Australian Indigenous Tourism: Why the low participation rate from domestic tourists?

Trinidad Espinosa-Abascal
(B.A. Finance & Accounting; M.Sc. Quality Systems & Productivity)

College of Business, Victoria University

Submitted in fulfilment of the requirements of the
Master of Business [by research]

June, 2014

Preface

Red dots, yellow dots, orange dots. Dots, dots, dots. Although the story I am going to tell you is very personal, quite subjective, and has been altered due to the passage of time and loss of memories, it is nonetheless important in terms of setting the scene for the thesis which follows.

Everything started on the twenty-third of February in 2009 when I first landed in Australia from my home country of Mexico. I arrived into the hot summer of Melbourne: full of festivals, happy people, lots of colour, and printed with the happiness of a reconciliation process derived from Prime Minister Kevin Rudd´s apology to the Aboriginal people. I have to confess I wasn´t completely aware of the situation of Aboriginal people in Australia; I think not everybody was, not even now.

My first experiences in Australia were perfect, except perhaps for the fact that I didn´t encounter any of the native people that I was expecting to meet. Where were they? I saw art galleries and souvenir stores. There were dots everywhere decorating boomerangs, didgeridoos, even key-rings. But, where were Aboriginal people?

A friend told me that I had to go north to experience a more cultural encounter. So I departed to Sydney. I have to confess that he was right. Close to the “circular quay”, I saw two Aboriginal people wearing traditional clothes, decorated in white body-paint, and playing the didgeridoo.

After that moment I decided to explore Australia more broadly in the hope to hear and experience the stories of the longest living culture in the world. I travelled to the Pinnacles Desert near Perth, the Great Barrier Reef off Cairns, Fraser Island, and I flew to the south coast of Tasmania. But nothing. Not even one Aboriginal friend or an Aboriginal guide. Just dots. Dots in every museum I visited, dots in every market I went, dots on every souvenir I bought.

Taking my last leap of faith I decided to go to the outback, where I visited the iconic Aboriginal sacred site: “Uluru”. It was my first experience admiring the rock-art paintings and listening to some stories about the “dreaming”. However, despite being a place well known for its aboriginal population, our

guide was not an Aboriginal person. The story at the cultural centre was slightly different, though. There was a section within it where Aboriginal artists were creating art. Nobody talked to them, and they didn't talk to us. It felt like although we were in the same place, we weren't "together". Perhaps this experience, in some small way, describes the history of Australia over the past two hundred years. Will full reconciliation ever happen? Is the combination of tourism and art one of the tools for this to occur? I did not know the answer at that time. Five years later, I am still unclear. Dots still appear to dominate.

Abstract

Tourism is often promoted as a development tool for Indigenous communities. However, Tourism Research Australia shows that domestic demand for Australian Indigenous tourism products, in comparison to four other types of mainstream tourism, is quite low. To explore why domestic visitors are less engaged in Indigenous tourism than other tourism types, this study adopts a mixed-methods case study approach. Semi-structured interviews using sorting-ranking photo-based procedures were conducted with 52 domestic visitors at Halls Gap, within the Grampians National Park, Victoria, Australia.

The findings suggest that domestic visitors' preferences for Indigenous tourism activities are inconsistently distributed. While many domestic visitors are willing to visit the rock-art sites, they are less interested in experiencing the cultural centre. Despite these differences in preferences, the motivations for engaging in both activities are similar. These motivations are: Learning, connection with history/land, appreciation, learning opportunities for children, explore/discovery, understanding, physical challenge/adventure, and reflection. However, domestic visitors at the destination under investigation are more willing to experience rock-art sites, as they perceive it to be an activity that is more connected with history/land, that involves physical activity and that feels more authentic. Two types of barriers –internal and external- when engaging in these activities are identified. The internal barriers are: Lack of interest, prefer other activities, saturation, and limited time available. The external barriers identified are: Inauthentic/passive, not being in the target audience, lack of awareness, boring, and indoor activity (mentioned as a barrier to participating in the cultural centre).

This study proposes that Australian Indigenous tourism strategies look beyond the creation of Indigenous tourism products such as cultural centres, and consider focussing on those areas that can have a more significant impact upon the domestic tourism participation rate in Indigenous tourism. This focus includes marketing strategies directed to the domestic target market, training,

and further developing points of differentiation between Indigenous cultures in Australia.

Master by Research Declaration

“I, Trinidad Irene Espinosa Abascal, declare that the Master by Research thesis entitled “Australian Indigenous Tourism: Why the low participation rate from domestic tourists?” is no more than 60,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work”.

Signature Date

Acknowledgements

During my Masters journey I have experienced several feelings all together: From challenge and frustration to excitement and happiness. It has been a two year period of personal and professional continuous growth. However, I have not been alone. Colleagues, friends and family have made their important contribution for this experience to be successful.

First and primary, I would like to thank my supervisors. To my primary supervisor, Dr Martin Fluker, and to my associate supervisor, Dr Min Jiang, thank you both for your constant support and enthusiasm all through this project. Thank you for being there with ideas, advices, and constructive criticism; those were essential for this study. But specially, thank you for making this experience an enjoyable one.

Special thanks to the people who contributed to the operational side of this project. Thanks to Victoria University Postgraduate Research Centre for the financial support given to me. In particular, I would like to thank Tina Jeggo for her ongoing support and time answering my numerous questions. I also thank Dr Niel Diamond, Associate Professor Charles Lawoko and Dr Lindsay Turner for their statistical guidance. Special thanks to Dr Brian King and Dr Denis Tolkach for their direction at the beginning of my journey. And I would like to thank Professor Ron Adams and the writing retreat team for an incredible growing experience. Further, this research would not have been possible without the assistance of the friendly staff of the Halls Gap & Grampians Visitor Information Centre. Finally, thanks to all the participants that kindly agreed to take part in this study.

Last but definitely not least, I would like to thank my partner Kerim, my mom Paty, my sisters Maria and Paty, and my cousin Yasset. Even if you don't fully understand what the project is about, without your constant love and support this journey wouldn´t be as gratifying as it was. Gracias.

Publications Associated with this Thesis

Refereed Journal articles:

Espinosa-Abascal, T., Fluker, M., & Jing, M. (2014). Domestic demand for Indigenous tourism in Australia: Understanding motivations, barriers, and implications for future development. *Journal of Heritage Tourism.* Approved for publication. doi: 10.1080/1743873X.2014.921183

Conference Papers:

Espinosa, T., Fluker, M., & Jing, M. (2014). Using photographs to investigate domestic demand for Indigenous tourism in Australia. Refereed working paper presented at *CAUTHE* Conference. February 2014 Brisbane, Australia.

Table of Contents

List of Tables

List of Figures

List of Acronyms

ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ATSIC	Aboriginal and Torres Strait Islander Commission
CAUTHE	Council for Australasian University Tourism and Hospitality Education
CRC	Cooperative Research Centre
FaHCSIA	Department of Families, Housing, Community Services and Indigenous Affairs
GDP	Gross Domestic Product
IBA	Indigenous Business Australia
ILC	Indigenous Land Corporation
ITCP	Indigenous Tourism Championship Program
JDSP	Jones Donald Strategic Partner
LMS	Leisure Motivation Scale
MDS	Multidimensional Scaling
MDU	Multidimensional Unfolding
NSW	New South Wales
NT	Northern Territory
NV	New Variable
PCS	Purchase-Consumption System
QLD	Queensland
SA	South Australia
SECTUR	Secretaría de Tourism [Mexican Government Tourism Agency]
SPSS	Statistical package for the Social Sciences
TPCS	Tourism Purchase-Consumption System
TRA	Tourism Research Australia
UN	United Nations
UNDP	United Nations Development Programme
UNESCO	United Nations Educational Scientific And Cultural Organization

UNWTO	World Tourism Organization
USAID	United States Agency For International Development
VEP	Volunteer-Employed Photography
VFR	Visiting Friends and Relatives
VIC	Victoria
VS	Versus
WA	Western Australia

Chapter 1. Introduction

Globally, there are many examples of Indigenous communities experiencing social and economic disadvantages, resulting from limited development opportunities (Honey & Krantz, 2007). These manifest themselves in a variety of negative socio-economic indicators. To eliminate poverty and other socio-economic disparities that confront Indigenous communities, governments and international organizations have proposed and adopted various development strategies (Honey & Krantz, 2007; Kennedy & Dornan, 2009). Tourism is one development tool seen as providing good opportunities to improve the life and conditions of Indigenous people (Shen, Hughey & Simmons, 2008), in a way that protects their cultural and natural resources, and at the same time empowers the communities (Bunten, 2010).

The Australian federal government and various Indigenous community groups have been developing policy infrastructure to support and promote Indigenous tourism (Muller, 2008; Simonsen, 2005; Tourism Research Australia [TRA], 2011a). While the total visitor numbers, both domestic and international, engaged in Indigenous tourism represent only 0.48 per cent of the total visitor numbers, this percentage represents AUD$5.8 billion of combined contribution to the economy (TRA, 2012c). Whereas, over the last 10 years, domestic visitors represent 97.5 per cent of the tourism market in Australia, and international visitors represent just 2.5% (Australian Bureau of Statistics [ABS], 2011a), this figure is not reflected in Indigenous tourism. For example, in 2009, only 40 per cent of domestic visitors engaged in Indigenous tourism compared with 60 per cent of international visitors (TRA, 2009e); and in 2011-12, the domestic contribution to the economy was only AUD$0.5 billion compared with the international contribution of AUD$5.3 billion (TRA, 2012b).

Previous studies have identified the socio-demographic visitor profile interested in Indigenous tourism; and recent studies have also investigated the motivations for, and barriers to, experiencing Indigenous tourism. However, there is a paucity of qualitative research investigating domestic preferences towards Indigenous tourism (Ryan & Huyton, 2002; Tremblay, 2007). This

research aims to extend the knowledge of domestic demand for Indigenous tourism in Australia. Drawing on the methodologies of previous studies in the area (Jones Donald Strategy Partners [JDSP]'s 2009; Ruhanen, Whitford, & McLennan's 2013; Ryan & Huyton's 2000, 2002), it will employ a mixed-methods case study approach, using sorting-ranking photo-based techniques, followed by semi-structured interviews. Sorting-techniques, which have not previously been used in tourism studies to investigate motivations and barriers, have been chosen because they encourage "greater participant involvement where the issues facing tourism researchers involve multiple truths" (Stergiou & Airey, 2011, p. 317). Rather than imposing meanings a priori, the sorting techniques allow "the participants to decide what has value and significance from their perspective" (Stergiou & Airey, 2011, p. 318).

1.1 Background to the Study

The World Bank estimates that globally up to 10 per cent of the world's poor population are Indigenous people, even though they account for only 4 per cent of the world´s total population (The World Bank, 2010). Indigenous people are disadvantaged, based on a range of socioeconomic indicators, in comparison to their non-Indigenous counterparts (The World Bank, 2010).

With the aim of eliminating poverty and disparities that confront Indigenous communities, governments and worldwide organizations have proposed and adopted various development strategies (Honey & Krantz, 2007; Kennedy & Dornan, 2009). For example, in 1979, the Seminole Tribe of Florida in United States of America [USA] opened Hollywood Bingo, which is a commercial gaming venue. This act resulted in slow but steady economic growth within the tribe (Cattelino, 2009); by 2001 there were 201 tribes operating high-stakes casinos (Cattelino, 2009). Despite the social and economic gains for Indigenous people, some negative impacts are associated with this strategy, such as an increase in gambling addiction, lack of child care and a belief that gambling is replacing traditional social activities (Momper, 2010; Peacock, Day, & Peacock, 1999).

Tourism has emerged as another development tool and has been perceived as a better opportunity to improve life conditions of Indigenous people (Shen,

Hughey, & Simmons, 2008), to protect their culture, natural resources, and at the same time to empower Indigenous communities (Bunten, 2010).

In Australia, the historic discrimination and the 'great Australian silence' against Indigenous people have had an effect on well-being indicators (Graham, 2011; Stanner, 2010). [Stanner (2010) refers to the "great Australian silence" as the time before 1930s when everybody (even historians) "turned a blind eye" to Indigenous people and atrocities against them]. Nowadays, despite the government efforts to close the gap between Indigenous and non-Indigenous Australia, socio-economic indicators show that Indigenous people are still disadvantaged. For example, Indigenous Australians have lower literacy rates and higher mortality and unemployment rates than non-Indigenous Australians (ABS, 2011b; ABS, 2012; Australian Indigenous, 2009).

In 2002, the Australian Indigenous Tourism Leadership Group claimed that Indigenous tourism had the potential to generate new products to meet the increased overseas demand and would simultaneously act as a vehicle for sustainable cultural and economic development of Indigenous tourism enterprises (Simonsen, 2005). The Australian federal government and community leaders have been developing policy infrastructure to support and promote Indigenous tourism (Muller, 2008; Simonsen, 2005; TRA, 2011a).

As shown in Figure 1-1 and Figure 1-2 the international arrivals to Australia have slightly grown in the last 10 years.

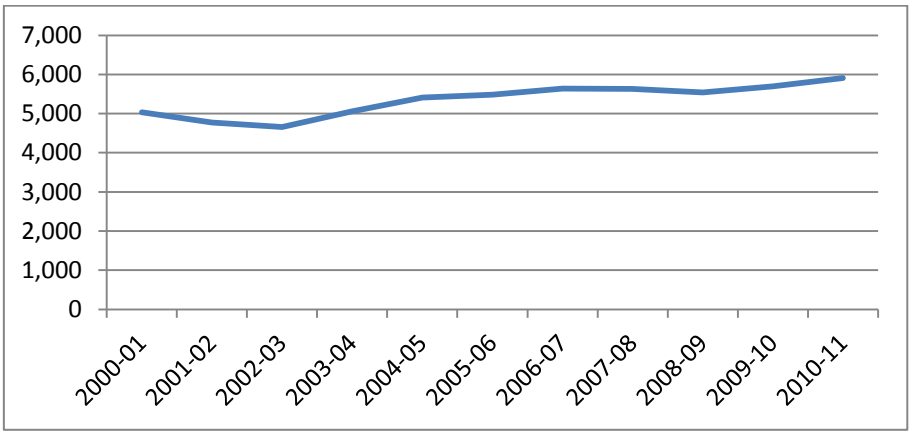


Figure 1-1 Inbound tourism in Australia
Source: ABS (2011b)

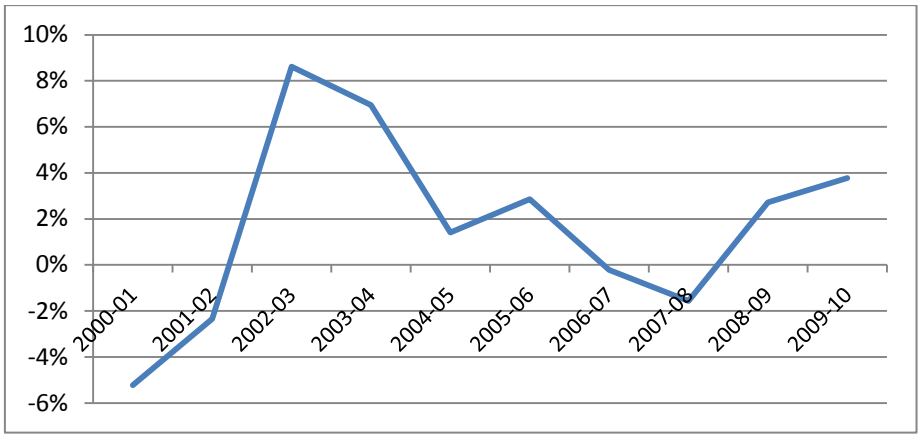


Figure 1-2 Growth of inbound tourism
Source: ABS (2011a)

The domestic versus inbound ratio of tourism within Australia over the last 10 years shows a steady trend, which is around 97.5 per cent domestic and 2.5 per cent international (see Table 1-1).

Table 1-1 Domestic/inbound ratios of tourism in Australia

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2008-09	2009-10	2010-11
Ratio domestic	97.9%	97.9%	97.4%	97.4%	97.4%	97.4%	97.4%	97.4%	97.4%
Ratio inbound	2.1%	2.1%	2.3%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%

Source: ABS (2011a)

Interestingly, while the domestic versus inbound ratios within the four identified Australia-based tourism activities follow this similar trend, Indigenous tourism stands as the only category where international visitors dominate over domestic visitors (see Table 1-2).

Table 1-2 Domestic/inbound ratios of Australian-based tourism (2005-2009)

	Caravan & camping		Cultural		Food & wine		Nature		Indigenous	
	Visitors*	**Ratio**	**Visitors***	**Ratio**	**Visitors***	**Ratio**	**Visitors***	**Ratio**	**Visitor***	**Ratio**
Domestic	41,200	96%	96,800	88%	22,756	87%	130,130	88%	2,780	40%
Inbound	1,533	4%	13,200	12%	3,420	13%	17,010	12%	4,088	60%
Total	42,733		109,000		25,176		147,140		6,868	

Source: TRA (2009a, 2009b, 2009c, 2009d, 2009e)
Note: *Visitors in ´000

In other words, for the four types of Australian-based tourism experiences listed (1 Caravan and Camping, 2 Cultural, 3 Food and Wine, and 4 Nature), the respective percentages of Australian domestic tourism participation were 96 per cent, 88 per cent, 87 per cent, and 88 per cent. In the same period, Australian

domestic visitors only made up 40 per cent of people participating in the fifth category, Indigenous tourism. What is more, despite the overall visitor numbers for both domestic and international, who were engaged within Indigenous tourism in 2011-12 represented only 0.48 per cent of the overall visitors for Australia, international visitors contribution was 91.3 per cent of the total contribution (AUD$5.8 billion). The reasons for these anomalies become the central issue of this study. If the reasons for these imbalances can be explored, and strategies implemented to encourage more domestic tourism participation in Australia-based Indigenous tourism, then the economic and social benefits discussed above may be realised.

This domestic versus inbound tourism finding is evidenced in some government and academic reports on Indigenous tourism demand in Australia, whereby it is acknowledged that Indigenous tourism is more popular among international visitors than domestic visitors (Fuller & Gleeson, 2007; Ryan & Huyton, 1998, 2000, 2002; Tourism Northern Territory, 2009; Tourism Queensland, 2002; TRA, 2010a; TRA, 2011a; Tourism Victoria, 2005). According to TRA, the low participation rate of domestic visitors results from "their expectations of relaxation, recharging, breaking the routine and indulging themselves, and the perception that these requirements were not able to be met by an Indigenous tourism experience"(TRA, 2010a). Stanner (2010) pointed out that popular folklore about Indigenous people in Australia has worked as a vehicle of popular ignorance, self-interest and prejudice that have had a negative effect on a "decent union" of Indigenous life with their non-Indigenous counterparts. However, other studies show that people, who had previously experienced Indigenous tourism, have greater interest in more in-depth Indigenous tourism (Kutzner, Wright, & Stark, 2009; Moscardo & Pearce, 1999; Patterson, 2002).

With the strong Australian dollar (at the time of writing), continuing global economic downturns, climate uncertainty, more international tourism destination options, and "lack of strategic direction" in relation to policy and planning in the tourism sector (Ruhanen & McLennan, 2009, p.1153), it is likely that the Australian tourism industry might face challenges (Ruhanen, McLennan, & Moyle, 2013). Inbound tourism in the short term will experience much slower growth than previously expected (Ruhanen, Whitford, & McLennan, 2013; TRA,

2011b; TRA, 2012a). As part of the Australian reconciliation process, policy arrangements have been developed to support Indigenous tourism, where there is significant space for growth in domestic market (Tourism Australia, 2012a). Therefore, it becomes increasingly important to work more towards attracting the domestic market for sustainable national tourism growth as well as for the socio-economic development of Indigenous people.

1.2 Research Aim and Objectives

This study explores the domestic demand for Indigenous tourism activities in the Grampians, Victoria, Australia by focusing on a group of domestic visitors who are already at a particular destination that is currently offering examples of each of the five types of tourism categories (The TRA categories) identified in Table 1-2.

The aim of this research is to extend the general knowledge of domestic demand for Indigenous tourism activities within an Australian context, using tourism purchase-consumption system (Woodside & King, 2001) as a framework for analysis. The general aim of this study may be communicated more specifically within the following four explicit research objectives:

1. To define the demographic and psychographic characteristics of independent domestic visitors in the Grampians, who are interested in, or not interested in, participating in Indigenous tourism activities while they are travelling.
2. To explore Australian domestic visitor participation preferences for Indigenous tourism activities in comparison with four other types of tourism activities, while travelling to the Grampians.
3. To investigate Australian domestic visitors' motivations in regards to wanting to participate in Indigenous tourism activities offered at the Grampians.
4. To understand Australian domestic visitors' barriers in regards to not wanting to participate in Indigenous tourism activities offered at the Grampians.

1.3 Significance of the Study

The existing studies on Indigenous tourism have addressed issues such as preferences, motivations, barriers, and demographic characteristics of international and domestic visitors interested in Indigenous tourism (JDSP, 2009; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton, 1998, 2000, 2002). However, previous studies focused on Indigenous tourism in the context of visitor choices of destinations in a future tense, and/or activities not offered in the destination where the research was conducted. Therefore, a more comprehensive method, using images or verbal statements, to understand the domestic visitors' perceptions towards Indigenous tourism in specific context (taking place close to those visits in time and space) has yet to be developed (Tremblay, 2007). Against this backdrop, this current research aims to further understand domestic visitors' preferences for tourism activities, including Indigenous tourism, when they are already at a destination where they have options of the five earlier identified types of tourism activities (The TRA categories). By doing this, it is hoped that the present study will make a significant contribution to existing knowledge by identifying the different motivations for, and barriers to, Australian domestic visitors participating in Indigenous tourism. This is important because not all activity choices are pre-planned before the start of the trip (Woodside & King, 2001). This study will also identify various psychographic characteristics of domestic visitors interested in Indigenous tourism so a deeper understanding, not explored before, of this type of visitors is gained.

The present study is also significant from a practical point of view. The study contributes to applied knowledge in two ways. Firstly, this research identifies the demographic and psychographic profiles of domestic visitors who are interested in participating in Indigenous tourism activities when they are already in the region. With this new knowledge, through appropriate and focused marketing mechanisms, the Indigenous tourism industry could generate new strategies that could have a positive influence on visitors' actions and decisions towards Indigenous tourism activities. Secondly, this study provides a deeper insight into domestic visitors' motivations for, and barriers to, choosing Indigenous tourism activities for leisure while they are traveling. Appropriate outcomes, such as

marketing, logistics, product design, and operational strategies, could be developed to increase the attractiveness of Indigenous tourism for the domestic market.

This study may also have implications beyond the field of Indigenous tourism. Some of the knowledge generated by this research may be of relevance for other forms of tourism, such as cultural, caravan and camping, nature, and food and wine. Additionally, the increase in knowledge about domestic visitors' perceptions regarding Indigenous tourism activities, could also have implications beyond the tourism field, and could be applied to increase awareness of Indigenous people´s situation and culture among non-Indigenous Australians.

This study is also significant because it uses an original data collection methodology. Although the use of photographs in tourism research is well established (e.g. Bandyopadhyay, 2011; Davis & Khare, 2002; Fairweather & Swaffield, 2001; Green, 2005; Mackay & Couldwell, 2004), the use of photo-elicitation in tourism is relatively novel (e.g., Andersson, 2004; Garrod, 2008; Matteucci, 2013). In fact, this study represents the first known use of a photo-elicitation technique along sorting procedures in the investigation of visitors' preferences for participation, motivations for, and barriers to, engaging in tourism activities. A further contribution of this study is the possible application of the methodology developed in the present research in other research fields.

1.4 Conceptual Framework

To understand the domestic choices for Indigenous tourism activities, the original framework: The tourism purchase-consumption system (Woodside & King, 2001) has been adapted to isolate the variables that could help explain the current research questions. This study only focuses on those factors that influence the thinking and planning both prior and during the travel experience and that involves the choice of participating in Indigenous tourism activities when the Australian domestic visitor has already chosen a destination. The consumer decision making process framework that this study follows is shown in Figure 1-3.

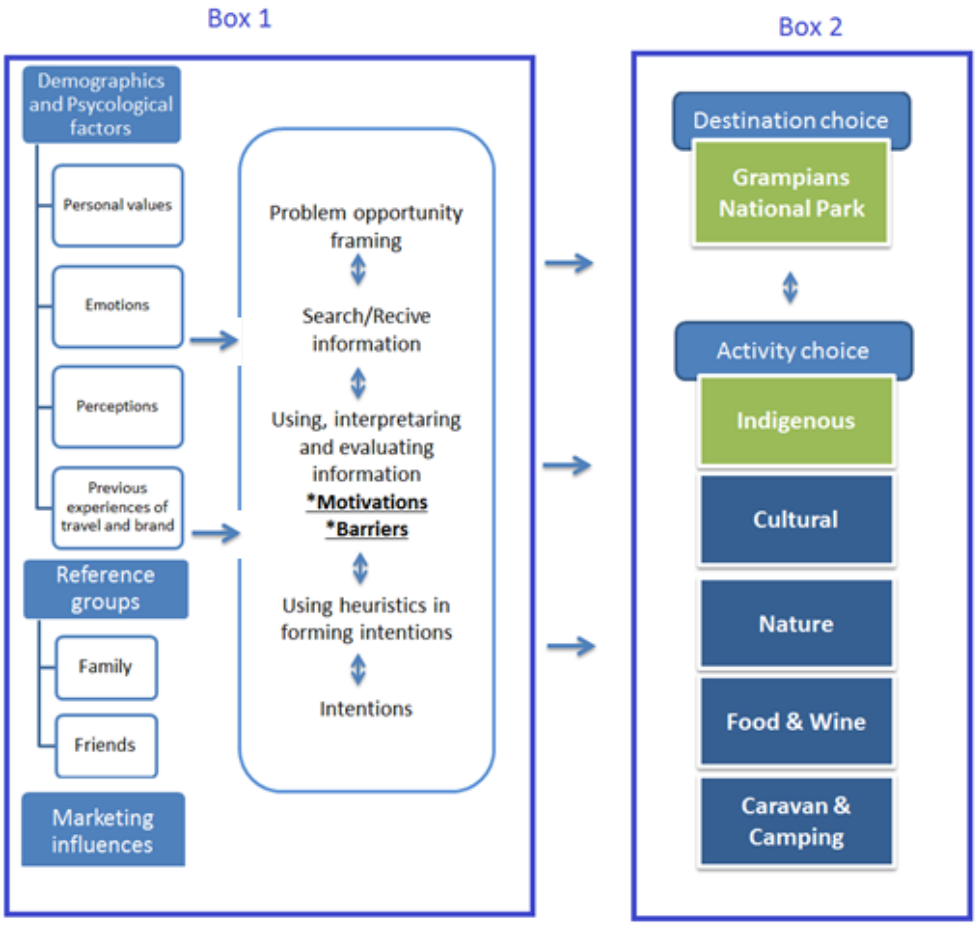


Figure 1-3 Consumer decision making process framework
Source: Adapted from framework of "tourism purchase-consumption system" (Woodside & King, 2001) and Nicosia´s 1996 model (as illustrated in Swarbrooke & Horner, 2007).

1.5 Overview of the Research Design

This study adopts a mixed-methods methodology towards both data collection and analysis processes. The use of both qualitative and quantitative data reduces the weakness of any particular method by building on the strengths of each and every method applied (Jiang et al., 2012). The methods used in this study are: Analysis of secondary data, on-site surveys, and sorting-ranking procedures along with semi- structured interviews (Brown, 1980 as cited in Fairweather & Swaffield, 2001; Green, 2005; Jacobsen, 2007; McKeown & Thomas, 1988) using the photo-elicitation technique (Botterill & Crompton, 1987, 1996 as cited in Jenkins, 1999; Andersson, 2004; Matteucci, 2013).

The research process started with a process to obtain photographs that provided a good fit in terms of depicting the five TRA categories under study.

The researcher conducted 22 validation exercises with a convenience sample of staff members within the College of Business, Victoria University (Neuman, 2011; Zikmund, 1994). Quantitative data analysis was undertaken using the SPSS statistical analysis software package to select two images from each of the five categories that had been most commonly identified by the 22 participants. These images were then used in the in-field data collection. A more comprehensive discussion of this validation process is provided in section 3.7.1.

Once the validated photographs were identified, the data collection took place. The researcher undertook a trip to the Grampians region of Victoria to conduct semi-structured interviews and on-site surveys with domestic travelers. 52 surveys and sorting-ranking procedures along with 50 semi-structured interviews using the photo-elicitation technique were conducted within the Grampians & Halls Gap Visitor Information Centre. Quantitative analysis was undertaken using the SPSS statistical analysis software package: Descriptive analyses, Multidimensional Unfolding [MDU] analysis, computation of mean rankings, and chi-square test of significance. Additionally, qualitative analysis was undertaken using Nvivo10 qualitative data analysis software. The frameworks used for coding the qualitative data followed the Beard and Ragheb (1983) Leisure Motivation Scale [LMS] framework, the Australian holiday motivations framework (JDSP, 2009), and Ruhanen, Whitford, and McLennan´s (2013) identified motivations and barriers themes.

The limitation of this study is that the data collection was limited to one location so this should be considered when generalising the research findings. This study only represents the population of domestic visitors at the Grampians and so it does not intend to represent the whole population of domestic visitors. Also, as this study is mainly qualitative, the sample size was also small from a quantitative perspective; therefore, there is a limitation in the statistical findings of this study.

1.6 Definition of Terms

The United Nations [UN] clarifies that the word "***Indigenous*"** has been used to refer to specific groups of people defined by the criteria of occupation of

ancestral land, collective cultural configuration, language and historical location in relation to other groups of people now residing on those territories (UN, 2004). The term ***"Aboriginal"***, has mainly become related with the legitimately defined peoples in Canada and in Australia (Harvey & Blangy, 2009). This study uses the term "Indigenous" to avoid misunderstanding, and refers to any people defined as "Indigenous" according to the UN's definition, regardless of the country of study.

TRA in its reports (2009a, 2009b, 2009c, 2009d, and 2009e), provides the following definitions for the Australian-based tourism niches that are under study in the present investigation:

1. ***Caravan or camping visitors:*** Visitors who stay in caravan or camping accommodation stay at either commercial sites, or non-commercial sites.
2. ***Cultural visitors:*** Visitors who participate in at least one of the following activities during their trip: attend theatre, concerts or other performing arts / visit museums or art galleries / visit art, craft workshops or studios / attend festivals, fairs or cultural events / experience aboriginal art, craft and cultural displays / visit an aboriginal site or community / visit historical/heritage buildings, sites or monuments.
3. ***Food and wine visitors***: Visitors who visit at least one winery during their trip in Australia.
4. ***Nature visitors*****:** Visitor who participate in at least one of the following activities: Visit national parks or state parks / visit wildlife parks, zoos or aquariums / visit botanical or other public gardens / bushwalking or rainforest walks / whale or dolphin watching (in the ocean) / snorkelling / scuba diving.
5. ***Indigenous visitors****:* Visitors who participate in at least one Indigenous tourism activity during their trip. Visitors may participate in any of the following: Visit an Aboriginal site or community / experience Aboriginal art/craft or cultural display / attend an Aboriginal performance.

This study uses the term "***The TRA categories***" when referring to the five tourism categories discussed above (caravan and camping, cultural, food and wine, nature, and Indigenous).

As can be seen in the definitions discussed above, Indigenous tourism could be perceived as a being part of cultural tourism. However, in an

Indigenous tourism definition, the main attraction is the exotic culture and lifestyle of Indigenous people (Chang, Wall, & Hung; 2012). Indigenous tourism "explicitly involves Indigenous people" (Yang & Wall, 2009). This study is careful about the overlap between these two categories. So, the two photos representing each of these tourism categories are distinct.

This study also uses software analysis terms such as: ***SPSS*** - Statistical package for the Social Sciences quantitative data analysis computer software package - and ***Nvivo*** - Qualitative data analysis computer software -.

1.7 Structure of the Thesis

This thesis is divided into seven chapters. Chapter One introduces the purpose of this study, the background information on the topic under investigation that justified the significance of this research into Indigenous tourism, and the conceptual framework guiding this study. The general aim of the study and the specific research objectives are also presented, the overview of the research design is explained, and the definitions of the common terms used along the study are detailed.

Chapter Two provides a review of existing literature and knowledge related to the inclusion of Indigenous people into tourism. An overview of Australian government policy, strategies and actual participation in Indigenous tourism activities are also described. The last section of Chapter Two reviews studies on visitors demand for Indigenous tourism.

Chapter Three details the approach and methodology used to achieve the research objectives of this study. The chapter starts with a discussion of social science research methodologies that directs to a justification for the use of mixed-methods approach. The research design and data collection methods are also explained. Chapter Three finishes with a discussion of the methodological limitations associated with this research, as well as presenting the considerations employed to ensure that the present study was ethically conducted.

Chapters Four and Five present the results of the data analysis. Chapter Four stars by providing the results of the photo-validation process. After, it is divided in two major sections. The first part of Chapter Four describes the

participants' profile of this study, in terms of their demographic and travel behaviors. The second part of the chapter presents the results of the domestic visitors' preferences to participating in tourism activities. Chapter Five shows a close-up analysis of domestic visitors' preferences for Indigenous tourism activities (rock-art sites and cultural centre), and their motivations for, and barriers to, participating in the two activities. A comparison between the two activities is also conducted in Chapter Five.

Chapter Six discusses the findings in light of existing literature. The implications of the findings are also presented in this chapter. This chapter draws on primary data presented in Chapters Four and Five to discuss four comparative analyses: the domestic profile of Indigenous tourism visitors, their preferences for Indigenous tourism activities in comparison with other types of tourism activities, their motivations for, and barriers to, participating in Indigenous tourism activities, and their preferences between two Indigenous tourism activities.

Chapter Seven concludes the thesis by summarising the key findings of the research. The contribution to knowledge and the limitations of the present study are also stated in this chapter. Finally, the opportunities for future research are identified.

Chapter 2. Tourism and Indigenous People

2.1 Introduction

Chapter One presented the overview and significance of this study. This chapter presents a review of the literature to position this research within the existing knowledge about Indigenous tourism. Section 2.2 provides a chronological background of the situation related to Indigenous people in Australia since the arrival of the Europeans and the reported impact on the Indigenous people's socio-economic indicators. Section 2.3 discusses various impacts of tourism as a development tool for Indigenous people worldwide, as well as the demand for this type of tourism. Section 2.4 focuses on Indigenous tourism as a development tool within the Australian context. Section 2.5 presents studies on demand for Indigenous tourism activities in Australia. Finally, Section 2.6 discusses the conceptual framework used in this study in order to better understand the domestic demand for Indigenous tourism activities.

2.2 Tourism as a Development Tool for Indigenous Communities

Tourism is often perceived as a development tool that offers opportunities to improve life conditions of Indigenous people (Butler & Hinch, 2007; Chang et al., 2012; Ryan and Huyton, 2002; Shen, Hughey & Simmons, 2008), to protect their culture, natural resources, and at the same time to empower Indigenous communities (Bunten, 2010). Section 2.2.1 shows an overview of the actual perception of tourism as a development tool for Indigenous people around the world. Finally, Section 2.2.2 focuses on the demand for Indigenous tourism worldwide.

2.2.1 Indigenous Tourism in an International Context

According to a study conducted by the World Tourism Organization [UNWTO], international tourism has undergone more than 200 per cent growth in the last 30 years, from 277 million of international visitor arrivals in 1980 to

940 million arrivals in the year 2010 (UNWTO,2013). Demand for wilderness and cultural experiences, such as visiting Indigenous peoples and their tribal lands are among the segments of highest growth in tourism worldwide (Higham, 2007; UNWTO, 2004; Vodden, 2002; Weaver, 2010), contributing 37 per cent of world travel and growing by 15 per cent per annum (Sustainable Tourism Online, 2010).

Tourism is increasingly promoted as a socio-economic activity with the potential of increasing economic growth and independence for Indigenous peoples, besides cultural survival (Frost, 2004; McIntosh, 2004; Simonsen, 2005). In regards to its anthropological roots, Indigenous tourism has been considered as a sub-category of cultural tourism (Weaver, 2010); however, Butler and Hinch (1996) denoted Indigenous tourism as an autonomous category, by defining it as a tourism category "in which Indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction" (Butler & Hinch, 1996, p.9).

The UN's declaration on the Rights of Indigenous Peoples in September, 2007 highlights the rights of all Indigenous peoples to persist to be different while also promoting their full and effective participation in all matters concerning them (UN, 2007). Indigenous people are seen as having a competitive tourism advantage based on their unique cultures (Notzke, 2004).

With the adoption of the UN's Declaration on the Rights of Indigenous People on September 13, 2007, many opportunities in tourism (and in other areas) are emerging for Indigenous people (370 million native peoples around the world) as custodians of some of the world's oldest living cultures. These include:

1. Indigenous peoples have the right to practise and revitalize their cultural traditions and customs.
2. States shall provide redress through effective mechanisms, which may include restitution, developed in conjunction with Indigenous peoples, with respect to their cultural, intellectual, religious and spiritual property taken without their free, prior and informed consent or in violation of their laws, traditions and customs.

3. Indigenous peoples have the right to the lands, territories and resources which they have traditionally owned, occupied or otherwise used or acquired.
4. Indigenous peoples have the right to own, use, develop and control the lands, territories and resources that they possess by reason of traditional ownership or other traditional occupation or use, as well as those which they have otherwise acquired.
5. They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions (UN, 2007).

Over the last two decades, international development agencies and donors such as the World Bank, the U.S. Agency for International development (USAID), the United Nations Development Program (UNDP), and the Inter-American Development Bank have initiated programs to support Indigenous people through tourism projects (Honey & Kranz, 2007). There are some examples where Indigenous tourism has had a positive impact on sustainable rural development and poverty alleviation. For example, in West Bengal, India, a project with the aim to create a village into a cultural tourism destination was started in 2005. 311 Indigenous artists (called “patachitra”) were trained to improve their skills and to create links to new markets. As a result of this initiative, between the years of 2004 to 2010, the average income has raised from USD$9 to USD$126, thereby improving the living standards significantly (UNWTO, 2012).

In countries such as Canada, Australia and New Zealand tourism initiatives are designed to “facilitate the harmonious integration” of Indigenous people into mainstream society (Simonsen, 2005). Scheyvens (1999) proposed four levels with an “empowerment´s framework” to measure the impact of tourism in Indigenous and local communities. These four levels are: 1) Economic (equitable distributed gains that are visible signs of improvements), 2) psychological (enhanced self-esteem, confidence and increased status for low status sectors within society), 3) social (enhancement and/ or maintenance of the local community´s equilibrium, and cohesion), and 4) political (integration of all community´s groups in the political structure that allows representativeness) (Scheyvens, 1999).

Critics of Indigenous tourism argued that the tourism industry is dominated by outsiders who maintain most of the benefits and left the cost with the host communities (Butler & Hinch, 2007; He et al., 2008), and that Indigenous tourism cannot be successful until Indigenous people have control over the land (Coria & Calfucura, 2012; Haller, Galvin, Meroka, Alca, Alvarez, 2008). By Indigenous people owning and operating their businesses, their identity and social and economic well-being get stronger, and at the same time, enable visitors to experience the Indigenous culture in a way that is meaningful and approved by the traditional owners (Carr, 2006).

2.2.2 Demand for Indigenous Tourism Worldwide

Around the world there are many examples of Indigenous communities using the opportunity that tourism provides to educate non-Indigenous people about Indigenous values (Higgins-Desbiolles, 2009). In relation to the international and domestic participation in tourism, Goodwin (2007) pointed out the following:

> In a period when increasing numbers of tourists are seeking an experience of cultural diversity, the market should not be taken for granted… it is important to consider both domestic and international markets and to avoid projects which involve significant capital expenditure and maintenance, or invest in skills which do not exist in the community (p. 94).

In national and local governments' strategies, Indigenous tourism has become a central focus as a development tool. For example, in Mexico, the last two National Development Plans released by the Mexican federal government have both shown greater emphasis on investment in sustainable tourism projects; where 914 of 1239 tourism projects were focused on Indigenous communities (SECTUR, 2006). In Mexico, the average participation ratio of domestic visitors versus inbound tourism from 1998 to 2010 visiting Indigenous archaeological sites was 70 per cent domestic versus 30 per cent inbound (SECTUR, 2013). Taiwan is another example where domestic participation in Indigenous tourism is significant: Tourism development in many Indigenous sites has been created by the Taiwanese government. The annual number of domestic visitors to the Taiwan Aboriginal Culture Park (the only official native

park owned and managed by the government) reached an increase of 23 per cent over a two-year period from 1999 to 2001, and domestic tourism “has been booming” in Taiwan since 1998 (Chang, Wall, & Chu, 2006). Chang et al. (2006) showed that domestic travelers in Taiwan that visit Indigenous cultural villages are novelty-seekers with high interest in participation in various activities or making contact with Indigenous people.

In contrast to previous examples, in Australia, Canada, USA, and New Zealand this trend seems to be different. Tremblay (2007) conducted an assessment of 29 reports that discuss the demand-side approach of Indigenous tourism offered in Australia, Canada, the USA and New Zealand. He found that the key findings in these reports were that Western Europeans, North Americans, and, in less extent, Japanese visitors were the primary groups interested in participating in Indigenous tourism. He also found that international visitors are more interested in Indigenous tourism than domestic visitors. A study conducted by (Kutzner et al., 2009) in British Columbia, Canada with the aim to identify visitors´ preferences for Indigenous tourism product features, identified that the domestic market had a participation of 36 per cent. This is similar to the Australian situation where there is a domestic participation rate for Indigenous tourism of 40 per cent (TRA, 2009e). They also found that participants indicated a preference for an active rather than observational experience. However, in particular activities such as arts and crafts, drumming and dancing, and cultural exhibits, they preferred to take a more passive approach than to participate more actively (Kutzner et al., 2009). In New Zealand, the pattern of domestic versus inbound tourism participation in Indigenous tourism seems similar: In 2004, whilst 32 per cent of international visitors had visited a *marae* (traditional Maori tribal meeting place) only 3 per cent of domestic visitors visited, and, whilst 45 per cent of international visitors attended an Indigenous (Maori) cultural performance, only 2 per cent of domestic visitors had attended (McIntosh & Ryan, 2007).

2.3 Indigenous People in Australia

To try to understand the domestic demand for Indigenous tourism in Australia, it is important to go back in time to highlight important events of the

history of Australia. According to the archaeologist Patel (2011), historical records related to Indigenous people in Australia dates back some 50,000 years. The Indigenous people, before English colonisation, were a “diverse collection of regional cultures that spoke some 200 different languages” (Patel, 2011). They were semi-nomadic and hunter-gatherers (Patel, 2011), and considered by some as being successful and specialised people with a high culture (Stanner, 2010). In 1788, British settlers arrived in Australia and with them, the Indigenous peoples’ life-style changed dramatically. Section 2.3.1 explains the historic racial relations between Indigenous people and non-Indigenous people since 1788. Section 2.3.2 shows how the situation for Indigenous people in Australia was derived from years of misunderstanding. Section 2.3.3 presents the reconciliation process that has been taking place in Australia since 1991 (Australian government, 2009) and the development tools implemented by the Australian government to improve the situation of Indigenous communities.

2.3.1 Historic Relations between Indigenous and Non-Indigenous People in Australia

The oldest interaction between Europeans and Indigenous people in Australia is dated back to the 17th century when the first discoverers explored the coast of Australia. Since then until the 1930´s, Indigenous people were seen by British settlers as valueless, primitive, inferior, lacking civilization, and by consequence were seen as having no rights to land (Ginsburg & Myers, 2006; Stanner, 2010). The goal of assimilation was originated in the 1930´s with the objective of absorbing “the natives of Aboriginal origin but not of the full blood” as a measure of protection concerned with the future of mixed-blood Indigenous people in settled areas (Australian Law Reform Commission, 2013). In 1961 the policy of assimilation was agreed in a Native Welfare conference held in Canberra. The policy of assimilation means “in the view of all Australian governments that all aborigines and part-aborigines are expected eventually to attain the same manner of living as other Australians and to live as members of a single Australian community enjoying the same rights and privileges, accepting the same responsibilities, observing the same customs and

influenced by the same beliefs, hopes and loyalties as other Australians" (Commonwealth and State Ministers, 1961).

Since 1924, Australian Aborigines started to claim self-reliance, economic independence and race pride (Foley, 2011). However, it wasn't until the 1960's that Indigenous activists began to challenge Australian policy. This activism was propagated by (1) the lack of recognition of Indigenous land rights, (2) the limitation of Indigenous civil rights, and (3) the practice of removing "part-Aboriginal" children for their imagined improvement (Foley, 2011). In 1967 Indigenous people were categorized as human, rather than be considered as part of "Australia´s unique fauna", and gained rights as Australian citizens (Ginsburg & Myers, 2006; Pomering & White, 2011). By the early 1990s, the fact and naming of the "Stolen Generations" became iconic of the Indigenous condition in Australia (Ginsburg & Myers, 2006). "The 'Stolen Generation' refers to Aboriginal and Torres Strait Islander [Indigenous] people who were forcibly taken from their families by the government" as part of the assimilation policy (Reconciliation, 2008). In 1995 an inquiry that resulted in a report entitled *Bringing Them Home* (Wilson, 1997), which set forth a range of debates about responsibility, about the facts, and about the policies that had prevailed (Ginsburg & Myers, 2006).

The reconciliation process started in 1991 with the Council for Aboriginal Reconciliation Act 1991 where the Council for Aboriginal Reconciliation (now called "Reconciliation Australia") was established (Australian Government, 2009). However, it was only until 2008 that a formal apology was issued to the "Stolen Generation" by the Prime Minister Kevin Rudd, and all affected by it (Graham, 2011). The apology included a plan for a policy commission to "close the gap" between Indigenous and non-Indigenous Australians (Australian Government, 2009).

2.3.2 The Current Situation of Indigenous People in Australia

The historic discrimination against Indigenous people has had an effect on well-being indicators (Graham, 2011). In 2007 the Australian government recognised that health, safety and education of the nation's remote Indigenous citizens were in a state of crisis (Australian Indigenous, 2009). Indigenous

people in Australia are disadvantaged, based on a range of socioeconomic indicators such as education, employment and income, in comparison to their non-Indigenous counterparts (Urquhart, 2009). For example, education data from 2008 show that 93 per cent of Australian students in Year Five (most children in Year Five are between ten and eleven) achieved the national benchmark for reading, compared with 63 per cent of Indigenous students (Urquhart, 2009). Unemployment rate for Indigenous people in Australia was 16.4 per cent in 2011, which was significantly higher than the 5 per cent of unemployment rate for non-Indigenous Australians (ABS, 2012). The mortality rate for Indigenous people in all ages is more than double that compared with non-Indigenous people (ABS, 2011b). “Indigenous boys born today can expect to live 11-15 years fewer than their non-Indigenous counterparts, spend twice as long in hospital, face significantly more violence and be much more likely to attempt suicide” (Graham, 2011, p.6).

Despite the negative well-being indicators, Australian government reports such as the “Aboriginal and Torres Islanders Health Performance Framework” showed that some indicators gap have narrowed since the reconciliation process started (Australian Health Ministers’ Advisory Council, 2011). For example, the report pointed out that the gap between 1991 and 2008 has narrowed in the following indicators: all-cause mortality rate, avoidable mortality, circulatory disease, infant mortality and pneumonia, access to functional houses, and education and employment. However, there are still continuing concerns such as, chronic diseases that contribute to the two-thirds of the health gap, smoking rates, low physical activity, nutrition, overweight and obesity, high risk alcohol consumption, overcrowding in housing, and distribution of the income.

2.3.3 Reconciliation and Development Tools for Indigenous Communities

Since 1991, the Australian government has proposed several strategies with the aim of improving the living conditions of Indigenous people. For example, “Closing the Gap” is a commitment by all Australian governments to work towards a better future for Aboriginal and Torres Strait Islander [Indigenous] peoples in areas such as health, housing, education and employment

(Department of Families, Housing, Community Services and Indigenous Affairs [FaHCSIA], 2013). The “Indigenous capability and development program”, the “Indigenous governance program”, and the “Indigenous financial service network” are examples of National government programs focused on improving the development of Indigenous people. Reconciliation Australia is the national organisation that aims to promote reconciliation programs between Indigenous peoples and the broader Australian community. For example, through the Reconciliation Action Plan (RAP) program, organisations such as community organisations (e.g. Amnesty International), corporate organisations (e.g. CISCO Systems), peak organisations (e.g. Early Childhood Australia), schools (e.g. Melbourne Girls Grammar), universities and training organisations (e.g. University of Melbourne), federal government agencies (e.g. Department of Resources, Energy and Tourism), state governments (e.g. Victoria government), local governments (e.g. City of Melbourne), and Aboriginal and Torres Islander organisations (e.g. Yarnteen) create business plans designed to contribute towards the reconciliation process in Australia (Reconciliation Australia, 2010).

On October 2011, the Australian government released its Indigenous Economic Development Strategy 2011-2018. One of the Australian government strategies is to support Indigenous tourism development as this strategy provides economic opportunities while delivering not only significant environmental benefits (Australian Government, 2011), but also socio-cultural benefits such as understanding, national identity, and reconciliation (Galliford, 2009, 2010; Higgins-Desbiolles, 2003, 2005, 2006). The significance of tourism as one of the Australian government strategies will be discussed in the following section.

2.4 Indigenous Tourism in Australia

In Australia, federal and state governments have developed a wide range of policy initiatives to enhance Indigenous involvement in tourism. Section 2.4.1 explains the role of tourism as a development tool for Indigenous people in Australia by showing the situation of the industry. Section 2.4.2 summarises the

current tourism policy towards Indigenous tourism. And, Section 2.4.3 shows the current forms of Indigenous people participation in tourism.

2.4.1 Tourism as a Development Tool for Indigenous Communities

Australia is ranked as the eighth country in the world in terms of capturing the largest amount of international tourism receipts (UNWTO, 2011). Tourism´s contribution to Australian gross domestic product (GDP) in 2010–11 was AUD$73.3 billion, or 5.2 per cent share of the Australian economy; tourism´s direct employment share of 4.5 per cent was higher than many other industries including mining, electricity, gas, water and waste water services (TRA, 2012a). According to TRA estimates, in 2011 overall domestic tourism represented 92 per cent of the total tourism (domestic plus international) market.

In 1991, tourism was identified as a potential source of economic growth and employment for Indigenous people in the national report of the *Royal Commission into Aboriginal Deaths in Custody*; and after a call for government action by the Northern Territory, and extensive stakeholders consultations, in 1997 the federal government released the National Aboriginal and Torres Islander Tourism Industry Strategy (NATSITIS). This policy provided the catalyst for states to formulate their own Indigenous tourism development strategies (Schmiechen & Boyle, 2007). Since the 2000 Olympic Games, Indigenous culture has been recognised and promoted as one of the features that differentiate Australia from its global competitors (Pomering & White, 2011; Schmiechen & Boyle, 2007; Whitford & Ruhanen 2010 as cited in Ruhanen et al., 2013); and it has also been considered as a development tool for Indigenous Australians (TRA, 2010a).

Commonwealth and state governments have developed a wide range of policy initiatives designed to enhance Indigenous involvement, mainly in cultural tourism and ecotourism, and in that way stimulate cultural awareness and employment mainly in economically depressed isolated communities (Simonsen, 2005). However, Indigenous tourism businesses often have low rates of success (Altman & Finlayson 1993; Bennett, 2005; Burchett, 1993; Pitcher, Van Oosterzee & Palmer, 1999; Schmiechen anecdotal information, 2005 as cited in Schmiechen, 2006); Simonsen, 2005). These ventures face

issues such as product development, marketing, competition, quality control, training and education, inadequate financial planning and support programs (Simonsen, 2005; Walpole and Thouless, 2005 as cited in Higham, 2007); Weaver, 2001); as well as a lack of entrepreneurial ability, a lack of title to the land, communication barriers, historical legacies, pervasive stereotypes, cross-cultural barriers and latent racism (Higgins-Desbiolles, Schmiechen, & Trevorrow, 2010; Williams & Dossa, 2004). They also suffer the difficulty of conducting business in remote locations, involving the additional problems of logistics, high transportation cost and weak links with the overall tourism industry (ATSIC, 1995 as cited in Simonsen, 2005).

