

The 11th New Zealand Tourism and Hospitality Research Conference

December 9th to 12th 2014

The Department of Tourism and Hospitality Management

And

The China-New Zealand Tourism Research Unit

The University of Waikato Management School

Hamilton

New Zealand

Held at Tanui Novotel, Hamilton

Abstracts

Please find below the abstracts for papers being given at The 11th New Zealand Tourism and Hospitality Research Conference. The papers are listed in the order of presentation and thus can be identified from the Conference Programme.

To save paper (and costs) the references have been deleted from the abstracts, but these and the full papers are replicated in the same order on your bracelet USB.

With reference to issues of copy right, the abstracts and full papers are not being placed on the internet and all rights to copyright are waived by the conference organiser – thereby meaning that all authors have the right to subsequently publish their papers in any outlet of their choosing. By not being placed on the internet it also means that the text will not be picked up by the software used by the major publishing companies.

With thanks and best wishes for the Conference. It is hoped that you will confirm old friendships and make new ones that will endure while we endeavor to provide a warm welcome.

A handwritten signature in black ink that reads "Chris Ryan". The signature is written in a cursive style with a prominent horizontal stroke at the bottom.

Chris Ryan

Conference Convenor and Editor of the Proceedings

**Registration form 4.00 pm 9th
December**

Tanui Novotel, Victoria Street

7.00 pm Reception

Conference Sessions

10th December

8.00 am onward - registration

9.00 am – 11.10am

The Union Room

Welcome Speeches

9.00 – 9.05

Chris Ryan – Conference Convenor

9.05 – 9.15

Ash Puriri Indigenous Advisor

9.15 – 9.25

Kiri Goulter – CEO Hamilton-Waikato
RTO.

9.25 – 10.00

Stephen Riley

Tourism Industry Association New
Zealand

*Tourism 2025 – The Policy Document
of the Tourism Industry Association*

Key note Presentations

10.00 – 10.35

Professor Bao Jigang

Sun Yat Sen University

*The changes in consumption
patterns and the development of
tourism in China*

10.35 – 11.05

Andrew Johns

Ministry of Business Innovation and
Employment

*Chinese international visitors –
past, present and future*

11.10 – 11.30am Coffee Break

11.30 – 12.30pm Fairfield Room

Chair Person Mirrin Locke

Hotel Operations

How does ICT adoption enhance customer experience? An investigation in luxury hotels in Shanghai

Lianping Ren, Peilai Wang & Hanqin Qiu Zhang

Implementation of Employee Empowerment in Chinese State-owned Hotels as seen through the Lens of Cultural Barriers

Jun Wen, Tim Lockyer & Ann Zahra

Pukete Room

Chair Person Xu Honggang

Tourism Products and Chinese Culture

Understanding the subjectivities of Chinese outbound tourists: New Zealand contemplates becoming China ready

Judan Zhang & Eric Shelton

Understanding how Chinese Independent Travelers make a Group Travel Decision

Song, Wang & Sparks

Whitiara Room

Chair Person Bongkosh N. Rittichainuwat

Gender Issues

Workplace sexual harassment in the new gaming capital: a case of Macau

Ching Chi Lam, Fernando Lourenço & Natalie Sappleton

Sex and Risk in Women's Tourist Experiences: Context, Likelihood, and Consequences

Liza Berdychevsky & Heather Gibson

12.30 – 1.30pm Lunch

1.30 – 3.00 pm Fairfield Room

Chair Person Zhang Chaozhi

Nature Based Product

Developing Vataan Wetland as an eco-tourism destination

Christine Chung-Chuan

Birdwatching as a Potential Tourism Market on Kiritimati Island

Krisztian Vas, Nicholas Towner, Simon Milne

Visitor motivations for volcano tourism at Mount Pinatubo, Philippines,

Richard Aquino, Heike Schänzel & Ken Hyde

Pukete Room

Chair Person Jeremy Bultjens

Forecasting

An analysis of volatility and forecasting error – The case of Mainland Chinese visitors to Macao

