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89. Cara Von Dohren, Elizabeth Savina
90. Anthony (Tony) J. Veal
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99. Maureen Harrington
100. John M. Jenkins
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104. Jeanette Sewell, Lyndal Gray, Kate Martin
105. Mike Watkins
106. Duncan Murray

* Poster Presentation

1. Rosemary A. Adsett and Shane Pegg
School of Tourism, University of Queensland

Identifying the Motivations to Attend the Tamworth Country Music Festival

There are over 100 country music festivals held each year in Australia, with the 35-year-old Tamworth Country Music Festival being considered the premier event on Australia's country music calendar. The festival has inextricably linked Tamworth to country music and has changed the cultural identity of the city which is now referred to by many as 'Australia's Country Music Capital'.

Despite the importance of the event to the region, little research had been conducted in the past with regards to the visitors to the festival. In seeking to address this research gap, a total of 1320 completed surveys were collected from visitors attending the 2008 Tamworth Country Music Festival in order to determine their motivations for attending the event and the types of experiences they sought through their engagement. This data was analysed using SPSS 15.0 with the findings then used as a basis for the development of an interview schedule that was used in a series of in-depth qualitative interviews with 22 attendees to the 2009 festival. The qualitative data later being analysed using the Leximancer 3.1 software program.

Study findings revealed that while country music and the festival atmosphere were found to be the principal motivators for many attending the Tamworth Country Music Festival, there were in fact a range of critical factors that impacted upon the visitor experience. For instance, a significant variation was found between the motivations of first time attendees and those who had attended previously. Consequently, the findings of this study provides useful insight for the planners, organizers and managers of the festival who, by channelling their resources into the areas that really matter to visitors, will be better positioned into the immediate future to maintain the current competitive advantage of the festival.

2. Mohd Salleh Aman
University of Malaya, Kuala Lumpur

Convergence of Trends in Leisure, Recreation and Sport in South East Asia

In this research, the usefulness of a convergence theory is assessed to an understanding of trends in leisure, recreation and sport in South East Asia. The research involved library and archival research using information publicly available, including materials on historical aspects of leisure, recreation and sport and reviewed the literature of convergence trends. Interviews with key players from various countries in South East Asia has provided inside views of trends in leisure, recreation and sport. The converging trends in sport include the development of international sporting competitions, standardised rules and rewards, the emergence of sporting international organisations and the

formation of a new standardised global space – stadia, athletic tracks, swimming pools and gymnasia. The development of leisure, recreation and sport in this region runs parallel to the global flow of people, technology, finance, images and ideologies. Multi million-dollar businesses have been created in relation to sporting equipment, goods and landscapes, such as golf courses in Jakarta, Bangkok and artificial turf in Kuala Lumpur and Singapore. These developments appear, at an initial glance, to support the convergence theory. This theory argued that the idiosyncrasies of different systems of industrialism were gradually diminishing under a set of common internally generated influences necessary to support industrial expansion (Aman, M.S., 2005). The development of leisure, recreation and sport, however, reflect both globalisation and national cultural attachments. While people supporting professionalisation, they still want to cheer a 'local' hero. Top soccer teams, for example, are composed of players from diverse countries, and the only commonality is their skills and the team jersey they wear. As a conclusion, convergence theory allows for similar sport and recreation development in different countries but not necessarily for the same reasons. While Asia-Oceania Countries are sensitive to the global economy, South East Asia countries are sensitive to nationalistic concerns.

3. Megan Axelsen, Richard Robinson, Richard Shipway
School of Tourism, University of Queensland

Pain, Pleasure and Perseverance: The Trials and Tribulations of Training for a Marathon

This paper explores the social world of the distance runner, as sport tourist. An ethnographic research design was adopted using a combination of interviews, observation and participant observation, from within the social world of the distance running community; informed by an approach used by Shipway and Jones (2008). This fieldwork was undertaken firstly in the three month period prior to the 2008 Gold Coast Marathon, secondly, during the three-day event weekend in Surfers Paradise, and finally in the two week reflective period after completing the Marathon. In particular, two study groups were tracked using this methodology: three runners who prepared with a club and three runners who prepared individually. The key research question was to understanding the different ways they experience the social world of distance running. The findings suggest that novice runners who trained with a club, or in groups, rapidly identified with the mores, values and behaviours of the social world of the long distance runner, while the individual runners internalised their experiences. We argue the contribution of this paper challenges the dominant positivist, scientific model of research in sport tourism studies, which fails to understand or capture the real nature of social settings. In order to really understand sport tourism subcultures, research needs to be qualitative in its nature.

4. Mandi Baker
Department of Tourism, Leisure, Hotel and Sport Management, Griffith University

New directions in managing the emotional wellbeing of young outdoor recreational experience providers

Exchanges between leisure service providers and consumers can be emotionally demanding. This is particularly true for young people who are employed in roles where they need to be seen 'having leisure' while performing their work duties (Guerrier & Adib 2003). With an emphasis on the 'fun' of recreational summer camp employment, young camp counsellors (16-25 years) are often unaware of the demands and effects of emotion work on their own wellbeing and that of the campers they are responsible for in the service provision role. In addition, camp managers' reliance on the expertise and emotional labour of young camp counsellors raises many critical questions about the management of young staff. Familiar industry concerns about employee and participants wellbeing, risk management and effective retention/recruitment surface as a result of this study.

My doctoral project aims to address the need for a more critical exploration of the complex socio-cultural processes shaping camp counsellor employment experiences. I draw upon a post-structuralist approach to engage in a deeper qualitative exploration of how everyday power relations shape the emotional wellbeing of camp counsellors. My research project is concerned with rethinking new directions in the management of summer camps to incorporate a better understanding of how young camp counsellors experience the emotion work of their roles. My hope is that the findings of this research will contribute to the development of more reflexive management approaches that foreground the ethical responsibility that camp managers have for the emotional wellbeing of employees and participants. This research extends implications for how emotion work is acknowledged and managed in wider leisure service provision industries.

6. Rachel J. Batty
Griffith University Business School, Department of Tourism, Hospitality, Sport & Leisure Management, Griffith University

The Controversial Nature of Event Sponsorship: Substituting Beer Bottles and Cigarettes for Soda Bottles and Candy Bars

'Sponsorship has become a vital part of funding for a wide range of sporting, artistic and social events . . . sporting events in particular have become dependent on sponsorship' (Speed & Thompson, 2000, p.226). This fact is evident by the number of event organisers who are turning to an increasing range of commercial conglomerates in order to ensure their events survive. In turn, these commercial organisations are increasingly utilizing sponsorship as a vehicle to drive sales, develop favourable brand associations and increase awareness of corporate image (Masterman, 2007). However, some companies who associate themselves with community sport events are receiving criticism relating to the types of products and/or services they are promoting. The stereotypical realm of taboo sponsorship, which traditionally includes tobacco and alcohol products (Collins & Vamplew, 2002; Fairburn, 1989; Meerabeau, Gillett, Kennedy, Adeoba, Byass & Tabi, 1991; Laugesen & Swinburn, 2000; Dominion Breweries, 2009; British American Tobacco New Zealand, 2009), has evolved to a point where products, such as soft drinks and confectionary (Carrigan & Carrigan, 1997) and fast food

outlets (Sam, Batty & Dean, 2005) are viewed (by some event stakeholders and community members) in a similar light. Maher, Wilson, Signal and Thomson (2006) suggest that this is due, in part, to increasing public health concerns (especially within New Zealand) and amplified levels of corporate social responsibility in terms of sponsorship partnerships involving debateable products. The increasing number of incompatibilities occurring between event stakeholders and the forces behind agenda driven sponsorship controversy needs to be examined and understood in order to minimise future sponsorship conflict and maintain sponsorship as a viable source of funding for community sport events.

7. Tony Blackshaw
Sport Department, Sheffield Hallam University

McDonaldization or IKEAization? Rethinking the Consequences of Recent Societal Changes and Technological Advances on Leisure

This paper on the one hand offers a critical discussion to the efficacy of Ritzer's (1993) McDonaldization thesis for understanding contemporary leisure and the on the other sets outs the author's own alternative IKEAization thesis. After discussing the strengths and limitations of the McDonaldization thesis, the author maps out the key dimensions of IKEAization, which is defined as the process by which the principles of the global home furnishing corporation IKEA are coming to have a major bearing on the way in which global 'liquid' modernity (Bauman, 2000) works. It is demonstrated that in common with McDonaldization, IKEAization is not a description of reality, but an ideal type or analytical tool that we might use to try to understand those aspects of the world which remain for most of us agonizingly confused, contradictory and incoherent. In the process of outlining the key dimensions of IKEAization, the paper considers how we might apply the concept to contemporary leisure. To this end the author demonstrates that IKEA is a much more appropriate metaphor for understanding more recent societal changes and technological advances than is the fast-food restaurant, because it better reflects our actual experiences of individualization, leisure and consumerism.

8. Kerry Brown[1], Lisa Bradley[2], Helen Lingard[3], Keith Townsend[4], Sharine Ling[2]
[1]School of Tourism and Hospitality Management, Southern Cross University; [2]Queensland University of Technology; [3]RMIT; [4]Griffith University

Labouring for Leisure? Achieving Work-life Balance through Compressed Working Weeks

Time for leisure has been eroded by work practices that have extended the working day and lengthened the working week (Bittman, 2005). Work times spread across the entire week rather than the conventional five day (Monday to Friday) working week in particular, has compounded the problem of the 'lost' week-end (Wilson, Polzer-Debruyne, Chen and Fernandes, 2007). This paper seeks to determine the effects of this attrition of non-working time for the employee through a study of working time and leisure in the construction industry. The industry's adherence to long working hours with tight deadlines and pressured schedules raises particular work-life balance issues for both professional and blue collar workers (Lingard and Francis, 2004; Lingard and Francis, 2007). This study examines time spent outside of the workplace through a multiple case analysis of working time and leisure in the construction industry, and contends non-work arrangements can be examined through a framework of synchronous leisure. It analyses effects of changing work arrangements to deliver a longer break between working weeks and the impact on leisure activities. Drawing upon data collected from 4 case study research sites the research investigates the issues relating to work-time arrangements, the ability to gain longer stretches of non-working time and the composition of leisure time. Interviews and focus groups across four construction sites revealed that while leisure is important to relieve fatigue and overwork, a work schedule allowing a long break between working weeks specifically on a weekend enables synchronous time, particularly with family, and improves work-life balance satisfaction. A break across a weekend also offers the opportunity to synchronise schedules with others to spend time away. The importance of quality leisure time is highlighted. Leisure activities especially those undertaken with family members are a key element of achieving satisfactory work-life balance for employees.

9. Anne Campbell
University of Canberra

The Importance of Being Valued: Solo 'Grey Nomads' as Volunteers

The national Folk Festival (NFF) is a premier annual tourist event in Canberra, Australia. The NFF management team of six paid and 6 volunteer workers relies on over 1,400 volunteers to provide the services required at the NFF. Many of these are regular volunteers who combine volunteering at the NFF with a vacation. Using an interpretive research perspective and a process of narrative inquiry, this study explores the motivational factors of a group of solo female 'grey nomads' who are regular volunteers at the NFF and also members of the solo grey nomads group. Data was obtained from loosely structured in-depth interviews, overt personal observation during two NFF festivals and content analysis of the Solo Grey Nomads online forum. The data indicated that there are a number of key themes related to motivational factors among this group of volunteers that apply both to their

membership of the solo grey nomads group and to volunteering at the NFF. These were the social benefits provided by the camaraderie and security in being part of a larger, supportive group; the self esteem provided by being a valued participant in activities of the group; 'insider enjoyment' and pride in achievement.

10. Neil Carr
Department of Tourism, University of Otago

Let's Hear It For 'Sex': An Unmentionable Word in Leisure Studies?

This paper provides a review of the existing literature on sex, and related subjects, within leisure and tourism studies. The need for this assessment is based on the recognition of the diverse and central role that sex plays in the leisure and tourism experience. Despite this there has been a tendency within leisure studies to focus on the central ground of 'conventional morality'; either avoiding discussion of morally questionable leisure activities, including sex, or analysing them from a 'moral' perspective. The data on which this paper is based was gathered via a content analysis, conducted in March 2009, of the titles and abstracts of articles published in 18 leisure and tourism journals. Articles were initially identified for further analysis via a series of keyword searches including 'sex' and related terms.

The results indicate that 55 articles that included at least one of the 'sex' related keywords searched for have been published in the journals studied. Less than half of these articles had sex, or a related topic, as their primary focus. The vast majority of the 55 papers conformed to the traditional moralistic tendency of leisure studies; with power, sex tourism, and health and risk taking three of the themes most commonly addressed. Based on the results of the content analysis and the diversity of sex-related issues in leisure and tourism experiences this paper calls for a broadening of research within leisure and tourism studies that goes beyond the traditional moral boundaries and maps a potential future agenda for sex-related research in the leisure and tourism fields.

11. Neil Carr
Department of Tourism, University of Otago

Conservation Versus Entertainment: The Public Face of Zoos

Today, the justification for the continued existence of zoos is based on their ability to act as sites of wildlife conservation. Alongside this is the reality that zoos have historically been defined as sites for the entertainment of the general public and continue to be dependent on the revenue raised through people who visit during their leisure time. Consequently zoos are, today, identified as sites of conservation, research, education, and entertainment. In recognition of this situation the aim of this paper is to assess the image that contemporary zoos portray to the general public to see how the different roles are advertised and how they sit alongside one another. The data for the research on which this paper is based was gathered in 2007 via a content analysis of the websites of 54 zoos

located in seven countries around the world. The decision to study websites is a reflection of the potential they give zoos to inform the general global population.

The results indicate that the image zoos present to the public incorporate a strong conservation message, but one that lacks depth. The image also features a significant entertainment component which has the potential to obscure the conservation message. Based on the results of this paper it is suggested that zoos need to present their conservation credentials in more detail and ensure the entertainment message does not adversely affect the conservation one whilst at the same time continuing to attract sufficient visitors to ensure the economic viability of zoos.

12. Frances Cassidy
University of Southern Queensland

Exploring the Motivations of Sport Event Tourists: The Rugby League World Cup Brisbane, 2008

The research reported in this paper sought to identify the demographic profile of those attending the Rugby League World Cup held in Brisbane in October, 2008. In order to conduct this research a questionnaire was designed and tested prior to it being administered. A total of 180 completed questionnaires were collated and the information was entered into the Statistical Package for Social Sciences (SPSS) for analysis. This package was chosen because it is a versatile computer package which will perform the statistical procedures required to analyse the relevant data. Findings indicated that there were 36.9% female and 62% male respondents. There was little variation of respondent numbers in the age groups represented with the percentages ranging from 17.9% to 21.2% in all groups. By far the greatest number of respondents were Australian (69.8%) followed by the United Kingdom (24%) and then New Zealand (5.6%). Whilst Australian respondents were in the majority it was also noted that Queensland attendees (82.4%) outnumbered New South Wales (11.1%) and all other Australian States and Territories. When respondents were asked to indicate their income bracket 26% noted that they would prefer not to answer this question while 25.4% indicated they earned over $100,000 per year. A further 24.8% indicated they earned between $40,000 and $79,999.

