devlin's track (Kawhia)	700	Cathedral Cove (Coromandel)	90,000
Cathedral Grove walk (Whirinaki Forest)	220	Morere Nikau Pools walk (Mahia)	60,000
Kapapo Campsite (Kaimanawa Forest)	200	Tongariro Alpine Crossing (Tongariro NP)	77,000
Pukehinau Walk (Pipiriki)	650	Dawson Falls roadend (Egmont NP)	74,000
Honeycomb Rock walkway (Wairarapa)	350	Waiohine roadend	13,000
Puponga Mine track (Golden Bay)	100	Abel Tasman Memorial (Golden Bay)	35,000
Mt Nimrod track (South Canterbury)	200	Peel Forest campground (South Canterbury)	11,000
Lake Hanlon walk (Buller)	500	Lake Mahinapua picnic area (West Coast)	37,000
Earnslaw Burn picnic area (Central Otago)	500		
Elders track (Tuatapere)	200		

Table 1 provides examples of destinations that match each of these categories. There are value judgements that can be applied to these results, and care should be taken when interpreting these findings. The term low or high relative visitation applies only to the comparison of the potential for

visitation with actual. A destination that is busy, but not as busy as the gravity model suggests is still a success, as reflected by every satisfied visitor. In such a case this model simply identifies that there appears to be the potential for significantly greater visitation based on demand and attraction.

Conclusions

Increasing visitation to the places suitable for public use is a goal that both reflects a public demand for these types of opportunity, and also helps grow many people's appreciation of and support for conservation. Given the large number of places DOC manages for public visitation, the ability to focus facility development and promotion to get the most gain is critical to the effective use of public funds. A gravity modelling technique assists DOC to identify those places that have the most potential to attract visitors and how to effectively allocate scarce resources to achieve the optimal benefit.

References

- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism and protected areas: The state of nature-based tourism around the world and guidelines for its development*. Gland, Switzerland: IUCN.
- Cessford, G. R. & Dingwall, P. R. (Eds.) (1997). *Impacts of visitors on natural and historic resources of conservation significance. Part 1, Workshop proceedings*. Science and Research Internal Report no. 156. Wellington: Department of Conservation.
- Hanink, D. M. & White, K. (1999). Distance effects in the demand for wildland recreational services: the case of national parks in the United States. *Environment and Planning A*, 31, 477-492.
- Kaplan, R., Kaplan, S., & Ryan, R. L. (1998). *With people in mind: Design and management of everyday nature*. Washington: Island Press.
- Liddle, M. (1997) *Recreation ecology: the ecological impact of outdoor recreation and ecotourism*. London: Chapman and Hall.
- Peter Glen Research (2009). *Recreation opportunities review in the Wellington Conservancy - Stage 2: Quantitative survey*. Wellington: Wellington Conservancy, Department of Conservation.
- Pickering, C. M. (2010). Ten factors that affect the severity of environmental impacts of visitors in protected areas. *AMBIO*, 39, 70-77.

Symposium Participants – Short Abstracts

From preserve to incubator: Giving a new meaning to the conservation estate

Mick Abbott

Department of Design Studies, University of Otago, Dunedin

Contact: mick.abbott@otago.ac.nz

Recently the business cards given out by staff working for the Department of Conservation were changed. On the reverse is now written 'tiakina, hākinakinatia, whakauru: protect, enjoy, be involved'. This paper applies phenomenological developments in landscape theory and examines how the recently added call to 'be involved' could be articulated in today's conservation estate. Alongside current endeavours (volunteer programmes and community consultation) other opportunities are identified. These include: taking interpretation into the field; using facilities to express our involvement with the land; using more locally indigenous materials; ensuring track design and construction methods keep walking fun; and using programmes such as the pilot Kiwi Ranger project to get children more engaged in our public lands and waters. Finally the adherence to the term 'visitor' as in the Department's Visitor Strategy is critiqued, as it alienates New Zealanders from a sense of belonging and active involvement in our public lands and waters: for example 'many New Zealand visitors believe that the opportunity to freely visit these areas is synonymous with the indigenous character of New Zealand'. Instead, refocusing people's involvement through strategies to foster more participation in New Zealand's public lands and waters is advocated.

