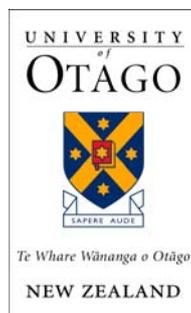# Challenging Leisure:
Australia and New Zealand Association
of Leisure Studies
10th Biennial Conference

6-8 December 2011

Hosted by the Department of Tourism and
School of Physical Education, University of Otago, Dunedin,
New Zealand

Welcome

ANZALS President's Welcome

On behalf of the ANZALS Board I would like to extend a warm welcome to all delegates who are attending the 10th biennial conference at the University of Otago, Dunedin, 2011. This conference is a particularly celebratory event as ANZALS reaches a significant milestone – our 20th birthday. Over this time ANZALS has sought to:

- facilitate scholarly debate
- exchange ideas
- disseminate knowledge
- promote publication
- facilitate collaboration
- facilitate international links
- advocate effective leisure policies
- enhance curricula
- promote undergraduate and postgraduate courses

The conference program offers an extensive range of papers and thematic sessions that reflect the complexity of global leisure studies scholarship in the 21st century. We invite you to experience a little of the unique culture and nature of southern Aotearoa, engage in stimulating intellectual debate and enjoy the various social events on offer. For newcomers to the ANZALS conference one of our highlights is the 'TransTasman Challenge'.

We hope that the conference provides you with a space for connection that will strengthen our evolving sense of community, diversity and scholarship. ANZALS welcomes new members and encourages scholars to publish their work in the journal now published by Taylor and Francis *Annals of Leisure Research*. Finally, Neil Carr and the team at the University of Otago are to be congratulated on hosting one of our most comprehensive conferences to date. I look forward to meeting you in Dunedin.

Simone Fullagar

Welcome from the Chair of the Organising Committee of the 10th Biannual ANZALS Conference

The Department of Tourism and School of Physical Education at the University of Otago are pleased to welcome ANZALS 2011 delegates to Dunedin and to all the delights and interesting weather that it has to offer. The aim of the conference is threefold; to provide a stimulating intellectual environment, to offer the opportunity for old friendships to be strengthened and new ones to be developed, and to give everyone the opportunity to experience the unique scenery and culture of Dunedin in particular but Otago and the rest of New Zealand in general.

The theme of the conference is 'Challenging Leisure' which is related to the recognition that the demand for and the provision and consumption of leisure is becoming ever more diverse. At the same time the world is facing up to the reality of finite resources. It is against this backdrop that academics, industry practitioners, and public bodies are being challenged to understand and react to the changing face of leisure and society in a cohesive, productive, and sustainable manner.

Paralleling this is a re-conceptualisation of the position of leisure in society as the mirage of the *leisure society* is pushed into history and lifestyle choices and work demands vie for attention from the general public and policy decision makers. The result is challenging and exciting times for leisure studies scholars, industry practitioners, and public bodies.

The myriad things that go into a conference, from the overarching theme and themed sessions to the printing of this booklet and the details of the Trans-Tasman Challenge are the result of a significant investment of time and effort by a wide array of people. All of these people are due a vote of thanks. The themed sessions which a variety of academics around the world designed and organised is something that has been undertaken for the first time by an ANZALS conference and judging by the abstracts received by these sessions it is an approach that certainly seems to have generated a wealth of interest. I would therefore like to offer thanks on behalf of the conference organising committee for all the people who put in the effort required to device and compile their themed sessions.

Other specific thanks are due to all of the members of the conference organising committee, the Heads of the Department's that are co-hosting the conference and all the volunteers who have agreed to help out in a range of ways at the conference. On a personal note I would like to thank my son for not complaining loudly at the use of his image.

When all is said and done a conference is only as good as its delegates so I thank you all for coming and hope that you enjoy the conference as both an academic and social entity.

Neil Carr (Chair of the Conference Organising Committee)

Programme

Monday 5th December

10.30 am – 5.30 pm	Registration – Atrium – Level 2 Commerce Building
5.30 pm – 6.30 pm	Welcome to Conference - CO208 - Level 2 Commerce Building

Tuesday 6th December

8.30 – 5.00 pm	Registration – Atrium – Level 2 Commerce Building				
9.00 am – 10.40 am	**Industrial Heritage Tourism** **VENUE: CO222** *Convenors – Michael Conlin & Lee Davidson*	**Sport Tourism** **VENUE: CO225** *Convenor – James Higham*	**Exploring Gender and Leisure 1** **VENUE: CO203** *Convenors - Simone Fullagar and Adele Pavlidis*	**Social Psychological Aspects of Physically Active Leisure across the Lifespan 1** **VENUE: CO204** *Convenor – Julie Son*	
	Jane Legget Mining the Museum: A Rich Vein for Family History	**Matt Lamont** Active, Passive, Packaged Sport Tourism	**Amanda Mooney, Meghan Casey, John Smyth** 'You're No-One If You're Not a Netball Girl: Rural and Regional Living Adolescent Girls' Negotiation of Physically Active Identities Through Community Sport	**Dorothy Schmalz** The Role of Social Stereotypes on Physical Activity Participation and Development in Youth and Adolescents	
	Bruce Prideaux & Michael Conlin Railway Heritage Tourism: The West Coast Wilderness Railway, Tasmania	**Junya Okamoto, Tatsuru Nishio, Ron Garland & Masanori Ishimori** Comparative study of leisure tourist motivations and constraints between	**Diana Parry, Troy Glover, Caitlin Mulcahy** Home Alone: The Impact of Online Social Networking in Mothers' Social Isolation'	**Julie Son** Social Cognitive Aspects of Physically Active Leisure in College Women	

9.00 am – 10.40 am	**Alfonso Vargas Sánchez, Nuria Porras Bueno & María Ángeles Plaza-Mejía** Motivations for Visiting a Mining Heritage Site	Japanese and inbound tourists –Churashima Century Run 2011 in Okinawa, Japan		
		Masanori Ishimori, Tatsuru Nishio, Ron Garland & Junya Okamoto Study of International Leisure Tourists Motivations and Preferences of Japanese International Tourists: 2010 Honolulu Marathon	**Heather Gibson, Liza Berdychevsky and Heather Bell** Girlfriend Getaways over the Life Course	**Birgitta Baker** Development and Maintenance of Physical Activity Identity: Synergies and Conflicts across Life Transitions
		Tatsuru Nishio & Ron Garland Motivations of Japanese World Cup Rugby Fans	**Simone Fullagar** Reimagining Gendered Sport Communities: Women Football Fans and the Feminisation of the Game	**Toni Liechty** Physical Activity among Retirement-Age Canadian Men
10.40 am – 11.10 am	**Morning tea - Atrium**			
11.10 am – 12.30 pm	**Keynote Presentation – VENUE – Archway 1** **Jim Sibthorp**: Youth Development and Adventure-based Recreation: Questioning Research and Practice			
12.30 pm – 1.30 pm	**Lunch - Atrium** **Workshop - How to Ask Sensitive Questions and Gain any Responses** **Panellists: Chris Rojek, Tracey Sagar, Tony Blackshaw & Shaun Filiault – CO203**			

1.30 pm – 3.10 pm	**Leisure and Heritage VENUE: CO222** *Convenors – Lee Davidson & Michael Conlin*	**Challenging the Limits of Leisure Volunteering 1 VENUE: CO225** *Convenors - Kirsten Holmes, Karen Smith, Leonie Lockstone-Binney & Tom Baum*	**Exploring Gender and Leisure 2 VENUE: CO203** *Convenors - Simone Fullagar and Adele Pavlidis*	**Social Psychological Aspects of Physically Active Leisure across the Lifespan 2 VENUE: CO204** *Convenor - Julie Son*	**Leisure and Alternative Cultures 1 VENUE: CO221** *Convenor - Alan Law & Stephen Wearing*
	Benjamin Hruska Volunteering Around the Block: Block Island's Volunteer Heritage for the 350th Anniversary	**Needham Yancey Gulley** Volunteering at Risk: An Examination of Altruism and Identity	**Rudy Dunlap & Corey Johnson** Consuming Contradiction	**Ian Patterson and Shane Pegg** Repositioning the Importance of Active Living in Retirement Communities: An Australian Perspective	**Eduardo Carrascosa de Oliveira** Naturism in Rio de Janeiro: An Analysis of an Organized Leisure Activity
	Emma Lowe Dunedin: City of Literature - Best seller, or Write Off?	**Maria Koleth** Serious Leisure: The Contributions of Volunteer Tourist to Contemporary 'Third World' Development	**Monica Torland** Emotional Labour and Job Satisfaction of Adventure Tour Leaders: Does Gender Matter?	**Lorraine O'Neill, Sue Colyer and Kandy James** Opportunity Seeking as a Success Strategy: Using Life Experiences in the Challenging Leisure Pursuits of a High Performing Athlete and Artist	**Karen Fox** Bicycle Touring, Yoga, Mindfulness, and Leisure
	Trudie Walters Beach, Bach and Beyond: The Luxury of Leisure and Second Home Ownership in New Zealand	**Tess Guiney** Tourist Interaction with Orphanages in Cambodia	**Meghan Casey, Amanda Mooney & John Smyth** The Regulation of Adolescent Girls' Physical Activity Behaviour in Rural PE and Community Sport	**Yin Han Dong & Hsueh-wen Chow** Unique Leisure Constraints to Active Living Faced by Nursing Mothers	**Alan Law & Jess Ponting** Surfing Utopia and Alternative Reason: Getting by in Nirvana
		Julia Albrecht and Karen Smith Volunteer hosts and guides at ZEALANDIA - The Karori Sanctuary Experience: Motivations of volunteers at a nature-based attraction		**Hui-Chen Chen & Hsueh-Wen Chow** The Association of Park Visits and Functional Fitness for Seniors in Taiwan: a Pilot Study	
3.10 pm – 3.40 pm	**Afternoon Tea - Atrium**				

3.40 pm – 5.20 pm	**Leisure and Self** **VENUE: CO222** *Convenor - Barbara Humberstone*	**Outdoor Adventure Experience at the Crossroads** **VENUE: CO225** *Convenor – Shayne Galloway*	**Leisure and the City: Postmodern Perspectives of Leisure** **VENUE: CO203** *Convenor - Brent Ritchie*	**Challenging the Limits of Leisure Volunteering 2** **VENUE: CO204** *Convenors - Kirsten Holmes, Karen Smith, Leonie Lockstone-Binney & Tom Baum*	
	Brent Lovelock, Carla Jellum & Anna Thompson Keeping on Keeping On: Enduring Commitment of Nature Based Recreationists in New Zealand	**Lee Davidson & Robert Stebbins** Serious Leisure and Nature: New Ways of Thinking about Challenging Activities in the Outdoors	**Troy Glover & Debjani Henderson** (Un)Settling: The Roles of Recreation in Shaping a Welcoming Community for Newcomer Youth	**Angela M Benson, Tracey J Dickson and Deborah A Blackman** The Real Heroes of the 2010 Olympic and Paralympic Winter Games: Motivations of Volunteers and Intentions to Volunteer in the Future	
	Carla Jellum, Brent Lovelock & Anna Thompson Fishing for an answer: Understanding involvement with freshwater fishing in New Zealand	**Balvinder Kaur Kler** Diving Towards the Good Life: Flourishing Through SCUBA	**Chris Krolikowski** Leisure, tourism and culture in the production and consumption of new urban tourism precincts	**Simon Darcy, Tracey Dickson and Deborah Edwards** Sport Mega-Event Volunteers' Motivations, Satisfaction and Post-event Intention to Volunteer: the Sydney World Masters Games, 2009.	

3.40 pm – 5.20 pm	**Bob Stewart, Brian Moroney & Aaron Smith** Capital Building through Gym Work: A Qualitative Analysis	**Kirsten Bamford** Motivations to Drift Dive: A Leisure Activity	**Diane O'Sullivan** Fantasy Events? Understanding Planned Events in the Postmodern City	**Karen Smith, Leonie Lockstone-Binney, Tom Baum, Kirsten Holmes, Geoff Dickson and Christine Storer** Challenging the Methodological Limits of Event Volunteering Research: Longitudinal and Cross-Case Approaches	
	Jane Venis Gymnauseum: In Search of the Perfect Ab	**Brent D. Wolfe & Diane M. Samdahl** Challenge by Choice: A Dangerous Illusion		**Sze-En Lau** Conceptualising the Place of Learning in Volunteer Tourism	
5.30 pm – 6.30 pm	**ANZALS AGM – CO419/CO420**				

Wednesday 7 December

10.30 am – 3.30 pm	**Registration – Atrium – Level 2 Commerce Building**				
9.00 am – 10.40 am	**Exploring Gender and Leisure 3** **VENUE: CO222** *Convenors - Simone Fullagar and Adele Pavlidis*	**Sex in the Leisure Experience 1** **VENUE: CO225** *Convenor – Neil Carr*	**Leisure and Alternative Cultures 2** **VENUE: CO203** *Convenor - Alan Law & Stephen Wearing*	**Understanding Youth and Family Leisure in a Changing Society 1** **VENUE: CO204** *Convenors - Keri Schwab & Laurie Browne*	**Sport, Leisure, Recreation & Society** **VENUE: CO221** *Convenor - Tony Blackshaw*
	Adele Pavlidis Alternative, for Now. Possible Futures of Roller Derby as an Alternative Sport for Women	**Genevieve Lovell** Sexual Fantasy as Leisure	**Jennifer Erdely** Volunteer Tourists as the New Anarchists?: Exploring Neoliberalism in Volunteer Tourism	**Laurie Browne** Effects of Program Design and Implementation Factors on Campers' Sense of Day Camp as a Caring Community	**Simon Darcy, Tracy Taylor & Darren Lock** Changing Policy Priorities: Sport and Recreation Participation of People with Disabilities

9.00 am – 10.40 am	**Corey Johnson & Joshua Barnett** Different Drags: a Narrative Comparison of Drag King and Queen	**Ian Yeoman** The Futurist's Perspective on the Future of Sex Tourism	**(Jenny) Huong Bui, Hugh Wilkins & Young-Sook Lee** The Construction of an Imagined 'West' among Asian Backpackers	**Eliza Hixson** Young Peoples' Engagement in Sport: Surprising Results	**Diane Samdahl & Brian Kumm** Rethinking the Role of Leisure in the Obesity Epidemic: Feminist Reflections
	Laura Fendt & Erica Wilson I Just Push Through the Barriers Because I Love Surfing: How Women Negotiate their Constraints to Surf Tourism	**Milene Lança, Antónia Correia & Bernardo Coelho** Beyond the Pleasure of Travel: Bikers in the Algarve	**Adrian Deville** In WWOOFerLand: Work and Leisure, Counter Culture and Commodity	**Dean A. Zoerink** Assisting the Transition of Youth with Disabilities into Y Programs: Promoting Inclusion or Fostering Dependency?	**Alicia Stanway, Ruth Sibson, David Russell & Nikkola Pickering** Social Outcomes of Sport and Active Recreation for Culturally and Linguistically Diverse (CaLD) Participants in Perth, WA
			Kuan-Huei Lee, Charles Arcodia & Timothy Jeonglyeol Lee Slow Food Tourists: an Emerging Special Interest Group		**Richard Wright & Katherine Dashper** "The Winner Takes It All": Exploring the Selfish Side of Creating Serious Leisure Consumption Through Charity Sports Event Challenges
10.40 am – 11.10 am	**Morning Tea – Atrium**				
11.10 am - 12.30 pm	**Keynote Presentation – VENUE – Archway 1** **Catherine Healy:** The Oldest Trick: "I'm just popping out for a walk!" Leisure and the Sex Industry				
12.30 pm – 1.30 pm	**Lunch - Atrium** **Workshop - Gaining and Surviving an Academic Career: Some Thoughts** **Panellists: Troy Glover, Heather Gibson, Alison Goodrum & Julia Albrecht – CO203**				

1.30 pm – 3.10 pm	**Exploring Gender and Leisure 4** VENUE: CO222 *Convenors - Simone Fullagar and Adele Pavlidis*	**Sex in the Leisure Experience 2** VENUE: CO225 *Convenor – Neil Carr*	**Leisure and Alternative Cultures 3** VENUE: CO203 *Convenors - Alan Law & Stephen Wearing*	**Understanding Youth and Family Leisure in a Changing Society 2** VENUE: CO204 *Convenors - Keri Schwab & Laurie Browne*	**Stakeholder Conflict and Collaboration** VENUE: CO221 *Convenor – Brent Lovelock*
	Lisa McDermott Doing Something That's Good for Me": The Healthy Subject, Accomplishment and the Construction of the Self	**Shaun M. Filiault, Murray J.N. Drummond, David Jeffries & Eric Anderson** A Kiss is But a Kiss? Homosocial Intimacy in Australian Men	**Stephen Wearing** Colonial Narratives/Cultural Dialogues: The Palin Effect in Televisions Transferral of 'Otherness'	**Maureen A. Harrington** Young People Distancing Family Leisure	**Nicholas Towner** The Importance of Stakeholder Collaboration in Sustainable Surf Tourism Development
	Simon Darcy and Tracy Taylor Gender, Sport and Recreation for People with Disabilities in Australia: a Human Rights Analysis	**Genevieve Lovell** Sexual Architecture	**Lisa McDermott and Karen Fox** Well-Intentioned But Exclusionary Communication About Recreation in a Diverse and Media-Literate World	**Keri Schwab** Studying Family Leisure from a Systems Perspective	
	Raymond Hibbins Gender Identity Transitions of Chinese Male Migrants in Leisure Spaces	**Tracey Sagar & Debbie Jones** The Experiences of Off Street Sex Workers in Cardiff	**Alan Law & Michael Wearing** No Where Left to Go When the Party's Over, the End of 'Free Spaces' in the Rural Free Zone	**Simon Lo, Bob Gidlow & Grant Cushman** Adventure Education and the Acculturation of Chinese Canadians in Vancouver, Canada	**Kuan-Huei Lee & Timothy Jeonglyeol Lee** Conflict among Stakeholders in Spa Development with Deep Sea Water in Taiwan
	Catheryn Khoo-Lattimore & Paolo Mura Adams and Eves? Exploring the Nature of Man in Gender-Specific Tourism Marketing	**Keri Schwab & Laurie Browne** Rethinking the Institutional Review Board Process in Community-Based Youth Research	**Tarquin Bowers** Death of the Leisure Salesman		
3.30 pm – 6.30 pm	**Trans-Tasman Challenge/explore Dunedin**				
7.00 pm – late	**Dinner at OUSA Rowing Club**				

Thursday 8 December

10.30 am – 3.30 pm	Registration – Atrium – Level 2 Commerce Building				
9.00 am – 10.40 am	**Professionalisation: A Cure or a Curse for the Event Management Sector VENUE: CO222** *Convenors - Olga Junek, Leonie Lockstone-Binney, Martin Robertson*	**Educational Travel VENUE: CO225** *Convenors - Stephen Wearing and Kevin Lyons*	**Animals in the Leisure Experience 1 VENUE: CO203** *Convenor - Neil Carr*	**Leisure and the Mobilities Turn 1 VENUE: CO204** *Convenor – Tara Duncan*	**Risk and Leisure 1 VENUE: CO221** *Convenor - Catheryn Khoo-Lattimore*
	Olga Junek, Leonie Lockstone-Binney, Martin Robertson Role of Awards in Enhancing Professionalisation in Event Management	**Richard Paulsen , Jeno Rivera & Jason Almerigi** Short Term Study Abroad Program Student Outcomes	**Neil Carr** In Search of Dog	**Nathaniel Bavinton** Regulating Fluid Consumption: Territories, Mobilities and Alco-leisure	**Jan Lewis & Ian Patterson** The Leisure Career Hierarchy of Motorcycle Road Racers in Australia
	Carmel Foley, Deborah Edwards, & Katie Schlenker The Sociable Aspects of Business Events	**Maisa Correia** English Language Travel as an Important Contributor to the South African Tourism Economy	**Janette Young** Pets, Policies and Mental Health Promotion	**Bob Gidlow, Grant Cushman & Lyn Minchington** Obscured by Statistics? Disaggregating the 'Other' in Aotearoa New Zealand Ethnic Minority and Immigrant Leisure Research	**Søren Andkjær** Risk and Safety Related to Leisure in the Outdoors in Denmark
	Raphaela Stadler Rethinking Knowledge Management in Music Festivals	**Sung-Jin Kang and Heather Gibson** Participation in Pre and Post Travel Activities of Senior Educational Travelers	**Taryn Graham & Troy Glover** On the Fence: Do Dog Parks Foster Community?	**Lorraine O'Neill, Sue Colyer and Kandy James** The Significance of Social Class and Elitism	

9.00 am – 10.40 am	**Martin Robertson, Ian Yeoman, & Karen Smith** The Future of Events: The Issue of Professionalism	**Richard Paulsen & Jenifer Rivera** Study Abroad Partnerships and Teamwork: Relationships Make the World Go Around	**Deborah Che & Ted Cable** The Two Larrys of Logan County: Different Approaches to Prairie Dog-Based Tourism	**Colin Symes** All at Sea: The Culture of Chronic Slowness on a Container Ship	**Fabiana Britto de Azevedo Maia & Salomão Alencar de Farias** The Role of Perceived Risk in Relation to Emotional States in Extreme Service
10.40 am – 11.10 am	**Morning Tea - Atrium**				
11.10 am – 12.30 pm	**Keynote Presentation – ARCHWAY 1** **Chris Rojek**: Event management : A critique				
12.30 pm – 1.30 pm	**Lunch – Atrium** **Workshop - Bridging the Gap Between the Leisure Industry and Tertiary Institutions** **Panellists: Lisa Wheeler, Bob Gidlow, Simone Fullagar, Annie Dignan – CO203**				
1.30 pm – 3.10 pm	**Health and Wellness Tourism** **VENUE: CO222** *Convenor - Ray Hibbins*	**Animals in the Leisure Experience 2** **VENUE: CO225** *Convenor - Neil Carr*	**Leisure and the Mobilities Turn 2** **VENUE: 203** *Convenor – Tara Duncan*	**Indigenous Perspectives of Outdoor Recreation/Leisure 1** **VENUE: CO204** Convenor – Anna Thompson	**Risk and Leisure 2** **VENUE: CO221** *Convenor - Catheryn Khoo-Lattimore*
	Timothy Jeonglyeol Lee & Boram Lim Strategies for the Spa Hotel Industry: Comparisons between Italy and Australia	**Stephen Smith** Human-Horse Partnership: Beyond the Dress-Age	**Fateme Etemaddar** Taste of Home Through a Family Reunion in Diaspora	**Dennis Foley** Tourism: Te Reo Māori and the Carver, 1860-2010	**Caroline Orchiston** Seismic Risk and the New Zealand Tourism Industry: Outcomes of the Christchurch Earthquakes on Perceptions of Risk Amongst Australian Travellers

1.30 pm – 3.10 pm	**Zifei Cheng, Timothy Jeonglyeol Lee & Boram Lim** Segments in the Wellness Tourism: The Case of Queensland, Australia	**Alison Goodrum** A Severity of Plainess: The Culture of Female Riding Dress In America During the 1920s and 1930s	**Rod Caldicott and Pascal Scherrer** Where the Bloody Hell will They All Go – Upward-Trends and Downward-Spirals in Australian Caravan Park Capacity?	**John Shultis and Susan McNeney** Indigenous Perspectives of Outdoor Recreation/Leisure	**Alejandra Morales** When the Leisure Experience Goes Wrong: The Cases of Dutch Tourists that Experienced the Dark Side of New Zealand – Are Visitors Taking Unnecessary Risks
	Anita Medhekar, Muhammad M Ali & Ho Yin Wong Healthcare Challenges and Opportunities for Bangladesh: The Case of Medical Treatment Abroad	**Neil Carr and Sandro Carnicelli** The Exotic and the Mundane: Representations of Animals in Tourism Promotional Materials	**Clayton J Hawkins** Weak Ties at Music Festivals: "It's Not All About the Music"	**Anna Thompson-Carr, Arianne Carvalhedo Reis & Brent Lovelock** Māori "Voices" and "Adventures" in the Outdoors	**Ruiqi Deng and Brent Ritchie** Exploring the Travel Risk Perceptions of International University Students
	Chawannuch Uthayan, Timothy Jeonglyeol Lee & Aaron Tkaczynski Opportunities and Challenges in Medical Tourism: The Case of Thailand				
3.10 pm – 3.40 pm	**Afternoon Tea – Atrium**				

3.40 pm – 5.20 pm	**Management** **VENUE: CO222** *Convenor – Tianyu Ying*	**Leisure and Self** **VENUE: CO225** *Convenor – Alicia Stanway*	**Theory and Methods in Recreation, Leisure, Tourism Research** **VENUE: CO203** *Convenor – Toni Liechty*	**Indigenous Perspectives of Outdoor Recreation/Leisure 2** **VENUE: CO204** *Convenor – Anna Thompson*	
	Julia N. Albrecht Individual and Group Visitors' Perceptions of Visitor Management	**Andrea Farminer** People, Recreation and Rivers: A Fluid Relationship	**Tony Blackshaw** On Liquid Leisure	**Kelly Whitney-Squire and John W. Colton** Haida Heritage Centre at Kaay Ilnagay and Haida Gwaii Museum: Supporting Community-Based Aboriginal Ecotourism Development in Haida Gwaii, Canada	
	Carla Jellum Examining the Deeper Meaning of the Antarctic Recreation Experience	**Barbara Humberstone** Yoga and Windsurfing Practices: Challenging Narratives of De-Generation Whilst Considering the 'Politics of Affect and Hope'	**Matias Golob** & **Audrey R. Giles** A Foucauldian Critique of Participatory Action Research in Leisure Studies	**Eugene Thomlinson, Geoffrey Crouch** Aboriginal Involvement and Parks Canada: A Work in Progress for the Management of Protected Areas. A Case Study of Gwaii Haanas National Park Reserve	
		Supattra Sroypetch How Different Nationalities of Backpackers Perceive Themselves in Terms of their Impacts on Host Communities	**Maria Dorsey** Travel and Tourism: A Critical Analysis of a Meta-Analytic Test on Contact Research	**Courtney Mason** The Cultural Impacts of the Exclusion of Aboriginal Peoples from the Rocky Mountain National Parks	

3.40 pm – 5.20 pm		**Sarah Becker** Wine as a Leisure Activity	**Mike Watkins** The Potential for Using Intentional Analysis to Reveal Developmental Change in Leisure Experience	**Po-Hsin Lai & Yi-Chung, Hsu** Examining YuShan National Park as a Contested Landscape and its Implications for Collaborative Management	
7.00 pm – late	**Conference Dinner – Forsyth Barr Stadium**				

Tuesday 6th December

Industrial Heritage Tourism	Room: CO222
Convenors: Michael Conlin & Lee Davidson	**Time:** 9.00 am – 10.40 am

Mining the Museum: A Rich Vein for Family History
Jane Legget - *Auckland University of Technology*

The dominance of New Zealand's primary industries - wool, milk, meat and forestry –has tended to obscure the heavier side of industry in New Zealand, yet both gold-mining and coal-mining have influenced the nation's post-contact history. Today, several communities are looking to their mining heritage to enable them to participate in and benefit from tourism, now New Zealand's largest export earner. This chapter investigates two heritage developments – both in the North Island – each aiming to break new ground in a country lacking an established tradition of industrial heritage museums. In one case study, the local museum has initiated a major visitor attraction focused on the coal industry. In the other, a gold-mining town, the small museum has been a latecomer to an economic development collaboration intended to instill and share community pride in the industry which continues to shape its identity and economy. Both museums are rich resources for their respective mining histories, yet the roles they have played and the challenges that they face in adding value to tourism in their communities differ widely. This paper traces the evolution of these developments and identifies the issues which arise when understandings of the actual and potential value of heritage and tourism vary widely.