The limited published evidence available (Gibson 2002) suggests that this study could become a valuable source of insight into further development of the understanding of sport event tourists. In today's business environment, leisure and tourism service providers must become increasingly agile in terms of working with, and for, its customers. That is, they need to better focus on the needs and wants of their consumer and design products and services that will satisfy their needs (Godbey 2006; Cassidy & Pegg 2008). More research therefore needs to be conducted into this area which will allow a typology to be developed for the sport event tourist.

13. Chang, Shao-His, Fang, Pei-Hsin
National Taiwan Normal University

Risk Assessment on Setting Up Casinos at the Off-Shore Island of Taiwan

In recent years, the prosperity of gaming industry in Las Vegas and Macau has brought a global trend for setting up casinos. Many countries have attempted to follow this trend so as to break the economics recession. In Taiwan, endeavors of local government for setting up casinos had failed in last two decades. Up to 2008, new government defined its position toward developing gaming industry at the off-shore island. This statement attracted more local governments and gaming corporations to shoot for the authorized licenses for establishing casinos. In January 2009, the controversial gaming issues were finally solved and new regulations were established. This implies that the action of setting up casino would be soon implemented. As discussed previously, the aim of this study was to explore the potential risks of setting up casinos at the off-shore island of Taiwan. The main methods used to collect information included in-depth interviews and document analyses. Results of this study indicated that the main risks of setting up casinos at the off-shore island of Taiwan involved economical dependence, sources of tourists, human resources management, society perspectives and potential problems of gambling. Therefore, the government should seriously take those risks into consideration and draw up the supplementary measures before setting up casinos. By doing so, it would be beneficial for the development of gaming industry in Taiwan.

14. Eva Hui-Ping Cheng, Ian Patterson, Jan Packer, Shane Pegg
School of Tourism, University of Queensland

Examining the Concept of Serious Leisure in the Context of Leisure Gardening by Older Adults

Gardening has been found to be a popular leisure activity among older populations; however, there has been far less systematic empirical studies focused on gardening as a serious leisure pursuit. The purpose of this study was to explore and apply the concept of serious leisure in the context of leisure gardening for older adults. In addition, the contribution of gardening to the leisure, and life satisfaction was also identified. A mixed methods approach with a combination of quantitative and qualitative data was adopted. A total of 522 valid questionnaires were completed by respondents recruited from the 'Gardening Australia Expo-Brisbane' and 'Brisbane Seniors' Week' in 2009. SPSS 15.0 was used to analyse the Phase One numeric data, and the results were used to inform the design of Phase Two qualitative interviews to elaborate the quantitative findings. The preliminary findings of this study indicated that the characteristics of serious leisure were significantly different across the gardening groups. The more seriously the older adults engaged in gardening, the greater the characteristics of serious leisure they perceived. The most powerful discriminant characteristics between the gardening groups were 'Identity', 'Unique Ethos' and 'Significant Effort'. This study also found that the more seriously the participants engaged in gardening, the greater the satisfactions they derived from gardening, as well as perceiving gardening's contribution to their overall life satisfaction.

Follow-up interviews provided in-depth information to help interpret the quantitative findings. Implications for future studies and leisure providers were also discussed.

18. Denis J. Coleman[1], Eva Hiu-Lun Tsai[2]
[1]Centre for Aging, Rehabilitation, Exercise & Sport, Victoria University, [2]Hong Kong Baptist University

How does the Adoption of Various Leisure Lifestyles Reduce Felt Stress and Subsequent 'Depression' Associated with Stressful Lives?

Although a growing body of leisure literature maintains that leisure is an important source of people's capacity to cope with life's stress (see Coleman & Iso-Ahola, 1993; Coleman 2004; Iwasaki & Schneider, 2003), the processes whereby any benefits are delivered (e.g., direct effect or buffering when life stress is high; point of impact) are not clear. This study sought to determine the extent to which the adoption of lifestyles (in contrast with leisure coping activities) reflecting particular leisure components helped Chinese people not feel psychologically stressed (Monroe & Kelley, 1995) although their lives were stressful (stressors) (first analyses) and not be 'depressed' if they felt stressed (second analyses). Nine hundred Hong Kong people of both sexes and from a wide range of age groups were randomly contacted by phone (CATI) to assess how stressful their lives were (pace of life, daily hassles), the nature of their leisure lifestyle (e.g. physically active, social, free); their felt stress and 'depression'. The first ANOVA analyses included 'stressor X leisure lifestyle component' interactions and the second series included 'felt stress X leisure lifestyle component' interactions to detect buffering as well as direct effects of leisure lifestyles. Half of the leisure components of lifestyles (time for self, freedom, social, outdoor, exercise & sport) reduced felt stress slightly, mostly directly but some buffering. Only exercise lifestyle was associated with reduced 'depression'. Thus, generally the adoption of certain leisure lifestyles slightly reduces the likelihood that people would feel psychologically stressed but does not reduce subsequent 'depression'.

19. Gary Crilley[1], Joshua Hills[2], Grant Cairncross[2], Emily Moskwa[1]
[1]Centre for Tourism & Leisure Management, School of Management, University of South Australia, [2]School of Tourism and Hospitality Management, Southern Cross University.

Identifying What Visitor Service Quality Means at Regional Botanic Gardens in Australia

A considerable bulk of literature on service quality in leisure and recreation is set in, and driven by, conceptual frameworks based on commercial transactions. Little research reported in English deals with service quality in popular, public leisure settings such as botanic gardens or museums. This paper presents findings from a study of visitors' perceptions of service quality at four regional botanic gardens in Australia, a replication study of a similar exploration of service quality in botanic gardens of six Australian capital cities.

Perceptions of service quality, demographic profiles, and measures of behavioural intentions post-visit were collected from more than 1,000 adult visitors in 2008. Factor analysis of 17 visitor-defined attributes of service quality identified three underlying dimensions of service quality. Subsequent hierarchical linear regression identified considerable explanatory effects of these factors for visitor service quality of visitors' overall satisfaction with their visit, their level of recommendation of the garden, and their likelihood to revisit the garden. There appeared to be significant and meaningful predictive power of visitors' intended behaviour based on their ratings of particular visitor service quality attributes.

Results of the study included a call for replication studies and engagement with related attempts to understand the meaning of service quality for visitors to regional public institutions where recreation and leisure experiences are clear outcomes for visitors. For researchers, implications include the need to consider further refinement to the concept and measurement of service quality for public and non-profit organisations providing popular leisure experiences and visitor benefits.

20. Grant Cushman, Bob Gidlow, Stephen Espiner, Michael Annear and Michael Toohey
Department of Social Science, Parks, Recreation, Tourism and Sport, Faculty of Environment, Society and Design, Lincoln University

Developing a National Research Strategy for Leisure, Arts, Outdoor Recreation, Sport and Community Recreation in New Zealand

In 1996, an *Australian Leisure Research Agenda* was developed under the auspices of the Australian and New Zealand Association for Leisure Studies (ANZALS) with funding support from the (Commonwealth) Australian Government. At the time, there was preliminary discussion among New Zealand members of ANZALS about the possibility of undertaking similar research in New Zealand. The proposal was not adopted at the time as it was felt that there would be benefit in learning from the Australian experience before undertaking similar research here.

Since the Australian research in 1996, there have been a number of changes affecting researchers in leisure-related fields which we argue may increase the need for and salience of a research strategy in New Zealand. This paper addresses these changes and assesses the extent of commonality in research needs and priorities in the New Zealand leisure sector - leisure, arts, outdoor recreation, sport and community recreation - such that sector-wide research strategising might be feasible. The research project, incorporating two mail-out surveys and a face-to-face seminar involving key stakeholders in these fields, began in late 2006 and involves staff and postgraduate students from Lincoln University. The project is being implemented in association with ANZALS and has funding support from Lincoln University and Building Research Capacity in the Social Sciences (BRCSS).

In addition to raising selected issues in the development of research strategies, the paper outlines the research approach, aims and methodology adopted in the current study and provides initial results.

21. Simon Darcy
Faculty of Business, University of Technology, Sydney

E-Approaches to Destination Management: The Case of Sydney for All Visitor Accessibility in the Sydney CBD

Understanding the broader issues of visitor accessibility is paramount to positive destination experiences and building capacity in the tourism industry. While economic, social and environmental sustainability have become mantras to understanding the triple bottom line of tourism, rarely has government policy or the tourism industry considered ageing and disability within the social construction of tourism environments. For these groups, collectively known as the accessible tourism market, the challenges associated with tourism access are compounded by the cultural context, fragmented approaches to wayfinding and a lack of collaboration by tourism attractions to promote accessible destination experiences. The paper demonstrates the e-tourism outcome of the research project that sought to collaboratively market accessible destination experiences within the Sydney CBD. Sydney for All (http://sydneyforall.visitnsw.com.au/) is a Web portal brand developed by the industry partners of Tourism NSW, the Tourism and Transport Forum, NSW Dept of Environment and Climate Change. The research project was developed through participatory action research with the major stakeholders, tourism attractions and the destination experiences within the Sydney CBD. The Web portal complies with the highest web accessibility standards – W3C - as evidenced through the rigorous compliance testing by Vision Australia. The paper will outline the research approach, underlying philosophy, major accessibility features of the portal and the built-in consumer-based evaluation research module findings. As will be demonstrated, the portal is a starting point to understanding accessible tourism through focusing on universal design, destination experience and management frameworks rather than using constraints based approaches that dominate mainstream access auditing.

22. Lee Davidson
Museum & Heritage Studies, Victoria University of Wellington

At Leisure in the Museum: Understanding the Value of Visitor Experiences in the Heritage Sector

How do museums make a difference in people's lives? What do they contribute to the social and cultural life of a community? How can their value be articulated and substantiated? In a climate of increasing accountability, museums are being compelled to demonstrate their contribution to society. While visitor statistics and satisfaction ratings have been widely used as quantifiable indicators of the value of heritage experiences, there has been a call for a 'new language' which captures a more comprehensive range of positive outcomes provided by museums and other heritage sites. In response, a values-based paradigm of cultural evaluation encompassing both the tangible and intangible outcomes of participation, has been proposed. In particular, there is an identified need to better understand previously overlooked 'intrinsic' values, including the individual benefits of a museum visit in terms of 'transformative experiences'.

Museum managers and researchers are grappling with trying to understand the nature of these experiences, their aggregating impacts over time and the appropriate indicators by which they may be assessed. However, theories about the cultural value of leisure, which have not before been rigorously applied in the museum context, are potentially an important starting point for this research. This paper explores the contribution that leisure theory can make to the articulation and substantiation of the value of museum experiences and argues that this is a 'new direction' in which leisure studies scholars and researchers can make a valuable contribution.

23. Kay Dimmock and Erica Wilson
Southern Cross University

What Should I Do Now?
How SCUBA Divers Negotiate Constraints Underwater

Growing interest in the concept of negotiation has resulted in an extension and reanalysis of how we think about constraints. The negotiation of leisure constraints refers to those actions that participants pursue when they confront constraints in their leisure activities (Little, 2007; Samdahl, 2007). When negotiating constraints, individuals are said to recognise the presence of barriers and develop strategies that enable leisure to proceed (Koca, Henderson, Asci and Bulgu, 2009). Knowledge of the process of negotiation can lead to understanding participants' motivation and interest with leisure activities.

Using a qualitative, interpretive methodology based on in-depth interviews, this paper explores the underwater experiences of 27 recreational SCUBA divers in Australia. More specifically, it examines how these divers negotiated a range of physical, social, psychological, visual constraints encountered during their dives. Findings show that constraints impacted divers in various ways, and at various

points throughout the dive. Negotiation processes revolved around three key responses: divers would choose to continue their dive despite the contraint/s, co-operate with others to reduce the impact of the constraint, or cancel the dive. The negotiation processes pursued by these recreational SCUBA divers reflect their constructive efforts to engage with the challenges that presented during the activity.

The findings of this study support more recent views in the leisure literature that our understanding of constraints negotiation must go beyond the 'constraints to' approach to include a consideration of in-situ barriers and their impact on the adventure experience.

25. Michael Fallu
Southern Institute of Technology, Invercargill

Diversity Deinstitutionalisation and One Size Does Not Fit All: How Therapeutic Recreation can Help in the Social Inclusion of People with an Intellectual Disability

The importance of social capital to the community and its impact on the social inclusion of People with Intellectual Disabilities (P W I D) was an important theme which emerged from a qualitative research project. The research as part of a Ph.D. was designed to investigate the deinstitutionalisation of PWI D and the possible use of leisure programming to address identified constraints.

All respondents involved in this research agreed on two things, the importance of leisure in their lives and the belief that there had not been enough preparation in the form of education for both themselves (the community) and the PWID. Leisure programming has potential in the development of understanding of social norms and values within a community identifying leisure as having the potential to be used as an educating modality.

All respondents when asked about their ideal neighbourhood environment expressed the need to live amongst people with whom they felt comfortable. One of the main barriers to the inclusion of PWI D was a perceived lack of shared beliefs and goals. Leisure in the form of therapeutic recreation programs has been identified as having potential in fostering a sense of belonging and support within the community. As such, leisure should be considered as an important factor in successful community adjustment, and offers people with disabilities the opportunity to participate at a maximum level in community activities. The use of therapeutic recreation programming also assesses the individual's needs as it does not support a one size fits all approach.

26. Fang Pei-Hsin, Chang, Shao-Hsi
National Taiwan Normal University

A study of Education and Human Resources Management of the Gaming Industry in Macau

The aims of this study were to examine the practice and content of gaming education in Macau, to explore the status of human resources management of the gaming industry in Macau, and to learn about the cooperative relationships between the gaming industry and education system. The subjects were Institute for the study of Commercial Gaming of University of Macau, Macao Tourism and Casino Career Center, and S casino in Macau. The methods include deep interview and document analysis, and the main findings were as follows:

1.   Gaming education in Macau was guided by the government. Its gaming education was conducted both in forms of higher education and professional trainings. Following government policies and the demand of the market, the trend of courses and trainings will turn to middle and high level management and surrounding industries of gaming.

2.   In terms of employment, S casino relied on the gaming education, and it offered both pre- and post-vocational trainings. It also provided satisfactory salaries and benefits for its staff, and was severe on discipline and resignation management. For the casino, the career development and resignation of employees were critical problems for human resources management.