Using innovative equipment design to increase a sense of participation in the conservation estate

Mick Abbott

Department of Design Studies, University of Otago, Dunedin

Contact: mick.abbott@otago.ac.nz

This paper investigates the diverse relationships enabled by the types of equipment people carry and use when travelling in the conservation estate, and the effect different technologies have in creating a sense of immersion within the wilderness environments. The underpinning for this research is based in a participatory understanding of landscape in which "the landscape becomes part of us, just as we are part of it" (Ingold, 2000, p. 191). Such a position shifts the research emphasis from understanding the diverse meanings of the conservation estate to examining the multiple ways in which it is practiced. Hence the focus of this paper is to explore how a participatory engagement of the outdoors might be prompted. The research compares the different technologies and skills enlisted to cook a meal. It then discusses which methods best enable an immersive experience of the outdoors in an attempt "to make sense of the ecologies of place created by actions and processes, rather than the place portrayed by the end product" (Lorimer, 2005, p. 85).

Outdoor adventures for senior citizens

Mike Boyes

School of Physical Education, University of Otago, Dunedin

Contact: mike.boyes@otago.ac.nz

Natural outdoor environments offer unique opportunities for people of all ages to become physically active, psychologically engaged and socially networked. There are well documented health and lifestyle benefits of physical activity for the elderly including the prevention/delay of common chronic illnesses, improved functional ability, reduced possibility of falling, and longer independent lifestyles. Cognitive benefits also accrue such as higher cognitive performance, better memory and a positive effect on negative emotions such as depression. In addition, opportunities for social interaction are enhanced. The natural environment has benefits of its own such as: influencing longevity, restorative effects, stress recovery, feelings of satisfaction and wellbeing, health benefits from exposure to natural sunlight, the improvement of sleep quality, and higher attention performance. This presentation examines the experiences of the participants in the *Third Age Adventures Programme* based in Timaru, New Zealand. The programme provides a challenging opportunity for people over 50 to immerse themselves in outdoor physical activities in the wilderness areas of the South Island. The regular trips range from day walks and bike rides to multiday backpacking journeys on the great walks. Firstly, the general benefits of involvement in exercise, the environment and a social group were sought from the wider body of literature. This information was structured into a survey and the survey results will be presented and discussed. Interviews were also conducted to provide in-depth information on individual perceptions and experiences in the programme. Both data sources provide very positive evidence of successful engagement. Lastly a focus will be made on the unique features that emerged about the involvement of senior citizens in adventure activities.

'Mum I wanna be a rafting guide!': Emotional support and the role of family in career decision making

Sandro Carnicelli Filho

Department of Tourism, University of Otago, Dunedin

Contact: sandro.carnicelli-filho@otago.ac.nz

Rafting guides are usually classified as young people who are looking for adventure and are interested in the outdoors, in the natural environment and specifically in white-water. Also, it has long been recognized that white-water rafting is a risky activity with high number of injuries and deaths, mainly because it deals with the power and unpredictability of nature. However, considering the importance of rafting guides for the safety of clients during the activity there is still an inadequate literature available in regards to guides' personality, background and the importance of families' emotional support in career decision making. In other areas, such as psychology and sociology, some studies have focused primarily on the influence of parents and in how powerful is their guidance in the decision making process, but recently this aspect was extended to other family members. Also, evidences from literature suggest that people who were not given emotional support in childhood are more indecisive about their career decisions. Considering these points, the main aim of this research was to understand the decision making process that conduct young people to become a rafting guide as well as the importance of families' emotional support. Data was collected through 21 in-depth interviews with rafting guides based in Queenstown between the summer seasons 2008/09 and 2009/10. Most of the guides interviewed decided to follow the rafting career due to their personal passion for the outdoors and for white-water. Guides such as Phil, Zeta and Peter assumed that their families had an important influence in their career decision making and others such as Bob and Genaro decided for rafting after graduate in an outdoor recreation course. Guides asserted that their families are worried about rafting accidents or injuries however they believe that this feeling arise because parents do not really know what is rafting and the 'real' risks involved. However, all the guides interviewed said that their parents emotionally support them in their choices and this is the most important stimuli to them to keep doing what they love. In this way rafting guides showed a certain dependence of emotional support. In conclusion, this research discussed the importance of family in the career decision making process as well as their emotional support. It was verified the necessity that rafting guides has for an emotional support. Based on the results of this paper it is believed that aspects of personal characteristics of rafting guides has been neglected by researches and need be developed by further studies considering the importance of these actors in the tourism industry.