Railway Heritage Tourism: The West Coast Wilderness Railway, Tasmania
Bruce Prideaux - James Cook University and Michael Conlin - *Okanagan College*

As is the case with much heritage and industrial heritage development, railway infrastructure is often seen as an economic panacea for destinations with depressed or declining economies. As a result, railway heritage and infrastructure can now be experienced by tourists and 'railfans' through railway museums as well as static and experiential attractions, most notably a wide range of revived historical railways focusing on both technology, principally steam propulsion, and the attractions of historic right of ways. In addition, many railway sites have been rejuvenated or converted to alternative touristic use such as bike and walking trails. As a result, issues relating to economic viability, market and product development and management, and sustainable development abound in the field of railway heritage tourism.

This paper will examine one such example of railway revival, the West Coast Wilderness Railway in Tasmania, Australia. The railway was originally built in the late 1890's to provide transportation of copper mined by the Mount Lyell Mining and Railway Company from sites around Queenstown to the village of Strahan on Tasmania's west coast. It operated in that capacity through to the early 1960's. However, as is the case with many historic railways, the development of road and other forms of transport in Tasmania during the second half of the 20th century caused the demise of the railway in 1963.

Further economic decline in the region led to an interest on the part of various constituencies for reviving the railway as a tourism attraction. Funding from the Australian Federal Government and the Tasmanian State Government as well as the participation of the Federal Group, a regional hospitality company led to the re-opening of the railway for touristic purposes in 2002. This in turn has led to significant tourism infrastructure development in the village of Strahan and the growth of tourism in the region including Strahan and Queenstown.

The nature of the railway's revival provides a basis for discussion of issues of heritage preservation, authenticity, and the role of industrial heritage tourism in regional economic development. Some railway revivals serve as adjuncts to existing tourism destinations providing additional attractions for visitors. The

West Coast Wilderness Railway may well be an example of a heritage railway revival which becomes the 'destination' and as such, drives economic development beyond what might have been reasonably anticipated. It is also an example of the potential effectiveness of public private partnerships within the industrial heritage tourism sector.

Motivations for Visiting a Mining Heritage Site
Alfonso Vargas Sánchez, Nuria Porras Bueno and Mª Ángeles Plaza Mejía - *Geidetur, University of Huelva, Spain*

Heritage is, for many countries, a key element and a major factor in attracting overseas visitors. Opportunities to develop heritage for tourism purposes have been enthusiastically embraced during the last years (Brian, 1997) and is increasingly recognized as an identifiable sector in the tourism industry (Cossons, 1989).

In this paper, a particular kind of heritage will be in our focus, the industrial (mining) heritage, which is viewed as a powerful force in the construction and maintenance of a national or local identity (Palmer 1999; Ruiz-Ballesteros and Hernández-Ramírez 2006).

Although the phenomenon of heritage tourism can be observed from the perspective of those who supply the heritage tourism experience that are being consumed, in this study our approach will be based on people who are engaged in this activity. So, heritage tourism is considered here as a phenomenon based on tourists´ motivations and perceptions. Poria, Butler and Airey (2001) consider it as a subgroup of tourism in which the main motivation for visiting a site is based on the place´s heritage characteristics, according to the tourists´ perceptions. Other variables, such as the behaviour that follows the tourist's perception of this heritage (Poria, Butler and Airey 2003), are included within this approach.

As Poria et al. (2003) point out, few studies explore the relationship between the demand perspective and the core of site attributes. In this line, the studies of Apostolakis (2003) and Beeho & Prentice (1997) deserve to be mentioned. Also, "The Future for Heritage Tourism" conference (1996) emphasized the need for heritage providers to focus more directly on the consumer, and, in particular, understanding of visitors' needs, motivations, experiences and benefits gained were asserted as the essential way forward for heritage tourism (Frochot and Beeho, 1997).

Due to the importance of understanding the motivations for a visit in heritage tourism research (Poria, 2006) and the lack of publications relating to motivational segmentation in industrial heritage tourism, and especially in mining sites, this study aims to delineate existing markets using a factor-cluster analysis. In this manner, this paper can be framed within the demand perspective, with an empirical research centred on the tourists visiting the mining attractions located in the municipality of Minas de Riotinto, Spain, and aimed to know their different archetypes based on their motivations, socio-demographic profiles and levels of satisfaction with the visit.

Minas de Riotinto is a small locality of the Spanish province of Huelva traditionally involved in mining activity, which is now in decline and in the very initial phase of tourism development. An extra added value of this study is its longitudinal character, because it has been done twice: in 2006 and 2008, with the chance, therefore, of monitoring the evolution and gathered more robust findings.

Sport Tourism	Room: CO225
Convenor: James Higham	Time: 9.30 am to 10.40 am

Active, Passive, Packaged Sport Tourism
Matthew Lamont – *Southern Cross University*

Gibson (1998) conceptualises sport tourism as three sub-segments including (i) travel to participate in sport, or 'active' sport tourism; (ii) travel to witness live sport; and (iii) 'nostalgia' sport tourism, encompassing travel to visit sport museums, stadia, halls of fame, or themed cruises. To date, research addressing sport tourism has tended to treat these categories as mutually exclusive. There has been little research into sport tourism that integrates all three of Gibson's (1998) sub-segments into a single experience. Weed and Bull (2009) suggest that sport tourism experiences are created through the interaction of three elements: places visited, activities undertaken, and motives of participants. Indeed, numerous studies have examined sport tourism experiences from various theoretical perspectives.

Packaged tours to major sporting events such as the Tour de France cycle race integrate all three of Gibson's categories. Such tours exemplify leisure experiences capable of satisfying a broad range of needs. Scope exists for both active and passive participation in sport tourism, with tour itineraries often incorporating nostalgic elements by way of visits to hallowed mountain passes and other sites significant to the sport of cycling. However, scholars are yet to explore the notion of packaged sport tourism experiences integrating active, passive and nostalgic elements. This paper reviews the theoretical standpoints through which sport tourism experiences have been previously examined. The notions of authenticity, nostalgia, pilgrimage, immersion in sport subculture, and identity creation/reinforcement are considered in light of packaged sport tourism experiences. The paper works toward developing a framework which may aid future examination and understanding of these unique sport tourism experiences.

Comparative Study of Leisure Tourist Motivations and Constraints Between Japanese and Inbound Tourists - ChurashimaCenturyRun 2011 in Okinawa, Japan
Junya Okamoto - *Hitotsubashi University,* Tatsuru Nishio, Ron Garland - *The University of Waikato* and Masanori Ishimori - *Kyoto Koka Women's University*

Increased participation in cycling has been a recent worldwide phenomenon and Japan is no exception, with many Japanese participating in organised cycle races. The resort areas of Hokkaido in the north and Okinawa in the south are especially popular with cyclists. In particular, Okinawa is popular and many inbound tourists have visited from Asian countries.

Our research inquiry draws upon several interrelated literatures: motivational theory in both sport and tourism contexts, and upon constraint theory in economic psychology. Our study examines the motivations and constraints upon 231 participants (199 Japaneseand 32 inbound tourists) in the Churashima Century Run2011. The research instrument addresses tourist motivations, sports participation motivations and constraints. We posit there will differences in motivation and constraint factors between domestic Japanese cyclists and inbound tourist cyclists. Comparative results (using independent *t*-tests) confirm our proposition, with differential experiences, pride and excitement being the major motivational differences, and vacation schedules and security being the major differences in terms of constraints. These factors are discussed further within the context of both motivational and constraints theory.

Study of International Leisure Tourists - Motivations and Preferences of Japanese International Tourists: 2010 Honolulu Marathon

Masanori Ishimori - *Kyoto Koka Women's University,* Tatsuru Nishio,
Ron Garland - *The University of Waikato and* Junya Okamoto - *Hitotsubashi University*

Hawaii's Honolulu Marathon, first held in 1973, has become an international mega sports event. December 2010's Honolulu Marathon registered 22,806 participants from all over the world including 13,490 Japanese runners. The Honolulu Marathon is an international mega sports event held in Hawaii. Hawaii is one of the most popular tourist destinations for Japanese tourists, and Honolulu Marathon participants enjoy being tourists as well as marathoners. While there is voluminous academic literature on participant motivation only a few authors have examined participant motivation in terms of international mega sports events. This small exploratory study examines participant motivation through the lens of motivation as both a marathoner and a tourist. Data were gathered from 107 participants (52% male and 48% female) in the Japan Tourist Bureau's Honolulu Marathon tour and subjected to factor analysis. Seven tourist motivations were extracted (cultural and nature experiences, culture learning, family and friends, shopping, relax, self-development, gourmet) along with five sports motivations (running involvement, stimulation, social, drama and pride, commitment to the Honolulu Marathon). Several factors were correlated with future preferences for running in the Honolulu Marathon. In particular, "family and friends" in terms of the tourist motivation factors, and "running involvement" and "commitment to the Honolulu Marathon" were strongly related with future intentions. These results not only provide insight for the Honolulu Marathon's event management planning but also demonstrate the extraordinary brand value this event holds among Japanese participants.

Motivations of Japanese World Cup Rugby Fans

Tatsuru Nishio and Ron Garland – *University of Waikato*

The Rugby World Cup (RWC) held in September – October 2011 was promoted as the third largest international sports event and is by far the largest sports event ever held in New Zealand. Rugby fans from all over the world travelled to New Zealand, motivated by not only the rugby spectacle (sports motivation) but also the chance to enjoy New Zealand as a tourist destination (tourism motivation). Data on sport and tourist motivations was gathered from 648 Japan Rugby Football Union (JRFU) Members Club fans who completed a questionnaire and replied in December 2010. A total of 101 (85 males and 16 females) had been to previous Rugby World Cup(s). Their motivations for doing so were factor analysed resulting in the emergence of six sports motivation factors and seven tourist motivations factors. In terms of sports motivation, the factors are Accomplishment, Social, Relaxation, Aesthetics and Drama, Knowledge and Skills. In terms of tourist motivations, the factors are Self-Development, Social, Culture, Relaxation, Learning, Shopping and Gourmet. In conjunction with this survey, additional JRFU Members Club fan survey will be conducted in October 2011, following the RWC2011. Again fans will be asked about their motivations for visiting New Zealand and its RWC2011. Should the data be available for the ANZALS conference, preliminary findings as per the accuracy of intention to visit the RWC2011, as well as motivations for rugby spectatorship and tourism motivation will be discussed.

Exploring Gender and Leisure 1	Room: CO203
Convenors: Simone Fullagar and Adele Pavlidis	**Time:** 9.30 am to 10.40 am

"You're No-One if You're Not a Netball Girl": Rural and Regional Living Adolescent Girls' Negotiation of Physically Active Identities Through Community Sport.

Amanda Mooney, Meghan Casey, John Smyth - *University of Ballarat*

Community sporting clubs, often positioned as significant to the social fabric of rural and regional Australian communities (Spaaij, 2009), are frequently implicated as integral in the development of individual identities (Tonts, 2005). Specifically, the cultural discourses mediated through these community-based sporting clubs impact on the ways in which rural adolescent girls, amongst others, develop physically active identities. Understanding identity as *how one sees oneself* , this paper draws from Foucauldian theorising on 'technologies of the self', to question how adolescent females in rural and regional contexts see themselves as physically active subjects and to explore the implications this has for physical activity participation.

This paper draws from data of the ethnographic phase of a mixed-method longitudinal study designed to promote physical activity and wellbeing of rural and regional living adolescent girls. Interviews and focus group sessions were conducted with females (n=138) ranging from 15-16 years of age across six rural and regional communities in the state of Victoria, Australia. Acknowledging gender, class, age and rurality as social devices that shape identity construction, our concern here was to interrogate how community based sporting and leisure experiences lead to the formation of multiple 'physically active' identities. Our findings highlight the tensions involved in narrowly conceptualising the football-netball club as the dominant social and cultural frame of reference that adolescent girls draw on to form ideas about themselves as physically active (or not) beings. Through this lens we critique the implications this has for adolescent PA participation in rural and regional contexts.

Home Alone: The Impact of Online Social Networking in Mothers' Social Isolation

Diana Parry, Troy Glover, and Caitlin Mulcahy - *University of Waterloo*

Motherhood is one of the most important transitions in a woman's life. Social support is critical to the transition, yet research reveals a reduction in mothers' informal social networks. Online social media has the potential to connect geographically heterogeneous mothers who may have no prior acquaintance and to create a community of caring and information-sharing (Ley, 2007). Yet, the literature has been largely silent on the value of face-to-face versus online communication and the implications of either for social isolation. Given that the overwhelming majority of women can expect to undergo the transition to motherhood, online social networking sites warrant investigation, particularly with their potential to reduce social isolation (Nelson, 2010). Thus, the purpose of this study was to examine the impact of online social networking on mothers' sense of social isolation. We did so by studying a local chapter of Momstown.ca. Described as "Facebook for moms," this social networking site provides a way for mothers of young children to interact virtually with the potential to build an online community of interest, but also facilitates the development of in-person interaction. Utilizing a feminist lens, active interviews with 23 members revealed the overwhelmingly positive influence of Momstown.ca on mothers' sense of connectedness. That is, through Momstown.ca mothers' enlarged their sphere of sociability (Glover & Parry, 2008) and benefited from the resultant camaraderie, care, and capital. Collectively, these outcomes reduced social isolation and positively impacted upon mothers' experiences of motherhood. However, at times Momstown.ca was also a site for less positive outcomes including exclusion, judgment, and the reproduction of dominant gender ideologies, which negatively impacted upon the women's maternal identity. The findings demonstrate the complex interplay of leisure, gender, and social networking.

Girlfriend Getaways over the Life Course: Change and Continuity
Heather Gibson, Liza Berdychevsky and Heather Bell - *University of Florida*

The interplay of psychological needs with life course stages has been used to understand how choice of tourist behaviors may change with age (Gibson & Yiannakis, 2002). Adopting a constructivist, gender sensitive approach and grounded theory, the current study explored the influence of needs and life stage in the context of girlfriend getaways – women taking vacations together. The findings from nine focus groups and 15 individual interviews (79 women aged between 21 and 83 years) revealed that girlfriend getaways fulfill various psychological needs at different life course stages. During adolescence, girlfriend getaways were an outlet for teenage rebellion, individuation, and exclusivity. In early adulthood, girlfriend getaways accompanied such psycho-social tasks as "settling down and becoming one's own person." Women described getaway bachelorettes before getting married and getaways after a graduation as interludes where they had time to make decisions about the future. In middle adulthood, girlfriend getaways were a chance to detach from the ethic of care for families, as well as a coping resource for dealing with divorces and tragic accidents. In late adulthood, girlfriend getaways supported coping with widowhood as a distraction or finding alternative stimuli in life. Women also indicated becoming freer with age, appreciating female friendship more, and acting upon the travelling "bucket lists" they have. The prominent themes common to all the life course stages were getting away from stress and routine, bonding and reconnecting with female friends, and dealing with life events that signify important transitions and could be understood as rites of passage.

Reimagining Gendered Sport Communities: Women Football Fans and the Feminisation of the Game
Simone Fullagar - *Griffith University*

The literature on sport fans tends to privilege the masculine gaze and men as universal subjects who enjoy watching the spectacle and contest of men's sport. This masculine culture of sport fandom can be understood sociologically in relation to the formation of imagined sport communities that develop through the relational dynamics of identification, desire and affinity with others. Against the normalisation of masculine sport culture how do women football fans value 'the women's game' and position themselves through a feminised gaze? I pursue this question through a study of responses from men and women fans on an on-line forum during the 2011 Women's World Cup in Germany. I contextualise the analysis with an autoethnographic account of the Women's World Cup spectacle. While the focus of this paper is largely on the feminised gaze I also consider how male fans drew upon different discourses about the conduct of football, gender and the changing embodiment of sport.

Social Psychological Aspects of Physically Active Leisure Across the Lifespan 1	**Room:** CO204
Convenor: Julie Son	**Time:** 9.30 am to 10.40 am

The Role of Social Stereotypes on Physical Activity Participation and Development in Youth and Adolescents
Dorothy L. Schmalz - *Clemson University*

Social stereotypes play an important role in how people identify and participate in a variety of leisure activities. In physical activity, gender stereotypes are among the most pronounced, providing perceived boundaries about which activities are "appropriate" based on sex. The purpose of this study was to evaluate how children, aged 8 through 10 years, perceive gender stereotypes in physical activities, and the assess whether they let stereotypes affect their behaviour. A total of 294 children completed a self-administered questionnaire about stereotypes, physical activity, and participation. Interested participants were also invited

to participate in one-on-one interviews about their perceptions of stereotypes in physical activity. Boys and girls identified physical activities that were "for boys" or "for girls," but boys allowed stereotypes to limit their participation more than girls. Boundaries on behaviour, whether real or perceived, have the capacity to also affect personal development and attitudes towards physical activities throughout the lifespan. Ways that stereotypes influence participation in activity and personal development into and beyond adolescence will also be discussed.

Social Cognitive Aspects of Physically Active Leisure in College Women
Julie Son – *University of Idaho*

College is a critical period for lifestyle-related health behaviours, including physically active leisure behaviours. During the college years, young adults may adopt new physical activity practices, maintain physical activity practices adopted during youth and adolescence, or cease or substantially reduce physical activity practices. Social cognitive aspects of physically active leisure—including social support, constraints, physical activity identity, and self-regulation—may help explain college students' efforts to be physically active during their free-time. However, there is a lack of research on this topic. In this study, 84 college-age women at a large public university in the Midwest completed a survey on physically active leisure behaviours, social cognitive factors and sociodemographic information. Findings indicated that identity and constraint negotiation were significant contributors to physical activity participation and also highlighted significant differences when considering the women's race/ethnicity. The presentation will include a discussion of the programming implications of the findings.

Development and Maintenance of Physical Activity Identity: Synergies and Conflicts across Life Transitions
Birgitta L. Baker - *Louisiana State University*

Stronger physical activity or exercise identity (PAEI) has been associated with higher levels of physical activity in the scant literature on the topic. Despite these findings, the topic is not well researched. Therefore, the purpose of the current study is to use qualitative methods to examine the development of PAEI and the relationship between PAEI and physical activity (PA) behaviours. Data were collected through semi-structured interviews with 27 adult participants of varying ages. Interviews were recorded and transcribed verbatim. The transcripts were analyzed using open coding and the categories identified in the open coding were then combined into themes and sub-themes. Results indicated the importance of positive or negative experiences with physical activity in shaping the development of PAEI and PA behaviours and of PAEI in maintaining PA behaviours across life transitions. Synergies and conflicts between PAEI and other identities and roles were also found.

Physical Activity among Retirement-Age Canadian Men
Toni Liechty - *University of Regina*

The majority of older adults in Canada do not meet the minimum recommended physical activity guidelines for health benefits. Research suggests that gender plays an important role in motivation for and constraints to physically active leisure for women. Little research, however, has looked specifically at the leisure perceptions and experiences of older men. The purpose of this study was to explore the experiences of physically active leisure among retirement-age men. Fifteen men aged 60 to 70 completed in-depth interviews and follow up focus groups. Data were analyzed through open and axial coding. Themes emerged regarding: the types of physical activities chosen; triggers and motivations; constraints to physically active leisure; and outcomes of participation in leisure activities. Furthermore, participants described theses themes in the context of their life stage and the changes in their physical activity across the life course.

KEYNOTE PRESENTATION	Room: ARCHWAY 1
Convenor:	Time: 11.00 am – 12.30 pm

Professor Jim Sibthorp
University of Utah
Youth Development and Adventure-based Recreation: Questioning Research and Practice

Youth seek excitement, adventure, and stimulation. This desire to explore, expand, and push limits is part of how they are wired and remains critical to their own development and growth. What can recreation and leisure professionals do to best harness this energy and motivation in a healthy, productive, and positive manner?

Jim discusses the strengths and weaknesses of adventure-based programs for youth development. While many of the inherent qualities of adventure program practices are viewed as beneficial for youth, the discrete nature and lack of widespread access limits their efficacy and impact. Jim explores the contemporary role of these programs in youth development through systems theories and current thoughts on youth program qualities.

Despite a sustained interest in participant outcomes, many programs are beginning to focus on youth program quality. Jim argues that this approach toward youth program quality provides a means for using evidence and research to inform practice and explains how a focus on program quality has manifested in current applications within the National Outdoor Leadership School (NOLS) and the American Camp Association.

What does the research say? On what topics has research struggled to say much of anything? Jim posits that the adventure field's state of knowledge remains firmly grounded in application and practice and discusses his own struggles to build a sustained research agenda around a profession that remains ill structured, ill defined, and peripheral to more mainstream youth development and recreation efforts.

Leisure and Heritage	Room: CO222
Convenors: Lee Davidson and Michael Conlin	Time: 1.30 pm to 3.10 pm

Volunteering Around the Block: Block Island's Volunteer Heritage for the 350th Anniversary
Benjamin Hruska - *Arizona State University*

John Bodnar, in his work *Remaking America,* explores the micro-histories that make up the larger American understanding of themselves. In considering celebrations of heritage of small ethnic enclaves in the U.S., Bodnar traces the evolution of Americans celebrating their community heritage. Bodnar theorizes that heritage celebrations, which he termed "vernacular culture", compose the core understanding for Americans in regard to their history. While Bodnar's study focuses on towns in the middle portion of the nation, his theorization also applies outside this area.

The small island community of Block Island, RI is currently commemorating the 350th year since the first European settlement in 1661. This island community of 950 year round residents is hosting a range of events to honor their heritage. The backbone of this effort is volunteer-based, consisting of people with a range of connections to the island. Some are descendents of the original settlers, while others are connected in more recent years through friends and family. The array of volunteers leading this effort includes the Board of Directors of the Block Island Historical Society (BIHS), which has taken the leading role in these events of 2011.

This presentation will note the role of the BIHS volunteers in honoring this heritage. This includes hosting an Arts and Crafts Fair of island artisans and erecting a monument to the original inhabitants, the Manisses Indians. Volunteers are spending their vacation time on Block Island by marking the heritage of the place they enjoy. Heritage volunteering on the island has become recreation.

Dunedin: City of Literature - Best Seller, or Write Off?
Emma Lowe – *University of Otago*

Literary tourism has been studied extensively recently, as the value of literary sites worldwide is recognised in the formation of destination image. The suggestion that Dunedin, New Zealand has the potential to realise itself as a UNESCO City of Literature has raised significant interest with local tourism, heritage, and literary stakeholders. This paper will ask whether the Dunedin tourism industry is in a position to realise literary tourism as a niche component of the local heritage experience. This research takes a qualitative approach. Through a series of interviews, it identifies the awareness of local stakeholders of Dunedin's literary attributes and City of Literature accreditation. It also highlights the need to generate an identity for Dunedin and involve stakeholders at every level in the planning and implementation of the literary city. The paper will conclude by suggesting that creating the literary city needs more than just tourist involvement. Instead, literacy and literature need to be interwoven into the fabric of local culture and heritage.

Beach, Bach and Beyond: The Luxury of Leisure and Second Home Ownership in New Zealand
Trudie Walters - *University of Otago*

New Zealanders have a long history of second home ownership, known colloquially as baches or cribs, and it is part of the New Zealand psyche to 'escape to the bach' for the weekend, especially over the summer months. Traditional baches were relatively small, and often built by the owners themselves from whatever materials were to hand. However, in recent years a new trend has been noted. Modern purpose-built baches are larger and more luxuriously appointed – often architecturally designed and valued at more than twice that of the average local residents' homes. It is the luxury aspect of second homes that this presentation will address; not only the physical luxury, but also the luxury of owning a second property at all, the luxury of time itself, and the socially constructed notions of the luxury of leisure. Many view it as a luxury to have time available for leisure, and to be able to afford the accessories required to participate in leisure activities. Second homes could therefore be seen as the ultimate representation of the luxury of leisure, as they are not only a site for the consumption of leisure, but also indicate a significant financial investment in one's leisure time. This presentation will discuss various aspects and tensions of the social construction of luxury as it relates to leisure and second homes.

Challenging the Limit of Leisure Volunteering 1	**Room:** CO225
Convenors: Kirsten Holmes, Karen Smith, Leonie Lockstone-Binney & Tom Baum	**Time:** 1.30 pm to 3.10 pm

Volunteering at Risk: An Examination of Altruism and Identity
Needham Yancey Gulley - *University of Georgia*

Often times our passions can be our poison. What happens when our desire to volunteer for the organizations and causes we care deeply about puts our careers, livelihoods, reputations, and relationships at risk? This session is designed to explore the risks and benefits associated with volunteering for institutions and/or settings that are anti-hegemonic. Using a queer theoretical lens and current literature on serious leisure volunteering (Lockstone-Binney, Holmes, Smith, Baum, 2010), I examined a volunteer driven, non-profit, HIV-focused, drag-centric, queer organization in a small college town in the southern United States. This case project is designed to explore the risks associated with volunteering through liberal means in conservative settings and also the personal benefits associated with such endeavors. The data were generated from interviews with current and past members of the board of directors of the non-profit organization and the (semi-)amateur drag performers who volunteer their talents for this organization. By exploring the real life consequences of this volunteer opportunity and the impact it has had on their professional, personal, and community identities, I critically examine the unquestioned implications of serious leisure volunteering in spaces of cultural difference. The following quote from one participant encapsulates the themes present in this discussion, "I'm not 'out' at work as a gay man because of the risks, but for this I put on a dress in front of hundreds of people. I'm doing good, it feels good, I'm supported." It is in these spaces where the risk is great, but so are the rewards.