3.   What gaming education institutions and the government have in common lies in the fact that they both co-organize training courses with gaming corporations, since independently organized courses would lead to a waste of resources.

27. Sandro Carnicelli Filho
Department of Tourism, University of Otago

Emotional Experiences and Rafting Guides

Recent research regarding adventure activities suggests participation involves risks and emotions that cannot be neglected by the leisure and adventure industries. Moreover, other studies have indentified the importance of risk and positive "strong" emotions in marketing campaigns to attract clients. White-water rafting is full of risks and emotions for customers as well as for guides. The emotional experiences of rafting guides seem to involve their interaction with clients and workmates in different social environments. During fieldwork, the author was immersed in a rafting guides' community in Queenstown, New Zealand, participating in their work and social activities for 6 weeks. Qualitative data was sought via extended participant observation and 15 in-depth interviews with the rafting guides. The results of this study show that the intent to provide "good and remarkable moments" for the clients requires a high degree of emotional effort. Consequently smiles, jokes and a pleasurable

interaction with clients are necessary during the activity as well as in casual meetings outside of the work environment. Several rafting guides asserted in interviews that during rafting trips they feel nervous and/or anxious, but do not feel fear. In addition, away from the river, most of the single guides search for sexual emotional experiences that usually are connected with the touristic environment. In conclusion, this paper analyses the emotional experiences of rafting guides emphasizing the importance of the guide-client relationship in the arousal of these experiences and indicates a new direction for future research examining emotional aspects in outdoor recreation and leisure activities.

28. Hayley Fitzgerald[1], Anne Jobling[2]
[1]Carnegie Faculty of Sport and Education, Leeds Metropolitan University, [2]School of Education, University of Queensland

Are We Still 'Parasite Researchers'? Researching the Leisure Lives of Young People with Disabilities

Historically, research focusing on people with disabilities has been underpinned by a medical model understanding. In this context, people with disabilities have been treated as passive recipients to be researched on rather than with. The medical profession, and other associated experts, were seen as the primary source from which to generate research information. Within this environment it is not surprising that many people with disabilities became hostile and suspicious of researchers. Hunt (1981) described researchers as 'parasite people' and drawing on his encounters with (non-disabled) researchers concluded that they are 'definitely not on our side' (Hunt 1981: 39). In this presentation we explore contemporary research focusing on young people with disabilities and leisure. We reflect upon the different contributions of research in this area - how we are doing today? Are we perpetuating the research orthodoxies of our predecessors, remaining 'parasite researchers', essentially engaging in disablist research? Or have we taken heed from the concerns expressed by Hunt (1981) and others (Barnes and Mercer 1997; Mercer 2002), and re-orientated our thinking and approaches to research?

29. Hayley Fitzgerald[1], David Kirk[2]
[1]Carnegie Faculty of Sport and Education, Leeds Metropolitan University, [2]University of Bedfordshire

Identity Work: Young People with Disabilities, Family and Sport

It has long been recognised that the family is an important arena in which sporting tastes and interests are nurtured. Indeed, for many young people the family introduces them to and then provides ongoing support for engaging in sport. Research has also indicated that the family has a significant

position in the lives of young people with disabilities. In this presentation we explore the interrelationships between sport, the family and disability. Like a number of writers within disability studies we see the benefits of moving beyond a structure/agency dichotomy that currently limits social and medical model understandings of disability. In particular, we draw on the work of Marcel Mauss (1973/1934) and Pierre Bourdieu (1977, 1984 and 1990) both of whom argued that social life can be better understood by considering the embodiment of individuals through their *habitus*. We draw on data generated in an interview-based study with ten young people with disabilities to explore the ways in which family contributes to, and mediates, sporting tastes and interests. We consider two key questions: How do young people with disabilities negotiate relations within the family and in what ways do these relations influence sporting tastes and interests? To what extent are young people with disabilities able to use sport to generate and convert (valued) capital within the family and other related arenas?

30. Charmaine Fleming
Griffith Business School, Department of Tourism, Leisure, Hotel and Sport Management, Griffith University

Why So Few? Women Executives and Board Members in Football Australia

Over the last decade major changes have occurred within the governance of Australian sport with new policy directions embracing the amalgamation of the women's and men's organisations (Australian Sports Commission ASC, 2002b, 2003; Football Federation Australia, 2005; Phillips, 1998). This change has provided the impetus for my research which examines the gender related management practices and policies that have shaped the post-amalgamation context of sporting organisations. Through a case study of football federations' in Eastern Australia my research will explore how, in the post-amalgamation era (2003 onwards), the national and state organisations have addressed gender equity issues to improve women's executive management and board opportunities. Specifically, I will explore how gender equity issues and solutions are constructed and made sense of by the senior executive managers and board members in the research. My presentation will focus on the analysis of the discursive positioning of gender equity within the federations through three major themes; (1) How is gender equity constructed as an issue/priority by the senior executive managers and board members within the federations; (2) how has gender been made visible as an issue within the federations and (3) how is gender constructed in relation to women's contribution to the board/executive management positions. A feminist poststructural framework is used as it provides a means of reviewing a number of contemporary studies on women's management and explores how women are governed through sport management practices and policies. This thesis uses a reflexive qualitative methodology to examine how gender equity is perceived from a range of subject positions.

33. Simone Fullagar, Wendy O'Brien
Department of Tourism, Leisure, Hotel and Sport Management, Griffith University

Women's Recovery and the Arts of Existence: Cultivating an Ethics of Self Beyond Depression

This paper draws upon qualitative research funded by the Australian Research Council that explores women's narratives of recovery from depression. With depression identified as an emerging (and highly gendered) global health problem there is a need to understand the experience of recovery beyond dominant medical and psy-expertise. Within the 80 stories of women's struggle to move beyond the grip of depression the significance of everyday leisure practices that invoked creativity, embodied pleasures and different relations with the social and natural world was clearly identified. These recovery practices were an important site for the cultivation of an ethics of self that questioned the immobilising effects of gender norms and expectations that contributed to depression. The process of recovering one's life from depression can be understood within an everyday arts of existence through which women's subjectivities are affected, performed and created via different gendered relations to self and with others. This study urges a rethinking of how current biomedical discourses of depression and treatment modalities fail to engage with the ethical and gendered relations that enable recovery.

34. Simone Fullagar
Department of Tourism, Leisure, Hotel and Sport Management, Griffith University

Embodying Alternative Hedonism through Slow Travel

Amidst the proliferation of contemporary environmental discourses the cultural phenomenon of 'slow living' has emerged to encompass the slow food movement, organic and fair trade practices, voluntarily simplicity and downshifting from work intensive consumerist lifestyles. This paper considers how slow travel practices (eg, cycle touring) may embody a form of alternative hedonism (Soper, 2008) that emphasises the ethical relation between pleasure, sensory engagement and sustainability. Slow travel offers a means of thinking through the body to critically consider temporal modes of becoming and affective relations of connection that disrupt desires for accumulation, mastery and identity. Thinking about sustainable modes of travel through an ethics of pleasure provides a way of moving beyond environmental moralism or education to consider the potential of transformative experiences and identities.

35. Shayne Galloway
School of Physical Education, University of Otago

Specialization, Motivation, and Site Preference among River Recreation Users in New Zealand

Participants in outdoor recreation activities develop along complex and multi-faceted vectors of specialization that affect their use patterns, values and decision-making regarding participation. As users become more specialized, their motivations for participation and desired site preferences evolve. Rivers in New Zealand provide a variety of recreation opportunities that include fishing, kayaking, rafting, and others. These recreation activities each provide avenues for specialization that create special needs and potential barriers to continued participation. This study applied developed metrics to access New Zealand river users' specialization by activity (e.g. Scott & Shafer, 2001), motivations (e.g. Manfredo & Driver, 1996) and site preferences (e.g. Lee, Graefe & Li, 2007) associated with particular levels of specialization and activity, and developed a model of factors which affect decisions to participate in a particular form of recreation.

In order to examine inter-activity relationships between specialization, motivation, and site preference in angling and paddle sport activity groups, a sample of 1310 river recreation users completed an online survey in 2008. Outcomes from the study include: an in-depth analysis and comparison of (a) the level of specialization among recreational river users and angling and paddle sports, (b) relationships between the level of specialization and the motivations and values in operation among recreational river users and angling and how sports; and (c) how specialization and motivation and site preferences interact to affect the decisions of recreational river users to participate. Findings from this study are relevant to both resource managers and leisure scientists, and legal and legislative bodies.

36. Shayne Galloway[1], Alan Ewert[2], Graeme Galloway[3]
[1]School of Physical Education, University of Otago, [2]School of Health, Physical Education, and Recreation, Indiana University, [3]School of Psychological Science, La Trobe University

Environmental Desirability Responding: Theoretical Predictions and Measurement

Environmental Desirability Responding (EDR) has been described as a general tendency of individuals to respond to items on an environmental-based questionnaire or interview designed to measure attitudes and behaviours about the natural environment in a way that reflects a perception of social or political correctness (Ewert & Galloway, G. 2006). To measure the presence of EDR, an 18 item instrument, the Environmentally Desirable Response Scale (EDRS) was developed (Ewert & Galloway, G. 2008). The EDRS comprises three factors identified as Self-Deception— Assertion of Positives, Image Management, and Self-Deception—Denial of Negatives. If EDR is a correctly identified construct its presence may influence how findings of much of the research done in environmental attitudes and behaviours involving self-report instruments is interpreted.

To provide an initial measurement of EDR using the EDRS, a sample of 153 students from a university in New Zealand were queried pre/post a 7-day outdoor education experience (tramping) as part of their undergraduate degree. The focal instrument in this study was the New Environmental Paradigm (Dunlap & Van Liere, 1978; 1984). Two major research questions were examined in this study: (1) is EDR present in this current study sample and (2) can EDR-driven theory predict specific attitudinal responses as a function of sex, age, types of focal instrument questions (i.e. biocentric or anthrocentric), and level of outdoor experience. Findings of this study are described with the presentation concluding with implications concerning the use of the EDRS and the presence of EDR in environmental-based and similar outdoor education attitudinal studies.

38. Robert Hales
Department of Tourism, Leisure, Hotel and Sport Management, Griffith University

Is Outdoor Recreation Participation in Decline? A Case Study of the Trends and Issues Facing People in South East Queensland

The 2007 South East Queensland Outdoor Recreation Demand Study investigated the nature and extent of participation in outdoor recreation activities by the residents of South East Queensland. This study follows on from two similar surveys of people living in South East Queensland: the first in 1998 and the second in 2001. In mid 2007, a telephone survey recorded people's participation in a range of outdoor recreation activities, how often they had participated, their desire to participate further, and their motivation. In addition, this survey examined the different types of recreational environments or settings in which people choose to recreate, and the characteristics of these recreational settings. The results of the survey indicated participation rates decreased in many activities. A lesser number of activities showed more stable rates of participation. Only two activities increased during the study period. The changes identified in the present study are also mirrored in the trends in participation rates within protected areas in Australia and the USA. Changes in recreational settings across the three studies indicate a slight move away from the use of more natural settings. However, if given the chance people indicated a preference for more natural settings over modified settings. Explanation of the trends across the three studies can be provided through qualitative results of the survey. The implications of the changes will also be a focus of the presentation. The 2001 and 2007 studies were funded by the Queensland Government and undertaken by Griffith University researchers.

42. Aaron Hsiao
Department of Tourism, Leisure, Hotel and Sport Management, Griffith Business School, Griffith University

Staff Attitudes/Behaviours and Levels of Ethnic Diversity in Hospitality Organisations

Employees always have some sense of needs concerning, an employing organisation in order to feel a part of and a desire to remain employed in that organisation. Previous literature on diversity in a workplace showed that diversity will greatly benefit the employees of an organisation (e.g., higher levels of satisfaction, morale, and commitment). Research investigating the organisational effectiveness of diverse workforces in Western contexts is well established. However, there is still an inadequate literature available in regards to organisational diversity in Asian settings and especially in the context of the hospitality industry.

In this study the researcher has extended the work of diversity impacts by investigating the effect of levels of organisational on employee attitudes/behaviours in Taiwanese hospitality organisations. Specifically, the reasonable adjustment issues in the possible employment of ethnic minority group will be considered. A total of 24 interviews were conducted face –to- face with employees and managers to understand staff opinions in regards to characteristics in organisations with different levels of ethnic diversity. This study illustrated that employees from minority ethnic groups expressed less positive attitudes to the organisation when they found themselves in a minority within workgroups. Additionally, majority of employees and managers in the organisations with higher levels of diversity indicated strong interests in organisational diversity. However, the responses vary within the organisation with lowest level of diversity. (e.g., managers prefer hire less number of indigenous employees and non-manager employees would like to see more indigenous employees at the work place). It is clear from this research that employers in hospitality organisations need to consider the mix of employees from different ethnic backgrounds in their recruitment campaigns.

43. Simon Hudson[1], Ian Patterson[2]
[1] College of Hospitality, Retail and Sport Management, University of South Carolina, [2]School of Tourism, University of Queensland

"I Hope I Die Before I get Old" - Advertising Travel to the Burgeoning Baby Boomer Generation

In 1965 Pete Townshend sang the line "I hope I die before I get old" when launching The Who onto the rock 'n' roll scene with hit single, *My Generation.* The year before, the last of the baby boomers was born, and today, one could argue that this is their theme tune. A recent US study found that boomers define 'old age' as starting at 85 - three years *after* the average American is dead. With boomers making healthy aging a priority and a norm, they are redefining the travel landscape. Unlike previous, more passive mature travelers, boomers have no intention of leaving their youthful pursuits behind as they get older, and are looking for more active travel pastimes, featuring health and fitness. But, according

to many experts, attempts by marketing executives to reach boomers have been miserably unsuccessful. Some suggest that boomers are ignored by advertisers in favour of younger generations, whilst others argue that because advertising executives tend to be younger than boomers, they don't understand them. This paper will add to our knowledge of baby boomers' reactions to promotional and marketing tactics by making recommendations as to how tourism marketers can succeed in connecting with this important travel segment. In short, advertisers should emphasize youth, use nostalgia, show how to improve boomers' lives, provide detailed information and tell a story, and promote the experience as opposed to the product.

44. Glenda Jessup, Elaine Cornell, Anita Bundy
Faculty of Health Sciences, University of Sydney

Exploring the concept of leisure as resistance for young people who are blind

The aim of this study was to explore the benefits of leisure to young people who are blind.

Because of the relative freedoms associated with leisure situations and the opportunities for self expression, leisure is an important site for behaviours that can resist and challenge dominant cultural discourses and stereotypes. Empirical research examining ways in which individuals have resisted constraints within leisure has focused predominantly on gender constraints and physical activity. This study seeks to expand knowledge in this area by focusing on constraints of disability across all forms of leisure activity.