From ‘social good cost’ to ‘economic investment’: Local responses to recreation resource management for the ‘conservation economy’

Jeff Dalley

NZ Tourism Research Institute

The New Zealand Department Of Conservation (DOC) Statement of Intent 2009-2012 (Sol) explicitly adopts – for the first time – the central premise “...that conservation is an economic investment, not simply a ‘social good’ cost’...” because “...sound management of our natural areas produces the life-sustaining ecosystem services on which our lifestyle and prosperity depend”. The thrust of the Sol is to give meaning to the term, ‘the conservation economy’, by capitalising on “...the interdependencies between nature’s systems, social systems and the economy...to achieve social, economic and conservation gains”. The Minister has therefore directed the Department to revisit its “...current approach to management of recreation opportunities to take account of the changing operating environment, including the substantial growth in international visitors, changing population demographics and the increasing role of the private sector in the provision of recreation infrastructure and services.” In this context, the 2008 crown purchase of New Zealand’s largest privately owned farm, the 78,000 hectare St James Station in North Canterbury, for \$40 million, represents a major investment in the ‘conservation economy’. It also represents an opportunity for DOC to trial a new approach to the management of recreational opportunities on the conservation estate, an approach reflected in the inaugural Operational Management Plan for the St James Conservation Area. The plan provides for a uniquely broad mix of opportunities from across the recreation spectrum, supported by further investment in visitor assets to promote recreational use. This investment initially focuses on the St James Great Trail, one of the Quick Start Tracks of the Nga Haerenga/National Cycleway initiative. With respect to the ‘return’ from these investments, this appears to rely to a significant degree on the development of commercial opportunities by local entrepreneurs. In these respects, the St James Conservation Area provides a rare opportunity to follow the evolution of an iconic, previously inaccessible area of the South Island high country as it transitions from extensive pastoralism to relatively intensive recreational use, and the challenges this presents for recreation resource management and the local gateway community of Hanmer Springs. This paper describes a longitudinal study of this evolution, recording the ‘uptake’ of new recreational opportunities by the New Zealand public and international visitors, and the commercial opportunities that emerge from this change in land use. Using a unique research framework and method, the first base-line findings are presented, providing an initial overview of the impacts of the St James Conservation Area on the local conservation economy.

Valuing value in the natural environment – Approaches

Andrea Farminer

Department of Tourism, University of Otago, Dunedin

Contact: andrea.farminer@otago.ac.nz

The concept of value is a multi-faceted one which spans the fields of culture, society, economics and the environment (among others). Defining value is very much an exercise in setting parameters within which a sensible discussion can be held and assessing, or quantifying, such values even more so. Reconciling purely economic (\$) values with purely qualitative ones and making sense of the results appears to be a continuing challenge. When considering (and quantifying) value within the natural environment field and particularly the business of tourism and recreation, a question can be raised: is it possible to identify common approaches that may span the boundaries of the various fields, leading to a more integrated, holistic and meaningful value identification and assessment approach? This paper is an initial and brief exploration of this idea which has been largely inspired by the Author's work in assessing value and significance in the UK heritage industry over the last twenty years combined with a curiosity as to how other industries define and assess value within their contexts.

Active sport tourism in mid and later life: The case of Bike Florida

Heather Gibson

Department of Tourism, Recreation and Sport Management, University of Florida

Contact: hgibson@hhp.ufl.edu

Much of the attention on sport tourism has focused on event based forms with a particular emphasis on the spectator as sport tourist. Contrary to this, organized recreational sports events where the focus is on active participation rather than passive consumption are becoming more common. While these events provide benefits for the community in the form of economic and social impacts, this presentation will focus on the participant benefits accrued by middle and later life active sport tourists who took part in Bike Florida (USA), an annual week long cycle ride. In 2005, 498 Bike Florida participants were surveyed on line. This paper focused on the 417 participants aged 40 and above ($n = 221$ aged 40-59 years (middle adulthood); $n = 196$ aged 60-88 years (late adulthood)). Of the 417 participants, 59.0% ($n = 245$) were males and 41.0% ($n = 170$) were females. Six benefits of participating in Bike Florida were identified: being physically active, socializing, relaxation, new experiences and knowledge, excitement, and skill development. Women reported more interest in seeking new experiences. Mid-life participants rated relaxation more highly than later life participants who were more interested in socializing. As the population ages there is a need to understand the participation patterns and meanings associated with activity choices among middle aged and older individuals, particularly their role in maintaining health and wellbeing. A benefits framework as used in this study is one way of achieving this. From a practitioner viewpoint, as more communities organize such events it is important to find out more about the participants so that events can be managed to maximize participant satisfaction and community benefits.