Serious Leisure: The Contributions of Volunteer Tourists to Contemporary 'Third World' Development
Maria Koleth – *University of Sydney*

The demand for volunteer tourism in development projects, as a form of leisure volunteering, is growing. Volunteer tourism refers to the growing phenomenon of tourists undertaking volunteer placements for development and conservation projects, through programs organised by corporate or not-for-profit organisations. While the connections between tourism, leisure and development in the 'third world' has been well analysed in the past, the importance of volunteering as a contribution to development has, until recently, been undertheorised. The emerging literature on volunteer tourism and development aims to make up for this gap in theory and tries to measure the contributions of volunteer tourists to development and conservation work. However, I argue that taking the contribution of leisure volunteering in the volunteer tourism sector seriously through this literature has the effect of underplaying the ambivalences of volunteer tourist experiences. In some cases the more than economic factors informing and forming out of the contributions of volunteer tourists to the historically situated project of 'Third World' development need to be better understood. Volunteer tourism is just as much about leisure as it is about supporting environmental and social projects and make this clarification opens up greater possibilities for the intervention of leisure studies in development debates.

Tourist Interaction with Orphanages in Cambodia:
Tess Guiney – *University of Otago*

With only 21 state-run orphanages in Cambodia, foreign donors and tourists are responsible for a significant proportion of financial support for the remaining 248 orphanages. Cambodian orphanages are acutely aware of this reliance, therefore, many advertise, encouraging visitors and volunteers to their centres, some even holding cultural performances on-site. Questions are being asked about whether "orphanage tourism" is supporting an unsustainable, unsavoury orphanage sector in Cambodia; the actual number of orphans has declined, whilst orphanage numbers have undergone a 76 percent increase in the last five years, coinciding with a 76 percent increase in tourist numbers. This research focuses on the interaction between tourists and orphanages in Cambodia, primarily exploring tourist volunteering and visits to orphanages, although cultural performances for tourists will also be examined. These interactions will be examined in relation to wider development theory to assess the level of understanding that volunteers and visitors have of such issues. The research is qualitative in nature with research conducted within country from March to May 2011. It seeks to illustrate the rationale behind the recent increase in tourist numbers to orphanages in Cambodia, exploring the commodification of poverty and 'Othering', underlying such interactions as well as the construction of place, which informs tourist perceptions of Cambodia. This study also examines what regulations, if any, are in place for tourist-orphanage interactions, scrutinising the different rationales behind and impacts of them, all while assessing both the positive and the negative impacts of "orphanage tourism" in Cambodia.

Volunteer Hosts and Guides at ZEALANDIA – The Karori Sanctuary Experience: Motivations of Volunteers at a Nature-Based Attraction
Julia Albrecht and Karen Smith – *Victoria University of Wellington*

This study investigates volunteer hosts' and guides' motivations at ZEALANDIA, a nature-based conservation attraction in Wellington that is frequented by recreationists as well as tourists. It applies Clary et al.'s (1998) Volunteer Functions Inventory (VFI) which has been specifically adapted to suit a visitor management and conservation context. 51 volunteer hosts and guides were surveyed (response rate 52%) using an online questionnaire tool. The majority of research participants is female (67%), older than 50 years (61%) and has a tertiary education degree (75%). First, the VFI scales were analysed as to their suitability to the context; Cronbach's Alpha coefficients suggest that the adapted scales deliver reliable results (four scales show Cronbach's α coefficients of >.7, two scales of >.6). Then, the data was analysed with a view of identifying volunteer motivations. The most powerful motivating factors are in the categories of "Values" and "Understanding" which suggests that the motivational foundations of hosting and guiding at ZEALANDIA are anchored in concerns about the natural environment as well as in an aspiration for personal development. The categories "Protective" and "Enhancement", concerned with societal responsibility and personal enhancement, were less important; the categories "Career" and "Social" were relatively unimportant. The results from the VFI are positioned alongside qualitative responses from the volunteers. Implications for volunteer recruitment and management at nature-based tourism, recreation and leisure attractions are identified and explained.

Exploring Gender and Leisure 2	**Room:** CO203
Convenors: Simone Fullagar and Adele Pavlidis	**Time:** 1.30 pm to 3.10 pm

Consuming Contradiction: Media, Masculinity & (Hetero)Sexual Identity
Rudy Dunlap - *Texas A&M University* and Corey W. Johnson - *The University of Georgia*

Using collective memory work, this study explored the development of masculinity and sexual identity through the media memories of self-identified straight men. Implicit to collective memory work is the recognition that identity is the negotiation of social norms, such as heteronormativity, within the context of daily lived-experience. Five straight men wrote about, discussed, and analyzed positive and negative memories of

masculinity and heterosexual identity as portrayed in the media. Participants' analyses yielded a hierarchical schema of masculinities that were dubbed the alpha male, the beta male, and the coward, and which manifested through the characters' relations to one another. After identifying these general types, participants began to associate particular behaviors, crying in public for example, with different masculine types. Through this process of association, participants constructed their own conceptual tool to characterize masculine behavior: the Man Card. The concept of the Man Card was useful because it allowed the men to think about the possession of something that is not their own. Similar to a citizenship document, possession of the Man Card allows men to construct identity through a process of signification. As such, possession entails a unique relationship to the bearer. Individuals may practice any behavior, so long as it does not threaten the legitimacy of the credential. Once legitimacy is in doubt, the credential is revoked and the individual is left to reconstruct his identity. The negotiation of these masculine types has serious implications for our own self-appraisals and even the extent to which we critique ourselves.

Emotional Labour and Job Satisfaction of Adventure Tour Leaders: Does Gender Matter?
Monica Torland - *Southern Cross University*

This study aims to examine potential gender differences between adventure tour leaders employed in Australia in regards to the emotions they invest into their jobs. More specifically, it examines the impact of two types of emotional labour, *surface acting* and *deep acting*, on male and female adventure tour leaders' job satisfaction. Whilst surface acting refers to faking feelings that are not really felt, or hiding feelings that are inappropriate to display, deep acting is concerned with aligning one's true feelings with the ones required by the job. Data were gathered through a quantitative on-line survey. Whilst the findings showed that deep acting had a statistically significant positive effect on adventure tour leaders' job satisfaction, there was no statistically significant relationship between surface acting and job satisfaction. In relation to gender, there were no statistically significant differences between males and females in relation to surface acting, deep acting, job satisfaction, or the impact of surface acting and deep acting on job satisfaction. Contrary to research which suggests that women in general are better at managing their emotions and are more emotionally intelligent than men, it seems like male adventure tour leaders may be just as competent in managing their emotions as female adventure tour leaders. This, in turn, has implications for the manner in which adventure recreation providers manage their human resources.

The Regulation of Adolescent Girls' Physical Activity Behaviour in Rural PE and Community Sport
Meghan Casey, Amanda Mooney and John Smyth – *University of Ballarat*

Adolescent girls are typically identified as the "problem" in physical education (PE) and have declining participation levels in community sport. We sought to explore girls' experiences in PE and community-based sport to understand the meanings girls attach to their physical experiences and understand how physical activity (PA) behaviour was regulated in these contexts. Interviews (n=48) and focus groups (n=25) were held in eight secondary schools with 138 Year 9/10 girls identified by their teachers as having high, medium or low PA levels. From the data that emerged, we found Foucault's thinking around 'techniques of power' to be useful to explore the regulation of girls' physically active identities and to scrutinise the socio-cultural power centres that impacted on participation. The findings revealed many PE classes were conducted in ways that facilitated surveillance of the female body. At such times, female students whose physical performance and appearance in PE and community sport was consistent with dominant discourses within the community were often privileged at the expense of others. Surveillance was often combined with examples of classification (i.e. labelling student identities) and exclusion techniques (i.e. teasing) and as such, girls implemented avoidance tactics to minimise embarrassment and the risk of "being targeted". Community sport settings were perceived as being the exclusive domain of skilled performers and girls feared that "everyone else will be better than me" and commented there was no entry level for beginners their age. This presentation will critique discourse-power relationships in rural settings that contribute to adolescent girls PA participation.

Social Psychological Aspects of Physically Active Leisure Across the Lifespan 2	**Room:** CO204
Convenors: Julie Son	**Time:** 1.30 pm to 3.10 pm

Repositioning the Importance of Active Living in Retirement Communities: An Australian Perspective
Ian Patterson and Shane Pegg – University of Queensland

An active lifestyle is a critical consideration for monitoring a positive quality of life for people as they age. Yet there is growing evidence that a high proportion of older adults will have to deal with type 2 related problems such as obesity, diabetes and cardio-vascular disease as a consequence of their previous lifestyle choices. At the same time, age segregated retirement communities have become very popular, and although excellent leisure facilities are provided, levels of fitness and energy expenditure are still low for the majority of older people. This exploratory study used a qualitative methodology involving two focus groups of participants (one active and one inactive) residing in a retirement community in Brisbane, Australia, to explore strategies that might serve to encourage sedentary older adults to become more physically active. Results revealed that fitness and activity levels could be improved by offering more individualised and small group programs; to work more directly with older people in their own homes with the help of personal trainers; and by incorporating regular follow-up phone contact. The importance of using social support with friends and 'buddies', and enlisting the support of the resident's medical doctor were further strategies that received strong endorsement from the focus groups. Emphasis however needs to be on social engagement and opportunities to enjoy the company of peers.

Opportunity Seeking as a Success Strategy: Using Life Experiences in the Challenging Leisure Pursuits of a High Performing Athlete and Artist.
Lorraine O'Neill, Sue Colyer and Kandy James – *Edith Cowan University*

High performers do not start their leisure activity with Olympic or international aspirations in mind. Instead, they are exposed to active lifestyles and encouraged to participate for fun and developmental reasons. Only later, after they fall in love with the activity, do they develop high performance goals. A recent study, to be reported in the presentation, explored the life-long development of opportunity-seeking skills in a high performing athlete and artist. It found that by developing an individual's ability to recognise opportunities as well as constraints from an interpersonal, intrapersonal and structural viewpoint provided a more positive leisure outcome and eased the pathway towards achieving personal leisure goals.

The suggestion that people can confront and negotiate leisure constraints implies that constraints are not fixed; they actively shape and transform individual leisure lives by interacting with personal preferences, perceptions, environment and patterns of behaviour. Findings from the study indicated that whatever their personal goals, future high performers need to realise the scope of their abilities, they need to broaden their skills in understanding what opportunities are, seek out those opportunities and deal with negative constraints successfully. It is the adaptability of the individual in dealing with constraints and their ability to seek out opportunities throughout their leisure life, which defines and makes a high performer.

Unique Leisure Constraints to Active Living Faced by Nursing Mothers
Yin Han Dong, Hsueh-wen Chow – *National Cheng Kung University*

Leisure constraints and constraint negotiations have been investigated in recent literature related to women and leisure. Most studies on this topic have agreed that women with young children experience more challenges with regard to leisure pursuits than others. However, because women usually describe the breastfeeding period as one of high physical and emotional distress, it is of interest that little attention has been given to the relation between breastfeeding and the pursuit of physically active leisure. This topic is explored in this study through an internet survey of 151 nursing mothers examining their leisure constraints and their participation in leisure activities, and the leisure constraints and physical activity levels of this population are also explored. The results indicated that 43% of the subjects in the study had a low physical activity level. The constraints they experienced most were the inconvenience of nursing, the lack of or inaccessibility of nursing rooms at recreation sites and the problem that the children were too attached to their mothers. This study provides a unique view of the constraints faced by this specific population. There is a discussion of the implications for leisure services and programs designed to enhance the physically active leisure of nursing mothers.

The Association of Park Visit and Functional Fitness for Seniors
in Taiwan: A Pilot Study
Hui-Chen Chen – *Chi Mei Medical Centre & National Cheng Kung University,*
Hsueh-Wen Chow, Linda L. Lin and Pai-Lin Hsieh - *National Cheng Kung University*

Parks has been identified as effective sites for promoting older adults' physical active leisure due to its easily accessibility. The research on built-environment to older adults' health is arising. However, most of the current studies employ self-reported health perception to assess the relationship between built-environment and health status which might bias to subjects' subjectivity. This study adopted both self-reported park visit behavior and objective functional fitness test, which include 30-sec chair-stand test, 30-sec arm curl test, chair sit-and-reach test, 8-Foot up-and-go test, back scratch test, 2-Min step test and grasp power, to exam the relationship between park visit and their functional fitness. Data was collected in Tainan city, Taiwan. 155 older adults participated in this research. Study results demonstrate that seniors who used park as exercise area had better fitness level in terms of their lower body strength, lower body flexibility, agility/dynamic balance and grasp power than people who exercise in other areas. Certain facilities in the park also have different influence on senior's fitness status. Implications for park design and facilities are provided in order to increase senior's functional fitness.

Leisure and Alternative Cultures 1	Room: CO221
Convenors: Alan Law and Stephen Wearing	Time: 1.30 pm to 3.10 pm

Naturism in Rio de Janeiro: An Analysis of an Organized Leisure Activity
Eduardo Carrascosa de Oliveira - *State University of Campinas*

The paper aims to reflect on the meanings of the body and nudity in the context of contemporary Naturism, by referring to the experiences of the Naturist Group of Abricó Beach in Rio de Janeiro, Brazil. Producing a viable model of sustainable use of an unspoiled beach in a State National Park the group creates a way of combining ecologically friendly tourist service, consumption and social identity. Based on considerations of Naturism for its practitioners, this work also seeks to recognize how the collective nudity is completed in a proper social significance, revealing different perceptions on the body and the world. Nudity is taken as a central reference for defining a set of values and perspectives that turns Naturism into a typical lifestyle in the context of the Rio de Janeiro metropolis and in contemporary leisure.

Bicycle Touring, Yoga, Mindfulness, and Leisure
Karen Fox - *University of Alberta*

Self-supported solo bicycle touring locates the individual along lines of travel through landscapes allowing the body to be shaped by elemental forces and people and reciprocal shaping through stitching together stories, visions, and movement. Solo bicycle travel parallels processes of yoga and mindfulness as attention to the present moment is required as the individual lives "out in the open," connects sensorily with weather, landscape, and people, simplifies one's desires, needs and possessions, and accepts the world as it is. Bicycle touring contains long periods of solitude which is little understood in leisure literature and practice. This solitude and silence opens space for a freedom interrelated to discipline, structured daily regimes around basic survival needs and repetitive movements, reducing personal desires, needs, and possessions, and internal mindful practices focused on attending to sensorial messages and quieting inner chatter or negative self-talk. This presentation explores how aspects of yoga, mindfulness, and bicycle touring place demonstrate an alternative concept of mind, self, and freedom grounded in structure and discipline related to leisure-making.

Surfing Utopia and Alternative Reason: Getting by in Nirvana
Alan Law - *Trent University* and Jess Ponting - *University of California at Santa Barbara*

Using Semi-structured interviews with long-board surfers in Byron Bay (n=25), The paper explores the structuring of reason for the making of economic lives in places symbolically reserved as surfing Nirvanas. Notions of having 'made-it' as a surfer partly circulate on having daily access to surf and particularly when the surf is good. Quite opposite to the modernity located 'occupation first,' those brave enough to physically locate themselves in iconic surf regions must find a way to make a living structured in a way that puts the surf first. The paper critically explores relationships between sub culturally imbedded utopias, economic reasoning, distributive justice, and accommodation to 21st century rural place relations.

Leisure and Self	Room: CO222
Convenor: Barbara Humberstone	Time: 3.40 pm to 5.20 pm

Keeping on Keeping On: Enduring Commitment of Nature Based Recreationists in New Zealand
Brent Lovelock, Carla Jellum and Anna Thompson – *University of Otago*

Evidence points to declining participation in some traditionally strong outdoor forms of recreation. For sports and leisure, in general about half of the individuals who start taking part in a pursuit drop out within a short period of time. While little research has addressed commitment to *outdoor* recreation activities (especially in New Zealand), it is suggested that research on commitment related aspects is important for a range of recreation facility/opportunity providers, not least because of the greater efficiencies of retention compared to recruitment. In particular, researchers have identified a need for a greater focus on the social-psychological factors surrounding participation (and lapsed participation). Mountaineering/climbing, tramping, hunting and fishing were selected as case examples, based on indications of static or declining participation in New Zealand. This paper presents survey results (n = 1,024) from a survey administered to current and past members of recreational clubs/organisations in the four activities. The survey addresses the construct of commitment through the Modified Sport Commitment Model. The model incorporates measures of commitment, enjoyment, social support and involvement opportunities. These are supported by data on behavioural commitment (including participation duration, frequency, leadership and expenditure), along with socio-economic status. Studies into commitment are important to the outdoor recreation sector, since commitment reflects persistence in an activity, with concomitant benefits in public health, social benefits, membership longevity, revenue generation and organisation sustainability.

Fishing for an Answer: Understanding Involvement with Freshwater Fishing in New Zealand
Carla Jellum, Brent Lovelock and Anna Thompson – *University of Otago*

This paper explores angler involvement with freshwater fishing in New Zealand. Presented as a case study, this research examines motivations for and constraints to fishing participation. It is believed that both situational and environmental factors influence commitment to outdoor recreation pursuits and prior research suggests that motivation can have a positive effect on, thus is an antecedent to, recreation involvement. Therefore, understanding the dimensions of fishing motivation, as well as constraints, helps to provide an understanding of long-term engagement. A mixed method approach involving both quantitative and qualitative components provides in-depth insight into fishing involvement. Research was undertaken at two rural and two urban locations where online questionnaires (n = 478) were administered and face to face, in-depth interviews with current, and lapsed, anglers were conducted. Socio-demographic factors, frequency, type of fishing, seasonality and alternative recreation commitments were analysed for the influence on fishing participation. Findings examine key components of freshwater fishing motivation including escape, nature, bonding, learning and social dimensions. Situational and environmental constraints identified are discussed, such as reduction in fish stock and poor water quality.

Capital Building through Gym Work: A Qualitative Analysis
Bob Stewart, Brian Moroney & Aaron CT Smith – *Victoria University Melbourne*

This paper applied Bourdieu's (1984, 1988) model of capital accumulation to the experiences of people who attend gyms on a regular basis. Fourteen adult gym-users were selected for a 60-minute in-depth interview using a stratified purposeful sampling technique (Patton, 2002). The median age was 42, and six of the interviewees were female. Each informant was invited to discuss their entry into gym work, explain the nature of their gym work, and finally, identity the benefits they believed they secured from their gym routines and workouts. Gee's (1986) units-of-discourse model was used to not only structure informant responses into thematic groupings, but also create a stream of 'stanzas'. This involved breaking down sentences and paragraphs into short blocks of phrases that encapsulated specific occurrences. This approach enabled key incidents, events and turning points to be signalled for subsequent analysis (Elliott, 2006). We found that Bourdieu's model of capital accumulation was able to illuminate most of the forces and factors that drove regular gym use, and clearly revealed the various stocks of capital they said they secured. At the same time, we found that Bourdieu's least developed form of capital – which we identified as emotional /cognitive – was actually the most significant indicator of gym user satisfaction, and surprisingly came out fractionally ahead of bodily capital. We also found that, unlike similar studies on gym use (Crossley, 2006; Frew & McGillivray, 2005), the accumulation of social capital was viewed as a relatively unimportant driver of gym attendance.

Gymnauseum: In Search of the Perfect Ab
Jane Venus – *Otago Polytechnic*

In this paper I will discuss the making of *Gymnauseum* a contemporary art project which is being showcased at the Dunedin Public Art Gallery during the time of this conference. The work takes the form of an interactive gym whereby the viewers can ride and engage with a range of absurd exercise machines and equipment. The exhibition is concerned with the issues of body image, exercise obsession and narcissism and offers a critique of the fitness industry.

In Gymnauseum I use Chindogu, a Japanese art form for producing absurd and useless design objects (Kawakami, 1995) to critique the usefulness of products which are designed and promoted to achieve the impossible for most people, a perfect body attained with a minimum of energy expended.

Power and control of the body is a recurring theme in the project. In *Docile Bodies* Foucault discusses the connection between the discipline of repetitive exercise and political control of the body (Foucault, 1979). His

analysis of Bentham's panopticon prison system could also be applied to the contemporary gymnasium whereby the constant surveillance by other gym users and personal trainers creates a self-regulating system of discipline (Foucault, 1979), (Frew and Mc Gllivray, 2005)**.**

Surveillance is now extended to fitness machines themselves, which can calculate every calorie burned. I critique this practice in *Gymnauseum* whereby my machines display ludicrous 'personal data'.

During the time of the conference delegates will have an opportunity to visit *Gymnauseum* and interact with the machines.

Outdoor Adventure Experience at the Crossroads	Room: CO225
Convenor: Shayne Galloway	**Time:** 3.40 pm to 5.20 pm

Serious Leisure and Nature: New Ways of Thinking about Challenging Activities in the Outdoors
Lee Davidson - *Victoria University of Wellington* **and**
Robert A Stebbins - *University of Calgary*

Nature challenge is proposed as a new conceptual framework for understanding serious leisure activities in natural settings (Davidson & Stebbins, 2011). Within this framework, nature challenge activities (NCAs) are grouped according to their specific settings, which are composed of one or more of the following six natural elements: (1) air, (2) water, (3) land, (4) animals (including birds and fish), (5) plants and (6) ice or snow (or both). In this paper we examine in particular the settings of air, water and land to illustrate the central characteristics of NCAs, including the natural challenge involved, their aesthetic appeal, environmental sustainability, levels of consumption and participation trends. While certain NCAs have been the subject of previous research, for example sky diving, climbing, surfing and kayaking, others have received little if any attention. Our exploratory research into these activities relies heavily on internet sources, including the websites and newsletters of clubs and organisations, blogs and ezines. What is revealed is the impressive variety, range and enthusiasm for NCAs, and the huge potential for further research in this area. Being more clearly defined than the general concepts of outdoor/adventure recreation and more encompassing than the alternative perspectives of risk and/or lifestyle, we argue that the concept of NCA provides a valuable theoretical framework for understanding both the common and distinctive characteristics of these activities, and their personal and global importance.

Diving Towards the Good Life: Flourishing Through SCUBA?
Balvinder Kaur Kler - *Universiti Malaysia Sabah*

In a world filled with consumer choice, there exist a range of explanations for participation in leisure, recreation and tourism. The literature suggests that basic hedonism is being overtaken in certain circles by the desire for genuine personal growth, which provides a useful insight for an understanding of long term satisfaction. Indeed, philosophy provides a specific explanation for this new trend through the concept of e*udaimonia*. A Greek philosophical term, loosely defined as 'human flourishing', attaining 'the good life' or 'well being', eudaimonia emerges when people develop their virtues and strengths in activities they are passionate about, and, that guide the actualization of one's potential. SCUBA divers' motivations have been studied and explained in terms of basic issues such as adventure and challenge, but less attention has been given to the more 'philosophical' benefits of diving, which might be studied within the general context of well-being tourism. This study examines and contributes to an understanding of how the consumption of SCUBA diving may allow divers to achieve the good life. A survey of experienced SCUBA divers based in Malaysia was conducted based on the authentic happiness model (AHM) from positive psychology. The survey examined three core determinants of human happiness: positive emotions, engagement and meaning. Findings support the use of AHM to uncover the role of tourism in promoting positive experiences that can lead to a good life.

Motivations to Drift Dive: A Leisure Activity
Kirsten Bamford - *University of Otago*

Scuba diving is a popular leisure tourism activity that a considerable number of people around the world take part in. Of its many variations drift diving, the process of diving in a body of water that has a current which allows the diver to minimise the need to propel themselves, is the focus of this paper.

This paper will explore the motivations behind wanting to drift-dive and discuss the differences in drift diving and non-drift diving as a leisure activity. The paper will be informed by research conducted over a four month period in mid 2010 in the South Island of New Zealand. Using a mixed method approach of semi-structured interviews and questionnaires, this paper will highlight that Scuba diving is not a homogenous activity and will compare its findings to previous Scuba motivation research.

The paper will go on to identify the main factors influencing the motivations of drift divers and non-drift divers and will emphasise the importance of collecting kaimoana for many divers. The paper will conclude by suggesting that the area of drift diving is a relatively new area of research which requires more attention socially, environmentally and with reference to education and as such needs to be undertstood and examined on a wider scale, nationally or globally.

Challenge by Choice: A Dangerous Illusion?
Brent D. Wolfe *Georgia Southern University* and Diane M. Samdahl - *University of Georgia*

Challenge by choice (CxC) is central to every aspect of adventure programming and entails (a) allowing participants to establish personal goals, (b) allowing determination of how much of an element/activity they want to complete, and (c) providing full information to facilitate those decisions. Although CxC appears intuitively useful, each of the above components has associated problems that make implementation of CxC difficult. Regarding having participants to establish personal goals, there are no guidelines about how to proceed when personal goals conflict with larger programmatic goals. In addition, encouraging personal goals might be antithetical to promotion of group cohesion. Regarding having participants determine how much of an activity to complete, two additional problems arise. The nature of some adventure activities (e.g. whitewater kayaking) makes it impossible to stop once the activity has begun. In addition, peer pressure (overt or perceived) compromises a participant's ability to freely withdraw from an activity. Regarding the goal of informed decision-making, facilitators can never assess and address all of the physical, emotional, and social risks that diverse participants experience. Truly informed decision-making is impossible.

In field settings, creating an atmosphere characterized by CxC requires that facilitators address the above concerns while concurrently managing complex interpersonal and group interactions. Even tremendously skilled facilitators will fall short. We contend that unquestioning acceptance of CxC has prevented facilitators from understanding the significant influence that group dynamics have participants' individual experiences during adventure activities. For adventure experiences to meet participant goals, assumptions regarding CxC must be uncovered, explored, and discussed.