Joey Su Pek U & Wendy Tang Sio Lei

Cognitive biases and debiasing strategies in the design of tourism demand forecasting support system (TDFSS)

Gao Zixuan & Haiyan Song

Coordinated Development Evaluation of the Ecosystem Health and the Tourism Economy of Sea Islands Destination: A Case of Zhoushan

Zhou (Devine) Bin
Empirical Assessment of the tourism-led Growth Hypothesis: The Case of New Zealand

Giuliano Bianchi, Mondher Sahli and Laura Vici

Whitiara Room

Chair Person Joanne Fountain

Issues in Hospitality

No More Lollipop! The Future Focus in S Branded and Unbranded Hotels in Mac

Lam, C.C. & Loi, K.I.,

The cause and consequence of China listed companies diversification into the hospitality industry

Caiping Wang and Honggang Xu

Service experience through the Eyes of Budget Hotel Guests: Do factors of importance influence performance dimensions?

Asad Mohsin & Jorge Lengler

What Are You Looking For? The Accommodation Preferences of the Girlfriend Getaway Market in Malaysia

Catheryn Khoo-Lattimore & Girish Prayag

3.00 – 3.30 pm Tea Break

3.30 – 5.00 pm Fairfield Room

Chair Person Si Lei (Clara) Weng

Special Interest Tourism

Visitors' Perceptions of Authenticity of Eco-cultural Tours in Kazakhstan.

Guillaume Tiberghien, Hamish Brenner & Simon Milne

Tourist Perspective of Dongba linguistic landscape

Yan Ren, Ke Wang & Honggang Xu

Chinese visitors' interest and engagement with wine tourism in New Zealand: A comparison of short-stay holidaymakers and students

Joanna Fountain, Yuan Wen & David Menival

What is involved in halal tourism?

Adam Brown & Rubaiyet Khan

Pukete Room

Chair Person Farhad Moghimehfar

Space and networks

Planning for leisure and tourism precincts in post-disaster contexts: evidence from Christchurch, New Zealand

Alberto Amore

Are today's migrants tomorrow's tourists? Sustaining tourism in the Pacific using diasporan networks

Jenny Cave and Michael C Hall.

Differentiation or Agglomeration? A Spatial Approach to Investigate the Hotel Distribution in Guangdong Province of China

Lei Fang & Hanqin Qiu Zhang

How LCCs (Low Cost Carriers) affect tourism distribution in the Pacific region

Semisi Taumoepeau

Whitiara Room

Chair Person Elisa Backer

Rules, Regulations and Law

Is It A Relation-based or Rule-based Governance Model of DMO in Rural Tourism: Hekou Village, Shandong, China

Jin Yi, Chris Ryan & Jenny Cave

A Study of Public Service Facilities Construction in China after China's Tourism Law – an assessment: The example of Tourist Satisfaction with the Beijing Tourist Information Centre.

Juanjuan Zhang, Yuling Hamn and Kuan Zhao.

Does a corporate socially responsible incentive stimulate corporate social responsible involvement among hotel employees?

Murray McKenzie & Tim Lockyer

A Study of the Influence of the Tourism Law on China's Tourism Industry

Han Yuling, Wu Binxin & Zhao Kuan

5.30 pm Bus Leaves for Zealong

6.00 pm Bus Departs for Raglan

11th December

9.00 – 10.30 am Fairfield Room

Chair Person Bongkosh N. Rittichainuwat

Culture and Tourism

Cultural Distance in Tourist Behavior Research

Pukete Room

Chair Person Isabelle Frochot

Issues of Perception

Examining the relationship among tourist's experiential value, satisfaction and revisit Intention of indigenous cuisine in Hualien

Whitiara Room

Chair Person Cora Wong

Developing skills

Developing reflective qualitative research skills among young Chinese researchers