Optimal experiences in adventure tourism: Reversal theory and flow

Susan Hougé

Queenstown Resort College, Queenstown

Contact: shouge2000@yahoo.com

This project investigated the nature of optimal experiences in adventure tourism amongst guides and participants. Flow Theory and Reversal Theory are two general psychological models which address both optimal experiences (e.g., flow) and non-optimal experiences (e.g. fear and anxiety) from a motivational standpoint. Reversal Theory is grounded in the tenet that individuals regularly reverse between opposing *meta* motivational states (e.g. between the 'telic' serious-minded state and the 'paratelic' playful state), and that the quality of current experience is dictated by an individual's *meta* motivational state at any given time. Despite theoretical similarities, previous research has not empirically evaluated the nature of optimal experiences in adventure tourism within a RT framework. Therefore, this project sought to evaluate relationships amongst optimal experiences, enjoyment and RT states in adventure tourism activities in the short and long-term. A sequence of two studies was conducted. Study one consisted of six qualitative, retrospective interviews with expert adventure tourism guides. A prospective, mixed-methods study was subsequently conducted with novice adventure tourism participants. In the second study, 10 participants completed survey measures related to RT states, flow states and challenges/skill perceptions over three day period. Qualitative data was also collected via daily interviews and head-mounted video cameras from 5 of these 10 participants. Data indicated that experts' most 'intense' and memorable optimal experiences occurred towards the start of their careers, when they first accomplished a challenging task. Analysis revealed that these experiences involved distinct phases of intense positive and negative emotions which appeared to decrease over time. Optimal experiences later in participants' careers also appeared qualitatively different in terms of emotional intensity and sources of enjoyment. Novice participants also reported a number of optimal experiences (i.e. flow) and regular meta motivational reversals. Analysis revealed distinct phases in short and medium-term adventure tourism experiences. Psychosocial and environmental factors also influenced optimal experiences. Data suggested that the dynamic nature of 'opposing' states may have facilitated optimal experiences and influenced longer-term participation motives. This project identified specific psychosocial and environmental influences on optimal experiences in adventure tourism. Optimal experiences in adventure tourism activities appeared to consist of dynamic stages, in relation to these psychosocial and environmental influences. These findings highlighted the symbiotic relationships amongst seemingly 'opposing' states in optimal adventure tourism experiences, as well as the need to address temporal issues in future adventure tourism research. These findings also have practical implications for adventure tourism participants and guides with regard to the facilitation of optimal experiences.

“It’s a Kiwi thing”: Holiday homes and a narrative of belonging

Donna Keen & Adina Pirvu

Department of Tourism, University of Otago, Dunedin

Contact: donna.keen@otago.ac.nz

Baches are seen as a symbol of cultural and national identity in Aotearoa/New Zealand. These identities are built upon histories based on tradition, nostalgia and belonging. In the media as well as the academic literature, the Bach is often portrayed as an opportunity to experience a variety of recreational activities and a way to relax, and most importantly, an opportunity to experience something uniquely ‘Kiwi’. Based on the premise that narratives are political, we argue that the stories of experiences at the Bach are situated within the discourse of nationhood and identity. Hence, these narratives contribute towards a contestation of what is to be a ‘Kiwi’. Further illustrating the role or power of tourism, leisure and recreation as more than a benign force of fun and relaxation but constitutive of the worlds we live in.

Going bush - in my wheelchair: Attitudes of persons with mobility-disabilities to enhanced motorised access in remote natural settings

Brent Lovelock

Centre for Recreation Research, University of Otago, Dunedin

Contact: brent.lovelock@otago.ac.nz

There is an increasing number of persons with mobility-disabilities travelling and forecasts suggest substantial increases, particularly associated with aging populations. Gains have been made for this segment of the population, in terms of providing reasonable accommodations or modifications in order for them to have the same experiences as the able-bodied – in home, at work and in tourism environments. Remote and wilderness environments, however, have been among the last to accommodate the needs of tourists with mobility-disabilities – partly because of the physical difficulties and expense of doing so, but also due to a wider desire to preserve the natural and wilderness character of such areas. This research explores the extent to which those with mobility-disabilities desire enhanced access to natural areas. The paper reports upon a postal survey of over 400 New Zealanders, some with mobility-disabilities and some able bodied, and compares their attitudes with respect to the development of various forms of motorised access to wilderness environments. Significant differences were found between the two groups in terms of their desire for greater access and also in how they view the impacts of such development. The group with mobility-impairments expressed a stronger desire for enhanced access in such environments. The implications for tourism providers and wilderness managers are discussed.