Leisure and the City: Postmodern Perspectives of Leisure	**Room:** CO203
Convenor: Brent Ritchie	**Time:** 3.40 pm to 5.20 pm

(Un)Settling: The Roles of Recreation in Shaping a Welcoming Community for Newcomer Youth
Troy Glover and Debjani Henderson – *University of Waterloo*

This research responds to urgent needs to engage youth in community-based planning processes appropriate for, and accessible to, "newcomers", namely ethno-cultural immigrants. In so doing, it unites the fields of immigration, diversity, and youth development with urban planning and policy by engaging newcomer youth in a participatory dialogue about their new urban surroundings. The purpose of this study was to (1) understand and appreciate how newcomer youth from Africa "read" the Canadian urban landscape(s) within their adopted community, and (2) appreciate the roles recreation, broadly defined, play in shaping an (un)welcoming community. To these ends, a variety of novel techniques that encouraged newcomer youth to interrogate their urban landscapes was used, including mental mapping, digital diaries, and video-recorded dramatic performances depicting the newcomer experience. These data expose the emancipatory and discriminatory practices embedded in recreation at home, school, and in the broader community that give meaning to the settlement experience. Based on the findings, recommendations are offered in terms of how communities can use recreation more effectively and strategically to better position themselves as "welcoming communities", a growing strategic goal among planners and city officials worldwide as cities' efforts to attract immigrants becomes increasingly (and internationally) more competitive.

Leisure, Tourism and Culture in the Production and Consumption of New Urban Tourism Precincts
Chris Krolikowski – *University of South Australia*

Urban restructuring has significantly altered the spatial reconfiguration and function of contemporary cities, and has resulted in a discursive reframing of the city from a space of production to a site of highly differentiated consumption. The role of leisure, tourism and culture within this transformation denotes not only the consumption of particular kinds of visitor experience, but also the rise of a new postmodern mode of economic accumulation which is driving the material and symbolic production of cities. These moves in the production and consumption of urban environments are signified by the new urban tourism precinct which has proliferated in the urban fabric of most cities in the developed world. Within much mainstream urban planning urban tourism precincts are understood largely in terms of their supply elements, management and marketing aspects, in which experience is understood as a neutral element that drives planning efforts. This paper outlines the need for a more critical assessment of precincts and of experience as purposefully planned and staged. Building upon well-established theory of the production of space (Lefebvre, 1991) the paper proposes an approach that links the changed economic reality of the postmodern city, including the growing significance of tourism, leisure and culture, with emergent spatial forms of the postmodern city, and the experience of new urban tourism precincts. The paper argues that in order to better understand and interpret the experience of urban visitors, the material and symbolic context within which that experience is constituted needs to be considered.

Fantasy Events? Understanding Planned Events in the Postmodern City
Diane O'Sullivan - *University of Glamorgan*

John Hannigan (1998) identified key characteristics of the *Fantasy City:* a place where the development of safe, reassuring and predictable (fantasy) experiences provide leisure and tourism businesses with powerful growth trends. However, postmodern urban spaces, where the city is constructed around technologies of '*simulation, virtual reality and the thrill of the spectacle'* (Page and Hall, 2003:47) have been criticised for promoting globalisation (Soja, 1989), for being developmentally repetitious (Goldberger, 1996), and for committing cities to a treadmill of technologically demanding entertainment-led development (Christiansen and Brinkerhoff-Jacobs, 1995). Thus, it is claimed, that the postmodern (post-industrial) city is said to have become reliant upon culture, tourism and leisure as vehicles for economic development and image enhancement, and that '*cultural events are now the creators (rather than the preservers) of meaning'* (Richards and Palmer, 2010:10).

It is against this backdrop of approaches to city development that planned events, those created to '*achieve specific outcomes, including those related to the economy, culture, society and the environment'* (Bowdin *et al*, 2011), have become established as a significant component of postmodern urban living (Getz, 2007). So, how does the public sector, which has itself become one of the '*merchants of leisure' (*Hannigan, 1998: 17), understand the contribution of the events they provide or support?

This paper is based upon empirical data collected from event delivery practitioners in five cities across England. Taking a qualitative approach, it explores how public sector events are evaluated *in praxis*, that is, in practice as opposed to theory.

Challenging the Limits of Leisure Volunteering 2	**Room:** CO204
Convenors: Kirsten Holmes, Karen Smith, Leonie Lockstone-Binney and Tom Baum	**Time:** 3.40 pm to 5.20 pm

The Real Heroes of the 2010 Olympic and Paralympic Winter Games: Motivations of Volunteers and Intentions to Volunteer in the Future
Angela Benson - *University of Brighton*, Tracey Dickson and Deborah Blackman – *University of Canberra*

Volunteers are essential to the success of mega sport events. Their involvement and potential contribution to society beyond the Games are used as examples of why cities should bid to host these events. To date there has been no research linking the motivations and the intention to volunteer in the future of Olympic and Paralympic volunteers. As such, the contribution of the research was to clarify the forms of motivation found within the 2010 Olympics and Paralympic Winter Games volunteers and to examine their intentions to volunteer in the future; thus enabling the relationship between motivations and the potential of legacy of volunteering to be explored. The method to collect the data for this stage of the research was an anonymous on-line survey, hosted on www.surveymethods.com; all 19,104 VANOC volunteers were invited to participate. A total of 2,397 responses were received, resulting in a 12.5% response rate. The presentation will outline the profile of the volunteers, the key motivations and the extent to which volunteers indicated they would engage in volunteering activities in the future. Whilst volunteers are usually spoken of collectively in the academic literature as if they were a homogenous group, it was seen as important to understand volunteers in more depth, especially as, their individual stories and experiences during the Games and post Games varied greatly. Consequently, two case studies of volunteers will be presented. The method used to investigate the volunteers was semi structured interviews; volunteers were interviewed both during the Games and fifteen months after the Games in order to establish their volunteering behaviour.

Sport Mega-Event Volunteers' Motivations, Satisfaction and Postevent Intention to Volunteer: the Sydney World Masters Games, 2009.

Simon Darcy – *University of Technology, Sydney*, Tracy Dickson – *University of Canberra* and Deborah Edwards – *University of Technology, Sydney*

The Sydney 2000 Olympic and Paralympic games left both an infrastructure legacy and a human resource legacy in the form of a successful volunteer program. Capitalising on these legacies Sydney was able to compete for and win the bid to host the 2009 Sydney World Master Games (SWMG). Downard and Ralston (2006) suggest that the experience of volunteering at a major sport event not only raises interest, participation and volunteering in sport but also interest in wider societal volunteering i.e. non-sport social capital. However, they call for further longitudinal research to confirm these findings. Using the SWMG as a case study, this paper explores the potential legacy of volunteering beyond the life of the event through social exchange theory. The research design was based on a quantitative and qualitative online post event survey. The research team negotiated the implementation of the survey through SWMG. The online questionnaire investigated: volunteer history; motivation/reasons; volunteer experience with SWMG; satisfaction with volunteer experience; likes/dislikes; future intention to volunteer; and respondent demographics. The post-Games online questionnaire was analysed using binary logistic regression analysis to investigate which variables had the greatest impact on respondent's intention to volunteer in the future. The findings identified that the critical variable was how satisfied the respondent was with their treatment by paid staff. The implications of this finding for human resource management, legacy and leverage, and the nature of major sport event volunteers is discussed.

Challenging the Methodological Limits of Event Volunteering Research: Longitudinal and Cross-Case Approaches

Karen Smith - *Victoria University of Wellington*, Leonie Lockstone-Binney - *Victoria University*, Tom Baum - *Strathclyde University,* Kirsten Holmes - *Curtin University*, Geoff Dickson - *AUT University* and Christine Storer - *Curtin University*

Research on leisure volunteering is dominated by the volunteer's perspective, however studies are typically cases studies of a single event, attraction, organisation or project, with data collected at one point in time. This paper presents the methods behind two research projects on event volunteering which partly focus on motivations of event volunteers – a common topic for research – but expand the limits of leisure volunteering research by adopting cross-case and longitudinal approaches. The first study attempts to address the over reliance in event volunteering research of case studies based on data collected at a single event, which can call the generalisability of findings into question. Multiple event or cross-case analysis is beginning to emerge, comparing either different sporting events or a range of sporting and other events, however these are limited. The Event Volunteering Evaluation (EVE) Project is a comparative, cross-national study across different events which will build a core dataset to test the relationships between volunteer motivation and satisfaction and different events, the personal characteristics of volunteers, and volunteering roles. Second, the Experiences and Legacies of Rugby World Cup 2011 Volunteer Programme Project introduces a longitudinal methodology to the case study approach. Team 2011 volunteers are being surveyed five times over 18 months, from 6 months before the event to 12 months after. This will track changing motivations, experiences, intentions and behaviours over time, in order to explore the legacies of the event in terms of increasing participation in volunteering and the extent to which volunteers gain skills they can use in the workplace and their communities. Together these projects challenge the methodological limits of research on events and leisure volunteering.

Conceptualising the Place of Learning in Volunteer Tourism
Sze-En Lau – *University of Otago*

Learning does not occur solely in the classroom nor does it end when one finishes high school or graduates from university. Instead learning is a lifelong process that occurs in a multitude of settings beyond the classroom environment. This paper focuses on volunteer tourism as one such setting and explores its potential as a learning experience for its participants. Volunteer tourism is an increasingly popular and commercialised holiday experience that blends the activities of tourism and volunteering. While on holiday either domestically or abroad some individuals choose to volunteer their time, money and effort to a cause or project. Volunteer tourism projects vary widely in their focus, duration and cost but are often perceived and marketed as opportunities to truly engage with the host community. Through social and physical interactions with the local community and natural environment volunteer tourism may inspire individuals to engage in active, experiential, free-choice learning. Already, the volunteer tourism literature suggests that volunteer tourists may come away having learnt not only about other cultures and other people, but also about themselves and how they fit into the 'bigger picture' on a global scale. Indeed phrases such as the 'great lifetime experience' or 'life changing volunteer experience' are common in the marketing of volunteer tourism. Understanding what kind of learning, if any, individuals attribute to their time as volunteer tourists may help contribute to current understanding of contemporary volunteer tourism experience. This paper aims to provide a more nuanced understanding of the nature of the learning experiences in volunteer tourism that recognises the complex and multifaceted nature of learning and volunteer tourism.

Wednesday 7th December

Exploring Gender and Leisure 3	Room: CO222
Convenors: Simone Fullagar and Adele Pavlidis	**Time:** 9.00 am to 10.40 am

Alternative, For Now. Possible Futures of Roller Derby as an Alternative Sport for Women
Adele Pavlidis - *Griffith University*

Roller derby has arrived on the international sports scene, with the women involved positioning it as an alternative to mainstream sports, both for participants and spectators. In Australia alone there are over 50 registered leagues that are administered entirely by women, with one now established in every major city and regional centre as well as in several rural towns. Women are drawn to the sport for its 'alternative' image and as an alternative to gyms and traditional fitness regimes — as a space to experience alternative feminine subjectivities. However, as the sport continues to grow pressure mounts on those in leadership positions to organise roller derby to accommodate these increased numbers. This push towards a more formal structure is polarising 'culture' and 'sport' within roller derby and has implications for its future. Sports like skateboarding have experienced similar tensions, yet fail to account for gender or the collective experience of a team sport like roller derby. Taking from the literature on music subcultures, neo-tribes and affective communities and drawing on extensive ethnographic field notes and forty in-depth interviews collected during my own PhD research, this paper will outline just some of the myriad ways women experience roller derby as an alternative leisure activity. The way women envision the future of the roller derby will also be explored. In doing so, this paper will provide insight into possible ways women involved in the leadership and administration of the sport may move it forward.

Different Drags: A Narrative Comparison of a Drag King and Queen
Corey W. Johnson and Joshua Trey Barnett - *The University of Georgia*

Henderson suggested that the progression of gender research in leisure studies mirrors the progression of general feminist research from the gradual inclusion of women's academic voices (1994) now "to create a broader understanding of human behaviour not only for girls and women, but also for boys and men as well as other marginalized groups" (2007, p. 591). As Lewis and Johnson (in press) argued, "other marginalized groups" likely refers to transgendered people. The term *transgender* was coined during the 1980s and is polysemic in nature (Stryker & Whittle, 2006). While some academics use *transgender* as a label for individuals who have transformed their social gender identity through everyday presentation, others use *transgender* or *trans* as a nominal umbrella to include any facet of gender deviance (Stryker, 2006; Vidal-Ortiz, 2008). Included under that umbrella is drag. Despite the growing political and philosophical discussions surrounding *drag,* the term usually refers to men (queens) or women (kings) who temporarily change their appearance to the 'opposite' (binary) sex for a performance. The purpose of this narrative inquiry was to understand the genderqueer life experiences of serious drag performers. Four research questions guided the larger project, but here we focus on the question: What is the relationship between drag performers and the queer community? Using interviews from two of the ten participants, Dominique Sanchez (queen) and Dixie Jaxx (king), we highlight the similarities and differences in activism, friendships, politics, space, and rhetoric according to gender identification and gender performance.

"I Just Push Through the Barriers Because I Live for Surfing": How Women Negotiate their Constraints to Surf Tourism
Laura Fendt and Erica Wilson – *Southern Cross University*

Surf tourism has positioned itself as a rapidly growing industry within the worldwide tourism sector, involving millions of surfers traveling both domestically and internationally. The phenomenon has also experienced an upswing in female participation. The purpose of this paper is to explore how active female surf tourists negotiate their constraints to surf tourism. Using a qualitative, interpretive approach, semi-structured in-depth interviews were conducted with twenty female surfers in order to explore how they negotiate their constraints to surf tourism. Personal, socio-cultural and practical constraints limited these women prior or during the engagement in the phenomenon. Through grounded, thematic analysis, this study has discovered that women successfully counteract their constraints by having a *positive attitude* towards all aspects of surf tourism; through thorough *planning and preparing* for their surf tourism; and by holding a *strong passion* for surfing and surf tourism. Crucially, it was found that the negotiation of barriers revolved around an 'it's worth it' attitude. Further, a desire for challenge and being pushed out of their comfort zone could be identified from women's stories. These results were discussed in regards to existing negotiation theories focusing on women's resistance to leisure constraints. The findings show similarities to women's negotiation strategies in an adventure and solo travel context, but also challenge previous assumptions that constraints can only be negotiated with non-participation. Furthermore, this research has confirmed previous speculations stating that the successful negotiation of constraints can act as enhancement of the tourism experience. It is therefore recommended to conduct a deeper exploration into the empowering aspects of surf tourism to women.

Sex in the Leisure Experience 1	**Room:** CO225
Convenor: Neil Carr	**Time:** 9.00 am to 10.40 am

Sexual Fantasy as Leisure
Genevieve Lovell – *Southern Cross University*

Fantasy is defined as desire, need and power (Lancan 1998): a space where the dreamer can create the ultimate personal world. Erotic fantasy in the leisure space frame might be described as the creation of a man's ultimate sexual desire: a created 'cognitive leisure space' where a man's world of fantasy exists in the female form: woman as virgin and whore (Egan 2003). The fantasy space created is loaded with his desires: the woman as an object set in leisure surroundings. Within this fantasy, he creates intangible sexual and erotic cues so the constructed leisure space can excite and inflame his desires. These desires provide powerful incentives to search for an erotic 'warm' woman with whom he might fulfill his fantasy, thus creating an [place] attachment, as Jorgensen and Stedman (2001) suggest in tripartite conceptualizing in attitude theory. Egan (2003) argues she becomes '…the relational conduit through which they (the man) can 'fantasmatically' find what they are looking for – an object who eases their lack".

So the constructed leisure space becomes a context for and a repository of leisure activities primarily concerned with the intensity of sexual human emotion. Using photographs and other contemporary images as erotic cues, the space (place attachment theory (Low and Attman 1992)) suggests the social relationship created contexualises the emotional and symbolic meanings malesascribe to their fantasy settings. In so doing, a 'sexual leisure dependence' is created, resulting in a functional utility (in fantasy theory the element of need) attributed to the erotic setting because of its ability to facilitate desired leisure sexual/erotic experiences.

Using a case study framework, the analysis of data collected through narratives and a discussion of 'fantasy' photographs with male participants, illustrates sexual fantasy is consider as a leisure activity. Significantly however, as the leisure experience was a self conceptualized fantasy, the fantasizer sought out a tourism experience to live their sexual fantasy.

The paper explores sexual spaces as a contribution to leisure outside the moral high ground and condemnation of prostitution. Instead of making sexual leisure a moral issue, the author chooses to consider sexual leisure as a significant contributor to leisure, considering the contribution it might make to tourism/hospitality theoretical discussion. Moreover, by not associating sexual leisure with disempowered females, but rather as co-contributors, then they too might be allowed a voice that is significant and respected.

The Futurist's Perspective on the Future of Sex Tourism
Ian Yeoman - *Victoria University of Wellington*

Would you pay to have sex with a robot? David Levy (2007) suggests in his book *Love+Sex with Robots* that by 2050 technological advancement will allow humans to have sex with androids, something akin to the *Stepford Wife* concept of a women with a perfect body and who can perform great sex with a man. Given the rise of Sexual Transmitted Diseases (STD's) including HIV / AIDS throughout the world and the problems associated with human trafficking and sex tourism. In 2050, Amsterdam's red light district will all be about android prostitutes who are clean of sexual transmitted diseases, not smuggled in from Eastern Europe and forced into slavery, the city council will have direct control over android sex workers controlling prices, hours of operations and sexual services. In the last few years the city government of Amsterdam, has started cracking down on prostitution in the capital, resulting in the closure of famous sex clubs such as the Yab Yum and the Banana Bar as well as buying one third of all prostitution windows and turning them into studios for artists and fashion designers. Fundamentally, Amsterdam is driving change because of money laundering and human trafficking.

This paper presents a futuristic scenario about the sex tourism, discusses the drivers of change and the implications for the future. The paper pushes plausibility to the limit as boundaries of science fiction and fact

become blurred in the ever increasing world of technology, consumers and humanity, a paradigm know as liminality.

Beyond the Pleasure of Travel: Bikers in the Algarve

**Milene Lança, Antónia Correia - *University of Algarve* and
Bernardo Coelho - *Instituto Universitário de Lisboa***

Sex, love and romance are part of daily life, which tend to be more prominent during the holidays (Bauer & McKercher, 2003; Oppermann, 1999). Tourism is also part of human needs and represents a break in one´s normal life. The relationship between tourism, sex, love and romance has been extensively researched over the years, however, consensus about the moderating effect of sex, love and romance on the decision to travel is still lacking. The environment is also an important variable to activate these pleasures; this is the reason why this study focuses on an international event where freedom and erotic shows may contribute to attract tourists whose main motivations are sex, love and romance. This paper attempts to depict what kind of pleasures tourists are looking for when they decided to participate in Faro International Bike Meeting (the largest bike meeting in Europe).

Mixing quantitative and qualitative methods (Newman, & Benz, 1998) in order to understand the tourists' behavior, it was applied a questionnaire to a representative sample of 449 Portuguese and foreign tourists. To validate this data collection, 15 in-depth interviews were undertaken, as suggested by Herold, Garcia, & DeMoya, (2001), Ryan & Kinder (1996), to find if the answers to the questionnaire were not censured by morality.

The results suggest that Faro International Bike Meeting visitors do not have the same behaviors on vacation. There are two different clusters: one has sex and romance as travel motivations and the other has fun, escape from routine and socialization. In accordance to Weeks, (1989), Gagnon & Simon (1970), Connell (1987), Jackson & Scott (2002; 2010), the results suggest also that the tourists' behaviors depend on gender: men are more permissive and evaluate more positively their sexual behaviors on vacation; women are more restrained and deny the participation on atypical sexual experiences. The sexual morality inhibits women from speaking openly about sex or even to engage in less traditional sexual or love relationships.

This paper also argues that who travels with sexual/romantic motivations evaluates the destination in a more positive way and has a higher intention to return. The quality of experience is determined by the intimacies that exist between people at the place, as suggested by Trauer & Ryan, (2005).

Leisure and Alternative Cultures 2	Room: CO203
Convenors: Alan Law and Stephen Wearing	Time: 9.00 am to 10.40 am

Volunteer Tourists as the New Anarchists?: Exploring Neoliberalism in Volunteer Tourism
Jennifer Erdely - *Prairie View A&M University*

Volunteer tourists are as altruistic individuals whose desire to help others dominates their holiday. However, altruistic motives do not completely explain why strangers come to help residents of New Orleans post-Hurricane Katrina as volunteer tourists. Another impetus for volunteer tourists' altruism stems from the U.S. government's movement away from assisting people in need, or neoliberalism. David Harvey states, "The fundamental mission of the neo-liberal state is to create a 'good business climate'.This contrasts with the social democratic state that is committed to full employment and the optimization of the well being of all its citizens subject to the condition of maintaining adequate and stable rates of capital accumulation." Harvey asserts that the government's primary goal is financial gain and social welfare is second. This frame of thought helps explain why many New Orleanians never received housing assistance from the federal government and

volunteers came to help residents. This shift created a faction of people who seek to usurp the government by becoming volunteer tourists and paved the way for religious groups in New Orleans to pick up the slack of the government and help residents rebuild their homes. Through the narratives of volunteer tourists in New Orleans, this paper explores how neoliberalism provides a framework for us to view volunteer tourism as an anarchist movement.

The Construction of an Imagined 'West' Among Asian Backpackers
(Jenny) Huong T. Bui, Hugh Wilkins & Young-Sook Lee - *Griffith University*

This paper aims to conceptualise an imagination of the 'West' existing among young Asian travellers. The "imagined West" is a multidimensional construct, encompasses a desire to experience cosmopolitanism, a motivation to practice English and an expectation of an improved social status. These positive imaginations motivate young Asians to embark on a Western modelled form of travel, i.e. backpacking. Literature in social psychology and education has addressed certain aspects of Asians' imagined 'West'. Asian youth's imagination of the West is constructed through the media. The imaginary 'West' is an English-speaking society, and associated with modernity, progress and advancement, and therefore with prestige. In this imaginary landscape, "Westerners" are seen as "citizens of the world", making them desirable to associate with, especially for those who are cosmopolitan-conscious. Consequently, there is a pronounced desire to learn English amongst Asian working holiday makers in Australia. A WTO report identifies youth travel as a gateway to language learning for young people from Japan and Korea. The accumulations of Western values and English skills are often viewed as representing high living standards and trendy life styles in contemporary Asia. Therefore, it is expected to increase one's career mobility and social prestige. However, this phenomenon has not been explored in an Asian backpacking context, as the development of this segment is a relatively new phenomenon. The current study adopted a qualitative and exploratory approach to investigate the Asian construction of an imagined 'West'. Thirty one interviews with Asian backpackers were conducted in English, Chinese and Japanese. The interviews were recorded and simultaneously transcribed and translated into English. The analysis of the interview data were aided by various field notes, informant talks and participant observations collected over three months in Australia and Vietnam. The imagined 'West' construct that emerged comprises of three dimensions, a desire to be cosmopolitan, a motivation to improve English and an expectation of distinction. The first cosmopolitan dimension includes a preference for Western destinations and social interaction with Westerners. The second English learning dimension appears to be a higher order concept with two themes: an identification of the limitation of English education at home and a learning strategy via the action of travel. The third dimension – a sense of distinction is expected as a consequence of an exposure to Western cosmopolitanism and improved proficiency in English. The study contributes to advance our understanding of backpacking travel by highlighting a unique element of Asian backpacker travel motivation. The uniqueness is rooted in a changing trend in contemporary Asian society and culture. The researchers approach this phenomenon from an Asian perspective and offer an explanation for the findings from Asian cultural lens. This approach complements Azuma's statement "when a psychologist looks at a non-Western culture though Western glasses, he may fail to notice important aspects of the non-Western culture since the scheme for recognise them are not provided by his science". However, the study limits its findings and explanations to a group of young travellers from East Asian, including both Northeast Asian and Southeast Asian, who are under 35, internationally and independently travelled. Further investigation is suggested to widen the scope of the study.

WWOOFerLand: Work and Leisure, Counter Culture and Commodity
Adrian Deville - *University of Technology, Sydney*

There has been a dramatic expansion for almost two decades in the number of people who dedicate some of their leisure time to living and working on organic farms, through the Willing Workers on Organic Farms (WWOOF) organisation. While the practice is increasingly well known in travel/tourism circles and among rural communities, WWOOFing is a phenomenon barely yet noticed by tourism and leisure scholars. WWOOF originated in supporting and expanding the organic farming movement, itself a reaction following Carson's ecological observations in the 1960s, to the negative effects of the modernist/rationalist project of

conventional, industrialized and commodity oriented monocultural agriculture. Numerous alternative agriculture forms, with organic farming techniques a core methodological linkage, are espoused and practiced by WWOOF hosts to varying degrees, on the basis of their increased sustainability for nature and people. Self-reliance, decentralization and localization are also articulated by many hosts as part of a larger alternative ideological alignment rooted in Schumachers *Small is Beautiful* and other counter-culture manifestos past and present. Crossing in and out of this world as working visitors, are WWOOFers. While sometimes people deliberately interested in experiencing and learning about this diverse set of alternative lifeworlds and practices, WWOOFers are more frequently international budget travellers that recent Australian research suggests, seek to access and encounter the everyday worlds of ordinary others. This can be the flipside of a search for refuge from the perceived inauthenticity or insincerity of the touristic world beyond the farm gate and a mechanism that leverages experiences and tangible travel currency that money cannot buy. But through working with hosts while otherwise at leisure, new and important orientations to and relationships between selves, others and sustainability are also being forged by this model alternative (to) tourism.

Slow Food Tourists: an Emerging Special Interest Group
Kuan-Huei Lee, Charles Arcodia & Timothy Jeonglyeol Lee – *University of Queensland*

Food consumption patterns of tourists depend on each person's food culture and lifestyle. It is also evident that tourists today are more acceptable of novelty food during their visit to different cultural destinations. Moreover, there is now a specific group of tourists who have food as the main motivation for their travel. One significant special interest group which has emerged in recent years is the *Slow Food Group*. While Slow Food has over 20 years of history, there is a paucity of literature documenting the experiences of this group. This emerging food movement was officially founded in 1989 and currently there are over 100,000 members in 150 countries worldwide. International members of the Slow Food movement share the same values toward food consumption but live in different countries, speak different languages, have different cultural backgrounds, and furthermore, eat different food. Members share, however, the values of Slow Food which recognise the importance of the pleasure connected to food, the knowledge of traditional producers and the variety of places where food is produced, as well as local recipes and flavours. The basic philosophy of Slow Food is 'good', 'clean', and 'fair' as defined by the founder Carlo Petrini. This emerging food tourist group is still relatively unknown in tourism literature, therefore it is important to have a closer look to at this special interest group in order to better comprehend the behaviour of its members.