Daisy Xuefeng & Hanqin Qiu Zhang	Wen-chaun Chang	Mary Mostafanezhad & Hazel Tucker
<i>Film Induced Tourism in China: Revisiting the classical site of Grand View Gardens</i>	<i>Does psychological contract drive service-oriented behaviors of hospitality employees? Exploring the mediating role of organizational identification</i>	<i>Early Career Challenges Faced by Event Management Graduates</i>
Xiaoyu Zhang, Chris Ryan & Jenny Cave	Vinh Nhat Lu, Alessandra Capezio, Patrick Garcia, Lu Wang, & Simon Restubog.	Si Lei (Clara) Weng & Kim Ieng Loi (Connie)
<i>Narratives and Tourism: Exploring Contents Tourism in a non-Japanese Context</i>		<i>Impact of general and tourist self-efficacy and tourist worry on coping: Chinese tourists to Australia</i>
Sue Beeton	<i>How Do People Negotiate Through Their Constraints to Engage in Pro-Environmental Behaviour? A Study of Front-Country Campers in the Canadian Rockies</i>	Xin Cathy Jin, Lei Wei & Suzanne Becken,
	Farhad Moghimehfar & Elizabeth Halpenny	

10.30 – 11.00
Coffee Break

11.00 – 12.30 pm **Fairfield Room**

Pukete Room

hitiora Room

Chair Person Steve Pan Chinese Perceptions when overseas	Chair Person Girish Prayag Hotels and Tour Operators	Chair Person Liza Berdychevsky Experiences and Family
<i>What affects Chinese tourists' satisfaction with retailers in Macau?</i>	<i>Adoption of sustainability tourism practices: Auckland hotels.</i>	<i>The experience patterns: understanding flow and immersion interplay within a holiday</i>
Veronica Lok Lam & Ipking Anthony Wang	D. Schitko & Ken Newlands	Isabelle Frochot
<i>Chinese Virtual Tourism Communities' views of New Zealand as a Destination for Free Independent Chinese Travellers</i>	<i>Heritage and nostalgia: hotels and the future of the past</i>	<i>The Influence of Family Life Cycle on Destination Routing and Multi-Destination Trip Preferences of Mainland Chinese Outbound Market</i>
Vincent Lu, Anne Zahra & Jenny Cave	Ann Cameron	Kim I Loi
<i>Understanding Chinese tourists in North Korea: Evidence from in-depth interviews</i>	<i>Challenges in the Tour Operating Business: The Case of Ethiopia</i>	<i>The Relationship between VFR Travel and Social Tourism in Australia</i>
Fangxuan Li & Chris Ryan	Tibebe Sirak Asfaw	Elisa Backer

Lunch 12.30 – 2.00 pm

2.00 – 3.00 pm Fairfield Room

Chair Person Jenny Cave

Narratives of Power*Tourism Development in Sri Lanka
Tourism: Implications for Human
Rights*

Jeremy Buultjens

*Promoting Tourism, Projecting
Power: A study of Korean TVCs*

Steve Pan, Sam Kim & Ping-Ho Ting

Pukete Room

Chair Person Michael Shone

Wine Tourism*The potential of wine tourism to
enhance the Chinese visitor
experience in New Zealand: a
stakeholders' perspective*

Joanna Fountain

*Facilitators and Constraints of Wine
Tourism in Australia: A comparative
Study of Long Haul Mandarin- and
English-Speaking Tourists*

Qiushi Gu & Hanqin Qiu Zhang

Whitiara Room

Chair Person Chris Ryan

The Thai Perspective*Outbound Travel Motivation of Thai
Tourists in Revisiting Korea*
Bongkosh Rittichainuwat &
Suphaporn Rattanaphinanchai*Motivation of Tourists for Visiting Phi
Phi Islands*

Suphaporn Rattanaphinanchai

3.00 – 3.30 pm Tea Break**3.30 – 4.30 Fairfield Room**

Chair Person Charlie Panakera

Natural Hazards*Towards a post-disciplinary
assessment of the governance
regime of tourist destinations:
evidence from post-earthquake
Christchurch*

Albert Amore

*The Impact of Air pollution on the
Travel Market of a Destination: The
Case of Beijing*