Urban wilderness and uncertainty: On being lost and found in the Silver Peaks

Oliver O'Sullivan & Eric J. Shelton

Department of Tourism, University of Otago, Dunedin

Contact: oliver.osullivan@gmail.com

The Silver Peaks is a recreational area close to Dunedin city and is popular with local trampers and international tourists. The peaks offer tramps that are suitable for individuals with different experience levels; some are marked tracks and some are unmarked routes. The area is characterised by rapidly changing and extreme weather. The provision of a new hut and a new tramping map has encouraged use of the area. With increasing numbers of visitors has come an increase in inexperienced users, since the area often is perceived as a safe environment because of its proximity to Dunedin. The inexperienced trampers who are using this area to develop their outdoor skills often underestimate the hazards and risks inherent in this environment. This naivety has resulted in an increase in the frequency of search and rescue operations and an increase in potentially fatal events within the Silver Peaks. A useful way of analysing and presenting material on hazards and risk in this area is by utilising the concept of *uncertainty*. Demand-led uncertainty involves trampers' decision-making, hazard identification and perception of risk, particularly during unexpected events. Supply-led uncertainty involves the Department of Conservation as managers of the area and New Zealand Police as the organisation ultimately responsible for Search and Rescue operations. This presentation describes the singular character of the Silver Peaks as a recreational resource and suggests possible safety-focused management options.

Park usage and perceived benefits for health and wellbeing: Belmont Regional Park, a case study

Flavia Prospero

University of Otago, Wellington

Contact: flavia@xtra.co.nz

There is accumulating evidence of benefits to the health and well-being of individuals and communities from the availability of open space within and close to urban areas. New Zealand has become highly urbanized by world standards (88% urban 2005) and there is expected to be greater emphasis in future city development on high density housing. This project explores self-perceived benefits of visits to a large peri-urban 'green' area in a local setting using the Belmont Regional Park (3459 Ha, Wellington) as a case study. It also seeks to contribute to community justification for the purchase of this area into public ownership in 2005. Three approaches were used: on-site visitor surveys (and comparable data from two other regional parks in the Wellington area), in-depth interviews with key informants, and a focus group session. The surveys provided a profile of park visitors and characteristics of their visits, while the interviews and focus group session contributed to appreciation of different perspectives and values concerning the park. The park is a setting that can provide for individual and group outdoor activity experiences that benefit both personal and community wellbeing. For this purpose the concept of 'wellbeing' was considered to include six key components adapted from the model proposed by O'Donnell (1986). Of these the benefits from physical activity were the most widely recognized, although all components were perceived to some degree from those visits. Thus, the park was found to be a very good setting for a holistic wellbeing experience, and therefore also a good setting for the promotion of healthy lifestyles. In addition, visits to the park were rich in social aspects (implicit in the data and qualitative information) even though this was not widely acknowledged. For instance, people that visited with company tended to spend more time in the park and perceived more components of wellbeing while there. Although social aspects of park visits were not the focal point of this study, they were present in both quantitative and qualitative information. Park visitors were not representative of local communities and therefore, the park may be under-used by adjacent communities, local knowledge and personal motivation. Moreover, participants in self-organized visits to park and organized activities have different characteristics. Furthermore, different people are attracted to visit by the context of their visit, as well as by particular features of the park, and for some, by perceptions of personal safety. Belmont Regional Park has diverse fauna, flora and geography that can provide for different uses and activities, and has the potential to attract a variety of visitors and to contribute to the enhancement of their wellbeing. These findings can be used to incorporate health and wellbeing into recreation resource management plans and as a basis for health promotion materials or initiatives. The value of maintaining such 'green' open space in public ownership should be more strongly acknowledged in city planning.

Producing wilderness in the Tin Range: Nature and culture

Eric J. Shelton & Arianne Reis

Department of Tourism, University of Otago, Dunedin

Contact: eric.shelton@otago.ac.nz

The Tin Range is a feature of Rakiura National Park, Stewart Island, New Zealand. The area is marked by prominent geomorphologic features, easily able to be constructed within a Romantic aesthetic as a sublime landscape. Historically, there has been a maintained track across the range, from near Rakihua Hut to Port Pegasus, providing a two- to four-day tramp and marked in places by cairns. The area provides also opportunities to hunt White-tailed deer. Currently, the Tin Range is being considered for designation as a Wilderness Area and in anticipation of this change already the track has been reclassified as a route, with no further maintenance intended. Department of Conservation policy is that in Wilderness Areas route markers are inappropriate and should be removed. This paper considers the implications for recreation and tourism of such production of wilderness.