Understanding Youth and Family Leisure in a Changing Society 1	Room: CO204
Convenors: Keri Schwab and Laurie Browne	Time: 9.00 am to 10.40 am

Effects of Program Design and implementation Factors on Campers' Sense of Day Camp as a Caring Community
Laurie Browne - *University of Utah*

Caring communities support the healthy growth of young people by fostering caring one-on-one relationships as well as a sense of connectedness to the overall community. Through these mechanisms, caring communities are critical contexts for positive youth development. Day camps may be uniquely situated serve as caring communities, particularly through effective program design and staff implementation. Little is known about the ways these processes foster positive youth outcomes, especially youths' perceptions of a caring community. Therefore, the purpose of this study was to examine the effects of program design and staff implementation on campers' sense of day camp as a caring community.

A quasi-experimental, mixed repeated-measures design was used to assess the impact of program design and staff implementation on campers' sense of caring community. Caring one-on-one relationships between campers and camp staff facilitate a positive camper climate which in turn promotes an overall sense of connectedness to camp. Caring and connectedness, then, were the dependent variables in this study. The

independent variables were a staff training targeting program design and a training targeting implementation. The design-based training oriented camp staff to a set of Caring Activities that staff members incorporated at camp. The implementation-based training focused solely on staff members' ethic of care. Three municipal day camps participated in this study, two of which received the trainings and one was a comparison iv condition. Campers from all three sites completed the instrumentation three times during the summer: Time One assessed baseline levels of caring and connectedness and Times Two and Three assessed the impact of each of the training sessions.

Analysis of the dependent variables revealed three notable findings. First, a profile analysis of caring revealed a significant time by treatment interaction, which suggested that campers' sense of camp as a caring community depends on whether their counselors received staff training or not. A follow-up planned comparison on caring revealed a significant difference between treatment and non-treatment conditions at Time Two but not at Time Three. Profile analysis of connectedness revealed a significant but negative trend over time in both treatment and non-treatment conditions. The findings and their implications for caring communities are discussed.

Young Peoples' Engagement in Sport: Surprising Results
Eliza Hixson -*University of South Australia*

Previous research has identified the various positive impacts that engagement in leisure activities can have for individuals. It has been found that those who are highly involved and frequently participate in an activity develop attachments to the place in which they conduct the activity (Bricker & Kerstetter 2000; Kyle et al. 2003). Leisure activities, in particular sport participation, can also have positive effects on physical and mental well-being (Donaldson & Ronan 2006) and assist in the development of young peoples' identities (Wright, MacDonald & Groom 2003).

The focus of this paper is to examine the social benefits of young peoples' engagement in sport. It forms part of a larger study that seeks to establish the role that events play in the development of young people's attachment to an area. As part of the larger mixed methods study a number of activities that young upper secondary school students (16-18 years) participate in were examined. Qualitative focus groups identified the activities that young people participate in. Through the use of a quantitative survey instrument, a self completing questionnaire, information was sought on the activities that the respondents participate in, their identity salience and involvement in these activities, and their place attachment to the city where they live; Adelaide, South Australia. The survey was distributed to students at eight co-educational secondary schools in inner metropolitan Adelaide. Of a potential sample frame of 400 students, 226 useable responses were received (a response rate of 57%).

Of the range of activities identified and explored (such as shopping, going to the beach, and attending special events), it was revealed that sport-related activities resulted in the highest involvement levels and contributed most to young peoples' feelings of attachment. Playing sport and attending sports games significantly influenced how they engaged in the community. Identity salience, involvement and place attachment scales illustrated that sport had the most important outcomes for young people. Frequency of participation was shown to have a significant effect on the level of involvement young people expressed in the sport as well as the extent to which young people considered playing sport has on their identity.

Despite the changes in society and increasing use of technology, this study found that participating in sport is important for young peoples' development. In comparison to other leisure activities, sport contributes significantly to the lives of young people, suggesting that it is provides abundant social benefits.

Assisting the Transition of Youth with Disabilities into Y Programs: Promoting Inclusion or Fostering Dependency?
Dean Zoerink - *Western Illinois University*

Despite legislative agreements and the declarations about equal rights of all students, access to inclusive leisure services eludes many young people with disabilities. Researchers suggested that inclusive leisure services provided by public agencies appears to be limited (Devine & McGovern, 2001) and professionals in nonprofit organizations are modestly prepared to provide inclusive leisure services to those with disabilities. (Longsdorf, Kucharewski, Varner & Folkerth, 2007). The purpose of this paper is to discuss the degree to which the staff of Y's (i.e., YMCA) promote and offer inclusive recreation opportunities through its programs and facilities to youth with disabilities. A summary of research findings, collected from managers of 86 Y's of the North Central Region of the United States, revealed that (1) no one staff person facilitates inclusive services, (2) few inclusive programs are provided, (3) program modifications are provided, (4) pool lifts are available for aquatic programs and (5) support staff are available to provide assistance when asked. While the staff of most nonprofit agencies understands the importance of providing inclusive services, many are still faced with the barriers and challenges of offering inclusive opportunities to youth with disabilities.

Sport, Leisure, Recreation and Society	Room: CO221
Convenor: Tony Blackshaw	Time: 9.00 am – 10.40 am

Changing Policy Priorities: Sport and Recreation Participation of People with Disabilities
Simon Darcy and Tracy Taylor – *University of Technology, Sydney* and
Daniel Lock – *Griffith University*

During the last twenty years about 100 countries have adopted their own disability discrimination legislation, which includes Articles 30 - a right to a cultural life that includes sport and recreation. Yet, people with disabilities still have lower participation rates in all forms of cultural life including physical sport and recreation than the general population. Participation is a complex interaction between intrapersonal, interpersonal and structural factors. If access to cultural life is constrained, inhibited or denied then the benefits of participation are potential rather than actual. Current cultural practices for people with disabilities reflect the historical contexts and issues faced by Australia's disabled people and recent research reinforces that people with disabilities participate at a significantly lower rate in physical sport and recreation than the rest of the population. With this background, the Crawford report has challenged Australian Sport policy to be more inclusive of those groups marginalised including women, indigenous Australians, people from ethnic backgrounds and those with disabilities. It called for a greater understanding of the experiences of marginalised groups prior to developing inclusive strategies. This paper reports on research commissioned by the Australian Sport Commission to extend the work that it had initiated on the factors influencing the participation of people with disabilities in sport and recreation. The paper reports on the outcomes of the research as it relates to participation in sport and recreation. The paper adopts a social approach to disability that recognizes that disability is a social construct that is imposed on top of a person's impairment. With these approaches as a starting point, the research uses a combination of embodied approaches to disability studies, leisure constraints research and benefits research to better understand the participation of people with disabilities in sport and recreation. The research design utilized a mixed method interpretive approach using a review of current sport development practices for participants with disabilities, an online questionnaire of the participation patterns of this group and the examination of disability service organizations engagement with sport and recreation. The online questionnaire responses (n=1100) are analysed across disability type and support needs, the constraints faced and the benefits received. The organisational research examined the relative position of sport and recreation on disability service organisation agendas. The paper concludes with an examination of possible strategies to improve participation amongst this marginalized group.

Rethinking the Role of Leisure in the Obesity Epidemic: Feminist Reflections
Diane M. Samdahl and Brian Kumm - *University of Georgia*

The past decade has witnessed explosive concern over the "obesity epidemic." Driven by the belief that immediate intervention is necessary to prevent a global health disaster, many fields including leisure studies have been exploring ways to help people "Eat Healthy / Stay Active." Unfortunately, blind belief in an obesity epidemic has left little room for critical examination of the discourse that shapes this phenomenon or of the appropriateness of our response. This paper opens discussion of this topic from a critical feminist perspective. Feminist scholars, drawing on Foucault, have long portrayed the body as a political arena that is shaped and judged by cultural norms that reify embedded power hierarchies. Against the backdrop of research that refutes—or at least minimizes—the claim that obesity is an imminent health concern, we argue that the public discourse about obesity is an attempt to normalize weight relative to narrow cultural parameters that define acceptable body shapes. As a field we must critically question whether our response to the obesity discourse is in keeping with our ideals of freedom, self-validation, and health. When leisure venues focus on activity-based weight loss, do we become complicit in the policing of people's bodies? This paper does not deny the value of active lifestyles or the responsibilities our field might assume in promoting quality of life. Rather, it frames the question about *how* we should move towards those goals.

Social Outcomes of Sport and Active Recreation for Culturally and Linguistically Diverse (CaLD) Participants in Perth, WA
Alicia Stanway, Ruth Sibson, David Russell and Nikkola Pickering – *Edith Cowan University*

"Sport fosters a tolerance and understanding of different cultures, on the sporting field all that matters is the game. It has the power to cross cultural, religious and political divides" Parliamentary Secretary for the Department of Immigration and Citizenship, Senator Lundy (Australian Sports Commission, 2011).

Refugees and humanitarian entrants face a number of unique challenges when trying to settle in a new country which can translate into difficulties associated with inclusion and accessibility to sport and recreation participation (Cortis, Sawrikar & Muir, 2008; Olliff, 2008). Subsequently, government departments, migrant resource centres and sports commissions across Australia have responded with a variety of inclusion programs designed to increase the participation of CaLD people in sport and recreation (Refugee Council of Australia, 2010). Furthermore, the Federal Government have recently funded a $500,000 program towards increasing CaLD participation as part of its new multiculturalism policy (Australian Sports Commission, 2011). A review of the current literature reveals a growing understanding of the value of sport and recreation to CaLD communities in Australia (Centre for Multicultural Youth, 2007; Cortis, Sawrikar & Muir, 2008; Larkin, 2008; Oliver, 2011; Olliff, 2008; Refugee Council of Australia, 2010). Qualitative academic research which examines the outcomes of these inclusion projects, however, is very limited. This paper presents the preliminary findings of a research project which investigates the individual and community outcomes, and sustainability issues associated with sport and recreation programs for CaLD participants in Perth, WA. Specifically, it will report on the results drawn from focus groups with CaLD participants and service providers conducted in mid-2011.

"The Winner Takes It All": Exploring the Selfish Side of Creating Serious Leisure Consumption Through Charity Sports Event Challenges
Richard Wright and Katherine Dashper - *Leeds Metropolitan University*

The concept of serious leisure has been well documented and equally well debated over the past two decades. Much of this attention, however, has tended to focus upon the movements and motivations of the consumer. Little has been said or written, to date, about the creators of such activities or the social implications that serious leisure consumption can have on those located behind the scenes (i.e. supporting from the sidelines).This paper identifies how an individual' sambitions and leisure activities can influence the behaviour

of family and friends. By monitoring active and passive participation in charity sports event challenges, the researchers tackled a number of questions, including: what motivates someone to support and sponsor charity events as a form of serious leisure; how do participants and supporters maintain/sustain the drive, dedication and determination required to help others achieve their personal ambitions; how does an individual's desire to achieve their personal goals fit within their wider life history and, finally, when does engaging in charity sports event challenges become more selfish than selfless behaviour (e.g. more work than play). The paper reveals the experiences and expectations of those involved in creating and completing unique charity sports events. The findings expand existing thoughts regarding the sustainability of charity sports event challenges and the production of serious leisure activities, revealing personal insights into how those involved (both actively and passively) construct, consume and compare their charity-based leisure behaviour. The recommendations call for greater attention and acknowledgement to be given to the support provided by family and friends, without which some seriously selfish leisure activities including many charity sports events would not survive.

KEYNOTE PRESENTATION	Room: ARCHWAY 1
Convenor:	Time: 11.10 am – 12.30 pm

Catherine Healy
New Zealand Prostitutes Collective
The Oldest Trick: "I'm Just Popping Out for a Walk!"
Leisure and the Sex Industry

Open a newspaper, read a story on-line, and it's usual to find tales of men, prominent and not so prominent, falling from grace, embroiled in sexual or criminal scandals.

Inevitably sex workers are "uncovered", and there is a multifaceted backlash at what some condemn as atypical behaviour. Sex workers, however, consider themselves a part of everyday life, significant providers in the leisure industry to ordinary, and sometimes extraordinary, people everywhere.
While New Zealand is world leading in its rights based approach to sex workers, there are barriers that remain, and we are some way from acknowledging their real value in the leisure industry.

What are the relevant issues in examining the inclusion of sex workers and their clients in the leisure industry?

Exploring Gender and Leisure 4	Room: CO222
Convenors: Simone Fullagar and Adele Pavlidis	Time: 1.30 pm to 3.10 pm

"Doing Something That's Good for Me": The Healthy Subject,
Accomplishment and the Construction of the Self
Lisa McDermott – *University of Alberta*

New public health (NPH) and neo-liberal discourses began to emerge in Canada in the early 1990s. Corresponding with these discursive developments was a data collection occurring in 1995 that focused on exploring, from a feminist phenomenological perspective, a group of women's experiences of their bodies through physical activity. Materializing in that data was an unanticipated, and until now unexamined theme whereby the women articulated their activity experiences to health considerations in terms of "doing something that's good for me." As is often the case over one's scholarly career, the discourses in which I'm presently enmeshed have broadened to include both critical health and post-structuralist ones that have enabled me to revisit and 'make sense' of this exercise-health theme for its scholarly import, particularly as this relates to the discursive context in which the women's physical activity experiences were embedded. Here I examine the women's sense-making of their experiences through their articulation of not only exercise to health, but also that of subjectivity. Using a Foucauldian understanding of government, self and bio-power, I

unpack the associations the women conceived amongst exercise, health and the self, notably in terms of the healthy subject and their constructions of the self through notions of accomplishment.

Gender, Sport and Recreation for People with Disabilities in Australia: A Human Rights Analysis

Simon Darcy and Tracy Taylor – *University of Technology, Sydney*

Research on disability and sport and recreation in the Australian context has largely been captured by medical approaches to disability. While there have been some notable exceptions (Darcy, 2003; Fullagar & Owler, 1998; Goggin & Newell, 2005; Patterson & Taylor, 2001), research has been conceptualised and operationalised by the Australian Bureau of Statistics, disability service organisations ('the disability industry') and academics adopting the World Health Organisation's International Classification System of Impairment, Disability and Handicaps (World Health Organization, 2001). In contrast, this paper takes direction from social approaches to disability that place the lived experience of people with disabilities at the centre of the research paradigm (Oliver, 1990). Moreover, as this paper will demonstrate it is also important to consider the 'embodied ontology' of the individual within sport and recreation because of the complex interplay between impairment, disability and environment (Shakespeare & Watson, 2001; Thomas, 2004). As Thomas suggests, disability studies can be informed by feminist and citizenship theory (Meekosha & Dowse, 1997) as a foundation on which to argue for a greater social understanding of gendered experiences in sport and recreation. In taking direction from these influences, the paper seeks an explanation for this lived experience (demand) through the practices of government policy (coordination/regulation) and the sport and recreation industries (supply). The paper will be framed by reviewing the United Nations' initiatives including the *Convention on the Rights of People with Disabilities* (2006), which passed into force on 3 May 2008. This review will provide a framework for assessing the Australian sport and recreation environment's implementation and operation of the *Disability Discrimination Act, 1992* (DDA) since its inception to 2008. The paper overviews disability legislation and policy in Australia, provides a summary of the main strategies of the DDA (complaint cases, Federal court actions, disability action plans and education) and an analysis of the implementation of these strategies. The paper draws on the management information systems of the Human Rights and Equal Opportunity Commission and the Federal Court that administer the DDA as well as other relevant reports, policy and newspaper accounts.

Gender Identity Transitions of Chinese Male Migrants in Leisure Spaces

Raymond Hibbins - *Griffith University*

This exploration of the (re)construction of gender identities used a semi-structured in-depth interview with a purposive sample of 40 Chinese gay and heterosexual migrants to investigate their memories of childhood and their relationship with their parents and to trace the influences on identity formation especially in relation to leisure spaces, of their transitions into adolescence, adulthood and, where applicable, to fatherhood. The males came from diverse countries of origin and some experienced the effects on their families of politically turbulent years particularly in the Peoples Republic of China (PRC). The men migrated to Australia at various ages and their durations of settlement were diverse. Gay and single men are included in the sample to facilitate variation and to test the robustness of emerging theoretical propositions, using the method of constant comparisons and thematic analysis, with the married men with and without children. The influence of the Chinese diaspora on gender identity constructions during early settlement is discussed prior to an elaboration on fatherhood, and the relationship of these male migrants with their children and the perception of themselves as fathers and husbands. Wherever applicable the context is leisure spaces and recreation activities embedded in an urban/suburban environment. Experiences of homophobic behaviour during settlement in particular leisure locales for gay men, and restrictions on their leisure spaces are explored. The influence of exposure to diverse variants of masculinities on (re)constructions of identities is discussed with reference to adaptation strategies such as resistance, accommodation, protest and reinforcement of existing and traditional variants. A critical social constructionist epistemology was used to analyse the qualitative data

collected. The qualitative software program *Atlas/ti* was used in the data management and reduction process. Open, axial and selective coding assisted in the inductive development of themes and core categories.

The influence of variables like age at migration and now, country of origin, socio-economic status and duration of settlement in differentiating the sample of Chinese male migrants in their constructions of gender identity and relationship with leisure behaviour is expanded upon. Limitations like the effects of selective memories on the trustworthiness of data, the use of Western concepts of masculinity and communication in interviews in other than the first language of respondents will be discussed. The implications of the findings for the next generation of Australian-born Chinese males on the relationship between leisure and gender identity formation will be explored.

Adams and Eves? Exploring the Nature of Man in Gender-Specific Tourism Marketing
Catheryn Khoo-Lattimore & Paolo Mura - *Taylor's University, Malaysia*

It has been argued that since tourism is a phenomenon constructed out of gendered societies, many of its aspects should not be analysed without taking into account gender-related issues. The recognition of the important role of gender within tourism and leisure studies has led to a proliferation of studies on gender by tourism scholars; yet, the notion of gender itself is rarely challenged within the tourism literature. In this respect, the issue related to whether differences in men and women are purely biological or socially constructed, namely the nature-nurture debate, has been relatively neglected by tourism academics. This is surprising, considering that this debate has important implications to the discipline of tourism marketing, particularly in gender-specific tourism marketing strategies.

This paper begins with a brief introduction of early Greek and Western theories on the nature of man. It discusses a recent debate at Harvard University that revived the nature-nurture dispute and presents the implications of this debate to the discipline of tourism marketing. It concludes from an interactionist's point of view, with an assertion that there are gender differences and argues that tourism marketers must ultimately maximise this in deciding how they shall sell/market to both men and women. Much more important to tourism marketers whose roles are getting the customers to respond the way they want them to respond, an understanding of the fundamentals of what make us men and women would guide in an understanding of the drivers behind tourist choices and help strengthen the next gender-specific marketing strategy (Hupfer, 2002; Fisher and Dube, 2005).

Sex in the Leisure Experience 2	**Room:** CO225
Convenor: Neil Carr	**Time:** 1.30 pm to 3.10 pm

A Kiss is But a Kiss? Homosocial Intimacy in Australian Men
Shaun Filiault, Murray Drummond and David Jeffries – *Flinders University* and
Eric Anderson – *Winchester University*

Same-sex kissing has historically be labeled as a "gay" behaviour, and, accordingly, socially scrutinised as being "un-masculine" in many Western nations. However, recent research from the United Kingdom (Anderson, et al 2010) indicates that 89% of young, heterosexual, British men report engaging in same-sex kissing behaviour, suggesting it is a sign of friendship. Of consequence, athletes in the Anderson study were more likely to have kissed another man than non-athletes. Thus, although athletes are typically regarded as the exemplars of orthodox masculinity, they are also more likely to engage in behaviour typically viewed as gender deviant. Thus, Anderson has concluded homophobia to be lessening both in British culture and within sport.

In our presentation, we will present the Australian replication of the Anderson study of same-sex kissing. In brief interviews with 60 young (ages 18-25), heterosexual, white Australian men, we found 27% reported having kissed another man. Further, athletes were no more likely than non-athletes to have kissed another

man. These results contextualise Anderson's conclusions regarding the lessening of homophobia and the shifts in sporting culture, and suggest implicit differences in the construction of Australian masculinity, mateship, and sporting camaraderie.

Sexual Architecture
Genevieve Lovell -*The Hotel School Sydney/Southern Cross University*

Space is a product of social structures and relations, functioning as a central organising principle in the social sciences. Among spaces, there are settings offering a variety of leisure experiences to those who wish to feel free from the constraints and pressures of everyday life. Very few of these settings are free of the signs of significant institutional presence. Hotel spaces for example, designed for freedom of expression, have existed in a timeless relationship with people as resources intended for the use by any member of society. However, the design of some hotel spaces render them ideal spaces upon which utopian erotic encounters can be acted out and where a particular culture can evolve outside of the surveillance and intervention of the powers that normally regulate acceptable public behaviours in Western society.

Participants of the sexual/erotic hotel space, called sexual architecture, are not a heterogeneous group, but indulge in a variety of activities each of which suits a particular occasion/encounter and might have different meanings. Due to the multifaceted use of sexual architecture, human presence, movement and actions can constantly change the space.

This conceptual paper explores concepts associated with sexual architecture. Using a series of photographic images the topic is highlighted for analysis and discussion. Moreover, the presentation will be work-shoped, so attendees can input into the design of a questionnaire for further in-depth research.

'Deviant Leisure': The Experiences of Off Street Sex Workers in Cardiff
Tracey Sagar and Debbie Jones - *Swansea University*

This paper employs a *leisure framework of analysis*, to explore an understanding of sex work as 'deviant leisure' from the perspectives of those who sell sex. Applying this framework to data from 30 interviews with off street sex workers in the capital city of Cardiff, Wales, we suggest that there can be a blurring of boundaries between sex work, pleasure and leisure. Furthermore, in presenting sex workers' perspectives, we are able to highlight how sex work can be associated with both deviancy and leisure. For example, 'selling sex' can be a secret occupation but 'having sex' can be a primary motivation to enter into sex work. However, these kinds of motivations and experiences are by and large neglected within prostitution / sex work discourse. This is perhaps unsurprising given that any such discussion runs the gauntlet between enhancing the conceptualisation of prostitution / sex work on the one hand, and re-fuelling the stereo-types of prostitutes / sex workers as 'sex crazed'/ 'happy hookers' on the other – the latter having the potential to increase social stigma. While we acknowledge this risk, it is nevertheless important to continue to engender debate on the conceptualisation of prostitution / sex work within contemporary society. Our analysis suggests that there is, perhaps, a need to re-conceptualise sex work beyond the binary paradigms of 'victimhood' and sex 'work'. It also represents an important contribution to the research in leisure studies, which has to date focused on the leisure experiences of the buyers of sex – but not the experiences of those who sell sex.

Rethinking the Institutional Review Board Process in Community-Based Youth Research
Keri Schwab and Laurie Browne - *University of Utah*

The recreation and leisure studies field is showing an increased interest in community-based research (CBR), or research that brings academics, practitioners, and the public together to address community issues in ways that can lead to meaningful, sustainable change. Further, youth development research is increasingly focused on conducting research with rather than on youth (Trussell, 2008).

Among the many challenges of CBR is that of receiving Institutional Review Board (IRB) approval. The moral imperatives guiding most IRBs are beneficence and malfeasance, or benefits outweighing risks and no harm coming to participants. When studying youth, IRBs also require parental consent and youth assent to ensure protection. However, the purpose of CBR is to work with community members to address problems, and co-create solutions meaningful for all involved. If youth cannot obtain consent, important stakeholders are left out. Further, IRB forms and processes can undermine the building of sustainable relationships so vital to successful CBR.

We believe CBR is a different type of research and requires a different type of IRB process. Rather than an ethic of justice perspective, CBR should be analyzed based on an ethic of care. An ethic of care places its moral imperatives on caring for the needs of others and creating sustained relationships (Noddings, 1984). In contrast to a justice perspective, which compels action that benefits the most people most of the time, an ethic of care examines each situation from the perspective of the one-in-need. An IRB process guided by an ethic of care could foster a deeper understanding of the situational needs of communities and community members rather than imposing universal principles of beneficence and malfeasance that may undermine or thwart the CBR process. In this talk, we will advocate for an ethic of care as the guiding principle for the IRB process.

Leisure and Alternative Cultures 3	**Room:** CO203
Convenors: Alan Law and Stephen Wearing	**Time:** 1.30 pm to 3.10 pm

Colonial Narratives/Cultural Dialogues: The Palin Effect in Televisions Transferral of 'Otherness'
Stephen Wearing – *University of Technology, Sydney*

The purpose of this paper is to explore how the narrator of travel shows/documentaries can possible influences the attitudes and behaviour of pre-trip tourists to host cultures. It use the lens of the theoretical ideas of the 'Flaneur' and the 'Choraster' to enable a position to be constructed. Though the area of film and television impact of on tourist behavior has been researched the examination of the impact of travel shows on tourist culture is an under research area and yet its impact given the amount of television watched by potential tourist is considerable. There seems to be lack of information regarding the impact of the type of show to the resultant approach of the traveller to the destination culture often seen by the tourist as the 'other'. The travel television show which inspired the researchers to embark on this study was the narration of the 'Himalaya' by Michael Palin. The researchers explored the series looking at Palin's role as a Flaneur in his travels and how the idea of we will make the 'World British' is conveyed in the travel dialogue constructed from his travel experiences. We take these experiences using qualitative approach and undertake a content thematic analysis of the visual and dialogues that occur gathered from this show and compared with shows where the approach is more inclusive of the destination population and culture.

'Well-Intentioned but Exclusionary Communication about Recreation in a Diverse and Media-Literate World'

Lisa McDermott and Karen Fox - *University of Alberta*

The Alberta College of Social Workers report on closing the "disparity gap" documented Alberta's economic growth has favoured higher incomes, increased food bank usage and homelessness, created alienation from community structures, requires middle-income people to work more with less disposable income, and has the lowest leisure time in Canada. Concurrently, the Vision 2015 Steering Committee led by the Alberta Recreation and Parks Association crafted Foundations for Action: Enhancing the Quality of Life in Alberta to "envision" a future where the "Quality of Life Sector," lead by recreation and park practitioners, engages all Albertans in creating a future where natural resources are protected, sustainability is realized, obesity is eliminated, health problems are minimized, and leisure is valued. Furthermore, the report informs other provincial and federal social policies. The photographs and language of the report, however, tell a different story about who will participate and implicitly reflects the class, race, and status of the authors and participating organizations. Although we support the general direction of the report, we are deeply concerned with the embedded exclusionary discourse, visual representations, and targeted audiences. This discourse and visual analysis interrogates the implicit exclusion of various groups, environments, and leisure practices relevant to people on the margins. Given the rise of media literacy, overlooking implicit messages creates major obstacles to recreation/leisure for people outside of dominant populations well before they enter a facility or choose an activity.