Qui Shanshan & Cora Un In Wong

Pukete Room

Chair Person Steve Pan

Measuring decisions and impacts*Attribute Framing Effects on
Decision-Making for Tourism Service
Purchases: - An experimental study
from a regulatory fit perspective*Meng Zhang, Guangyu Zhang &
Haiyan Song*Measuring the impact of cruise ship
visitors on the Akaroa 'community'*
Michael Shone & Jude Wilson**Whitiara Room**

Chair Person Chris Ryan

The Thai Perspective (2)*Social Sciences Educators'
Convention Selection Criteria in
Choosing Competing International
Conferences*

Bongkosh Rittichainuwat

*Shopping Tourism: Perspectives from
Thai and Chinese Tourists*Bongkosh Rittichainuwat, Supaporn
Rattanaphinanchai, Yasue Hichitake,
& Side Wei.

– Bus Departs for Hobbiton 6.15 pm

12th December**9.30 – 11.00 am Fairfield Room**

Chair Person Anne Zahra

Quieter Holidays?*Characterising the qualities of a rural
holiday home village: Insights from
Otematata, New Zealand*

Mike MacKay & Jude Wilson

Chair Person Sue Beeton

Tourist Perceptions and planning*Chinese Tourist attitudes towards
pollution in the new capital of
gaming: A case of Macau*

Fernando Lourenço

Chair Person Asad Mohsin

Special Subjects*Exceed Customer Expectations of
Service Quality: The Case of the
Haidilao Hotpot Company*

Rosanna Chen and James Shen

<i>Not so) risky business: Commercially packaged volunteer tourism as a 'safer' travel option</i>	<i>Tourist's perception of responsibility and its antecedents</i>	<i>A Dysfunctional Network - The Auckland MICE Sector 2008-2011</i>
Nico Schulenkorf, Jane Godfrey & Stephen Wearing	Jun (Tom) Gao & Chaozhi (Taylor) Zhang	Mirrin Locke
<i>In Quest for Buddhist Authenticity: A Pilgrimage tour to Sri Lanka</i>	<i>Strategic Planning for Destination Competitiveness: A Comparison of USA and Australia / New Zealand</i>	<i>Exploring social media's effect on airlines brand and users' behavior intention</i>
Cora Un In Wong	Rick Perdue, Nancy G. McGehee, Whitney Knollenberg & B. Bynum Boley	Yi Hsin Lin, Chrystal B Zhang & Lai Yu Shun

11.00 – 11.30 am
Coffee Break

11.30 – 12.15 pm
Best paper awards
Announcement of next conference venue

12th December 2014

9.30 – 11.00 am

Conference Themes

Quieter Holidays?

(Not so) risky business: Commercially packaged volunteer tourism as a 'safer' travel option

Nico Schulenkorf, Jane Godfrey & Stephen Wearing

Abstract

Volunteer tourism (VT) involves tourists volunteering “in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment” (Wearing, 2001, p. 1). VT was originally highly altruistic and developed as a means of ‘giving back’ to the host community. However, Tomazos and Butler (2008, p. 2) argue that far from its original model, VT now involves “highly expensive participation involving long haul flights to remote locations, with increasingly complex and often costly travel arrangements”. They conclude that some of the organisations offering such VT products “are clearly involved in such activities on a profit making basis”. This paper explores pre-packaged VT experiences as a safer, more secure and more stable alternative to more independent travel modes. This paper is not designed to discredit the experience of VTs nor the potential contributions they make to the local community, but instead to highlight some of the potential similarities between commercial VT and more traditional packaged tours. It stems from a larger study exploring the commercialisation of VT.