Drawing upon the traditions of social constructionism and narrative inquiry, this study analysed the leisure stories of eight young people who are both blind and regular leisure participants. For most of these young people, discourses of leisure intersected uniquely with discourses of disability. Strategies of individual resistance included: advocacy, symbolism, and passing. Through leisure some of these young people were able to resist negative messages of blindness and disability. However, passing, while permitting resistance through activity, did not seem compatible with a leisure experience of engagement or enjoyment.

45. Paul Jonson, Carmel Foley
School of Leisure, Sport and Tourism, University of Technology, Sydney

Events and Play

In this paper we discuss the sociocultural significance of play, and, in particular, adult play to present an understanding of the characteristics of play and to explore the links between play, creativity, culture and leisure events. The concept of play is central to many leisure events. Consider, for example, the frivolity of the participants at the many music festivals that dot the event landscape, or the playful

banter, humour and songs on the sidelines of international cricket match events. Indeed, a significant part of the attraction of many festivals and events is the 'invitation' to play (Crompton and McKay 1997). Most of us are drawn to attend leisure events by the expectation that we are going to have some fun, enjoy ourselves. Leisure events are social spaces in which play is often encouraged. Events, by definition, are 'out of the ordinary' experiences (Getz 2007). Significantly, 'out of the ordinary' is also a characteristic of a play experience (Huizinga 2000). Huizinga (2000) provides an understanding of play that includes characteristics such as 'spontaneity', 'enjoyment' and 'non-serious yet absorbing activity undertaken for its own sake', and theorises that the great archetypal activities, language, myth and ritual, are all rooted in play. Using Huizinga's ideas and Bateson's 'play frame' (1973) we present an understanding of leisure events as liminal social spaces that invite playfulness and contribute to human creativity and culture.

46. Kuan-Huei Lee
Department of Food and Beverage Management, Taiwan Hospitality and Tourism College

Food Event and Festival in Taiwan: the Case of Taipei International Newrow Mian Festival

Events have become an important part in tourism in recent years. Moreover, food events have assumed a relevant role in international, national, regional and firm tourism and food marketing and promotion strategies. The study of food tourism, gourmet, culinary or gastronomic tourism has also grown important (Hall et al., 2000, 2003b). The inseparability of production and consumption is one of the hallmark of tourism with the value of the visitor experience therefore being determined by both the consumer and the producer of the experience and the tourism product (Hall and Sharples, 2008). Public food events can be defined (after Ritchie, 1984; Hall, 1992) as one-time or recurring events of limited duration, developed primarily to enhance the awareness, sales, appeal and profitability of food and beverage products in the short and/or long term.

This study is trying to analyze the important and the effect on consumers of food event and festival in Taiwan, using especially the case of "Taipei International Newrow Mian Festival" that is organizing every year since 2005 by Taipei City Government. "Newrow Mian" which means beef noodle in Chinese is a unique local gourmet in Taiwan and has been deep rooted in Taiwanese food and beverage culture. The festival started with 20 participant restaurants to 60 participant restaurants on 2008. The advantages of launching the festival include among others: increased visitation to a region, economic benefits by attracting funds to the local economy, and improving image of the destination. The use of food events and festivals for tourism and economic development purposes has allowed for renewed public and private investment in community-based food events because of the perceived direct, that is purchasing of local product and indirect benefits, that is the awareness of regional brand (Hall and Sharples, 2008).

47. Gerard Kyle[1], Yung-Ping Tseng[2], C. Scott Shafer[1], Tim Bradle[3],
[1]Texas A&M University, [2]Graduate Institute of Tourism and Recreation Management,
National Dong Hwa University, [3]Lower Colorado River Authority,

A further exploration of the crowding-satisfaction model within the context of recreational boating

Accompanying the growing boating population and the number of boats in use on limited inland waterways across the United States, boater expectations of setting density, safety perceptions, and the associated impacts on their experience (e.g., satisfaction) are becoming increasingly important. The primary purpose of this investigation was to explore a recreational boating crowding–satisfaction model derived from previous work using safety and enjoyment as mediating variables. We also tested our crowding–satisfaction model across three boating contexts (i.e., lakes) in central Texas with users that have contrasting behavioral and demographic characteristics. In spite of the distinguishing characteristics of boaters from the three lakes, our analysis revealed no significant difference between each of the boating groups for any of the linear relationships tested in the model. Our final model indicated that as both respondents' expectations for seeing other boaters on the lake increased along with their feelings of being crowded, the more inclined they were to consider the conditions on the lake as being unsafe. They were also more inclined to indicate that the number of people they had seen on the lake detracted from their boating experience. Respondents' satisfaction was also tied to their perceptions of crowding. Mediating variables of the relationship between crowding and satisfaction illustrated that crowding's effect on satisfaction was conditioned by respondents' perceptions of safety and enjoyment. We discuss conceptual issues related to the refinement of our model designed to better understand the processes driving recreationists' perceptions of crowding and satisfaction within the context of recreational boating and offer suggestion for management within this boating context.

48. David Lamb
Faculty of Environment, Society and Design, Lincoln University

A View from the Top?
(Managers perspectives on family leisure in New Zealand)

Although there has been a keen interest in family research generally, it is only relatively recently that the focus has been on leisure and the family. Consequently leisure managers and researchers are only just beginning to realise the important role of leisure in family life. Yet, little is known about the role of leisure at specific phases of family life, such as the impact of pregnancy and arrival of siblings. This study adopts a critical post modern approach and uses qualitative methods to research and investigate the nature of leisure activities and experiences within a specific group (heterosexual couples) at a specific phase of family life (couples with first born child and at the pregnancy stage).

The first stage of the research involved twelve heterosexual couples in two focus group studies, one at the pre birth stage and a study at the post birth stage (1 month to two years). The next stage of the

research involved a series of in depth interviews with 26 heterosexual couples, again at the pre and post birth stages, to further investigate the issues and themes, raised at stage one of the research.

The third stage of the study utilised the themes and issues raised in part one and two of the study and is the basis of this paper. The third stage of this study involved interviews, with a range of leisure facility managers. The managers were recruited from a range of leisure facilities all based within Christchurch and included a voluntary sports organisation; a public funded and large recreation complex; a private gym/health club; a major shopping mall; a large cinema complex, a heritage park; a major tourist attraction, a regional library and a childcare/activity centre.

The themes and issues raised in stage one and two of this study were used to structure the interview schedule, where a number of open ended questions were asked to encourage managers to give their own opinions. Other questions which appeared on the interview schedule were sourced from the literature review, undertaken on family leisure. To set the context for the interviews, I firstly asked managers about their own leisure and experiences of family based leisure. Feedback from this line of enquiry helped develop more substantial areas of discussion. In particular, determining their understanding of such groups and identifying their philosophy of approach/management, with respect to provision for family members as a group and as individuals. I also, sought their views and opinions on problems and solutions of providing for family leisure and any specific programmes they had in place to meet the leisure needs of families with young children. In analyzing the findings from the interviews, I considered a number of factors, including: the context of the research; the words spoken by the managers; the frequency and specificity of their feedback and the intensity of their comments. These findings will be reported at the conference, in more detail

This study contributes to the growing debate about the importance of leisure in family life and highlights the importance of further study in this area at different phases of family life, from both the participant and provider perspective.

49. David Lamb[1], Paul.R. Emery[2], R. Crabtree[3]
[1]Faculty of Environment, Society and Design, Lincoln University, [2]School of Management, La Trobe University, [3]School of Psychology & Sport Sciences, Northumbria University

A review of the Sport Management Profession in New Zealand
(What do our students need and what are employers- looking for?)

Since the late 1980's New Zealand higher education institutions have encountered considerable pressure to develop curricula that are both scholarly and vocational. To professionally equip graduates for study-discipline employment minimally entails curriculum development awareness of contemporary industry practice as well as insights of employer expectations.

The aim of this particular study was to undertake out a six month occupational review of New Zealand

sport management positions to determine the employer needs of graduate entry positions. As part of a larger international study that will compare New Zealand sport management employment opportunities to those in England and Australia as well as to current Bachelor degree offerings, this discipline-specific study will ultimately be able to provide the basis of future pedagogy and curriculum development of undergraduate sport management university education.

The conceptual and analytical framework of this review is based upon the ENSSHE & EOSE (1997) sport management occupations classification scheme, and the recently established UK Management and Leadership national occupational standards (Management Standards Centre, 2009) and Service Skills Australia (2009) definition of the sport and recreation industry.

New Zealand sport management position data was collected via a systematic analysis of all relevant job advertisements that were sourced from several employment websites. The methodology involved the collection and collation of data over a six month period from the 1st April, to 30th September 2009. Data source utilized mainly came from job descriptions and person specifications and any other information specific to the sport management position identified. Once the data collection is complete, the breadth of New Zealand sport management occupations will be analysed according to management level (Management Standards Centre, 2009), occupational type and employer (ENNSSHE and EOSE, 1997), essential and desirable criteria, and nature of job activity ~ appraised against the UK Management and Leadership national occupation standards (Management Standards Centre, 2009).

As a result of this study, it will be possible to determine the nature and diversification of sport management positions in New Zealand. This study will also help identify some of the common selection criteria for entry level management positions, and a summary of typical task competencies expected by employers. The findings of this study will have implications for the sport management industry and for universities offering sport management curricula, so that academics and practitioners can better unite in the development of highly competent and effective sport managers.

50. Matthew Lamont, Kylie Causley
School of Tourism & Hospitality Management, Southern Cross University

New Directions: Map and Signage Considerations For Independent Cycle Touring

Cycle tourists are a unique group because they are dependent upon accurate wayfinding aids to facilitate trip planning prior to departure and navigation whilst en route. Their self-propelled mode of transportation means that inaccurate route information can place cycle tourists at risk of physical harm through dehydration or exhaustion. Wayfindings aids such as directional and/or informative signage, along with detailed cartographic maps are valuable sources of information for these tourists. However, despite increasing interest in cycle tourism little research has considered the needs and preferences of cycle tourists with reference to wayfinding aids. Drawing on a combination of quantitative and qualitative evidence from a broader study of independent cycle tourists in Australia, this research

found that the personal health and safety of cycle tourists can be compromised through poor quality wayfinding aids.

Data were collected by way of a convenience sample of subscribers to an Australian recreational cycling magazine (n=389). Quantitative data were analysed using procedures such as principal components analysis, tests of significance, and Pearson's r while qualitative data were analysed using a three-stage thematic coding procedure. The results indicated that female respondents were more anxious about the physical attributes and hazards that may be encountered along proposed cycling routes than males. Females also exhibited a stronger need to be well-informed, in advance of the nature of the routes they might cycle on. Implications for the planning and management of initiatives designed to attract cycle tourists to a destination area are highlighted as are potential areas for future research.

51. Josephine Tay, Ho-Keat Leng, Grain Baysa-Pee & Raine Chin
School of Sports, Health & Leisure, Republic Polytechnic, Singapore

"I am an Open Book": An Examination of Young Adults' Leisure Behaviour Through Blogs

Many studies have been conducted to establish the leisure pursuits of young adults. However, most of these studies had employed the use of questionnaires or in-depth interviews. Hence, they have been few studies (see Carr, 2002 as an example) that have attempted to map the temporal aspect of youth leisure activities i.e. the frequency, duration and period of leisure consumption.

The use of diaries as a method for collecting data allows for temporal analysis (Leigh, 1993; Lines, 2007; Zillinger, 2008). While the method is relatively new in leisure research, it has been demonstrated to be a reliable and valid method that has the potential to offer deep insights into consumption patterns (Broderick, 2008; Leigh, 1993; Lines, 2007; Schiano, Elliott, & Bellotti, 2007; Zillinger, 2008). As blogs are more popular as a method of recording experiences as compared to diaries among young adults, this research will use blogs as a research method to determine the leisure pursuits of young adults.

31 respondents from a tertiary institution in Singapore completed entries for 2 weeks. Contrary to most studies using diaries, this study opted for an open and unstructured entry system which will allow the study to collect data that is more natural and immediate to young peoples' leisure activities (Lines, 2007; Schiano et al., 2007).

The findings were consistent with an earlier study using both questionnaire and survey instruments as to the type of leisure activities engaged by young adults in Singapore (see Kau, Jung, Tambyah, & Tan, 2004). More importantly, the study identified the frequency, duration and time period for different types of leisure activities engaged by young adults.

52. Jan Lewis[1], Ian Patterson[2]
[1]School of Commerce and Marketing, CQUniversity, [2]School of Tourism, University of Queensland

How Does Intrinsic Motivation Relate to the Experience of Flow with Motorcycle Racers?

Csikszentmihalyi (1975) reported that when a participant is immersed in an activity, this engagement produces feelings of extreme joy or ecstasy, with the resulting sensation termed flow. As flow is considered to be linked with intrinsic motivations (Csikszentmihalyi, 1991) it could be expected that correlations exist between the Sport Motivation Scale (Pelletier et al., 1995) to measure intrinsic motivation, and the Flow State Scale-2 (Jackson & Eklund, 2004) to measure flow. This study used both scales with participants at different levels of motorcycle road racing in Australia as the study group. The written questionnaires were returned by 370 racers. Analysis of the results showed statistically significant correlations between the nine Flow State Scale-2 subscales and the three Sport Motivation subscales. Importantly, Intrinsic Motivation which is located on one end of the self-determination continuum was significantly and positively correlated with eight of the nine flow subscales, while Amotivation, which is located on the other end of the continuum, was significantly and negatively correlated with three flow state subscales. Results found that motorcycle road racers who were intrinsically motivated were significantly more likely to experience flow than a rider who was amotivated. Since flow has been reported as producing very pleasing effects, these flow effects may help racers to remain intrinsically motivated, engaged and committed to their sport.

53. Yating Liang[1], Deb Jordan[2], Hsin-I Chen[3], Paul Choi[4]
[1]Missouri State University, [2]East Carolina State University, [3]Oklahoma State University, [4]Missouri Western State University

Who is Reading Research? A Study on Professional Journal Readership in the United States

A large number of articles are published yearly in scholarly and professional journals and magazines in parks, recreation, and leisure services. An issue commonly raised by both practitioners and academicians is the perception that very few professionals (in professional practice or higher education) read research-oriented journals. Since the most recent data available related to journal readership in the profession is ten years old (a study conducted by one of the authors), we undertook this study to investigate current reading practices and beliefs of parks, recreation, and leisure services professionals, as well as changes in habits since 1997. The study found that a large majority of respondents rarely or never read research-based periodicals; the most frequently read journal among all respondents was *Parks & Recreation Magazine*. Overall readership has decreased for almost all periodicals. Within periodicals a higher percentage of readership was noted for research pieces, product information, and news/updates columns. A great deal of agreement was found between practitioners and academicians that reading research is important to remain current in the field, and that the purpose of publishing is to aid practitioners in solving local problems.