No Where Left to Go When the Party's Over, the End of 'Free Spaces' in the Rural Free Zone

Alan Law - *Trent University* **and Michael Wearing -** *University of New South Wales*

The paper explores demise of the possibility of living cheap to maximize free time in a rurality that has become globally iconic for liminal living. At one level, increasingly precarious accommodation can be seen as simply a typical effect of gentrification, where belonging is dissolved in neighbourhood revision. While gentrification is certainly an operating frame of reference for the inquiry, the paper focuses more squarely on the irony and it's interpretation, of having fled an urban modernity toward an *active* rural refuge to find said place going the way of urban brutality. The idea of the rural as a modernity free zone is explored and critiqued in the examination of 25 semi-structured interviews with people under rent stress in the 'Rainbow Region' The paper makes a case for the deterioration of the rural as a counter modernity strategy and examines the play of authenticities in the effort to maintain reason in poverty when playful spaces are snuffed out and any refuge means isolation in the bush or back into the urban pot.

Death of the Leisure Salesman

Tarquin Bowers

This paper endeavours to challenge the wholesale marketing of the leisure product in line with the dominant cultural paradigm of consumer capitalism that laid the promise of a more meaningful and rewarding life for all. For what has transpired instead from consumer capitalism's proffer of the good life, is a life for most crowded with intangible expectations that have transmogrified into varying degrees of dislocation through the increasing subjection to global orientation and the technology imperative. The paper also seeks to highlight contemporary reconstructed notions of meaning and identity that have evolved beyond the boundaries of the commodification of leisure.

Understanding Youth and Family Leisure in a Changing Society 2	**Room:** CO204
Convenors: Keri Schwab and Laurie Browne	**Time:** 1.30 pm to 3.10 pm

Young People Distancing Family Leisure
Maureen Harrington - *Griffith University*

The social development of children has been a major area of social psychological research since the late 1960's, but sociology has largely ignored children, subsuming them under the family, and rendering their activities invisible (Scott, 2004). In the last twenty years, a new perspective in sociology and human geography has emerged, taking the viewpoint of the child, considering the child as a social actor, and studying children as another social category, along with women, employees, members of visible minorities, or any other discernible way of categorising people in society. This perspective treats the child as a "being", while studies taking the life-course perspective view the child as being shaped by both historical time and place. Adults they "become" are in turn shaped by their childhood experiences. Scott (2004:112) argues that we need both perspectives on children, both as "being" and "becoming".

We know from the research on family leisure that parents are "purposive" in their pursuit of family leisure practices in order to bond family members, strengthen communication and lay down memories of family life which they hope will make their children 'want to know them' when they are adults themselves (Shaw and Dawson, 2001; Harrington, 2006). Parents are acutely aware that they only have so much time before their children grow up and go their own way. They see the leisure and recreation opportunities for future purposes as well as for learning values, attitudes and skills that will hopefully last a lifetime. However we have few clues about how children perceive the value of family leisure as they move out of childhood and in transition to becoming adults. Ideally longitudinal research would be useful to probe perceptions and practices of family leisure over time, but as a point of departure qualitative data with family members of different ages may head us in the right direction.

This presentation draws on the qualitative interview and diary data from 28 families in two-parent households in Brisbane, Queensland and focuses on the part family leisure plays in the lives of older children, those in early adolescence aged 14 to 16 years and those over 18 still living in the family home. These older children are viewed as social actors making limited choices among leisure activities and companions, depending on parental consent and family circumstances. My presentation will show here are distinctive differences among the types of activities that young people like to do with their family compared with what they like to do with their friends. Having the same interests, being the same age and being able to talk about what interests them seems to be the overriding reason for preferring the company of friends. Family seems to be the preferred option for activities that entail travel outside the local area. Apart from that, commercial leisure is more likely to be done with friends. A concerning finding in this study is the position of older children (24 years and older) who are unemployed living in the family home. These young people seem particularly marginalised within the household, distanced from family leisure and referred to in disparaging terms by their parents. This raises the question of what happens to family togetherness when parents' hopes for children are at least temporarily dashed?

Studying Family Leisure from a Systems Perspective
Keri Schwab - *University of Utah*

Family leisure often occurs in ways that do not result in families accruing the suggested benefits of leisure. This study sought to examine the interactions that occur during family leisure and how such interactions might influence desired outcomes. Research was conducted from a systems perspective that looked at whole family interactions. Methods for this research included creating a literature review based model of family leisure, gathering interview data from three families, creating models for each family's leisure, and running simulations to examine how changes among elements might impact outcomes. This research found some support for

interactions in the initial literature review model, but not for the entire model. Rather, results indicated that families may experience unique elements during their leisure, but that the need to negotiate constraints, increase focused interactions, and decrease fragmented interactions were constant among all families in this study. These findings resulted in a simplified model of family leisure. Finally, simulations provided some insight into the influence specific elements may have on family leisure. The study ended with a simplified model of family leisure, recommendations for practitioners, and suggestions for future research.

Adventure Education and the Acculturation of Chinese Canadians in Vancouver, Canada
Simon Lo, Bob Gidlow and Grant Cushman – *Lincoln University*

This PhD research project explores whether the involvement of the children of first-generation migrants to Vancouver, Canada, in adventure education programmes precipitates/exaggerates intergenerational conflict between parents and their children. The first author interviewed young participants in adventure education (AE) programmes, their parents and instructors. Most participants were from the 16th Burnaby Scout Group organised by the Chinese Christian Mission and the Enoch Youth Outreach Leadership Camp. Their ages ranged from 14 to 18 years.

Parents were raised in traditional Chinese cultural environments, encountering Canadian culture through migration. They appreciated selected Canadian 'public' values and were keen to see their children join groups that inculcated aptitudes, such as enhanced self-esteem and self-confidence, seen as necessary to get ahead in Canadian 'public' life. At the same time, they did not want to see their children lose touch with the 'traditional' values associated with Chinese parent-child relationships, such as developing discipline, acknowledging hierarchy and accepting a sense of duty towards others. Parents 'ring-fenced' their children's exposure to wider Canadian values by preselecting AE providers – such as the ones in this study – consistent with their own cultural expectations and values. They also encouraged their children to practice "Western values" in the public domain but insisted they practice Chinese values in the private domain. The active role taken by first-generation Chinese-Canadian parents in the 'leisure' lives of their children is entirely consistent with selective acculturation theory (Keefe and Padilla, 1997). In the current study, no significant cultural clash or development of an "intergenerational gap" between parents and their AE-attending children was observed. Nevertheless, there remains some doubt about whether these findings would apply to an older age sample of Chinese-Canadian children – those who have obtained their driving licences and/or gaining financial independence and are thus less reliant on their parents for transportation and less vulnerable to parental control over their leisure life-style choices.

Stakeholder Conflict and Collaboration	Room: CO221
Convenors: Brent Lovelock	**Time:** 1.30 pm to 3.10 pm

The Importance of Stakeholder Collaboration in Sustainable Surf Tourism Development
Nicholas Towner – *Auckland University of Technology*

Surf tourism worldwide is booming with an estimated 23 million surfers and a total industry value of over US$8 billion. Tourism development at traditional surf destinations is intensifying and expanding into new regions particularly in the developing world. The economic benefit's surf tourism brings to numerous destinations worldwide are significant. Indications from numerous sources suggest surf tourism is responsible for adverse environmental, socio- cultural and economical impacts. These adverse impacts are magnified in newly discovered surf destinations in the developing world, many of which have less developed indigenous communities and pristine environments. Very few academics have explored surf tourism development using a multiple stakeholder approach. Gathering information from numerous perspectives allows a wide range of voices to be heard, considered and blended into tourism policy and management. Understanding all stakeholders involved in a particular tourism destination has significant benefits for sustainable tourism development outcomes. This doctoral study investigates surf tourism development in the Mentawai Islands, Indonesia, with the objectives of making policy-makers, developers and industry stakeholders more conscious of the factors that influence sustainable surf tourism development. Preliminary findings indicate that the Mentawai Surf Industry is at a crossroads with many local communities experiencing adverse socio-cultural impacts, with tension mounting between stakeholders. A more in-depth analysis would in highlight a lack of collaboration between stakeholders which has resulted in fractured relationships, failed management frameworks and limited local community involvement. With surf tourism rapidly expanding into more isolated remote regions in New Zealand, lessons learnt in the Mentawais could prove vital to the successful development of New Zealand's surf tourism industry.

Conflict Among Stakeholders in Spa Development with Deep Sea Water in Taiwan
Kuan-Huei Lee and Timothy Jeonglyeol Lee – *University of Queensland*

Deep Sea Water (DSW) spas or thalasso therapy are concentrated mostly in countries with coastal frontiers. Thalasso therapy spas can be found in Tahiti, Mexico, Greece, US, and Japan and there are three thalasso spas in the planning process to be constructed in Taiwan. Deep Sea Water (DSW) is commonly referred to as sea water from beneath 200 meters. It has abundant nutrients, is clean, has constant low temperature, and contains rich mineral properties. Because the drawing places of deep seawater is limited by landform structures of the seabed and environment, few places from around the world meet the condition of narrow deep continental slope trench. Taiwan is one such country with the ability to extract DSW on the east coast. Three Taiwanese companies have plans to expand into thalasso spas in their corresponding DSW locations in Hualien, but there have recently been a series of conflicts and tensions among different stakeholders in the development of this new health-related industry in Taiwan. This study investigates and discusses the overall situation of DSW and thalasso spas in the world to understand the actual position of this industry. This study conducts a hermeneutic analysis of the main stakeholders in the DSW water industry in Taiwan. Opinions from tourism industry stakeholders are collected and analysed with the intention of providing recommendations to build mutual benefits. This study contributes in suggesting how the stakeholders in one of the newest health tourism industry can cooperate to minimise conflicts and enhance the optimal outcome from the industry.

Thursday 8th December

Professionalisation: A Cure or a Curse for Event Management Sector	**Room:** CO222
Convenors: Marg Deery, Olga Junek, Leonie Lockstone-Binney, Martin Robertson	**Time:** 9.00 am to 10.40 am

Role of Awards in Enhancing Professionalisation in Event Management
Olga Junek, Leonie Lockstone-Binney, Martin Robertson - *Victoria University*

This exploratory study investigates the role of awards in enhancing professionalisation in the event management sector.

There has been research suggesting that external rewards can contribute to undermining intrinsic motivation (Schwartz, 2009). A reoccurring concern is that awards serve to divide staff or distract them from the inherent values associated with their roles. However, equally, there has been much research indicating that external reinforcement does not negatively influence individual intrinsic motivation (Cameron & Pierce, 1994; Selart, Nordström, Kuvaas, & Takemura, 2008). Furthermore there is acknowledgement in economic analysis that awards do motivate staff and reinforce contributions to the employer (Neckermann & Frey, 2008), identification with the employer (Akerlof & Kranton, 2005) and do have the potential to perform as important incentive instruments. Phrases emerging from the literature include "status", "social recognition", "identification with industry", "improvement in event product", and "promotion of industry to the public".

The importance of event leaders in determining the long term and sustainable development of the event sector is a topic that has received limited coverage in the related literature (Ensor, Robertson, & Ali-Knight, 2007, 2011). Accordingly, this paper details the conceptual underpinning of a broader study that will investigate the role, significance, function and underlying concerns of event leaders regarding third party awards using a qualitative, interpretive research approach to offer a depth of analysis to a topic area which has been largely neglected thus far.

The Sociable Aspects of Business Events
Carmel Foley, Deborah Edwards, Katie Schlenker – *University of Technology, Sydney*

"Lovers leave, friends annoy you, families mess with your head... Colleagues are OK."

Fans of the BBC series *Spooks* are likely to be familiar with this comment made by the character 'Ros'. Evidence from various *Spooks* fan sites indicates that the comment about colleagues has resonated with many viewers. The friendships and sense of community that exist among colleagues who attend business events is the topic of this presentation.

In April/May 2011 a questionnaire survey was conducted with the delegates of six international business events held in Sydney in the period 2006-2011. The survey was designed to investigate the legacies of business events (including, for example, investment opportunities, research collaborations, awareness of sector specific issues). No questions were asked about friendship and community, yet, a surprising number of respondents made reference to these aspects in the non-compulsory, "additional comments" sections of the questionnaire, indicating that delegates rate the sociable aspects of conference attendance quite highly.

At a personal level there are many benefits associated with the sociable side of business events and these can include a sense of belonging, trust and reciprocity, friendship and art/cultural relevance (McMillan 1996). At a broader level friendship and community contribute to the discipline/field of practice/study in a variety of ways. Friendship and a sense of belonging are likely to encourage continued membership of professional

associations. They are also a good basis for promoting professional/research collaborations at both an international and a national level. The connections between friendship, play and creativity should not be dismissed either. A sense of play is at the heart of all innovation (Bateson 1973, Huizinga 2000).

Most business event organisers include a "social program" along with their "scientific program" - typically including a conference dinner and tour options. However, the sociable aspects of the events were not referred to in the meeting objectives for the six events and no particular attention appears to have been paid to leveraging sociable outcomes. Friendship and a sense of community are clearly common by-products of conference attendance and they probably deserve more attention.

Rethinking Knowledge Management in Music Festivals – Individual Roles and Responsibilities
Raphaela Stadler - *Griffith University*

Knowledge Management is an important aspect of the long-term success of any organisation (Nonaka & Takeuchi, 1995). This is particularly important for festival organisations in order to learn over time and stay innovative and competitive. Knowledge management is a creative and on-going process, in which various festival members with different backgrounds and levels of participation are involved. Furthermore, the festival life cycle influences this process for both permanent and seasonal staff, who all need to have a common understanding in order to be able to create and share knowledge. With the growth of event management education, festival staff members become more and more knowledgeable and experienced. However, they still need to rely on the expertise and insights of seasonal staff members and contractors. The current festival and event management literature identifies these issues, yet the relational dimension of knowledge management is still under researched. Specifically, current research neglects communication between everyone involved in the organisation of the festival, as well as, the negotiation of power relations and how these issues impact upon the process of knowledge creation and transfer.

My qualitative research project focuses on the Queensland Music Festival as a case study. Through the use of ethnographic methods I identify how festival members (paid staff, board members, volunteers, sponsors, contractors and artists) perceive their roles and responsibilities in the knowledge management process. The findings will help festival managers understand the importance of knowledge management embedded in an organisational culture that supports new ideas, knowledge creation and organisational learning.

The Future of Events: The Issue of Professionalism
Martin Robertson - *Victoria University, Melbourne* and Ian Yeoman and Karen Smith - *University of Victoria, Wellington*

The number and degree of visitor and resident familiarity with events grows exponentially (whether it be the Olympic Games or lesser known events such as the Hokitika Wildfoods Festival or the Taihape Gumboot day, New Zealand). Despite this growth there is limited research looking at events beyond their immediate future. Questions that are not being asked include: what in a rapidly changing society will a professionalising industry require? What in the future will be the expectations of event organisers and event venues? As changes in the economy, changes in the environment and rapid developments in communication technology are already exerting great influence in the business event market (Jago & Deery, 2010; Talwar, 2010), in particular, and events in general (Yeoman, I., Robertson, M. & Smith, K., 2011), this gap in knowledge is significant.

Strategic change for a firm is recognised as an attempt to realign a number of elements of business so as to more effectively meet objectives in a changing professional environment. This may require alteration of market range, deployment of resources and other competitive action (Walsh, 2005). Scenario planning is an important component of this. It gives opportunity to detect and prepare for possible outcomes of changes in the future. For the tourism and events sector the need to see what may happen in the future and prepare for it is vital (Yeoman, 2008; Yeoman, 2011).

The extent to which scenario planning may be equated with the professional capacity of the event employer and employee is not discussed in full. However, in much in the same way as Chermack and Swanson (2008, p. 130) suggest that the human resource profession should "capture and develop the research and practice of scenario planning as the profession's primary strategic learning tool", the researchers here suggest that scenario planning is of great importance to the sustainable development of the event industry and in supporting its professionalisation (Korte, 2008).

While the paper does not attempt to apply scenario planning as an HR model it does offer an exploratory analysis of the potential role scenario planning has within the changing environment of event management. It then introduces the reader to the managerial process of scenario planning as it applies to events. The paper thereafter paints a picture of two scenarios in order to demonstrate what that future could hold. Two events in New Zealand, the *Martinborough Fest 2050* and the Rugby World Cup in 2050, provide a context for this study in asking a series of significant questions about the professional futures of events using the scenarios to illustrate possible answers.

Educational Travel	**Room:** CO225
Convenors: Stephen Wearing and Kevin Lyons	**Time:** 9.00 am to 10.40 am

Short Term Study Abroad Program Student Outcomes
Richard Paulsen, Jeno Rivera and Jason Almerigi – *Michigan State University*

The International Engagement in Mexico (IEM) program is a long-standing learning abroad program that embeds community service, civic engagement, and serious leisure within an international experience for a uniquely diverse group of college students. During their academic spring break, students volunteer their time working collaboratively with local social services agencies in Cuernavaca, Merida, Puebla, and Oaxaca to improve their facilities and work with the agency populations. Through the many benefits derived from serious leisure/volunteerism, civic engagement, cultural immersion, and collective action, students are introduced to global competencies. Evaluation research of the IEM program combines a multi-disciplinary team of researchers with strengths in both qualitative and quantitative methodologies. Using a mixed-methods approach that is designed to triangulate on student outcome, the study employs a pre-/post- quantitative survey combined with onsite participant observations and qualitative coding of journals and reflective papers. Results of two consecutive program evaluation studies provide insight into key student outcomes supporting both the academic goals as well as the broader meta-curriculum purposes of global competency development. Highlights from the evaluation suggest that the experience gained in Mexico a) significantly improved educational experience at MSU—value of education and of institution; (b) significantly increased cross-cultural interactions—interconnecting with others from different countries, interacting with different races, learning a second language, understanding the importance of cultural norms, customs, and traditions; and (c) significantly increased desire to volunteer both locally and internationally.

English Language Travel as an Important Contributor to the South African Tourism Economy
Maisa Correia – *University of Johannesburg*

Language travel has gone largely unnoticed as a key contributor of youth tourism. The global language travel market is dominated by the UK and the USA, with Canada, Australia, Ireland, Malta and New Zealand also recognising the importance of language travel for tourism. Little attention has been paid to language travel in research, including in South Africa. The aim of this paper is to review the organisation and development of the language travel industry in South Africa as an important aspect of the country's youth tourism economy. South Africa's language travel industry is explored in terms of its global position, development, size, key role players, structure, operation and significance for the broader tourism industry. It is shown that significant differences exist in the operation and source markets between inland and coastal language schools.

Participation in Pre and Post Travel Activities of Senior Educational Travelers
Sung-Jin Kang and Heather Gibson - *University of Florida*

Conventional wisdom suggests that the on-site educational travel component is the key part of the experience. However, findings suggest that for many senior travellers the learning experience begins before a trip (Gibson, 2002) and continues afterwards (Moscardo, 1996). What role do these pre and post trip activities have in the overall educational travel experience and how are they related to travel motivations? Three research questions were posed: 1) what pre and post travel activities do senior travelers participate in? 2) How do educational travel motivations affect pre and post travel activities? 3) How do socio-demographics and a familiarity with trip topic affect participation in pre and post activities? A mail survey of participants (50+) who had recently returned from international educational travel programs (response rate: 33.4%) was conducted. The sample comprised N=313, mean age 72.8 years (SD=5.74); 65.5% were female, and 67.9 % had a Master degree or higher. Data were analyzed using descriptive analysis, one sample t-tests, and multiple regression. Respondents participated in several pre and post activities including reading, reminiscing, and studying more about their trip location. They were more likely to participate in post-travel activities (M=4.18) than pre-travel activities (M=3.95) [t (303) = -6.3, *p*<.001]. Five educational travel motivations were identified (total variance=70.98%): learning & enrichment, existential seeking, change of scene, collecting fond memories, and time with family and friends. Learning & enrichment (β=.26) and existential seeking (β=.14) are related to pre - travel activities while change of scene motivation (β= -.12) was negatively related with participation in pre-travel activities. Learning & enrichment (β=.17) and existential seeking (β=.16) positively affected participation in post-travel activities. Younger senor travelers (β= -.17) and those more familiar with a travel topic (β=.29) participated in more pre-travel activities. Younger senior travelers (β= -.12), with lower education levels (β= -.18), participated more in post-travel activities. The findings revealed that senior educational travelers with high intellectual curiosity actively created their own travel experiences through pre and post travel activities.

Study Abroad Partnerships and Teamwork: Relationships
Make the World Go Around
Richard Paulsen and Jenifer Rivera – *Michigan State University*

Providing rich and meaningful service-learning opportunities for university students is challenging, but with the addition of incorporating international travel with service-learning, there is an increase need for coordination, organization, and solid partnerships. International Engagement in Mexico (IEM) is an annual short term Study Abroad program offered by Michigan State University. It enables more than 100 students, 8 faculty/staff, up to 5 evaluators/researchers, and observers to provide service in four cities in southern Mexico (Cuernavaca, Merida, Puebla, and Oaxaca). Providing assistance to social service agencies in the form of facility maintenance, program activities, and social interaction serves as the platform to initiate global awareness and personal/group growth. Hierarchical organizational structure and logistical partnerships enable the program to function successfully, enabling participants to realize personal and group benefits. Numerous long standing partnerships based on interpersonal relationships facilitate internal university, support external organizational logistical effectiveness, and programmatic success and sustainability. More than 14 years of program development and operation will be shared in the form of lessons learned and the IEM Academic Operating Model.

Animals in the Leisure Experience 1	**Room:** CO203
Convenor: Neil Carr	**Time:** 9.00 am to 10.40 am

In Search of Dog
Neil Carr – *University of Otago*

The 'dog' inhabits a complex array of positions in human society that are the result of the long term relation between dogs and humans and the evolving ways in which the latter perceive the former as an object, companion, and sentient being with 'rights' of its own that may be distinct from humans. These positions and perceptions are both temporally and spatially specific. The perception of dogs has been reflected around the world in the way these animals have been used in and have access to the leisure experience as workers, objects, cuisine, and leisured creatures.

This paper provides a conceptual exploration of how the literary and movie worlds have played a role in shaping the way in which contemporary dogs are perceived and the impact this is having on the nature of the position and experiences of dogs in the leisure environment. Famous dogs that are examined include everyone from Lassie to Dog of Footrot Flats infamy. The evolution of stuffed toy dogs and the dogs that inhabit key children's toys such as Lego are also examined.

It is suggested that the anthropomorphism so prevalent in many of the famous literary depictions of dogs have both contributed to and been a reaction to an increasing trend around the world to recognise the dog as a sentient being with rights that include access to leisure experiences and the defining and criminalisation of their abuse. The imageries of dogs provided in movies and literary classics, it may be suggested, also help to inform both the nature of toy and stuffed dogs and how people interact with them. It is argued that this anthropomorphism has resulted in the recognition of the rights of dogs and the morphing of their objectivication in the leisure experience.

Pets, Policies and Mental Health Promotion – Maximising the
Power of our Furry Friends
Janette Young - *University of South Australia*

Mental Health has been identified as one of the key areas of increasing concern and unmet need in Australia. While the focus inevitably ends up gravitating toward mental *illness*, identifying factors that promote mental health and provide buffers against mental unwellness are key to developing preventive measures rather than

constantly slipping into downstream, band-aid responses. Both opportunities to participate in leisure activities and relationships with pets have been identified as key components of mental wellbeing, and there is evidence that the presence of companion animals in public spaces enhances non-pet owning community members sense of trust and wellbeing.

In general Australian policies do not readily encourage the integration of pets in public life. While in Europe for example, dogs are allowed into cafes, airports, public transport and other places, a myriad of policies and practises in Australia prevent most people from having their pet accompany them in these leisure associated spaces. Exceptions are made for assistance animals such as guide dogs or hearing ear dogs but such demarcation belies the generic health promoting functions that companion animals play in the populace's lives. Hence, it behoves public policies to support and even encourage the presence of pets in public, including leisure, spaces. This presentation explores the intersections of Australian public policies, pets and public/leisure places and the potentials for harnessing this 'resource' more readily in order to promote mental health.

On the Fence: Do Dog Parks Foster Community?
Taryn Graham and Troy Glover – *University of Waterloo*

For some dog owners, dog parks facilitate the positive development, maintenance, and sustenance of strong relational ties. For others, dog parks breed tension, judgment, and sometimes even exclusion. By adopting a critical social capital analysis of the personal experiences of dog park users, this presentation examines the benefits and costs associated with dog park participation. Accordingly, the purpose of this research is to (1) examine dog parks as settings in which social capital is formed, (2) explore access to and outcomes of the relational resources developed in these settings, and (3) assess the implications associated with this process for animal well-being. Emphasis in this study is placed on human-human, animal-animal, and human-animal interactions. The final recommendations offer guidance for future dog park planning and management with the intent to maximize the development of social capital and community, as well as stress the need for owners to consider animal welfare when engaging in leisure experiences with their dogs.

The Two Larrys of Logan County: Different Approaches to Prairie Dog-Based Tourism
Deborah Che – *George Mason University and Southern Cross University* and
Ted Cable – *Kansas State University*

With Euro-American settlement, conversion of grasslands to cropland, and eradication programs, the black-tailed prairie dog population has been reduced by over 90% in the U.S. Great Plains. In western Kansas' Logan County where prairie dog colonies exist, a war has been brewing which pits a group of ranchers and national/regional environmental organizations, which support their wishes to maintain prairie dogs for the animals' keystone role in the ecosystem, against neighboring ranchers, who view prairie dogs as destroying pasturelands, and local officials who have the right under Kansas law to enter private property, exterminate the prairie dogs, and send the landowner the bill. This paper investigates the position of the prairie dog in tourism development in this conflicted setting by utilizing two Larrys from Logan County: 1) Larry Haverfield, a rancher who wants to maintain the animals for their role in supporting rotation grazing, wildlife including the recently reintroduced black-footed ferret seems to be a little missing from this bit of the sentence, and wildlife watching and hunting opportunities; and 2) Larry Farmer, who owns Prairie Dog Town, the county's largest tourist attraction, which is the home to the world's largest (concrete) prairie dog, real-life prairie dogs that are accustomed to humans and can be viewed up-close, as well as to unique animals such as cattle with five and six legs. Specifically, this paper will? utilize the two Larrys to investigate issues of property rights, animal rights, the use of prairie dogs, and their role in nature in developing tourism where residents are overwhelming united in their desire to eradicate prairie dogs.