These barriers could have had an impact on the number of Indigenous tourism visitors. Data that has been collected on Indigenous tourism visitors shows no real growth since 1999, when the number of visitors was 1 million, compared with 1.2 million in 2011-12. 2009 stands as the year with the highest visitors' participation (3 million visitors), and expenditure (AUD$7.2 billion). During 2011-12 the spending by Indigenous tourism visitors was valued at AUD$5.8 billion (TRA, 2010a; TRA 2012c; Tremblay & Wegner, 2009). As it has been mentioned before, this tourism category is mainly dominated by international visitors, therefore, the devaluation of the AUD dollar during 2008-2009 (see Figure 2-1) could had have a positive effect in the visitors´ number engaging in Indigenous tourism during that period, but also a negative effect in the following years with a stronger AUD dollar.

Figure 2-1 AUD/USD exchange rate
Source: Yahoo Finance (2013)

2.4.2 Indigenous Tourism Policy

The Australian federal government through its development strategies recognises the importance of tourism as a development tool for Indigenous people. “The Indigenous Economic Development Strategy 2011-2018” is an Australian federal government strategy which aims to provide assistance to Indigenous Australians so that they may enjoy the same opportunities as non-Indigenous Australians: “It focuses on five key areas for improving the prosperity of Indigenous Australians: strengthening foundations to create an environment that supports economic development; education; skills development and jobs; supporting business development and entrepreneurship; and helping people achieve financial security and independence” (Australian government, 2011 p.4). Within the *business and entrepreneurship* key area, the objective *4.3 encourage private-sector partnership* mentions that a key strategy to 2018 is to support private-sector partnerships. One of the actions to support this strategy is to “facilitate partnerships between Indigenous and non-Indigenous businesses in the tourism sector to allow skills transfer and overall business development and growth under the 2009 National Long Term Tourism Strategy” (Australian government, 2011 p.57). Also, within the *skills development and jobs* key area, the goal for 2011-12 was to “employ 281 Indigenous Australians and host 240 Indigenous trainees” in pastoral and tourism business (Australian government, 2011, p. 71). These figures are derived from Indigenous Land Corporation [ILC] ´s initiatives. However, there is no a clear methodology on how the ILC arrived at the figures, and what the goal for 2018 is. The ILC website states that in 2012-13 “training and employment of Indigenous people in the hospitality and tourism industries” initiative has employed 250 indigenous people and hosted 176 indigenous trainees within Ayers Rock Resort, Northern Territory, Home Valley Station, Western Australia, and Mossman George Centre, Queensland (http://www.ilc.gov.au/).

In addition to what the Australian federal government has been doing, many state and territory governments in Australia have also been developing tourism strategies to support Indigenous tourism. For example, the Northern Territory was the first to officially recognise Indigenous culture as a growing area of tourism, and the Northern Territory government has made many efforts towards supporting and planning for economic development opportunities for Indigenous

tourism and have recognised the importance of aligning this subsector with the overall tourism industry (Schmiechen & Boyle, 2007; Tremblay & Wegner, 2009). The Northern Territory leads the states in terms of Indigenous visitor numbers for both the domestic (26.3%) and international market (72%) (Tourism Northern Territory, 2009). On the other hand, "New South Wales, Victoria and Tasmania see their primacy as adding to the destination product (and ensuring a smooth fit, recognising the value of economic opportunities for Aboriginal people or communities, while Queensland´s approach is to address both issues simultaneously" (Tremblay & Wegner, 2009, p. 12).

Within Tourism Australia there are also strategies aiming to increase Indigenous participation within the tourism labour force (Tourism Australia, 2011; TRA, 2012c). For example, the Tourism 2020 Strategy policy states the development of a pilot program designed to enable skill transfer between Indigenous and non-Indigenous business, and by investing in skill training for Indigenous people at the National Indigenous Tourism Training Academy (Tourism Australia, 2011).

As part of these strategies, the Minister for Tourism, Martin Ferguson, said that the Australian government is keen to assist Indigenous communities by supporting the development of traditional and innovative Indigenous tourism products (Winters, 2009). For example, in strategies such as the 'Strategic Tourism Investment Grants´ program, which began on 1 July 2011, the Australian government through the Department of Resources, Energy and Tourism [RET] aims to develop suitable projects that "foster development of iconic tourism experiences and products that immerse domestic and international visitors in Indigenous culture" and enhance sustainable economic growth by the creation of employment and improvement of business skills for Indigenous people (Australian government, 2012). In 2012 Martin Ferguson (Minister for RET) announced that AUD$2 million in Australian government funding was being made available for nationally significant Indigenous projects (Australian government, 2012). Mossman George, 70 kilometers north of Cairns in Queensland is a good example of an impressive ecotourism development that has had an AUD$20 million investment. The majority of employees at this development are local Indigenous people and tours include exclusive access to Indigenous land (Fraser, 2012).

2.4.3 Forms of Indigenous Involvement in Tourism

Since 1990s Indigenous-owned tourism ventures has been a growing segment of the Australian tourism industry (Zeppel, 1998). There were over 300 Indigenous tourism businesses in operation in Australia in 2008, of which 247 were operating on a regular basis (TRA, 2010a). There exist a variety of ways in which Indigenous participation in tourism takes place. TRA identifies ten Indigenous tourism activities considered as Indigenous experiences: Indigenous people as tourist guides, Indigenous accommodation, Indigenous cultural centre, Indigenous gallery, Indigenous festival, Indigenous dance or theatre performance, cultural display (Indigenous art or craft), Indigenous site or Indigenous community, Indigenous souvenirs (art, crafts), any other interaction with Indigenous people. However, for the majority of visitors, the Indigenous tourism experience involves buying Indigenous art or visiting rock-art sites (Craik, 1994).

To construct a reputation of reliability and quality in service delivery for Indigenous products, Tourism Australia and Indigenous Business Australia (IBA) built the Indigenous Tourism Champions Program (ITCP). In this program there are 26 Indigenous owned products (at least 50% of ownership). Eighty per cent of these products are provided in the Northern Territory, Queensland and Western Australia. There are also 17 ‘Aboriginal experience’ products; the majority in the Northern Territory (47%) followed by Queensland with 29 per cent of the supply. The classification of the 43 Indigenous tourism activities are: six ‘Accommodation’, eight ‘Attraction or National Park’, ten ‘tour-extended/overnight’ and 19 ‘tour-short’. In Victoria, there are three ITCP Indigenous tourism activities: Brambuk the National Park and Cultural Centre at the Grampians, a heritage walk at the Royal Botanical Gardens Melbourne, and a short tour at Tower Hill, Warrnanbool (Tourism Australia, 2013a).

2.5 Demand for Indigenous Tourism in Australia

Since 1997 federal and state governments have been creating strategies to plan and develop Indigenous tourism (Schmiechen & Boyle, 2007; Tremblay & Wegner, 2009). Australia´s tourism marketing campaigns have emphasized “Indigenous tourism” as a key point of differentiation from other destinations

around the world (Hollinshead 1996; Pomering & White, 2011; (Ruhanen, Whitford, & McLennan, 2013). However, despite the best intended strategies, demand for Indigenous tourism in Australia has had an annual average decrease of 4.9 per cent in international visitors and 18.7 per cent in domestic visitors from 2006 to 2010 (TRA, 2011a). Therefore, for a sustainable development within Indigenous communities it is important to understand the Indigenous visitors' profile and preferences. Section 2.5.1 explains the visitors' participation in Indigenous tourism in comparison with other types of tourism. Section 2.5.2 shows previous studies on determining the profile of visitors interested in Indigenous tourism. Finally, Section 2.5.3 presents findings in motivations for, and barriers to, participating in Indigenous tourism. These sections will now be discussed.

2.5.1 Participation in Indigenous Tourism

Some government reports and academic research (see Appendix A) have attempted to measure the demand for Indigenous tourism in Australia. However, the data which recorded the receptiveness of visitors engaging in Indigenous products is 'inconsistent and incomplete" (Simonsen, 2005, p.22) due to methodological issues, such as the use of generic tourism surveys that might have given the wrong impression about the robustness of the results (Tremblay, 2007). The main findings in the exploration for demand studies around Indigenous tourism in Australia include: (1) Indigenous tourism is more appealing to international visitors than it is to domestic visitors (Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton 2000, 2002), (2) Indigenous tourism experiences are secondary motivations for travelers (JDSP, 2009; Ryan & Huyton 2000, 2002), (3) there is a gap between interest and actual demand for Indigenous tourism experiences (Ruhanen, Whitford, & McLennan, 2013; Tremblay, 2007), (4) specific socio-demographic groups are interested in Indigenous tourism experiences (JDSP, 2009; Ryan & Huyton, 2000, 2002; TRA, 2010a; Tourism Australia, 2010), and (5) visitors are also open to Indigenous tourism experiences, and past involvement in Indigenous activities is mostly positive (Galliford, 2009, 2010; Higgins-Desbiolles, 2003, 2005, 2006; JDSP, 2009).

While in 2011-12 the visitor numbers, domestic and international, engaged in Indigenous tourism represented only 0.48 per cent of the overall tourism visitation for Australia, this percentage represented an AUD$5.8 billion contribution to the economy. However, international visitors made much larger contribution (AUD$5.3 billion) than did domestic visitors (AUD$0.5 billion) (TRA, 2012c). TRA data shows that there is no clear growth in the participation rate of visitors, both domestic and international, involved in Indigenous tourism between 1999 and 2012 (TRA, 2011a, 2012b; Tremblay & Wegner, 2009). The combined demand over this period has been quite steady. However, the proportion of domestic visitors participating in Indigenous tourism is significantly lower compared to international visitors. Figure 2-2 shows that over a 10-year period, the average percentage of inbound visitors who participated in Indigenous tourism was 12.7 per cent and is in contrast to the average percentage of 0.7 per cent for domestic tourism participation within the same period (Tremblay & Wegner, 2009). According to Tremblay (2007), this variance can be explained by the domestic visitors' preferences which include business trips, visiting friends and relatives, short breaks, and attachment to specific location, among others.

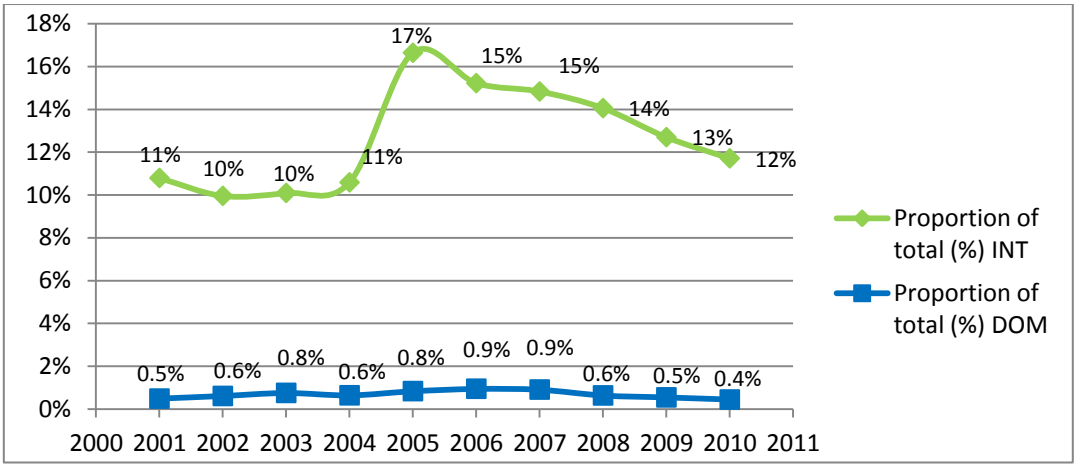


Figure 2-2 Proportion of visitors' participation in Indigenous tourism
Source: Adapted from TRA (2011a, 2012b); Tremblay & Wegner (2009)

2.5.2 Profile of Visitors Interested in Indigenous Tourism

There are some studies that have focused on the identification and categorization of the visitors' profile who are interested in Indigenous tourism. Silver (1993) (as cited in Moscardo & Pearce, 1999) pointed out that this new market for Indigenous tourism experiences is one of "sophisticated, well-

educated people seeking to be politically correct and ethically responsible"; also this group tries to experience authenticity but in a mentally comfortable and stress-free environment for them (Silver, 1993 as cited in Moscardo & Pearce, 1999). Moscardo and Pearce (1999) conducted a series of surveys in Tjapukai Aboriginal Culture Park on the north-eastern coast of Australia, with the aim of classifying clusters of visitors interested in Indigenous tourism and their degree of interest. They identified a cluster, *the ethnic tourism connection group*, who are particularly interested in having "learning and experience contact" with Indigenous people. Participants in this cluster were 43 years old (mean), and mainly come from the USA, Canada, and Europe (Moscardo & Pearce, 1999). Pratt, Gibson, and Movono's (2012) study extended Smith's four Hs (Habitat, Heritage, History and Handicrafts) framework by conducting a research in Fiji. They found out that visitors looking for adventures, authenticity, personal interaction, and who pursue education are interested in Indigenous tourism. Johansen and Mehmetoglu (2011) also used Smith´s four Hs framework to analyse the four Hs effect on visitors' experiences and perceptions at a Sami festival in Norway. They pointed out that habitat is the most important element as the connection between Indigenous people and their place is perceived as an element of authenticity.

Ryan and Huyton's (2000, 2002) studies on Indigenous sites in Australia (N=471 and 358 respectively), including domestic and inbound visitors, showed that while about a third of the total sample did have an interest in Indigenous culture, for the greater majority this interest was part of an extensive interest in the territory as a whole. Aligned with Ryan and Huyton ´s (2000, 2002) studies, McKercher and Du Cros (1998) also suggested that the visitors interested in Indigenous tourism are a small niche market that is not aligned with mass tourism expectations. They pointed out that, in the case of Uluru, only a few visitors are interested in learning about Indigenous people and its culture. The majority of visitors are much more interested in admiring the sunset and sunrise, in climbing the monolith and seeing the "mystical ancient rock paintings made by primitive, stone age people" (McKercher & Du Cros, 1998, p. 376). This perception of "stone age people" is also found in Galliford´s (2009) work. He suggests that while international tourists generally display a primitive or traditional past perception of Indigenous people; domestic visitors have a more

realistic understanding of Indigenous people as a current cultural group (Galliford, 2009).

Ryan and Huyton (2000, 2002) identified a cluster (sub-sample) with a higher rate of interest in Indigenous tourism experiences: *The active information seekers*. For this cluster sample, 44 per cent were under the age of 30, and only 15 per cent were over the age of 51, two-thirds were female and two-thirds were overseas visitors. *The Visiting Friends and Relatives market* (VFR) was also an important segment for Indigenous products, where 56 per cent of this sample was under the age of 30 and two-thirds were Australians (Ryan & Huyton, 2000, 2002). TRA (2010a) also pointed out that the profile of domestic Indigenous visitors was mainly aged between 45-64 years old, were female, and were employed. Converse to Ryan and Huyton´s (2000, 2002) findings and more aligned with TRA´s (2010a) findings, JDSP (2009) pointed out that domestic young adults were not interested in Indigenous experiences; what is more, the domestic segments interested in Indigenous tourism were empty nesters, followed by Single Income no Kids/ Double Income no Kids (SINK/DINK), older families and retirees. “These older life stage segments displayed a high degree of interest in Indigenous tourism, although they needed assurance of quality, comfort and safety” (JDSP, 2009 p. 6). This last finding supports Silver 1993’s finding (as cited in Moscardo & Pearce, 1999).

Psychographic characteristics of visitors have been used as an indicator for predicting travel preferences. In 1974, Plog (2001, 2002) introduced the concept of personality segments as travel indicators: “Allocentric” (or “venturer”), “mid-centric” and “psychocentric” (or “dependable”). Some studies have attempted to explore these concepts to understand visitors’ motivations (Weaver, 2011; Weaver & Lawton, 2002). Weaver and Lawton (2002) explored these concepts by surveying 989 ecolodge guests on the Gold Coast, Australia. They used the concepts of hard (venturesome) or soft (dependable) to study the ecotourists preferences. The study showed that there were three clusters of ecotourists, *the ventures* (strong environment commitment and sustainability, specialized and long trips, small groups, physically active, few services expected, and emphasis on personal experience), *the dependables* (moderate environment commitment, multi-purpose and short trips, larger groups, physically passive, services expected, and emphasis in interpretation) and a third group, *the structured*, that

during the day they are ventures but during the evening they prefer soft experiences (strong environment commitment, enhancive sustainability, physically active; but, multi-purpose and short trips, larger groups, services expected, and emphasis on interpretation). In addition, Weaver (2011) developed a 10-item psychographic scale that proved to be reliable and useful as a psychographic instrument. The scale was used to explore the psychographic characteristics of visitors of a protected area, in South Carolina, USA. The results suggested that travelers visiting protected National Parks are ventures (35%) and near-ventures (54%). In the study venturesomeness was associated with higher levels of desired services, lower expected risk tolerance, seeking for mental stimulation and learning, and site loyalty (Weaver, 2011).

2.5.3 Motivations for, and Barriers to, Participating in Indigenous Tourism

It is commonly argued that Indigenous tourism is not considered within the top priority of tourism activities that both international and domestic tourists choose to engage in (JDSP, 2009; Ruhanen, Whitford & McLennan, 2013; Ryan & Huyton, 2000, 2002). However, these studies approached the interest in indigenous tourism mainly from a quantitative perspective (e.g. Ruhanen, Whitford & McLennan, 2013; Ryan & Huyton, 2000, 2002), or from a perspective of visitor destination choice, instead of in-destination activities. For example, in JDSP´s (2009) study, participants in focus groups where asked to choose between indigenous and coastal destinations. Previous studies have also approached Indigenous tourism preferences from choices of activities not offered in the destination where the research was conducted, or/and in a future intention to participate (e.g. JDSP, 2009; Ruhanen, Whitford & McLennan, 2013; Ryan & Huyton, 2000, 2002).

JDSP´s (2009) study focused on the domestic market and it explains that despite the lack of top-of-mind enthusiasm for this type of tourism, latent interest exists in aspirational ‘Aussie’ destinations, such as the Kimberley, Top End and Red Centre. However, JDSP (2009) also claim that there is a lack of awareness of Indigenous tourism products. Although Ruhanen, Whitford & McLennan (2013) supported this claim, they further suggested that domestic

visitors are more aware than international visitors about the Indigenous tourism experiences available in Australia (Ruhanen, Whitford & McLennan, 2013).

Schmiechen (2006), and then Schmiechen and Boyle (2007), identified the issue of "how to increase participation from the domestic market" as a research priority in Indigenous tourism. A recent study from JDSP´s (2009) study explored the domestic market´s motivations for participating in Indigenous tourism activities. JDSP´s (2009) study showed that the most appealing Indigenous tourism concepts to domestic visitors are: coastal/fishing tour, restaurant, short tour (country), hot spring/massage/healing retreat, and performance/theatre. The motivations for participating in these tourism activities are: Discovery and learning, connection with the land, understanding of Indigenous culture, challenge and adventure, fun and enjoyment, and reward and satisfaction. It is important to point out that this stage of JDSP´s (2009) study was a quantitative survey where participants were given prompted responses. Ruhanen, Whitford, and McLennan (2013) also explored the motivations for participating in Indigenous tourism experiences through a gap analysis (supply and demand) study. The results suggested that, from the supply perspective, using a qualitative approach, the perceived motivations for domestic travelers to participate are: Education, interest in culture, support Indigenous people, superficial engagement, and marketing. However, from the demand perspective, using a quantitative approach with prompted responses, the results showed that the motivations for participating, both for inbound and domestic markets are: Interest in Indigenous culture, part of a tour itinerary, convenient location, spur of the moment, other people I am traveling want to undertake the activity, value for money, and it was recommended to me (Ruhanen, Whitford, & McLennan, 2013). Learning and interest in culture appear to be motivations mentioned in both studies –JDSP (2009) and Ruhanen, Whitford, and McLennan (2013) – .The reason for this could be that both studies used prompted responses to investigate domestic demand´s motivations.

JDSP (2009) and Ruhanen, Whitford, and McLennan (2013) also explored the barriers to participating in Indigenous tourism. These studies used quantitative methods to capture travellers' barriers with prompted statements. JDSP (2009) pointed out that the domestic visitors' barriers to engage in

Indigenous tourism travel experiences include: (1) Indigenous tourism is perceived as targeted for the inbound market, (2) inauthentic, (3) cost, (4) time, (5) negative stereotypes of Indigenous people, (6) low awareness, and (7) saturation of Indigenous culture, and (8) poor at delivering motivations of relaxation and indulgence. Ruhanen, Whitford, and McLennan (2013) concluded that barriers to participating in Indigenous tourism are related to age, gender, and origin (international or domestic). They suggested that from the domestic visitors' perspective, the barriers were: limited time available, other activities/sightseeing, too expensive/limited budget, and, the experiences are not authentic. However, the neutral stances in their results doesn´t show a clear perspective of the barriers. From the supply perspective, the identified barriers were: racism and negative preconceptions, negative media attention about Indigenous people, lack of awareness or promotion of available products, and "backyard syndrome" - a perceived familiarity with Indigenous experiences (i.e., culture, customs, traditions) that would lead them to not seek an Indigenous cultural experience per se (Ruhanen, Whitford, & McLennan, 2013). Time, cost, non-authentic, negative stereotypes and lack of awareness are barriers found in both studies. Zeppel´s (1998a, 1998b, 1999) studies focused on examining tourism brochures and confirm inaccurate representativeness of Indigenous people and the lack of awareness in Indigenous culture around Australia. These findings could be closely linked with the visitors' barriers identified by JDSP, 2009; Ruhanen, Whitford, & McLennan, 2013 – non-authentic and lack of awareness.

2.6 Conceptual Framework: Tourism Purchase-Consumption System

A framework is considered as a "set of broad concepts that guide research" (Willis, 2007, p. 158 as cited in Pearce 2012). Models of consumer behaviour in tourism have been studied since 1960´s. Swarbrooke and Horner (2007) provided the chronological appearance of some of these models (e.g. Anderson, 1965; Nicosia, 1966; Howard & Sheth, 1969; Solomon, 1966; Middleton & Clarke, 2001). These models appear to be linear rather than

simplistic (Swarbrooke & Horner, 2007), and none of them have focused on activity choices.

The Purchase-Consumption System [PCS] is the "sequence of mental and observable steps a consumer undertakes to buy and use several products for which some of the products purchased leads to a purchase sequence involving other products" (Woodside & King, 2001 p. 3). The Tourism PCS [TPCS] developed by Woodside & King (2001) suggests a three-stage PCS involving tourism related decisions (Box 1: Specific decisions that compromise a trip. Box 2: Decisions/actions that comprise a trip. Box 3: Evaluations that occur following specific trip-experiences, near the end of the trip, and after the trip) with nineteen variables (see Figure 2-3).

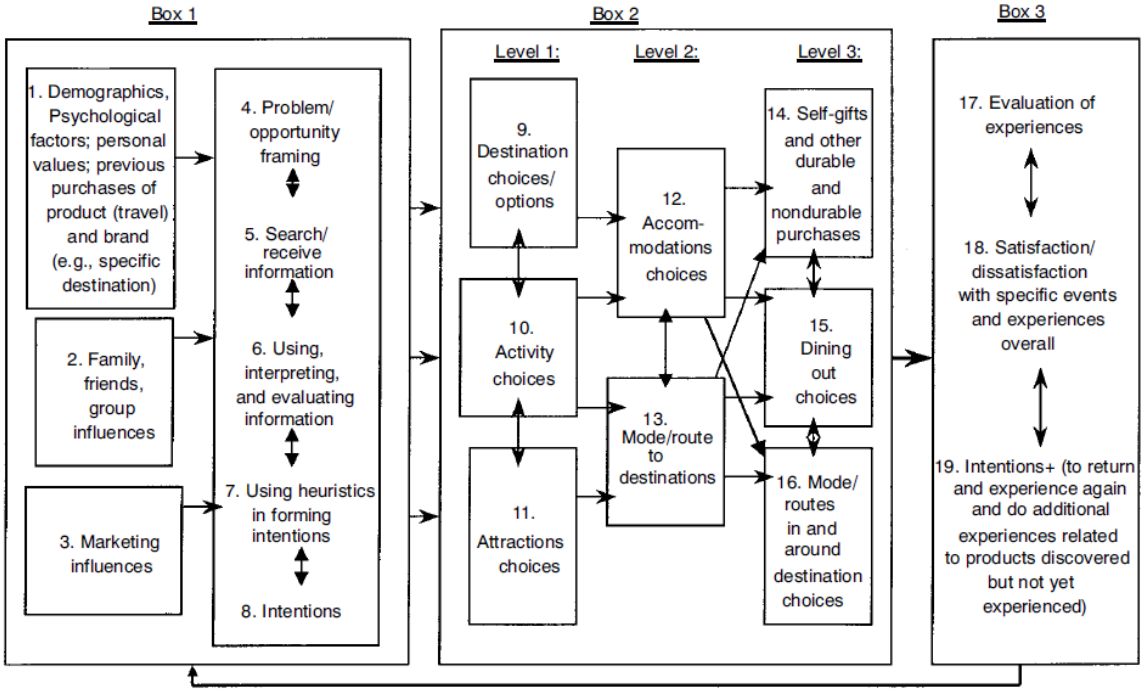


Figure 2-3 Tourism Purchase Consumption System
Source: Woodside & King (2001)

Woodside and King's TPCS has been adapted to isolate the variables that could help explain the current research questions. This study only focuses on those factors that influence the thinking and planning both prior and during the travel experience and that involves the choice of participating in Indigenous tourism activities when the Australian domestic visitor has already chosen a destination.

This study uses TPCS as the conceptual framework to guide the research (Woodside & King, 2001). Because not all the variables in the framework are

directly related to the aims of the study, the TPCS has been modified to only focus on the variables that could guide the research (see Figure 1-4 in Section 1-3). Box 1 in the figure shows the variables (demographic, psychological, personal variables, reference groups, and marketing influences) that influence the visitors´ travel choices (decisions to be made).

The motivations for, and barriers to, engaging in tourism activities were added on the framework under the "using, interpreting and evaluating information" step in Box 1. Nicosia´s (1996) model (as illustrated in Swarbrooke & Horner, 2007) shows that after a "search evaluation", the motivations have an effect on the decision to purchase. In addition, Swarbrooke and Horner (2007) highlight that motivations are factors that motivate the visitors to wish to purchase a product, and determinants (in this study, barriers) are the factors that define to what extent tourists are able to purchase the product. Therefore, the researcher believes these motivations and barriers would be considered by the participants when using heuristics in forming their intentions to engage in any tourism activity.

The second box in the figure shows the visitors´ activity choices that may occur prior and/or during the trip. Woodside & King´s (2001) findings, suggest that destinations choices and activity choices are linked together. They also found out that a great number of unplanned activities occur during the trip. It is important to mention that for this study "activities" and "attractions" are considered as similar. Therefore no distinction between these two choices in Figure 1-4 is noted.

The following figure (Figure 2-4) shows how each of the research objectives are related to the framework.

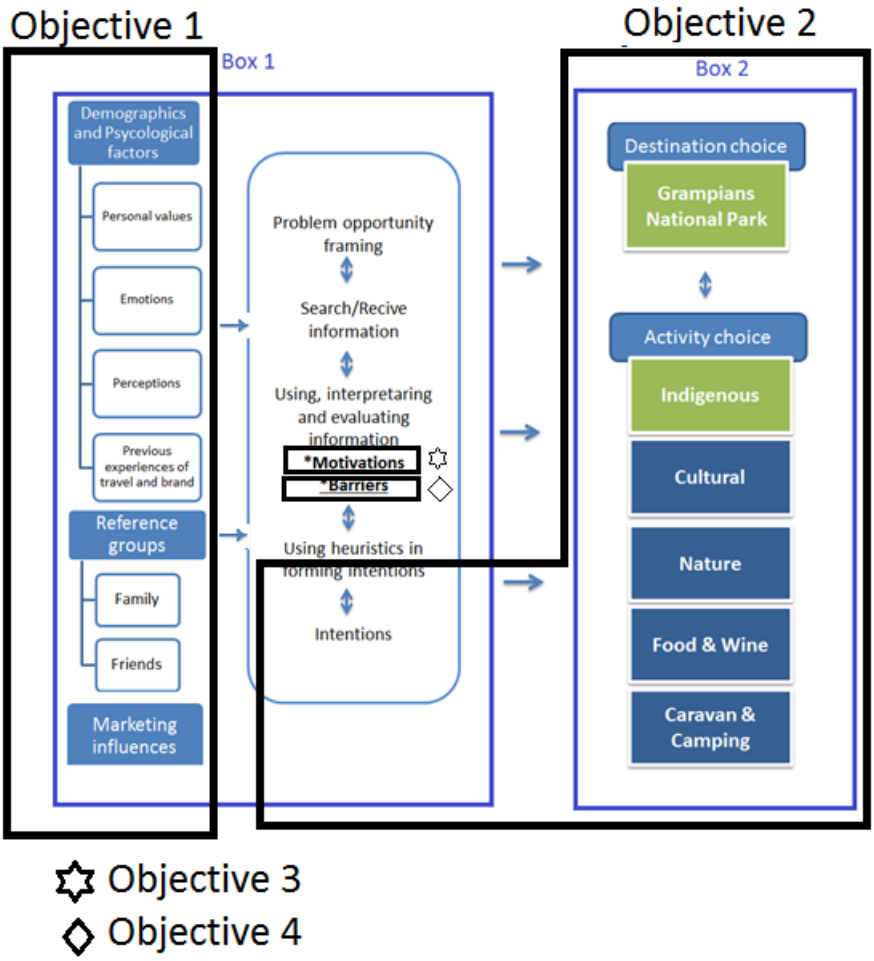


Figure 2-4 Relation between the framework and the research objectives

The framework was utilised as a guide to plan the research. Once the objectives were identified in the framework (Figure 2-4), the decisions on data collection and analysis were based on those objectives. To collect the information needed for objective 1, a survey was used. To address objective 2, the photo-based sorting-ranking procedure was undertaken. Finally semi-structured interviews using photographs as elicitation method was selected for objectives 3 and 4. The detail of the research design is provided in the following chapter.

2.7 Chapter Summary

Chapter Two has presented the review of literature pertinent to the aim of this research. This review highlighted the importance of tourism as a development tool for Indigenous people; it also revealed that the domestic market participation in Indigenous tourism differs between countries. In

Australia the domestic participation in Indigenous tourism is very low in comparison with other countries. Previous findings suggest that Indigenous tourism is not the main motivation to traveling within Australia. A discussion of the visitor profile interested in Indigenous tourism indicated that the socio-demographic characteristics of visitors have an impact in visitors' preferences for Indigenous tourism. Psychographic characteristics appear to be significant in travel behavior; however, there is a lack of study of these characteristics in Indigenous visitors.

The discussion around motivations for, and barriers to, participating in Indigenous tourism highlights that demand for Indigenous tourism from the domestic market has been scarcely investigated. In-depth qualitative studies investigating the domestic market are missing in the literature.

Finally, the conceptual framework related to the research objectives and their links with the research design have been discussed.

Chapter 3. Research Design

3.1 Introduction

Chapter Two presented the literature review undertaken to inform the present study into Indigenous tourism in Australia. This chapter (Chapter Three) changes the focus of the thesis to discuss the approach and methodology adopted to satisfy the research aims presented in Chapter One. This chapter first presents a discussion of the theoretical paradigms in which the work is grounded (Section 3.2). This study utilised a mixed methods overview which is described in Section 3.3. Section 3.4 presents the description of the research methods used in this study, which involved the administration of on-site survey, sorting-ranking procedures and semi-structured interviews using photographs, to a sample of domestic visitors in Australia. In Section 3.5, the research design of this study is explained. Section 3.6 describes the case-study area. Section 3.7 shows the processes used to collect the data, and Section 3.8 provides an explanation of how the data was analysed. The ethical considerations are described in Section 3.9. Finally, Section 3.10 contains a description of the limitations of this study´s research design and associated methods.

3.2 Research Paradigm

A paradigm is described as a "basic set of beliefs that guides action, whether of the everyday variety or action taken in connection with a disciplined enquiry" (Guba, 1990, p. 17), or as "a general organizing framework for the theory and research" (Neuman, 2011 p. 94). The research paradigm is the overall view that underpins the researcher approach of how the world works (Bailey, 1994; Jennings, 2010). Paradigms vary in the concepts, assumptions and the research problems they consider important (Bailey, 1994). The theoretical paradigms that can inform tourism research are: positivism and postpositivism, interpretive social science approach, critical theory orientation, and participatory paradigm (Jennings, 2010).

The paradigm, in which the research is grounded, has an impact in different research dimensions (Guba, 1990; Jennings, 2010; Neuman, 2011):

1. Ontological basis: How is the world perceived? What exists?
2. Epistemological basis: What is the relationship between the researcher and the research subjects, objects, text units or participants? How do we know the world around us?
3. Methodological basis: How will the researcher gather data/information? What are the most valid ways to reach truth?
4. Axiological basis: How is the knowledge valued? What type of knowledge is valued? How do values influence the research processes?

3.2.1 Interpretive Social Science Paradigm

The interpretive social science paradigm assumes that there are multiple realities, that researcher and that the subject/participants co-create understandings in the real or natural world (Denzin & Lincoln, 2000). Under this paradigm, the four research dimensions to be considered are as follows (Denzin & Lincoln, 2000; Jennings, 2010):

1. Ontological basis: The world is constituted of multiple realities. The researcher assumes an inductive approach. This means that to develop explanation of the phenomenon under study the researcher starts the study in the empirical world.
2. Epistemological basis: The relationship between the researcher and subject/participant is subjective rather than objective; which means that the researcher may have an influence on the findings.
3. Methodological basis: To gather information, a researcher will use a qualitative methodology in order to understand phenomena from an insider´s perspective that permits the identification of different realities.
4. Axiological basis: The researcher is subjectively involved in knowledge making. Researchers value propositional knowledge which is transactional and has instrumental values linked to social transformation and emancipation.

This current research follows an exploratory approach. An exploratory approach aims to “explain the ‘how’ and ‘why’ of the tourism phenomenon under study (Jennings, 2010 p. 18). An exploratory approach uses quantitative methodology, qualitative methodology, or mixed methods. This study uses a

mixed methods approach, which is governed by the 'interpretative social science' paradigm.

Crotty (1998) explains that at a starting point in developing research, the following elements need to be considered: Epistemology, theoretical perspective, methodology, and methods. Crotty suggest that epistemology informs the theoretical perspective. The theoretical perspective governs the methodology and the methodology informs the choice of methods. The following sections (3.3 to 3.4) will explain how these elements are developed in this study.

3.3 Epistemology

Epistemology is theory that provides a "philosophical grounding for deciding what kinds of knowledge are possible and how we can ensure that they are both adequate and legitimate" (Crotty, 1998, p 8). There are different epistemologies such as objectivism, constructionism, and subjectivism. This research follows a constructionism epistemology. "Constructionism is the view that all knowledge, and therefore all meaningful reality as such, is contingent upon human practices, being constructed in and out of interaction between human beings and their world, and developed and transmitted with an essential social context" (Crotty, 1998). Under this epistemology, the researcher's viewpoint is that we do not create meaning, we construct meaning. It aims to develop meanings by reconstructing a dialogue between researcher and participants – domestic visitors (Sarantakos, 1998; Schwandt, 1994 as cited in Radel, 2010).

3.4 Theoretical perspective

Crotty (1998, p.2) defines theoretical perspective as the "assumptions about reality that we bring to our work" when we justify our choices of methodology and methods. Some theoretical perspectives are positivism, interpretivism, critical inquiry, feminism, and postmodernism. The researcher´s theoretical perspective in this study is interpretivism. Interpretivism attempts to understand human and social reality. Within interpretivism, there are three streams that

have developed: Hermeneutics, phenomenology, and symbolic interactionism (Crotty, 1998). The researcher´s position is one of symbolic interactionism. This theoretical position has three basic assumptions:

1. “human beings act toward things on the basis of the meanings that these things have for them”;
2. “the meaning of such things is derived from, and arises out of, the social interaction that one has with one´s fellows”;
3. “these meanings are handled in, and modified through, an interpretative process used by the person in dealing with the things he encounters”. (Blumer, 1969 as cited in Crotty, 1998)

Throughout this theoretical perspective, this study values the domestic visitors’ voices.

3.5 Methodology Overview

“The methodology is the complementary set of guidelines for conducting research within the overlying paradigmatic view of the world” (Jennings, 2010 p. 35). This study follows a mixed methods approach by mixing qualitative and quantitative methodologies.

3.5.1 Mixed Methods

A mixed method approach involves the combination of at least one qualitative and at least one quantitative component (Bergman, 2008; Jennings, 2010). “ The use of both inductive and deductive reasoning build a broader picture by adding depth and insights to ´numbers´ through the inclusion of dialogue, narratives and pictures” (O’Leary 2010).

A qualitative methodology follows an inductive approach whereby the nature of truth is grounded in the real world (grounded theory); that perceives the world as being made up of multiple realities; with a subjective relationship between the researcher and the participants; where the researcher is perceived as an insider. The research design under this methodology emerges in the course of the field work and it is also study-specific. The sampling method is not-random, as not every person in the study population has equal opportunity of selection unless complete participation is achieved. The data is represented as textual

units, rather than numeric representations. Data analysis is focused on producing key themes associated with the participants being studied. The presentation of the findings is regularly in narrative written form and the research report is specific to that study location (Jennings, 2010).

A quantitative methodology follows a deductive approach where the nature of truth is found by testing hypotheses; that perceives the world as being made up of causal relationships; with an objective relationship between the researcher and the participants; where the researcher is perceived as an outsider. The research design is structured, systematic and replicable. The sampling method is random, and data is represented numerically. Data analysis is grounded in statistical analysis and the representation of the findings is usually presented in statistical tables and graphic representations (Jennings, 2010).

There are four possible combinations of mixed methods: (1) A naturalistic inquiry (inductive paradigm) as starting point, collecting qualitative data, and performing content and statistical analysis, (2) a naturalistic inquiry (inductive paradigm) as starting point, collecting quantitative data, and perform statistical analysis, (3) an experimental design (deductive paradigm), collect qualitative data, perform content and statistical analysis, and (4) simultaneous and integrated collection of qualitative and quantitative data during the field work phase (Patton, 2002).

Byrman (1992) proposed eleven ways of integrating quantitative and qualitative research: (1) Triangulation, (2) qualitative research supporting quantitative research, (3) quantitative research supporting qualitative research, (4) qualitative and quantitative combined to provide a more general overview of the topic under study, (5) structural features are analysed with quantitative methods and process aspects with qualitative approaches, (6) a quantitative approach from the researcher perspective, while qualitative research emphasizing participants' viewpoints, (7) adding quantitative findings to a qualitative research in order to solve the problem of generality of the findings, (8) qualitative findings may facilitate the interpretation of relationships between variables in quantitative data, (9) to clarify the relationships between macro and micro levels, quantitative and qualitative research can be combined, (10) different type of approach could be appropriated in different stages of the research, (11) hybrid forms (Bryman, 1992, p 59-61 as cited in Flick, 2007).

This study uses mixed methods under a qualitative perspective with acceptance of quantitative data, and performs content and statistical analysis; which means that a deeper exploration under a qualitative framework using qualitative and quantitative data will help the researcher to answer the research question.

3.4 Research Methods

The methods are the specific tools used to collect and analyse data to gather information on the world and in that way build ´theory' or ´knowledge' (Jennings, 2010). This section explains the methods used in this study (survey, photo-based techniques, and semi-structured interviews). Their advantages and disadvantages are also discussed. At the end of the section a table is provided to summarise the advantages and disadvantages found within each method while conducting this study.

3.4.1 On-site Survey Using Self-completion Questionnaire

Surveys allow the researcher to collect data either through oral or written questioning. To gather participants' demographic and psychographic data, this study uses an on-site survey using a self-completion questionnaire. During an on-site survey, the participants are "intercepted in the course of an activity" (Frey, 1989 as cited in Jennings, 2010 p. 241). In this study, participants were intercepted within the Grampians & Halls Gap Visitor Information Centre and were asked to complete a self-completion questionnaire. This method was used to collect participants' demographic and psychographic data. The survey construction was based on previous studies (JDSP, 2009; Weaver, 2011). The data obtained from this method allowed the researcher to make comparisons (see Section 3.7.2.1 for a further explanation of how this method was used during the data collection process). The advantages of this method are: low cost, data can be collected and processed quickly, uniformity in the data collection process, maintain an objective epistemological position, a wider geographical distribution is enabled, and a high response rate can be achieved (Neuman, 2011; Sarantakos, 2005). However the disadvantages include: restricted answers, a lack of in-depth data gathered, response bias,

misinterpretation of questions, responses are mainly a passive activity for participants that do not require in-depth thought, may create attitudes or expectations, intrusive, lack of reciprocity (Jennings, 2010; Sarantakos, 2005).

3.4.2 Photo-based Techniques

The use of photograph in tourism research is well established. For example, photographs have been used to capture backpackers' experiences (Andersson, 2004), the relationship between tourism and neocolonialism (Bandyopadhyay, 2011), perceptions of residents and visitors of a destination (Garrod, 2008; Mackay & Couldwell, 2004), the advertising effects on tourism attractions (Hem, Iversen, & Gronhaug, 2003), the potential of photographic encounters as social exchange and reinforce of cultural identity (Scarles, 2012), and visitor' dissemination of photographs through social media (Sheungting, McKercher, Lo, Cheung, & Law, 2011). "Photographic research methods provide a means of data collection and analysis that can be less restrictive and, perhaps, more accurate than other method…they represent a viable, but underleveraged, method that should be more fully incorporated in the methodological tool kit" (Ray & Smith, 2011, p. 289). There are two main photo-techniques used in this study: Photo-elicitation and sorting-ranking procedures. During this section the two techniques are described. This section also states the approach followed in this study.

3.4.2.1 Photo-elicitation Technique

The photo-elicitation technique is described as the use of photographs in research interviews with the aim to evoke a different kind of information than one evoked by words (Harper, 2002): "as a ''can opener'', a starting point from where trust can be developed between the researcher and informants" (Andersson, 2004, p. 226). The technique has its origins in the mid-1950s when John Collier (1957) published a photo-elicitation research based paper (Harper, 2002). Different approaches to using photographs in interviews have appeared; however, the most common examples are either using photographs gathered by participants or by researchers (Matteucci, 2013).

When the photographs are gathered by the researcher, the main advantages of this method are: low cost and less time consuming than other methods, the researcher can control what images are suitable for the research intent and is able to select good-quality photographs (Ray & Smith, 2011), and help to build rapport with the participants (Andersson, 2004). However, disadvantages such as the researcher missing important features or overemphasizing others are a possibility (Ray & Smith, 2011). In addition, if the researcher decided to approach this method by using volunteer-employed photography (VEP), participants' understanding might be gained (Jacobsen, 2007); however, this approach could be more time consuming and costly (cost of camera, and photography processing), and the participants might capture images that are not consistent with the study (Ray & Smith, 2011).

Its use in tourism remains marginal (Matteucci, 2013), and mainly focused on investigating travellers' experiences (e.g. Botterill & Crompton, 1987, 1996 as cited in Jenkins, 1999; Andersson, 2004; Matteucci, 2013).

3.4.2.2 Ranking-sorting Procedures

Ranking-sorting procedures use pre-selected photographs as stimuli, and take place when participants are required to sort and/or rank data (Coxon, 1999). Important examples of these procedures are the Q-technique and the multiple sorting tasks.

The Q technique approach involves participants' sorting photographs according to specific instructions and then providing the explanation of their preferences (Brown, 1980 as cited in Fairweather & Swaffield, 2001; Green, 2005; Jacobsen, 2007; McKeown & Thomas, 1988). This technique uses both a fixed (the categories of sorting are determined by the researcher) and graded sorting (Coxon, 1999) methodology which then employs both qualitative and quantitative analysis using a by-person factor analysis. Generally the Q-sample (for example, a set of photographs) is larger than the participants sample (Dziopa & Ahern, 2011). The Q-technique "encourage[s] greater participant involvement where the issues facing tourism researchers involve multiple truths…on the other hand, does not impose meanings a priori. Instead, it asks the participants to decide what has value and significance from their

perspective" (Stergiou & Airey, 2011, p. 317-318). The use of the Q technique in tourism is relatively novel, and has been used to investigate destination images. For example, Davis and Khare (2002) used the Q method to identify the main destination images of the Bay of Fundy, Canada. Additionally, Dewar, Mei and Davis, (2007) conducted a study to describe group-specific (students in Canada and China) perceptions of travel destination´s images; while Fairweather and Swaffield (2001) used this method to capture the differences between perceived five experiences in Kaikoura, New Zealand (ecotourism, maritime recreational, coastal community, picturesque landscape, and family coastal holiday).

The advantages of this method are that it can provide in-depth answers regarding the patterns of subjective perspectives that prevail in a given situation (Steelman & Maguire, 1999), it can capture more spontaneous answers as it focuses on the subjective experience of the people talking part, it can encourage greater participation involvement by diminishing the awkwardness that an interview may feel from being put on the spot, it gives focus and sharpness to vague memories, and it does not impose meaning a priori (Banks, 2007; Stergiou & Airey, 2011). In contrast, this method does not produce statistically generalizable results as this technique usually involves a small sample (Steelman & Maguire, 1999). Also, Q methodology studies conducted on-site could have the limitation of visitors having not enough time available to participate, and the methodology can be time consuming not only during the field work but also during the data analysis process (Jacobsen, 2007).

Similarly to the Q-technique, the multiple-sorting task technique involves respondents sorting photographs into groups (Green, 2005); however, this technique invites but does not pre-request a rank-order (Coxon, 1999). The multiple-sorting technique encourages respondents to "sort the elements, using different criteria, a number of times" (Canter et al., 1985, p.88 as cited in Coxon, 1999). Its use in tourism research it has been limited (Jacobsen, 2007). For example, Green (2005) used this approach to investigate locals´ perceptions regarding tourism development in Koh Samui, Thailand. Advantages of this technique are that the technique allows testing reliability; it reveals people´s own concepts rather than the researcher; it is useful for uncovering the people´s models when making evaluations; and it allows obtaining different perceptions by changing the context of categorization (Coxon, 1999; Scott & Canter, 1997).

However, in the same way as the Q technique, this technique could be time consuming, both during the field work and during the data analysis (Jacobsen, 2007).

3.4.2.3 Photo-based Technique Approach Used in this Study

Based on the above analysis of three different photo-based techniques and their alignment with the objectives of this study, it has been decided to assume the following approach: sorting-ranking procedure along with a photo-elicitation technique used in semi-structured interviews. This decision is based on the following assumptions:

a) Photo elicitation can be used as a qualitative method to trigger semi-structured interviews, which then allows the researcher to capture the motivations for, and barriers to, participating in Indigenous tourism activities

b) A combination of Q technique and multiple sorting procedures (e.g. Green, 2005) can be used to identify, first the participation (or not) in Indigenous tourism activities and then to capture the preferences for these activities in comparison to other types of activities. The Q methodology (alone) was not chosen because despite Q-sorts are firmly, but by no means necessarily, wedded to the factor analytic model (Coxon, 1999; Dziopa & Ahern, 2011); this methodology requires a large Q-sample (photographs). As one of the objectives of this study is to capture the preferences for the five TRA categories, the inclusion of a larger sample of photographs is not relevant and it would be more time consuming. In addition, this methodology is widely used to capture the factors that have an influence on participants´ preferences; in this study the aim is to capture the preferences themselves. Therefore, the combination of a sorting and then ranking technique was considered as the most suitable approach mainly because the sorting technique allowed the researcher to use the two columns as prompts. One column was used for exploring the motivations for participating in the tourism activities sorted in that column. The other column was used as prompt for investigating the barriers to engaging in the tourism activities sorted

in that column. Secondly, the ranking technique allowed the researcher to explore the preferences for the tourism activities. Section 3.7.2.2 illustrates the deployment of this method during the data collection process.

3.4.3 Semi-structured Interviews

Conducting an interview is one way to explore participants' experiences and understanding of their world by accessing it through their own words (Kvale, 2007). A semi-structured interview remains within the category of a conversation; however, a prompt list of themes can be used by the researcher to bring focus and structure to the interview. According to Jennings (2010), the interview should be fluid in nature. Generally, the interview starts with "grand tour" questions to set the context for the interview, and to make participants feel comfortable. The advantages of conducting a semi-structured interview include the points that multiple realities can be determined (as no a priori reasoning is imposed), the intersubjective viewpoint enable rapport and active participation to be established, detailed information regarding attitudes, opinions and values may be stimulated (enabling further clarification and detail), queries can be clarified, and verbal and non-verbal cues can be recorded. The disadvantages of this method could include points that ambiguity, reliability and validity of the data collected may be compromised, there is no possibility of replication, it can time consuming, the researcher needs to have good interviewing skills, it is necessary to build rapport, and there is the risk of manipulation and/or ´bias' of the data collected (Jennings, 2010; Kvale, 2007). As it was developed through Chapters One and Two, a need exists for taking a qualitative approach towards gaining a better understanding of Indigenous tourism visitors. Therefore, this method was selected to collect instant answers and deeper information in regards to domestic visitors´ motivations and barriers. Section 3.7.2.3 details how this method was used in the present study.

3.4.3 Summary of Methods Used in this Study

Table 3-1 shows the three methods used during the data collection process. The table emphasises the strengths and limitations encountered by the researcher when each method was used in the study.

Table 3-1 Summary of advantages and disadvantages of the methods used in this study

Method	Strengths	Limitations
Surveys	Data collected and processed quickly. Uniformity in the data collected.	Restrict answers. Not in-depth data gathered. Incomplete surveys.
Sorting and ranking photo-based technique	Captured of more spontaneous answers. Greater participation involvement. Do not imposition of meaning a priori. Participants rethinking their answers.	Time consuming for participants to understand a new methodology. Time consuming for researcher to explain the methodology and to analyse the data
Semi-structured interviews/photo-elicitation	Opinions and values were captured. Queries were clarified. Enable to capture more detailed answers.	Risk of ´bias' in the data collected. No generalised results. Reliability and validity could be questioned.

3.5 Research Design for the Present Study

It is recommended by Creswell (2009) that a researcher uses a visual model to illustrate the research design. "Research design is a plan for collecting and analysing evidence that will make it possible for the investigator to answer whatever questions he or she has posed. The design of an investigation touches almost all aspects of the research, from the minute details of that collection to the selection of the techniques of data analysis" (Ragin, 1994 p.191). Figure 3-1 shows the mixed methods research design constructed for this study.

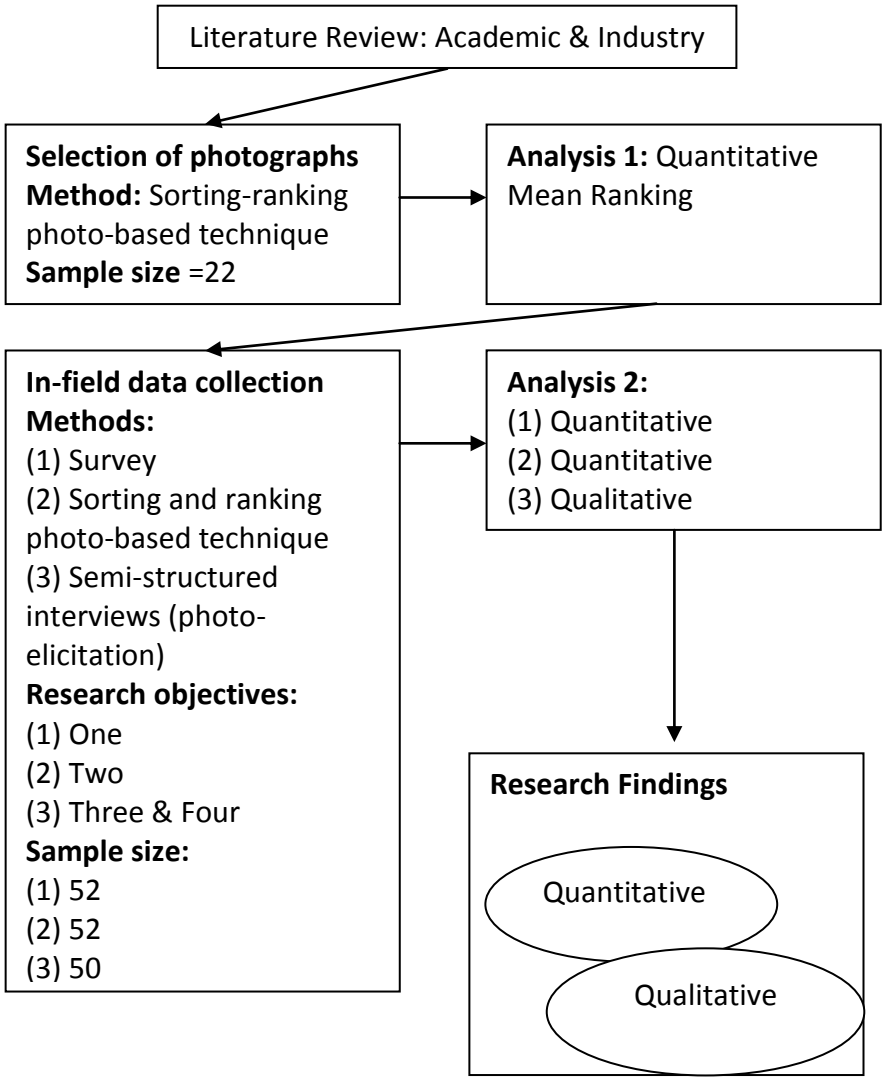


Figure 3-1 Mixed methods research design for the present study

As it can be seen from Figure 3-1 (representation of the mixed-method approach used in this study), a preliminary research commenced with analysis of secondary data by exploring related journal articles, government reports, books and other publications to gain an overview of the current situation of the Indigenous tourism industry in Australia. The outcomes of this stage were detailed in Chapter two of this thesis. The selection of photographs process was held within Victoria University in Melbourne, Victoria using the sorting-ranking photo-based technique (quantitative method) to validate the images that were used in the in-field data collection. This was conducted during April 2013 and was held within the Grampians & Halls Gap Visitor Information Centre in Victoria, Australia. This stage involved the administration of a quantitative on-site survey, a sorting-ranking method followed by qualitative semi-structured

interviews using a photo-elicitation method. A broad description and justification of the procedures and methods used during the data collection process are presented in Section 3.7.