54. Daniel Lock[1], Aron Murphy[1], Tony Veal[1], Warwick Williams[2], Megan Gilliver[3], Simon Darcy[1]
[1]School of Leisure, Sport and Tourism, University of Technology, Sydney, [2]National Acoustic Laboratories, [3]National Acoustic Laboratories

Investigating the Leisure Noise Nexus in the Australian Context

The past 20 years have led to vast technological developments, which have supplemented and extended the leisure activities available to Australians. Despite offering new and enjoyable pastimes, there has been an increasing use of noisy leisure devices, such as iPods and video games. Research into the relationship between leisure activities and potential noise risk is rare in the Australian context. Therefore, this paper seeks to outline an agenda for future research into the leisure and noise nexus within Australia.

Existing research into the relationship between leisure and noise emerges from audiology, industrial ergonomics and paediatrics and is driven by the hypothesis that basing health policy purely on workplace standards omits a large amount of daily and weekly noise exposure. Some authors have sought to test the noise exposures associated with specific leisure activities to develop existing policy guidelines for recommended noise exposure. However, these studies have been framed by preconceptions in relation to the danger stemming from exposure to specific noise sources and little time is spent exploring the number of participants and the frequency and duration of activity.

This paper will address this gap in existing literature via a review of existing literature and participation data to establish key activities within the Australian context that may represent a noise danger to participants. Through this review, an agenda for future research in Australia will provide a tool to more clearly understand how Australians are influenced by noise in their leisure time.

55. Elisabeth Lord
Healthy Communities Research Centre, University of Queensland

Engagement Factors in Leisure Time Physical Activity among a Group of Older Men at Risk

We know that exercise helps to ameliorate depression, but much less is known about how to involve older men in exercise. By exploring the experiences that guide or hinder older men's motivation to become physically active, this research aims to understand the engagement factors of men who do get active and those who do not get involved in physical activity among a group of men at risk.

Many quantitative studies exist on how men engage in exercise and their motives, however, there is a dearth of literature that explores the meaning older men make of a walking program and the reasons why some might value such a program and others not.

Data was collected on three different groups at various stages of the one year study located at Hervey Bay, Toowoomba and the Redlands, in South-East Queensland, Australia. The groups fell naturally into those who engaged in the walking program, those who left it at sometime along the way and those who were invited to take part but preferred not to enter the program. Qualitative methods were used to explore the men's motivations to initiate engagement in an exercise program of this kind, and their capacity to maintain that engagement over time. The exercise program was designed to provide a healthy activity that has known benefits for health.

This paper will present the preliminary results across a number of methods including focus groups, semi-structured interviews, in-depth interviews, and weekly diaries. Strategies will be discussed and recommendations made for engaging men in physical exercise programs.

57. Nurhayati Abdul Malek[1], Manohar Mariapan[2], Azlizam Aziz[2]
[1]Kulliyyah of Architecture and Environmental Design, International Islamic University Malaysia (IIUM), [2]Faculty of Forestry, Universiti Putra Malaysia (UPM).

Measuring Criteria for a Quality Neighbourhood Park

Since the Nineteenth Century, the provision of parks has been a major focus in promoting places for relaxation and recreation. In other words, parks were designed to promote public health and to give some aesthetic value to an urban setting. Neighbourhood parks therefore can be regarded as public spaces, which cater to the needs of urban dwellers and the community as a whole. This review paper explores and expended on the understanding on what is accepted as a successful residential green open space area, in this case, we named it the 'quality neighbourhood park' criteria. Several findings from past literature will also be imposed and further tested to validate the construct in the area of use pattern, needs as well as preferences study towards residential open spaces area or the neighbourhood park context. The studies reviewed in this paper offers knowledge contribution towards exploring new ideas and directions to the body of literature in developing criteria for a quality neighbourhood parks and open spaces. Hence, the final analysis method will verge into a Structural Equation Modeling (SEM) analysis technique which will come in the form of path analysis and confirmatory analysis approach. This study should help measure, develop, and validate a new approach to achieve a quality neighbourhood park design and recreational management.

58. Kevin Markwell[1], Nancy Cushing[2]
[1]School of Tourism and Hospitality Management, Southern Cross University, [2]School of Humanities, University of Newcastle

The Thrill of Disgust, the Attraction of Revulsion: Examining Negative Emotions in Leisure and Tourism Experience

Some recent research examining aspects of captive animal displays undertaken by the authors has led to a line of enquiry that seeks to better understand the place of disgust and revulsion within leisure and tourism experience. While the literature treating these negative emotions is well developed in areas including law and psychology, it has been largely overlooked in the fields of leisure and tourism, with the exception of dark tourism. Disgust and revulsion have been shown to be paradoxical emotions which stimulate intense engagement with their object at the same time as they repel. As Miller (1997: 17) argues, "Disgust shocks, entertains by shocking, and sears itself into memory." As is evident from viewing reality television, news broadcasts and Youtube video clips, this appeal is openly harnessed elsewhere in contemporary society. To what extent have leisure and tourism enterprises harnessed the attraction of the repellent? Is it being used to create enjoyment and pleasure or for other purposes? Drawing on a range of historical and contemporary examples, we explore the ways by which disgust and revulsion have been mobilised in leisure and tourism discourses and practices.

60. Richard McGrath
Centre for Tourism & Leisure Management, School of Management, University of South Australia

Recreation, Local Government and Discourses of Disability

Actions are underpinned by knowledge and experiences. However this accumulated knowledge and experience has also been shown to be framed within particular discourses. In the case of community-level recreation for people with disabilities, local government staffs' understanding of disability has the potential to influence the type and level of opportunities provided and planned for as well as their role and practice. This paper draws on data from semi-structured interviews with local government staff. Interrogation of the interview data, using a grounded theory constant comparison method as advocated by Charmaz (2006), identified two key discourses concerning disability. These were *disability as immobility* and *disability as similar to another*. The discourse of *disability as immobility* reveals an underlying perception that people with disabilities are generalised as unable to physically access recreation services and opportunities. *Disability as similar to another* is revealed as a discourse through which provision of recreation services and opportunities are related to other social groupings, such as the elderly or children. Analysis of the data also revealed these two discourses of disability are interwoven and provide both clarity and confusion within the understanding of local government recreation provision. Findings from this paper highlight the variability and contestation of the understanding of disability at a local government level. In addition, these findings provide a deeper insight concerning the difficulty local government contend with regarding disability and recreation at the community level.

61. John T. Meldrum, Brendan Matthews
School of Exercise Science, Physical and Health Education, University of Victoria

$20 to a Healthier Community. A Case Study on Teaching Social Change

Introduction
This case study provides insight into how leisure management teaching techniques can promote social change through project-based learning. The learning experience asked small groups of students to create, implement and evaluate an initiative aimed at impacting social change on a limited budget ($20 CDN). Project outcomes included fund-raising efforts (several over $1000), many raised community awareness of important social issues, and others initiated successful actions to address issues such as nutrition, self-esteem and environmental concerns. Most projects addressed at least two of the previous three project outcomes discussed.

Methods
Projects from two different years were examined. Interviews, focus groups and content analysis of student comments were analyzed and represented input from 13 different groups, a total of 58 students.

Findings
Students reported impacts of increased self-efficacy, increased awareness of a broad range of social issues and the competencies to address them. It was found that the accountability to a real organization and the pressure of reporting publicly to classmates and professors following the project added an element of commitment and accomplishment not found in conventional university projects. The success of the previous year's projects also created a standard by which current year students judged themselves, and in doing so contributed to a "culture of excellence". Students also reported increased knowledge including efficiency and effectiveness practices regarding project management and human relations management practices. In particular, students developed a strong sense of a facilitative and empathetic leadership style.

62. John T. Meldrum
School of Exercise Science, Physical and Health Education, University of Victoria

Using a Multi-Commitment Model to Better Understand Serious Leisure, an Exploration of Runners

Introduction
This exploratory study looks to assess the viability of using a multi-commitment model, commonly used in workplace settings, to help understand serious leisure behaviour. As the practice of serious leisure possesses many career-like attributes and has similar emotional attachments for the

participants, this study attempts to see if a workplace construct helps one to better understand serious leisure behaviour.

Methods
13 in-depth semi-structured interviews were conducted with runners who self identified (and were then pre-screened) as individuals for whom running was a serious leisure pursuit. All runners were 18 years or older, and both males and females were interviewed. All were runners from a mild climate in a western Canadian province and all had been running for at least three years.

Findings
On the surface all runners did indeed appear to see running as serious leisure and their behaviour demonstrated commitment (e.g. ran through inclement conditions; continued even when it got tough; had status from running). The commitment model has three components or dimensions: affective commitment (desire), continuance commitment (need), and normative commitment (obligation) (Meyer & Allen, 1990). All three forms of commitment appeared to present in the runners interviewed. This may have implication for better understanding why individuals continue to participate in an activity and for understanding the outcomes they receive from the activity. In short, affectively committed runners *want* to participate, continuance committed runners *have* to participate, and normatively committed runner feel they *should* participate.

63. John T. Meldrum
School of Exercise Science, Physical and Health Education, University of Victoria

How the Sun and a Little Grass Just Might Have Saved My Life. Tennis and Serious Leisure: An Autoethnography

Introduction
This autoethnography describes my personal journey back to a sport that was once a major focus of my life. This paper highlights three themes that shed light on how serious leisure offers benefits to one who chooses it and demonstrates how the loss or change in one's serious leisure can have potentially devastating personal implications similar to those associated with a major loss in other parts of one's life.

Methods
This study utilizes the reflexive methodology of autoethnography and the theory of serious leisure to examine the author's participation in the sport of tennis. Though rare in the leisure literature, autoethnography has been used to highlight lived leisure experience (e.g. McCarville, 2007). This study is my personal reflection on the serious leisure experience and may offer insights into the positive and negative roles serious leisure can play in one's life.

Findings
This poster will address three themes related to my leisure experience: mourning and loss,

reclaiming the meaning of athlete, and the focus on challenge not results. Through this work it became clear that I had been in mourning for the loss of an activity I cared deeply about. The presentation will discuss how the loss of serious leisure earlier in my life and an unsuccessful search for a replacement led to a host of physical and emotional issues. The study will also discuss how reframing my perception of an activity and reclaiming a personal meaning of athlete has helped me regain an important part of self.

64. Geoff Nichols[1], Rita Ralston[2]
[1]University of Sheffield, [2]Manchester Metropolitan University

Manchester Event Volunteers – Lessons of a Legacy of Volunteering from the 2002 Commonwealth Games

There has been much discussion about the legacy of major sporting events in terms of the sporting infrastructure and as a catalyst to economic development (Cashman 2006; Mean, et al. 2004; Preuss 2004; Smith & Fox 2007; Vigor et al. 2004). However, there has been far less consideration of the legacy in terms of promoting volunteering (Downward & Ralston, 2006). This paper reports a case study of Manchester Event Volunteers (MEV); an organisation set up following the 2002 Commonwealth Games in Manchester, and which still maintains a data base of 1,700 volunteers.   As such it is a significant example of an organisation set up specifically to promote a sports event volunteering legacy. The research draws on interviews with MEV managers, focus groups of volunteers, questionnaires of volunteers, and interviews with event managers to assess the contribution of MEV to this legacy and lessons for future major events, such as the 2012 Olympics and 2014 Commonwealth Games.

67. Raymond A. Poff[1], Ramon B. Zabriskie[2], Jasmine Nutter[3]
[1]Department of Kinesiology, Recreation and Sport, Western Kentucky University,
[2]Department of Recreation Management and Youth Leadership, Brigham Young University,
[3]Department of Recreation, Park, and Tourism Studies, Indiana University

Testing a New Family Leisure Model: Australian Parents and Children

This exploratory study tested a recently developed family leisure model with data from Australian families. The model examines relationships between family leisure involvement, family functioning, family communication, family leisure satisfaction, and satisfaction with family life. Data were collected from Australian families via an online questionnaire; a parent and an adolescent child (11-15 years old) from each participating household responded. After data screening, analysis was conducted (n=902 parents) and (n=810 children).

The online questionnaire consisted of six sections a) the Family Leisure Activity Profile (Zabriskie & McCormick, 2001), b) the Family Leisure Satisfaction Scale, c) The Family Adaptability and Cohesion Scales II (Olson, McCubbin, Barnes, Larsen, Muxen, & Wilson, 1992), d) the Family Communication Scale (Olson, Gorall, & Tiesel, 2004), e) the Satisfaction with Family Life Scale (Zabriskie & McCormick, 2003), and f) sociodemographic questions. The Analysis of Moment Structures program, AMOS 6.0 was used to analyze the structural equation models.

Fit indices from the parent and youth structural equation models were quite similar to each other and both exhibited a reasonable fit of the data. The Australian model findings differed from a recently tested U.S.A. model (Poff, Zabriskie, and Nutter, in review) most notably between Family Leisure Involvement and Communication; and Family Leisure Involvement and Family Functioning. Differences between Australian and U.S.A. data in measures of Communication and Cohesion most likely accounted for the model differences. This exploratory study provides insight into Australian family leisure perspectives and assists in providing a more global view of family leisure constructs.

68. Raymond A. Poff[1], Ramon B. Zabriskie[2], Jasmine Nutter[3]
**[1]Department of Kinesiology, Recreation and Sport, Western Kentucky University,
[2]Department of Recreation Management and Youth Leadership, Brigham Young University,
[3]Department of Recreation, Park, and Tourism Studies, Indiana University**

New Zealand Family Leisure: Modeling Parent and Child Perspectives

This exploratory study tested a recently developed family leisure model with data from New Zealand families. The model examines relationships between family leisure involvement, family functioning, family communication, family leisure satisfaction, and satisfaction with family life. Data were collected from New Zealand families via an online questionnaire; a parent and an adolescent child (11-15 years old) from each participating household responded. After data screening, analysis was conducted (n=425 parents) and (n=413 children).

The online questionnaire consisted of six sections a) the Family Leisure Activity Profile (Zabriskie & McCormick, 2001), b) the Family Leisure Satisfaction Scale, c) The Family Adaptability and Cohesion Scales II (Olson, McCubbin, Barnes, Larsen, Muxen, & Wilson, 1992), d) the Family Communication Scale (Olson, Gorall, & Tiesel, 2004), e) the Satisfaction with Family Life Scale (Zabriskie & McCormick, 2003), and f) sociodemographic questions. Analysis of Moment Structures, AMOS 6.0 was used to analyze the structural equation models.