Visitors' attitudes towards wind farms: A study of the English Lake District National Park

David Shepherd & Robert Dilly

Lakehead University, Thunder Bay, Ontario, Canada

Contact: dwshephe@lakeheadu.ca

The tourism industry is one of the largest in the world. Many nations derive considerable economic gain from tourism markets. At the same time, many nations are pushing for the development of newer greener sources of energy while not understanding the impact this could have on the tourism industry. The Lake District National Park represents the crowning jewel in the United Kingdom's national park system. With an estimated 12 million visitors a year and over 46,000 permanent residents, the Lake District is one of the United Kingdom's busiest parks. Like many natural areas around the world the Lake District has seen an increase in the number of wind farm proposals. There has been an increase in the number of negative reactions to these proposals; partly as a result of presumed negative effects on visitors to the area. The extent to which this opposition is based on evidence is unclear. This study examines the attitudes of visitors towards wind farms, their level of knowledge and their willingness to return if wind farms were to be constructed on the fringes of the Lake District National Park. The development of a scale with a sole purpose of divulging the visitors' attitudes, positive or negative, is the first step to fully understanding the effect that potential developments will have, not only on the geographic landscape, but also on the visitors to the area. With £1.7 billion annually (\$3.3 billion CAD) of the Cumbrian Economy reliant on visitors to the Lake District in jeopardy, all facets of the interactions of people and wind farms must be fully understood.

Conservation parks and recreation opportunities: Reflections on visitors' expectations of Canterbury Conservation Parks

Anna Thompson^a, Brent Lovelock^a, Arianne Reis^a, Magnus Kjelsberg^b, Gerald Sides^c, Richard Wright^d & Carla Jellum^a

^a Centre for Recreation Research, University of Otago, Dunedin

^b Northern Norway Tourist Board, Tromsø, Norway

^c School of Pharmacy, University of Otago, Dunedin

^d Leeds Metropolitan University, Leeds, England

Contact: anna.thompson@otago.ac.nz

This paper discusses the qualitative findings of research conducted in protected natural areas in the South Island of New Zealand over three consecutive summers between December 2005 and May 2008. The primary purpose of the research was to gather perspectives and data about local community members' and visitors' recreational experiences and aspirations for future use of the conservation parks. Since 2005, 'high country' conservation parks have been designated by the country's protected natural area manager, the Department of Conservation (DOC). The three South Island parks involved in this study - the Ahuriri, Ruataniwha and Hakatere Conservation Parks - were, prior to designation, leased and managed since the nineteenth century by multiple generations of farming families for agricultural purposes, primarily farming merino sheep and beef cattle. Thus the landscape has undergone transition from a farmed environment coexisting with natural features that have high conservation values to one where tourism and recreation activities dominate. This paper focuses on visitors' responses to open-ended questions and interviews with local community members and visitors to the parks.

List of Participants

Last Name	First Name	Organisation
Abbott	Mick	Design Studies, University of Otago
Aliberch	Carmen	University of Otago
Amoamo	Maria	Te Tumu
Baker	Maree	Anderson Lloyd Lawyers
Bellringer	Ray	Department of Tourism, University of Otago
Bocherds	Jude	Department of Conservation
Booth	Kay	Lindis Consulting
Boyes	Mike	School of Physical Education, University of Otago
Brown	Matthew	Department of Conservation
Bunny	Tess	Centre for Science Communication
Campbell-Price	Margie	College of Education, University of Otago
Carnicelli-Filho	Sandro	Department of Tourism, University of Otago
Cavaliere	Christina	Department of Tourism, University of Otago
Chaderopa	Chengeto	Department of Tourism, University of Otago
Dalley	Jeff	New Zealand Tourism Research Institute
Dignan	Annie	Mountain Safety Council
Duncan	Tara	Department of Tourism, University of Otago
Evans	Diana	Department of Tourism, University of Otago
Farminer	Andrea	Department of Tourism, University of Otago
Galloway	Shayne	School of Physical Education, University of Otago
Gibson	Heather	University of Florida
Hall	Fiona	Department of Conservation
Harbrow	Michael	Department of Conservation
Hicks	Rob	Robford Tourism
Higham	James	Department of Tourism, University of Otago
Hollinshead	Keith	University of Bedfordshire
Hopkins	Debbie	University of Otago
Houge	Susan	Queenstown Resort College
Hurdle	Deb	Sport and Recreation New Zealand
Iversen	Ingvild	Department of Tourism, University of Otago
Jefferies	Bruce	Conservation Planning & Management Systems Advisor/Consultant
Jellum	Carla	Centre for Recreation Research, University of Otago
Keen	Donna	Department of Tourism, University of Otago
Lama	Anu Kumari	Lincoln University