During the selection of photographs process, and during the data collection process, a convenience sample was used as the criteria for selecting the participants. This sample method is valid for exploratory studies or when the purpose is other than creating a representative sample. Hence, participants that were easily reached and readily available were invited to participate (Flick, 2007; Neuman, 2011; Zikmund, 1994). During the data collection process, the "mall intercept technique" was applied (Butler, 2008). In order to address the limitation of being a non-probabilistic sample, and to ensure that the variability of the population was represented, the researcher first conducted the research in two different locations: a) within the visitor centre. This location gave access to visitors that were looking for information of the area; and b) outside and within 50 metres of the visitor centre. This location gave access to visitors that were not actually seeking information about the area within the visitor centre. In addition, the data collection was undertaken at different times of the day, but always within a 9:00 am to 5:00 pm timeframe. Finally, a systematic (not-random) procedure was used: The first participant was the fifth person approaching the Visitor Information Centre, once the researcher was set up and ready to begin. As soon as the process with one participant was finish, the second participant that walked into the Visitor Information Centre was approached. If he/she was not domestic visitor or was not willing to participate, the next person walking into the Visitor Information Centre was approached.

Quantitative data was collected during the selection of photograph process. Both quantitative and qualitative data were gathered during the data collection process. Section 3.8 details how the data was analysed. Finally, the research findings are presented both as a quantitative and as a qualitative research report (see Chapters Four and Five).

3.6 The Grampians as the Case Study Area

This study focuses on the preferences shown by domestic visitors towards Indigenous tourism experiences in comparison with other types of Australian-

based tourism experiences (The TRA categories). These categories have been selected based on the TRA finding mentioned previously in Chapter 1. Section 3.6.1 describes the area under study and gives the reasons of why this area was chosen. Section 3.6.2 focuses on the Indigenous tourism activities offered in the region, and explains why those were chosen.

3.6.1 Grampians Background Information

Halls Gap is a town of 613 inhabitants (ABS, 2013) located next to the Grampians National Park (also known as Gariwerd in the local Indigenous language). The Grampians and Halls Gap region is situated about 260 kilometers west of Melbourne, Victoria (according with the Census 2011, Melbourne population was 3,999,980), and 460 km of Adelaide (population 1,225,235), South Australia in Australia (ABS, 2013). Figure 3-2 shows the location of the study area (Grampians and Halls Gap region).

Figure 3-2 Map of the region where the study was conducted
Source: Adapted from Google maps and ABS data (2013)

The Grampians and Halls Gap region was chosen because it is one of Victoria´s premier holiday destinations (Ali, 2009). It is predominantly a domestic travel destination within the state of Victoria, having an average rate of 94.8 per cent domestic visitation from 2008 to 2012 (Grampians Tourism,

2012a), and the majority of visitors' main purpose of visit is holiday/leisure (Grampians Tourism, 2012b). In addition, this study is not aiming to capture the visitors' perception of the destination as an "Indigenous destination" but to compare the preferences of participation in Indigenous tourism activities in relation to the other TRA categories. Therefore, as the destination that offers each of the five TRA categories mentioned above as part of its primary product strengths (Grampians Tourism, 2012b), it is well suited to fulfil the aims of this study. The Grampians National Park was listed in the National Heritage list on 15 December 2006 because of its natural beauty and for being one of the richest Indigenous rock-art sites in south-eastern Australia:

> The concentration of Aboriginal rock art in the Grampians and the ancient archaeology contribute to the strong emotional response elicited by the Grampians and the power of the Grampians landscape. There are other comparable landscapes in Australia, such as in Kakadu National Park, the Burrup, and the Kimberley, in which rock art and evidence of ancient occupation contribute to the human response to the landscape. The Grampians is an outstanding example in south-eastern Australia… the Grampians is valued by the Australian community as a whole (Australian government, 2006 p.10).

3.6.2 Indigenous Tourism Activities Offered at the Grampians

The two Indigenous tourism experiences that are available within the Grampians and Halls Gap region that are being used in this study are the "Indigenous cultural centre" and the "Indigenous rock-art sites".

3.6.2.1 Indigenous Cultural Centre

The cultural centre (Brambuk) is regarded as a high quality Indigenous tourism centre, along with Mossman Gorge Centre (QLD), the Kodja Place (WA), and the Tjapukai Aboriginal cultural park (QLD), around Australia that are considered able to meet the needs and expectations of the visitors (Tourism Australia, 2013a). According to its website (http://www.brambuk.com.au), the Brambuk Indigenous cultural centre is a 100 per cent Indigenous owned and operated venture shared between five Indigenous communities: The Kirrae, the

Whurang, the Goolum, the Gunditjmara and the Kerrup-Jmara (Ali, 2009). The cultural centre staff is predominantly Indigenous people (Spark, 2002). However, this information is not supported by participant observation and Ali´s (2009) study. Ali (2009) claims that lack of Indigenous staff within the cultural centre affected the level of visitors´ satisfaction. Participant´s responses such as: “Where are the Indigenous staff?”, “I want to see real Aboriginal staff” among others, are examples of Ali´s (2009) findings. In 2011, the cultural centre received 130,000 visitors (Tourism Australia, 2013d). However, the Grampians region received an estimated of 689,000 overnight visitors and 835,000 daytrip visitors (Tourism Victoria, 2012).

The cultural centre is located in Halls Gap, Victoria and it started in 1990 with the assistance of the state government.

At the entry of Brambuk, there is an image that shows the layout of the cultural centre and the location of the services provided (see Figure 3-3)

Figure 3-3 Brambuk layout and promotion of services
Source: Image taken by the researcher at the cultural centre

Currently, Brambuk is open from 9:00 am to 5:00 pm and supplies the following tourism activities:

- Cultural Centre: Exposition and activities such as boomerang throwing and painting, didgeridoo workshop, bushfoods discovery walk, and multimedia shows.
- School camp program
- Restaurant and gift shop
- Function and conferences facilities
- Rock-art tours to the sites
- Accommodation facilities (backpackers)

Figure 3-4 shows images of some areas of the cultural centre: A view of the entry, the gift shop, the restaurant, one of the exposition areas, the multimedia room and the boomerang painting room.

Figure 3-4 Images of the cultural centre
Source: Images taken by the researcher at the cultural centre

3.6.2.2 Indigenous Rock-art Sites

Additionally, the Grampians National Park is home of 90 per cent of the rock-art sites in Victoria. Visitors can visit rock-sites where Indigenous people lived up to 22,000 years ago. On the walls of these sites, there are paintings representing the life story of the Indigenous people (Djab Wurrung and Jardwadjali). There are five ancient sites open to visitors: Billimina, Gulgurn Manja, Manja, Ngamadjidj and Bunjil (see Figure 3-5). The sites are protected by security cages.

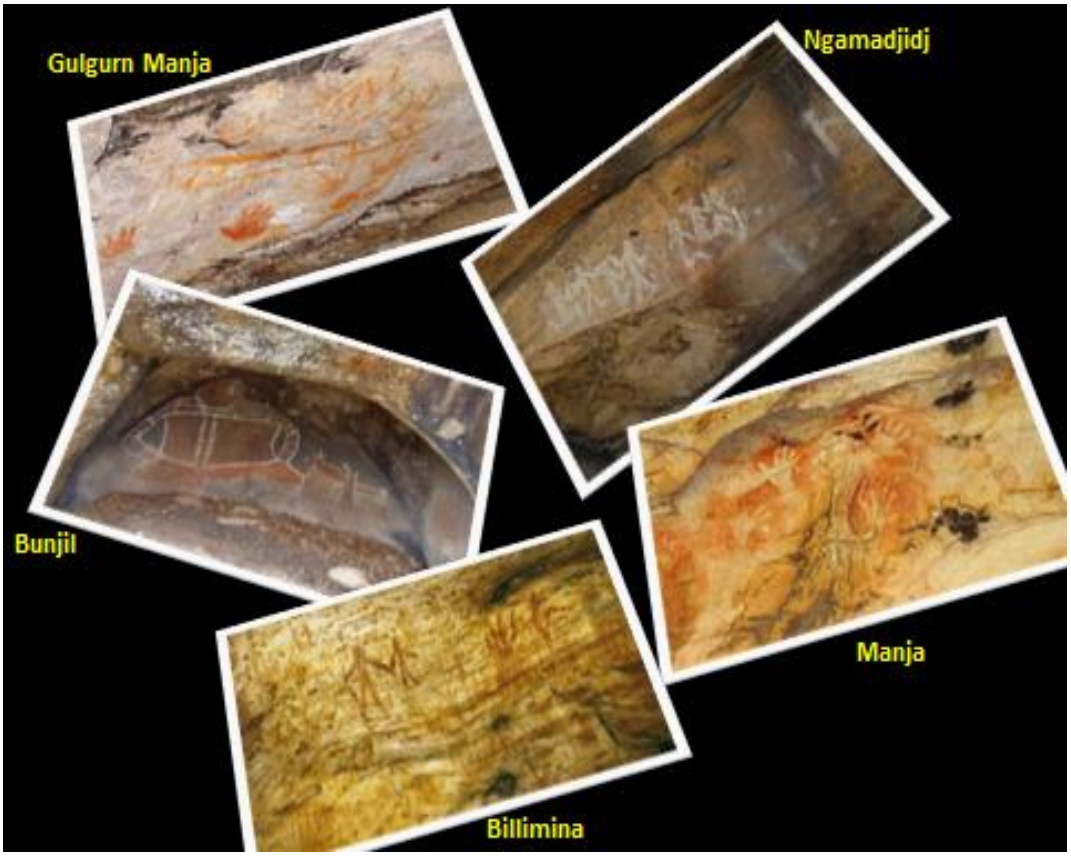


Figure 3-5 Images of the five rock-art sites open to public
Source: http://www.grampiansnationalpark.com/grampians/national/park/history.asp

To gain access, visitors can drive from Halls Gap and access by short walks. The sites are located in different areas around the region (see Figure 3-6). To access some of the sites such as Ngamadjidj (cave of ghosts), visitors can drive from Halls Gap to the nearby car-park and take a 100 m easy walk to this site. Visiting other sites such as Billimina or Manja, would require visitors to take a 15-20 minute uphill walk. At the rock-art sites there is some basic information regarding the meaning and general background of the art. Visitors

can experience these rock-art sites either by exploring it themselves at no cost, or they can join a tour with Indigenous guides for between AUD$ 25-140.

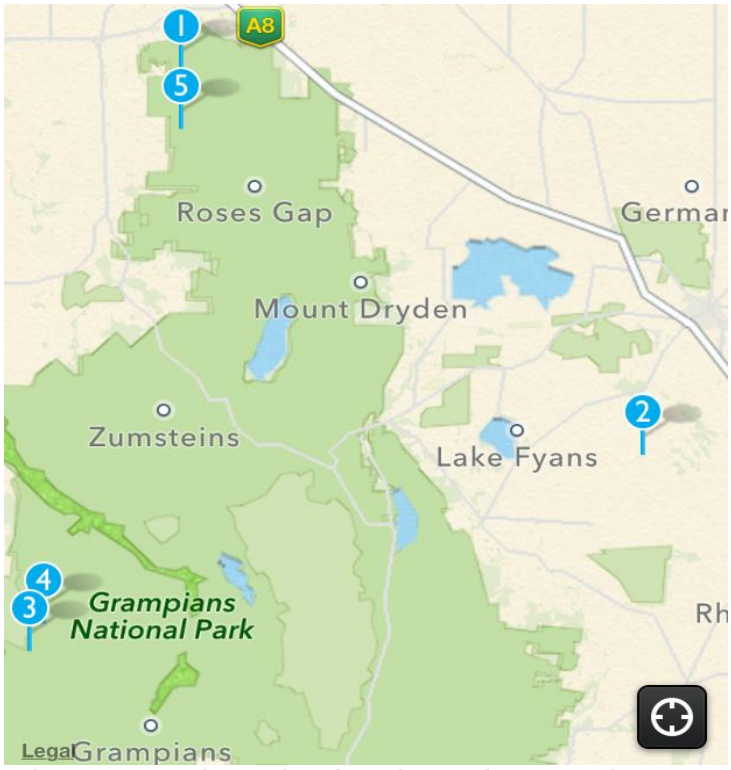


Figure 3-6 Rock-art sites location at the Grampians
Source: Grampians IPhone app (2013)

There are two tours provided by the cultural centre to explore the rock-art sites. “Bunjil´s Creation Tour” where visitors learn about “the local Dreamtime creation story” and about the significance of the area. They have the opportunity to admire the “resting place of the Creator Spirit Bunjil, [and] his two helpers Bram-Bram-Bult brothers”. This tour runs Monday to Friday on a regular basis. Saturdays and Sundays tours are available upon request. The prices vary from AUD$25 to AUD$70. The duration of the tour is three hours (http://www.brambuk.com.au/tours.htm).

The “Six Seasons Tour” includes learning ancient practices. Visitors have the opportunity to see a variety of rock-art sites and lookouts to of the national park from vantage points. It includes a bush tucker lunch. The tour runs two days per week - the information sheet, provided by ITCP in their website, says Thursdays and Fridays (see Appendix N), but in the online booking system (http://www.brambuk.com.au/tours.htm) it appears to be available on Tuesdays and Thursdays. The duration of the tour is five and a half hours, and the price is

AUD$140 per person (http://www.brambuk.com.au/tours.htm). See Appendix N for more detailed information.

The two Indigenous activities under examination in this study ('Indigenous rock-art sites' and 'Indigenous cultural centre') were chosen in the selection of photographs process, and they represent the two main Indigenous tourism activities in the destinations. In addition, the differences between the two activities allow the researcher to capture key elements within Indigenous tourism that could have a differentiation perspective for domestic travelers. Those elements are:

1. Indoor / outdoor activities
2. Possibility between free activities or paid activities
3. Engaging with Indigenous people/ undertaking a self-guided tours
4. Frequently marketed activities / less well known activities

3.7 Process of Data Collection

Section 3.7 offers a description of, and justification for, the procedures adopted in the data collection stage. As different types of information were required to answer the research question posed in this study, three different data collection methods were used (surveys, the sorting-ranking photo base technique, and semi-structured interviews using the photo-elicitation method). Section 3.7.1 describes the validation process used to choose the 10 representative images used in the in-field data collection process, and Section 3.7.2 focuses on describing the in-field data collection process by explaining the three methods that were used.

3.7.1 Selection of Photographs

To select two valid, and easy to interpret, photographic representations of each of the five TRA categories, 17 images (at least three images for each of the five TRA categories – already categorised within the official Grampians Tourism and Visit Victoria websites (See Appendix B for examples of these images within the official websites) – that provided a sense of good fit but also a sense of variation of the activities within each category, (judged by the researcher) were chosen from the official Grampians Tourism and Visit Victoria

websites (http://www.grampianstourism.com.au and http://www.visitvictoria.com). These images (which can be seen in Appendix C) were printed in colour and cut into 6" x 4" sizes. A convenience sample of 22 individual staff members within the College of Business, Victoria University were individually interviewed and asked to sort and rank each of the images. Once the image validation exercises were completed and recorded, the two images from each category that have been most commonly identified by the 22 participants were then used in the in-field data collection. These images were cross-checked against the official Grampians Tourism and Visit Victoria websites to ensure that the images belong to their categorisations within the five TRA categories. Figure 3-7 illustrates the process of the image sorting-ranking exercises including six steps:

1. 17 randomly sorted images were shown to participants (the images were numbered on the reverse side).
2. Participants were told that the images could represent any of five tourism activities categories: a) cultural, b) nature, c) food and wine, d) caravan and camping, e) Indigenous. They were also told that a sixth category 'not sure' was provided.
3. Participants were asked to position each of the 17 images under the tourism category heading that they thought best represents the image. If the tourism activity represented in the image was not clear enough for them to decide, the image should be positioned under the "not sure" category heading.
4. Once all the images were placed under the categories headings, participants were asked to rank the images, under each category, from the most representative to the least.
5. The researcher recorded each participant´s ranking and analysed the data using the SPSS statistical analysis software package (mean ranking).
6. From the statistical analysis, ten photographs were chosen, two for each tourism category heading (the two photographs with the highest mean ranking within each category). The ten photographs were used in the in-field data collection stage.

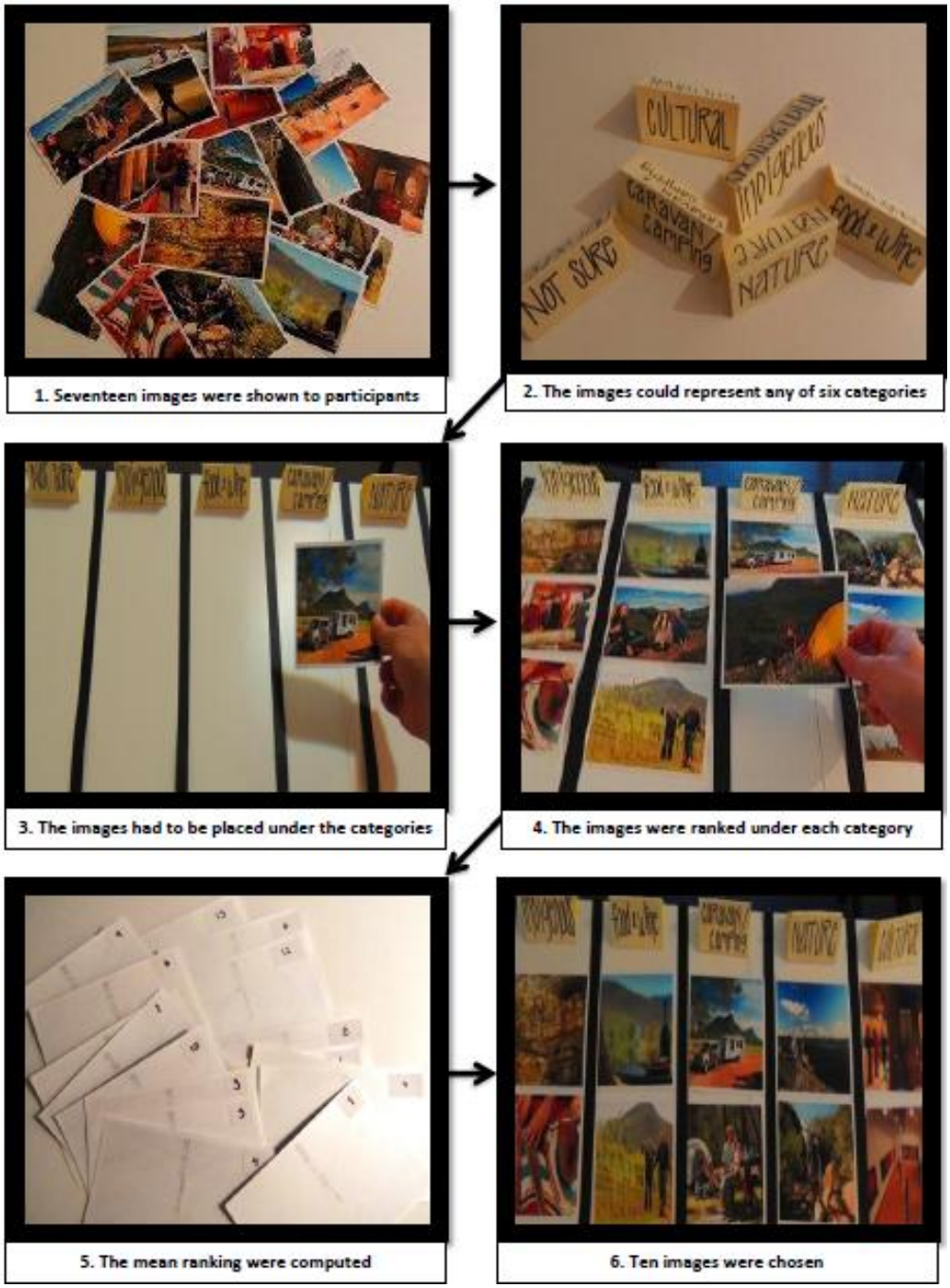


Figure 3-7 Use of the sorting-ranking photo-based technique in the selection of photographs

3.7.2 In-field Data Collection

After the selection of photographs process, face to face surveys and semi-structured interviews using photographs were held during April 2013 with domestic visitors within the Grampians & Halls Gap Visitor Information Centre at Halls Gap in Victoria, Australia. This location was chosen because it allowed the researcher to have access to domestic visitors who are potentially interested in

being involved in Indigenous tourism experiences, and to domestic visitors who are not interested in Indigenous tourism experiences.

Domestic visitors were invited to participate on a randomised basis. A total of 52 participants agreed to answer the survey, and of these, 50 agreed to participate in the following semi-structured interview. The sample size was determined during the in-field data collection process: The process was stopped when the qualitative information collected started to show signs of repetition and the saturation point was reached (Minichiello, et al., 1995). Additionally, the fact that the sorting photo-based method uses a relatively small number of participants (e.g. Dewar, et al., 2007; Fairweather & Swaffield, 2001; Green, 2005; Stergiou & Airey, 2011) was also taken into consideration. The data process was conducted in compliance with research ethics requirements (ethics approval reference number HRE13-013). All participants were asked to sign a consent form after being informed of the study summary. Participants were asked to fill in a questionnaire, and once the questionnaire was completed, the sorting-ranking photo-based technique was used to identify domestic visitors' preferences. Once the sorting-ranking method stage was finished, the researcher then started the semi-structured interviews (each ranged from between 10 to 15 minutes in length) with the aim of obtaining information about the motivations for, and the barriers to, participating in Indigenous tourism experiences. The interview was terminated when no new information was being obtained or when participants wanted to finish the interview.

Table 3-2 summarises the methods used in the study including the approaches to data analysis for each method, and showing their contribution added to the study.

Table 3-2 Summary of research methods used

Method	Objective	Deployment	Data analysis	Example
Survey	a)To define the domestic visitor profile interested in Indigenous tourism experiences (demographic and psychographic data)	Participants were asked to fill in a 2 section survey. The first section of the survey captures demographic data, and the second section captures psychographic characteristics (Likert-scale).	1.Demographic distributions 2.Chi-square tests were calculated using SPSS statistical analysis software package	-Gender -Occupation -Life stage -8-item psychographic scale (Weaver, 2011)
Sorting-ranking photo technique	a) To gain information about domestic visitors' preferences for Indigenous tourism experiences against other tourism activities when they are traveling. b) To compare domestic preferences for two different Indigenous tourism experiences	Participants were asked to classify ten photos depicting tourism activities, and to rank them according with their preferences.	1.Mean ranking 2.MDU analysis 3.Chi-square tests were calculated using SPSS statistical analysis software package	-Can you please position your most preferable activity at the top and the least preferable activity at the bottom?
Semi-structured interviews along with the photo-elicitation technique	a) To gain information about domestic visitors' motivations for, and barriers to, engaging in Indigenous tourism experiences in comparison with other tourism experiences.	Participants were asked to explain their reasons for participating, or not, in each tourism activity.	1.Coding, and 2. Qualitative analysis was undertaken using Nvivo10 qualitative data analysis software.	-Could you describe in as much detail as possible the reasons of your ranking? -What interests you about that activity?

The following sections detail the three methods used during the data collection process.

3.7.2.1 On-site Survey Using Self-completion Questionnaire

Participants were asked to fill in a survey (see survey instrument in Appendix E). The first section of the questionnaire included nine closed questions and two open questions designed to capture demographic and travel behaviour data. The second section of the questionnaire was used to collect psychographic data by including eight questions which capture core venturesome preferences (Weaver, 2011). Participants were asked to evaluate each of the statements on a 5-point Likert scale, where 5 indicates strong

agreement and 1 indicates strong disagreement. 51 of the 52 participants completed this part of the questionnaire. Each of the eight psychographic statements included in the questionnaire are shown in Table 3-3.

Table 3-3 Psychographic characteristics included in the questionnaire survey

Questionnaire statement	Psychographic characteristic
I am willing to inconvenience myself physically to see something that interests me when I travel	**Physical challenge**
I often travel to out-of-the way places to observe rare or unusual attractions	**Off-the-beaten track destinations**
When I travel, I tend to be open to unplanned or spontaneous experiences	**Spontaneity**
I like to be physically active when I travel	**Physical activity**
It is important to me to learn as much as possible about the places I visit	**Curiosity**
I prefer to visit places that I have never visited before	**Novelty**
Mental stimulation is an important reason why I travel	**Mental stimulation**
I like to experience an element of risk when I travel	**High risk tolerance**

Source: Weaver (2011)

3.7.2.2 The Sorting-ranking Photo-based Technique

Once the survey was completed, the sorting-ranking photo-based technique (Green, 2005) was used to collect domestic visitors' preferences. Figure 3-8 shows the process that was followed. The process consisted of eight steps:

1. Ten photographs were chosen from the previous validation process. The photographs depict tourism activities that people can do in the Grampians: Museums (Photo 1), waterfalls (Photo 2), camping (Photo 3), art galleries (Photo 4), vineyards (Photo 5), Indigenous rock-art sites (Photo 6), caravan (Photo 7), sightseeing (Photo 8), Indigenous cultural centre (Photo 9), food and wine (Photo 10). (These images are included in Appendix D).
2. Participants were given the ten photographs, shuffled into random order, and were asked to look at them.
3. It was explained to the participants that there were two columns on the table in front of them. One column represents the tourism activity available at this destination that they would "want to do" during their time here in the Grampians, and the other column represents the tourism activity available at this destination they "don´t want to do" during their time in the Grampians.

4. Participants were asked to place the photographs in either the “want to do” (this category includes any activities that the participant may have already done at this destination) or “don´t want to do” columns according to their preferences. Participants were told to focus on the activity represented on the image and to focus not on the image itself (Scott & Canter, 1997).
5. Once the ten photos were categorised, the binary data was recorded by the researcher.
6. Participants were then asked to rank the activities in the “want to do” column according to their preferences. They were asked to position their most preferable activity at the top and the least preferable activity at the bottom.
7. Participants were then asked if they had the opportunity to do the “don´t want to do” activities, how would they rank them? They were asked to rank the activities positioning their most preferable activity at the top and the least preferable activity at the bottom.
8. Once the photos within both columns were ranked, the ranking data was recorded by the researcher.

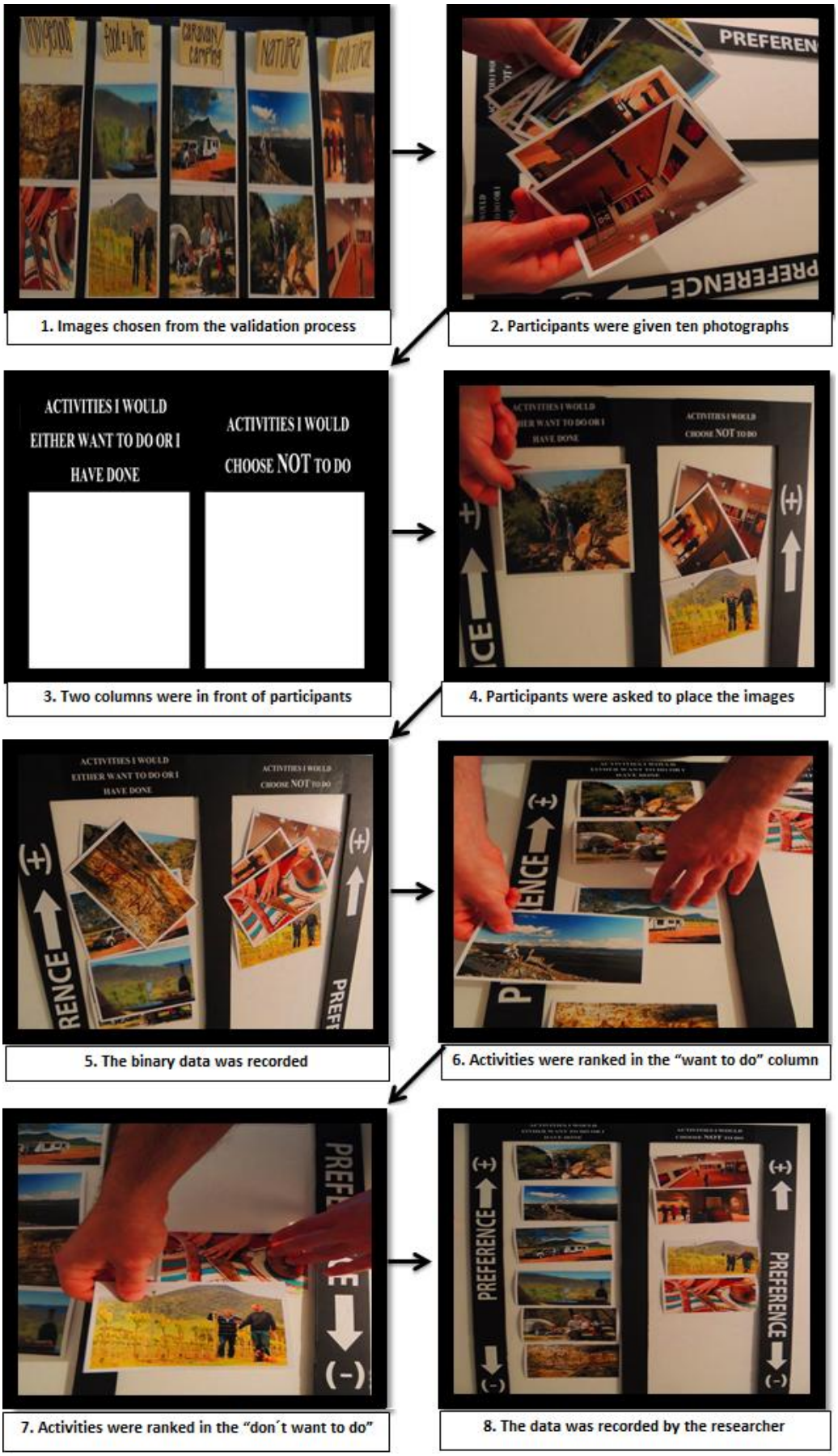


Figure 3-8 Use of the sorting-ranking photo-based technique during the data collection

3.7.2.3 Semi-structured Interviews

After the sorting-ranking stage was finished, the researcher then started the semi-structured interview using the sorting-ranking results as stimuli - photo-elicitation method (Andersson, 2004). Table 3-4 shows the interview framework used during this stage. The semi-structured interview method was used to try to capture the motivations for, and barriers to, domestic visitors participating in Indigenous tourism activities, as well as the marketing influences involved in their decision making. The interview framework was constructed following Kvale (2007) which suggests preparing the script for an interview by developing two lists of questions: one with the study's research questions, and the other with the research questions translated to a colloquial speech questions.

Table 3-4 Sample questions used in the semi-structured interviews

Research question	Questions to participants
What are the *reasons for* Australian domestic visitors wanting to, or not wanting to, *participate* in _____Tourism activity in comparison to other types of tourism?	I can see that your most preferable activity is _____ a) What interests you about this activity? 1.-Could you please describe in as much detail as possible the reasons for your ranking? b) What would you hope to experience by doing this activity? c) How would you describe the experience of that activity? d) What feelings do you think that experience would create? e) Who do you think would most enjoy doing these activities? Why is that? What would they get out of it? 3.-Which information source did you use to plan your holidays to the Grampians? 4.-Within that information source, which of these activities, do you recall being exposed to?
Which are the *characteristics* perceived by domestic visitors as *attractive* in a _____ tourism activity?	2.-You have told me that you are not interested in these activities…, right? Why is that? How could this activity be more attractive to you?

To record the answers, the researcher used a Marantz PMD660 digital audio recording device subject to participants' consent. Notes were also taken during the interviews in order to avoid loss of data.

During the data collection process, the participants were not explicitly told how the activities could be experienced at the Grampians; neither were they told

that the focus of the study was on Indigenous tourism. Rather, participants were invited to explain their perception of the activities, their preferences, motivations for, and barriers to, participation. The objective of doing this was to try to capture spontaneous answers of their interpretation of each photo and not create any bias towards the central theme of this study, namely Indigenous tourism.

It took approximately 15 to 20 minutes to complete the process – survey, sorting-ranking procedure, and semi-structured interview – for each participant.

3.8 Data Analysis

Quantitative data was collected during the selection of photographs process of the data collection process. Both quantitative and qualitative data were collected during the data collection process. The following sections contain a description of the analysis procedures used to analyse the data collected.

3.8.1 Selection of Photographs

Quantitative data was collected by the researcher taking notes during the process. This data was manually entered into an Excel spread sheet and a corroboration process was conducted in Excel before exporting the data into the SPSS version 20.0 software package. Mean rankings (Lee & Yu, 2013) were computed for each of the photographs within each of the five tourism categories under examination (The TRA categories). The mean ranking was used as a descriptive measure (Lee & Yu, 2013) that allowed the researcher to identify the most representative photographs for each category. The two photographs with the highest mean ranking for each of the five categories were chosen to be used in the in-field data collection. These images were cross-checked with the official Grampians Tourism and Visit Victoria websites to ensure that the images belong to their five TRA categorisations.

3.8.2 In-field Data Analysis

The following sections contain a description of the analysis procedure used to process the data collected in the in-field stage.

3.8.2.1 On-site Survey

Similar to Stage 1, quantitative data collected during the survey stage was manually entered into an Excel spread sheet and a corroboration process was conducted in Excel before exporting the data into the SPSS version 20.0 software package. The distribution of each demographic variable (Section 1 of the questionnaire) was obtained with the use of appropriate descriptive statistics (frequency distributions), and compared with previous studies in the region (TRA, 2009f, 2010b). The psychographic variables (Section 2 of the questionnaire) were computed with the use of cluster analysis: Hierarchical cluster analysis using Ward´s method was the technique applied to determine the optimum number of clusters used (Weaver, 2011). The data analysis undertaken was selected because it allows the researcher to identify the demographic and psychographic characteristics of visitors interested in indigenous tourism. Also, this analysis allowed the researcher to compare the results with previous studies.

3.8.2.2 Sorting-ranking Photo-based Technique

Data analysis was conducted in the SPSS version 20.0 software package. Following the multidimensional unfolding [MDU] of ordinal data method proposed by Busing, Groenen and Heiser (2005), a MDU analysis was used with the PREFSCAL algorithm (Borg, Groenen, & Mair, 2013). Mean rankings were also computed in three different variables: (1) Overall ranking of the activities without considering “want to do” or “don’t want to” classification; values were assigned from 1 to 10, being 10 the most preferable activity, (2) ranking of the activities considering only the activities classified in the “want to do” column; values were assigned only to the activities classified in this column from 1 to 10, being 10 the most preferable activity. If an activity was not classified in this column, a value of 0 was assigned to it, (3) ranking of the activities considering only the activities classified in the “don’t want to do” column; values were assigned only to the activities classified in this column from 1 to 10, being 10 the least preferable activity. If an activity was not classified in this column, a value of 0 was assigned to it. In this way, an activity such as “Food and Wine” for example, if placed in the “want to do” column, and ranked as the most

preferred activity by the participant, would receive a score of 10 when computing the “want to do” variable. Likewise, if this same activity were placed in the “don’t want to do” column, and ranked last in terms of preference to do, it would receive a score of 10 when computing the “don´t want to do” variable.

Multidimensional scaling [MDS] is a set of data analysis techniques used for representing the (dis)similarity data by spatial distance models (Takane, 2007). Historically, MDS “was a psychological model of how persons form judgments about the similarity of objects” (Borg, et al., 2013).MDU is a technique that relies on a MDS analysis that analyses proximity data between two sets of objects -preference data of N persons for n objects- (Bennett & Hays, 1960 as cited in Busing, 2010; Coombs, 1964 as cited in Busing, 2010; Borg, Groenen, & Mair, 2013). This method creates visual spaces suitable for consumers and marketing research as it represents consumers and products as points in Euclidean space -consumers are closer to the products they prefer (Balabanis & Diamantopoulos, 2004; DeSarbo et al., 1997; DeSarbo, Kim, Choi, & Spaulding, 2002 as cited in Busing, 2010). An advantage of this technique is that despite small samples or missing data, results obtained are very promising without danger of changing the conclusions (Busing, 2010).

The MDU analysis was conducted using PREFSCAL algorithm in SPSS. This algorithm uses the penalty approach (penalised stress) of Busing, Groenen, and Heiser (2005) to avoid degenerate solutions by penalizing solutions with small variation coefficients for disparities (Busing, 2010; Martins, Cardoso & Pinto, 2009). A degenerate solution is a solution “with zero stress and constant distances” (Busing, 2010, pp. 128). An attractive unfolding solution can have the following characteristics: (1) Variation in both distances and transformed preferences, preferably nearly equal. (2) Low stress values. (3) Intermixed sets of objects. And, (4) a high number of sufficiently different values for both distances and transformed preferences (Busing, Groenen, & Heiser, 2005; Kruskal & Carroll, 1969; DeSarbo & Rao, 1986; Shepard, 1974 as cited in Busing, 2010). Martins, et al (2009) suggest that R^2 is convenient for evaluating MDU results:

> When R^2 is 0, there is no association between the disparities and the fitted distances. When R^2 is 1, a perfect fit is reached meaning that the variation of the disparities is completely explained by the variation of the distances,

indicating that there is no loss of information in the model (Martins et al., 2009, pp. 197).

MDS and MDU use screen plots to visually inspect the optimal model dimensionality. “The optimal dimensionality occurs at the number of dimensions indicated by the elbow” (Busing, 2010, pp. 211). The 2 dimensions solution was selected for the three variables (overall, want to do, and don´t want to do) as the penalised stress plots directed and because the Shepard’s Rough nondegeneracy index on those solutions prove them to be nondegenerated solutions (see Appendix K, L, and M respectively). MDU analysis was undertaken not only to visually analyse the preferences for tourism activities (Lee & Yu, 2013), but also to integrate the participants’ qualitative responses with the perception of the ten tourism activities.

In addition, appropriate tests of significance where applied to identify significant relations. Chi square (χ^2) tests of independence were used involving nominal categorical variables. Table 3-5 summarises the independent variables utilised for tests of significance. Independent variables were subjected to tests of significance only where some logical rationale existed for testing a particular variable. The tree Chi square tests were conducted as an additional analysis of the mean ranking and MDU analysis. Because the method used distinguishes between “want to do” and “don´t want to do” activities, the tests of significance allowed the researcher to capture the participants’ intentions that are not considered within the main ranking analysis.

Table 3-5 Independent variables utilised for tests of significance

Variables	Chi square tests of independence
Gender **Life Stage** **Education** **Travelling party** **Employment status** **Psychographic characteristics**	To Classify Indigenous tourism activities as a “want to do” or “don´t want to do” activity To rank Indigenous tourism activities within participants´ fifth most preferable activities To rank Indigenous tourism activities within participants´ third most preferable activities

3.8.2.3 Semi-structured Interviews

Qualitative data was collected relating to motivations for, and barriers to, participating in tourism activities available at the Grampians and Halls Gap region. The semi-structured interview was conducted along with the sorting-

ranking technique when participants were asked to explain the reasons for their preferences. Each interview was audio-recorded and hand written notes were taken by the researcher. Transcriptions of the interviews were later typed by the researcher into word-processing documents and exported to Nvivo 10 Qualitative software for coding. The frameworks used in this study for the coding analysis follows the Beard and Ragheb (1983) LMS framework used in Ryan and Huyton (2002) study, the Australian holiday motivations framework (JDSP, 2009), and Ruhanen, Whitford, and McLennan´s (2013) identified motivations and barriers themes.

Miles and Huberman (1994) defined codes as "tags or labels for assigning units of meaning to the descriptive or inferential information complied during a study" (Miles & Huberman, 1994, p. 56). Neuman (2011) suggested three stages of coding:

1. Open coding: This is the first coding that scrutinizes the data to summarize it into preliminary categories or codes;
2. Axial coding: This is the second stage of coding where the codes are organised and linked between them to determine key categories;
3. Selective coding: This is the last stage of coding; in here the codes are examined to identify and select data that will support the conceptual coding categories that were developed.

For the qualitative data analysis the three stage coding technique (Neuman, 2011) was adopted. Open coding was undertaken by examining the 50 interview transcripts, during which general themes were identified. For example, motivations such as learning, connection with history, understanding, among others, were identified. Axial coding was undertaken by re-examination of the transcripts, along with the examination of previous studies´ codes (JDSP, 2009; Ryan & Huyton, 2000, 2002; Ruhanen, Whitford, & McLennan, 2013). Code labels were assigned textual descriptions provided by the participants. Finally, selective coding was used and all the transcripts were scanned to look for cases that illustrate the themes, and comparisons were made between demographic and psychographic groups.

In addition, the qualitative results were also used to analyse and interpret the dimensions of the MDU analysis.

3.9 Ethical Considerations

As the two stages of this study involve human participants, ethical considerations are required. “Social research has an ethical-moral dimension” (Neuman, 2011, p. 143) that needs to be considered before conducting any research. For research involving human participants, the minimal ethical standards that need to be considered are: (1) No harm should be caused to participants, (2) participants should provide voluntary and informed consent and (3) never release harmful information about specific individuals that was collected for research purposes, and (4) moral integrity (knowledge, experience, honesty and fairness) of the researcher (Kvale, 2007; Neuman, 2011).

Ethical approval was granted on the 22 February 2013 by the Victoria University Human Research Ethics Committee. The reference approval ID number is HRE13-013. Table 3-6 summarises the procedures adopted to ensure the ethical conduct of this research.

Table 3-6 Summary of the procedures adopted to ensure ethical conduct of this research

Consideration	Stage 1	Stage 2
Informed consent	Participants were provided with an oral explanation and written information form. Participants were required to sign informed consent form before their participation (see information and consent form in Appendix F and G).	Participants were provided with an oral explanation and written information form. Participants were required to sign informed consent form before their participation (see information and consent form in Appendix H and I).
Data security	All information is kept confidential, stored in a locked cabinet and/or on password-protected computers	All information is kept confidential, stored in a locked cabinet and/or on password-protected computers
Anonymity of participants	Anonymity process was undertaken. Use of an identifier instead of participants’ name.	Anonymity process was undertaken. Participants were not identified by name; a number was provided to identify the participant and match the results of the questionnaire with the sorting-ranking photo-based technique, and the semi-structured interview
Protection of minors	No persons under the age of 18 were involved	No persons under the age of 18 were involved

During stage 2, participants were not made conscious that the focus of the study was on Indigenous tourism activities. Participants were approached and invited to participate in a study investigating domestic demand for tourism activities. The objective of doing this was to reduce the chance of collecting any bias in the answers. To ensure data quality and improve response rates, the

researcher used a name badge and introduced herself as student researcher at Victoria University.

3.10 Methodological Limitations

This section provides an explanation of the limitations surrounding this study. The limitations should be considered when analysing the findings and implications of this research, and their practical and theoretical applicability.

1. Sampling size: The size of the sample was determined by following the qualitative approach. As such, a relatively small sample, from the quantitative perspective, was invited to participate. Therefore, there is a limitation in the statistical findings of this study.
2. Sampling bias to Victorian participants: As the data collection was located only in one location, the sample is heavily represented by participants residing in Victoria. In consequence, bias has been introduced into the results and should be considered when generalising the research findings.
3. Sampling bias to “family” group participants: The data collection was undertaken during school holidays. The sample is heavily represented by participants travelling with families, compared to other studies in the area. Therefore, the results could have been affected by this limitation.
4. Application to other Indigenous tourism activities: The results reported in this study are only applicable to the two Indigenous tourism activities under examination (Indigenous rock-art sites, and Indigenous cultural centre). The results may not be applicable to other types of tourism activities, and in other locations.
5. Trustworthiness of data: The data could not be validated as being truthful by the participants who provided the raw data from which the present conclusions are drawn. Consequently, there is a possibility that the findings are not a truthful reconstruction of reality.

3.11 Chapter Summary

In this chapter, the description of, and justification for, the approach, methodology, methods, and procedures chosen to undertake this research examining Indigenous tourism has been presented. The chapter begins with the discussion of the need for a mixed-methods approach in order to accomplish the research objectives. The use of the sorting-ranking technique in the selection of photographs process, and the use of three methods (on-site survey, sorting-ranking photo technique, and semi-structured interviews) to collect the data were also discussed. Finally, the process of data analysis was presented. Chapters Four and Five shift the focus of the thesis to presenting and discussing the results from the data collection and analysis stages.

Chapter 4. Domestic Visitor Preferences for Indigenous Tourism Activities

4.1 Introduction

Chapter Three has provided a detailed description of, and justification for, the methods and procedures chosen to undertake this research. Chapters Four and Five present the results of the stage 1 and 2 of the data collection process.

The findings presented in Chapter Four relate to research objectives one and two of this study: (1) To define the demographic and psychographic characteristics of independent domestic visitors in Australia who are interested in, or not interested in, participating in Indigenous tourism activities while they are travelling, and (2) to explore Australian domestic visitor participation preferences for Indigenous tourism activities in comparison with four other types of tourism activities. The findings of this study are compared to previous similar studies that have examined either domestic visitors in the Grampians or domestic visitors' preferences for Indigenous tourism.

This chapter starts by presenting the results of the process to choose the photographs used in the in-field data collection process (Section 4.2). Then, an overview of the characteristics of the study area during the second stage of the data collection process is detailed in Section 4.3, followed by the description of the demographic characteristics of participants (Section 4.4) and the description of participants' traveling preferences to the Grampians region (Section 4.5). The findings relating to the participants' preferences for tourism activities at the Grampians are presented in Section 4.6. Finally, Section 4.7 shows the marketing influences in the visitors' decision to participate in tourism activities.

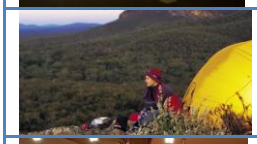
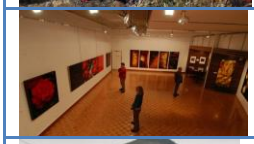
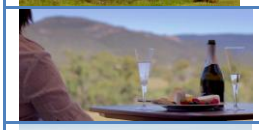
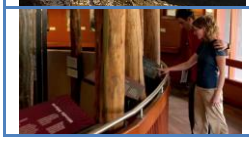
A colour code has been used in this chapter to identify the two examples of Indigenous tourism activities in relation to the other types of tourism activities. The red colour was chosen because its significance with the Indigenous culture in Australia. The red colour in the Indigenous flag means "the red earth, the red ochre and a spiritual relation to the land" (Aboriginal Institute of Aboriginal and Torres Strait Islander Studies, 2013).

4.2 Results of the Selection of Photographs Process

This section provides the results of the process conducted to select two valid photographic representations of each of the five TRA categories. Table 4-1 presents the mean ranking, computed in SPSS, of each photograph in each of the five TRA categories. To compute the mean ranking, values from 10 to 0 were given to the images according with the participants' ranking. The image mentioned by the participants as the most representative of each TRA category was given the maximum score (10), the second most representative was given a 9 score, and so on. If an image was not classified in the category, the image was given a 0 score within that category. The two images per category with the highest mean ranking were chosen to represent that category during the in-field data collection process (see highlighted photographs per category in Table 4-1). The ten images resulting from this process were cross-checked according to their classifications (the five TRA categories) in the official Visit Victoria and Grampians Tourism websites.

Table 4-1 Mean ranking of activities: Selection of photographs

Image	Photo No.	Indigenous	Nature	Cultural	Food & Wine	Caravan & Camping
	1	2.22	0.27	3.95	0.00	0.00
	2	**8.09**	0.31	0.81	0.00	0.00
	3	0.00	**9.45**	0.00	0.00	0.00
	4	0.00	0.00	1.32	0.40	**8.81**
	5	0.00	0.00	**7.00**	0.00	0.00
	6	0.00	1.54	0.00	3.95	0.95

	7	0.00	7.36	0.00	0.00	0.31
	8	0.00	2.00	0.00	0.00	5.86
	9	0.00	0.00	**8.59**	0.00	0.00
	10	0.00	0.90	0.00	**8.00**	0.00
	11	0.00	0.00	0.00	**9.54**	0.00
	12	0.00	5.27	0.00	0.00	1.36
	13	0.00	0.00	0.00	0.00	**9.63**
	14	**7.59**	0.00	0.00	0.00	0.00
	15	7.54	0.00	1.27	0.00	0.00
	16	0.00	**8.40**	0.00	0.00	0.00
	17	3.27	0.27	1.50	0.00	0.00

4.3 Data Collection Context

The in-field data collection process took place after the selection of photographs process. This section provides an overview of the characteristics of the study area during the data collection period. Specific information related to the weather and school holiday's data of that period is presented.

The researcher spent three days at the location from the 5th to the 7th of April 2013. It is important to point out that the data collection process was held during a school holidays period in both Victoria and Queensland (see Table 4-2). This is significant because it might have an impact on the proportion of participants by origin, life stage and travelling party.

Table 4-2 Australian school holidays period 2013

State	School holiday period	Data collection period (5 April to 7 April)
VIC	**29 March to 12 April**	**Yes**
QLD	**25 March to 12 April**	**Yes**
NSW	15 April to 26 April	No
WA	20 April to 5 May	No
SA	15 April to 26 April	No
NT	8 April to 12 April	No
ACT	15 April to 12 April	No

Source: Tourism Australia (2013b)

The weekend when the data collection was conducted was the warmest weekend of the month (see Figure 4-1 and Figure 4-2). The weather conditions are also important factors in the data analysis because it could have an impact on the participants´ preferences to engaging in specific activities. McGinn et al (2007) suggested that participation in outdoor leisure activities depends on participants' perception of the weather. More specifically, Becken (2012) showed that tourism activities such as flight operation and visitation to visitor information centres are impacted by daily weather conditions.