Leisure and the Mobilities Turn 1	Room: CO204
Convenor: Tara Duncan	Time: 9.00 am to 10.40 am

Regulating Fluid Consumption: Territories, Mobilities and Alco-leisure
Nathaniel Bavinton – *University of Western Sydney and Maitland City Council*

A sense of the carnivalesque pervades many understandings of nightlife revelry and disorder; an inversion wherein structures, routines and moral codes are transgressed in a temporary relaxation of social controls. However, the key spaces of the night-time economy are commercial venues representing highly organised territorial productions. The forms of leisure behaviour deemed appropriate within these various territories may reflect a degree of divergence from daycentric norms, but are nonetheless regulated and intensively surveilled. An under-examined force undermining and destabilising the control of alco-leisure is the mobility of participants. The movement of people through the nocturnal city signifies mobility as a key issue in understanding patterns of nightlife behaviour. But, how do we conceptualise these movements and attempt to make sense of mobility for understanding the complexity of urban nightlife? This paper configures theories of assemblage, territory and mobility to examine the spatial agency of consuming subjects within varied nightlife settings and the challenge they mount to prevailing 'sedentarist' conceptualisations of order and place-based attempts at control. Drawing on empirical research conducted in the city of Newcastle, Australia, it is argued that nightlife must be conceived as constituted in flows as well as embedded in sites. The study raises questions of how flows are politically and commercially ordered, the kinds of mobilities privileged within the night-time economy, and their collective influence upon the dynamics of after-dark urban culture.

Obscured by Statistics? Disaggregating the 'Other' in Aotearoa New Zealand Ethnic Minority and Immigrant Leisure Research
Bob Gidlow, Grant Cushman and Lyn Minchington – *Lincoln University*

A recent review of New Zealand material relating to ethnic minority and immigrant leisure (Tsai, Toohey, Cushman and Gidlow, 2011) suggests shortcomings in our knowledge base when compared to overseas countries, including Australia. A brief review of current material is provided, noting the heavy reliance on information gathered by or on behalf of government and crown agencies to meet their policy objectives. With notable exceptions, including those made possible at a time when funding support from government agencies was less restrictive (e.g., Lovelock, 2010a and b), such information is based on one-point-in-time surveys using heavily structured questions and employing forced-choice answers. Little recognition and appreciation of the *diversity* of ethnic/immigrant cultures in present day Aotearoa New Zealand is shown by such studies. For example, in SPARC (2009) and Creative New Zealand (2008), 'Pacific', 'Asian' and 'Other' are the sole ethnic categories available for those who do not identify with 'European' or 'Maori'. Driven by policy concerns, such material is atheoretical and not suited to addressing the theory-relevant questions current in the wider immigrant studies field, particularly those which arise from the prevailing segmental assimilation or selective acculturation perspectives (Pedra & Engsrom, 2009; Stodolska & Alexandris, 2004). The BRCSS (Building Research Capacity in the Social Sciences) initiative in particular provides opportunities to link the study of leisure to wider issues of the migrant settlement experience and to engage with diverse methodologies not shaped by narrow policy concerns. Benefits to government of facilitating wider and deeper research questions and methodologies are canvassed. The extent to which Australian research in this field is more advanced because of our historically conditioned emphasis on biculturalism is considered, but a similar dearth of research on 'Maori leisure, recreation and sport' is noted. The paper concludes with a discussion of whether it is the 'leisure' rather than 'ethnic minority and immigrant' research component which is underdeveloped and if so, how this is to be explained and rectified.

Opportunity Seeking as a Success Strategy: Using Life Experiences in the Challenging Leisure Pursuits of a High Performing Athlete and Artist
Lorraine O'Neill, Sue Colyer and Kandy James – *Edith Cowan University*

High performers do not start their leisure activity with Olympic or international aspirations in mind. Instead, they are exposed to active lifestyles and encouraged to participate for fun and developmental reasons. Only later, after they fall in love with the activity, do they develop high performance goals. A recent study, to be reported in the presentation, explored the life-long development of opportunity-seeking skills in a high performing athlete and artist. It found that by developing an individual's ability to recognise opportunities as well as constraints from an interpersonal, intrapersonal and structural viewpoint provided a more positive leisure outcome and eased the pathway towards achieving personal leisure goals.

The suggestion that people can confront and negotiate leisure constraints implies that constraints are not fixed; they actively shape and transform individual leisure lives by interacting with personal preferences, perceptions, environment and patterns of behaviour. Findings from the study indicated that whatever their personal goals, future high performers need to realise the scope of their abilities, they need to broaden their skills in understanding what opportunities are, seek out those opportunities and deal with negative constraints successfully. It is the adaptability of the individual in dealing with constraints and their ability to seek out opportunities throughout their leisure life, which defines and makes a high performer.

All At Sea: The Culture of Chronic Slowness on a Container Ship
Colin Symes - *Macquarie University*

Travelling by ship is undergoing a renaissance. The cruise industry is more popular than ever. In contradistinction to time annihilating space, travel by ship is an affirmation of space and represents a return to slowness as a valued quality of mobility. This paper examines the "mobility paradigm" (Urry 2007) as it applies to a container ship, which is not only slow but also 'visits' ports *sans* tourist allure. In what is a working environment, passengers are left to their own devices and there is none of the time-filling entertainment and hyper-hedonism found on cruise ships. In terms of its Spartan environment, a container ship is distinctly anti-tourist. It is a 'nothing to do' space (Ehn and Löfgren 2010). Passengers experience time feast not time famine, where the *sturm und drang* of being 'at sea' assumes paramount interest. Utilising auto-ethnographic approaches, the paper analyses the voyage of four passengers travelling from Sydney to Philadelphia and during which they experienced prolonged periods of seemingly 'empty' space and time. It examines what they did at sea and argues that the passengers, after a while, created a temporal and spatial regime, which was in large measure self-administered and contained a distinctive spatial and temporal template not unlike the ones they followed on land.

Risk and Leisure 1	Room: CO221
Convenor: Catheryn Khoo-Lattimore	Time: 9.00 am to 10.40 am

The Leisure Career Hierarchy of Motorcycle Road Racers in Australia
Jan Lewis – *Central Queensland University* and Ian Patterson - *The University of Queensland*

Leisure in liminal settings may encourage individuals to be different from the collective values of modern society. Risk taking behaviour occurs during people's leisure time, and is often seen through pushing one-self to 'the edge,' such as in rock climbing and sky diving, resulting in feelings of immense pleasure, self-actualisation and self-realisation. Another way to release excess energy and emotion, while simultaneously being able to go at speeds as fast as the rider wants to, is to be involved in motorsport activities. When pursued in leisure settings under tightly controlled conditions, this activity often results in intense pleasure for motorcycle racers.

Motorcycle road racers achieve very high speeds under controlled conditions, and form a subculture that develops a 'social world' revolving around the race meeting itself. This is where the rider practices, competes and becomes friends with other like-minded individuals as their 'leisure career' develops. As riders join the sport and improve their skills and abilities to ride at higher speeds, they achieve a more professional status in the rider hierarchy. With success at each level, this increases their chances of gaining commercial sponsorship. Sponsorship helps to decrease the costs of participation but it also brings additional media challenges and responsibilities for riders. At the top of the Australian hierarchy riders often set their sights on participation in international road racing championships such as World Superbike or MotoGP.

Risk and Safety Related to Leisure in the Outdoors in Denmark
Søren Andkjær – *University of Southern Denmark*

There is a lack of research within risk and safety connected to *friluftsliv* (leisure in the outdoors) in Denmark. Accidents are registered by different organisations but are not subject to further analysis, and focus seems to be on fatalities not including near-misses. The general understandings and practices connected to risk and safety in the outdoors seem to be based on tradition, prejudices and common sense rather than on evidence. The general development in *friluftsliv* in Denmark taken into account it can be argued, that further studies are needed.

The ongoing project "TRYG i naturen" aims to identify patterns of accidents, including near-misses, within three areas of *friluftsliv* in the coastal regions - seakayaking, surfing and dinghysailing - in order to discuss the significance of organization, education, use of safety-gear etc. Hypothesis tells that the three selected areas represent different cultures in *friluftsliv* with different traditions and practices related to risk and safety.

Methods are document-study and case-studies with use of survey and qualitative interviews.
Preliminary results indicate that the development in accidents does not follow the general development in *friluftsliv*. Patterns of accidents seem to be complex, involving socioeconomic standards and seem to vary within the three different cultures of *friluftsliv* in Denmark.

Several studies indicated strong links between health and participation in leisure activities in the outdoors. Risks and accidents in the outdoors may both be seen as an attraction for especially young peoples participation and on the other hand as a strong constraint for participation.

The Role of Perceived Risk in Relation to Emotional States in Extreme Service: the Case of Adventure Tourism in Brazil
Fabiana Britto de Azevedo Maia - *Universidade Federal de Sergipe* and
Salomão Alencar de Farias - *Universidade Federal de Pernambuco*

The purpose of this paper is to discuss how the risk is perceived by the adventure tourism consumers in relation to emotional states on the extreme service experiences. The research is based on the Differential Emotions Theory, whereas emotions are associated with cognitive aspects (perceived risks), forming the affective-cognitive structures, which mediate individual interpretation in relation to the context in which it appears. It defines the extreme services typology, which involves combined emotions associated with the perceived risk, characterized by adventure tourism experiences. This research is epistemologically based on the interpretive paradigm and uses the discourse analysis as the analytical method, in a semantic-pragmatic level. Data collection includes interviews with adventure tourists' consumers and the direct observation. The study results indicate that the interpretation of perceived risk has a direct relation with the emotional states, which indicates that it depends on the affective-cognitive structures in each individual situation. The interpretation of risk perception shows the controlled use of risk reduction strategies by consumers, which can lead to satisfaction, even if the negative emotions prevailed on the situation. It is noteworthy that the combination of emotions (positive or negative), associated with cognitive aspects (perceived risks) can lead to satisfaction with extreme service experiences.

KEYNOTE PRESENTATION	**Room:** ARCHWAY 1
Convenor:	**Time:** 11.10 am – 12.30 pm

Chris Rojek
University of Brunel
Event Management: A Critique

In recent years Leisure, Hospitality and Tourist Studies have experienced EVENT MANAGEMENT as a growth area. In some Universities Event Management has displaced these older disciplines. But what is Event Management? Professionally, it presents itself as being relevant, efficient and successful in income generation. However, to date the emergence of a theoretical perspective, and especially a critical theoretical perspective has been weak. Event Management was launched in Universities at the height of the neo-liberal and communitarian revivals. It bears the strengths and weaknesses of these social movements. The paper explores Event Management critically. Concentrating upon Global Events like Live Aid, Live 8, Brazilian Carnival, Burning Man City (Black Rock Desert, Nevada), it seeks to situate Event Management into the appropriate historical and social context. The role of 'Event Consciousness' in providing self confirmation and therapy for Western audiences will be explored, as will the role of celanthropy in generating and running Events and the effect of Events in solving the issues that they claim to address. The aim is to be constructively critical. Event Management uses the machinery of the global and digital age and, in many cases, its contribution has been welcome. On the other hand, a critical perspective exposes a big hiatus between its claims and achievements. This question will be the argumentative spine of my plenary address.

Health and Wellness Tourism	Room: CO222
Convenor: Ray Hibbins	Time: 1.30 pm to 3.10 pm

Strategies for the Spa Hotel Industry: Comparisons between Italy and Australia

Timothy Jeonglyeol Lee and Boram Lim – *University of Queensland*

Worth US$60.3 billion and forecast to continue to grow, the global spa industry ranks high in terms of wallet share for leisure activities and keeps attracting new players. The aim of this paper is to compare the spa hotel industries of two countries with different market positions: Italy, characterised by a long tradition and a well established reputation, and Australia, an emerging player. Italy has a long spa tradition linked to thermalism and still ranks high in the top spa countries. Australia is a new player and boasts figures not highly competitive yet, but with forecasts to grow. In a market whose demand is growing increasingly fast, Italy's challenge is to maintain its competitive advantage, while Australia strives to achieve it. This could lead to the adoption of different strategies. This study compares the strategies of the spa hotel industry of the two countries in order to find out their differences and similarities. The finding is that Italy and Australia have analogous challenges to face and are affected by common trends; therefore, the strategies they put in place in terms of operations and marketing are very similar. This conclusion is supported through the analysis of the marketing strategies of one Italian and one Australian hotel, selected as demonstrating best practice. The contribution of this study lies in the attempt to shift the discussion from macro-region to country level, as the prevailing approach amongst scholars and practitioners is to examine the spa phenomena at the European, or Asian-Pacific levels.

Segments in the Wellness Tourism: The Case of Queensland, Australia

Zifei Cheng, Timothy Jeonglyeol Lee and Boram Lim – *University of Queensland*

Wellness tourism has witnessed a growing popularity and significance in the global tourism industry over the last decades. This trend has implications for tourism development academically and commercially. In the literature, wellness tourism is specifically examined and investigated in the regions of Europe, Asia as well as Canada and the USA. It is noted that there is little research of wellness tourism in the Australian context. The significance of this study lies in its commitment and contribution to the research gaps in wellness tourism and its potential markets in Queensland, Australia. The purpose of this study is to explore the emergence of wellness tourism and identify potential wellness tourism segments in Queensland, Australia, based on factors related to tourists' lifestyle. Specifically, the lifestyle segmentation method is applied. The data concerning tourist profiles were collected by an electronic questionnaire and analyzed by using Principal Component Analysis (PCA) and *K*-means cluster analysis. The results reveal a number of different wellness tourist segments and provide more comprehensive information on wellness tourism in the Australian context. Moreover, the study provides the implications for tour operators, governments and community in Queensland to strategically manage and broaden the wellness tourism markets.

Healthcare Challenges and Opportunities for Bangladesh: The Case of Medical Treatment Abroad

Anita Medhekar - *Central Queensland University*, **Muhammad M Ali** – *Presidency University, Bangladesh* & **Ho Yin Wong** – *Central Queensland University*

There is a growing trend in the world where patients are travelling abroad, from developed as well as developing countries for affordable health care and medical treatment (Yanos, 2008). Health and Medical tourism is a phenomenon, where patients travel overseas for alternative-noninvasive, diagnostic or complex invasive medical treatment especially for spa, herbal, ayurvedic treatment, heart, cancer, liver transplant, hip-

replacement, reproductive and cosmetic surgery. Bangladesh is faced with severe healthcare crisis and challenges. Many Bangladeshi for the last two decades have been travelling overseas to neighboring countries for medical treatment to improve their overall health and wellbeing.

The aim of this research was to investigate the deteriorating healthcare system in Bangladesh and to answer the questions as to why there is an increasing trend amongst lower income and middle class Bangladeshis to travel overseas to India, Thailand, Singapore and Malaysia for medical treatment. A questionnaire was tested and administered during the period from 30-April-2010 to 23-May-2011, to n=1282 of participants who had travelled to India for medical treatment one or more times. They were selected on the basis that they had undergone medical treatment in India. Structured Questionnaire was administered in six divisional cities of Bangladesh such as: Dhaka, Chittagong, Sylhet, Rajashahi, Barisal and Khulna were covered by the field visits. The results concluded that the main push factors for Bangladeshis to travel to India for medical treatment were non-availability of specialised treatment, high cost, corruption, lack of medical expertise corruption and ethical practice in Bangladesh. Further, the pull factors were experienced doctors and physicians, good quality of nursing care (pre and post surgery), low cost of surgery, and state of the art medical technology, treatment and medical facilities in India. All these factors concur with the emerging medical tourism literature.

Opportunities and Challenges in Medical Tourism: The Case of Thailand
Chawannuch Uthayan, Timothy Jeonglyeol Lee & Aaron Tkaczynski – *University of Queensland*

Medical Tourism is the practice of travelling across borders to obtain healthcare services in another country where medical expenses are comparatively lower and the services sought are comparable to or better than those available in one's own country. The Thai Government commenced a strategic plan in 2004 to promote Thailand as a prime medical tourism destination. Since then the country has enjoyed a great number of visitors in this category. The Department of Export Promotion and the Department of Health Service Support reported a rapid growth of 20.86% during 2004-2009 for health service delivery to foreigners. Thailand is one of the main tourist destinations in the world and certainly the leading one in Asia. In 2010, 15.84 million international guests visited Thailand, (a 26.45% increase over 2004). The purpose of this study is to determine whether Thailand's medical tourism, an emerging form of medical outsourcing, is worth promoting in Australia, and in what form. The reasons behind medical tourism in Australia are that patients sometimes cannot wait for treatment in a public hospital through Medicare, and they cannot afford to see a private physician either. As a result some patients elect to follow medical tourism, combining medical treatment with exotic vacations. The model developed from this study can be useful and provide a marketing strategy combining a medical treatment package promotion with an exotic holiday package from the patient's departure country to a medical tourism destination.

Animals in the Leisure Experience 2	**Room:** CO225
Convenor: Neil Carr	**Time:** 1.30 pm to 3.10 pm

Human-Horse Partnership: Beyond the Dress-Age
Stephen Smith – *Simon Fraser University*

The humane treatment of horses dates back to Xenophon and finds renewed expression in the Renaissance with the development of dressage academies for the wealthy, leisured classes. Yet even with the obsolescence of so many utilitarian purposes in the twentieth-century, horses were still seen in human servitude, the aim of dressage being to 'rein in' the instincts of a brute creature while 'perfecting' its movements in accordance with human aesthetic sensibilities.

Today dressage is a conflicted discipline, with a widening gulf between classical and competitive versions. Classical dressage is represented most notably by the Spanish Riding School in Vienna and the respective Royal schools of Spain and Portugal. Competitive dressage is practiced under Olympic Federation rules and regulated by National and local organizations. Yet the former is derided as achieving nothing more than false

collection and circus tricks through harsh training methods while the latter is increasingly subject to criticisms of over-flexing horses' necks and using mouth-damaging bits.

I take up this conflict in the dressage world as an example of the obfuscation of, and resistance to, a changing perception of animals and our relation to them. Historical analysis of European equestrian literature since the Renaissance, coupled with twenty-first century media exposure of the treatment of horses, reveals an ingrained anthropocentrism. 'Beyond the dress-age' is a project of bringing wider, enlightened views of companion species to bear upon this discipline and indicating how dressage holds within its history and teleology the means of achieving an exemplary human-horse partnership.

A Severity of Plainess: The Culture of Female Riding Dress in America during the 1920s and 1930s
Alison Goodrum – *Nottingham Trent University*

The paper focuses on (female) riding dress and associated fashion from the 1920s and 1930s. Using archival sources from the National Sporting Library (NSL) in Virginia, it examines the relationships between equestrianism, consumption and spectatorship and offers an historical perspective on animals in the leisure experience through the lens of fashion.

Strict codes governed every detail of the horsewoman's attire and correctness of 'toggery' went beyond the immediate functional remit of performance. One's 'turn out' was imbued with a number of traits, signalling sporting prowess, courteousness and self-discipline. Importantly, the idea of 'correct turn out' referred to more than the clothing of the individual, encompassing too the physical and aesthetic partnership between rider and animal.

Beyond clothing worn in the actual leisurely act of riding, the paper also posits the acquisition and consumption of riding dress as a form of 'leisure experience'. In the commercial marketplace, specialist sporting attire was experientially marketed. Shopping for the most prized brands and/or items was part and parcel of a privileged lifestyle that brought the serious amateur rider from America to the retailers and tailors of Paris and London. And, in yet another permutation of 'leisure', these same riders often appeared in the 'cheering section' at equestrian events as fashionable and fashionably-dressed spectators and socialites, keen both to see and be seen.

At the core of the paper is the idea that dress was significant to the interwar equestrienne in at least three ways: as participant, consumer and spectator. In its distillation of these three scenarios, the paper presents a fresh understanding of riding as a leisure experience.

The Exotic and the Mundane: Representations of Animals in Tourism Promotional Materials
Neil Carr – *University of Otago* and Sandro Carnicelli – *University of West of Scotland*

This paper is based on the recognition of the key role that tourism brochures continue to play in influencing people's images and expectations of destinations and subsequently potentially guiding their behaviours and predispositions towards potential learning opportunities. Alongside this it is important to recognise ongoing debates surrounding animal and landscape conservation, animal rights, and the positioning of zoos and aquaria as sites of conservation of all creatures rather than merely places for the display of the exotic. Consequently, this paper investigates the presence of exotic and non-exotic animals in tourism brochures promoting different kinds of attractions in England and Scotland.

The material presented in this paper is based on a content analysis of 182 brochures containing animal(s) on the cover page of tourist attractions situated in England and Scotland that were gathered during 2008. The results demonstrate the presence of three dominant themes. Firstly there is the predominance of the utilisation of exotic animals in the promotion of zoos and aquaria which speaks of historical constructions of these spaces while opposing contemporary suggestions by these institutions that they value the conservation of all animals. The second two themes portray pictures of idealised British rural and natural landscapes through association with specific animals such as the sheep and red squirrel, respectively.

Leisure and the Mobilities Turn 2	**Room:** CO203
Convenor: Tara Duncan	**Time:** 1.30 pm to 3.10 pm

Taste of Home Through a Family Reunion in Diaspora
Fateme Etemaddar – *University of Otago*

Over the history of migration Diasporic lifestyles have been regarded as stressful and challenging ways of life. Moving to a new culture and living in locations other than their country of origin causes many Diasporas to encounter significant difficulties including homesickness and changes in sense of belonging. Travelling back to the home countries of Diasporas has been regarded as one of the main strategies Diasporas utilize to maintain their cultural ties with home and to cope with homesickness and nostalgia. However, scholars have ignored the proportion of Diaspora populations who are not able to travel back to their home countries, although these cultural and emotional needs do still exist and need to be fulfilled in Diaspora.

This paper explores these issues through focusing on a case study of one Iranian diasporic family who met for a reunion trip within New Zealand. Using ethnographic methods, this paper will consider changes in senses of belonging among Diaspora members and illustrate the tensions inherent in being 'hosts' in a country where they may also still be considered as 'guests'. Using a mobilities framework, the paper will examines how these types of trips, for the Iranian Diasporas in New Zealand, can fulfil their cultural and emotional needs and also create a territory of belonging. The paper will conclude by challenging current understandings of Diaspora tourism and VFR activities.

Where the Bloody Hell Will They All Go – Upward-Trends and Downward-Spirals in Australian Caravan Park Capacity?
Rod Caldicott and Pascal Scherrer – *Southern Cross University*

The caravan park sector of the Australian leisure accommodation industry currently provides almost 40% of total domestic bed capacity. Recent decades have seen a gradual decline in caravan park establishments and despite its continuing market dominance in terms of bed capacity, the industry today is only a mere shadow of its former glory days in the mid seventies. A current resurgence in caravanning, as a subset of drive tourism, has seen an increase in registrations of new campervans and motorhomes by over 19% in the last five years alone. This inverse relationship between downward-trending park capacity and upward-trending RV registrations raises significant capacity issues for the leisure accommodation industry. This paper reviews *supply*-side elements of caravanning, an area largely overlooked to date in the *demand*-side focussed literature. Using the theoretical framework of Butler's (1980) Tourist Area Life Cycle (TALC), it examines how caravan parks have developed over the passage of time. Specifically, it highlights the influence the external caravan manufacturing sector and the park-based site-mix options have had in shaping that development. This paper will present the findings of a historical study of caravan park development in Northern New South Wales, Australia.

Weak Ties at Music Festivals: "It's Not All About the Music"
Clayton J Hawkins – *University of Tasmania*

Recent research is suggesting that maybe policy makers should be funding contexts rather than networks to build social capital due to increasing looser affiliations. Informal leisure spaces could be a context used to leverage social capital value from contemporary leisure patterns of participation.

The Falls Music & Arts Festival in Marion Bay Tasmania is held from 29 December to 1 January each year and has a capacity for approximately 16,000 campers. The 'tent city' is not only a haven for leisure participation but also cultural and social development.

The Falls Music & Arts Festival's 'tent city' is used as a case study of a social networking context to gain insights into how people communicate, levels of community value and the impact of frequency on the strength of relationships. The research extends longitudinally beyond attendance at 'the Falls' to also include how and why people communicate as an impact of the Festival. Social media is explored as a means of contemporary social networking in informal leisure settings.

Data collected and analysed through an esurvey and tent-site focus groups will be presented to elucidate how social capital might be accumulated and distributed in or following the use of an informal leisure setting. This research is contributing to PhD research into the realm of informal leisure and weak-tied social capital and its implications for public policy.

Indigenous Perspectives of Outdoor Recreation/Leisure 1	Room: CO204
Convenor: Anna Thompson	Time: 1.30 pm to 3.10 pm

Tourism: T*e Reo* Māori and the Carver, 1860-2010
Dennis Foley – University of Newcastle

TeWaharoa kit e Ao Māori, the gateway to Māori tourism is in the lens of the tourists camera when it points at the *Waharoa*, the entrance to the *pa*, then the *Whare whakairo* the carved house, zooming in on *tekoteko* the carved figure on the gable, snapping a shot of the *wharerangi,* the storehouse, before the tourist enters the *whare* and admires the history contained within. The aesthetics of the outdoor carving is often the first introduction to Māori culture for the international tourist together with the beauty of language, a welcome in *te reo Māori* from the Māori guide.

The foundation and maintenance of Māori culture in outdoor tourism is found within *te reo Māori,* its carving and guiding. This paper will explore Māori activism in tourism, the history of carving progression and the impact consumerism in tourism has had on shaping the quality and demand for carving, the development of the Māori school of carving; the impact of tourism on *te reo Māori* teaching when it was shunned in schools and the cultural strength of three Māori women and their gift to Māoridom. Above all this is a story of Rotorua in many ways, a 'cultural Disneyland' for tourists participating in 'native' feasts with dancers twirling in unison as geysers seem to respond to clicking cameras neatly choreographed to bus schedules. It's a story by an Aboriginal respecting Kaupapa Māori in his Indigenous Standpoint methodology to history.