Lau	Sze-En	University of Otago
Lovelock	Brent	Centre for Recreation Research University of Otago
Lovelock	Kirsten	Division of Health Sciences, University of Otago
Lubcke	Hildegard	Nature Guides Otago
Mason	Bruce	Recreation Access New Zealand
McLean	Grant	Sport and Recreation New Zealand
Medvedeva	Marina	Design Studies, University of Otago
Miller	Katherine	Design Studies, University of Otago
Mitchell	Rob	Department of Marketing, University of Otago
Morales	Alex	Otago Polytechnic
Murray	Sarah	Department of Tourism, University of Otago
Novis	James	School of Physical Education, University of Otago
Nyahunzvi	Dzingai	Department of Tourism, University of Otago
Oliver	Richard	Nature Guides Otago
Orchiston	Caroline	Department of Tourism, University of Otago
O'Sullivan	Oliver	Department of Tourism, University of Otago
Oyarzun	Fernando	Department of Tourism, University of Otago
Oyston	Emmanuel	Department of Conservation
Palliser	Anna	Southland Institute of Technology
Pirvu	Adina	Department of Tourism, University of Otago
Prospero	Flavia	Department of Public Health
Rehrer	Nancy	School of Physical Education, University of Otago
Reis	Arianne	Centre for Recreation Research, University of Otago
Shelton	Eric	Department of Tourism, University of Otago
Shephard	Kerry	Higher Education Development Centre, University of Otago
Shepherd	David	Lakehead University & Auckland University of Technology
Sheppa	Charles	Design Studies, University of Otago
Sherriff	Nicola	Sport and Recreation New Zealand
Sutton	Steve	Department of Conservation
Thompson-Carr	Anna	Centre for Recreation Research, University of Otago
Tucker	Hazel	Department of Tourism, University of Otago
Van Heerden	Stuart	Design Studies, University of Otago
Vieira Avendano	Carla	Design Studies, University of Otago
Weeden	Clare	University of Brighton
Wightwick	Ian	Department of Conservation
Young	Rob	Department of Conservation
Zhang	Jun Dan	Department of Tourism, University of Otago

SYMPOSIUM PROGRAMME

Thursday 18 March	
11:00 – 12:00	Registration at St. Margaret's College, 333 Leith St, Dunedin
12:00 – 1:00	Lunch
1:00 – 1:30	Mihi Whakatau: Ron Bull (Kai Tahu) Kaiawhina, School of Business Welcome: Brent Lovelock Co-Director Centre for Recreation Research Opening remarks: Professor James Higham , Department of Tourism, University of Otago Keynote: Ron Bull (Kai Tahu) Kaiawhina, School of Business <i>Ki uta ki tai from the hinterlands to the coast: envirocultural taoka of Murihiku</i>
1:30 – 2:30	Keynote: Dr Kay Booth , Lindis Consulting <i>Outdoor recreation research in New Zealand: Poised for take-off?</i> Chair: Brent Lovelock
2:30 – 3:30	Concurrent Session: Participation Chair: Brent Lovelock
	Carla Jellum , Brent Lovelock, Kirsten Lovelock & Anna Thompson <i>Changes in recreation participation after immigration to New Zealand: An analysis of constraints and barriers</i>
	Mick Abbott <i>Using innovative equipment design to increase a sense of participation in the conservation estate</i>
	Kirsten Lovelock , Brent Lovelock, Carla Jellum & Anna Thompson <i>In search of balance, cultural difference and aesthetic sameness: Recent Chinese immigrant experiences of outdoor nature based settings in New Zealand</i>
3:30 – 3:50	Concurrent Session: Wilderness Chair: Arianne Reis
	Eric J. Shelton & Arianne Reis <i>Producing wilderness in The Tin Range: Nature and culture</i>
	Oliver O'Sullivan & Eric J. Shelton <i>Urban wilderness and uncertainty: On being lost and found in the Silver Peaks</i>
	Tess Bunny <i>WILD the City</i>
3:30 – 3:50	Afternoon Tea: SPARC Information Session Chair: Anna Thompson
3:50 – 5:10	Concurrent Session: Communities & Protected Areas Chair: Anna Thompson
	Dzingai Kennedy Nyahunzvi <i>Winners and losers: The implications of local perceptions of Kruger National Park's commercialisation process</i>
	Chengeto Chaderopa <i>Transfrontier parks and local communities' livelihoods: A crisis of representation</i>
	Anna Palliser <i>Natural resource management in local hands? How local communities and local government agencies are sharing responsibility for conservation and natural resource management in a popular nature-based tourism destination in New Zealand</i>
	Christina Cavaliere <i>Sustainable agro-ecotourism ventures for low-carbon societies</i>
3:50 – 5:10	Concurrent Session: Values and Landscape Chair: Kirsten Lovelock
	Mick Abbott <i>From preserve to incubator: Giving a new meaning to the conservation estate</i>
	Kerry Shephard , Sam Mann, Nell Smith, John Harraway, Lynley Deaker & Freya Broughton-Ansin <i>Exploring the roles of National Parks and natural areas in raising society's green credentials</i>
	Caroline Orchiston <i>Earthquakes and tourism: Implications of a large Alpine fault event on tourist mobility, and recovery issues post-earthquake</i>
	Donna Keen & Adina Pirvu <i>"It's a Kiwi thing": Holiday homes and a narrative of belonging</i>
5:30	Inaugural Professorial Lecture: Professor Kath Dickinson <i>Diversity: The Spice of Life</i> Archway 1 Lecture Theatre, Union Street, University of Otago campus (Open to the public)