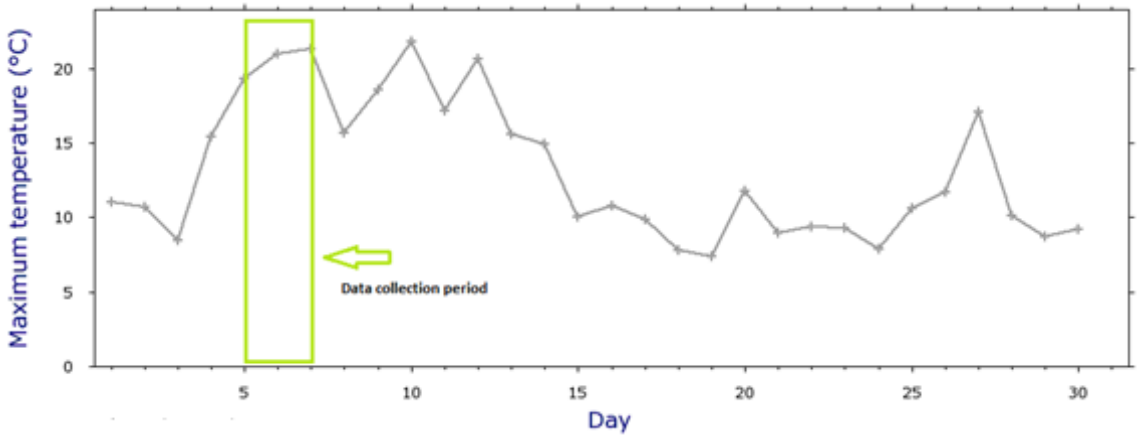


Figure 4-1 Maximum temperatures at the Grampians, April 2013
Source: Bureau of Meteorology (2013)

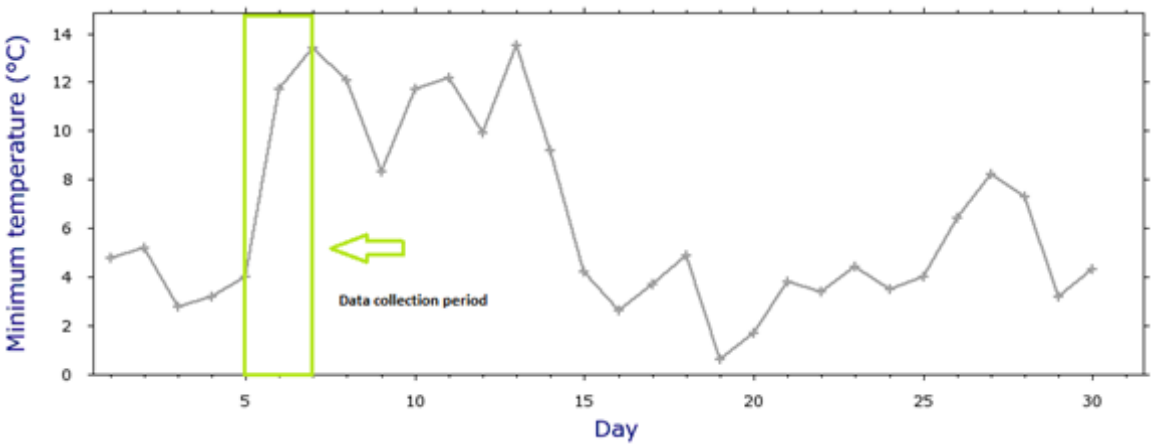


Figure 4-2 Minimum temperatures at the Grampians, April 2013
Source: Bureau of Meteorology (2013)

4.4 Demographic Characteristics of the Sample

Demographic characteristics are claimed to have an impact in participants' preferences for tourism activities (e.g. Ryan & Huyton, 2000, 2002; JDSP, 2009). This section provides a descriptive overview of the demographic characteristics of participants and discusses the results in light of previous research and relevant literature. Specific information collected here includes gender, age, usual state of residence, life stage, highest level of education, and employment status.

4.4.1 Gender of Participants

During the data collection stage, 52 participants agreed to answer the survey, and of these, 50 of the participants agreed to participate in the following semi-structured interview. It can be seen from Figure 4-3 that the gender distribution of participants was even, 50 per cent male and 50 per cent female. Although two participants did not agree to participate in the semi-structured interview, the gender distribution did not suffer any change, as one was male and the other was female (see Figure 4-3).

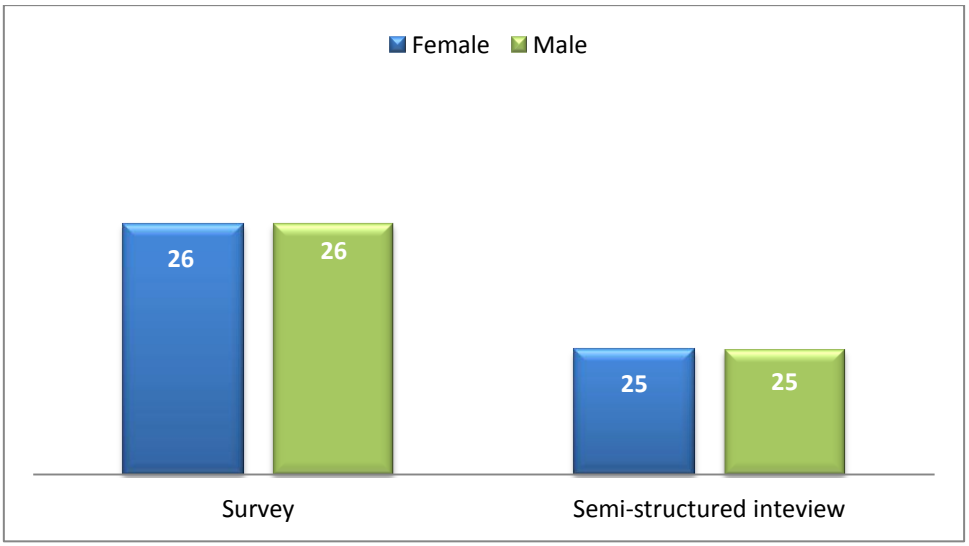


Figure 4-3 Gender distribution of participants

4.4.2 Age of Participants

Participants were asked to indicate their age group. The age distribution shows that a quarter was aged between 18 and 33 years old, 40.39 per cent were aged between 34 and 47 years old, and 34.61 per cent were aged older than 48 years old. This distribution is similar to previous studies (TRA, 2009f, 2010b) of visitor at the region (see Table 4-3 and Figure 4-4 below). This could indicates that the sample of the present study represent the overall visitor population at the Grampians. However, due to differences in the age group categories (see Note in Table 4-3) and the limitation discussed above (the data collection period was during school holidays) the sample is not representative of the entire population of domestic visitors.

Table 4-3 Age distribution of participants

Age group	2009*	2010**	Age group	Present study
15-34	16%	22%	**18-33**	25%
35-44	21%	22%	**34-40**	23%
44-54	18%	19%	**41-47**	17%
55-64	25%	23%	**48-60**	25%
Over 64	19%	15%	**Over 60**	10%

* TRA (2009f) n=407
**TRA (2010b) n=216
NOTE: The present study based the age group categories on JDSP´s (2009) study. JDSP´s (2009) study is more compatible with the aims of the present research. The TRA reports were used as indicatives reports.

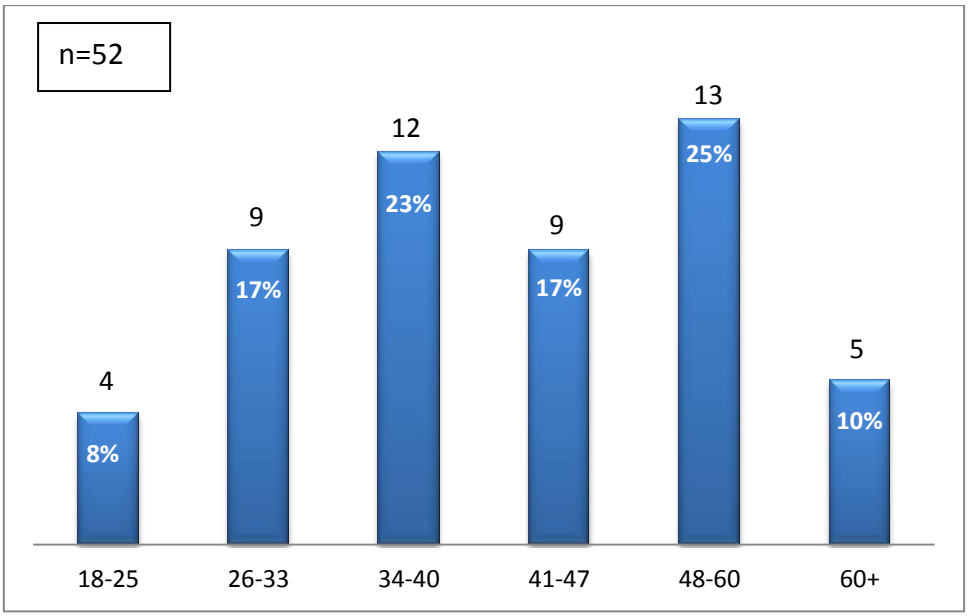


Figure 4-4 Age distribution of participants

4.4.3 State of Usual Residence of Participants

The majority of domestic participants were from Victoria (90.38%). The sample included in this study shows a slight difference to previous reports which looked at the Grampians (TRA 2009f, 2010b; Grampians Tourism, 2012a), mainly in the proportion of visitors from South Australia and Victoria (see Figure 4-5). A possible explanation of the difference is that the data collection period of the present study was in a single point of time; during school holidays in Victoria (see Table 4-1).

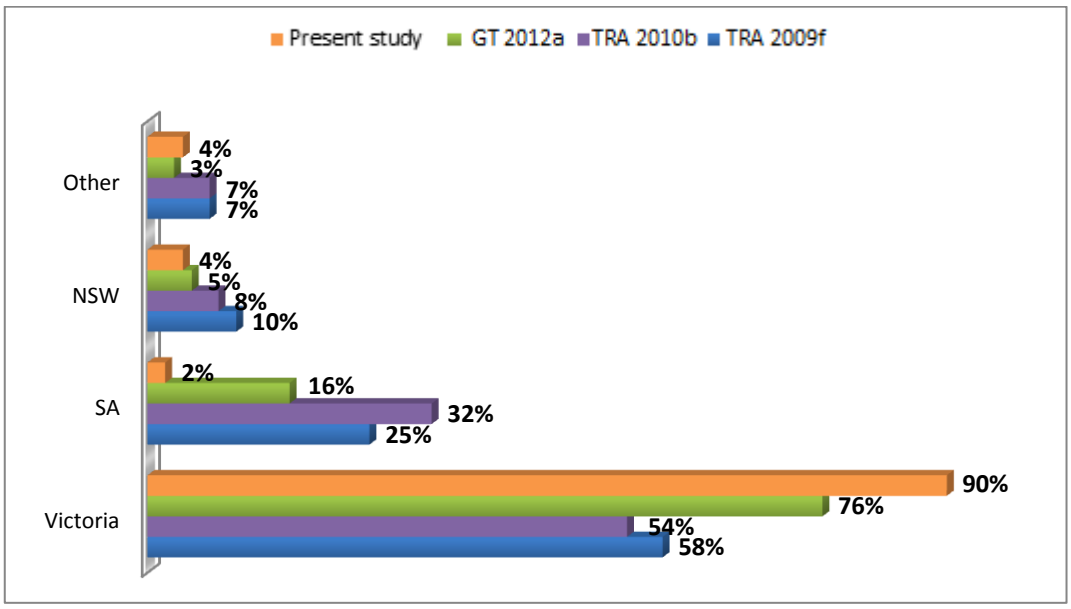


Figure 4-5 Domestic visitors by origin: Comparison with previous studies

4.4.4 Life Stage of Participants

Participants were classified by their life stage, following the JDSP study (2009) (see Appendix J). It can be seen from Figure 4-6 that the majority of the participants were from the "young family" group (42.32%). The following two largest groups were that of the SINK/DINK (21.15%) and the older family (19.23%). There were the same number of participants in the young adults (7.69%) and retirees (7.69%) groups. The minority of participants were in the empty nesters (1.92%) group.

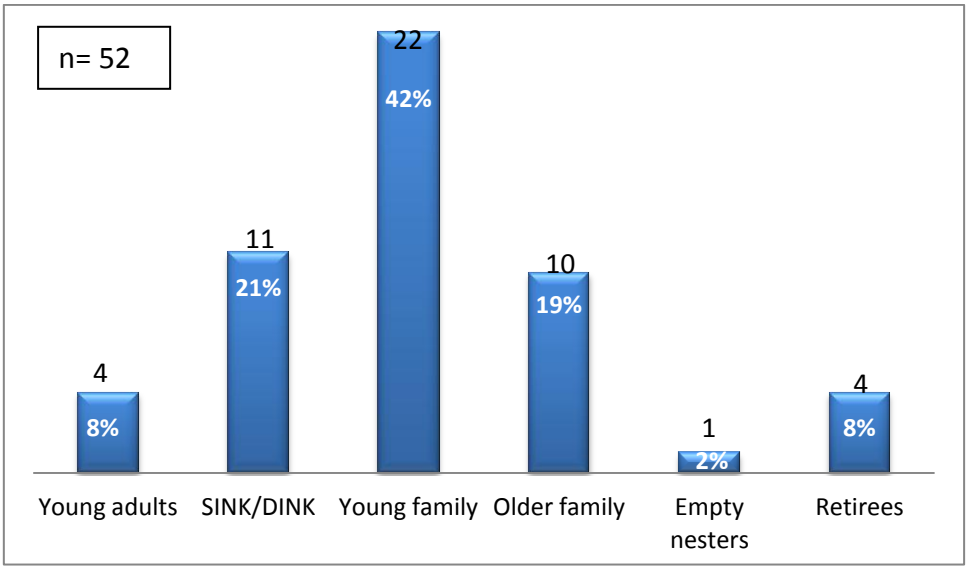


Figure 4-6 Life stage distribution of participants

Figure 4-7 shows a comparison of participants by life stage between this study and previous studies conducted at the Grampians (TRA, 2010b; Grampians Tourism, 2012a). Once again the findings are different mainly in the proportion of families, empty nesters and retirees. As was described above, a possible explanation for this difference is that the data collection period for this current study was during a school holiday period in Victoria, which is a time when more families tend to travel, as evidenced in the following quote: "We know that about 60% of them like to travel within Australia and on average take 3 holidays a year…their kids' happiness is the key to a good break" (Tourism Australia, 2013b).

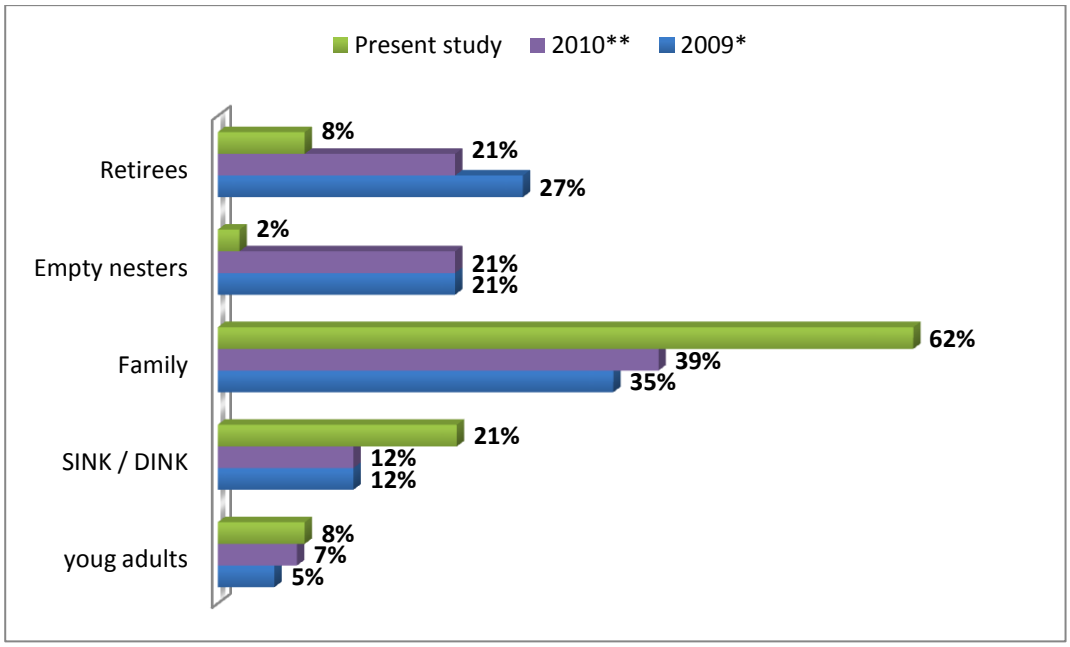


Figure 4-7 Domestic visitors by life stage: Comparison with previous studies

4.4.5 Education Level of Participants

Figure 4-8 illustrates the distribution of participants' highest education level. The data collected showed that the majority of participants are well-educated, with almost three quarters of the participants holding a bachelor's degree or postgraduate qualification (VS 30.7% and 12.6% respectively for Australia overall) (ABS, 2012). A total of 15.30 per cent of the participants had completed their final year of secondary education or TAFE and the remaining 12 per cent of the participants had other post-school qualifications. Despite this distribution not being consistent with Australia statistics generally, they are consistent with national parks visitors' profile (Beh & Bruyere, 2007; Hvenegaard & Dearden, 1998; Weaver, 2011; Weaver & Lawton, 2002; Zografos & Allcroft, 2007).

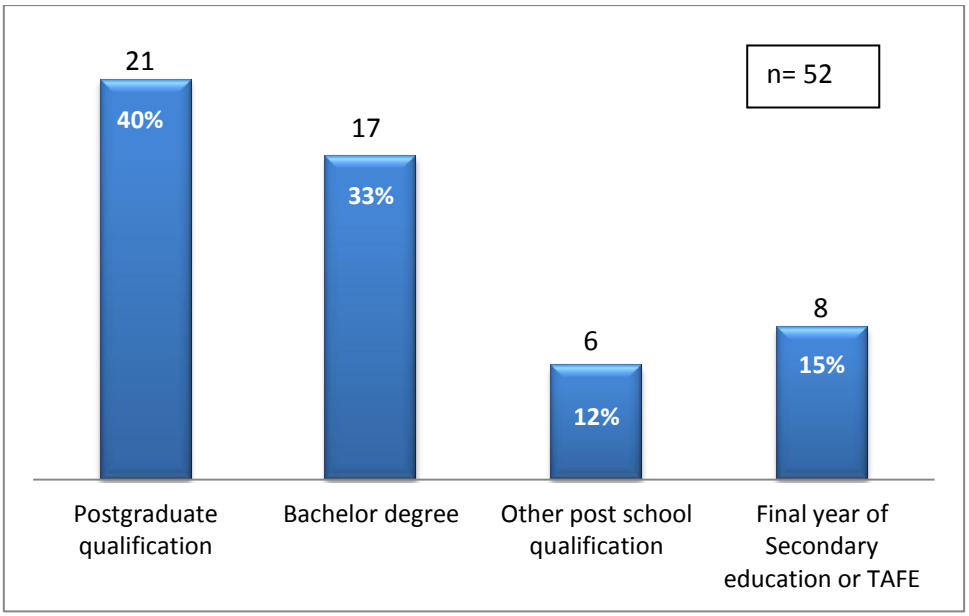


Figure 4-8 Level of education of participants

4.4.6 Employment Status of Participants

Figure 4-9 shows the distribution of participants' employment status. The data collected showed that the almost half of participants are employed full time. Participants part time employed and/or studying, and participants not working (home duties, retirees, and unemployed) made up the other half of participants. Previous studies in the region do not show employment status of participants, so no comparison can be made in relation to this demographic variable.

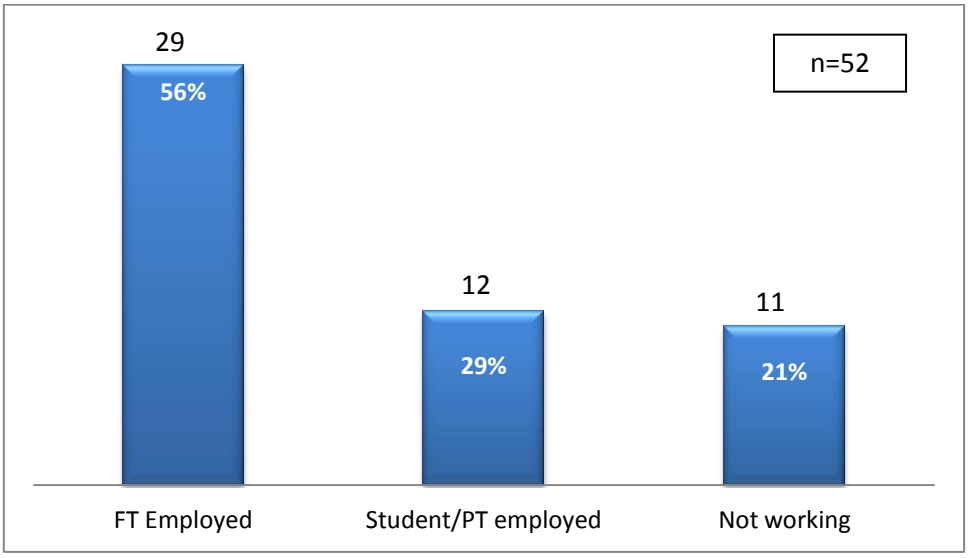


Figure 4-9 Employment status of participants

4.5 Travelling Preferences to the Grampians

Section 4.4 provided the demographic characteristics of the participants. This section presents an examination of the participants' travelling preferences while at the Grampians. Specific information collected in this section includes the amount of time they spent in the region, the type of accommodation used, the mode of transport used while travelling, and the makeup of their travelling party.

4.5.1 Time Spent

Most of these participants (87%) reported being overnight visitors: 69.23 per cent of the participants spent between 2 and 4 days, 13.46 per cent spent between 5-8 days, and 3.65 per cent stayed longer than 8 days. A total of 13.46 per cent were day trip visitors (see Figure 4-10). Once again the findings here were similar to data collected in the Australian government´s reports (2009, 2010) which showed that 85 per cent of the visitors to this region were overnight visitors.

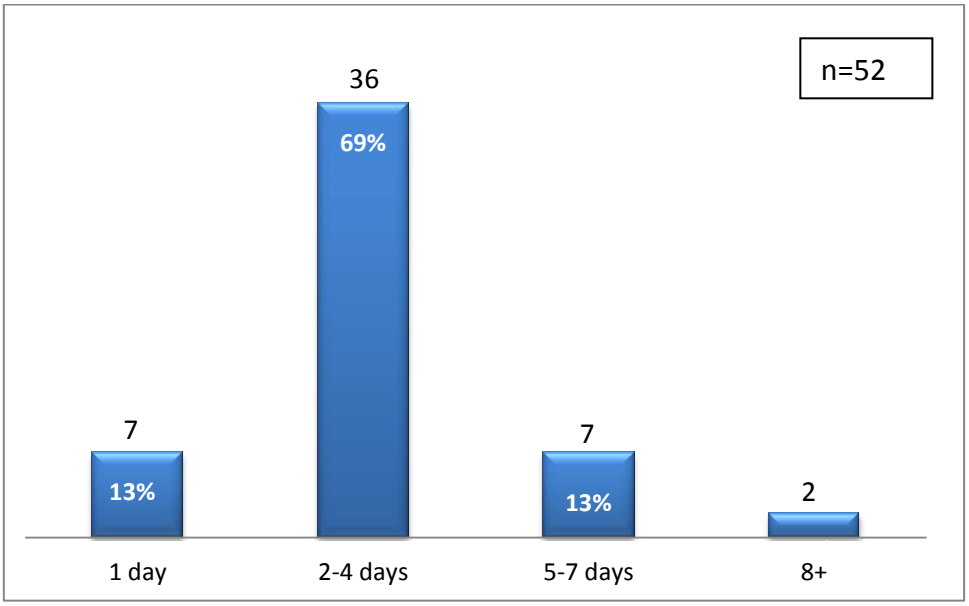


Figure 4-10 Distribution of the time spent by participants at the Grampians

4.5.2 Type of Accommodation Preferred

Figure 4-11 shows that the participants' mostly preferred accommodation at the Grampians in the form of caravan/camping (40.50%). A total of 32.69 per cent of participants preferred hotel/ motel as their accommodation style,

whereas a quarter of the participants stayed in other types of accommodation such as their own houses or apartments. Only 1.92 per cent of the participants were staying in backpackers/hostel. It can be seen from the Figure below that the distribution of accommodation is similar to previous studies in the region (TRA, 2009f, 2010b).

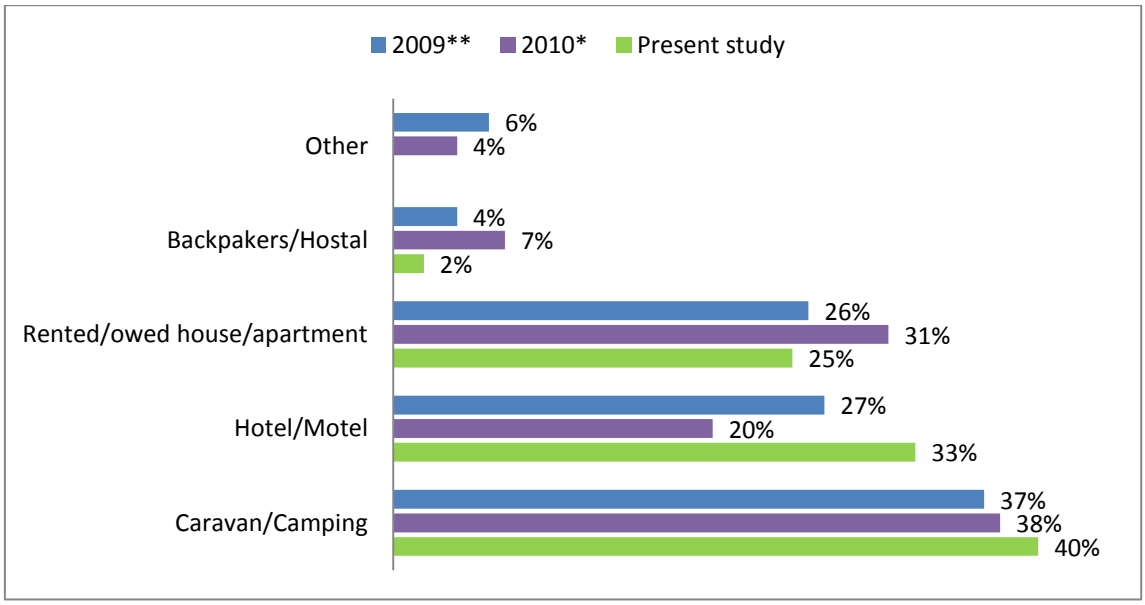


Figure 4-11 Distribution of preferred accommodation: Comparison with previous studies

4.5.3 Mode of Travelling

All participants reported their mode of travelling as private vehicle. This data is comparable with the TRA´s reports (2009f, 2010b) that showed that 90 per cent of the visitors were travelling by their own vehicle. This is significant because it indicates that none of the participants had activities pre-arranged by a tour company.

4.5.4 Travelling Party

It can be seen from Figure 4-12 that the majority of participants travelled with their family (56%) followed by participants that were travelling with their partners (29%). A total of 10 per cent were travelling with friends and 6 per cent were travelling alone. TRA study (2010b) showed that 39 per cent of participants were travelling with a partner, 36 per cent were travelling with immediate family, 17 per cent were travelling with friends or relatives, 3 per cent were unaccompanied visitors and the rest (4%) were travelling in other

classification. The distribution between these two studies is slightly different but as mentioned in the previous sub-sections, the data collection period of the present study was during a school holiday period, when more families tend to travel.

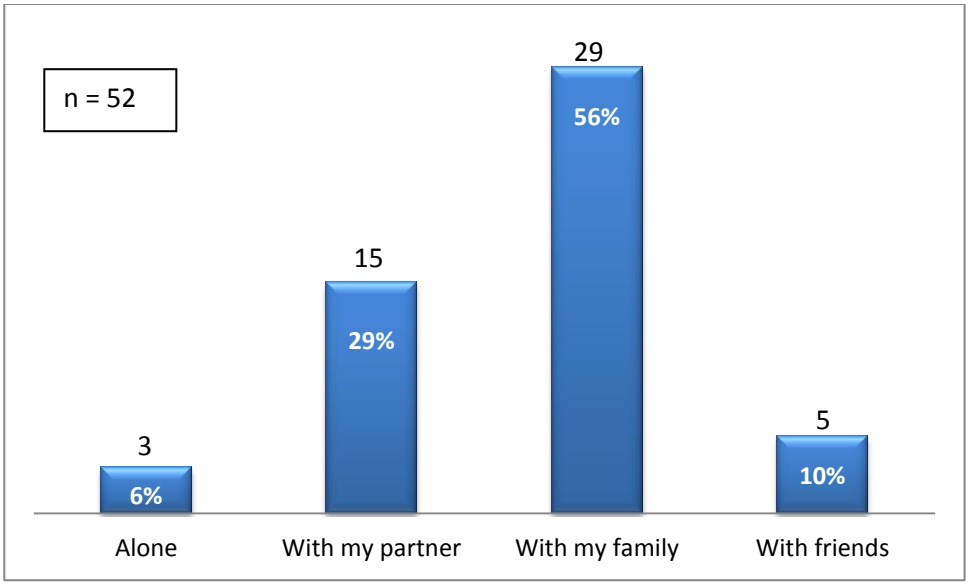


Figure 4-12 Distribution of participants' travelling party

4.6 Participation in Tourism Activities at the Grampians

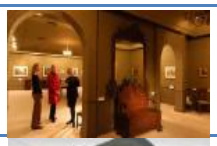
Section 4.6 offers an examination of participants' preferences regarding their participation in tourism activities at the Grampians. An overview of the possible activities that participants can experience at the Grampians is provided in Section 4.6.1. Section 4.6.2 provides the overall participants' preferences for tourism activities in the region. Sections 4.6.3 and 4.6.4 provide a close-up examination of participants' preferences within the "want to do" activities and the "don´t want to do" activities, respectively.

4.6.1 Overview of the Activities that Visitors Can Experience at the Grampians

Participants were asked to consider ten images depicting tourism activities that are currently available within the Grampians region. Table 4-4 shows the ten activity images (each represented by individual photographs) that were shown to the participants, the tourism activity that the image represents, the indicative price range that visitors would pay for each activity, and an

explanation of how each activity can be experienced within the Grampians region. It can be seen from Table 4-4 that there were two tourism activities representing each of the five tourism categories under analysis in this study.

Table 4-4 Explanation of the tourism activities presented to the participants

Activity	Photo number (a)	Image	Tourism category (b)	Indicate price range (c)	Explanation of how the activity can be experience at the Grampians
Museums	1		Cultural	Free	The image suggests visitors looking by themselves at regional art galleries such as Horsham and Ararat, among others.
Waterfalls	2		Nature	Free	Visitor can experience waterfalls by driving, by doing either short easy walks or long walks.
Camping	3		Caravan & camping	AUD$22-55	Visitors are allowed to do bush camping and picnics in campsites. There are also caravan and holiday parks available.
Art Galleries	4		Cultural	Free	Visitors can experience regional art galleries. However, this image, suggests being in a tour and receiving some information.
Vineyards	5		Food & wine	AUD$15-50	Visitors can experience this activity by doing wine tastings, tutorials, and wine purchases.
Rock-art sites	6		**Indigenous**	Free/ Tours AUD$25-140	Five ancient rock art sites are open to the public and are all easily accessible by car and short walks. Visitors also can join a tour with guides to visit rock art sites.
Caravan	7		Caravan & camping	AUD$ 55-85	Visitors can experience this activity by staying at a caravan or holiday parks.
Sightseeing	8		Nature	Free	Sightseeing spots are around the park, some can be reached by car, and some by an easy or hard walk.
Cultural centre	9		**Indigenous**	Free – AUD$50	Visitors can experience different activities within the cultural centre (e.g. multimedia shows, artefact displays, boomerang painting, and restaurant)
Food & wine	10		Food & wine	AUD$15-50	Visitors can experience this activity by dining out in any of the local restaurants in the Region

a) Number used to identify the image that represents the specific tourism activity
b) Tourism activity that the image represents as identified by TRA (2009a, 2009b,2009c,2009d,2009e)
c) Indicative price range of the activity at the Grampians as at 27 July 2013

4.6.2 Domestic Visitors' Preferences for Tourism Activities

Participants were asked to rank the 10 examples of tourism activities according to their preference to participate in those activities during their time in the Grampians. Table 4-5 and Figure 4-13 summarise data pertinent to the mean ranking of the overall preferences of participants wanting to engage in particular tourism activities during their time in the Grampians. The most preferred activity to participate in was visiting waterfalls with a mean score of 8.96 from a possible of 10.00, followed by sightseeing (mean 8.87); both activities are classified under the tourism category of "nature". The third most preferred activity was visiting Indigenous rock-art sites (mean 5.96); however, the other Indigenous activity, Indigenous cultural centre (mean 4.87), was ranked in the 7th position. Camping (mean 5.79) and caravan (mean 4.98) were ranked in the 4th and 6th positions respectively. The food and wine activity (mean 5.35) was ranked in the 5th position; but, visiting vineyards (mean 4.37) was ranked in the 8th position. Finally, visiting museums (mean 3.54) and art galleries (mean 2.33) were ranked as the least preferred activities.

It can also be seen from Table 4-5 that the activities that were never ranked as the most preferred activity are: visiting art galleries (cultural), visiting vineyards (food and wine), visiting the rock-art sites (Indigenous), and visiting the cultural centre (Indigenous).

Table 4-5 Overall preferences of tourism activities reported by domestic visitors

n= 52		Tourism category (a)	Mean ranking (b)	Ranking position (c)	Frequency Top 1 (d)
Museums		Cultural	3.54	9	1
Waterfalls		Nature	8.96	1	19
Camping		Caravan & camping	5.79	4	3
Art galleries		Cultural	2.33	10	0
Vineyards		Food & wine	4.37	8	0
Rock-art sites		**Indigenous**	5.96	3	0
Caravan		Caravan & camping	4.98	6	6
Sightseeing		Nature	8.87	2	21
Cultural centre		**Indigenous**	4.87	7	0
Food & wine		Food & wine	5.35	5	2

a) Australian-based tourism category identified in Table 1-2
b) Mean of the ranking. A higher ranking means a more preferable activity. Overall rankings, without consideration of “want to do” versus “don´t want to do” sorting
c) Position obtained versus others activities. Being position number 1, the most preferable activity
d) Number of times an activity was ranked, by participants, as position number 1

Figure 4-13 shows the ranked position of the domestic visitors’ preferences. Visiting waterfalls was the most preferred activity and art gallery was the least

preferred. Visiting Indigenous rock-art sites was ranked as the 3rd most preferred activity, whilst the Indigenous cultural centre was ranked as the 7th most preferred.

Previous studies conducted at the Grampians showed mixed results on the preferences for tourism activities. For example, in the 2012 visitors' report, "eat out at restaurants" was the most popular activity, and "general sightseeing" the 3rd most preferred activity (there is no mention of vineyards, Indigenous or cultural activities) (Grampians Tourism, 2012a). Conversely, in the 2009 visitors´ report, while "general sightseeing" was the most popular activity (82%), "eating out" was the 4th most popular activity. In this report "visit history/heritage" sites ranked as the 7th most preferred activity (TRA, 2009f).

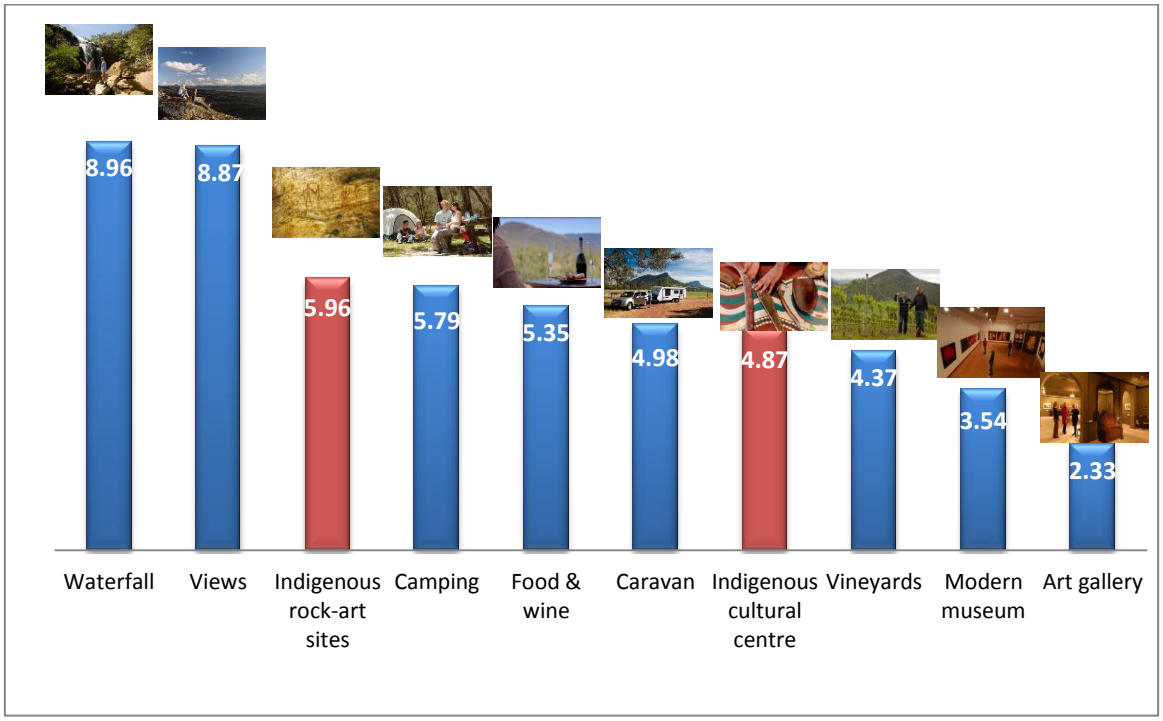


Figure 4-13 Mean ranking of domestic visitors' preferences for tourism activities

To support the mean ranking calculation, an MDU analysis was conducted to provide a visual analysis of the domestic preferences for tourism activities. The MDU results confirm the mean ranking data. Figures 4-14 shows the best fit configuration plot for the overall data set with all sources simultaneously and ordinal transformations using PREFSCAL. A 52 x 10 matrix (Participants x Objects) was transformed into a (dis)similarity data matrix and subjected to analysis. Several MDU models, from 2 to 5 dimensions were generated and stress value, goodness of fit and degeneracy indices were calculated for each

model. The two dimensional solution was selected because it had the best indicators in comparison with the other dimensions solution (See penalised stress plot in Appendix K). The model presents a goodness of fit of 88.26 per cent (Spearman´s Rho), and a small normalised stress value (.06). The normalised stress value is insensitive to differences in scale and sample sizes, so it is a suitable valued for comparing models with different dimensional solutions (Little, 2013). In addition, there is no sign of a degenerate solution: The stress is different to zero, the number of the DeSarbo´s intermixedness is small (1.33) which indicates that the points of the different sets are well intermixed, and the model has a Shepard´s Rough non-degeneracy index nearly 80 per cent which means that there are sufficiently different distances. The variation in both distances and transformed preferences are nearly equal (.52 and .59 respectively). Variability in the distances improves the spread of points. It is good that both are similar as that means the model fit the reality. Similar measures appear in Busing´s (2010) and Busing, Groenen and Heiser´s (2005) studies. The solution also shows that the association between the original ranking preferences and the estimates ranking preferences are highly associated (Kendall's Tau-b.70). This correlation coefficient must be in between −1 and 1. “The sign of the coefficient indicates the direction of the relationship, and its absolute value indicates the strength, with larger absolute values indicating stronger relationships” (Busing, 2010, pp. 218) (See Appendix K for specific statistical measures and plots).

In Figure 4-14 the distance between two points represents the correlation of the respective variables (the closer two points, the higher the correlation). The figure shows that domestic preferences for both nature activities are highly correlated. However, the preferences for the other four types of tourism activities appear to be randomly distributed. The figure also shows the majority of respondents (small orange dots) closely located to waterfall and sightseeing activities, this suggests that those activities are the most preferred activities to engage, followed by rock-art sites and camping. The figure also indicates that sightseeing and waterfall are located in a central position which reflects that these two activities are positively correlated with each of the other eight activities. To understand the dimensions of the MDU analysis, the researcher used the data from the semi-structured interviews (see Tables 4-6 and 4-7). The

dimension 1 in Figure 4-14 suggests that participants perceive the activities on the left side as learning activities (art gallery, museum, cultural centre, rock-art sites, and vineyards). The right side activities are perceived as activities extremely close to nature activities that are not comfortable (caravan and camping). Figure 4-14 also shows the dominant characteristics of participants being together by preferences.

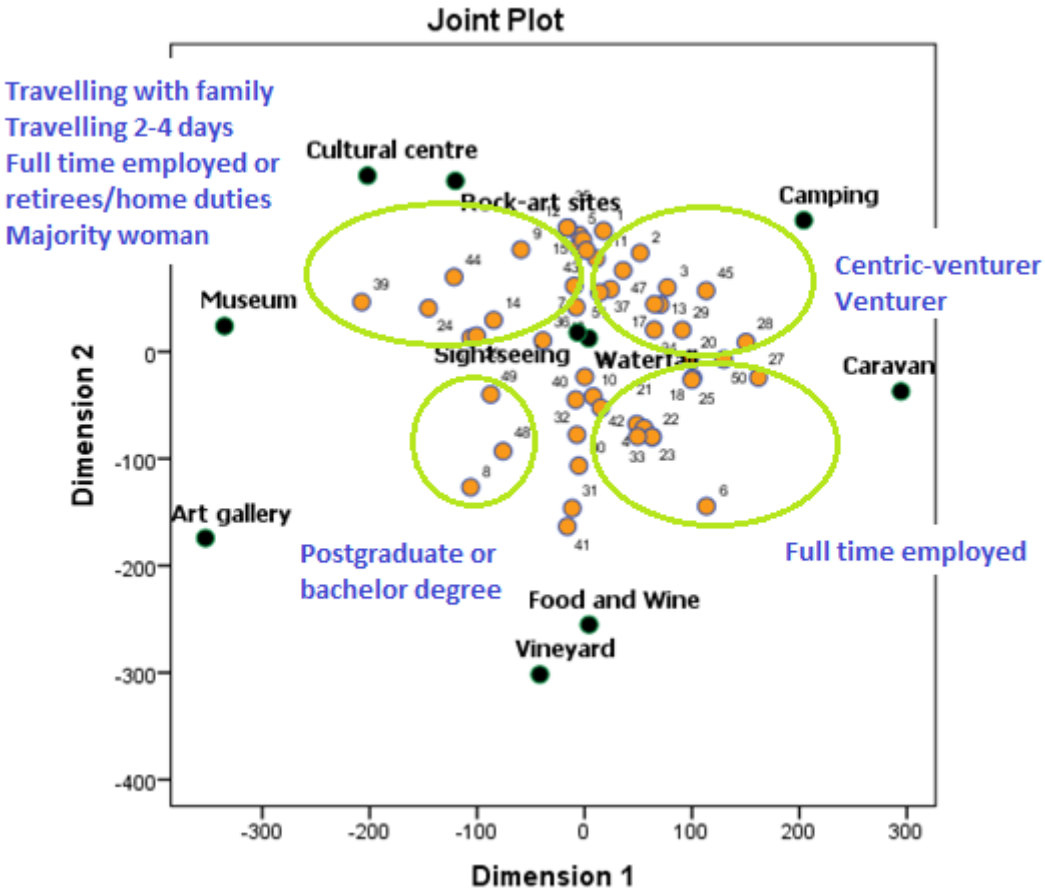


Figure 4-14 MDU configuration of the domestic visitors' preferences for tourism activities

4.6.3 Activities that Were Categorised as "Want to Do" Activities

Participants were asked to sort the photographs depicting each of the 10 activities available within the Grampians region into either the "want to do" column or the "don´t want to do" column, which had been arranged on the table in front of them. Once the ten activities were classified, participants were then asked to rank the activities in the "want to do" column in the order of the activity they would most prefer doing, to the activity they would least prefer doing. Participants were also asked to verbally explain their motivations for participating in each of these ranked activities. These explanations were

recorded using a digital audio recording device and analysed using Nvivo software.

Table 4-6 shows the participants' ranked preferences and their main motivations for participating in the "want to do" activities. In this case, only the activities categorised in the "want to do" column were considered for the computation of the mean. The ranked positions for most of the photographs remained almost identical to that shown in Table 4-5. However, Indigenous cultural centre (photo 9) gained a position, being now the 6th most preferred activity, and caravan (photo 7) lost a position, being now the 7th most preferred activity. This finding is important because previous studies (Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton, 2000, 2002) have not distinguished between "want to do" and "don´t want to do" preferences when analysing the data. This methodological innovation may provide yet another layer of understanding in regards to domestic visitor motivations for undertaking Indigenous, and other, forms of tourism activities.

It can be seen from Table 4-6 that the visitors' motivations, as recorded and analysed, for participating in a particular tourism activity differ in some cases, while remaining within the same Australian-based tourism category. This is significant because it indicates that the appeal for individual tourism activities could be different within a particular tourism category.

Table 4-6 Tourism activities that domestic visitors categorised as "want to do" activities

n=52		Tourism category (a)	Frequency (b)	Mean ranking (c)	Ranking position (d)	Main motivations for participating
Museums		Cultural	14	1.48	9	Appreciation / Learning
Waterfalls		Nature	52	8.96	1	Appreciation of Nature / Be physical active / Close to nature
Camping		Caravan & camping	38	5.21	4	Close to nature / Relaxation / Interaction / More suitable
Art galleries		Cultural	7	0.44	10	Appreciation
Vineyards		Food & wine	25	2.69	8	Indulgence / Learning / Appreciation / Fun / Relaxation
Rock-art sites		**Indigenous**	45	5.58	3	Connection with history / Learning / Appreciation / Learning op for children
Caravan		Caravan & camping	24	3.42	7	Travelling around / Close to nature / More suitable
Sightseeing		Nature	51	8.77	2	Appreciation of Nature / Be physical active / Close to nature / Being outdoors
Cultural centre		**Indigenous**	33	3.83	6	Learning / Appreciation / Connection with history / Learning op for children
Food & wine		Food & wine	38	4.52	5	Indulgence / Relaxation / Fun

a) Australian-based tourism category identified in Table 1-2
b) Number of times the activity was categorised in the "want to do" column
c) Calculated considering only the activities that were categorised in the "want to do" column
d) Position obtained versus others activities. Being position number 1, the most preferable activity

Figure 4-15 shows the ranking position of the domestic visitors' preferences for the "want to do" activities.

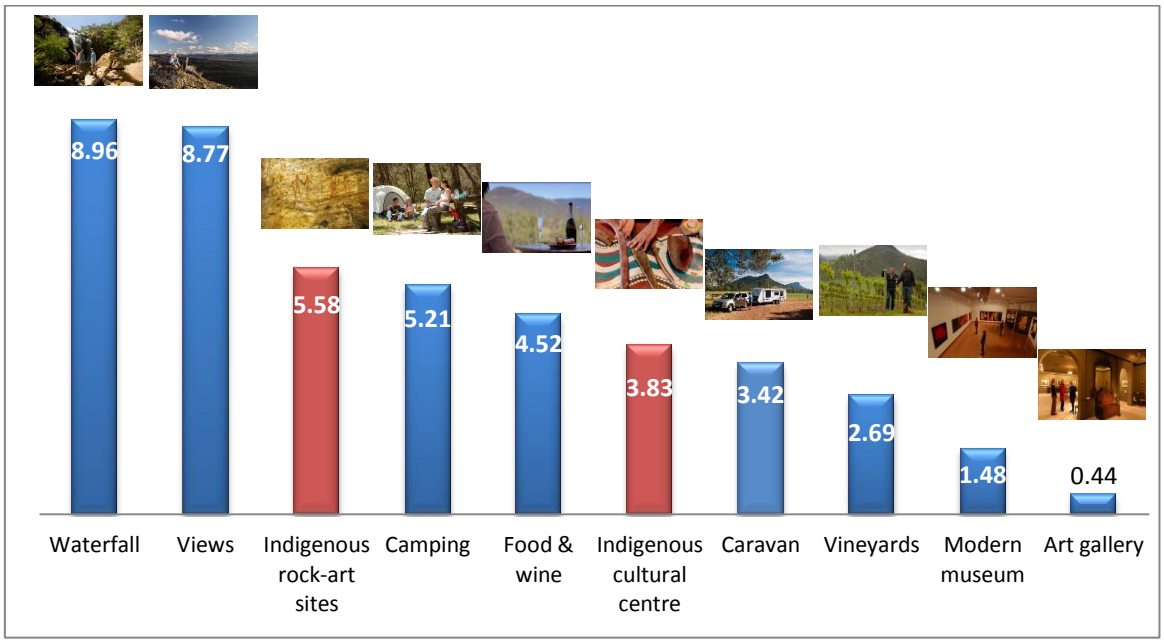


Figure 4-15 Ranking positions of tourism activities classified as "want to do" activities

MDU analysis was also conducted to visually analyse the domestic preferences for "want to do" tourism activities. Figure 4-16 shows the best fit configuration plot for the "want to do" data set spanning across all sources of ordinal transformations using PREFSCAL. The stress plot (Appendix L) suggests the two dimensional solution as the best solution. The model presents a goodness of fit of 88.22 per cent (Spearman´s Rho), and a small normalised stress value (.063) that indicates that the solution fits the data well. In addition, there is no sign of a degenerate solution: The stress is different to zero, the small number of the DeSarbo´s intermixedness is small (1.53) which indicates that the points of the different sets are well intermixed, and the model has a Shepard´s Rough non-degeneracy index of 75 per cent which means that there are sufficiently different distances. The variation in both distances and transformed preferences are nearly equal. The solution also shows that the association between the original preferences and the estimates preferences are highly associated (Kendall's Tau-b.69). As only preferences ranked within the "want to do" column were computed, the data on the plot of fit and residual plots could have been altered (See Appendix L for specific statistical measures and plots). Figure 4-16 shows more clearly the preferences of domestic visitors for tourism activities. In addition, some demographic and psychographic

characteristics of participants are identified in the figure. These characteristics will be tested in the next chapter for the two Indigenous tourism activities (individually).

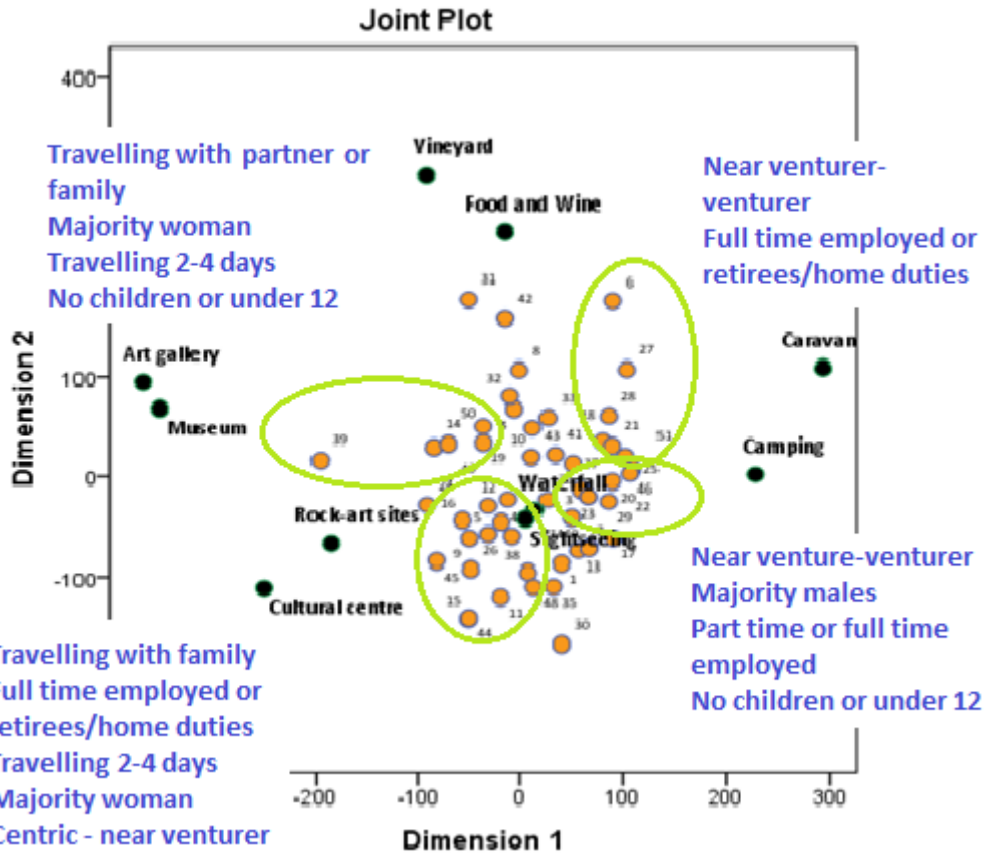


Figure 4-16 MDU configuration of the domestic visitors' preferences for "want to do" tourism activities

4.6.4 Activities that Were Categorised as "Don´t Want to Do" Activities

Participants were also asked to rank the activities they had placed in the "don´t want to do" column, according with their preferences, and to verbally explain the barriers to participating in those activities. Table 4-7 shows the participants´ ranked preferences for tourism activities, and their barriers to participating. It can be seen from Table 4-7 that visiting waterfalls was never classified as a "don´t want to do" activity. However, while 37 per cent of participants classified Indigenous cultural centre as a "don´t want to do" activity, only 13 per cent of the participants classified Indigenous rock-art sites as a "don´t want to do" activity. The majority of participants classified cultural activities as a "don´t want to do" activity: 86 per cent of the participants chose not to visit art galleries, and 73 per cent of the participants preferred not to visit

museums while they are traveling in the Grampians. This variance in preferences between Indigenous tourism activities and cultural tourism activities is significant because Indigenous tourism activities can also be perceived as cultural tourism activities (Zeppel, 2006; Chang, et al., 2012). However, it can be seen from Table 4-7 that museums and art galleries are less appealing for domestic visitors to participate in, within this region, because “they are indoor activities” and are considered to be “a city thing”.