Fit indices from the parent and youth structural equation models were quite similar to each other, yet revealed a mediocre fit of the data. Considering the New Zealand data and model findings were very comparable to those from a recently tested U.S.A. model (Poff, Zabriskie, and Nutter, in review) sample size is suspected to have influenced data fit. The parent model was re-tested without a path

from Balance Leisure Satisfaction to Satisfaction with Family Life with nominal impact. This exploratory study provides insight into New Zealand family leisure perspectives and helps provide a more global view of family leisure constructs.

69. Po-Hsin Lai
Newcastle Business School, Faculty of Business and Law, University of Newcastle

A Place Meaning Approach to Partnerships and Collaboration among Tourism Stakeholders for Sustainable Natural Resource Management in National Parks

National parks are popular venues for nature-based recreational and tourist activities. It has been challenging for national park agencies to accommodate a philosophy of conservation while simultaneously providing public access to satisfy recreation and tourism demand. In Australia, partnerships and collaboration among national park stakeholders involved in tourism have increasingly been advocated as a means to address national park use for recreation and tourism without compromising the goals of conservation. However, stakeholders may encounter and contribute to conflicts through their individual attributions of different values to national parks, partly due to the way they each interpret the parks. Some may compete for the legitimization of their park values leading to the failure in collaboration and distrust with one another. Research in social dilemmas and collective actions suggests that a sense of collective identity formed by a group of individuals who share with one another similar values and feelings of common fate is likely to transform a rational decision aimed at maximizing self-interest to one that greater emphasizes the collective good. This presentation will draw upon literature in natural resource management exploring place concepts (such as place meaning, place attachment, and sense of place) as drivers for collaboration or conflicts among individuals with regard to recreational uses and natural resource management. A conceptual framework using place meaning as an analytical tool to examine its influence on the formation of a collective identity or emphasis on the interests of each sub-group among tourism stakeholders of national parks will be presented.

70. Po-Yu Wang
Newcastle Business School, University of Newcastle

The Comparison of Soft and Hard Adventure Recreation: A Supply-Side Perspective

Adventure recreation is a highly specialised market characterized by an enormous variety of services. Most research on adventure recreation and tourism takes a demand-side perspective and focuses upon the preferences and experiences of individual participants. However, research on adventure activities

largely overlooks supply-side perspectives. Most notably is a lack of research that examines commercial adventure recreation operators who run their own businesses. This study explores those perspectives by focussing upon the background, experience and values of operators. This study uses soft/hard adventure as a 'sensitizing construct' to explore how such perspectives shape and are shaped by the nature of the activities provided. This paper presents results from a qualitative case study of adventure suppliers in NSW. 28 suppliers were purposively sampled. This sample included operators who provided either primarily soft or hard adventure products. The findings of this study suggest that all operators interviewed shared common values that included the desire for a quality personal lifestyle, giving people enjoyment and happiness, and a concern for safety and conservation. They also shared concerns about protect lands access and policy requirements. However, there were clear differences between operators who provided soft and hard adventure activities. This was most notable in terms of personal backgrounds of the operators, the way they approached staffing, and the nature of the activities they provided. This study concludes by discussing the differences between soft and hard adventure recreation suppliers in terms of how they manage a range of contextual issues and how that shapes their operational strategies.

71. Bianca Price
School of Management, University of South Australia

Investigating the Existence of a Reverse Spillover Hypothesis: Serious Leisure and the Negotiation of Work

"No hour of life is wasted that is spent in the saddle" (Winston Churchill).

The relationship that exists between a rider and their horse is an important and powerful bond that extends beyond the simple engagement in the activity and consumes much of the individual's livelihood and sense of being. In this regard, horse riding for many constitutes 'serious leisure', defined as 'the systematic pursuit of an amateur, hobbyist, or volunteer core activity that is highly substantial, interesting, and fulfilling and where...participants find a career in acquiring and expressing a combination of its special skills, knowledge, and experience (Stebbins, 1992, p.3).

Previous studies (Gillespie, Leffler & Lerner, 2002, Wheaton & Tomlinson, 1998) have linked serious leisure with Tomlinson's 'culture of commitment'. Horse riders typify this - indeed their level of commitment to their leisure pursuit shapes their life realms, as how they use their time spend their money and how they define their social networks and milieu. This commitment may create substantial logistical issues for participants, with responsibilities and commitments to their leisure that inevitably will clash with their 'real world' responsibilities, and of particular interest to this study, their work. These clashes are unavoidable for the serious leisure participant. However what defines the serious leisure participant is that participants attempt to negotiate between the work and leisure, and try to find balance. However, even acknowledging the importance of negotiation, how participation in such a high commitment activity directly impacts on the participant's work roles and responsibilities has rarely been examined, particularly quantitatively.

The study, completed by members of various horse riding groups, such as Pony Club Australia and the EFA, explores how horse riding, may in fact have a reverse spillover effect, where the requirements of the leisure pursuit impacts on the individuals work choices and behaviours, rather than work responsibilities impacting on leisure as has traditionally been examined. Implications for lifestyle choices of the individual, as well as for the organisations that employ them are discussed, with a more complete view of work-life balance perhaps needing to be considered at the organisational level.

72. Linda S. Ralston
Department of Parks, Recreation and Tourism, University of Utah

A Comparison of Motivations, Satisfaction, and Levels of Delightedness among Study Abroad and International Voluntourism Participants

Participants in international travel indicate that they have experienced a transformational or "peak-experiences". Because of the powerful effects of study abroad and international voluntourism experiences, there are equally powerful outcomes such as incredible happiness or delightedness, alterations to one's worldview and intense personal growth. There has been great interest and research into describing how and what occurs during "peak-experiences". If tour providers, study abroad administrators, and/or non-profit volunteer organizations better understood how transformational experiences and satisfaction were achieved, they could better facilitate participants in achieving these momentous experiences. Knowledge of these matters would allow tourism and recreation providers to move beyond of the standard approaches and truly involve people in powerful, life-altering experiences.

Study participants completed a series of questionnaires administered prior to beginning their experience, a minimum of one mid-experience response, and a follow-up to their experience. The study abroad respondents identified a motivation to gain a cross-cultural understanding, to gain an international experience, and improve their foreign language skills. The voluntourism respondents identified a motivation to have a meaningful experience, make a difference by helping other people, to gain a cross-cultural understanding. Both groups reported high levels of delightedness when vividness was present in their mid-experience and post-experience reports. Overall satisfaction with the experience was achieved when the respondents had experiences that had well-defined goals, opportunities to grow within the experience, and received positive feedback from their academic supervisor or site supervisor.

74. Brent Ritchie
School of Tourism,University of Queensland

Benchmarking Visitor Satisfaction at Attractions

This measurement of visitor satisfaction is crucial for monitoring the overall satisfaction of visitors, their intention for repeat visits or recommendations. However, it is recognised by some authors (Ryan and Cessford, 2003; Pearce, 2005) that the measurement of visitor satisfaction is complex and multi-dimensional. The dominant approach in measuring consumer satisfaction has emphasised the gap between expectations and performance of individual attributes as well as the overall satisfaction and loyalty of consumers. For experiences such as tourism or an attraction visit expectations may be less relevant and difficult to accurately measure, and a *post hoc* approach after the experience may be a better in measuring satisfaction and limiting researcher intrusion (Crilley and Price, 2006; Pearce, 2005). This research developed an importance-performance analysis (IPA) approach to benchmarking visitor satisfaction in attractions. Previous research, an industry workshop and a Delphi approach were used to generate and rank a list of relevant tangible and experience attributes to be included in the survey alongside overall satisfaction and loyalty questions. Approximately 3,500 visitors across 10 built attractions in Canberra, Australia participated in the study over a 12 month period. The IPA analysis charts and gap analysis results will be presented and discussed. Interestingly, 'overall atmosphere, 'overall facilities and services', and 'overall experiences' were significant predictors of overall satisfaction and loyalty, while 'fun and enjoyment' and 'a unique experience' also showed up as significant. Practical recommendations and future research directions are suggested to advance a benchmarking approach for understanding attraction visitor satisfaction.

76. Trent Newmeyer, Erin Sharpe, Martha Barnes
Department of Recreation and Leisure Studies, Brock University

Whose Park is it Anyway?: Community Development, Public Recreation and Participatory Governance

Community Development (CD) has long been heralded as an ideal framework for recreation provision. Unlike the planning model where leisure professionals are supposed to fix 'problems' through the service delivery, CD focuses on fostering the capacity of communities. However, attempts to institutionalize a CD approach in public leisure provision have not been widespread. Local governments increasing leave CD work to voluntary-sector organizations. Although CD has broad philosophical support, there seem to be deep questions that relate to the potentialities of institutionalizing a CD approach within the bureaucratic context of municipal recreation. This paper engages with these questions by examining a public recreation setting that *has* shifted from the standard top-down social planning model to a more CD approach – a move brought about a local activist citizen group.

The study site was Dufferin Grove Park , a park administered by the Toronto Division of Parks, Recreation and Forestry. It was selected with the intent of profiling a case that is considered a "best

practice" of community development within public leisure. Indeed, although DGP was administered in a top-down fashion, the park had, over time, developed a highly collaborative and participatory management approach that was oriented toward CD.

For meaningful CD to occur, citizens must be able to participate at an equitable level. However, our research reveals that inequalities limit the ability of citizens to participate on an equal footing in CD. Therefore, CD risks being done in the name of 'all' but in reality is brought about by those in the community who have more resources.

77. Marie Sheahan
School of Humanities and Social Sciences, Charles Sturt University

Conceptualising Leisure as Citizenship: New Developments in Citizenship Theory and the Implications for Civic Participation for People with Disabilities

This paper draws on recent developments in citizenship theory to examine how leisure provides opportunities to extend the citizenship rights of people with disabilities. In particular, it draws on conceptions of recognition, cultural citizenship and solidarity. It engages emerging debates on the nexus between disability, care, human rights and citizenship. It does so by utilizing recent work by Ruth Lister on disability and citizenship which locates citizenship in a more constructionist rather than normative and codified domain. It identifies, through the use of case studies, how leisure viewed from this perspective opens opportunities for the expression of affirming subjectivities by people with disabilities. It also demonstrates how such a conception of leisure as citizenship may be mobilised in multiple ways to extend the human rights, public identities and cultural capacities of people with disabilities.

78. Ruth Sibson
School of Marketing, Tourism and Leisure, Edith Cowan University

The Current Generation of Students: Wh'Y' Event, Sport and Recreation Management?

The declining interest in undergraduate leisure studies courses, largely in favour of programs in sport, tourism and events, has seen a number of institutions make significant changes to their course offerings in recent years. In 2008, largely in response to these shifts in student preference, but also due to industry requirements, Edith Cowan University replaced their Bachelor of Leisure Sciences with the Bachelor of Event, Sport and Recreation Management (BESRM). From a very low base, this change has resulted in significant increases in student enrolment in 2008 and 2009. This paper presents the findings of research which examined the factors students deemed important in this degree choice.

Self-completed questionnaires were administered to 62 students (response rate of 91%) enrolled in the BESRM course in 2008 and 2009. On five-point Likert scale measures, students rated the importance of 25 factors; they also provided reasons for their degree choice. Important factors were the event management component of the course, good career opportunities, range and variety of career opportunities, and the desire to work in the sport and recreation industry. Similarly, key themes related to the course and future career opportunities, but also highlighted the importance of having an interest in, or passion for, these areas. In contrast, factors such as professional prestige/high status of future career and future earnings potential, alongside those relating to the university itself, did not rate as highly. Although research on why undergraduate students choose a particular course is not new, there is little examining sport, leisure, recreation and event degrees. Knowing why students are enrolling in this course assists, not only, in institutional decisions related to recruitment, marketing and course design, but contributes empirically to the current discussion surrounding the future of leisure studies.

79. Lucy Spowart
University of Otago, School of Physical Education

Motherhood and Moral Accountability: On Board and Taking Risks?

Lifestyle sports are commonly associated with risk, and snowboarding is by no means an exception (Stebbins, 2005). Often termed an 'extreme' or 'high risk' sport, the dominant image of the sport is one in which participants engage in "voluntary risk-taking" (Lyng, 1990, 2008) with a high probability of injury. The growing popularity of 'high risk' activities (Pedersen, 1997; Stranger, 1999) suggests that whilst many citizens seek to minimise risks in their lives, paradoxically, others are actively choosing to engage in knowingly 'risky' activities. These discourses of extremity which feature heavily in media representations of snowboarding stand in uneasy relation with dominant discourses of motherhood. This research is based on a qualitative study in which the diary-interview method (Zimmerman & Wieder, 1977) was employed with eight mothers who snowboard. Drawing on Foucault's ideas of 'governmentality' and 'technologies of the self' I adopt a strong social constructionist position where "nothing is seen to be a risk in itself; rather, events are constructed as risks through discourse" (Lupton, 2006, p. 14). I explore the particular discursive positions the women draw on to talk about risk as well as exploring the dominant discourses available to the mothers to talk about risk-taking behaviours. The presentation is structured around the key themes of risk that emerged through the women's diary and interview 'talk'. These themes are: 1) the pleasures of voluntary risk-taking; 2) risk and the government of pregnancy; and 3) motherhood, snowboarding and the fear of injury. The conclusion relates these discourses to wider discourses and notions about moral accountability and embodiment.

82. Alicia R. Stanway
School of Management, University of South Australia

Exploring Social Constructions of Femininity and Participation in Physical Activities amongst Female Adolescents

The purpose of this study was to examine the role of participation in physical activities that are consistent with social constructions of femininity on overall and domain-specific self-esteem. Employing a cross-sectional quantitative design, adolescent females participating in a traditionally 'feminine' physical activity (dance), 'non-feminine' physical activities (cricket and basketball) and currently not participating in any regular physical activity (inactive), completed measures of overall self-esteem, achievement motivation (approach and avoidance), social physique anxiety and peer relations. Results indicated that adolescent females participating in 'non-feminine' physical activities reported higher levels of overall self-esteem, compared to those participating in the 'feminine' physical activity or not participating in physical activity at all. In terms of domain-specific self-esteem, the 'non-feminine' group reported higher levels of peer relations compared to the 'feminine' group. The inactive group reported higher levels of social physique anxiety compared to the 'non-feminine' group. Finally, both the 'feminine' and 'non-feminine' groups reported higher levels of achievement-approach motivation, in comparison to the inactive group. This study provides support for the premise that overall self-esteem of adolescent females can vary based on the type of physical activity they participate in.