Indigenous Perspectives of Outdoor Recreation/Leisure
John Shultis and Susan McNeney – *University of Northern British Columbia*

Canadian perspectives and policies on protected areas have mirrored those found throughout the New World, with the establishment of an exclusionary model of conservation reflecting the hegemonic nature/culture dichotomy. With the rise of the global indigenous movement, international level calls for a new relationship between indigenous peoples and conservation agencies, and increasing criticism of the colonial and postcolonial impacts resulting from the exclusionary model, administrators and managers or outdoor recreation and nature-based tourism opportunities in protected areas have accepted that more inclusionary models of conservation are necessary in Canada and globally. But the existing paradigms that support the exclusionary model – including a linear, static view of nature, a deep seated discourse equating human presence with ecosystem destruction, and the nature/culture split – have proved more difficult to supplant that anticipated, and has restricted progress in this shift. This presentation provides insights from a study which uses concepts from new paradigms to allow a First Nations community in the Yukon Territories, Canada to create a new, indigenous model of conservation. New conceptualizations of nature (from a static, linear metaphor to a non-linear, dynamic, self-organizing model), the cultural landscape concept, resilience theory

and the relationship between biodiversity and cultural diversity revealed by recent ethoecology research in Canada are frameworks for introducing a new vision of indigenous homelands that serve community needs through conservation and community development functions (including outdoor recreation and nature- based and indigenous tourism).

Māori "Voices" and "Adventures" in the Outdoors...

Anna Thompson and Brent Lovelock – *University of Otago* and
Arianne Carvalhedo Reis – *Southern Cross University*

Leisure and recreation have been extensively documented as a powerful tool for family well-being (Orthner & Mancini, 1990). Indigenous experiences of outdoor recreation, whilst often considered by outdoor providers have not been a focus for research or papers as noted by the lack of published information concerning the participation of indigenous peoples or specific cultural groups in outdoor recreation (Lomax, 1988; Shaull and Gramann 1998; Rehmann 2002, Reis et al. 2010). Tourism, leisure and recreation researchers often favour educational and commercial contexts or focus on theoretical or managerial perspectives associated with risk management and 'hard' adventure settings. Non-commercial outdoor family recreation has been rarely examined by researchers in the field of outdoor recreation. Even more rarely has there been documentation of the experiences of Māori children, adults and families who have been "adventuring" in the outdoors (Lomax 1988, Carr 2004). This SPARC funded study aimed to begin a discourse that would start to fill this void by researching Māori, Pacific and Pakeha family members' experiences of the outdoors. This presentation considers one aspect that emerged from the interview data - the relationships between cultural backgrounds and cultural values with outdoor recreation.

In-depth, face-to-face interviews were conducted with relevant government agency representatives to ascertain initiatives that aim to encourage or assist families to venture into natural environments. Interviews with families throughout New Zealand were undertaken to provide specific insights into families' experiences, access to and barriers prohibiting access to the outdoors. The professional recreation managers and Māori family members interviewed provided rich data about experiences that described unique cultural contexts and perspectives. Cultural aspects of the findings indicate the need for policy makers, experience providers and recreation planners to take into account the importance of families' cultural networks and specific cultural values that influence relationships with the outdoors, thus fostering outdoor recreation participation amongst Māori New Zealanders who are often seen as being a minority in the outdoors.

Risk and Leisure 2	Room: CO221
Convenor: Catheryn Khoo-Lattimore	Time: 1.30 pm to 3.10 pm

Seismic Risk and the New Zealand Tourism Industry: Outcomes of the Christchurch Earthquakes on Perceptions of Risk Amongst Australian Travellers
Caroline Orchiston – *University of Otago and Geological and Nuclear Sciences*

The recent earthquakes in Christchurch, New Zealand, impacted heavily on the tourism sector locally, and in a broader regional and national context. Media coverage of the disaster was broadcast around the globe, with visitor receipts down significantly in the months following the events. The Australian market is vital for the tourism industry in New Zealand, making up 45% of total international visitation. A research project was designed to investigate the outcomes of the Christchurch earthquakes on the perceptions of travel to Christchurch in the aftermath of the September 4th earthquake, and fieldwork was being undertaken in Melbourne at the time of the February 22nd event. Interviews with travel agent managers were adapted to address the outcomes of the second earthquake. This paper will report preliminary findings regarding the impact of the earthquakes on travel motivations of Australians.

In addition a content analysis of the Melbourne Age newspaper was undertaken to investigate the reaction of the Australian media to both the September 4 and February 22nd earthquakes. Preliminary findings suggest that the first earthquake generated a relatively mute response, contrary to anecdotal observations made by tourism officials in New Zealand at the time. The second earthquake dominated both the print and television media for many days, and while year-end tourism figures are not yet available, the fallout is likely to have had a heavy impact on inbound tourism.

When the Leisure Experience Goes Wrong: The Cases of Dutch Tourists that Experienced the Dark Side of New Zealand – Are Visitors Taking Unnecessary Risks?
Alejandra Morales – *University of Otago*

In the last decade New Zealand had to answer to shocking attacks suffer by Dutch tourists; all similar in nature, although years apart and in different locations, their consequences affected more than just the victims. New Zealand prides itself of being a thriving, sustainable, clean, and relatively safe country to visit. This view has perhaps been best reflected in Tourism New Zealand's marketing campaign, 100% Pure New Zealand.

Taking a qualitative approach, this paper examines three cases identified using Pizam's (1999) Tourism Crime and Violence Typology within the New Zealand context. Using media reports to classify acts of crime and violence committed against international tourists visiting New Zealand, these three cases were amongst 25 examined. These cases are presented as a snapshot of the darker side of travel in New Zealand and will illustrate the risks that these tourists took while visiting New Zealand, as well as their implications. In addition, the paper will look at New Zealand's response and the decisions made by the Dutch government.

The paper will conclude by discussing how these cases were disseminated in the media and how these only provide partial information; it will also recommend ways in which information and tourist's advice could be distributed in a more efficient way.

Exploring the Travel Risk Perceptions of International University Students
Ruiqi Deng and Brent Ritchie – *University of Queensland*

Previous researchers in leisure and tourism have identified the impact that perceived risk can have on destination choice and travel behaviour (Mansfeld, 2006; Mitchell & Vasso, 1997; Reichel, Fuchs, & Uriely, 2007). Studies have identified a range of potential travel risks including physical, financial, performance, social, psychological, time and opportunity loss. Past studies, however, have neglected the student travel market, despite the expansion of the market and its economic importance (Richards & Wilson, 2004; Glover, 2011). Research into student travel has examined the relationship between students' travel preference and studying abroad (Michael, Armstrong, & King, 2003; Ryan & Zhang, 2006), perceived value on students' travel preference (Gallarza & Gil Saura, 2006; Kim & Jogaratnam, 2002), cultural influence on students' travel preference (Reisinger & Mavondo, 2004; Xu, Morgan, & Song, 2009), and university students' travel motivation and destination selection (Kim & Jogaratnam, 2006; Shanka, All-knight, & Pope, 2001). Little attempt has been made to investigate students' perceived travel risks beyond health and safety, or whether their risk perceptions are homogenous amongst students.

The purpose of this study was to identify the perceived risks of international university students and the influence of traveller and trip characteristics on perceived risk. Semi-structured interviews were undertaken with international students and used to develop a questionnaire to explore their risk perceptions and the influence of traveller characteristics (such as socio-demographics and past experience) and trip characteristics (such as trip type, travel party, location). The results of the research will be presented, and the implications for practice and research will be discussed.

Management	Room: CO222
Convenor: Tianyu Ying	Time: 3.40 pm to 5.20 pm

Individual and Group Visitors' Perceptions of Visitor Management at ZEALANDIA – The Karori Sanctuary Experience
Julia Albrecht – *Victoria University of Wellington*

This study investigates individual and group visitors' perceptions of indoors and outdoors visitor management at ZEALANDIA, a nature-based conservation attraction in Wellington that is frequented by recreationists and tourists. ZEALANDIA's offerings have recently been extended by an indoors exhibition, a café, a shop and conference facilities which necessitated changes with regard to visitor management. An increased focus on the cruise ship (group tour) market caused additional adaptation of visitor management strategies and approaches. 414 individual visitors and 131 group visitors were surveyed on site in December 2010 and January 2011. Most individual visitors were local recreationists (>45%) and international visitors (>41%). All group visitors were international visitors. This presentation discusses different attitudes by individual and group visitors as well as attitudes towards the different approaches to VM in the indoors and outdoors areas of ZEALANDIA. Findings suggest that lengths of stay differ significantly between the visitor groups. Whilst the exhibition is mostly frequented by international visitors, locals are more likely to venture further away from the visitor centre, in particular on their second or third visit. This has implications for visitors' choice of activities both indoors and outdoors and ultimately means that different visitor management tools are required in different parts of ZEALANDIA. Implications for visitor management for different visitor groups at nature-based tourism and recreation attractions are identified and explained.

Examining the Deeper Meaning of the Antarctic Recreation Experience
Carla Jellum – *University of Otago*

This paper examines the growing demand for recreation activities in Antarctica. Based on means-end theory, the findings draw upon narratives from in-depth interviews with Antarctic visitors (e.g. scientists, tourists, artists, etc.). Each participant self-defined their Antarctic recreation activities and discussed their motivations for outdoor recreation. Nine motivational themes for travel and recreation participation in Antarctica are uncovered and each theme is linked to an interpretation of personal values. As a result, the findings raise questions about whether or not visitor motivation in Antarctica is less related to general scientific or tourist endeavours and more associated with personal desires to experience the Antarctic recreation landscape. This paper concludes by initiating a discussion about future research opportunities in Antarctic social sciences, including some of the management implications regarding the sustainability of recreation activities in the Antarctic.

Self and Leisure	Room: CO225
Convenor: Diane Samdahl	Time: 3.40 pm to 5.20 pm

People, Recreation and Rivers: A Fluid Relationship
Andrea Farminer – *University of Otago*

The relationship between human society and rivers has a long tradition which can be interpreted through many different conceptual lenses. The nature and meanings of recreational experiences on rivers has also been subject to much research which, whilst providing some insight into these experiences, has used a predominantly quantitative and utilitarian-driven approach to understanding, leaving qualitative, interpretive and ground-up approaches to creating knowledge about the meanings of such experiences much less

developed. This paper utilises interpretive methods to explore and illustrate in depth how meanings – personal, social, cultural and historical - are shaped through people's recreational experiences on or adjacent to rivers.

Focusing on the Clutha River in the South Island of New Zealand, this paper will start from a 'place-making' conceptual understanding of river recreational experiences to describe and understand how people's river recreation experiences create meanings over time, what such meanings consist of, and how/if such personal experiences contribute to making rivers-as-place(s) and river-places. This paper will explore the potentially conflicting and competing ways that such river recreation experiences create different meanings for different people and how this in turn can affect how rivers/places are perceived. Through these conceptual lenses of recreational experience and place making the paper will conclude by proposing that the dynamic and at times conflicting relationship between people, recreation and rivers leads to a fluidity in our understanding of river places.

Yoga and Windsurfing Practices: Challenging Narratives of De-Generation Whilst Considering the 'Politics of Affect and Hope'
Barbara Humberstone – *Buckinghamshire New University*

The social and health benefits of sport and re-creation in nature and other alternative forms of physical activity are in some senses being recognised as crucial in the development of environmental, spiritual and economic well-being of people and communities. In this presentation I draw on ethnographic and auto-ethnographic data in two 'distinctive' spaces, the yoga mat and seascapes to provide unique insights into the embodied experiences of the life-worlds of 'being' in 'nature'. Through this methodological approach I will explore how the body, grounded through its senses, makes sense of and interacts with its surroundings providing for, on occasion, numinous spaces. Yogic and windsurfing practices provide for processes of embodiment which I argue on occasions run counter to traditional sporting 'body techniques'. Such 'body pedagogics' I maintain can be made available to or influence local and global understandings and actions. I will show that these embodied practices may on the one hand challenge dominant narratives of body/mind de-generation and on the other provide fodder for the speculative concept of 'kinetic empathy' framed within the 'politics of affect and hope'.

How Different Nationalities of Backpackers Perceive Themselves in Terms of Their Impacts on Host Communities?
Supattra Sroypetch – *University of Otago*

Since the 1960s tourism has become a major economic activity in Fiji with its global brand of the 'tropical paradise'. Unfortunately, like many developing countries, the impacts generated by the development of conventional tourism have become a major issue in diverse Fijian communities particularly the unequal distribution of benefits to the locals. As a consequence, backpacker tourism, amongst other segments of alternative tourism, has been stimulated by the Fiji's government as a mechanism for producing more sustainable benefits for their own people. More recently, backpacker segment has become a vital element of the national tourism policy due to its perceived contribution to the Fijian local economy, employment, and conservation of local culture.

Tourists' perceptions of their impacts on host communities have been markedly under-researched. Therefore, the studying on backpackers' perceptions of their own contributions in destinations is essential due to the fact that the existing knowledge regarding backpacker tourism impacts are primarily drawn from the views of other parties (e.g. hosts and researchers). While differences in values indicate differences among cultures between individuals in thinking, acting and perceiving, perception may differ based on backpacker's nationality. This paper aims to explore how backpackers from various nationalities perceive their own economic, socio-cultural and environmental impacts on the local communities in Fiji. The discussion is based on data collected via a survey and series of informal interviews. The findings are of value as they represent how diverse nationalities

of backpackers conceptualise their own behaviour and impacts which helps to broaden our understanding of backpacker tourism impacts on host communities. In addition, this research may help to address the relation between culture and impacts' perception in the backpacking phenomenon.

Wine as a Leisure Activity
Sarah Becker – *University of Otago*

The array of activities surrounding the enjoyment of wine serves as an increasingly enticing phenomenon for both consumers and researchers alike. While the trend in consumer-oriented wine tourism research has centered on cellar door experiences and wine consumption studies tend to apply the concept of involvement, this study aims to broaden the understanding of wine-involved individuals through the lens of a unified leisure perspective. Drawing on concepts from recreation specialization, serious leisure, and consumer involvement, the current study is a qualitative exploration into the continuum of attitudes, behaviours, and cognitive aspects of wine as a central life interest.

In-depth interviews of domestic wine consumers in the Central and Coastal Otago regions are to be conducted, examining perceived benefits and leisure meanings, personal and behavioural commitment, indicators of involvement, leisure career trajectories and turning points, constraint negotiation, and the unique social world surrounding wine-related activities. By developing an understanding of the internal and external factors that contribute to a range of involvement in wine related leisure careers, this study serves to illuminate the values, expectations and tendencies of individuals ranging from the occasional wine aisle wanderer to the dedicated connoisseur.

This presentation proposes a theoretical framework that demonstrates the overlapping themes present in leisure career research and applies this framework to the concept of wine as a core leisure activity.

Preliminary findings will also be featured in this presentation.

Theory and Methods in Recreation, Leisure and Tourism Research	Room: CO203
Convenor: Heather Gibson	Time: 3.40 pm to 5.20 pm

On Liquid Leisure
Tony Blackshaw - *Sheffield Hallam University*

There is something particularly apposite about the use of 'liquidity' for understanding leisure. It is not that the idea of 'liquid leisure' is one which promises some kind of panacea to the current crisis in 'leisure studies'. The appositeness the author has in mind is that the idea of 'liquid leisure' better than any other addresses itself to our everyday experiences of contemporary leisure. Used as a metaphor for understanding the contemporary world, 'liquidity' makes significant flow and fluency, movement and mobility, the brittleness and breakability of social relations, the transparency and the temporary nature of things which modernity in its formative modality 'was bent on solidifying and fixing: of human locations in the social world and inter-human bonds' (Bauman, 2004: 20). It is the contention of this paper that in the 'liquid modern world we live in, which is founded first and foremost on freedom, leisure moves steadily into its position as the principal driving force underpinning the human goal of satisfying our hunger for meaning and our thirst for giving our lives a purpose. This is the job leisure was always cut out for, since it is that distinct realm of human activity which perhaps more than any other provides us with the thrill of the search for something and the exhilaration of its discovery. Here, the author maps his own theory of liquid leisure which permits us to see leisure in a new light, and not only that, but also that it provides us with a moral framework to live by.

A Foucauldian Critique of Participatory Action Research in Leisure Studies

Matias Golob and Audrey Giles - *University of Ottawa*

Participatory Action Research (PAR) has received increased attention from academics and community organizations interested in addressing the leisure needs of members of marginalized communities. The PAR approach provides the opportunity for individuals to play an active role in identifying the challenges facing their own communities, in carrying out the research itself, and in using such findings as the basis for social action (Reason & Bradbury, 2001); hence, the process is believed to empower individuals. Indeed, advocates of PAR claim that *participation* in knowledge production can enable otherwise marginalized people to exercise power and to change their lived situations (Gaventa & Cronwall, 2006). There are, however, considerable concerns about the under-theorization of power relations in PAR and the possibility for marginalization to occur within participatory approaches (Kothari, 2001). Such critiques engage with poststructuralist theories, notably the work of French philosopher Michel Foucault, and point towards possible the negative effects of PAR (Kerby, Kindon, & Pain, 2007). While these critiques offer valuable insights, they have failed to engage with Foucault's understanding of the positive aspects of power; that is, participation is a technology of power that constrains, but its effects are never only inhibiting or enabling - they are always simultaneously both. In this presentation and through the example of research pertaining to Canadian immigrants' leisure participation, we use Foucauldian theory to argue that researchers need to engage with emerging critiques of PAR to ensure that PAR's emancipatory promise is met.

Travel and Tourism: A Critical Analysis of a Meta-Analytic Test on Contact Research
Maria Dorsey – *University of Otago*

Although there is substantial research on contact theory, relatively few studies have analyzed intergroup contact's impact in regards to tourism and peace. This paper aims to provide an objective appraisal of Pettigrew & Tropp's (2006) meta-analytic test on contact studies as it relates to the sub-group of travel and tourism to raise concern over the reliability and validity of results from meta-analytic tests. Pettigrew & Tropp performed an extensive meta-analytic test on 515 quantitative contact studies from 1940 to 2000 with the overall result indicating that intergroup contact reduces group prejudice. Although the compilation of the travel and tourist studies of all the situational predictors was shown to be the least conducive in reducing prejudice, there was limited investigation to explicate this finding. For analysis purposes, the nine travel and tourism studies included in Pettigrew and Tropp's meta-analytic test have been rigorously critiqued to determine if the studies from the sub-group of travel and tourism were valid, of high quality and that sufficient effort was made to avoid selection bias. Furthermore this paper includes a discussion of the reasons anxiety and group threat research provides increased insight as to why participants from the travel and tourism studies were less likely to change their prejudicial attitudes towards in-group members. In conclusion, the examination of Pettigrew & Tropp's meta-analytic test on contact has resulted in determining meta-analytic tests should be met with caution because there could be hidden factors adversely affecting the results and the meanings gained from using this research procedure.

The Potential for using Intentional Analysis to Reveal Developmental Change in Leisure Experience
Mike Watkins - *Griffith University*

Researchers have described various frameworks capturing development in leisure phenomena. These include Gordon, Gaitz and Scott's (1976) continuum of expressive involvements and Bryan's (1977) recreation specialization behaviours, Stebbins' (1982, 1992) serious leisure career, Pearce's (1988, 2005) travel career patterns, and Crawford's (2003) social and moral careers of sport supporters. Each framework identifies theoretically informed sequences of leisure practices, and explanations of sources and mechanisms of progression. Development is defined in frameworks via reference to pinnacle metaphors (Kuentzel, 2001) or

desirable end points of progression; e.g., achieving balance in life, more mature behaviours, optimising leisure lifestyles, higher levels of needs or status.

However, Wohlwill (1973) argues that although such frameworks are capable of describing "sufficient sources" of change (i.e., conditions causing change), they are less able to describe "necessary sources" (i.e., conditions without which change would not occur). This is because frameworks superimpose external sources of development on phenomena (e.g., the influence of gender, entering a new life stage, affirmations of friends, having sufficient skill) within a context of on-going idiosyncratic and normative development. Subsequently, existing frameworks provide important but partial explanations of development as evidenced by the lack of longitudinal support (e.g., Kuentzel & Heberlein 2008; Scott & Lee, 2010).

This presentation offers a possible solution to this impasse by demonstrating how intentional states can describe development in leisure experiences without resorting to the primacy of externalising explanations.

Indigenous Perspectives of Outdoor Recreation/Leisure 2	Room: CO204
Convenor: Anna Thompson	Time: 3.40 pm to 5.20 pm

Haida Heritage Centre at Kaay llnagay and Haida Gwaii Museum: Supporting Community-Based Aboriginal Ecotourism Development in Haida Gwaii, Canada

Kelly Whitney-Squire – *University of Otago* and John W. Colton - *Acadia University*

The establishment of the Gwaii Haanas National Park Reserve and Haida Heritage Site in 1988, precipitated changes in how ecotourism is managed at the islands-wide and community levels. Emerging from this development was the Haida Heritage at Kaay llnagaay and the Haida Gwaii Museum. Both organizations play a significant role in community-based ecotourism development in Haida Gwaii–influencing local and islands-wide initiatives. They are significant in terms of ecotourism planning, as key island attractions, cross-cultural and visitor learning experiences, and work toward the protection and preservation of the Haida culture. Collectively, these facilities contribute to and foster a cultural leisure environment by supporting ceremonies, grass roots events, and provide a venue for local dance, art, and visiting school groups. Effectively, the work of the Haida Heritage Centre and Haida Gwaii Museum encourages the development of local and regional ecotourism initiatives by fostering and strengthening relationships within the community. Using a case study approach, qualitative data were gathered in the form of interviews, field journals, and participant observation. The results indicate that these facilities 1) hold great cultural significance for the people, 2) support and encourage integration with local and island communities, 3) have a key role in planning ecotourism initiatives; and 4) create opportunities for Haida to recapture their culture and heritage–history, artefacts, art, dance, and language. These facilities are where Aboriginal ecotourism and community-based development come together and many in the community feel they are crucial to the continuation of sustainable ecotourism development on the islands.

Aboriginal Involvement and Parks Canada: A Work in Progress for the Management of Protected Areas. A Case Study of Gwaii Haanas National Park Reserve

Eugene Thomlinson and Geoffrey Crouch - *La Trobe University*

The world's first national park, Yellowstone, was designated on March 1, 1872. Thirteen years later, Canada established their first park, Banff National Park in the mountains of Alberta. From these early beginnings though, protected areas and aboriginal people have had a rocky relationship. Both of these parks and many subsequent ones were situated on Aboriginal traditional lands, after their original owners were moved. Many times, these removals were done forcibly (Peepre and Dearden 2002). As Kopas (2007) notes, the Stoney

Indians were kept out of Banff Park when first established, even though they had previously hunted and travelled on that land.

In sharp contrast, the Haida First Nation first formally recognised the special qualities of Gwaii Haanas in the Queen Charlotte Islands off the coast of British Columbia in 1985, by including it as a Haida Heritage Site. Gwaii Haanas was formally protected in 1988 through a Memorandum of Agreement on South Moresby between the Governments of Canada and British Columbia (Government of Canada 2004). The subsequent 1993 Gwaii Haanas Agreement between the Government of Canada and the Council of the Haida Nation created the Gwaii Haanas National Park Reserve (NPR). In this protected natural area, the Haida Nation are key players with the management of the NPR, since the two co-management parties are the Haida Nation and the Government of Canada through the Archipelago Management Board (AMB).

The terms of the Gwaii Haanas Establishment Agreement are such that all planning, operations, and management actions of Gwaii Haanas NPR will respect the protection and preservation of the environment and the Haida culture; also to ensure management so that visitors may appreciate, enjoy and understand the values of the area, within the context of sustainable tourism (Government of Canada 2004). Clearly, the Haida are key partners in the establishment and management of Gwaii Haanas NPR. While this co-management arrangement may not be perfect, many lessons can be learned from this relationship when looking at other protected areas and tourism in the context of Aboriginal involvement.

The Cultural Impacts of the Exclusion of Aboriginal Peoples from the Rocky Mountain National Parks
Courtney Mason - *University of Ottawa*

With the creation of the Canadian Rocky Mountain National Parks (Banff, Jasper, Yoho and Kootenay), Aboriginal peoples were actively excluded from the foothill and mountain regions that they had lived in for millennia. This exclusion had significant impacts for local Aboriginal communities as their subsistence and cultural practices (including hunting, fishing and gathering) were redefined as intolerable and in some cases illegal. The exclusion of Aboriginal peoples from the parks system was facilitated by tourism entrepreneurs who were motivated to protect emerging sport hunting economies and government officials who sought to repress Aboriginal cultures through various assimilationist institutions. This paper focuses on the reasons why Aboriginal peoples were excluded from the parks and the cultural implications of not having access to sacred lands within the protected areas. I also explore the responses of local Aboriginal peoples to the disciplinary regime instituted by the colonial bureaucracy. Based on archival documents and oral history accounts with Aboriginal elders, this paper examines some of the early constraints that Aboriginal peoples faced in pursuing their physical, subsistence and cultural practices and it considers some of the potential conflicts that can arise when cultured landscapes are rebranded as tourism and leisure spaces.

Examining YuShan National Park as a Contested Landscape and its Implications for Collaborative Management
Po-Hsin Lai - *University of Newcastle* and Yi-Chung, Hsu - *National Dong Hwa University*

Managing parks for recreation and conservation has been greatly advanced since the establishment of Yellowstone National Park in the United States in 1872. It also paved the way for the prevailing approach to national park management based on the dominant Western worldview that views nature and culture as mutually exclusive, and indigenous cultural practices in national parks as disturbing to the park values for recreation and conservation (Poirier & Ostergren, 2002; Stevens, 1997). West, Igoe, and Brockington (2006) have argued that protected areas, including national parks, are not much different from any form of development, in their ability to instigate conflicts among interest groups. At the heart of these conflicts lie the different conceptions of national parks as an enclosed wilderness where human presence is allowed only for resource management, scientific research, or recreation versus parks as the traditional territories of many indigenous groups where they have been roaming and shaping the park landscapes for a long time.

Our study focuses on YuShan National Park in Taiwan as a contested landscape where conflicts with regard to accessing the park and its resources have been an ongoing issue between its traditional residents and the national park service since the park's establishment in 1985. Specifically, we examined the meanings that these two stakeholder groups ascribed to the park and their views on collaborative management. The purpose was to explore whether conflicting or shared meanings and views may potentially impede or facilitate the key factors contributing to a collaborative partnership. Implications for sustainable park management will be discussed.

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