Table 4-7 Tourism activities that domestic visitors categorised as "don´t want to do" activities

n=52		Tourism category (a)	Frequency (b)	Mean ranking (c)	Ranking position (d)	Main barriers to participate
Museums		Cultural	38	5.98	2	Indoor activity / Lack of interest / It is a "city thing" / Prefer other activities
Waterfalls		Nature	0	0	0	The 52 participants classified this activity as "want to do". There were 0 barriers recorded
Camping		Caravan & camping	14	2.38	6	Not comfortable / Lack of interest / Not for children
Art galleries		Cultural	45	7.63	1	Lack of interest / Indoor activity / Boring / Prefer other activities / It is a "city thing"
Vineyards		Food & wine	27	4.04	4	Lack of interest / Not for children/ Backyard syndrome / Boring
Rock-art sites		**Indigenous**	7	1.1	8	Prefer other activities / Lack of interest / Lack of awareness / saturation
Caravan		Caravan & camping	28	4.37	3	Lack of interest / Not comfortable / Expensive / Not for children
Sightseeing		Nature	1	0.12	9	Just looking
Cultural centre		**Indigenous**	19	2.98	5	Lack of interest / saturation / inauthentic/passive / prefer other activities
Food & wine		Food & wine	14	2.13	7	Lack of interest / Not for children / Limited time available /Prefer other activities

a) Australian-based tourism category identified in Table 1-2
b) Number of times the activity was categorised in the "don´t want to do" column
c) Calculated considering only the activities that were categorised in the "don´t want to do" column
d) Position obtained versus others activities. Being position number 1, the least preferable activity

Figure 4-17 shows the ranked position of the “don´t want to do” activities. The two least preferred activities to engage in within the Grampians region were visiting art galleries (photo 4) and visiting museums (photo 1); both classified as cultural activities. Indigenous cultural centre ranked as the 5th least preferred activity and Indigenous rock-art sites ranked as the 8th least preferred activity.

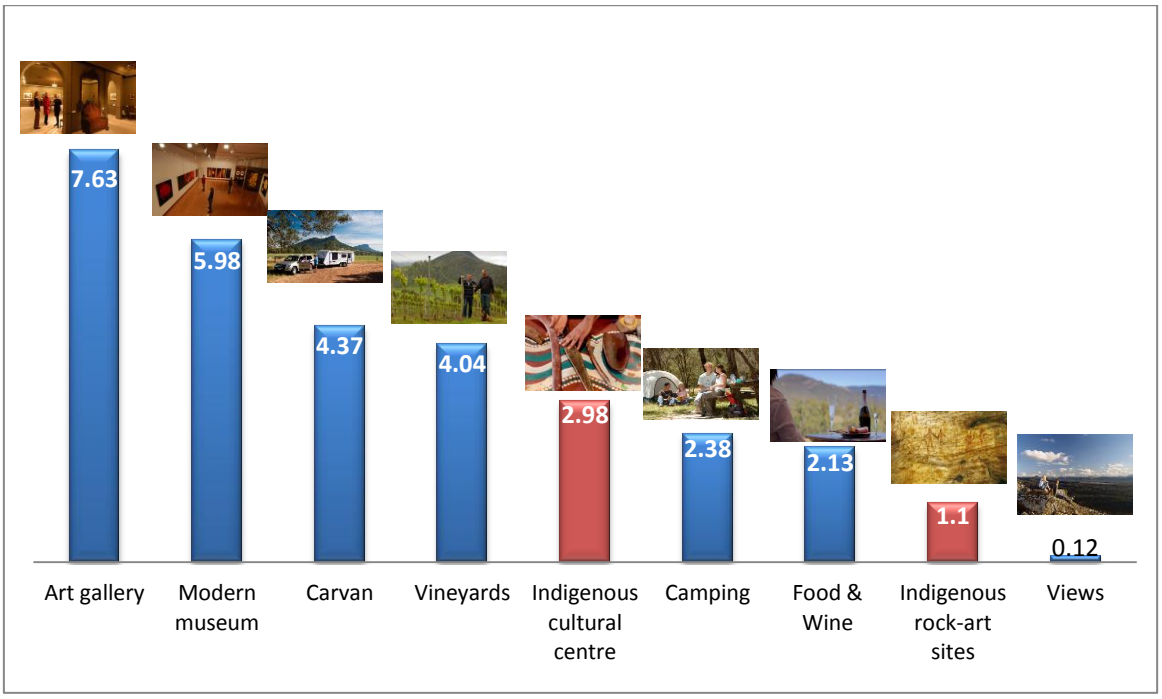


Figure 4-17 Ranking position of tourism activities classified as "don´t want to do" activities

Note: “Art gallery” has been identified as the least preferred

Figure 4-18 shows the best fit configuration plot for the “don´t want to do” data set with across all sources simultaneously ordinal transformations using PREFSCAL. Similar to the previous configurations, this model presents a goodness of fit of 88.26 per cent (Spearman´s Rho), and a small normalised stress value (.08) that indicates that the solution fits the data well. In addition, there is no sign of a degenerate solution: The stress is different to zero, the small number of the DeSarbo´s intermixedness is small (1.33) which indicates that the points of the different sets are well intermixed, and the model has a Shepard´s Rough non-degeneracy index of 76 per cent which means that there are sufficiently different distances; therefore, the solution is probably non-degenerate. The variation in both distances and transformed preferences are nearly equal. The solution also shows that the association between the original preferences and the estimates preferences are highly associated (Kendall's

Tau-b.52). As only preferences ranked within the “don´t want to do” column were computed, the data on the plot of fit and residual plots could have been altered (See Appendix M for specific statistical measures and plots). Figure 4-18 indicates that the majority of respondents are not interested in engaging in museums and art galleries. The figure shows two different groups in dimension 2. The first group includes museum, art gallery, vineyard, and food and wine; and within the second group are: sightseeing, waterfall, rock-art sites, cultural centre, caravan, and camping. The semi-structured interviews data suggest that participants categorised the first group as “something I can do in other region or in the city”, and the second group of activities as “related to the Grampians”. Figure 4-18 also shows the main characteristics of participants that are not interested in the activities. This confirms the previous figures. For example, participants categorised as venturer-near venturer are the less interested in visiting museums or art galleries (Figure 4-18) but they are the more interested in engaging in nature activities (Figure 4-16).

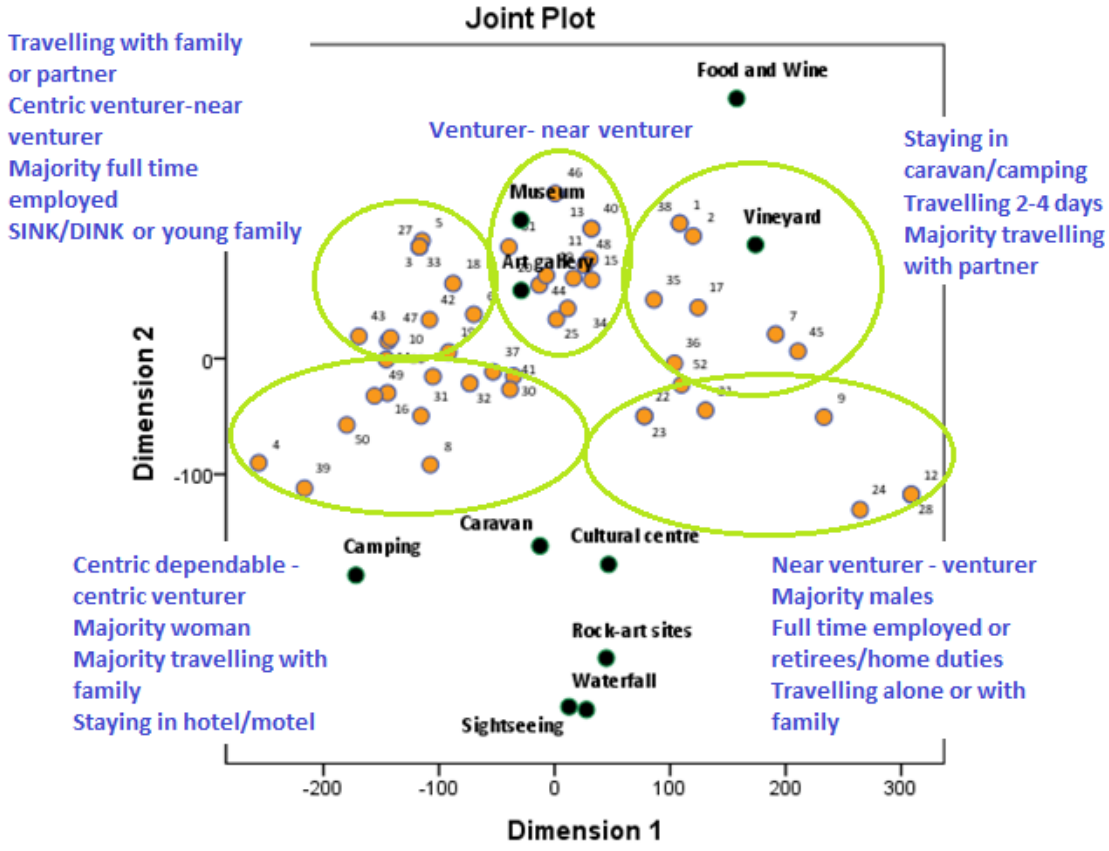


Figure 4-18 MDU configuration of the domestic visitors’ preferences for “don´t want to do” tourism activities

4.7 Marketing Influences

Marketing influences might have an impact on visitors' preferences (or awareness) for tourism activities. Section 4.7 presents the reported marketing influences in relation to the 52 participants' preferences. Section 4.7.1 presents the main sources of information that participants used to plan their trip to the Grampians. Section 4.7.2 presents the marketing influences by tourism activity, as recalled by the participants. A close-up of the marketing influences in Indigenous tourism activities is also shown in this section.

4.7.1 Source of Information Used by Domestic Visitor to Plan Their Trip to the Grampians

Participants were asked about the sources of information they had used to plan their trip to the Grampians. More than a third of the participants (34%) commented that they had been at the Grampians before, so there was no need of use any other source of information (see Box 4-1). This information suggests that half of participants might not be aware of novel activities at the Grampians. A quarter of the participants used the internet to plan their trip, 16 per cent reported that they did not use any source of information. The rest of the participants mentioned either having being influenced by reference groups (e.g. family and friends (Woodside & King, 2001)) or getting information from visitor centres (see Figure 4-19).

BOX 4-1

"Oh well, we have been here many years ago, many year ago; before we had our children. We wanted to come back. So there was no particular source of information required." ***Participant 1***

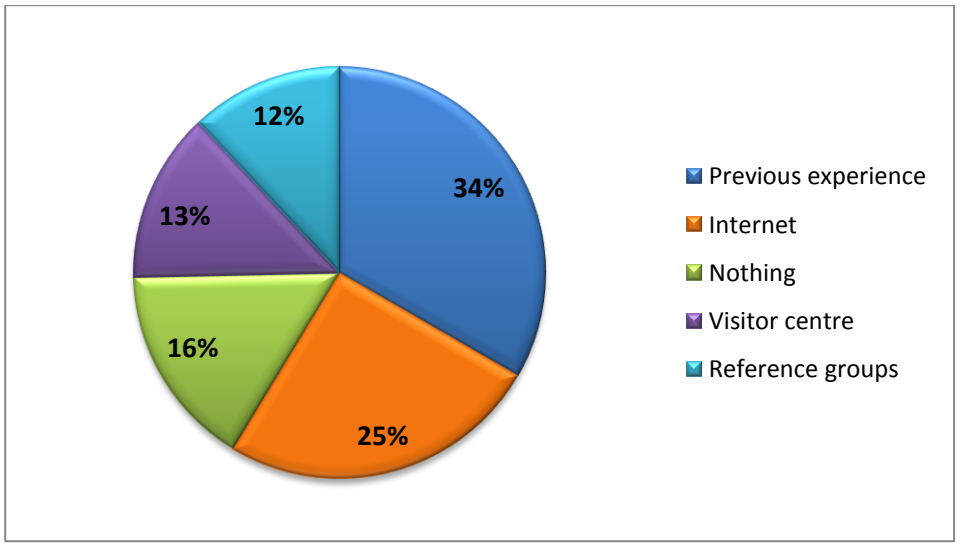


Figure 4-19 Source of information used by the participants to plan their trip to the Grampians

4.7.2 Marketing Influences by Tourism Activity

Participants were also asked if they had encountered any of the images, depicting the tourism activities, before. Figure 4-20 shows the number of times participants mentioned being exposed to marketing influences by tourism activity. It can be seen from Figure 4-20 that the majority of the participants knew about the waterfalls and the views, mainly by previous experience or by doing some research on internet (see Box 4-2). Natural activities and visiting vineyards were the only activities recommended by friends or family. Participants also mentioned other visitor centres as previous contact with the possibility to experience nature activities at the Grampians. The main marketing influence for Indigenous activities was previous experience. The lack of information related to Indigenous activity was corroborated by the researcher´s own observations. Within the Grampians & Halls Gap Visitor Information Centre the brochures were divided in four sections: Australia, Victoria, accommodation, and attractions in the region. Within the attractions in the region section there were 38 brochures. Only in three brochures these two activities are mentioned (the visitor information guide, the cultural centre brochure, and a pamphlet with an explanation of the

BOX 4-2
"We did a little bit of research on internet and we saw these activities there." <Pointing to waterfalls and sightseeing> ***Participant 11***

rock-art sites). In addition, one poster is located outside the Visitor Information Centre displaying the image the Indigenous cultural centre (Brambuk).

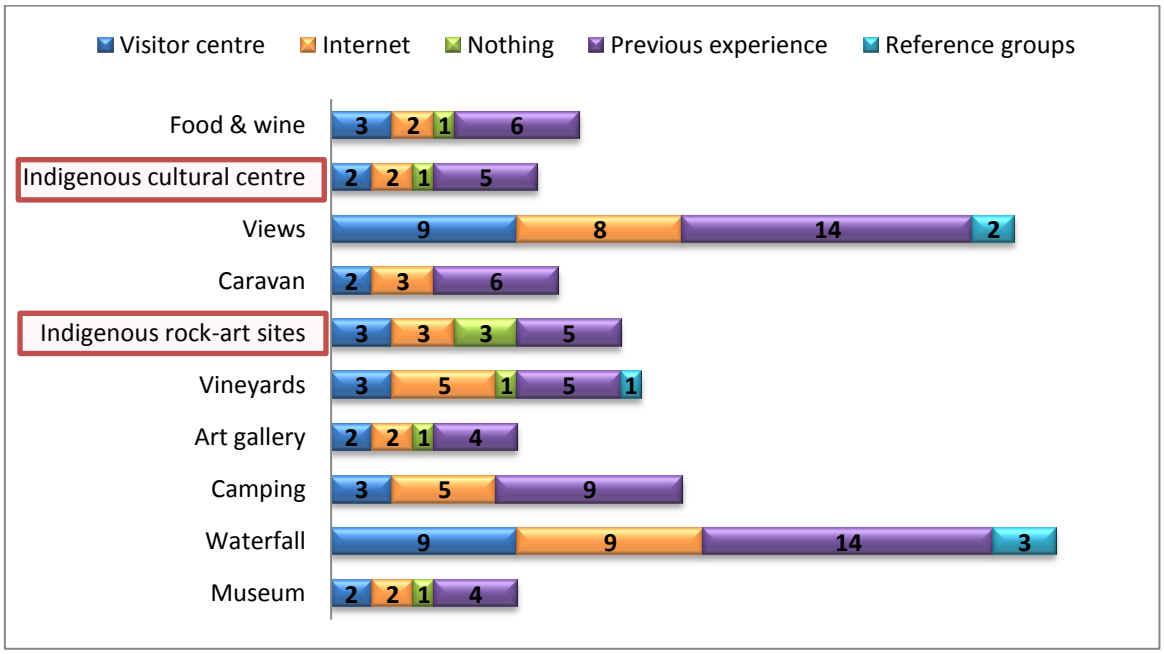


Figure 4-20 Frequency distribution of exposure to marketing influences by tourism activity

Figure 4-21 shows a close-up of the "nothing" concept (this is the "I have not been exposed to any marketing material in regards to Indigenous tourism at this destination") identified in Figure 4-20. It can be appreciated from Figure 4-21 that half of the participants, who mentioned a lack of awareness of certain tourism activities, were unaware of Indigenous activities in the region (see Box 4-3). From the other half, 50 per cent of participants were unaware of cultural activities and the other half were unaware of food & wine activities in the region.

BOX 4-3

"No, I didn´t know there were caves here...We were not that familiar with Aboriginal heritage though" ***Participant 19***

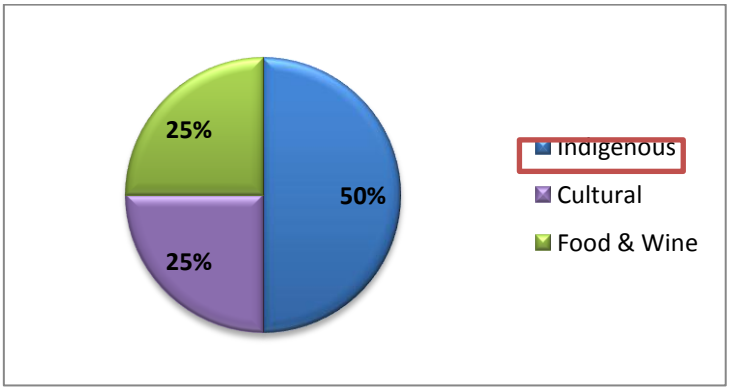


Figure 4-21 Activities mentioned by participants as having no knowledge of them

4.8 Chapter Summary

Chapter Four initially presented the results of the selection of photographs process where the ten photographs depicting tourism activities were chosen and then used during the in-field data collection process. The chapter then provided a descriptive profile of the participants involved in this study, in terms of their demographic profiles, leisure travel behaviour, and participation in tourism activities within National Parks. The data revealed that participants involved in this study mostly belonged to interstate and independent categories, were primarily families, and were well educated compared to the Australian population in general. It was clear from the data that the majority of participants were interested in natural activities (first and second preferences), which is the prime motivation for travelling to a National Park – learning about nature and enjoyment of nature – (Beh & Bruyere, 2007; Pan & Ryan, 2007; Tao, Eagles, & Smith, 2004). Indigenous tourism activities ranked as the third and the sixth most preferred activities identified by domestic visitors.

The findings also showed that previous experience and the internet are the main sources of information used by participants to plan their trip to the Grampians. However, there appears to be a lack of awareness in regards to some of the tourism activities at the Grampians, in particular the Indigenous tourism activities. These could be derived from the lack of exposure of these activities to the participants (only a quarter of participants did a search on internet).

Chapter Five will focus on the Indigenous tourism activities by reporting on the outcomes relating to the preferences of domestic visitors to participating in the two activities: Rock-art sites and cultural centre.

Chapter 5. Demographic and Psychographic Consumer Behaviour Profiles of Domestic Visitors Interested in Indigenous Tourism Activities

5.1 Introduction

Chapter Four presented the demographic data of the 52 Australian domestic visitors who agreed to be involved in this study as well as their preferences to participate, or not, in particular tourism activities while they were at the Grampians. The findings presented in this fifth Chapter relate to research Objectives One, Three, and Four of this study: (Objective 1) To define the demographic and psychographic characteristics of independent domestic visitors in Australia who are interested in, or not interested in, participating in Indigenous tourism activities while they are travelling. (Objective 3) To investigate Australian domestic visitors' motivations in regards to wanting to participate in Indigenous tourism activities. (Objective 4) To understand Australian domestic visitors' barriers in regards to not wanting to participate in Indigenous tourism activities.

Section 5.2 explains the findings in regards to domestic visitors' preferences for engaging in Indigenous rock-art sites. Section 5.3 provides the domestic preferences data related to engaging in the Indigenous cultural centre activity. As mentioned in the limitations of this study (Section 3.10), the sample size used in this study is small. Therefore Section 5.4 shows the power consideration computed to analyse the sample size needed to generalise the findings in Sections 5.2 and 5.3. Finally, Section 5.5 presents a comparison of domestic visitors' preferences between Indigenous rock-art sites and Indigenous cultural centre activities.

5.2 Indigenous Rock-art Sites

The outdoor activity of visiting the rock-art sites within the Grampians region is one of the Indigenous tourism activities that were tested in this study. The identification of demographic and psychographic characteristics of domestic visitors interested in this activity through tests of significance is discussed in

Sections 5.2.1 and 5.2.2. Then, the motivations for participating in this activity are described in Section 5.2.3, and finally the barriers to visiting the rock-art sites are discussed in Section 5.2.4.

5.2.1 Demographic Profile of Domestic Visitors Interested in Participating in Rock-art Sites

In this section, tests of significance results are conducted to identify the profile of visitors interested in Indigenous rock art sites. Chi-square tests of independence were performed using the SPSS statistical analysis software package to examine the relation between demographic variables and interest for Indigenous rock-art sites. Three different assessments were conducted: The first assessment tests was conducted to examine the relation between the demographic variables and interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity. The second assessment test was conducted to examine the relation between the demographic variables and interest for ranking Indigenous rock-art sites within the participants’ top 5 most preferred activities. Finally, the third assessment test was conducted to examine the relation between the demographic variables and interest for ranking Indigenous rock-art sites within the participants’ top 3 most preferred activities.

The last two assessments are important to conduct because it is more likely that visitors would actually participate (and perhaps spend money) on Indigenous tourism activities if they are ranked within the most preferred activities. Ruhanen, Whitford, and McLennan (2013) pointed out that “more participants intended to undertake an Indigenous experience than those who actually had undertaken the experience.” Participation and expenditure in tourism activities within National Parks depends on the distance travelled to get to the destination. Nyaupane and Graefe (2008) pointed out that expenditure on activities (including viewing -sightseeing, driving for pleasure, viewing natural features, and visiting cultural sites- as well as non-viewing activities -hiking, camping, mountain biking-) by visitors travelling less than 50 miles was 6.5 per cent of their total expenditure; on the contrary, expenditure on activities by visitors travelling more than 600 miles was 28 per cent of their total expenditure.

As the majority of visitors to the Grampians are interstate, their participation and expenditure would be most probably directed to their most preferred activities.

The demographic variables included in the Chi-square tests are life stage, education, gender, travelling party, and employment. As not all of the groups in the life stage variable have a large enough number of participants (one of the Chi-square tests assumptions is that every cell has an expected frequency at least of 5), they were grouped in three groups include this variable in the test of significance. This variable was named “life stage NV” (see Figure 5-1).

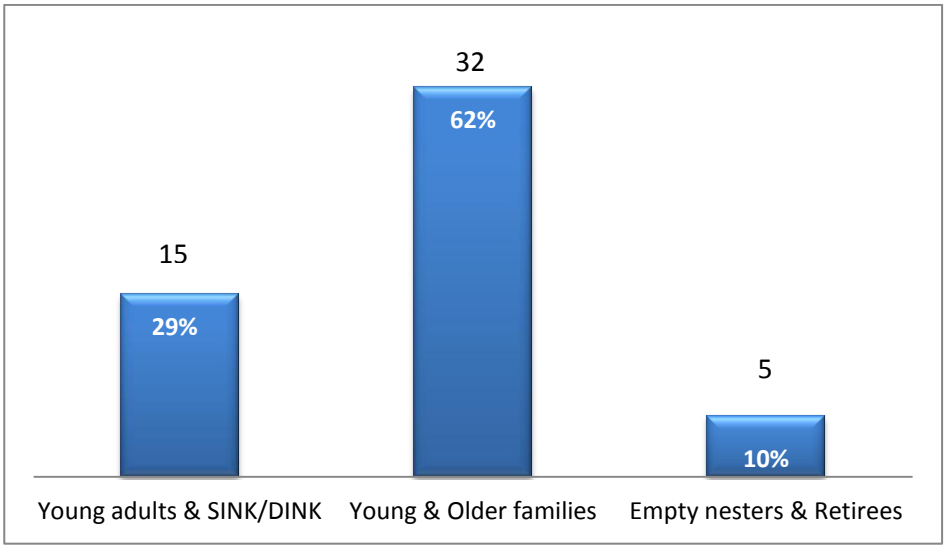


Figure 5-1 Life stage NV

Table 5-1 shows the results of the chi square tests of independence conducted to examine the relation between the demographic variables and (row 1) interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity; (row 2) interest for ranking Indigenous rock-art sites within the participants’ top 5 most preferred activities; and (row 3) interest for ranking Indigenous rock-art sites within the participants’ top 3 most preferred activities. The results show that: (1) the relation between gender and interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (1, n = 52) = 4.12, p <.05. Fisher´s exact test, *p*=.099. Males were less likely to sort rock-art sites as a “want to do” activity, (2) the relation between travelling party and interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (2, n = 52) = 4.85, p <.01. Visitors travelling with partner and family are more likely to sort rock-art sites as a “want to do” activity. And, (3) there is no

relation between the other demographic variables - life stage, life stage NV, education, and employment - and the interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity.

Table 5-1 Chi square tests of independence: Preferences for the rock-art sites activity

Test	Life stage NV	Education	Gender	Travelling party	Employment
Willingness to participate	*p*=.551	*p*=.593	*p*=**.042***	*p*=**.091****	*p*=.668
Ranking within the 5 most preferred	*p*=.984	*p*=.490	*p*=.569	*p*=.719	*p*=.292
Ranking within the 3 most preferred	*p*=.674	*p*=.640	*p*=.337	*p*=.614	*p*=.545
*Significant at the 5% level; ** Significant at the 10% level					

The findings related to the variables of gender and travelling party are detailed in the following sections through cross-tabulation tables.

5.2.1.1 Participating in Rock-art Sites by Gender

The finding in Section 5.2.1 suggests that there is a relation between gender and interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity. Table 5-2 shows that 96 per cent of female participants classified this activity as a “want to do” activity, whilst only 76 per cent of male participants indicated the activity as a “want to do” activity.

Table 5-2 Crosstabulation of gender and preferences for the rock-art sites

			Gender		X^2
			Female	Male	
Rock-art sites	Don't want to do	Count	1	6	4.12*
		Expected Count	3.5	3.5	
		Residual	-2.5	2.5	
		Std. Residual	-1.3	1.3	
	Want to do	Count	25	20	
		Expected Count	22.5	22.5	
		Residual	2.5	-2.5	
		Std. Residual	.5	-.5	
Total		Count	26	26	
		Expected Count	26.0	26.0	

Note:* X^2 (1, n = 52) = 4.12, p <.05. Fisher's Exact Test was computed as it is a 2x2 table *p*=.099

5.2.1.2 Participating in Rock-art Sites by Travelling Party

Table 5-3 shows the willingness of visitors to classify this activity as a "want to do" activity, by travelling party groups. It can be seen that the majority of visitors travelling with a partner or family (93%) seem interested in participating in this activity. Visitors travelling with friends or alone are less likely to classify this activity as a "want to do" activity. This finding is significant as the majority of the visitors at the Grampians travel with family or partner (see Section 4.5.4), which means that the majority of the visitors would be willing to experience this activity.

Table 5-3 Crosstabulation of travelling party and preferences for the rock-art sites

			Travelling party			X^2
			Partner	Family	Alone or Friends	
Rock-art sites	Don't want to do	Count	1	3	3	4.80**
		Expected Count	2.0	3.9	1.1	
		Residual	-1.0	-.9	1.9	
		Std. Residual	-.7	-.5	1.9	
	Want to do	Count	14	26	5	
		Expected Count	13.0	25.1	6.9	
		Residual	1.0	.9	-1.9	
		Std. Residual	.3	.2	-.7	
Total		Count	15	29	8	
		Expected Count	15.0	29.0	8.0	

Note:** X^2 (2, n = 52) = 4.85, p <.01

5.2.2 Psychographic Profile of Domestic Visitors Interested in Participating in Rock-art Sites

To examine the relation between psychographic variables and interest for Indigenous rock-art sites, chi-square tests of independence were performed in the same manner as was conducted in the previous section.

The survey instrument used in this study included eight questions which sought to capture the core venturesome preferences as identified by Weaver (2011). Cluster analysis was used to identify psychographic-based visitor segments. Hierarchical cluster analysis using Ward´s method was the technique applied to determine the optimum number of clusters used. The eight psychographic characteristics, plus the concept of venturesomeness, were

tested using chi-square tests of independence to understand the relationship between the psychographic variables and the participants´ interest for classifying Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity; interest for ranking Indigenous rock-art sites within the participants’ top 5 most preferred activities; and interest for ranking Indigenous rock-art sites within the participants’ top 3 most preferred activities.

Table 5-4 shows the results of the chi square tests. The results show that: (1) The relationship between “off-the-beaten track destinations” psychological characteristic and interest for sorting Indigenous rock-art sites either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (2, n = 51) = 8.50, p <.05. Participants with a moderate and low “off-the-beaten track destinations” were more likely to sort rock-art sites as a “want to do” activity. (2) The relationship between “off-the-beaten track destinations” psychological characteristic and interest for ranking Indigenous rock-art sites within the participants’ top 5 most preferred activities was significant, X^2 (2, n = 51) = 5.18, p <.01. Participants with a moderate “off-the-beaten track destinations” were more likely to rank rock-art sites within their top 5 most preferred activities. (3) The relationship between “curiosity” and interest for ranking Indigenous rock-art sites within the participants’ top 3 most preferred activities was significant, X^2 (2, n = 51) = 4.75, p <.01. Participants with strong and moderate “curiosity” were more likely to rank rock-art sites within their top 3 most preferred activities. (4) There is no relationship between the other psychographic variables (venturesome, physical challenge, spontaneity, physical activity, novelty, mental stimulation, and high risk tolerance) and interest for participating in the rock-art sites activity.

Table 5-4 Chi square tests of independence and cluster analysis: Preferences for the rock-art sites activity

Psychographic variables	Number of Clusters	Willingness to participate	Ranking within the 5 most preferred	Ranking within the 3 most preferred
Venturesome	4	*p*=.801	*p*=.886	*p*=.395
Physical challenge	3	*p*=.593	*p*=.669	*p*=.806
Off-the-beaten track destinations	3	*p*=**.014***	*p*=**.075****	*p*=.893
Spontaneity	4	*p*=.705	*p*=.697	*p*=.746
Physical activity	3	*p*=.515	*p*=.290	*p*=.538
Curiosity	3	*p*=.262	*p*=.168	*p*=**.093****
Novelty	3	*p*=.786	*p*=.648	*p*=.476
Mental stimulation	3	*p*=.578	*p*=.759	*p*=.677
High risk tolerance	3	*p*=.222	*p*=.700	*p*=.706
*Significant at the 5% level; ** Significant at the 10% level				

The following two sections detail the characteristics of the two psychographic characteristics' clusters that seem to have a relation with visitors' preferences for in Indigenous rock-art sites activity.

5.2.2.1 Participating in Rock-art Sites by Off-the-beaten Track Destinations

Table 5-5 shows the demographic characteristics of participants within each of the three "off-the-beaten track destinations" clusters. Within the first cluster, participants show a moderate willingness to travel to out-of-the way places. Participants in the second cluster are less willing to travel to out-of-the way places. And participants in the third cluster show a strong willingness to travel to out-of-the way places (see highlighted characteristics in Table 5-5 for main differences in demographic characteristics within each cluster). The majority of participants within Cluster 3 (strong willingness to travel out-off-the way places) are male, young people and young families, and are mainly travelling with family or are alone. In contrast, participants in Cluster 1 (moderate) represent more families and older people, and those travelling with a partner or family members. The majority of participants in Cluster 2 (low) are females, and are also travelling with partner and family.

Table 5-5 "Off-the-beaten track destinations" clusters characteristics

Cluster	Age group	Gender	Life stage	Travelling party
(1)Moderate willing to travel out-of-the way places Mean=4.00 n=29	18-33 – 21% **34-47 – 34%** **48-60 – 31%** +60 – 14%	**Female – 52%** Male – 48%	Young adults – 7% SINK/DINK – 14% **Young family – 41%** **Older family – 24%** Empty nesters – 3% Retirees – 14%	Alone – 3% **With partner – 34%** **With family – 52%** With friends – 10%
(2) Low willing to travel out-of-the way places Mean=2.75 n=12	18-33 – 17% **34-47 – 58%** 48-60 – 17% +60 – 8%	**Female – 58%** Male – 42%	Young adults – 0% **SINK/DINK – 33%** **Young family – 50%** Older family – 17% Empty nesters – 0% Retirees – 0%	Alone – 0% **With partner – 33%** **With family – 58%** With friends – 8%
(3)Strong willing to travel out-of-the way places Mean=5.00 n=10	**18-33 – 50%** **34-47 – 30%** 48-60 – 20% +60 – 0%	Female – 40% **Male – 60%**	**Young adults – 20%** **SINK/DINK – 30%** **Young family – 40%** Older family – 10% Empty nesters – 0% Retirees – 0%	**Alone – 20%** With partner – 10% **With family – 60%** With friends – 10%

Table 5-6 shows that 97 per cent of visitors belonging to Cluster 1 (moderate willingness to travel to out-of-the way places) classify Indigenous rock-art sites as a "want to do" activity. A total of 83 per cent of visitors in Cluster 2 (low willingness to travel out-of-the way places) classify this activity as a "want to do" activity. However, only 60 per cent of visitors in Cluster 3 (strong willingness to travel out-of-the way places) are keen to experience this activity. This finding is aligned with findings in the previous section that suggests that males, young people and visitors travelling alone are less willing to engage with this activity. The majority of participants in Cluster 2 share these demographic characteristics and they are less willing to participate.

Table 5-6 Crosstabulation of "off-the-beaten track destinations" and preferences for the rock-art sites

			Off-the-beaten track dest			X^2
			Moderate	Low	Strong	
Rock-art sites	Don't want to do	Count	1	2	4	8.50*
		Expected Count	4.0	1.6	1.4	
		Residual	-3.0	.4	2.6	
		Std. Residual	-1.5	.3	2.2	
	Want to do	Count	28	10	6	
		Expected Count	25.0	10.4	8.6	
		Residual	3.0	-.4	-2.6	
		Std. Residual	.6	-.1	-.9	
Total		Count	29	12	10	
		Expected Count	29.0	12.0	10.0	

Note:* X^2 (2, n = 51) = 8.50, p <.05

Table 5-7 shows that 76 per cent of visitors belonging to Cluster 1 (moderate willingness to travel to out-of-the way places) classify Indigenous rock-art sites within their top 5 most preferred activities. However, only half of visitors in Cluster 2 (low willingness to travel to out-of-the way places), and 40 per cent of visitors in Cluster 3 (strong willingness to travel to out-of-the way places) rank this activity within their top 5 most preferred. These results follow the same trend of Table 5-6; however, it shows a significant drop in the willingness to participating in this activity.

Table 5-7 Crosstabulation of "off-the-beaten track destinations" and ranking rock-art sites within top 5 most preferred activities.

			Off-the-beaten track dest			X^2
			Moderate	Low	Strong	
Rock-art sites Top 5	No within Top 5	Count	7	6	6	5.18**
		Expected Count	10.8	4.5	3.7	
		Residual	-3.8	1.5	2.3	
		Std. Residual	-1.2	.7	1.2	
	Top 5	Count	22	6	4	
		Expected Count	18.2	7.5	6.3	
		Residual	3.8	-1.5	-2.3	
		Std. Residual	.9	-.6	-.9	
Total		Count	29	12	10	
		Expected Count	29.0	12.0	10.0	

Note: **X^2 (2, n = 51) = 5.18, p <.01

5.2.2.2 Participating in Rock-art Sites by Curiosity

As it was shown at the beginning of this section, "off-the-beaten track destinations" and "curiosity" are the two psychographic characteristics that seem to have an impact on visitor preferences for Indigenous rock-art sites. The following Tables 5-8 and 5-9 show the characteristics and analysis of the "curiosity" psychographic characteristic. Three clusters are identified with this variable: Within the first cluster participants have a strong willingness to learn as much as possible about the places they visit; in the second cluster, participants are less willing to learn; and in the third cluster participants are willing to learn about the place they visit but not as much as participants in the first cluster (see highlighted characteristics in Table 5-8 for main differences in demographic characteristics within each cluster).

Table 5-8 "Curiosity" clusters characteristics

Cluster	Age group	Gender	Life stage	Travelling party
(1)Strong willing to learn as much as possible Mean=5.00 n=12	18-33 – 16% **34-47 – 42%** **48-60 – 33%** +60 – 8%	Female – 42% **Male – 58%**	Young adults – 8% SINK/DINK – 17% **Young family – 42%** **Older family – 33%** Empty nesters – 0% Retirees – 0%	Alone – 0% **With partner – 25%** **With family – 67%** With friends – 8%
(2) Low willing to learn Mean=3.00 n=9	18-33 – 22% ***34-47 – 44%*** ***48-60 – 22%*** ***+60 – 11%***	Female – 44% **Male – 56%**	Young adults – 0% **SINK/DINK – 22%** **Young family – 56%** Older family – 11% Empty nesters – 0% Retirees – 11%	**Alone – 22%** **With partner – 22%** **With family – 44%** With friends – 11%
(3)Moderate willing to learn Mean=4.00 n=30	**18-33 – 30%** **34-47 – 37%** 48-60 – 23% +60 – 10%	**Female – 57%** Male – 43%	**Young adults – 10%** **SINK/DINK – 20%** **Young family – 40%** Older family – 17% Empty nesters – 3% Retirees – 10%	Alone – 3% **With partner – 33%** **With family – 53%** With friends – 10%

Table 5-9 shows that participants in Cluster 1 (strong curiosity) and 3 (moderate curiosity) rank Indigenous rock-art sites as one of their most 3 preferred activities to engage in while they are in the Grampians. None of the participants in Cluster 2 (low curiosity) rank the activity in that category. It was found that 42 per cent of visitors belonging to cluster 1 and 27 per cent of visitors in Cluster 3 classify Indigenous rock-art sites within their top 3 most preferred activities. This finding is significant because it shows that the willingness to learn is directly related with the willingness to participate in this activity.

Table 5-9 Crosstabulation of "curiosity" and ranking rock-art sites within top 5 most preferred activities.

			Curiosity			X^2
			Strong	Low	Moderate	
Rock-art sites Top 3	No within Top 3	Count	7	9	22	4.75
		Expected Count	8.9	6.7	22.4	
		Residual	-1.9	2.3	-.4	
		Std. Residual	-.6	.9	-.1	
	Top 3	Count	5	0	8	
		Expected Count	3.1	2.3	7.6	
		Residual	1.9	-2.3	.4	
		Std. Residual	1.1	-1.5	.1	
Total		Count	12	9	30	
		Expected Count	12.0	9.0	30.0	

Note: ** X^2 (2, n = 51) = 4.75, p <.01

In the following sections a comparison of motivations for, and barriers to, participating in Indigenous rock-art sites is presented. The motivations and barriers are compared within gender, travelling party, off-the-beaten track destinations and curiosity groups. These variables were chosen as there is a relationship between them and interest for rock-art sites. Life stage is also explored as previous studies (JDSP, 2009) have pointed out that it is a significant variable in the exploration of Indigenous tourism.

5.2.3 Motivations for Participating in Rock-art Sites

During the semi-structured interview, participants were asked to explain the reasons why would they like to participate in the rock-art sites activity. Within this section of the thesis, the motivations for participation in Indigenous rock-art sites are analysed firstly on an overall basis (Section 5.2.3.1); secondly, by the demographic characteristics (gender, travelling party, and life stage); then finally, by the psychographic characteristics (off-the-beaten track destinations and curiosity).

5.2.3.1 Overall Motivations for Participating in Rock-art Sites

The motivations for participating in Indigenous rock-art sites are shown in Table 5-10, along with the number of references each motivation received, as

was mentioned by the participants. Participants´ quotations for each motivation are also shown in Table 5-10 as examples of how the coding was done for each motivation. There are 114 references* of participants' motivations for participating in this activity. From the table, a clear trend of the visitors' motivations is shown: the main motivations are connection with history/land, learning and education, appreciation, and learning opportunities for children. The table also shows in which studies the motivation was previously mentioned.

Table 5-10 Motivations of domestic visitors for participating in the rock-art sites activity

Motivation	References Rock-art sites*	Participants' quotations	Study in which the motivation was found
Connection with history/land	34	*"I find the cave-paintings interesting, you know, how long they have been there and the history behind them…and to find out about the foundation of Australia." Participant 31*	JDSP,2009
Learning/ education	27	*"I am interested in learning about local people. Not many Australians know about the culture in the country. I want to know more and appreciate it." Participant 3*	JDSP, 2009; Ruhanen Whitford, and McLennan, 2013; Ryan & Huyton, 2000, 2002
Appreciation	21	*"It is still there after all these years. And it is pretty amazing to have the opportunity to see them." Participant 46*	Present study
Learning opportunities for children	16	*"They will be interested probably because these are things that they are seeing at school. So I suppose it is interesting to see them in the wild so to speak." Participant 33*	Present study
Explore/ Discovery	8	*"I have seen the caves before but I would love to come back and explore." Participant 24*	JDSP,2009
Understanding	5	*"I do have a good understanding of the dreamtime and how they are so connected to the land, so I just want to add to my understanding of their story and the dreamtime, and of the people who originally lived here." Participant 2*	JDSP,2009
Physical challenge/ Adventure	2	*"This one looks a little bit more like physical activity, because you need to go into a cave. So maybe more exciting." Participant 18*	JDSP,2009
Reflection	1	*"I think that one is almost spiritual art...I think everyone has a certain amount of, I don´t know what it is, but it is like spirituality." Participant 36*	JDSP,2009
*Number of times a motivation is mentioned by participants. It is different to the number of participants (n) as one participant can mention more than one motivation.			

Table 5-10 and Table 5-24 provides a summary of the motivations identified within domestic visitors for engaging in Indigenous tourism. From some of the

participants' responses, it is evident that connection with history and land is the main motivation for engaging in rock-art sites. It is important to point out how some participants appreciate the Indigenous people's connection with the land and how some participants just want to learn about this history of Australia. For example the first quotation below shows how Participant 2 understands the connection of Indigenous people and nature, but also she wants to learn (history). The second quote illustrates that Participant 31 is only interested in the history of Australia:

> *"I actually did a course at university in indigenous worldview as a unit, so I do have a better understanding of the dreamtime and how they are so connected to the land, so I just want to add to my understanding of their story, the dreamtime and the people who original lived here." (Participant 2)*

> *"I find the cave-paintings interesting, you know, how long they have been there and the history behind them…and to find out about the foundation of Australia." (Participant 31)*

Learning and education was another important motivation for domestic visitors. It is interesting that participants are aware of their own lack of knowledge in regards Indigenous culture in Australia:

> *"Because as Australians we don't know anything about Indigenous culture, so we and the kids should experience more." (Participant 33)*

> *"I am interested in learning about local people; not many Australians know about the culture in the country." (Participant 3)*

From the participants´ quotations, it can be seen that there are two different approaches for learning: Learning as personal education, and learning as opportunities for their children. Families more often mentioned the second one as their motivation. Interestingly the majority of the parents that mentioned this "learning as an opportunity for their children" motivation, didn´t mention their own opportunity for learning. As a result of this finding, this study separates the two different motivations:

"Because we have kids probably they will be interested in doing some of the local indigenous arts and that sort of things, mainly for the kids' point of view rather than mine." (Participant 33)

"I want them to experience culture." (Participant 14)

Before expanding upon the other motivations, it is prudent to highlight that parents' influence on their children´s possible future perception of Indigenous tourism is very important. During the interviews, it became apparent that there were two opposite situations when the parents interacted with their children on this matter.

Positive influence in regards to Indigenous tourism (Participant 20):

I; why are you interested in Rock-art sites?
P; < Looks at the kids and asks: you are interested in aboriginal stuffs aren't you? The girl kids smile and say yeah!!>
P; why do you think is interesting?
P; <KID: Because we are learning about it in school> <Participant looking at the kid: They are really old aren't they? , the kid nods and smiles>

Negative influence in regards to Indigenous tourism (Participant 8):

I; have you ever done Indigenous tourism activities?
P; um <Participant turns to his children and asks: so, have you done that in the school?… The kid nods> it is just probably something that we are not interested in.
I; who do you think would be interested in doing Indigenous tourism activities?
P, Probably the kids at school <turn to the kid again: Have you been doing something like that or not really? The little girl answers: we have to do it> but it is something that doesn't interest you right?

Appreciation was another important motivation for the domestic market. This motivation involves recognition or respect for Indigenous culture. This is a powerful motivation that Galliford (2010) links with "National Identity" and "Reconciliation":

"I just want to appreciate their understanding and their connexion with the land." (Participant 2)

"I want to know more and appreciate it." (Participant 3)

"So, they [Participants´ children] appreciate other people, so they don´t make the same mistakes than have been done in the past. And respect for other cultures. (Participant 34)

"It is still there after all these years. And it is pretty amazing to have the opportunity to see them." (Participant 46)

Explore/discovery is another motivation that was related to the interests for engaging in the rock-art sites. This motivation is linked with physical challenge and adventure (see last quote):

"I have seen the caves before, but I would love to come back and explore." (Participant 24)

"Look and try for ourselves." (Participant 47)

"This one looks a little bit more like physical activity, because you need to go into a cave. So maybe more exciting." (Participant 18)

Participants also mentioned understanding as a motivation for engaging in Indigenous tourism. They expressed their interest to comprehend the way of living. However, the majority of the answers show an interest in understanding a traditional past "before colonisation".

"If you want to find out the way of living, thinking, feeling of the people that were originally in this country, to some extent you just have to engage with the art." (Participant 1)

"To understand ancestry and where things come from and different cultures, it is very important, and history. Because a lot of these maybe have gone through" (Participant 27)

"I feel I will understand a little bit of what it was like to be an aboriginal person living before the colonization. So I can imagine the aboriginal people living here and painting so I feel interested in what used to happen here before things changed." (Participant 52)

In the following sections, the exploration of differences in the motivations, by groups sharing specific demographic and psychographic characteristics, is shown.

5.2.3.2 Motivations for Participating in Rock-art Sites by Gender

Figure 5-2 shows the motivations for participating in rock-art sites activity by gender groups. The figure shows that female participants are able to articulate more motivations for participating in this activity than male participants. This finding supports the finding in Section 5.2.1 that states that females are more likely to participate in this activity. The four main motivations for both groups, females and males, are: connection with history/land, learning, appreciation, and learning opportunities for children. However, there are differences in the number of references and ranking of the motivations. Females rank *learning* as their main motivation for participating while males rank *connection with history/land* as their main motivation. Female references represent 63 per cent and 62 per cent respectively, of the total of references of *learning* and *appreciation*. And, male references represent 56 per cent of the total of references of *connection with history/land*. Males also mention the opportunity for *reflection* as a motivation; while females mention *physical challenge* and *adventure*.

BOX 5-1

"I just want to appreciate their understanding and their connection with the land. I want to understand because it is important." *Participant 2-* ***Female***

(See Box 5-1. In this quote, a female participant mentioned the importance of appreciating the Indigenous culture. It is also noted, that the link between Indigenous people and the land is an important element of the Indigenous culture in Australia).

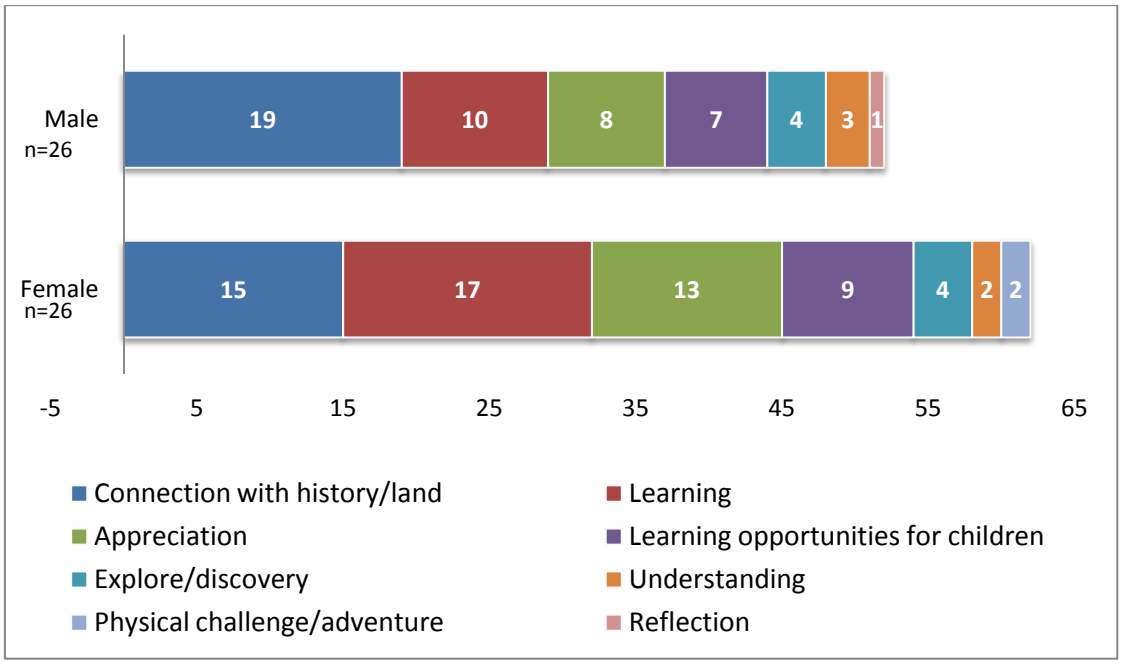
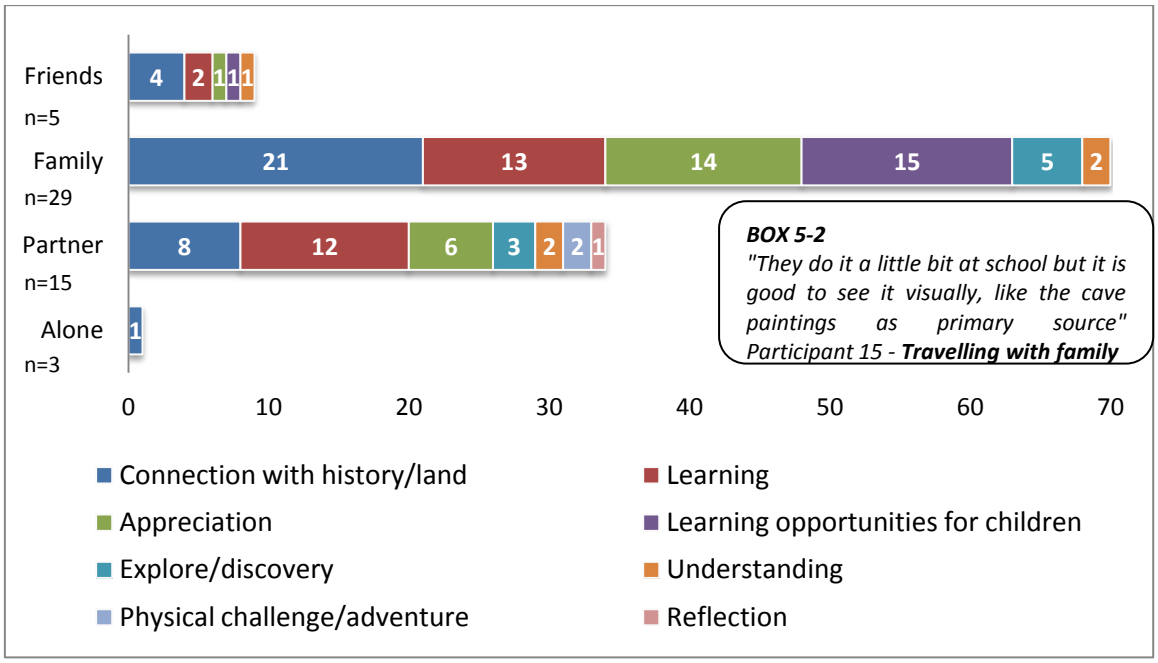


Figure 5-2 Motivations for participating in Indigenous rock-art sites by gender groups

5.2.3.3 Motivations for Participating in Rock-art Sites by Travelling Party

Figure 5-3 shows that the main motivation of visitors travelling with friends, family and alone is *connection with history/land*. Only participants travelling with partner, mention *learning* as their main motivation. For families, *learning, appreciation*, and *learning opportunities for children* are equally important motivations. *Physical challenge* and *reflection* are motivations only mentioned by participants travelling with a partner.