84. Michael A. Tarrant[1], Gerard Kyle[2], Roger L. Moore[3], Annette Moore[3], William T. Borrie[4]
[1]Warnell School of Forestry and Natural Resources, University of Georgia, [2]Texas A&M University, [3]North Carolina State University, [4]University of Montana

Study Abroad as a Significant Leisure Experience: The First-time Effect

This paper substantiates the role of study abroad as a unique and significant leisure experience; moreover, it argues that a *first-time effect* (McKeown, 2009) occurs among a young (primarily undergraduate student) population which opens up their worldview and, in so doing, encourages global citizenship. It has often been claimed that short-term study abroad programs (especially to English-speaking countries) have limited potential to impact student learning outcomes on the basis that they (a) lack academic rigor or (b) are of insufficient duration to immerse students in a cultural (or linguistic) environment or promote gains in country-specific knowledge. For many academics (faculty and administrators) study abroad may be considered as simply "fun and games." Over 600 students from ten U.S. institutions participated in one of two 4-week, 6 semester credit, faculty-led, educational travel, study abroad programs to Australia or New Zealand between May, 2008 and July, 2009 focused on the theme of sustainable development. Approximately 90% of the students had not previously studied abroad. Using a Value-Belief-Norm theoretical orientation, the present study provides compelling evidence of a profound change in core values (toward self, others, and the living world),

attitudes (general worldview), norms (obligations to self, others, and the living world), and behavioral intentions (reflecting environmental citizenship, policies, and consumer behavior) associated with study abroad, especially for first-timers. Implications for our field of exploring the significance of this first-time effect as a pronounced leisure experience and of demonstrating the outcomes as a legitimate academic endeavor are discussed.

85. Michael A. Tarrant[1], Uttiyo Raychaudhuri[1], Lee Stoner[2], Heather Bell[3], Heather Gibson[3]
[1]Warnell School of Forestry and Natural Resources, University of Georgia, [2]American Universities International Programs, [3]Tourism, Recreation and Sport Management, University of Florida

Nurturing Global Citizenship through Educational Travel

Educational travel embodies the classical notion of *schole*, as a leisure experience that nurtures a virtuous citizenry (Gray, 1998; Rackham, 1932). While a range of evidence suggests that experiential education plays a critical role in nurturing citizenship (e.g., Bryant, 2006; Noddings, 2005), study abroad programs that simply incorporate a field component in the delivery of its instruction are arguably little more than token contributors or "service tourism," where the greatest benefit to the host community is the tourist dollars spent (Susnowitz, 2006). Rather, to nurture global citizenship requires a delivery mechanism that engages students with the real world and enables them to think beyond their own immediate needs. Using reflective essays from more than 300 U.S. students who participated in a short-term (4-week), study abroad program in the South Pacific (Australia or New Zealand) in 2008, we examine the transformational learning associated with educational travel. Transformational learning involves a change in thinking from an emphasis on concrete facts to the abstract: A change in *what we know* to *how we know* (Kegan, 2000). Such an epistemological shift requires thinking about the underlying meanings in the construction of knowledge and the generation of new frames of reference (Mezirow, 2000) or new worldviews (King, 2003). Our presentation provides a conceptual orientation for education travel as a leisure experience of the highest order (i.e., nurturing citizenship) and demonstrates qualitative evidence to the ways in which participants view (a) the country/place they visited, (b) themselves as Americans in that place, and (c) their worldviews; in essence, to explore the extent to which students behave as citizens rather than consumers.

86. John Tower[1], Denis Coleman[2]
[1]School of Sport and Exercise Science, Victoria University, [2]Centre for Aging, Rehabilitation Exercise & Sport, Victoria University

Using SEIFA and ERASS Data to Understand Sport and Recreation Participation in Victoria

The Socio-Economic Indexes for Areas (SEIFA), which is based on data from the Australian Bureau of Statistics census of population and housing, provides measures of socio-economic conditions for Statistical Local Areas in Australia. There is little evidence of SEIFA data being used in sport and recreation research in Australia. The Exercise, Recreation and Sport Survey (ERASS) data provides a comprehensive set of information about the exercise, recreation and sport participation of Australians. There has been limited detailed analysis of the ERASS data and less statistical analysis to guide recreation and sport planning. An analysis of an amalgamation of SEIFA and ERASS data provides a greater understanding of the socio-economic patterns of sport and physical recreation participation.

This research investigated a partial amalgamation of these two sets of data for the Australian state of Victoria. Analysis explored the weak but significant negative relationships between indicators of local area social disadvantage and individual participation in active recreation. The SEIFA 'relative disadvantage' component of the data was used to select contrasting local areas for statistical comparisons of sport and recreation participation.

The analysis of data sets incorporating the ERASS and SEIFA information helps recreation and sport planners and researchers understand differences in socio-economic and municipal active recreation participation patterns. The analysis also helps to assess the capacity of physical activity to enhance well-being of less advantaged people.

87. Eva Hiu-Lun Tsai[1], Lena Fung[1], Denis J. Coleman[2]
[1]Hong Kong Baptist University, [2]Centre for Aging, Rehabilitation Exercise & Sport, Victoria University

Is Screen-Based Activity a Contributor to the Sedentary Leisure Lifestyles of Young People in Hong Kong?

There has been much concern about the increasing prevalence of sedentary leisure lifestyles among young people. Many researchers argued that the major competitor for physically active leisure was time spent in sedentary screen-based activities (SSBA) (i.e., watching television, playing computing games, & surfing the internet). However, some studies found no significant relationships between these activities. The present study examined the prevalence of SSBA, and its relationship with leisure time physical activities (LTPA) participation of young people. A total of 2,883 students from 25 Hong Kong secondary schools participated in a survey in 2007. The findings of the study indicated that a high proportion of students engaged in excessive SSBA. The relationship between LTPA and SSBA participation was non-linear. Those who did not engage in LTPA tended to spend more time in SSBA than those who engaged in some LTPA. However, among those LTPA participants, those who spent

more time in LTPA also spent more time in SSBA. Results from two-way ANOVAs also showed interactions between gender and LTPA participation on overall and specific kinds (computer games, internet surfing) of SSBA engagement levels. This shows that the relationship between SSBA and LTPA is not one of simple activity replacement and differs for boys and girls. It suggests these are two rather independent spheres of leisure for students.

89. Cara Von Dohren, Elizabeth Savina
Redcliffe District Hospital – Rehabilitation Unit, Queensland Health

Leisure Assessment and Intervention for Adults with Communication Difficulties after Stroke

Background:
The Australian National Stroke Foundation has recognized a reduced leisure lifestyle for those people who have sustained stroke. At least one-third of this client group has communication deficits that highly impact their leisure function within the community setting. It is important to acknowledge that within the inpatient rehabilitation setting, therapeutic recreation clinicians have limited resources that wholistically assess and provide assistance to these patients. Speech Pathologists specialize in the facilitation of communication through therapy and augmentative strategies. While family report of past leisure has been a useful beginning, it has been found to be insufficient to plan appropriate leisure intervention.

Aims:
To develop a process and tools that comprehensively determine the social and leisure needs and abilities of older adults with severe communication difficulties who have basic intact cognition. The ultimate goal is autonomous participation in leisure with newly acquired disabilities.

Method:
The leisure therapist and speech pathologist reviewed existing leisure assessments and AAC (Alternative and Augmentative Communication) devices and approaches (e.g. Talking Mats™). They then developed a process and tools (e.g. photographic leisure choices and modified leisure clocks) to assess and provide assistance to patients with severe communication difficulties within the inpatient setting. This incorporated leisure education and community access visits.

Results:
The presentation will use two case studies to illustrate the process and demonstrate use of the modified tools.

Application to other environments:
While the above process and tools where used in an inpatient setting, they would be highly applicable to the community setting.

90. Anthony (Tony) J. Veal
School of Leisure, Sport and Tourism, University of Technology, Sydney

Needs: An Inappropriate Concept for Leisure Planning?

It has become widely accepted that 'needs' should be the basis of local planning for leisure. For example, the 1992 NSW Department of Planning's, *Outdoor Recreation and Open Space Planning Guidelines for Local Government* state:

> ... this document moves away from rigid standards which have been adopted by many councils, to a needs based open space planning approach. For too long standards bearing no relationship to local community needs have been used to decide the amount of open space. A needs based approach offers councils and developers the opportunity to take into account local circumstances and to negotiate a solution that suits the area and population in question' (NSW Dept of Planning, 1992: i)

And British government guidelines for the preparation of local cultural plans state:

> To ensure effective planning for open space, sport and recreation it is essential that the needs of local communities are known. Local authorities should undertake robust assessments of the existing and future needs of their communities for open space, sports and recreational facilities. (Office of the Deputy Prime Minister, 2002: 2)

The use of the word 'need' in such documents, and the in the plans which follow their advice, seeks to link leisure with the mainstream social services, implying a necessary public policy response. Based on an examination of popular conceptions of need, such as the Maslow hierarchy and the Bradshaw/ Mercer typology, and of the nature and role of public leisure service provision, this paper questions the theoretical and practical validity of the needs-based model of leisure planning and suggests an alternative approach based on participation and benefits.

91. Cornelia Voigt
School of Management, University of South Australia

Exploring and Distinguishing Hedonic and Eudaimonic Experiences in Three Groups of Wellness Tourists

This paper contends that recent developments in the field of positive psychology, particularly in the area of psychological well-being, may provide a new perspective of understanding tourism experiences. Positive psychologists distinguish between the hedonic (commonly referred to as 'happiness') and eudaimonic (related to concepts of personal growth, self-actualisation and meaning in life) approach to well-being. While most empirical psychological studies have focused on global assessments of hedonic and eudaimonic well-being, few scholars have evaluated hedonic and eudaimonic approaches on the experiential or activity level. From a tourism perspective, Stebbins' distinction between casual and serious leisure experiences and activities additionally helps to

differentiate between hedonic and eudaimonic experiences. Consequently, the purpose of this research was to explore if tourism experiences can be classified into hedonic and eudaimonic experiences using the experiential characteristics derived from the literature.

Three groups of wellness tourists (i.e., beauty spa, lifestyle resort and spiritual retreat visitors) were the chosen sample to pursue this objective because by definition wellness tourists primarily travel to promote their health and well-being. 27 semi-structured interviews were conducted and subjected to thematic analysis and frequency analyses; supported by the software NVivo7. Results show that each group of wellness tourists described their wellness tourism experiences differently based on hedonic and eudaimonic characteristics. While beauty spa visitors considered their experience as purely a hedonic activity, the experience of spiritual retreat visitation was almost exclusively described with eudaimonic characteristics. The experience of lifestyle resort visitation was attributed with a mix of hedonic and eudaimonic characteristics. Consequently, this research indicates that tourists indirectly link their experiences differently to two approaches of well-being and that tourism experiences can be classified into hedonic and eudaimonic ones.

92. Wan Rabiah Wan Omar, Ian Patterson, Shane Pegg
School of Tourism, University of Queensland

An Intervention to Promote Walking Behaviour in a Local Neighbourhood Community

While many people recognise that walking is good for their health, very few do enough walking to derive the maximum health benefits however. Frequent physical activity, such as walking, is important for health and well being, with many individuals in urban settings heavily reliant on engagement in such activities through the provision of recreation opportunities delivered by local government agencies. In recent years, and in part because of the heightened concern about growing levels of obesity and type 2 illnesses within various population groups, local government policy makers have attempted to encourage a greater level of walking behaviour in local neighbourhood areas by providing trails such as sidewalks, pathways, or walkways that are free accessible to the public. However, recent research would suggest that the base provision of trails appears not to have resulted in any significant increase in walking behaviour. This suggests therefore that merely providing walking trails (a physical setting) is not a sufficient form of intervention. Rather what is required is a more comprehensive approach that takes into account the individual (socio-demographic and intrapersonal perspective) and social (interpersonal and community) levels. It is argued therefore that to successfully engage individuals to use trails more often for physical activity any form of intervention must seek to address concurrently a range of considerations as walking behaviour is influenced by a variety of factors which include individual characteristics, the social surroundings as well as certain walking trail characteristics. Thus, a research study that seeks to gain a greater understanding of the importance of these factors will provide fundamental insights into individual behaviour which, in turn, will serve to assist in the formulation of appropriate walking and trail interventions. To this end, it is argued that such a study

would need to utilise a social ecological model to explore and investigate these factors as a principle means of enhancing the level of walking behaviour in a local neighbourhood.

93. Beccy Watson, Sheila Scraton
Centre for Diversity, Equity and Inclusion, Leeds Metropolitan University

Re-Framing Critical Questions on Diversity: Intersectionality and New Methodological Challenges in Leisure Studies Research

Our research interests and involvement reflect critical engagement with difference and diversity, a direction that feminist leisure researchers have established as crucially significant (Aitchison, 2003; Watson and Scraton, 2001; Wearing, 1998). Theoretically, complex social relations and multiple identities cannot be reduced to variables or categories that propose deterministic accounts of how social factors affect leisure and consequently, interrelationships between, across and within these factors warrant further analysis. For example, theorising leisure and difference can be advanced by adapting approaches that include subjectivity and identity *and* collective/shared experience. Intersectionality has been proposed by Black feminists (and more recently others) as a means of acknowledging and confronting a 'matrix of oppressions' and as a concept that represents a 'multiple axis of differentiation'. In this paper, we engage these theoretical debates and pose a central question around what methodological implications this has for researching difference and diversity in the context of leisure. The paper incorporates a review of some recent trends in leisure (and social science research more broadly) including for example, narrative and auto-ethnography and related interests in reflexivity and reflexive approaches. We suggest that whilst intersectionality can provide a useful analytical framework that is particularly relevant in small scale, qualitative research, it also has significant potential for leisure researchers in a range of research contexts that remain as yet underdeveloped. The paper incorporates a number of examples to illustrate how these may be further developed through empirical study.

94. Beccy Watson
Centre for Diversity, Equity and Inclusion, Leeds Metropolitan University

Leisure and Popular Music: Identity, Space and Meaning in the Post-Industrial City

This paper is focused on the production of popular music at recreational levels and assesses the significance of this process, primarily for participants but also in the broader context of shifting leisure and culture relationships in post-industrial cities. Empirical data in narrative, observation and interview formats is used to examine the ways in which individual music preferences can usefully be understood as 'in production' at the intersections of leisure's public/private and formal/informal spaces. This pilot study indicates that individuals are a dynamic, constituent feature of city soundscapes (Bennet, 2000)

whilst being simultaneously positioned by social relations that shape musical preference and highlight its symbolic use (Gilroy 1993). The paper explores two local authority (public sector funded) popular music projects supported by Leeds City Council's Arts and Regeneration strategy. Data highlights the continued and complex significance of popular music as part of young peoples' leisure (Urban Breeze) and demonstrates how individuals negotiate continuing and evolving involvement with popular music as their 'lifescapes' develop and change (Urban Fusion). Finally, some concluding remarks are offered that call for further theoretical engagement with how leisure and popular music interrelate, not least so that urban regeneration strategies that champion popular cultural/arts forms can be encouraged to incorporate a leisure lens as a means of increased understanding of diverse urban populations.