Friday 19 March	
9:00 – 9:45	Welcome - Day 2: Anna Thompson (Co-Director Centre for Recreation Research) Keynote: Bruce Jefferies , Conservation Planning & Management Systems Advisor / Consultant - <i>Biodiversity Conservation based on eco-systems approaches and power sharing – some observations and applied lessons</i> Chair: Anna Thompson
9:45 – 10:25	Concurrent Session: Visitor Use, Perceptions and Benefits Chair: Eric Shelton Concurrent Session: Age and Participation Chair: Carla Jellum
	Brent Lovelock , Kirsten Lovelock, Carla Jellum & Anna Thompson <i>What recent migrants seek in New Zealand's great outdoors</i>
	Anna Thompson , Brent Lovelock, Arianne Reis, Magnus Kjelsberg, Gerald Sides, Richard Wright & Carla Jellum <i>Conservation parks and recreation opportunities</i>
10.30 – 11.00	Morning Tea: Mountain Safety Council: Research Information Session Anna Thompson
11:00 – 11:30	Department of Conservation: Destination Management Framework Brent Lovelock
11:30 – 12:10	Concurrent Session: Visitor Use, Perceptions and Benefits Chair: Sandro Carnicelli-Filho Concurrent Session: Access Chair: Caroline Orchiston
	Flavia Prospero <i>Park usage and perceived benefits for health and wellbeing: Belmont Regional Park, a case study</i>
	Brent Lovelock <i>Going bush - in my wheelchair: Attitudes of persons with mobility-disabilities to enhanced motorised access in remote natural settings</i>
	David Shepherd & Robert Dilly <i>Attitudes of visitors towards wind farms in England's Lake District National Park</i>
	Bruce Mason <i>High country public access: A review of existing provisions and future options</i>
12:10 – 12:45	Lunch (Valentine Room)
12:45 – 1:15	Keynote: Professor Keith Hollinshead , Professor of Public Culture, Tourism Studies, Luton Business School, The University of Bedfordshire. <i>Seasoned service for tourism studies and related fields: disciplinary effectiveness / interdisciplinary efficacy / postdisciplinary effervescence</i> Chair: Eric Shelton
1:15 – 2:35	Concurrent Session: Tourism, Recreation, Value & Economy Chair: Christina Cavaliere Concurrent Session: Adventure Tourism Experiences Chair: Mike Boyes
	Steve Sutton & Harvey Collerton <i>Tourist destinations on public conservation lands: On a road less travelled?</i>
	Shayne Galloway <i>Recreation specialization among New Zealand river recreation Users: A multi-activity perspective on social worlds</i>
	Jeff Dalley <i>From 'social good cost' to 'economic investment': Local responses to recreation resource management for the 'conservation economy'</i>
	Susan Houge <i>Optimal Experiences in Adventure Tourism: Reversal Theory and Flow</i>
	Andrea Farminer <i>Valuing value in the natural environment – approaches!</i>
	Sandro Carnicelli Filho <i>'Mum I wanna be a Rafting Guide!': Emotional support and the role of family in career decision making</i>
	Arianne Reis & Carla Jellum <i>Business perspectives on tourism trends: The case of the Otago Central Rail Trail</i>
	Rob Mitchell , Ben Wooliscroft & James Higham <i>Sustainable market orientation: proposal to evaluate a new marketing concept in the tourism sector</i>
2:35 – 2:50	Symposium closing remarks: Anna Thompson (And presentation of prize for best student paper)
3:00 – 5:00	Optional Workshop: Professor Keith Hollinshead: Advanced Graduate Open Workshop



**RECREATION VALUES &
NATURAL AREAS SYMPOSIUM
PROCEEDINGS**

ISBN 978-0-473-17506-1