(Box 5-2 shows an example of a participant´s response. Participants travelling with families consider that it is important for their children to learn about Australian culture, including Indigenous culture).



BOX 5-2
"They do it a little bit at school but it is good to see it visually, like the cave paintings as primary source" Participant 15 - ***Travelling with family***

Figure 5-3 Motivations for participating in Indigenous rock-art sites by travelling party groups

5.2.3.4 Motivations for Participating in Rock-art Sites by Life Stage

Figure 5-4 shows the frequency of the motivations for participating in rock-art sites activity by life stage groups. The figure shows that *connection with history/land* is mentioned as the main motivation for the SINK/DINK, the older family, and the retirees groups. *Learning* and *appreciation* are also very important motivations for those groups, and also for the young families and the empty nesters groups. *Learning opportunities for children* is the only motivation for the young family group. *Understanding* and *explore/discover* motivations are mostly found in SIND/DINK and families groups. Only the young adults group mentioned *connection with history/land* and *learning* as motivations for participating in this activity.

BOX 5-3
"If you want to find out the way of living, thinking, feeling of the people that were originally in this country, to some extent you just have to engage with the art. Also these things are pretty old, so it is interesting to know what significance the original inhabitants attached to the artwork; you know a kind of history." *Participant 1-* ***Older family***

(Box 5-3 shows an interesting example of how a participant describes learning and understanding of Indigenous rock-art sites and their link with engagement or participation in tourism activities).

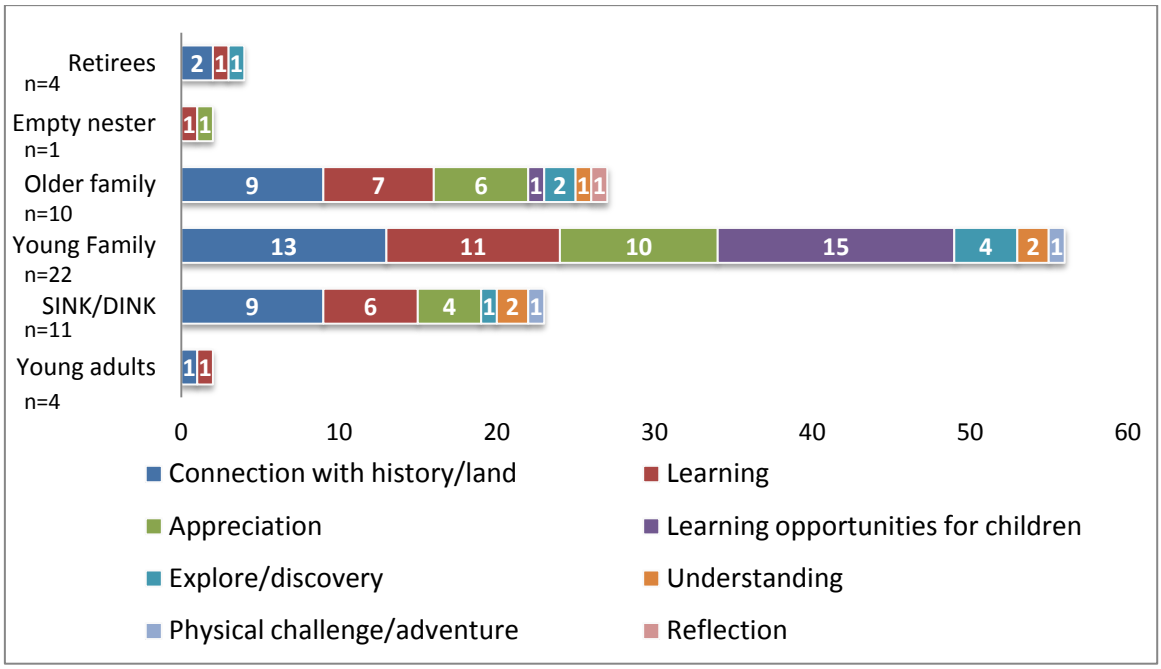


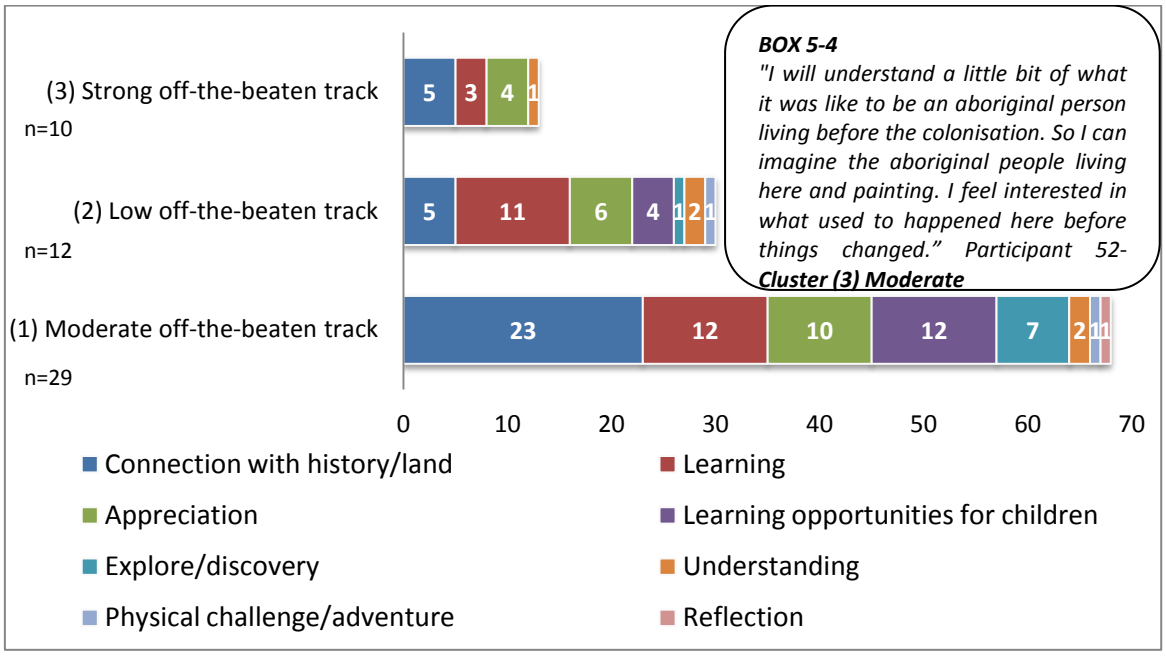
Figure 5-4 Motivations for participating in Indigenous rock-art sites by life stage groups

5.2.3.5 Motivations for Participating in Rock-art Sites by Off-the-beaten Track Destinations

Section 5.2.3 (psychographic profile of domestic visitors interested in rock-art sites) identified three clusters within the "off-the-beaten track destinations" psychographic characteristic groups that presented different levels of willingness to participate in this activity. Clusters 1 (moderate) and 3 (strong) are more willing to participate in rock-art sites than Cluster 2 (low). Figure 5-5 shows the motivations for participating in this activity by off-the-beaten track destinations groups. The Figure below shows that *connection with history/land* is the main motivation for Cluster 1 (moderate) and the difference between this motivation and others within the cluster is very clear. Participants in Cluster 3 (strong) also mention *connection with history/land* as their main motivation; however, they also mention *appreciation* and *learning* as very important motivations. For participants in Cluster 2 (low) *learning* is the main motivation for participating in this activity.

(See Box 5-4. This response illustrates a clear perception of how this participant links visiting rock-art sites with a deeper understanding of the life-style of Indigenous people, in particular, pre-colonisation. The participant also suggests that the life-style of Indigenous people has changed. Therefore, this

perception could have an effect on his perception of "authenticity" in some Indigenous tourism activities).



BOX 5-4
"I will understand a little bit of what it was like to be an aboriginal person living before the colonisation. So I can imagine the aboriginal people living here and painting. I feel interested in what used to happened here before things changed." Participant 52- ***Cluster (3) Moderate***

Figure 5-5 Motivations for participating in Indigenous rock-art sites by off-the-beaten track destinations groups

5.2.3.6 Motivations for Participating in Rock-art Sites by Curiosity

In Section 5.2.2 the "curiosity" clusters were examined. The finding in that section suggested that curiosity influences the visitors' willingness to participate in this activity. Figure 5-6 shows the motivations for participating in this activity by curiosity groups. It is shown that *connection with history/land* is the main motivation for Clusters 1 (strong) and 2 (low). Participants in Cluster 3 (moderate) also mention *connection with history/land* as their main motivation; however, they also mention *learning* in the same frequency. *Appreciation, learning opportunities for children, explore/discover*, and *understanding* follow a similar trend between Clusters 1 (strong) and 3 (moderate). This figure suggests that curiosity and *connection with history/land* and *learning* are related, and both seem to have an influence in visitors' preference for this activity.

BOX 5-5
"I find the cave painting interesting, like how long they have been there and the history behind them, and that sort of things, and to find out the foundation of Australia."
Participant 31- ***Cluster (3) Moderate curiosity***

(Box 5-5 presents an example of connection with history/land. What it is important to highlight in this quote is the acknowledgement of Indigenous culture as part of the foundation of Australia -National identity (Galliford, 2009)).

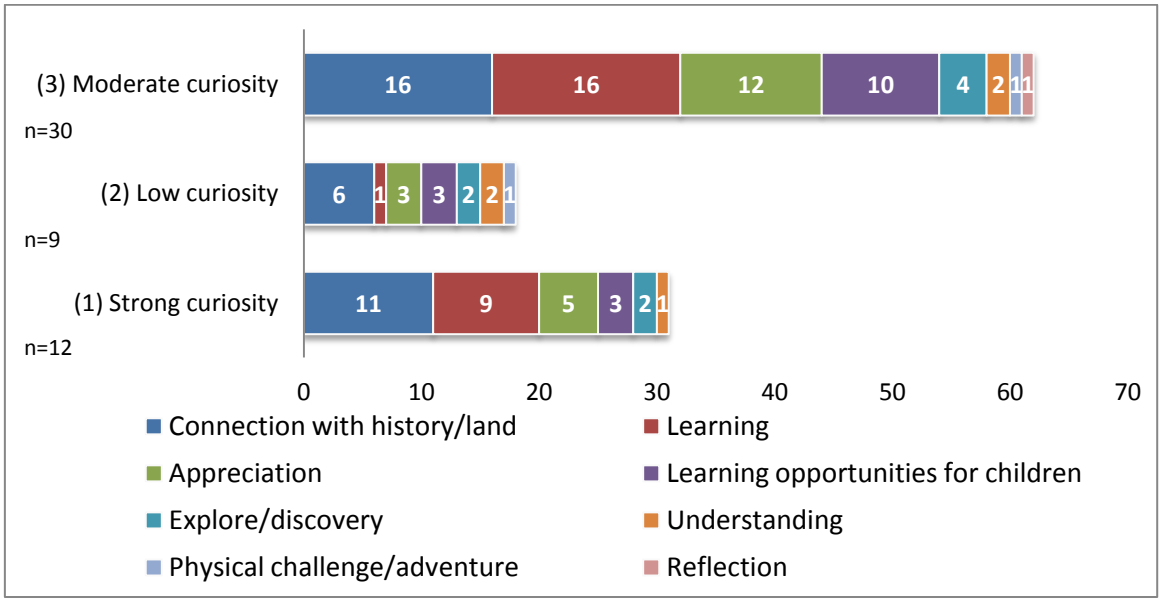


Figure 5-6 Motivations for participating in Indigenous rock-art sites by curiosity groups

5.2.4 Barriers to Participating in Rock-art Sites

Participants were also asked to explain their barriers to participating in Indigenous rock-art sites. This section follows the same structure as the previous section. The barriers are initially analysed on an overall basis (Section 5.2.4.1); secondly, by the demographic characteristics (gender, travelling party, and life stage) that proved to have a relationship with the interest for this activity (Section 5.2.4.2). Finally, the barriers are explored by the psychographic characteristics identified in the previous section as characteristics that have a relationship with the interest for participating in rock-art sites (Section 5.2.4.3).

5.2.4.1 Overall Barriers to Participating in Rock-art Sites

Table 5-11 shows the barriers to participating in Indigenous rock-art sites. The number of references and examples of participants´ quotations are also provided. The main barriers to participating in this activity are: prefer other activities, lack of interest, lack of awareness, and saturation. In total there are 42 references* of participants' barriers, which is much lower than the 114 references of participants' motivations for participating. These numbers confirm

domestic visitors' willingness to participate in Indigenous rock-art sites activity. From these barriers, five internal and three external barriers were identified. For internal barriers, this study refers to the barriers that are internal to the participant and that are not related to the perception of the activity. In contrast, this study classifies external barriers as those that are inherent to the activity and therefore, strategies could be developed to diminish their impact (e.g. design, delivery and marketing). "Internal factors are unique to an individual" while external factors are "outside of an individual´s control" (Hiller, 2010, p. 279). The table also shows in which studies the barrier was previously mentioned.

Table 5-11 Barriers of domestic visitors to participating in the rock-art sites activity

Barrier	References Rock-art sites*	Type of barrier	Participants' quotations	Study in which the barrier was mentioned
Prefer other activities	11	*Internal*	*"Well, they just don't interested me, I don´t care so much about seeing that sort of thing instead of actually going and doing some other activities." Participant 22*	Ruhanen, Whitford & McLennan, 2013**
Lack of interest	9	*Internal*	*"It is just probably something that we are not interested in…Probably the kids at school* <turn to look at the little girl> *but it is something that doesn't interest you right? Participant 8*	Ruhanen, Whitford & McLennan, 2013**
Lack of awareness	7	*External*	*"I have to admit I didn´t even know that we have cave-paintings in Victoria and I have been here my entire life." Participant 7*	Ruhanen, Whitford & McLennan, 2013**
Saturation	4	*Internal*	*"You feel like you are forced to, I mean at school one of the main elements is to know how aboriginal and Australian heritage come true, which is good, we should do that, but you force some people so you can get sick of it." Participant 48*	JDSP, 2009
Inauthentic /passive	3	*External*	*"I don´t know, I can't associate Victoria with Aboriginal culture." Participant 8*	JDSP, 2009
Limited time available	3	*Internal*	*"We are not doing it this time, because I suppose, time-wise there are other things to do." Participant 41*	Ruhanen, Whitford & McLennan, 2013**
I am not in the target audience	3	*External*	*"I think that is for tourists - international tourists that like rock paintings and things like that." Participant 25*	JDSP, 2009
Boring	1	*External*	*"It is just boring." Participant 30*	Ruhanen, Whitford & McLennan, 2013**(Not fun/exciting)

*Number of times a barrier is mentioned by participants. It is different to the number of participants (n) as one participant can mention more than one barrier
** The neutral stances in their results doesn´t show a clear perspective of the barriers

Table 5-11 and Table 5-25 show the participants' barriers to engaging in Indigenous tourism activities. From the tables it is clear that there are more internal than external barriers. Some participants´ answers show that the internal barriers are interrelated (lack of interest, saturation, limited time available and boring). For example in the following quotes, the answers show a lack of interest that is linked with preferring other activities and saturation:

Well, they just don't interested me, I don´t care so much about seeing that sort of thing instead of actually going and doing some other activities." Participant 22

"You feel like you are forced to, I mean at school one of the main elements is to know how aboriginal and Australian heritage come true, which is good, we should do that, but you force some people so you can get sick of it." Participant 48

Some participants prefer to engage in other activities (in particular the cultural centre) because they don´t want to experience an indoor cultural centre in a national park. The last quote also shows a lack of awareness on these activities.

"This seems like an indoor activity which I probably wouldn´t come to the Grampians to do." Participant 19

"To be honest I don't even know that there are these stuffs in the Grampians, but when I think on the Grampians I definitely don't think in museum or art work." Participant 30

The majority of participants associate rock-art sites with nature. Only one participant linked a lack of interest and perceived inauthenticity because of the location. He does not consider Victoria as a place with Indigenous culture. It appears that this participant is linking the traditional past (sacred sites and rock-art) with the actual situation of Indigenous people demographics:

"I think about in the North, yes, North in Darwin, NT. We will definitely do that, *yeah we definitely think about that. In Uluru with all its rocks and big Aboriginal sacred sites and areas where you expect to see a lot of their culture and their nature. I don't expect to see that in Victoria, I don´t think it is much." (Participant 8)*

Interest in these activities was also questioned for perceived authenticity and/or perception that the activity was passive:

"I am not aware that there are aboriginal people who can teach me what is the proper way to do that, and just by touching them doesn´t make me learn much." (Participant 52)

"How can it be more attractive? I don't know. I guess if it could be more put in the context of the prehistory?" (Participant 32)

Lack of awareness was identified as being one of the main external barriers for domestic tourists to engage in Indigenous tourism. There were two types of lack of awareness. First, in regards the existence of Indigenous tourism activities in the region (see first quote below). Secondly, in regards to the different types of services the cultural centre offers (see second quote below):

"I have to admit I didn´t even know that we have cave-paintings in Victoria and I have been here my entire life." Participant 7

"If they could have a tour or stories of what happened here, who lived here, how they lived here, so what is at the moment, I mean, you need to know the rocks to go, there is no guides to explain things to you and tell you the stories of it. Umm and just looking at artefacts without a story around it, there is no experience." (Participant 8)

In the following sections, an exploration of differences in the barriers, by groups sharing specific demographic and psychographic characteristics, is undertaken.

5.2.4.2 Barriers to Participating in Rock-art Sites by Gender

Figure 5-7 shows the barriers to participating in rock-art sites activity by gender groups. The figure shows that despite female participants being more willing to participate in this activity; they also identify more barriers to participating than do the male participants. However, male participants' barriers are more related to internal preferences that could be

BOX 5-6

"I have to admit I didn´t even know that we have cave-painting in Victoria, and I have been here my entire life." Participant 7- ***Female***

more difficult to solve (*prefer other activities, lack of interest, I am not in the target audience,* and *saturation*). Females also mention internal barriers such as: *prefer other activities, lack of interest* and *saturation* as barriers. But they also mention external barriers such as: *lack of awareness* and *inauthentic/passive.*

(Box 5-6 shows that some visitors are not aware that there was a larger population of Indigenous people in Victoria before European colonisation. In addition, this also shows that the State and Regional tourism agencies might have not highlighted this type of tourism in their domestic marketing campaigns).

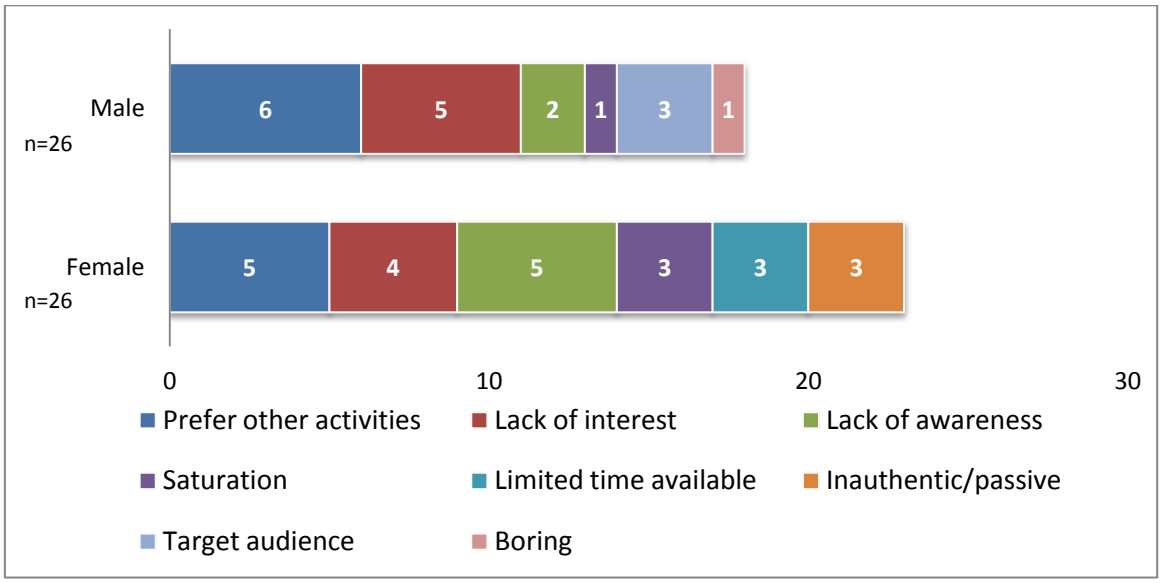


Figure 5-7 Barriers to participating in Indigenous rock-art sites by gender groups

5.2.4.3 Barriers to Participating in Rock-art Sites by Travelling Party

Section 5.2.1 showed that the majority of visitors travelling with family, partners or friends are willing to participate in this activity while visitors traveling alone are less willing to participate. Figure 5-8 shows that visitors travelling alone mention a greater number of barriers than any other group. *Prefer other activities* is the main barrier for visitors travelling with friends, partner and alone. Visitors travelling with families or friends mention *lack of interests* as one of their main barrier to participating*. Lack of awareness* is the third main barrier and it is mentioned by visitors travelling with families, friends, or alone. Only families perceive this activity as *inauthentic/passive.*

(See Box 5-7 for a quote from a participant travelling with friends. The quotation shows a lack of interest of any Indigenous issues. This would indicate that interest in Indigenous tourism is a niche type of tourism).

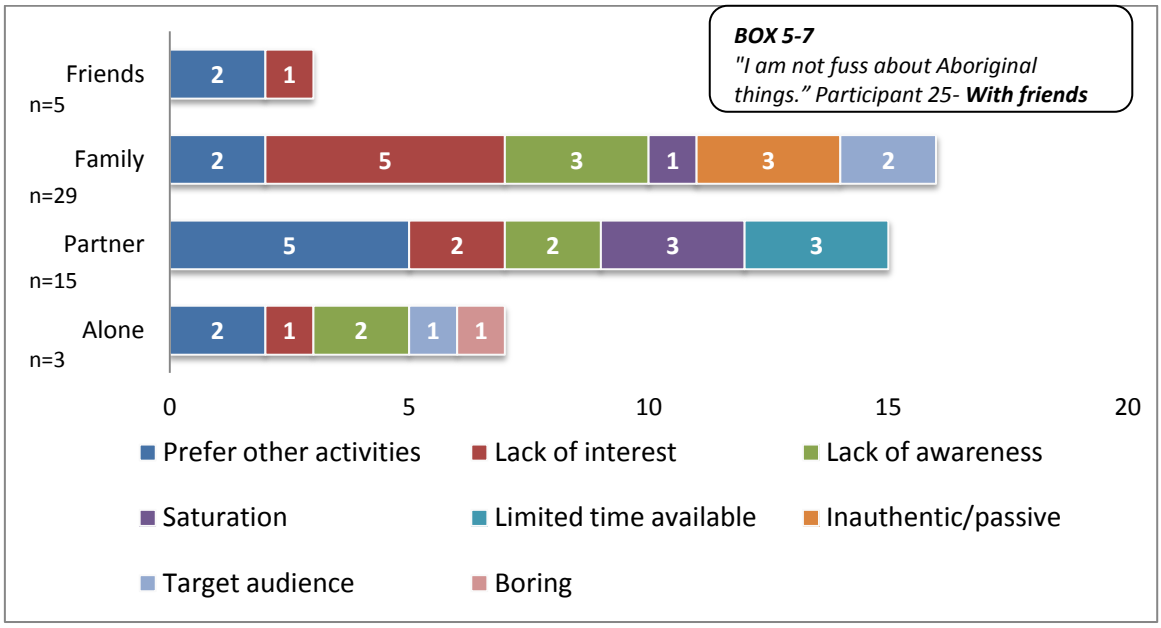


Figure 5-8 Barriers to participating in Indigenous rock-art sites by travelling party groups

5.2.4.4 Barriers to Participating in Rock-art Sites by Life stage

Figure 5-9 shows the barriers to participate in Indigenous rock-art sites by life stage groups. The figure shows that the young adults and SINK/DINK groups mention more frequently barriers to participating by each participant (see number of n versus number of references in Figure 5.9). In contrast, older family is the life stage group that mention fewer barriers to participating. The older family and empty nester groups only mention *lack of awareness* as a barrier to participating in this activity. *Lack of awareness* is also an important barrier for the retirees and the SINK/DINK groups. The three barriers that are mentioned by the young adults group are internal barriers (*prefer other activities, lack of interest, and saturation*. These barriers (prefer other activities, lack of interest, and saturation) and *inauthentic/passive* are also the main barriers for the young

BOX 5-8
"At school one of the main elements is to know how Aboriginal and Australian heritage come true, which is good. We should do that. But you force some people, so you can get sick of it." *Participant 48-* ***Young adults***

family group; however, this group also mention *limited time available, lack of awareness* and *I am not in the target audience* as barriers.

(Participant´s response in Box 5-8 shows first, how the participant makes a clear distinction of what the person perceives as "Aboriginal" and as "Australian" heritages. Second, the person acknowledges the importance of integrating Indigenous elements as part of the history of Australia. However, it is also clear that the person perceives it as something mandatory. Therefore, engaging in Indigenous issues does not appeal to this person while travelling)

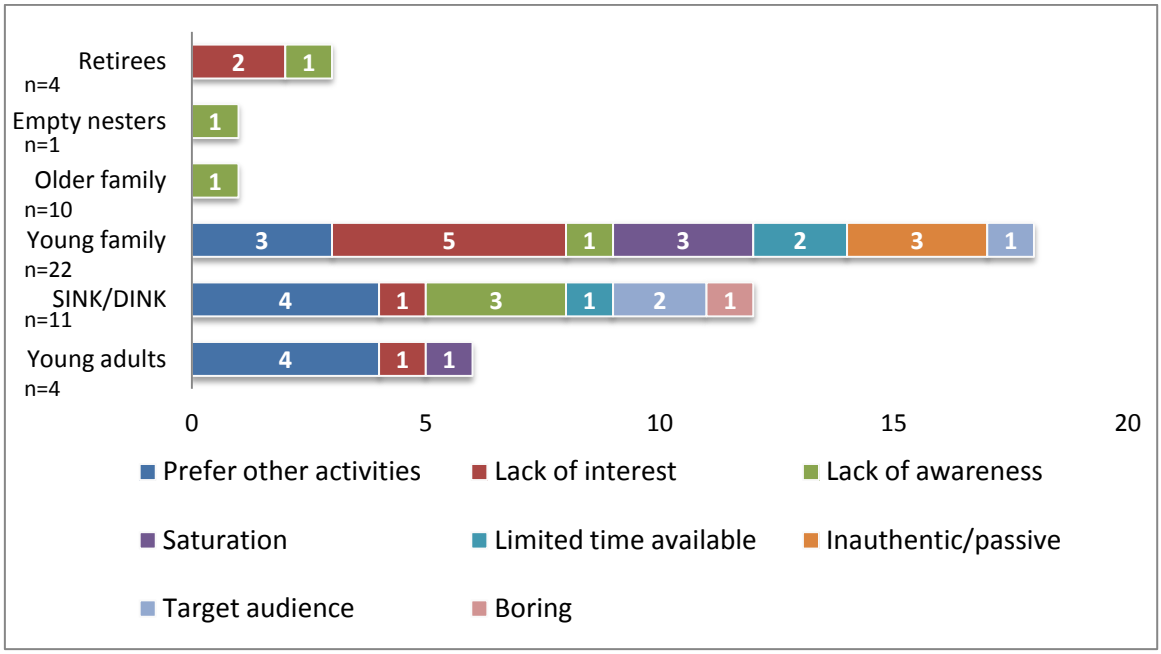


Figure 5-9 Barriers to participating in Indigenous rock-art sites by life stage groups

5.2.4.5 Barriers to Participating in Rock-art Sites by Off-the-beaten Track Destinations

Figure 5-10 shows the barriers to participating in this activity by off-the-beaten track destinations groups. As was mentioned in the previous section (Motivations for participating in Indigenous rock-art sites), participants belonging to Clusters 1 (moderate) and 3 (strong) are more willing to participate in this activity. It can be seen from the Figure that participants in Clusters 1 (moderate) and 3 (strong) mention *prefer other activities* as their main barriers for participating in this activity. The Figure also shows that only participants in Cluster 2 (low) perceive this activity as *inauthentic/passive*; what is more, *lack of awareness* and *I am not in the target audience* are also mentioned in a significant proportion by these participants. This finding is important because

the three barriers are external barriers; therefore, if marketing strategies focus on overcoming these barriers, participants in Cluster 2 (low) might be more willing to experience this activity.

(See Box 5-9. This response illustrates a weak interest in Indigenous tourism activities and also preference for other types of tourism activities. However, it shows that if the Indigenous activity were easily accessible, it might help to increase the participation).

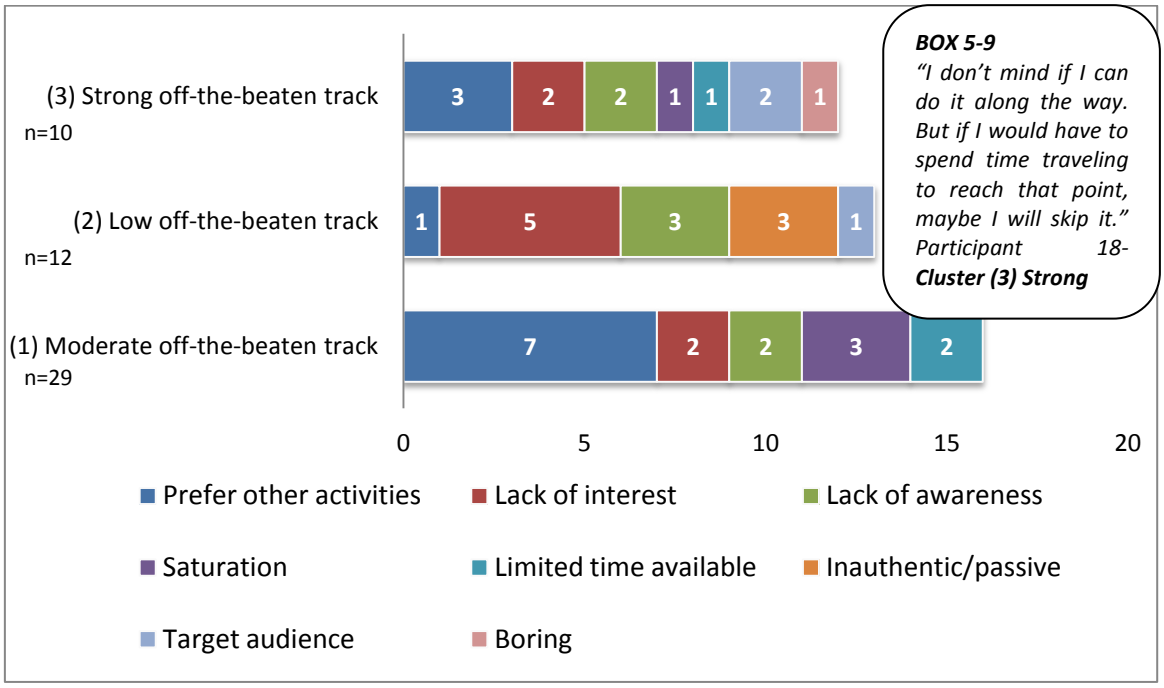


Figure 5-10 Barriers to participating in Indigenous rock-art sites by off-the-beaten track destinations groups

5.2.4.6 Barriers to Participating in Rock-art Sites by Curiosity

Figure 5-11 shows the barriers to participating in the Indigenous rock-art sites activity by curiosity groups. It is important to point out that none of the participants in Cluster 1 (strong) mentioned any barrier to participating; and, participants in Cluster 2 (low) mentioned on average more barriers than participants in Cluster 3 (moderate). This trend is aligned with finding in Section 5.2.2 that suggests that curiosity is directly related to willingness to participate. The main barrier for participants with a low level of curiosity (Cluster 2) is *prefer other activities*. What is more, three-quarters of the barriers mentioned by these participants are internal barriers (prefer other activities, lack of interest, saturation, and limited time available). *Lack of awareness* and

inauthentic/passive are the two most mentioned barriers for participants in Cluster 3 (moderate).

(Participant´s quote in Box 5-10 illustrates how this participant perceives a mismatch between natural parks and cultural activities. Therefore, this participant prefers to engage in different activities).

BOX 5-10

"[it] seems too cultural and I didn´t come to the Grampians to do cultural things." Participant # 30 – ***Cluster***

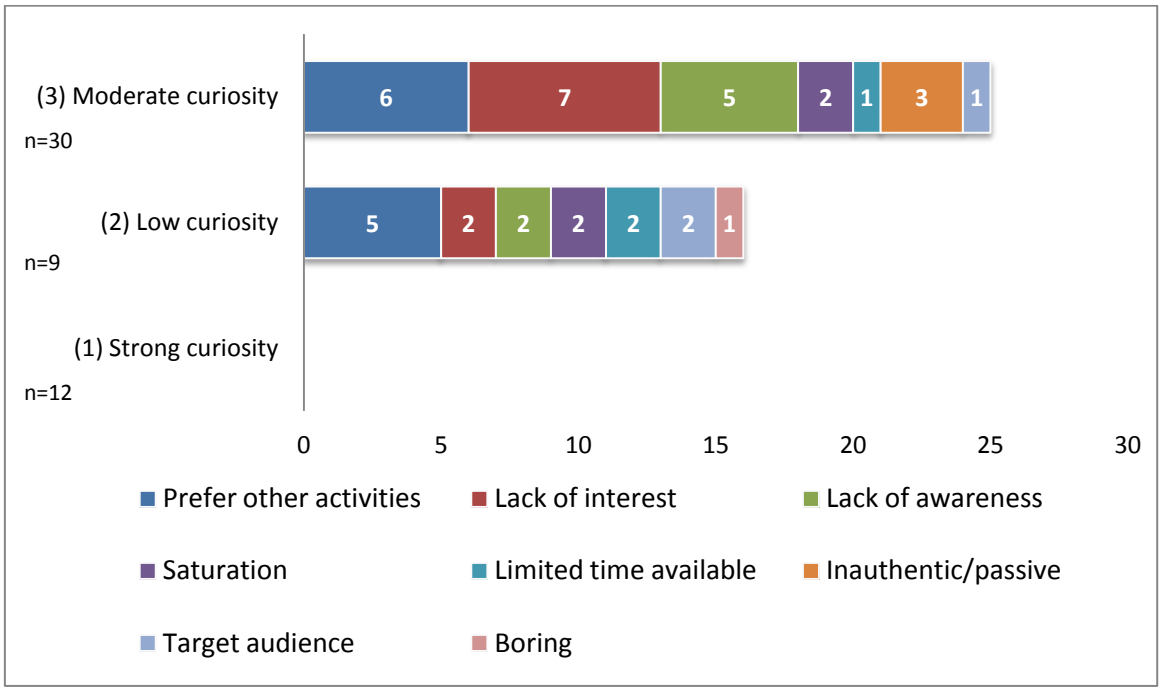


Figure 5-11 Barriers to participating in Indigenous rock-art sites by curiosity groups

5.3 Indigenous Cultural Centre

Visiting Brambuk, the cultural centre, is the other Indigenous tourism activity under consideration in this study. The activity is an indoor activity that can be experienced at the Brambuk Cultural Centre at the Grampians. The identification of demographic and psychographic characteristics of domestic visitors interested in this activity through tests of significance is discussed in Sections 5.3.1 and 5.3.2. Then, the motivations for participating in this activity are described in Section 5.3.3, and finally the barriers to engaging in the rock-art sites activity are discussed in Section 5.3.4.

5.3.1 Demographic Profile of Domestic Visitors Interested in Participating in Cultural Centre

In this section, results of tests of significance are explained in order to identify the profile of visitor groups who are interested in the Indigenous cultural centre. Chi-square tests of independence were performed using the SPSS statistical analysis software package to examine the relation between demographic variables and interest for the cultural centre. Three different tests were conducted in the same way that was done in Section 5.2.1. The variables included in the tests were life stage, education, gender, travelling party, employment, and life stage NV (see Section 5.2.1 and Figure 5-1).

Table 5-12 shows the results of the chi square tests that have the aim to understand the relationship between the demographic variables and the participants´ interest for classifying the cultural centre either as a “want to do” or as a “don´t want to do” activity (row 1); interest for ranking the cultural centre within the participants’ top 5 most preferred activities (row 2); interest for ranking Indigenous rock-art sites within the participants’ top 3 most preferred activities (row 3). The results show that: (1) the relation between gender and interest for sorting the cultural centre either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (1, n = 52) = 6.71, p <.05. Fisher's Exact Test, *p*=.020. Females were more likely to sort the cultural centre as a “want to do” activity. (2) The relation between life stage NV and interest for sorting the cultural centre either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (2, n = 52) = 5.12, p <.01. Older people and families were more likely to sort the cultural centre as a “want to do” activity. (3) The relation between travelling party and interest for sorting the cultural centre either as a “want to do” or as a “don´t want to do” activity was significant, X^2 (2, n = 52) = 7.10, p <.05. People travelling with family were more likely to sort the cultural centre as a “want to do” activity. (4) The relation between travelling party and interest for ranking the cultural centre within the top 3 most preferred activities was significant, , X^2 (2, n = 52) = 5.37, p <.01. People travelling with family were more likely to rank the cultural centre within their top 3 most preferred activities. (5) The relation between employment status and interest for ranking the cultural centre within the top 3 most preferred activities was significant, X^2 (2, n = 52) = 8.62, p <.05. People who were not working were more likely to rank the cultural

centre within their top 3 most preferred activities. (6) There is no relation between the other variables and interest for the cultural centre.

Table 5-12 Chi square tests of independence: Preferences for the cultural centre activity

Test	Life stage NV	Education	Gender	Travelling party	Employment
To participate or not	*p*=.077**	*p*=.242	*p*=.010*	*p*=.029*	*p*=.285
To rank the activity within Top 5 preference	*p*=.132	*p*=.141	*p*=.262	*p*=.135	*p*=.178
To rank the activity within Top 3 preference	*p*=.695	*p*=.837	*p*=.385	*p*=.068**	*p*=.013*
*Significant at the 5% level; ** Significant at the 10% level					

The findings related to the variables of gender, life stage NV, travelling party, and employment are discussed in the following sections in more detail.

5.3.1.1 Participating in Cultural Centre by Gender

Table 5-13 shows that 80 per cent of female participants classified this activity as a "want to do" activity, versus 46 per cent of male participants. This finding follows the similar trend of willingness to participate in the rock-art sites; however, the difference between females and males is more significant. Table 5-13 shows that almost two-thirds of the domestic participants that are interested in the Indigenous cultural centre are female.

Table 5-13 Crosstabulation of gender and preferences for the cultural centre

			Gender		X^2
			Female	Male	
Cultural centre	Don't want to do	Count	5	14	6.71*
		Expected Count	9.5	9.5	
		Residual	-4.5	4.5	
		Std. Residual	-1.5	1.5	
	Want to do	Count	21	12	
		Expected Count	16.5	16.5	
		Residual	4.5	-4.5	
		Std. Residual	1.1	-1.1	
Total		Count	26	26	
		Expected Count	26.0	26.0	

Note: *X^2 (1, n = 52) = 6.71, p <.05. Fisher's Exact Test was computed as it is a 2x2 table *p*=.020

5.3.1.2 Participating in Cultural Centre by Life Stage

Table 5-14 shows the visitors' preferences to participate in this activity. The Table shows that older people (80%) is the life stage group that classify Indigenous cultural centre as a "want to do" activity more frequently than the other life stage groups. Families are also willing to classify this activity as a "want to do" activity (72%). In contrast, only 40 per cent of young people classified the activity as a "want to do" activity.

Table 5-14 Crosstabulation of life stage and preferences for the cultural centre

			Life stage New Variable			X^2
			Young people	Families	Older people	
Cultural centre	Don't want to do	Count	9	9	1	5.12*
		Expected Count	5.5	11.7	1.8	
		Residual	3.5	-2.7	-.8	
		Std. Residual	1.5	-.8	-.6	
	Want to do	Count	6	23	4	
		Expected Count	9.5	20.3	3.2	
		Residual	-3.5	2.7	.8	
		Std. Residual	-1.1	.6	.5	
Total		Count	15	32	5	
		Expected Count	15.0	32.0	5.0	

Note: *X^2 (2, n = 52) = 5.12, p <.01

5.3.1.3 Participating in Cultural Centre by Travelling Party

The visitors´ preference to classify this activity as a "want to do" activity is shown in Table 5-15. The travelling party group that is more willing to classify Indigenous cultural centre as a "want to do" activity is visitors travelling with their family (76%) or partner (60%). Visitors travelling alone (33%) and visitors travelling with friends (22%) are less likely to participate in Indigenous cultural centre activity. The number of visitors travelling with friends that are willing to participate in this activity shows a significant drop compared with the visitors travelling with friends that are willing to experience the rock-art sites.

Table 5-15 Crosstabulation of travelling party and preferences for the cultural centre

			Travelling party			X^2
			Partner	Family	Alone or Friends	
Cultural centre	Don't want to do	Count	6	7	6	7.10*
		Expected Count	5.5	10.6	2.9	
		Residual	.5	-3.6	3.1	
		Std. Residual	.2	-1.1	1.8	
	Want to do	Count	9	22	2	
		Expected Count	9.5	18.4	5.1	
		Residual	-.5	3.6	-3.1	
		Std. Residual	-.2	.8	-1.4	
Total		Count	15	29	8	
		Expected Count	15.0	29.0	8.0	

Note: * X^2 (2, n = 52) = 7.10, p <.05

Table 5-16 shows that people travelling with family are the only group that rank the cultural centre within their top 3 most preferred activities (20%).

Table 5-16 Crosstabulation of travelling party and ranking the cultural centre within top 3 most preferred activities.

			Travelling party			X^2
			Partner	Family	Alone or Friends	
Cultural centre Top 3	No within Top 3	Count	15	23	8	5.37**
		Expected Count	13.3	25.7	7.1	
		Residual	1.7	-2.7	.9	
		Std. Residual	.5	-.5	.3	
	Top 3	Count	0	6	0	
		Expected Count	1.7	3.3	.9	
		Residual	-1.7	2.7	-.9	
		Std. Residual	-1.3	1.5	-1.0	
Total		Count	15	29	8	
		Expected Count	15.0	29.0	8.0	

Note: **X^2 (2, n = 52) = 5.37, p <.01

5.3.1.4 Participating in Cultural Centre by Employment

Table 5-17 shows visitors´ preferences for ranking the Indigenous cultural centre activity within their third most preferred activities. The results show that

the employment status group who are more willing to classify Indigenous cultural centre within their third most preferred activity are visitors that are not working (home duties, retired or currently unemployed), 36 per cent of visitors within that group rank it within their third most preferred activity; only 8 per cent of students/part time employed, and 3 per cent of full time employed people rank the activity in that position.

Table 5-17 Crosstabulation of employment and ranking the cultural centre within top 3 most preferred activities.

			Employment			X^2
			Student/ part time employed	Full time employed	Not working	
Cultural centre Top 3	No within Top 3	Count	11	28	7	8.62*
		Expected Count	10.6	25.7	9.7	
		Residual	.4	2.3	-2.7	
		Std. Residual	.1	.5	-.9	
	Top 3	Count	1	1	4	
		Expected Count	1.4	3.3	1.3	
		Residual	-.4	-2.3	2.7	
		Std. Residual	-.3	-1.3	2.4	
Total		Count	12	29	11	
		Expected Count	12.0	29.0	11.0	

Note: * X^2 (2, n = 52) = 8.62, p <.05

In the following section, the psychographic characteristics are tested in the same manner as it was conducted in this section to determine if there are any psychographic characteristics related with visitors' preferences to participate in the Indigenous cultural centre activity.

5.3.2 Psychographic Profile of Domestic Visitors Interested in Participating in Cultural Centre

As was explained in Section 5.2.2 (psychographic profile of domestic visitors interested in Indigenous rock-art sites) cluster analysis is conducted to analyse psychographic characteristics and their relation with participants' preferences to participate, or not, in Indigenous activities, and/or to ranking the activity within their fifth or third most preferred activities. In this section the same

cluster analysis and chi-square tests of independence are conducted to test if there is a relation between the psychographic variables and the participants´ preferences for participating in the Indigenous cultural centre activity.

Table 5-18 shows the results of the chi-square test conducted using SPSS quantitative software. The results show that: (1) The relation between curiosity and interest for sorting the cultural centre either as a "want to do" or as a "don´t want to do" activity was significant, X^2 (2, n = 51) = 7.72, p <.05. Participants with strong curiosity were more likely to sort the cultural centre as a "want to do" activity; (2) the relation between curiosity and interest for ranking the cultural centre within the top 5 most preferred activities was significant, X^2 (2, n = 51) = 11.68, p <.05. Participants with strong curiosity were more likely to rank the cultural centre within their top 5 most preferred activities; and (3) while there is no significant relation between the other variables individually (physical challenge, spontaneity, physical activity, novelty, and high risk tolerance), it appears that the combination of all variables into the "venturesome" concept has a significant relation with the interest for ranking this activity within the top 3 most preferred activities, X^2 (3, n = 51) = 6.48, p <.01.

Table 5-18 Chi square tests and cluster analysis: Preferences for the cultural centre activity

Psychographic variables	Number of Clusters	Willingness to participate	Ranking within the 5 most preferred	Ranking within the 3 most preferred
Physical challenge	3	.507	.501	.396
Off-the-beaten track destinations	3	.892	.791	.834
Spontaneity	4	.896	.234	.514
Physical activity	3	.671	.389	.329
Curiosity	**3**	**.021***	**.003***	.191
Novelty	**3**	.116	.614	.497
Mental stimulation	**3**	.759	.614	.896
High risk tolerance	**3**	.853	.913	.240
Venturesome	4	.310	.774	**.090****
*Significant at the 5% level; ** Significant at the 10% level				

The previous results show that "curiosity", and "venturesome" are the psychographic characteristics that have a relation with visitors' preferences for the Indigenous cultural centre activity. These variables are explained in more detail in the following sections.

5.3.2.1 Participating in Cultural Centre by Curiosity

Table 5-19 shows that 92 per cent of participants in Cluster 1 (strong willingness to learn) classify Indigenous cultural centre as a “want to do” activity. Also, 60 per cent of participants in Cluster 3 (moderate willingness to learn) position this activity as a “want to do” activity; only 33 per cent of participants in Cluster 2 (low willingness to learn) position the activity in that category. This finding is aligned with the results in Table 5-19 showing that the willingness to learn is directly related with the willingness to participate in Indigenous tourism.

Table 5-19 Crosstabulation of “curiosity” and preferences for the cultural centre

			Curiosity			X^2
			Strong	Low	Moderate	
Cultural centre	Don't want to do	Count	1	6	12	7.72*
		Expected Count	4.5	3.4	11.2	
		Residual	-3.5	2.6	.8	
		Std. Residual	-1.6	1.4	.2	
	Want to do	Count	11	3	18	
		Expected Count	7.5	5.6	18.8	
		Residual	3.5	-2.6	-.8	
		Std. Residual	1.3	-1.1	-.2	
Total		Count	12	9	30	
		Expected Count	12.0	9.0	30.0	

Note: *X^2 (2, n = 51) = 7.72, p <.05

Table 5-20 shows a consistent outcome with Table 5-19 by showing that the relation between willingness to learn and willingness to participate in the cultural centre activity are directly related. However, in this Table it is clear that the visitors’ preference to rank the activity within their top 5 most preferred activities drops significantly, particularly in Cluster 3 (moderate willing to learn) from 60 per cent to 30 per cent. This is important because it is more probable that visitors would actually participate in their most preferred activities.

Table 5-20 Crosstabulation of "curiosity" and ranking the cultural centre within top 5 most preferred activities.

			Curiosity			X^2
			Strong	Low	Moderate	
Cultural centre Top 5	No within Top 5	Count	2	7	21	11.68
		Expected Count	7.1	5.3	17.6	
		Residual	-5.1	1.7	3.4	
		Std. Residual	-1.9	.7	.8	
	Top 5	Count	10	2	9	
		Expected Count	4.9	3.7	12.4	
		Residual	5.1	-1.7	-3.4	
		Std. Residual	2.3	-.9	-1.0	
Total		Count	12	9	30	
		Expected Count	12.0	9.0	30.0	

Note: *X^2 (2, n = 51) = 11.68, p <.05

5.3.2.2 Participating in Cultural Centre by Venturesome

In this section the concept of venturesome is explored using a cluster analysis with all the psychographic characteristics that build the concept (physical challenge, off-the-beaten track destinations, spontaneity, physical, activity, curiosity, novelty, mental stimulation, and high risk tolerance). Table 5-21 shows the four clusters obtained using Ward´s method. The names of the individual clusters are determined by following the Weaver (2011) method.

Table 5-21 "Venturesome" clusters characteristics and means

	1 - Near venturer	2 - Centric	3 - Venturer	4 - Dependable
	n= 15	**n= 16**	**n= 16**	**n= 4**
Physical challenge	3.86- High	4.06- High	4.75- Very high	2.75- Low
Off-the-beaten track destinations	3.73- High	3.65- High	4.56- Very high	3.00- Moderate
Spontaneity	3.26- Moderate	3.50- Moderate	4.75- Very high	4.50- High
Physical activity	3.93- High	4.25- High	4.81- Very high	2.25- Low
Curiosity	4.13- High	3.62- Moderate	4.31- High	4.50- Very high
Novelty	4.40- High	3.56- Moderate	4.43- High	4.25- High
Mental stimulation	4.26- High	2.87- Low	4.18- High	3.00- Moderate
High risk tolerance	3.00- Moderate	2.50- Low	3.87- High	3.25- Moderate

Table 5-22 shows the demographic characteristics of participants within each of the four identified "venturesome" clusters. Within the first cluster (near venturers) participants present a strong tendency for physical challenge and activity, off-the-beaten track destinations, curiosity, novelty, and mental

stimulation; however, they present a moderate tendency for spontaneity and risk tolerance. Participants in the second cluster (centric) present a strong tendency for physical challenge and activity, and off-the-beaten track destinations; however, they present a moderate tendency for spontaneity, curiosity and novelty; and a low tendency for mental stimulation and risk tolerance. Within the third cluster (venturers) participants present very strong and strong tendency for the eight psychographic characteristics. Finally, participants within the fourth cluster (dependable) show a strong tendency for spontaneity, curiosity and novelty but a moderate to low tendency for the remaining characteristics (see highlighted characteristics in Table 5-22 for main differences in demographic characteristics within each cluster). There are clear differences between the dependable and venturer groups. Young people and males tend to be more ventures; whilst, older people and females tend to be more dependables.

Table 5-22 Demographic characteristics of "venturesome" clusters

Cluster	Age group	Gender	Life stage	Travelling party
(1)Near venturer n=15	18-33 – 13% **34-47 – 40%** **48-60 – 27%** **+60 – 20%**	**Female – 53%** Male – 47%	Young adults – 0% **SINK/DINK – 20%** **Young family– 33%** **Older family – 27%** Empty nesters – 0% **Retirees – 20%**	Alone – 7% **With partner – 33%** **With family – 53%** With friends – 7%
(2)Centric n=16	**18-33 – 25%** **34-47 – 44%** **48-60 – 25%** +60 – 6%	**Female – 56%** Male – 44%	Young adults – 6% **SINK/DINK – 19%** **Young family – 56%** **Older family – 13%** Empty nesters – 0% Retirees – 6%	Alone – 6% **With partner – 38%** **With family – 50%** With friends – 6%
(3)Venturer n=16	**18-33 – 44%** **34-47 – 44%** 48-60 – 13% +60 – 0%	Female – 38% **Male – 63%**	**Young adults – 19%** **SINK/DINK – 19%** **Young family – 50%** Older family – 13% Empty nesters – 0% Retirees – 0%	Alone – 6% With partner – 13% **With family – 63%** **With friends – 19%**
(4)Dependable n=4	18-33 – 0% 34-47 – 0% **48-60 – 75%** **+60 – 25%**	**Female – 75%** Male – 25%	Young adults – 0% **SINK/DINK – 25%** Young family – 0% **Older family – 50%** **Empty nesters–25%** Retirees – 0%	Alone – 0% **With partner – 50%** **With family – 50%** With friends – 0%

Table 5-23 shows a clear tendency of participants in Clusters 1 (near venturer) and 3 (venturer) of not classifying the Indigenous cultural centre within their third most preferred activities. 13 per cent of participants in Cluster 2 (centric) rank this activity within their third most preferred activities, and half of

participants in Cluster 4 (dependable) classify this activity in that position. This finding confirms previous results that show that participants with a high tendency for curiosity are willing to experience this activity. Participants in Cluster 4 (dependable) also present a high tendency for spontaneity and novelty. For this finding, it appears that Indigenous cultural centre activity does not appeal to venturers and near venturers. Weaver (2011) showed that the majority of visitors (89%) in national parks belong to these categories. In this study, they represent the 61 per cent of the participants.