95. Stephen Wearing
School of Leisure, Sport and Tourism, University of Technology, Sydney

The Kokoda Track: Tourism, Sustainability and Community

This paper aims to provide an examination of the Kokoda Track as it as developed as a long term trekking opportunity since 2001. It seeks to provide a look at the development of the track as a tourism phenomenon while also drawing attention to the various factors associated with track usage and visitor experience in trekking. In the literature the main factors found to influence the track experience were congestion, interaction between trail user groups and environmental degradation. This paper will provide personal reflections from the author and his experiences of working with the communities, governments and NGO's over the last 8 years in preparing a number of strategies for the Kokoda and its future.

97. Bernd Zomerdijk
Department of Tourism, Leisure, Hotel and Sports Management, Griffith Business School, Griffith University

Developments in the Chinese Hotel Industry

This study aims to explore the role of hotel brand identity in relation to strategic positioning in China. Only a small percentage of hotels in the China are part of a hotel chain brand, whereas there is strong industry expectation that Chinese indigenous brands will grow fast. This study uses a comparative case study approach between a multinational and an indigenous Chinese hotel chain, utilising 15 semi-structured interviews, in addition to observations and website analysis. The results highlight how the differences of brand identity of both firms form the foundation of strategic positioning. In addition, the results demonstrate the importance of intrapreneurial leadership and international influence for the development of indigenous hotels. International hotels need to incorporate more Chinese identity to

strengthen their competitive position. The results indicate significant differences of training and career development between the international and indigenous hotel brands. Furthermore, the results highlight the importance of marketing and brand development for indigenous hotels. In comparing the two brands, it was evident that indigenous hotels are required to place more emphasis on ensuring consistency across the chain. In addition, the complexity of ownership and local protectionism in the Chinese hotel industry was evident. This exploratory study has laid the foundation for further research into the relationship between branding and strategy within the Chinese hotel industry.

98. Tess Kay
School of Sport and Exercise Sciences, Loughborough University

'It Takes a Village to Raise a Child': Getting to Grips with Culture in Leisure Research

This paper uses a focus on research into leisure and family to raise questions about how we address cultural specificity within leisure research. The discussion is not about how leisure researchers study culture - e.g. when engaging with concepts such as race, ethnicity and diversity - but about how researchers' own cultural positioning shapes their research and privileges a very specific and inevitably limited cultural position. The absolute centrality of family to cultural identity (Elliot 1996), and the well-established tradition of leisure research into family, makes 'family' an appropriate focus for this analysis.

These issues are examined in three stages. The first sets the scene by considering cultural specificity in research, outlining how individuals develop awareness of their own cultural positioning and reviewing recent discussions of this issue among leisure scholars. The second section then focuses on cultural specificity in the context of understandings of leisure and family, reviewing the research tradition in leisure and family before embarking on a more detailed discussion of the cultural nature of family. Drawing on the work of cross-cultural social researchers, it outlines key dimensions of difference in the functions and structures of families in different cultural settings, and provides illustrative examples of these. The final section then considers the implications of such diversity for research into leisure and family, focussing on three dimensions: individual's concept of self in relation to family; gender relations; and parent-child relations. The paper concludes by considering the implications of its analysis for the wider development of leisure research.

99. Maureen Harrington
Dept of Tourism, Leisure, Hotel & Sport Management, Griffith University

Families, Gender and Leisure

Most family leisure research from 1970-2000 could be summed up in the phrase 'the family that plays together stays together'. Starting in the mid-1980s with a feminist focus on women's leisure, women's

position in the family was given particular attention. Family leisure was problematised by feminist scholarship, in particular, Shaw's work on gender relations within families and the negative aspects of family leisure (Shaw, 1997). She later conceptualised family leisure as 'purposive leisure' (Shaw & Dawson, 2001) to bond family members and to inculcate what parents hope will be life-long values in children. Recently, some family leisure research has used the purposive leisure concept within a faith-based pro-family perspective. This can usefully be compared to faith-based and pro-family work on fatherhood. While not subscribing to such a perspective, I argue that this work could enhance understanding of diversity in class, sexuality, ethnicity and religion among families. The present paper examines gendered and classed discourses in purposive family leisure using a replication of Shaw & Dawson's Ontario, Canada study in Queensland, Australia with 28 two-parent families. It presents research findings on privileging male leisure in Australian families; purposive leisure in Australian families; gendered parenting discourses on purposive leisure; classed parenting practices in purposive leisure and faith-based family leisure among the Australian families as in, 'the family that prays together stays together, or does it?' The presentation will conclude that these findings from the study suggest we move in directions that present new challenges to the field of family leisure research.

100. John M. Jenkins
Centre for Tourism, Leisure and Work, School of Tourism and Hospitality Management, Southern Cross University

Australian Leisure Studies in the 1970s

This paper has two aims. First, it seeks to help initiate a program of research that embraces the history of leisure studies in Australia and New Zealand, including detailed analyses of the contributions made by prominent scholars. This aim will in fact be part of an ongoing initiative of the journal *Annals of Leisure Research* from 2010, with an annual invitation for ongoing submissions. Second, given the potential breadth of such a program of study, the focus of this paper is narrowed down to an analysis of some important scholarly contributions to Australian leisure studies in the 1970s by people based in Australia.

The process of identifying important scholarly contributions almost forty years after the publication of some items, for example, is not an exercise in establishing 'a best of' or 'league table' or 'impact scale'. Instead, it is a means of ensuring that people who have significantly influenced the field of leisure studies are acknowledged, that their contributions are better understood, and that their associated works are located and analysed in contemporary contexts and settings. I strongly encourage research of this kind as a means to understand where we are and how we got to where we are as individual researchers and as a leisure studies academy. That said, I acknowledge that the choices I made in the conduct of this particular review were influenced by my own world views, knowledge and experiences.

101. I-Cheng Hsu[1], Pei-Yi Wu[2]
Department of Travel Management, Taiwan Hospitality and Tourism College[1],
Department of Tourism, Leisure, Hotel and Sport Management, Griffith University[2]

Examining sustainable management in sport events: A case of 2009 Summer Deaflympics

Hosting mega events is considered to stimulate economy, generate revenues, increase employment, and showcase the hosting communities. This makes public and private segments worldwide intensively compete in bids for hosting international events. In Taiwan, the governments valued the merits of hosting major events highly. The governments supported the 2009 Deaflympics, known as World Games for the Deaf, with extensive resources and funds. The game gathered 2670 athletes and 684 coaches from 80 countries in Taipei. While the deaf sport spirits were promoted, questions were raised from the concerns of the balance of positive and negative impacts resulting from the event. In order to closely examine how well the sustainable management were incorporated into the event operation, a qualitative case study was proposed.

The research questions included what and why economic, social and environmental practices were adopted? How did event managers perceive the benefits of the sustainable adoption? To explore the sustainable strategies and the outcomes, 20 directors and managers of the organising committee will be invited to participate in semi-structured interviews after the event. They will be asked to report their managerial strategies and responses in relation to environmental, social and economic impacts on the community. Secondary data, including management reports and records, will be used to analyse the outcomes of each strategies correspondingly. The results will have significant implications. For event organisers, the feasibility of sustainable strategies and practices will be valuable references in future events. The governments will be able to make proper decisions in allocating resources.

102. Cara Aitchison
Faculty of Education and Sport, University of Bedfordshire

From RAE to REFeree: The Position and Impact of Leisure, Sport and Tourism Research in UK Research Assessment Exercises from 1992 to 2013

The assessment of academic research has become an increasingly important and contentious issue within the UK, Australia and New Zealand. The place and value attributed to leisure, sport and tourism research within government research assessment exercises of public-funded universities has been particularly problematic. Their emerging academic status, combined with diversity of subject origins, disciplinary paradigms and practical applications of research, has contributed to the difficulty in positioning leisure, sport and tourism and in judging their impact within such exercises.

This paper draws on first hand experience of the author as a member of the Sport-Related Studies Panel (which included leisure and tourism) for the 2008 UK Research Assessment Exercise. It

chronicles the development of UK Research Assessment Exercises from 1992 to 2008 and explores the issues faced by leisure and tourism scholars in preparing for the next assessment in 2013 when the Research Assessment Exercise (RAE) will be replaced by the Research Excellence Framework (REF).

Specific attention is focussed on two new developments proposed in the Research Excellence Framework and which pose particular challenges for leisure and tourism scholars and social scientists in sport. The first is the proposal to place 'Sport-Related Studies' in a new category of 'Pre-clinical, human biological and sports science' where the dominant discourse is that of natural rather than social science. This proposal suggests a return to the 1992 RAE when sport was defined as 'sport science' and social science research in leisure, sport and tourism was 'accommodated' within the category designed to assess Business and Management. The second challenge is the proposal to assess research outputs, environment *and* impact where 'impact' is a new measure of assessment for the REF and replaces the previous measure of 'peer esteem'.

The paper therefore draws on international examples and experience to explore ways of placing and valuing leisure, sport and tourism as increasingly significant areas of academic research *and* areas of growing economic impact.

103. Cara Aitchison[1], Ian Roberts[2], Dr Amanda Jones[1], Dr Paul Castle[1], Paul Appleton[3]
[1]University of Bedfordshire, [2]Bedford Borough Council, [3]University of Birmingham

Talent identification and development in sport: The body pedagogy of intervention for athletes in schools

The identification and development of young people's talent in sport is the key to individual, team and national sporting success and to sustaining sport and physical activity participation into adult life. Although talent identification and development programmes have become increasingly popular in recent decades the success of these programmes has been mixed. There is a continuing lack of consensus regarding: how talent should be defined and identified; how young athletes should be recruited and nurtured into sport; what conceptual or theoretical frameworks should guide coaching practice and what, if any, connections need to be made between education and sport providers and practitioners to achieve sporting excellence whilst maintaining academic development.

This paper presents the findings, analysis and recommendations from research designed to evaluate the first year of operation of a Scottish talent identification and support programme titled **Performance Athletes in School (*PAiS*)** undertaken in 2008-09 by 39 athletes from five sports: badminton, basketball, football, hockey and rugby. The research was multi-method and multi-phased and comprised: personal profiling of athletes, questionnaire surveys of athletes, athlete diaries, fitness and skills testing of athletes, focus groups with athletes and parents and face-to-face interviews with teachers and coaches.

Each stage of the research assessed the impact of the programme in relation to eight key performance indicators (KPIs) deemed essential for long term athlete development (LTAD):

- Level of confidence in sport
- Attitude towards winning in sport
- Fitness levels
- Sport-specific skills
- Academic attainment
- Level of achievement in sport
- Attendance
- Injury rates

The research demonstrated that both athletes and stakeholders involved in the scheme perceived that they had experienced measurable improvements, particularly in respect of fitness and skills, during the first year of the programme. These improvements were evidenced by the objectives measures of fitness and skills test results and by the level of attainment achieved by the participants in their respective sports relative to their level prior to recruitment.

The findings are theorized in relation to the concept of 'body pedagogies' where the relationship between sport, education and physical education is problematised. In particular, the paper addresses the findings that: girls reported higher levels of improvement than boys; the relationships between gender and confidence levels continue to influence sport participation and performance; and the balance between physiological and psychological support poses a challenge in long term athlete development.

The paper concludes by making nine main recommendations that will contribute to the improvement of programmes for long term athlete development, both in relation to enhancing the success of athletes and ensuring the longer term sustainability of such schemes.

104. Jeanette Sewell, Lyndal Gray, Kate Martin
Queensland Health

Therapeutic Recreation in the Queensland Public Health System

Leisure Therapy has been present in QLD Health since 2001, with one Leisure Therapist position functioning in strokes/rehabilitation at Prince Charles Hospital on Brisbane's north side. In the past 8 years, there has been a significant increase in the number of Leisure Therapists within QLD Health, especially in south-east Queensland. The number of incumbents has grown from one graduate-level position to 8 graduate positions ranging from new graduates to a senior therapist in 2009. This pioneering discipline encompasses areas of mental health, stroke and rehabilitation, physical and

intellectual disability, aged care, dual diagnosis (mental health and acquired brain injury), oncology and chronic disease which cover the life span in acute and community-based settings. This presentation will focus on the discipline of Leisure Therapy in QLD Health at present and where we are headed in the future.

105. Mike Watkins
Griffith Business School, Griffith University

Longitudinal Evidence of Change in Leisure Meanings

Research indicates leisure meanings can remain stable and change. Most evidence comes from cross sectional studies using inter-individual comparisons. When explained in terms of life stage or social role transitions, this research emphasises aggregated and normative change. Longitudinal research of intra-individual change framed as an individual's capacity to learn more developed understandings of leisure has been overlooked.

This presentation reports an eight year project that interviewed 35 leisure studies students during their university degree and five years after graduation. Interviews varied from 33 in year 1, 24 in year 2, 16 in year 3 and 27 in year 8 (Rr=82%). A model depicting six leisure meanings varying in developmental understanding was used to measure characteristics of change.

Out of 65 possible occasions of change, 24 cases of change (36.9%) and 41 cases of no change (63.1%) in meanings occurred over eight years. While highlighting stability, change was more evident at the individual level with an average of measures showing two thirds of students (66.7%) reported change and one third no change (33.3%). The magnitude of change was relatively small with 70% of change occurring between one 'meaning space', 25% over two spaces and 5% three spaces. The timing of change showed 60% of students changed meanings during their academic program and 40% after graduation. Compared with year 1, there were significantly more cases of more developed meanings in year 8. Learning appears to be incremental, in the hypothesised direction, and parallels change from concrete/absolute to integrative/existential modes of awareness.

106. Duncan Murray
Centre for Tourism and Leisure Management, School of Management, University of South Australia

The Summer of the Hero and the Winter of the Prophet: Repositioning prophecies of future leisure via Generational Theory

In 1998, the World Leisure and Recreation Association put forward a position statement on leisure education and youth-at-risk. Whilst admirable in intent, the nature of this statement reflects many assumptions that are held about youth and their leisure behaviours. One such assumption is that youth is a time of rebellion, of expression of personal freedom that often occurs through choices of leisure behaviours. High risk leisure behaviours, such as extreme sports or drug taking for example, are typically associated with youth leisure more so than other age cohorts. Much of the youth leisure literature has reflected this dominant perspective. However, another view may have at least equal merit: the view of the turnings of generations as proposed by Strauss and Howe (1981). In essence, the theory suggests that rather than working along a linear temporal continuum, the elements of work, family, education, as well as leisure behaviours, ebb and flow as the generations wax and wane, and may imply that sunset may be falling on the age of the 'delinquent youth' and their leisure preferences. Using a case study of trial bike riders, this paper confirms support for the idea of a 'turning ' theory of generations, and examines how this theory may prophesize how in future leisure, and in particular youth leisure, may need to be re-examined through a different paradigmatic lens.