In 2012 the lead author spent fifteen weeks in Cusco, Peru conducting a case study of a highly commercial VT organisation, referred to in this paper as MDM. During this time, she lived at one of two VT houses and volunteered teaching English at a local community centre. She conducted participant observation as well as semi-structured in-depth interviews with 33 VTs, and information-gathering interviews with three MDM staff members. MDM is one of the largest VT organisations in Cusco and at the time of data collection hosted between 75 and 250 VTs in Cusco at any one time. The majority of VTs had pre-booked an all-inclusive VT package online either directly with MDM or through two of the overseas-based sending organisations. Only one VT interviewed booked with MDM after arriving in Cusco. The VTs paid a lump-sum to MDM which included the volunteering project, accommodation, three meals per day, 24/7 assistance, and in some cases Spanish lessons. Upon arrival in Cusco, VTs were collected from the airport by an MDM staff member and taken to

their accommodation. Two VT houses accommodated 18 VTs each with the remaining VTs placed at homestays. VTs volunteered for 3-5 hours either mornings or afternoons and the rest of the day studied Spanish, participated in a tandem language exchange, went sight-seeing, or simply relaxed. Staff at the MDM office were available daily for currency exchange, help with phone-cards and banking, travelling and shopping suggestions. They also provided support in an emergency, for example telephoning for a doctor or assisting with replacing a missing passport.

Like backpacking and other forms of youth travel, challenging oneself is an oft-cited motivation of VTs (e.g. Sin, 2009). However, travelling alone to a foreign country can be daunting. Booking a packaged VT trip, such as that provided by MDM, therefore provides a compromise. Many of the younger VTs interviewed stated that coming to Cusco through MDM – with pre-paid meals and accommodation and guaranteed support available 24/7 – was a way of reassuring both themselves and their parents. Although Daniel (19, England) had travelled to Peru with family previously, he had never travelled overseas alone. He stated that MDM was good “because it was structured, it was easy to do, there were lots of people coming”. Similarly, Emma (24, Canada) stated that “’cause it’s my first time travelling on my own, for me personally I kind of needed that... they’re kind of helping you, easing you into [VT]”. Although somewhat tongue-in-cheek, Joseph (22, USA) stated he was worried he would “end up *dead* somehow” travelling alone and chose to volunteer with MDM because he was “nervous” and MDM “just seemed a little bit more secure”.

The VTs interviewed acknowledged they could have travelled to Cusco and volunteered for less money than what they paid to MDM or the affiliated sending organisations. However, the VTs accepted they were paying more for the security and support provided by MDM. For example, Helen (26, Canada) stated that “it would be cheaper if I could just find my own place... and kind of sort out my own volunteering, but it’s nice to have it all planned for you” while Kim (22, Australia) said that “you could probably do it cheaper but it’s a convenience thing... They organise everything, it’s the support”. Melissa (34, New Zealand) believed this increased level of support was directly related to MDM being a commercial organisation rather than a charity. She concluded that “being in a country where you don’t speak the language and everything’s *so* different... I’d rather pay for the support”.

Volunteering with MDM provided stability and a reason to stay in Cusco for longer than a non-volunteer would. For example, Dawson (22, Australia) chose to come to MDM because he “wanted to stay in one place for a long time... I was never a big fan of sight-seeing... volunteering seemed like it’s a good chance to get to know a place”. Frances (22, England) travelled independently for four weeks, volunteered in Cusco for six weeks, and then travelled another four weeks. She believed VT “gives you a bit of stability”. Similarly, Paula (23, Australia) had been travelling for six months

when she arrived in Cusco and chose to volunteer because “having a break from the travelling makes you enjoy both [the volunteering and the travelling] more... you just get fatigued from travelling ‘cause you’re always on the road”.

Bennett (2004, p. 112-113) suggested people in the developed world “lead urban lives, dedicated to the avoidance of risk” and therefore travel in order to challenge themselves. He referred to travelling as “a sort of bungee-jump. It has the tang of adventure... but is safer than crossing the road”. In this paper we expanded this metaphor of the bungee-jumper and applied it to VTs. Commercial VT is personally challenging and requires a leap of faith into the unknown. However, like bungee-jumping, there is also a safety net. For the VTs in this case study, it was the structure and security provided by MDM. Paid MDM staff were available 24/7 and new VTs arrived into an established peer group. Accommodation and three meals per day were pre-paid. Volunteering through such a large commercial VT organisation can be framed as an introduction to VT for those without previous independent travel experience, and as a more prudent option for those willing to pay for the security of additional support. Alternatively, a period of VT can provide stability and a sense of purpose during a longer independent trip.