Table 5-23 Crosstabulation of "venturesome" and ranking the cultural centre within top 3 most preferred activities.

			Venturesome				X^2
			Near venturer	Centric	Venturer	Dependable	
Cultural centre Top 3	No within Top 3	Count	14	14	15	2	6.48
		Expected Count	13.2	14.1	14.1	3.5	
		Residual	.8	-.1	.9	-1.5	
		Std. Residual	.2	.0	.2	-.8	
	Top 3	Count	1	2	1	2	
		Expected Count	1.8	1.9	1.9	.5	
		Residual	-.8	.1	-.9	1.5	
		Std. Residual	-.6	.1	-.6	2.2	
Total		Count	15	16	16	4	
		Expected Count	15.0	16.0	16.0	4.0	

Note: **X^2 (3, n = 51) = 6.48, p <.01

In the following sections a comparison of motivations for, and barriers to, participating in Indigenous rock-art sites is presented. The differences in motivations and barriers within demographic variables (gender, life stage, travelling party, and employment) and psychographic variables (curiosity and venturesome) are explored.

5.3.3 Motivations for Participating in Cultural Centre

During the face to face, audio-recorded interviews, the 50 participants were also asked to explain their motivations for participating in Indigenous cultural centre activity. During this section the motivations for participation in Indigenous cultural centre are analysed. During the first section, their overall motivations

are presented (see Section 5.2.3 and 5.5.2 for a deeper narrative describing domestic visitors´ motivations). Then, the motivations are analysed by the demographic characteristics that seem to have a relation with the domestic visitors' preferences for this activity (gender, life stage, travelling party, and employment). Finally, the motivations are explored by the psychographic characteristics identified in the previous section as having a relation with visitors' preferences for participating.

5.3.3.1 Overall Motivations for Participating in Cultural Centre

The motivations for participating in the Indigenous cultural centre are shown in Table 5-24, along with the number of times (references) each motivation is mentioned by the participants. Participants´ quotations for each motivation are also shown as examples of how the coding is computed. There are 67 references of participants´ motivations for participating in this activity. The main motivations are: *learning/education, appreciation*, and *learning opportunities for children*.

Table 5-24 Motivations of domestic visitors for participating in the cultural centre

Motivation	References Cultural centre*	Participants' quotations
Learning/ education	25	*"I am interested in learn about local people. Not many Australians know about the culture in the country." Participant 3*
Appreciation	17	*"I like the activities in the aboriginal cultural centres. I am interested in their art." Participant 28*
Learning opportunities for children	11	*"Because they get their hands-on and they will be feeling things or experiencing local Indigenous. And, they will be interested probably because these are things that they are seeing at school." Participant 33*
Connection with history/land	9	*I think would be beneficial because you can see things that are so old...artefacts and everything are so old, that is our old history. " Participant 13*
Explore/ Discovery	2	*"I think these activities weren´t available last time we were here...seeing and perhaps participating in activities that I haven't done and which are important to this area." Participant 38*
Understanding	2	*Learning. I think it is a learning experience <WIFE: maybe feelings of guilt, in some ways it is.> Participant 33*
*Number of times a motivation is mentioned by participants. It is different to the number of participants (n) as one participant can mention more than one motivation		

This section identified the motivations of domestic visitors to participate in the cultural centre activity. In the following sections, the exploration of

differences in the motivations by groups, sharing specific demographic and psychographic characteristics, is shown.

5.3.3.2 Motivations for Participating in Cultural Centre by Gender

Figure 5-12 shows that female participants identify more motivations for participating in this activity than male participants. This finding supports the finding in Section 5.3.1.1 that states that females are more interested in engaging with this activity. It is shown in Figure 5-12 that *learning* is the main motivation for both groups. However, whilst females give more importance to *appreciation*, *connection with history/land, and learning opportunities for children* than males; males give more importance to *explore/discovery* than females.

> ***BOX 5-11***
> *"Cultural exposure: Because we don´t have Aboriginal connexions so it would be nice to be aware of it."* Participant 15 - ***Female***

(Box 5-11 shows a participant´s quote expressing interest in learning about Indigenous culture. The participant perceives tourism as a mechanism to learn. This highlights the importance of tourism as a way to share the culture).

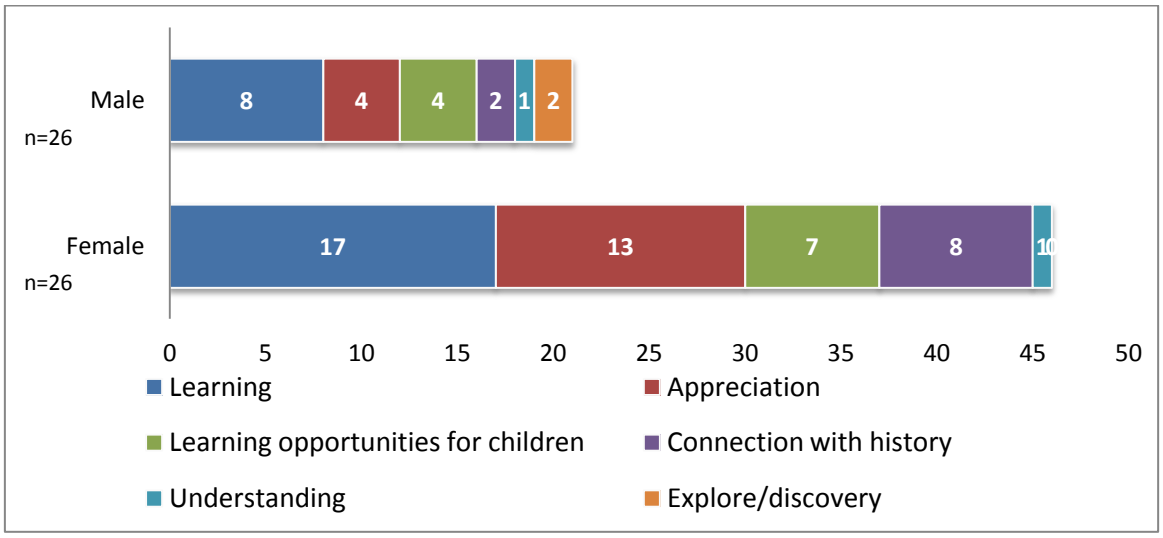


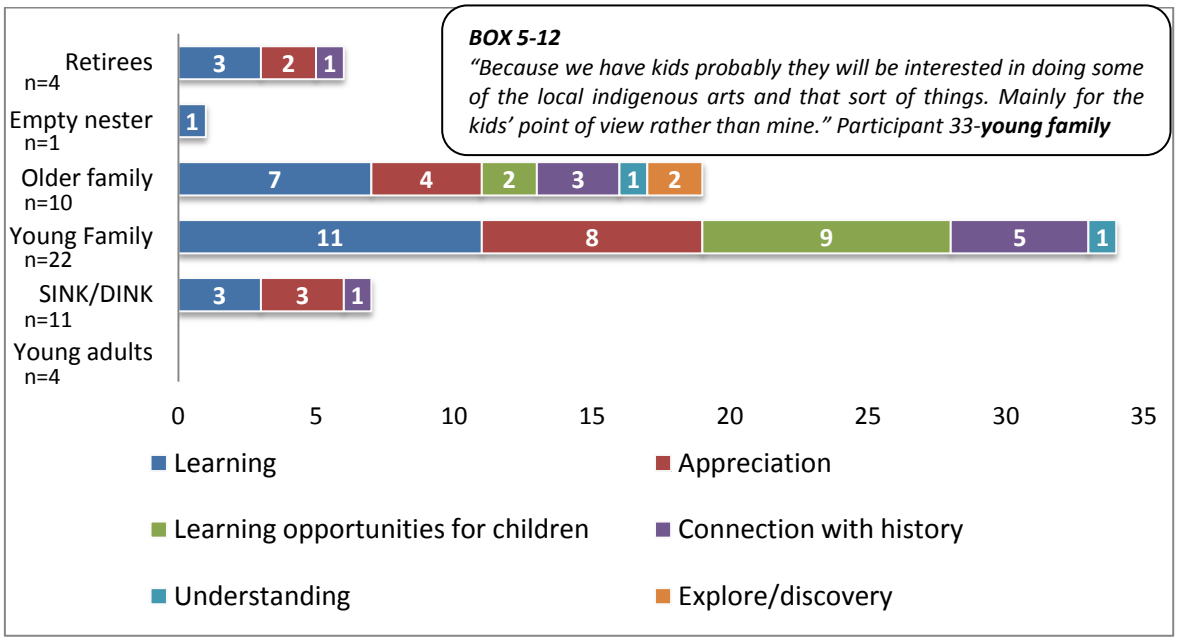
Figure 5-12 Motivations for participating in Indigenous cultural centre by gender groups

5.3.3.3 Motivations for Participating in Cultural Centre by Life Stage

Figure 5-13 shows the motivations for participating in Indigenous cultural centre by life stage groups. The figure shows that the older people and the families groups mention more motivations to participate (on average) than the

young people group. What is more, the young adults group does not mention any motivation for participating in this activity, as they are not willing to participate. *Learning* and *appreciation* appears as the main motivations for participating in this activity among all life stage groups (except for young adults). *Learning opportunities for children* is the only motivation for families in general, but much more important for the young families group in particular. *Understanding* is only mentioned by the families group. Only the older families group mention *explore/discover* as a motivation for engaging with this activity.

(Box 5-12 clearly illustrates how the participant is not interested in the activities within the cultural centre. However, the participant shows an external motivation for participating: the participants' children are interested).



BOX 5-12
*"Because we have kids probably they will be interested in doing some of the local indigenous arts and that sort of things. Mainly for the kids' point of view rather than mine." Participant 33-**young family***

Figure 5-13 Motivations for participating in Indigenous cultural centre by life stage groups

5.3.3.4 Motivations for Participating in Cultural Centre by Travelling Party

Figure 5-14 shows the motivations for participating in the cultural centre activity by travelling party groups. Section 5.3.1.3 shows that visitors travelling with family and partner are more willing to visit the cultural centre. The figure shows that these two groups express more motivations for participating. *Learning* and *appreciation* are the two motivations for the four groups. However, *understanding* is a motivation

BOX 5-13
"They are in our culture, so we can't just lightly open a book and read about indigenous culture."
*Participant 1- **with partner***

only for visitors travelling with family and/or partner. *Connection with history/land* is also a motivation for these two groups and for visitors travelling alone. *Learning opportunities for children* is also a very important motivation for visitors travelling with family.

(Box 5-13 shows how participating in tourism is considered to help to get a more real and deeper understanding of Indigenous culture).

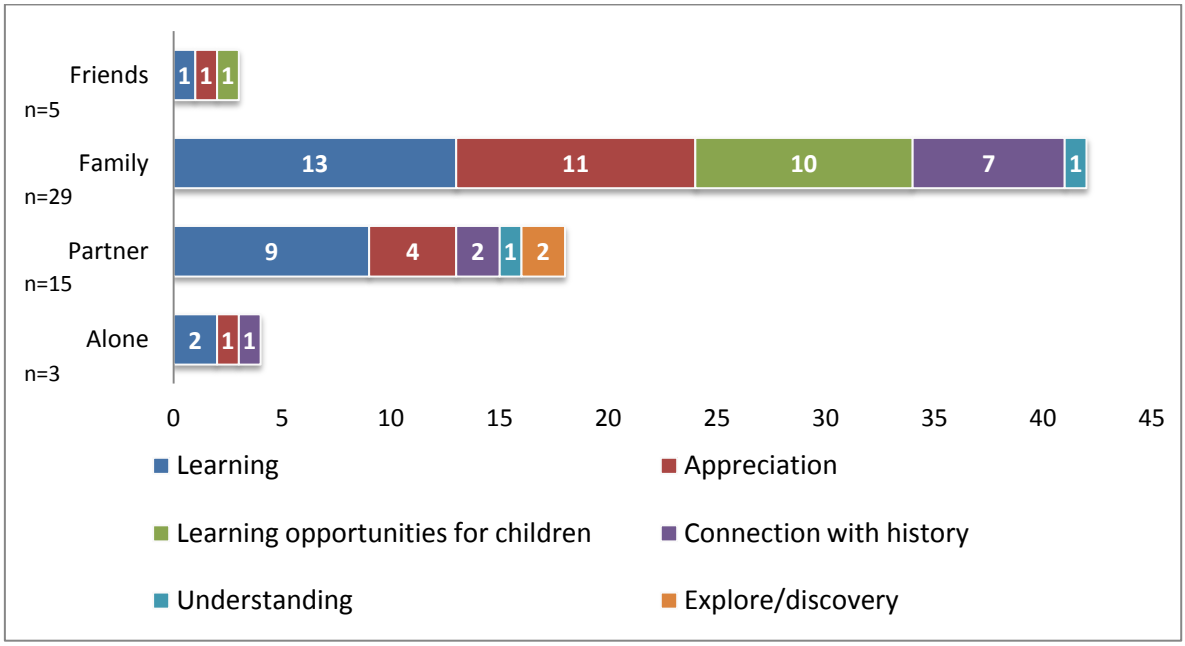
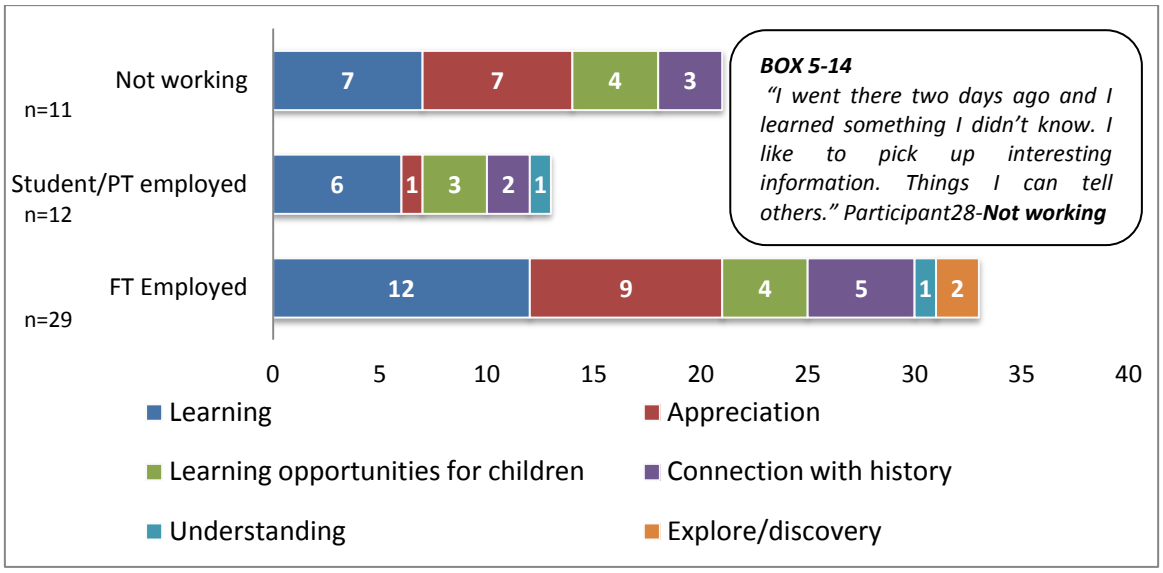


Figure 5-14 Motivations for participating in Indigenous cultural centre by travelling party groups

5.3.3.5 Motivations for Participating in Cultural Centre by Employment

Figure 5-15 shows the motivations for participating in Indigenous cultural centre activity by employment status groups. The figure shows that *learning* and *appreciation* are the main motivations for participating in this activity for participants not working *or* full time employed. Along with these two motivations, *learning opportunities for children* and *connection with history* are motivations mentioned by the three groups. *Understanding* is only mentioned by participants who are in full time employment and students or/and part time employed. Finally, *explore/discover* is mentioned only by participants working full time.

(In Box 5-14 it is noted that participating in the cultural centre allowed the participant not only to learn interesting things, but also to share them).



BOX 5-14

*"I went there two days ago and I learned something I didn't know. I like to pick up interesting information. Things I can tell others." Participant28-**Not working***

Figure 5-15 Motivations for participating in Indigenous cultural centre by employment groups

5.3.3.6 Motivations for Participating in Cultural Centre by Curiosity

Section 5.3.2.1 shows that curiosity has a relation with visitors' willingness to participate and rank this activity within their third most preferred activities to engage. The finding in that section suggests a direct relation between curiosity and the visitors' willingness to participate in this activity. Figure 5-16 shows that the number of motivations for participating in this activity by curiosity groups is also directly related to their curiosity and willingness to participate (e.g. participants with show a strong curiosity, also show a strong willingness to participate, and mention more motivations for participating). The Figure 5-16 below shows that *learning* and *appreciation* are the main motivations for the three clusters. *Connection with history/land* is also mentioned by the three clusters; however, participants in Cluster 1 (strong curiosity) mention it more frequently than participants in the other clusters. *Learning opportunities for children, explore/discover* and *understanding* are also important motivations for participants in Cluster 3 (moderate curiosity).

BOX 5-15

*"To understand ancestry and where things come from, and [to understand] different cultures and history. It is important because a lot of these maybe have gone through." Participant 27 – **Cluster (3) Moderate curiosity***

(See Box 5-15 for an example of understanding. This participant highlights the importance of tourism to understand history and cultures. Although the

participant suggests some of the culture has disappeared, the participant perceives Indigenous tourism as a way to be in touch with what remains of the culture).

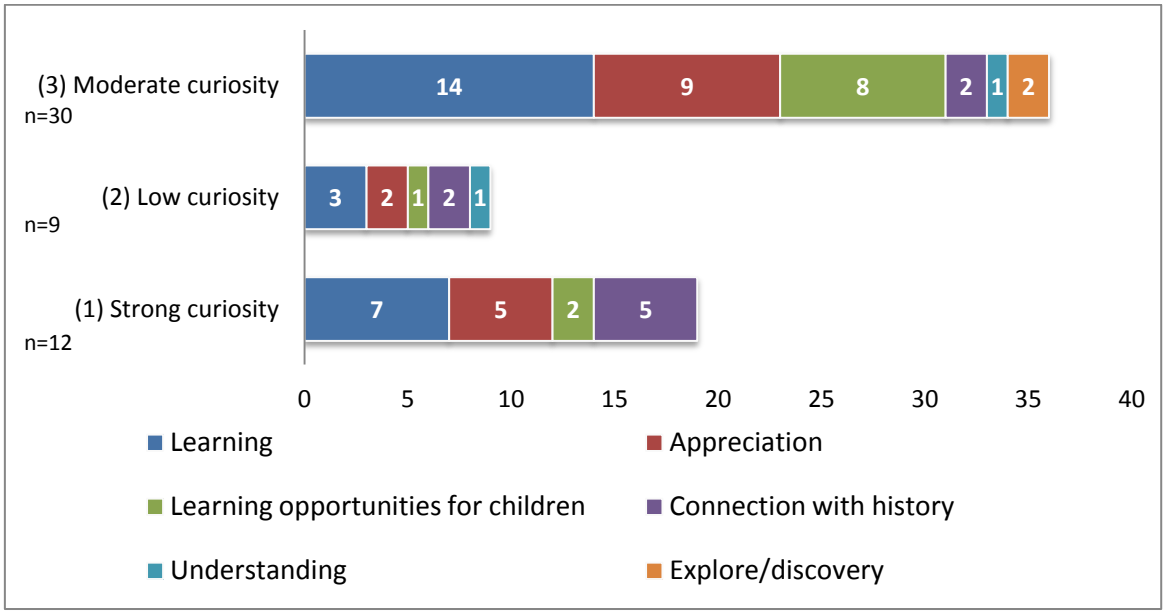


Figure 5-16 Motivations for participating in Indigenous cultural centre by curiosity groups

5.3.3.7 Motivations for Participating in Cultural Centre by Venturesome

Figure 5-17 shows the motivations for participating in this activity by venturesome groups. In Section 5.3.2.3 it is shown that dependable and centric clusters are more interested in participating in this activity. The Figure 5-17 below shows that these two clusters mention more motivations by participant (on average) than the other two clusters (near venturer and venturer). *Learning* is the main motivation for dependable, centric, and near ventures visitors. *Learning opportunities for children* is also a very important motivation for the centric and dependable groups. Ventures´ motivations for participating in this activity are: *appreciation, connection with history/land, and learning.* Near ventures also consider *appreciation* as a very important motivation; and they are the only group that mentions *explore/discover* as motivation for participating in this activity. *Understanding* is only mentioned by the centric group.

(Participant´s quote in Box 5-16 shows leaning opportunities for children as a motivation for engaging in the cultural centre. However, the participant highlights that the iterative way of learning within the cultural centre is what the children find interesting).

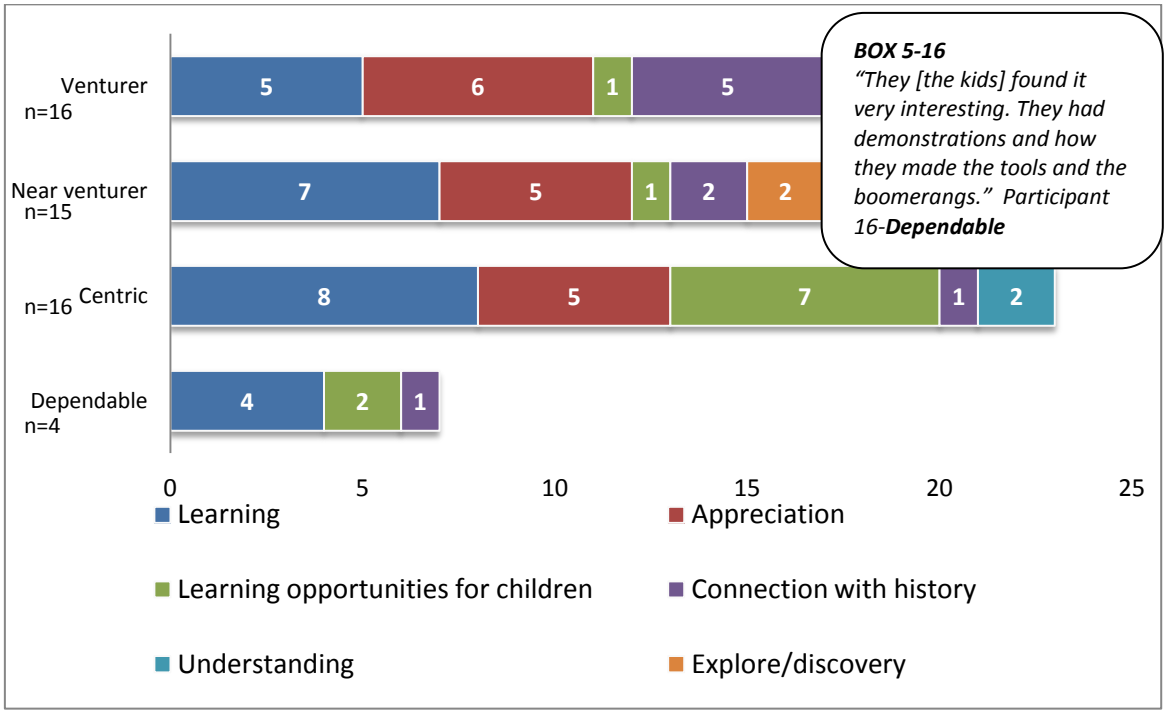


Figure 5-17 Motivations for participating in Indigenous cultural centre by venturesome groups

5.3.4 Barriers to Participating in Cultural Centre

Participants were also asked to explain their barriers to participate in the Indigenous cultural centre. This section follows the same structure as the previous sections. The barriers are analysed firstly as an overall; then by the demographic characteristics (gender, life stage, travelling party, and employment). Finally, the barriers are explored by the psychographic characteristics (curiosity and venturesome) identified in the previous section.

5.3.4.1 Overall Barriers to Participating in Cultural Centre

The barriers to participating in Indigenous cultural centre are shown in Table 5-25, along with the number of references each motivation was mentioned by the participants. Participants´ quotations for each motivation are also cited as examples of how the coding was done for each barrier. Participants mention 66 references of barriers to participating in this activity, which is a very similar number of references of motivations for participating (67 references). These numbers confirm that this tourism activity is not as popular as the rock-art sites

activity for domestic visitors while they are at the Grampians. The main barriers to participating in this activity are internal barriers.

Table 5-25 Barriers of domestic visitors to participating in Indigenous cultural centre

Barrier	References Cultural centre*	Type of barrier	Participants' quotations
Lack of interest	17	*Internal*	*"I do like the scenery and I do camping and that sort of things. But apart from that, aboriginal sort of things doesn´t really interest me that much to be honest." Participant 17*
Prefer other activities	10	*Internal*	*"I mean it is good, it is just not adventurous. It is not why I came here." Participant 48*
Saturation	12	*Internal*	*"I have seen it in Melbourne and around Melbourne. And also, I have been in Meldura, there is a good aboriginal centre there." Participant 21*
Inauthentic /passive	11	*External*	*I am not aware that there are aboriginal people who can teach me what the proper way to do that is. And just by touching them doesn´t make me learn much." Participant 52*
Lack of awareness	4	*External*	*"To be honest I don't even know that there are these stuffs in the Grampians, but when I think on the Grampians I definitely don't think in museum or art work." Participant 30*
I am not in the target audience	3	*External*	*"Probably people 40-50 age or plus." Participant 30*
Boring	4	*External*	*"I think there are too boring, not my type of art (laughter)…it really depends on where you are going." Participant 18*
Indoor activity	4	*External*	*"This seems like an indoor activity which I probably wouldn´t come to the Grampians to do...this is something that you can see in a museum in the city." Participant 19*
Limited time available	1	*Internal*	*"We haven´t seen the aboriginal art this time. There is something that we would do, but we would do other things first." Participant 41*
*Number of times a barrier is mentioned by participants. It is different to the number of participants (n) as one participant can mention more than one barrier.			

5.3.4.2 Barriers to Participating in Cultural Centre by Gender

Figure 5-18 shows the barriers to participating in Indigenous cultural centre by gender groups. It is shown in the Figure that male participants expose more barriers to participating in this activity than female participants. This finding supports the finding in Section 5.3.1.1 that states that females are more interested in engaging with this activity. Males mention more

BOX 5-17

"I am not aware that there are aboriginal people who can teach me what is the proper way to do that. And just by touching them doesn´t make me learn much." Participant # 52- ***Male***

frequently the following barriers than females: *lack of interest, prefer other activities, boring, inauthentic/passive,* and *lack of awareness.* However, females mention *saturation, limited time available*, and *I am not in the target audience* more frequently than males.

(Box 5-17shows how the cultural centre is perceived as a passive activity. In this quote, the participant expresses concern about the lack of real knowledge and capacity of sharing of the staff within the cultural centre).

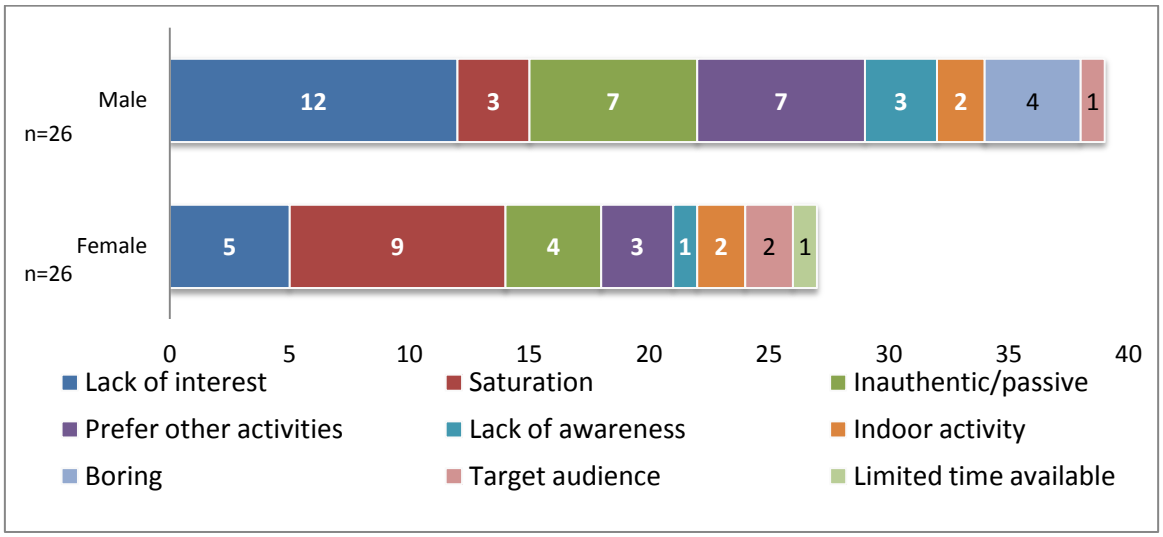


Figure 5-18 Barriers to participating in Indigenous cultural centre by gender groups

5.3.4.3 Barriers to Participating in Cultural Centre by Life Stage

Figure 5-19 shows the barriers to participating in Indigenous cultural centre by life stage groups. Section 5.3.1.2 shows that older people and families are more willing to experience this activity. The results confirm this statement by showing a larger number of barriers -on average- mention by participants within young groups than by participants within families or older groups. What is more, the empty nester group (part of older group classification) does not mention any barrier to participating in this activity. The young adults group mentions mostly internal barriers (*saturation, prefer other activities, and lack of interest*) in relation to participating in this activity. In contrast with the young adults group, the older family group mentions mostly external barriers (*inauthentic/passive, indoor activity*). *Saturation* is mainly mentioned within the young population (young adults, SINK/DINK, and young family groups), and *inauthentic/passive* is mentioned by the young people and the families groups as an important barrier

to participating. *(See Box 5-18 for an example of lack of interest in regards to the cultural centre).*

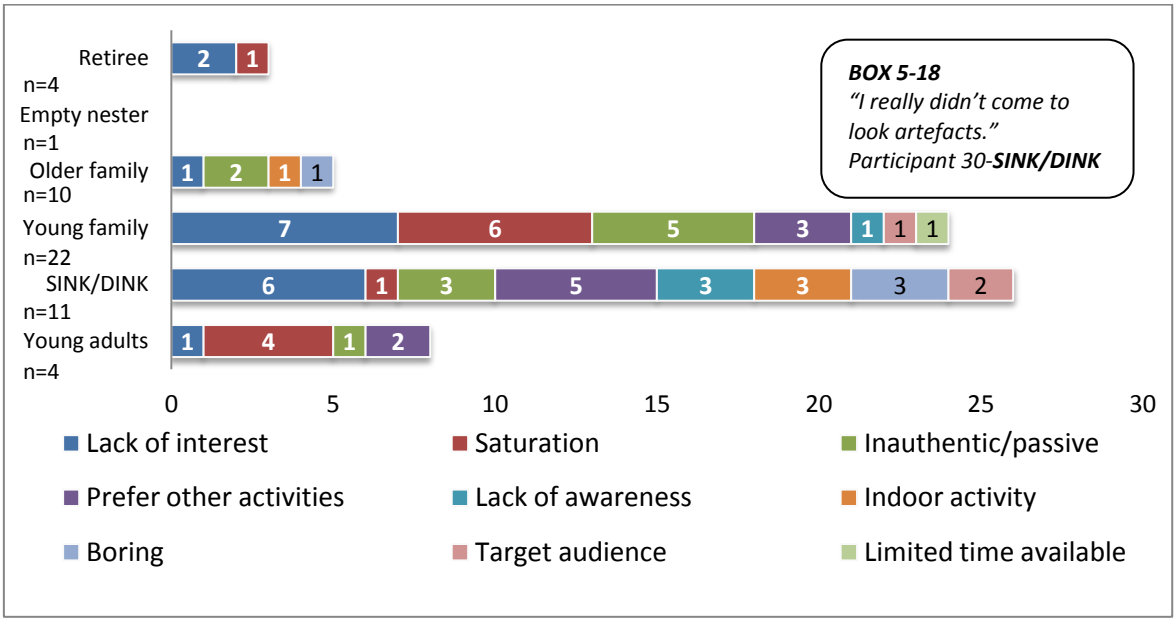


Figure 5-19 Barriers to participating in Indigenous cultural centre by life stage groups

5.3.4.4 Barriers to Participating in Cultural Centre by Travelling Party

Figure 5-20 shows the barriers to participating in the cultural centre activity by travelling party groups. As mentioned in Section 5.3.1.3, it appears that visitors travelling with family and partner are more willing to engage with this activity. The figure shows that visitors travelling with friends and alone mention more barriers, on average, than visitors travelling with family or partner. *Lack of interest* and *prefer other activities* are barriers mentioned by the four groups of visitors. However, these barriers are the main barriers for visitors travelling with friends and family. *Saturation* is the main barrier for visitors travelling with partner, and also it is an important barrier for visitors travelling with family. *Lack of awareness* is mainly found in visitors travelling alone, but also it is mentioned by visitors travelling with family and friends. For visitors travelling with friends and partner, the idea of an *indoor activity* in the Grampians is a barrier to participation.

BOX 5-19
"This seems like an indoor activity which I probably wouldn´t come to the Grampians to do." *Participant 19-**With friends***

(The participant´s answer in Box 5-19 illustrates how visitors link tourism activities to the habitat or location. Because the Grampians is a national park, the participant wants to engage in outdoor activities).

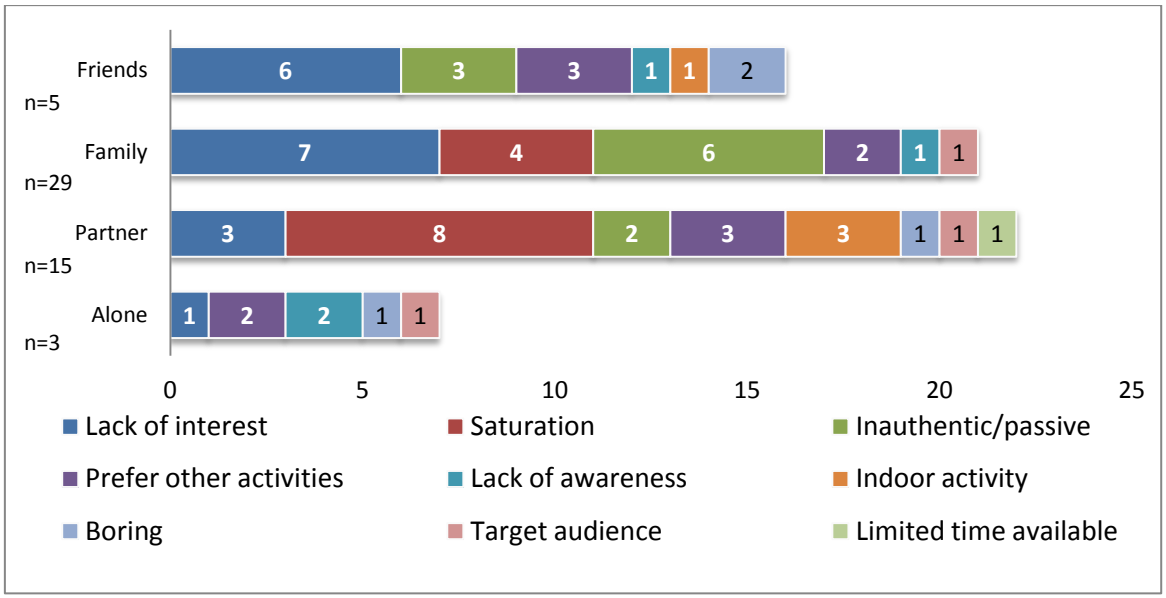
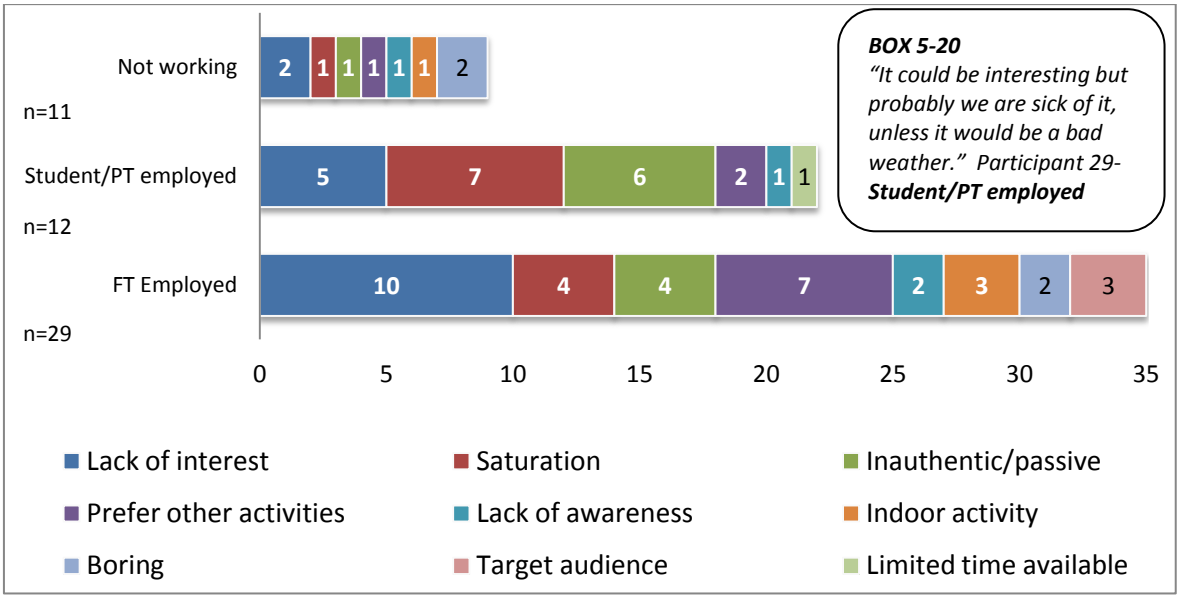


Figure 5-20 Barriers to participating in Indigenous cultural centre by travelling party groups

5.3.4.5 Barriers to Participating in Cultural Centre by Employment

Figure 5-21 shows the barriers to participating in Indigenous cultural centre activity by employment groups. Section 5.3.1.4 mentioned that it appears that the visitors group more willing to classify Indigenous cultural centre within their third most preferred activity is visitors that are not working (home duties, retired or currently unemployed). The main barriers mentioned by full time employed participants and/or participants studying and/or part time employed are internal barriers (*lack of interest, saturation*, and *prefer other activities*); they also perceive this activity as *inauthentic/passive*. Full time employed also mention *indoor activity, I am not in the target audience* and *boring* as barriers. *Boring* is also mentioned by participants with a "not working" employment status.

(Quote in Box 5-20 clearly shows "saturation" as a barrier to participating. It suggests that visiting the cultural centre would be the participant´s last option).



BOX 5-20
"It could be interesting but probably we are sick of it, unless it would be a bad weather." Participant 29- ***Student/PT employed***

Figure 5-21 Barriers to participating in Indigenous cultural centre by employment status groups

5.3.4.6 Barriers to Participating in Cultural Centre by Curiosity

Figure 5-22 shows the barriers to participating in this activity by curiosity groups. As mentioned before, participants in Cluster 1 (strong curiosity) are more willing to participate in this activity than the other participants. Therefore, the number of references in relation with barriers to participation is low. However, it is important to point out that the main barrier for participants in this cluster is *inauthentic/passive,* which is an external barrier. For participants in Cluster 3 (moderate curiosity), *inauthentic/passive* is also a very frequently mentioned barrier; however, *lack of interest* and *saturation* are the main barriers of participants in this cluster. The perception that this activity is an indoor activity is only mentioned by participants in Cluster 3 (moderate curiosity) as a barrier to participating. The majority of the barriers to participating in this activity of participants with low curiosity (Cluster 2) are internal barriers (*lack of interest, prefer other activities, saturation,* and *limited time available*).

BOX 5-21
"If [in the cultural centre] we were actually doing something creative, not just looking." *Participant 48-* ***Cluster (1) Strong curiosity***

(Box 5-21 shows a participant´s answer that highlights the importance of avoiding passive indigenous tourism activities).

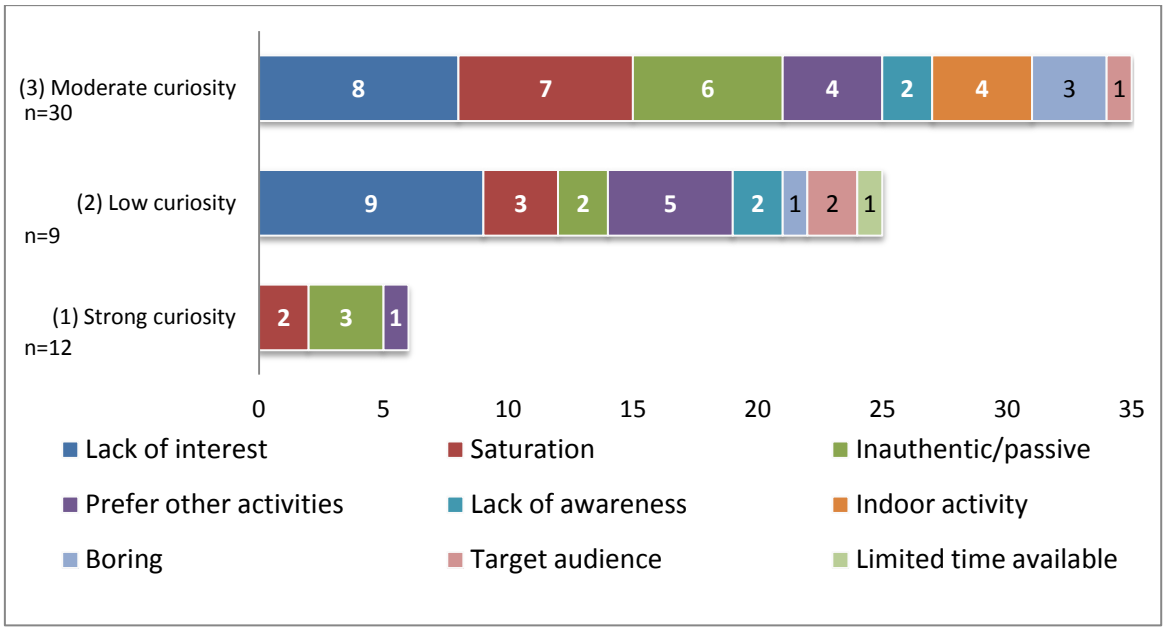
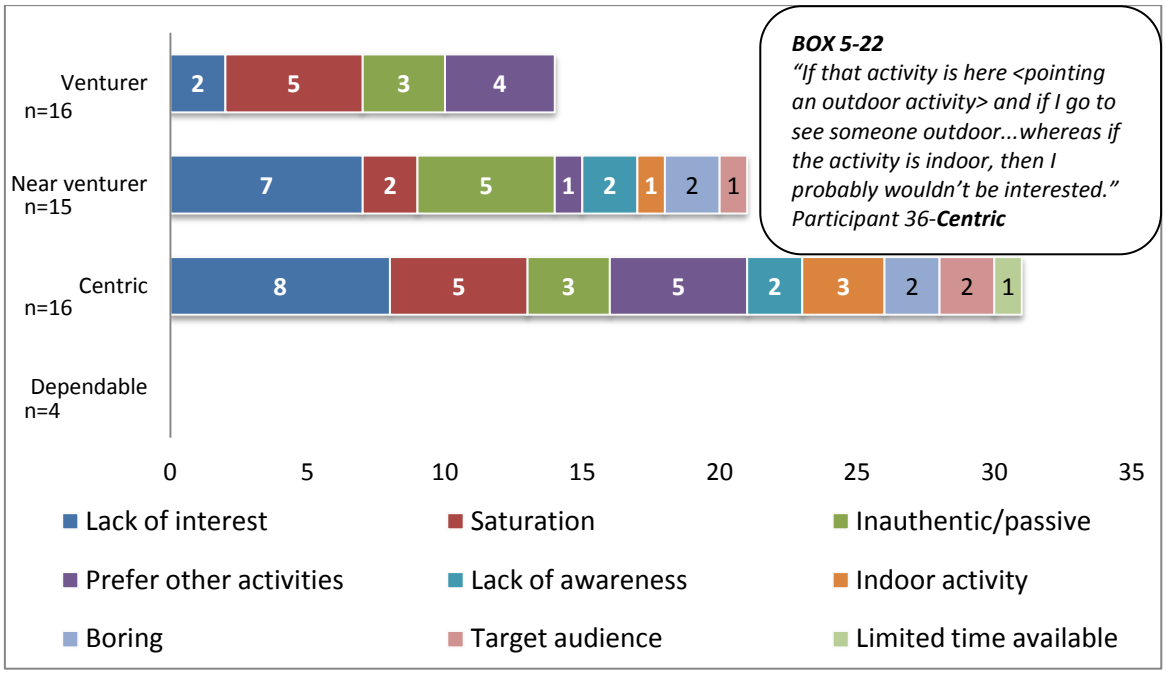


Figure 5-22 Barriers to participating in Indigenous cultural centre by curiosity groups

5.3.4.7 Barriers to Participating in Cultural Centre by Venturesome

Figure 5-23 shows the barriers to participating in this activity by the four identified venturesome clusters. As mentioned in Section 5.3.2.2 participants classified as dependable and centric are more interested to participate in Indigenous cultural centre activity. Participants within the dependable cluster do not mention any barrier to participating in this activity. However, the centric cluster is the group that mention more barriers. Their three main barriers are internal (*lack of interest, saturation,* and *prefer other activities*). These two barriers (*saturation* and *prefer other activities*) are also the main barriers for ventures and near ventures. Near ventures mention *lack of interest* and *inauthentic/passive* as their main barriers to participating. *Indoor activity* is a barrier for centrics and near ventures. *(See Box 5-22 for an example of the indoor activity barrier).*



BOX 5-22
*"If that activity is here <pointing an outdoor activity> and if I go to see someone outdoor…whereas if the activity is indoor, then I probably wouldn't be interested." Participant 36-**Centric***

Figure 5-23 Barriers to participating in Indigenous cultural centre by venturesome groups

5.4 Power Consideration

Many of the variables in Sections 5.2 and 5.3 do not show significant statistically differences within their groups. This can be for a number of reasons:
(1) There is in fact no relationship between the variables. This means that the proportion of participants who want to experience the Indigenous rock-art sites or the Indigenous cultural centre is the same irrespective of which life style or education group they belong to.
(2) The sample size is not sufficient.
(3) The significant level is too stringent.

To explore the above, the power of the chi-square test was determined using the power package in R (Champely S, 2009). The package requires the input of the effect size, given by:

$$w = \sqrt{\sum_{i=1}^{m} \frac{(p0_i - p1_i)^2}{p0_i}}$$

where $p0_i$ = cell probability in ith cell under H_0
$p1_i$ = cell probability in ith cell under H_1

The significant level (α) and the desired power (w), following Cohen (1998), w values of .1, .3 and .5, were used corresponding to small, medium and large effect size. Table 5-26 gives the calculated sample size for α = 0.05 and power = 0.8, for the Indigenous rock-art sites example using the life-stage variable.

Table 5-26 Calculated sample size using power consideration

Effect Size	Sample Size
Small	963
Medium	108
Large	39

The sample size (n=52) would only be sufficient for a large effect size. In order to obtain a statistically significant result with high power and with a medium effect size, additional sample would be required.

Similar calculations could be done for the other tests considered in the chapter.

5.5 Domestic Visitor Preferences within Indigenous Tourism Activities

Sections 5.3 and 5.4 show the findings in domestic preferences for the rock-art sites and the cultural centre activities. This section compares the similarities and differences in visitors´ preferences for these two different types of Indigenous tourism activities. Section 5.5.1 shows the chi-square test of goodness of fit computed to determine whether the two activities were equally preferred. Sections 5.5.2 and 5.5.3 show a comparison of the motivations for, and barriers to, participating in the two Indigenous tourism activities.

5.5.1 Differences of Domestic Visitors´ Preferences for Indigenous Tourism Activities

Table 5-27 shows the results of the chi-square test of independence conducted to examine the relation between the two activities -rock-art sites and cultural centre-. The results show that the relation between the two activities is significant, X^2 (1, n = 52) = 14.04, p <.001. Fisher's Exact Test p=.000. This means that all the participants that are willing to experience the cultural centre, are also willing to experience the rock-art sites. However, only 63 per cent of the participants that classified the rock-art sites as a “want to do” activity also classified the cultural centre as a “want to do” activity. This finding is important because it indicates that if visitors visit the cultural centre it is likely they will experience the rock-art sites. However, if they are interested in experiencing the

rock-art sites, that doesn't mean they necessarily would be interested in visiting the cultural centre.

Table 5-27 Crosstabulation of preferences for the rock-art sites and the cultural centre

			Cultural centre		X^2
			Don't want to do	Want to do	
Rock-art sites	Don't want to do	Count	7	0	14.04
		Expected Count	2.6	4.4	
		Residual	4.4	-4.4	
		Std. Residual	2.8	-2.1	
	Want to do	Count	12	33	
		Expected Count	16.4	28.6	
		Residual	-4.4	4.4	
		Std. Residual	-1.1	.8	
Total		Count	19	33	
		Expected Count	19.0	33.0	

Note: *X^2 (1, n = 52) = 14.04, p <.001. Fisher's Exact Test p=.000

A chi-square test of goodness of fit conducted to corroborate whether the two activities -rock-art sites and cultural centre- are equally preferred by the domestic participants. The results show that preference for the two activities are not equally distributed in the sample, X^2 (2, n = 52) = 17.57, p <.001. This means that domestic visitors are likely to participate in Indigenous tourism. However, there are less likely to prefer the cultural centre over the rock-art sites (See Table 5-28).

Table 5-28 Chi square test of goodness of fit: Rock art sites VS cultural centre

	Observed n	Expected n	Residual
Rock Art	31	17.3	13.7
Cultural Centre	14	17.3	-3.3
None	7	17.3	-10.3
Total	52		

Note: *X^2 (2, n = 52) = 17.57, p <.001

In the following sections an analysis of the differences in motivations and barriers –between the two activities– is presented.

5.5.2 Comparison of Motivations for Participating in Two Indigenous Tourism Activities

Sections 5.2 and 5.3 show the motivations for participating in Indigenous rock-art sites and Indigenous cultural centre respectively. In this section the motivations for, and barriers to, participating in the two Indigenous tourism activities, previously coded, are analysed to understand the differences in the domestic visitors' perceptions between the two activities.

Table 5-29 shows the number of references and the proportion that each motivation contributes to the decision of participating in the two activities. It is clearly shown that there are four main motivations to participate in both activities: *learning, connection with history, appreciation,* and *learning opportunities for children.* For example, the quotation in *Box 5*-23 illustrates how "connection with history" and "appreciation" are important motivations for engaging in both activities.

> ***BOX 5-23***
> *"I think would be beneficial because you can see things that are so old, that there is not a lot of that here in Australia; artefacts and everything are so old, that is our old history."* Participant 13

Table 5-29 References of motivations for participating in the Indigenous tourism activities

Motivation	Rock-art sites	Cultural centre	Total*
Learning/ education	27	25	52
Connection with history/land	34	10	44
Appreciation	21	17	38
Learning opportunities for children	16	11	27
Explore/ Discovery	8	2	10
Understanding	5	2	7
Physical challenge/ Adventure	2	0	2
Reflection	1	0	1
TOTAL	114	67	181

Table 5-29 shows that the number of references, the distribution, and the proportion of those motivations are different between the two activities. For example, while *connection with history* is the main motivation for participating in Indigenous rock-art sites, it is the 4th ranked motivation for participating in Indigenous cultural centre.

Domestic visitors identify "being physically active" "being close to nature", "being outdoors", and "looking for a spiritual experience" as motivations for experiencing the rock-art sites but not as motivators for visiting the cultural centre *(see Box 5-24 for an example of a participant´s quote that illustrates the preference for participating in the rock-art sites because it is perceived as a more exciting activity that involves a physical challenge)*.

BOX 5-24
"This one looks a little bit more like physical activity because you need to go into a cave so maybe more exciting." Participant 18

The three main motivations mentioned with similar frequency between the two Indigenous tourism activities are *learning, appreciation,* and *learning opportunities for children*. Participants also mention *understanding* as motivation for engaging in both activities. *(Box 5-25 shows how participant 46 links both tourism activities as a complementary way of learning. The participant´s answer also illustrates appreciation as a motivation for experiencing the rock-art sites).*

BOX 5-25
"It is still there after all these years. And it is pretty amazing to have the opportunity to see them. And then the next step is to know how they made it, what they used to make it. And I think it is good for learning." Participant 46

5.5.3 Comparison of Barriers to Participating in Two Indigenous Tourism Activities

The previous section showed a comparison of motivations for participating in the Indigenous tourism activities under study in this thesis. This section shows the comparison of barriers to participating in these tourism activities.

Table 5-30 shows the number of references mentioned by domestic visitors as barriers to participating in these activities. The main two external barriers to participate in both activities are inauthentic/passive and lack of awareness. The results suggest that domestic visitors are not aware of the services provided by the cultural centre (e.g. guided tours) that could make the activities more appealing:

"*If they could have a tour or stories of what happen here, who lived here, how they lived here. So what is at the moment, I mean, you need to know the*

rocks to go, there is no guides to explain things to you and tell you the stories of it." *Participant 8*

Table 5-30 References of barriers to participating in Indigenous tourism activities

Barrier	Rock-art sites	Cultural centre	Total*
Lack of interest	9	17	26
Prefer other activities	11	10	21
Saturation	4	12	16
Inauthentic /passive	3	11	14
Lack of awareness	7	4	11
I am not in the target audience	3	3	6
Boring	1	4	5
Indoor activity	0	4	4
Limited time available	3	1	4
TOTAL	41	66	107

The main differences in barriers (see Table 5-31) to participate in the cultural centre in comparison with the rock-art sites are *inauthentic/passive, saturation, lack of interest, boring*, and *indoor activity (Box 5-26 shows a clear preference for outdoor activities (e.g. rock-art sites) as opposed to indoor activities (e.g. cultural centre))*. It appears that domestic visitors prefer to participate in the rock-art sites because it is an outdoor tourism activity that involves "exploring by yourself", it is a physical activity, and because it feels "more real" and in context with history. (*Box 5-27 illustrates an example of differences in the perception of both activities and the willingness to participate. It is clear that Participant 32 is motivated to engage in the rock-art sites because it is connected with history. However, the participant is not interested in the cultural centre, because it is a passive activity*).

BOX 5-26
"I am interested in Aboriginal sort of natural things that just come across. I would rather that than going to a place and see it. See it in nature rather than in a gallery." *Participant 36*

BOX 5-27
"I quiet like going in seeing sort of the really old thing and imagining there were people living here and doing those paintings 10 thousand years ago…I am less interested in going to museums and seeing artefacts and that sort of things…how can be more attractive? I guess if it would be more put in the context of the prehistory." *Participant 32*

5.6 Chapter Summary

Chapter Five examined the preferences of domestic visitors in relation to two different types of Indigenous tourism activities. Chi-square tests showed that gender and travelling party are the two demographic variables that seem to influence domestic visitors' preference for Indigenous tourism. Females and visitors travelling with family and/or partner are more interested in participating in both Indigenous tourism activities. However, visitors travelling with friends express more interest in experiencing the rock-art sites than the cultural centre. They mention connection with history as the main motivation for participating in the rock-art sites, in contrast of inauthentic/passive as a barrier to participating in the cultural centre. Visitors travelling alone show little interest in Indigenous tourism. Life stage and employment variables appear only to have an influence in visitor participation in the cultural centre activity. The data show that older people and families are more willing to experience this activity. What is more, visitors that are not working (retirees, home duties, unemployed) rank this activity within their third most preferable tourism activity. Their main motivations are appreciation and learning.

It appears that psychographic characteristics also have an influence in visitors' preferences for Indigenous tourism. "Curiosity" seems to influence the willingness to participate in both activities: participants with strong curiosity are more willing to experience these activities than participants with low curiosity. "Off-the-beaten track destination" appears to influence in visitor preference for the rock-art sites. Additionally, the concept of "venturesome" seems to influence visitors' preference for the cultural centre. Visitors classified as dependables or centric are more willing to experience this activity, mainly for learning. Whilst, near ventures or ventures main barriers to participate in this activity are: lack of interest, inauthentic/passive and saturation.

The data shows that the majority of participants are more interested in the rock-art sites than in the Indigenous cultural centre. Domestic visitors prefer the rock-art sites because it is an activity more connected with history and land. It involves physical activity and an exploration that takes place close to nature. In contrast, the cultural centre is an indoor activity that they could do or have done in any other part of Australia. It is also perceived as an inauthentic and boring

activity as they are “just looking”. There is a clear lack of awareness of the services provided by the cultural centre.

Chapter Six discusses the findings presented in this chapter in terms of their implication for confirming or extending previous theory.

Chapter 6. Discussion and Implications

6.1 Introduction

Chapter Four and Five presented the results of the data collection process (visitors' preferences for engaging in tourism activities were presented, the demographic and psychographic characteristics of domestic visitors interested in Indigenous tourism were detailed, and the motivations for, and barriers to, participating in two Indigenous tourism activities were compared and discussed). Chapter Six provides a discussion of these findings in light of existing literature. The implications for the development and improvement of Indigenous tourism product design and marketing strategies are also discussed.

This chapter firstly presents a comparative analysis of the domestic visitor´ profile (socio-demographic and psychographic characteristics) interested in Indigenous tourism (Section 6.2). Secondly, a discussion is covered in relation to the visitors' willingness to engage in Indigenous tourism activities in comparison with other tourism activities (Section 6.3). Thirdly, a comparison of the motivations for, and barriers to, participating in Indigenous tourism activities are debated (Section 6.4). Finally, a comparative analysis of domestic visitors´ preferences for engaging in two Indigenous tourism activities is covered (Section 6.5).

6.2 Domestic Profile of Indigenous Tourism Visitors

The socio-demographic characteristics of visitors interested in Indigenous tourism have been studied (JSDP, 2009; Moscardo & Pearce, 1999; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton, 2000, 2002; Silver, 1993; TRA, 2010a; TRA, 2010b). The majority of previous studies in this topic have defined the profile of Indigenous visitors as an overall (domestic and international). The previous findings suggested that international visitors are more willing to experience Indigenous tourism than domestic visitors (Moscardo & Pearce, 1999; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton studies, 2000, 2002). As this study was focused only on domestic visitors no comparison with this variable can be made. However, this study suggests that females are more

interested in undertaking Indigenous tourism activities; this finding is supported by previous studies (Moscardo & Pearce, 1999; Ryan & Huyton, 2000, 2002; TRA, 2010a). This study also found that socio-demographic characteristics such as life stage, travelling party, and employment status have an influence in the domestic visitors' preferences for Indigenous tourism. Moscardo and Pearce (1999) also suggested that sophisticated and well-educated people are more interested in Indigenous tourism. This study does not show a clear perspective in this variable. However, the majority of the participants did represent a well-educated group above the Australian average, which is consistent with national parks visitors' profile (Beh & Bruyere, 2007; Hvenegaard & Dearden, 1998; Weaver, 2011; Weaver & Lawton, 2002; Zografos & Allcroft, 2007).

Despite the limitation that data collection period was during school holidays and the sample is more represented by families and less by empty nesters and retirees, the results of this study confirm previous theory (JSDP, 2009; TRA, 2010a) that suggests Indigenous tourism is more appealing to older population segments (empty nesters and retirees), and families. Additionally, it confirms that the life stage group less willing to experience these activities is young adults. Employment and travelling party variables are only found in the TRA´s (2010a) study. The findings in that study (TRA, 2010a) are confirmed with the current research findings, which suggest that visitors not working and visitors travelling with families and partners are more willing to experience Indigenous tourism activities.

Psychographic characteristics of visitors interested in Indigenous tourism have not been studied before. However, there are some studies that have attempted to define the influence of psychographic characteristics on travellers behaviour in general (Plog, 2001, 2002) and on visitors to national parks in particular (Weaver, 2011; Weaver & Lawton, 2002). The findings of the current study suggest that the main psychographic characteristics that have an influence on domestic visitors' preferences for Indigenous tourism are: curiosity, off-the-beaten track destinations and the concept of venturesome. Participants with strong curiosity are more willing to experience this tourism than participants with low curiosity. Conversely, participants with a strong off-the-beaten track destinations' characteristic are less willing to experience Indigenous tourism, as they prefer more adventures activities –Indigenous tourism is not considered as

adventurous. Finally, participants defined as dependables are more willing to experience Indigenous tourism than the rest of the participants. Dependables are the 7 per cent of the sample. This number is aligned with the 11 per cent of dependables found in Weaver´s (2011) study travelling in national parks. However, participants classified as dependables (in Weaver´s study) showed low spontaneity and low curiosity in comparison with participants classified as dependables in the current study.

It is clear that this study has made important contribution to the knowledge of domestic Indigenous visitors' profile. Therefore, promotional material and product restructure strategies focused on the specific socio-demographic and psychographic characteristics of the domestic market could be developed to increase the awareness of, and appeal for, these activities.

6.3 Visitors´ Preferences for Indigenous Tourism Activities against Other Types of Tourism Activities

Previous studies have defined the visitors´ preferences for Indigenous tourism. The results of this study confirm the findings in previous studies (JDSP, 2009; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton's, 2000, 2002) which claim that Indigenous tourism is not the visitors' most preferred tourism activity, particularly when set amongst nature activities (Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton's, 2000, 2002), or beach destinations (JDSP, 2009). However, it is important to point out that this study was conducted in a National Park where it may be assumed that visitors travel to experience nature activities to some extent (Beh & Bruyere, 2007; Pan & Ryan, 2007; Tao, Eagles, & Smith, 2004).

JSDP´s (2009), Ryan & Huyton´s (2000 & 2002) and Ruhanen, Whitford, & McLennan´s (2013) studies have contributed to the Indigenous tourism knowledge. There are methodological variations between these studies and the current study. Ryan & Huyton´s (2000 & 2002) and Ruhanen, Whitford, & McLennan´s (2013) studies provided a predetermined list containing diverse range of tourism elements to participants (e.g. Ryan and Huyton (2000, 2002) compared activities, places, abstract desires, motivations versus specific Indigenous activities). Additionally, in Ryan & Huyton´s (2000 & 2002) studies

there is no separation between domestic and international visitors when the results are presented. JSDP´s (2009) study focused the comparison of Indigenous tourism in the context of visitor choices of destinations, such as choices for beach holidays or city breaks. As a result of these methodological variations, a more in-depth comparison between this research´s results and other studies is not possible to undertake.

Despite not being the most preferred tourism activities, Indigenous tourism appears to be appealing to domestic visitors in comparison with some other types of tourism activities. However, the data shows that domestic visitors prefer more "authentic" and "natural" Indigenous tourism activities, such as the rock-art sites. This is aligned with Mckercher and Du Cross´s (1998) findings that seeing "mystical rocks" is an important touristic attraction.

Therefore, a marketing emphasis in the existence of these sites in a nature and authentic environment is recommended. The cultural centre while appealing to families and older life stage segment - which are the main visitors to the Grampians - it is ranked in a low position in comparison to other activities. There is a lack of awareness regarding the variation of services the cultural centre provides. Therefore, a proliferation of the existing information related to the current services at the cultural centre is recommended to increase the appeal for this activity and create a more contemporary perception of Indigenous culture (e.g. tour guides, restaurant, accommodation, bush-walks, among others).

6.4 Motivations for, and Barriers to, Participating in Indigenous Tourism

Some motivations and barriers found in this study confirm previous theory on the mismatched perception between the traditional past of Indigenous people and the contemporary situation (Galliford, 2009, 2010; Zeppel 1998a, 1998b, 1999). The main motivation found in this study is to engage in Indigenous tourism activities for a "connection with history/land" with an emphasis of traditional past "before colonisation". Some of the findings about the domestic visitors motivations for, and barriers to, participating in Indigenous tourism confirm previous studies (JDSP, 2009; Ruhanen, Whitford, &

McLennan, 2013; Ryan & Huyton 2000, 2002, TRA2010a). However, previous studies focused on Indigenous tourism in the context of visitor choices of destinations in a future tense, and/or activities not offered in the destination where the research was conducted. This study focuses on capturing domestic visitors' perceptions of Indigenous tourism as one of a range of tourism activities offered by a particular destination when visitors are already there. Consequently, different motivations and barriers are also explored in contrast with previous studies.

Motivations that confirm previous studies are: Learning/education (JDSP, 2009; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton's, 2000, 2002), connection with history/land, understanding, discovery, reflection, and physical challenge/adventure (JDSP, 2009). The barriers to participating in Indigenous tourism explored in this study are also found in previous studies (Ruhanen, Whitford, & McLennan, 2013).

However, the results of this study show motivations that have not been explored previously, such as learning opportunities for children, and appreciation. These appear to be important motivations for domestic visitors participating in Indigenous tourism activities. As mentioned before, the data collection was conducted during school holidays. This could have had an impact on the number of participants who mentioned "learning opportunities for children" versus other motivations. However, the results show that for families travelling with children, this is an important motivation for engaging in Indigenous tourism. In addition, previous studies in the area (TRA, 2009f, 2010b) show that families are the main life-stage group travelling to the area. Therefore, this motivation is still very significant for this particular location.

The other important motivation that has contributed to the knowledge in the field is "appreciation". Although this concept has not been explored before as a motivation for engaging in Indigenous tourism, this concept has been linked with the socio-cultural benefits of participating in Indigenous tourism – e.g. reconciliation, national identity and life-changing (Galliford, 2009, 2010; Higgins-Desbiolles, 2003, 2005, 2006).

Also, there are differences in the results of the barriers to participate in Indigenous tourism compared to other studies. Barriers such as difficulty getting there, uncomfortable facilities, difficult to plan, lack of relaxation and not

enjoyable for children (JDSP, 2009) are not found in this study. Some barriers identified in this study are also found in Ruhanen, Whitford, and McLennan's (2013) study; however, the neutral stances in their results doesn´t show a clear perspective of the barriers. It is important to point out that both studies – JDSP (2009) and Ruhanen, Whitford, and McLennan (2013) – used quantitative methods to capture visitors' barriers with prompted statements which may have an impact in the results.

This study has shown that motivations for, and barriers to, participating in the both Indigenous tourism activities by each of the demographic and psychographic variables have an influence on domestic visitors´ preferences (Sections 5.2 and 5.3). JSDP´s (2009) study showed the motivations for, and barriers to, participating in Indigenous tourism by life stage groups. The findings of the present study confirm JSDP´s (2009) findings that young people´s barriers to engaging in Indigenous tourism are saturation, and that the activities are perceived as inauthentic/passive. But, the findings of this study seem to differ from JSDP´s (2009) findings related to the others life stage groups. It is important to point out that there are differences in the methodology used in both studies that might have an impact in the variation of the results. In this study participants were not told that the focus was on Indigenous tourism and they were already in the destination where they had the opportunity to experience the tourism activities. In JSDP´s (2009) study, participants (at this stage) were part of focus groups where they were told that the focus was Indigenous tourism; in addition, their choices of destinations and activities were in a future tense and not within a specific context (time and space at the moment of the choice decision). Therefore, the motivations and barriers identified in this study are domestic visitors' population while travelling in that region.

The findings presented on motivations and barriers could be analysed and included in the developing of specific marketing campaigns and improvement of the current Indigenous tourism activities. To increase the appeal and "sense of novelty", "authenticity", "appreciation", and "connection with history" of the Indigenous tourism activities, it is recommended to include a point of differentiation by highlighting the key elements of the local Indigenous culture (Djab Wurrung and Jardwadjali) – For example, going beyond painting boomerangs to a more traditional sport such as throwing spears at a mark:

> Young people engage in the pastime with toy spears. A number of boys will arrange themselves in a line: one of the party will trundle swiftly along the ground, about ten yards in front of them, a circular piece of thick bark about a foot in diameter, and, as it passes them, each tries to hit it with his toy spear. They amuse themselves also with throwing wands, fern stalks, and rushes at objects, and at each other (Dawson, 1881, pp. 85).

This study also suggests an increase of sales-education and awareness of the cultural and information centre staff in regards the existing products. The findings suggest that domestic visitors are willing to experience the rock-art sites guided by an Indigenous guide who could explain them the story of the painting. Therefore, this study recommends an extension of the tours services (Bujil´s creation tour and six season's tour) to be offered not only during weekdays, but during the weekends when more visitors travel to the region.

6.5 Domestic Visitors´ Preferences between Indigenous Tourism Activities

This study explores the domestic visitors´ appeal for two Indigenous tourism activities. Contrary to Ruhanen, Whitford, and McLennan's (2013) results, and aligned with JSDP´s (2009) findings, this research shows that the domestic visitors' preferences for participating in the two Indigenous tourism activities are not equally distributed ($p<.001$). TRA´s (2010a) study suggests that Indigenous visitors engage more with Indigenous art, craft or cultural display (57%) than visit an Indigenous site or community (27%). However, this study shows that domestic visitors are more oriented towards experiencing Indigenous rock-art sites as they perceive it as a more authentic activity in a natural environment, where they can explore, appreciate, connect with the history, and practice physical activity. This finding confirms Johansen and Mehmetoglu´s (2011) findings that habitat is a key element for the perception of an authentic Indigenous tourism activity. Despite being ranked as the 3rd most preferable activity, lack of awareness was the 3rd main barrier to participate. What is more, none of the participants mentioned the possibility of exploring the Indigenous rock-art sites through guided Indigenous tours conducted by Brambuk Cultural Centre. This means that there is lack of awareness in regards to this tour

service (see Appendix N for additional information in the tours services). Within the Grampians & Halls Gap Visitor Information Centre, visitors can find two brochures where it barely mentions that Brambuk runs rock-art tours (Brambuk brochure and the Grampians official visitor guide – See Appendix O). It is important to mention that recently the Grampians Tourism released a smartphone app "Explore Grampians" where the Indigenous tourism activities are marketed as significant activities within the region. The rock-art sites are marketed within the "five of the best" section along with waterfalls, lookouts and easy walks. The cultural centre (Brambuk) is mentioned as the "National Park information centre", instead of the Grampians & Halls Gap Visitor Information Centre. This mention is important because that would increase the flow of people into the cultural centre. There is no mention of the activities and/or services within the cultural centre (see Appendix P for images within the smartphone app). The current promotional material needs to be revised to include and highlight more specific information, avoiding cliché images, to attract more domestic demand. It is also suggested that this additional promotional material need to be available at the Brambuk and Visit Victoria website, as well as in the Grampians & Halls Gap Visitor Information Centre (within the visitor guide). The results also show that domestic visitors that participate in the Indigenous cultural centre are highly likely to participate in Indigenous rock-art sites. Hence, an increase of information within the cultural centre is also recommended to increase the awareness of the additional services Brambuk supply (guided tour services). In addition, the existing tourism activities offered in the cultural centre, such as: didgeridoo workshops, and boomerang painting could be seasonally restructured to develop outdoors activities including more elements of "adventure", and "authenticity" so that the activities could be perceived as being more novel experiences.

6.6 Chapter Summary

Chapter Six discussed the findings of the current study in light of existing literature and the implications for the development and improvement of tourism product design and marketing strategies. The chapter has confirmed and/or extended previous theory in relation to domestic Indigenous visitor profile, their

preferences, motivations and barriers for Indigenous tourism activities. The differences perceived by domestic visitors of two Indigenous tourism activities have been also discussed. During the development of the chapter, the methodological differences between the current study and previous studies were pointed out as a limitation for discussion of some of the findings. As a result of this discussion, some implications of the findings have being emphasized after each section.

Chapter Seven summarises the findings of the study by responding to the aims of the current research.

Chapter 7. Conclusion

7.1 Introduction

Chapter Seven presents a summary of the key findings in light of the four research objectives stated in Chapter One (Section 7.2). Then, the contribution to theory and practice deriving from this research into Indigenous tourism is stated (Section 7.3). The limitations adjacent to this research are acknowledged in the Section 7.4; while the scope for further research is advised in Section 7.5. Finally, a concluding statement is made in Section 7.6.

7.2 Review of the Research Objectives

This study investigated Australian domestic visitors' behaviour in regards to Indigenous tourism. The aim of this research was to contribute to an enhanced understanding of the domestic visitors profile, preferences and behaviour in regards to Indigenous tourism in Australia. Prior to this study, the knowledge of domestic visitors' motivations for, and barriers to, participating in this type of tourism were phenomena investigated in a small degree. Indeed, there were gaps in the knowledge of domestic visitors' behaviour in this matter. To counter the apparent shortcomings, and by using a photo-based methodology, four specific research objectives were stated in Chapter One of this thesis. The summary of the key findings of this study relevant to those four objectives are presented in this section (Sections 7.2.1 through 7.2.4).

7.2.1 Research Objective One: To Define the Demographic and Psychographic Characteristics of Independent Domestic Visitors in Australia Who Are Interested in, or Not Interested in, Participating in Indigenous Tourism Activities While They Are Travelling

The first research objective to this study pursued to develop a demographic and psychographic profile of domestic visitors who are willing to engage in Indigenous tourism activities while they are travelling. Emphasis was given in the methodological limitations associated with the sample size in Section 5.4 (Power consideration) and its implications to obtain statistically significant

results. Nevertheless, the key demographics and psychographics characteristics of the domestic visitors that seem to influence domestic behaviour related to Indigenous tourism are summarised below:

The majority of participants willing to engage in Indigenous tourism activities were females, also visitors belonging to older population and families segments that are travelling with their families or partners. These findings support previous research on Indigenous tourism market.

In regards to psychographic characteristics, participants that showed strong curiosity, low off-the-beaten track destinations willingness, and participants defined as dependables are also more attracted to experience Indigenous tourism. These findings expand previous studies as no psychographic characteristics have been studied before on this topic. However this study supports previous research that suggests that domestic visitors do not perceive Indigenous tourism as an adventurous activity and that visitors who are more willing to learn are attracted for this type of tourism.

7.2.2 Research Objective Two: To Explore Australian Domestic Visitor Participation Preferences for Indigenous Tourism Activities in Comparison with Four Other Types of Tourism Activities

The second research objective of this study related to the domestic visitors preferences for different types of tourism activities (The TRA categories). This study analysed the domestic visitors´ preference position for Indigenous tourism activities in comparison with the other four TRA categories (caravan and camping, food and wine, cultural, and nature).

The findings suggest that domestic visitors' preferences for tourism activities are related to the specific characteristics of each tourism activity under examination, and not to the overall category (the TRA categories) that the activity belongs. For example, domestic visitors´ preferences for the rock-art sites are much higher than their preferences for the cultural centre. Visiting the rock-art sites was ranked as the third most preferable activity just after the two nature activities. At the same time, visiting the cultural centre was ranked as the seventh most preferable activity. Similar figures were seen in cultural, food and wine, and caravan and camping categories.

Contrary to cultural and food and wine activities that are perceived as “not in this region”, Indigenous tourism activities at the Grampians have a competitive advantage as they are perceived as “attached to the region”. However, there are differences in preferences within Indigenous tourism activities that are important to consider when analysing domestic demand for Indigenous tourism. For example, domestic visitors prefer to experience a more “authentic” Indigenous tourism activity in a natural environment. However, there is also a lack of awareness that could have an impact on the actual low rate of domestic participation in Indigenous tourism.

These findings suggest that research on Indigenous tourism may need to be focused on specific contexts and activities, instead of drawing conclusions on a general basis.

7.2.3 Research Objective Three: To Investigate Australian Domestic Visitors Motivations in Regards to Wanting to Participate in Indigenous Tourism Activities

The third research objective was to explore Australian domestic visitors´ motivations for participating in Indigenous tourism activities. The overall motivations mentioned by the participants for engaging in Indigenous tourism activities are *learning, connection with/land, appreciation, learning opportunities for children, explore/discovery, understanding, physical challenge/adventure,* and *reflection.*

The findings show that the domestic visitors’ motivations vary by the type of Indigenous tourism activity and by the visitors’ demographic (gender, life stage, travelling party and employment) and psychographic characteristics (curiosity, off-the-beaten track destinations, and venturesome). Domestic visitors are more willing to experience the rock-art sites activity as they perceive it as an activity that is more *connected with history/land*, that involves *physical activity* and that feels more *authentic*.

7.2.4 Research Objective Four: To Understand Australian Domestic Visitors Barriers in Regards to Not Wanting to Participate in Indigenous Tourism Activities

The fourth research objective related to identifying the barriers of domestic visitors to participating in Indigenous tourism activities. Two types of barriers to engaging in these activities are identified (internal and external). The internal barriers of visitors to engaging in these activities mentioned by the domestic visitors are *lack of interest*, *prefer other activities*, *saturation*, and *limited time available*. The external barriers identified are perception of the activities as *inauthentic/passive*, *I am not in the target audience*, *lack of awareness* of the activities, *boring*, and *indoor activity* (mentioned as a barrier to participating in the cultural centre). The findings show that domestic visitors mentioned more barriers to visiting the cultural centre than visiting the rock-art sites. The data showed that there are more internal than external barriers to participating in these activities. To increase the domestic participation rate in Indigenous tourism, marketing and product strategies could be developed to overcome the external barriers.

7.3 Contribution to Knowledge

This research has made original theoretical and practical contributions to knowledge. These are presented in the following sections (7.3.1 and 7.3.2).

7.3.1 Theoretical Contribution to Knowledge

This research has used the tourism purchase-consumption system framework to examine the domestic visitors' behaviour for purchase-consume particular tourism activities (Indigenous tourism). The study used a methodological approach not taken by any previous studies that have addressed Indigenous tourism. As a result, this study has contributed to knowledge by enhancing the theoretical understanding of the Australian domestic Indigenous visitor´s profile.

The theoretical contribution will be reviewed by referring to the framework that guided this research (see Section 2.6), First, the findings have confirmed and expanded previous theory in relation to the demographic characteristics of

the domestic indigenous visitors' profile (females, older population and families segments, visitors travelling with families or partners). Second, the theoretical framework suggests that psychographic characteristics also influence visitors' activity choices. This study makes a theoretical contribution to knowledge by including psychographic characteristics when defining the profile of indigenous visitors. The results suggest that visitors showing strong "curiosity", low "off-the-beaten track destinations willingness", and "dependable" participants are more willing to engage in indigenous tourism. Finally, the framework suggests that group references and marketing influences affect the decision making process. This study confirms the theory that marketing activities influence the activity choices. The findings indicate that there is a lack of awareness regarding the indigenous tourism activities in the region. This could affect people's choice when deciding to participate in indigenous tourism.

In addition, by using photo-based techniques, a theoretical knowledge extension was made by identifying domestic visitors´ motivations for, and barriers to, engaging in Indigenous tourism activities. The motivations and barriers are part of the "using, interpreting and evaluating information" step that will lead to the intention to participate in tourism activities. The motivations - shown by the findings of this study - that will lead visitors to engage in indigenous tourism activities are: Connection with history/land, learning/education, appreciation, learning opportunities for children, explore/discovery, understanding, physical challenge/adventure, and reflection. Some of these motivations have been previously identified (JDSP, 2009; Ruhanen, Whitford, & McLennan, 2013; Ryan & Huyton 2000, 2002, TRA2010a). However, learning opportunity for children and appreciation are the new motivations discovered by this study. The addition of these new motivations contributes to knowledge not only in the motivations for participating, but also, in the case of "appreciation", linking this particular motivation with the socio-cultural benefits of Indigenous tourism (Galliford, 2009, 2010, Higgins-Desbiolles, 2003, 2005, 2006).

The barriers to engaging in tourism activities are: Lack of interest, prefer other activities, saturation, inauthentic/passive, lack of awareness, I am not in the target audience, boring, limited time available, and indoor activity. Some of these barriers have been previously identified (Ruhanen et al., 2013). However,

Ruhanen's results did not show a clear perspective of the barriers. Therefore, it could be claimed that the barriers identified in this study contribute to extend the knowledge on the domestic visitors' barriers to engaging in Indigenous tourism while travelling at the Grampians.

Finally, the framework suggests that destination and activity choices are related. The findings of this study confirm this theory and make contribution to knowledge by identifying differences in domestic preferences for different types of Indigenous tourism depending on the destination.

7.3.2 Practical Contribution to Knowledge

From this study, practical contributions are made which would potentially assist the tourism industry players involved in destination planning and management. With the knowledge of the domestic visitors´ profile, their motivations for, and barriers to, engaging in Indigenous tourism activities, opportunities could be developed to increase the attractiveness of the Indigenous activities. For example, marketing strategies for each tourism activity could be developed to increase the number of domestic visitors engaging in those activities. This could then create a positive economic impact in the region.

Additionally, with the findings of this research, tourism product strategies could be modified and enhanced to increase the attractiveness for domestic participation in the activities. For example, restructure of the activities in the cultural centre to deliver them in an outdoor context, and with emphasis in creating a point of differentiation in comparison with other cultural centres. This could be perceived it as novel experiences.

7.4 Limitations of the Research

It is acknowledged that there are limitations in this study. Indeed, many of the theoretical and practical contributions may have limited applicability, as the data collection process was confined to one location. This study only represents the population of domestic visitors at the Grampians. It does not intend to represent the whole population of Australian domestic visitors, and the study only focuses on two Indigenous tourism activities. Therefore, the findings on

domestic visitors´ preferences may not be generalizable to other regions in Australia.

Despite the above mentioned shortcomings, the findings on motivations and barriers confirm and extend previous theory. Therefore, the findings and knowledge contribution on motivations and barriers could be extended, with caution, to other activities and/or regions within Australia.

The sample size was also small from a quantitative perspective. However, the aim of this research is not to deliver concrete answers and generalisations, but to provide a better understanding of the phenomenon under consideration.

7.5 Scope for Further Research

As there is a need for a deeper understanding of domestic visitors and their relationship with Indigenous tourism; and to overcome many of the limitations discussed above, this section outlines some of the possible paths for future research that could be undertaken. However, for the purpose of this chapter, only guidelines for future research in terms of expanding the present study are discussed.

7.5.1 Further Research into Domestic Perceptions of Indigenous Tourism Activities

As this study only represents the population of domestic visitor at the Grampians, it would be important to replicate this study in different locations in Australia, as the type of tourism activities and the domestic visitors profile visiting those locations could be different. Therefore, the motivations and barriers in each destination could vary. Future research is also suggested on destinations that offer a greater variety of Indigenous tourism activities, and with a larger representation of Indigenous population. By studying more than one region, researchers would be able to compare the similarities and differences of the results.

7.5.2 Further Research into International Perceptions of Indigenous Tourism Activities

This study only focused on the domestic visitors' perceptions of Indigenous tourism; however, international visitors are a very important market. Therefore, future research is suggested to understand international visitors and make comparisons between the two markets.

7.5.3 Application of the Methodology to Other Types of Tourism Activities

Further application of the methodology used in this study to other types of tourism activities would help to evaluate and validate the utility of this methodology as a tool to understand visitors' behaviour in a more engaging way than traditional methodologies.

The use of new methods to collect the data brought difficulties while conducting the research. The researcher acknowledges the limitations of the methodology and suggests some advice for future research that intends to use this methodology:

a) The selection of photograph should be purposeful and carefully focused on research objectives. Instead of validating the photographs with participants, it may be more effective to select the most representative photographs of the activities offered in the destination under investigation, and select activities that are clearly different and identified by the visitors.
b) This methodology has the ability to obtain qualitative and quantitative data. Therefore if a particular study takes a mainly qualitative approach, detailed quantitative analysis of data may not be necessary. On the contrary, if a quantitative approach is the focus, it is critical to obtain an adequate sample size to increase the generalizability of the analysis.
c) The study area in this project was relatively small. Therefore, the location chosen to collect the data was very convenient because it is easily accessible and a large number of visitors stop by the visitor centre to collect maps of the area. When applying this methodology in different locations, it would be important to identify locations with reasonable access to visitors.

d) In addition, the methodology used in this study intended to measure people's intention to participate. Opportunities exist to test the methodology by intercepting the participant at the end of their trip in order to conduct an evaluation of the experience and to compare the actual participation. .

7.5.4 Further Research into Indigenous Tourism and its Links with the Reconciliation Process

The findings of this study suggest that appreciation and understanding are the main domestic motivations to participate in Indigenous tourism. Therefore, future research is suggested to understand the influence of Indigenous tourism on the betterment of Indigenous communities from both perspectives: Indigenous people and domestic visitors.

7.6 Concluding Statement

Australian Indigenous Tourism: Why the low participation rate from domestic visitors? This study has sought to answer this question by exploring and presenting the domestic visitors´ demographic and psychographic profile. Visitors' destination-specific preferences for Indigenous tourism activities, in comparison with other types of tourism activities, have also been discussed. It has also explored the motivations for, and barriers to, participating in Indigenous tourism activities; as well as the differences in participation preferences within two types of Indigenous tourism activities. Additionally this study may be the first one to use a sorting-ranking photo-based technique along with semi-structured interviews using the photo-elicitation method to explore the domestic visitors' perceptions in regards to Indigenous tourism activities. It is suggested that more in-depth and spontaneous answers were captured during this data collection process than has been done in previous studies.

From this study, several areas for future research into Indigenous tourism were also identified. This author hopes that the present study will be an inspiration for ongoing research in this field, as Indigenous tourism can be an important strategy for the development and improvement of Indigenous communities in Australia. It is hoped that the knowledge generated in this

research will help to create better industry strategies within the sector of Indigenous tourism. As a result, greater visitor participation and growing opportunities for Indigenous communities could be generated.

References

Ali, S. (2009). *Indigenous cultural tourism at the Grampians.* Gold Coast, QLD: CRC for Sustainable Tourism

Andersson, E. (2004). The use of photo-elicitation in tourism research: Framing the backpacker experience. *Scandinavian Journal of Hospitality and Tourism, 4*(3), 225-241, doi: 10.1080/15022250410003870

Australian Bureau of Statistics (2011a). *Australian National Accounts: Tourism Satellite Account, 2010-11* (Report No. 52490DO001_201011). Canberra, Retrieved from http://www.abs.gov.au

Australian Bureau of Statistics (2011b). *The health and welfare of Australia´s Aboriginal and Torres Strait Islander, 2010* (Report No. 4704). Canberra, Retrieved from http://www.abs.gov.au

Australian Bureau of Statistics (2012). *Labour Force Characteristics of Aboriginal and Torres Strait Islander Australians, Estimates from the Labour Force Survey, 2011* (Report No. 62870DO006_2011). Canberra, Retrieved from http://www.abs.gov.au

Australian Bureau of Statistics (2013). *Census data 2011.* Canberra, Retrieved 12 Sept 2013 from http://www.abs.gov.au/websitedbs/censushome.nsf/home/data?opendocument#from-banner=LN

Australian Government (2006). *Australian Heritage database: places for decision: Grampians National Park (Gariwerd)*. Retrieved 05 Oct 2013 from www.environment.gov.au/heritage/ahc/.../grampians/pubs/grampians.rtf

Australian Government (2008). *Grampians National Park (Gariwerd), Victoria.* Retrieved 19 Nov 2012 from www.environment.gov.au/heritage/places/national/grampians/index.html

Australian Government (2009). *Reconciliation*. Retrieved 07 July 2013 from http://australia.gov.au/about-australia/australian-story/reconciliation

Australian Government (2011). *Indigenous economic development strategy 2011-2018.* Retrieved 07 July 2013 from http://www.Indigenous.gov.au/economic-participation/policy-programs/ieds/

Australian Government (2012, July 9). *Launch of Indigenous product development strategic tourism investment grants*. [Press release]. Queensland, Australia. Retrieved from http://minister.ret.gov.au/MediaCentre/Speeches/Pages/LaunchIndigenousStrategicTourismInvestment.aspx

Australian Health Ministers' Advisory Council. (2011) *Aboriginal and Torres Strait Islander Health Performance Framework Report 2010*, Canberra: AHMAC. Retrieved from http://www.health.gov.au/Indigenous-hpf

Australian Indigenous (2009). *Summary of selected social indicators*. Retrieved 22 August 2013 from http://www.healthinfonet.ecu.edu.au/determinants/social-issues/reviews/selected-social-indicators

Australian Law Reform commission, (2013). *Aboriginal societies: The experience of contact*. Retrieved 05 July 2013 from http://www.alrc.gov.au/publications/3.%20Aboriginal%20Societies%3A%20The%20Experience%20of%20Contact/changing-policies-towards-aboriginal

Bailey, K. (1994). *Methods of social research* (4th ed.). New York: The Free PressYork

Bandyopadhyay, R. (2011). A photo ethnography of tourism as neo-colonialism. *Annals of Tourism Research, 38*, 708-722

Banks, M. (2007). *The SAGE Qualitative research kit: Using visual data in qualitative research.* Thousand Oaks: Sage.

Becken, S (2012). Measuring the effect of weather on tourism: A destination and activity-based analysis. *Journal of Travel Research, 52*(2) 156–167

Beh, A., Bruyer, B. (2007. Segmentation by visitor motivation in three Kenyan national reserves. *Tourism Management 28*(2007) 1464-1471

Bergman, M. (2008). *Advances in mixed methods research: theories and applications*. doi: 10.4135/9780857024329

Borg, I., Groenen, P., Mair, P. (2013). *Applied multidimensional scaling* [Adobe Digital Editions version]. doi: 10.1007/978-3-642-31848-1

Brambuk website (2012). *Brambuk the national park and cultural centre.* Retrieved 12 August from http://www.brambuk.com.au/about.htm

Bunten, A. (2010). More like Ourselves: Indigenous capitalism through tourism. *American Indian quarterly 34*(3), 286-311

Bureau of Meteorology (2013). Climate data online. Retrieved 10 May from http://www.bom.gov.au/

Busing, F. (2010). *Advances in multidimensional unfolding*. The Netherlands: Gildeprint Drukkerijen, Enschede.

Busing, F., Groenen, P., Heiser, W. (2005). Avoiding degeneracy in multidimensional unfolding by penalizing on the coefficient of variation. *Psychometrika, 70*(1), 71-98

Butler, R., Hinch, T. (Ed.) (1996). *Tourism and Indigenous peoples*. London: International Thomson Business Press

Butler, R., Hinch, T. (Ed.) (2007). *Tourism and Indigenous peoples: Issues and implications*. Retrieved from http://www.eblib.com

Butler, S. (2008). Mall intercept survey. In Lavrakas, P. (Eds.), *Encyclopedia of survey research methods,* pp. 448-449

Buultjens, J., & Fuller, D. (Ed.) (2007)*Striving for sustainability: case studies in Indigenous tourism*. Lismore, N.S.W: Southern Cross University Press

Carr, A. (2006). Lakes, myths and legends: the relationship between tourism and cultural values for water in Aotearoa/NZ. In Hall, M., Harkon, T (Eds.), *Lake tourism: an integrated approach to lacustrine tourism systems*. pp. 83-100

Cattelino, J. (2009). Casino Roots: The Cultural Production of Twentieth-Century Seminole Economic Development. In P. Homer, O´Neill and Fixico (Eds.), *Native Pathways*: *American Indian Culture and Economic Development in the Twentieth Century*. (pp. 66-90). Boulder, Colorado.

Champely, S. (2009) *Pwr: Basic functions for power analysis. R Package versus 1.1.1* Retrieved from http://CRAN_R_project.org/package=pwr

Chang, J., Wall, G., & Chu, S.-T. (2006). Novelty seeking at aboriginal attractions. *Annals of Tourism Research, 33*(3), 729-747. doi:10.1016/j.annals.2006.03.013

Chang, J., Wall, G., Hung, J. (2012). Tourists´perceptions of aboriginal heritage souvenirs. *Asia Pacific Journal of Tourism Research, 17*(3), 684-700. doi:10.1080/10941665.2011.640700

Cohen, J. (1988). *Statistical power analysis for the behavioural sciences* (2nd ed.). New York: Psychology Press, Taylor and Francis group

Commonwealth and State Ministers (1961, January). The policy of Assimilation. *Native Welfare Conference*

Coria, J., Calfucura, E. (2012). Ecotourism and the development of Indigenous communities: The good, the bad, and the ugly. *Ecological Economics, 73*, 47-55.

Coxon, A. (1999). *Sorting data: Collection and analysis*. doi: 10.4135/9781412985871

Craik, J. (1994). Peripheral Pleasures. The peculiarities of post-colonial tourism. *Culture and Policy, 6* (1), 153-182

Creswell, J. (2009). *Research design: qualitative, quantitative, and mixed methods approaches* (3rd ed.). Tousand Oaks: Sage publications.

Crotty, M. (1998). *The foundations of social research: meaning and perspective in the research process*. St Leonards, NSW: Allen & Unwin.

Davis, C., Khare, R. (2002). *Segmenting the travel destination product: A Q-method study of Bay of Fundy summer visitors' experience preferences.* Retrieved from http://www.ryerson.ca/~c5davis/publications/BOF_summer_visitor_market_segments_13Mar2003.pdf

Dawson, J. (1881). *Australian Aborigines: the languages and customs of several tribes of Aborigines in the western district of Victoria, Australia*. Retrieved from http://www.biodiversitylibrary.org/item/104179#page/7/mode/1up

Department of Families, Housing, Community Services and Indigenous Affairs [FaHCSIA] (2013). *Closing the Gap: The Indigenous reform agenda*. Retrieved from: http://www.dss.gov.au/our-responsibilities/Indigenous-australians/programs-services/closing-the-gap

Denzin, N., Lincoln, Y. (2000). Introduction: The disciplina and practice of qualitative research. In Denzin, N & Lincoln, Y. (Eds) *Handbook of qualitative research (3rd ed*.). Thousand Oaks: Sage, p. 1-30.

Dewar, K., Mei, W., Davis, C. (2007) Photographic images, culture and perception in tourism advertising. *Journal of Travel and Tourism Marketing, 22*(2), 35-44, doi: 10.1300/J073v22n02_03

Dziopa, F., Ahern, K. (2011). A systematic literature review of the applications of Q-technique and its methodology. *Methodology, 7*(2), 39-55, doi: 10.1027/1614-2241/a000021

Fairweather, J., Swaffield, S. (2001). Visitor experiences of Kaikoura, New Zealand: an interpretative study using photographs of landscapes and Q method. *Tourism Management, 22*, 219-228

Flick, U. (2007). *The SAGE Qualitative research kit: Designing qualitative research*. Thousand Oaks: Sage.

Foley, G. (2011). Black power, land rights and academic history. *Griffith Law review, 20* (3), 608-618

Fraser, J. (2012, August 19) A long-awaited tourism boon. *The Age*. Retrieved from http://www.theage.com.au/travel/a-longawaited-tourism-boon-20120817-24cdg.html#ixzz25HjyKFfJ

Fratu, D. (2011). Factors of influence and changes in the tourism consumer behaviour. *Bulletin of the Transilvania University of Braşov*, *4*(53), 119-126.

Frost, W. (2004) Heritage tourism on Australia's Asian shore: A case study of Pearl Luggers, Broome. *Asia Pacific Journal of Tourism Research, 9*(3), 281-291. doi: http://dx.doi.org/10.1080/1094166042000290673

Fuller, D., Buultjens, J., & Cummings, E. (2005). Ecotourism and Indigenous micro-enterprise formation in northern Australia opportunities and constraints. *Tourism Management, 26*(6), 891-904. doi: 10.1016/j.tourman.2004.04.006

Fuller, D. & Gleeson, A. (2007). Sustainable Indigenous community economic development in Australia. In J. Buultjens, and D. Fuller (Eds.), *Striving for*

sustainability: case studies in Indigenous tourism. pp. 1-35. Lismore: Southern Cross University Press

Galliford, M. (2009). *Transforming the tourist: Aboriginal tourism as investment in cultural transversality.* (Doctoral dissertation, University of South Australia, South Australia, Australia)

Galliford, M. (2010). Touring 'country', sharing ´home´: Aboriginal tourism, Australian tourists and the possibilities for cultural transversality. *Tourists studies, 10*(3) 227–244, doi: 10.1177/1468797611407759

Garrod, B. (2008). Exploring place perception: A photo-based analysis. *Annals of Tourism Research, 35*(2), 381–401, doi:10.1016/j.annals.2007.09.004

Ginsburg, F., & Myers, F. (2006). A history of Aboriginal futures. *Critique of Anthropology, 26*(1), 27-45. doi:10.1177/0308275X06061482

Goodwin, H. (2007). Indigenous tourism and poverty reduction. In R. Butler, and T. Hinch (Eds.), *Tourism and Indigenous people: Issues and implications*. pp. 84-94. Retrieved from http://www.eblib.com

Graham, H. (2011, May). Stolen Generations. *New Internationalist*, *442,* 6-7

Grampians Tourism (2010). *Grampians fact sheet*. Retrieved from http://www.grampianstourism.com.au/wp-content/uploads/2010/12/tourism-research-australia-grampians-fact-sheet.pdf

Grampians Tourism (2012a). *Travel to the Grampians*. Retrieved from http://www.grampianstourism.com.au/research-results/

Grampians Tourism (2012b). *Grampians tourism strategic plan 2012-2015: Draft April* 2012. Retrieved from http://www.ngshire.vic.gov.au/files/2decf060-e479-4102-969a-a05c009ddac3/

Grampians Tourism Website (2012). Retrieved 12 September from http://www.grampianstourism.com.au

Green, R. (2005). Community perceptions of environmental and social change and tourism development on the island of Koh Samui, Thailand. *Journal of Environmental Psychology, 25*, 37–56

Guba, E. (1990). The alternative paradigm dialog. In Guba E. (Ed.). *The paradigm dialog*. Newbure Park: Sage, pp-17-27

Haller, T., Galvin, C., Meroka, P., Alca, J., Alvarez, A. (2008). Intended and unintended costs and benefits of participative approaches in Peru and Tanzania. *The Journal of Environment & Development, 17*(2), 118-144

Harper, D. (2002). Talking about pictures: A case for photo elicitation. *Visual Studies, 17*(1), 13-26, doi: 10.1080/14725860220137345

Harvey, R.L., Blangy, S. (2009). Introduction to the Special Issue on Aboriginal Ecotourism, *Journal of Ecotourism, 8*(2), 77-81. doi: 10.1080/14724040902730581

He, G., Chen, X., Liu, W., Bearer, S., Zhou, S., Cheng, L., Zhang, H., Ouyang, Z., Liu, J. (2008). Distribution of economic benefits from ecotourism: A case study of Wolong nature reserve for giant pandas in China. *Environmental Manager, 42*,1017-1025.

Hem, L., Iversen, N., Gronhaug, K. (2003). Advertising effects of photo used in portray nature-based tourism attractions. *Scandinavian Journal of Hospitality and Tourism, 3(*1), 48-70, doi: 10.1080/15022250310002089

Higgins-Desbiolles, F. (2003). Reconciliation Tourism: Tourism Healing Divided Societies. *Tourism Recreation Research, 28* (3), 35-44

Higgins-Desbiolles, F. (2005). Reconciliation Tourism: Challenging the constraints of economic rationalism. In C. Ryan and M. Aicken (eds) *Indigenous Tourism: The Commodification and Management of Culture*. Oxford: Elsevier, pp. 223-45

Higgins-Desbiolles, F. (2006). More than an ‘‘industry’’: The forgotten power of tourism as a social force. *Tourism Management, 27,* 1192–1208

Higgins-Desbiolles, F. (2009). Indigenous ecotourism's role in transforming ecological consciousness. *Journal of Ecotourism, 8*(2), 144-160. doi: 10.1080/14724040802696031

Higgins-Desbiolles, F., Schmiechen, J., & Trevorrow, G. (2010). *A case study in the development of an aboriginal tourism enterprise: the Coorong Wilderness Lodge of South Australia - an emic perspective.* Retrieved from http://www.crctourism.com.au/BookShop/BookDetail.aspx?d=703

Higham, J. E. S. (2007) *Critical issues in ecotourism: understanding a complex tourism phenomenon*. Amsterdam: Taylor & Francis Ltd. Retrived from http://www.vu.eblib.com.au

Hiller, K. (2010) Internal and external barriers to eco-conscious apparel acquisition. *International Journal of Consumer Studies, 34*(3), 279-286

Hollinshead, K. (1996) The disidentification of Aboriginal life. In R. Butler & T. Hinch (Eds.), *Tourism and Indigenous peoples* (pp. 308-348). London: International Thomson Business Press.

Honey, M., & Krantz, D. (2007). *Global trends in coastal tourism*. Washington DC: Center on Ecotourism and Sustainable Development.

Hvenegaard, G., Dearden, P. (1998). Ecourism versus tourism in a Thai national park. *Annals of Tourism Research 25*(3), 700-720

Jacobsen, J. (2007): Use of Landscape Perception Methods in Tourism Studies: A Review of Photo-Based Research Approaches, Tourism Geographies: *An*

International Journal of Tourism Space, Place and Environment, 9(3), 234-253. doi: 10.1080/14616680701422871

Jenkins, O. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research, 1*, 1-15

Jennings, G. (2010). *Tourism Research* (2nd ed.). Milton, Qld: John Wiley & Sons

Jiang, M., Calgaro, E., Klint, L., Bisht, T., Hendriyetty, N., Van der Veeken, S., Van den Eynde, A., Dominey-Howes, D. and DeLacy, T. (2012). *Vulnerability adaptation resilience tourism sector assessment: Pacific tourism climate adaptation project V/R assessment of Samoa*. Centre for Tourism and Service Research, Victoria University.

Johansen, T., Mehmetoglu, M. (2011). Indigenous tourism from a visitor´s perspective: an empirical examination of Valene L. Smith´s 4Hs at a Sami festival in Norwal. *Journal of Heritage Tourism, 6*(2). 129-141. Doi: 10.1080/1743873X.2011.558198

Jones Donald Strategy Partners. (2009). *Project Indigenous Tourism*: *a research based consultancy to assist TA/RET to provide marketing guidance to promoters and suppliers of Indigenous tourism experiences for the domestic market*. Unpublished manuscript

Kennedy, K., & Dornan, D. (2009). An overview: Tourism non-governmental organizations and poverty reduction in developing countries. *Asia Pacific Journal of Tourism Research, 14*(2), 183-200, doi: 10.1080/10941660902847237

Kutzner, D., Wright, P., & Stark, A. (2009) Identifying tourists' preferences for Aboriginal tourism product features: implications for a northern First Nation in British Columbia. *Journal of Ecotourism, 8*(2), 99-114. doi: 10.1080/14724040802695991

Kvale, S. (2007). *The SAGE Qualitative research kit: Doing Interviews*. Thousand Oaks: Sage.

Lee, P., Yu, P. (2013). An R package for analysing and modeling ranking data. *Medical Research Methodology, 13* (65) 1-11

Lemelin, R. H., & Blangy, S. (2009). Introduction to the Special Issue on Aboriginal Ecotourism. *Journal of Ecotourism, 8*(2), 77-81. doi: 10.1080/14724040902730581

Little, T. (2013). *The Oxford Handbook of Quantitative Methods,* Vol. 2: Statistical Analysis*.* Retrieved from http://www.eblib.com.

McGinn, A., Evenson, K., Herring, A., Huston, S., (2007). The relationship between leisure, walking, and transportation activity with the natural environment*. Health & Place 13*(3) 588-602.

McIntosh, A. J. (2004). Tourists' appreciation of Maori culture in New Zealand. *Tourism Management, 25*(1), 1-15. doi:10.1016/S0261-5177(03)00058-X

McIntosh, A., Ryan, C. (2007). The market perspective of Indigenous tourism: opportunities for business development. In R. Butler, and T. Hinch (Eds.), *Tourism and Indigenous Peoples: Issues and implications*. pp. 73–83. Retrieved from http://www.eblib.com

McKeown, B., Thomas, D. (1988*). Q methodology.* Newbury Park, California: Sage publications

McKercher, B., Du Cros, H (1998). I climbed to the top or Ayers Rock but still couldn´t see Uluru: The challenge of reinventing a tourist destination. *CAUTHE 1998 Conference: Progress in Tourism and Hospitality Research.* (pp. 376-386). Retrieved from http://0-search.informit.com.au.library.vu.edu.au/documentSummary;dn=489496397157924;res=IELBUS

Mackay, K., Couldwell, C. (2004). Using visitor-employed photography to investigate destination image. *Journal of Travel Research, 42,* 390-396, doi: 10.1177/0047287504263035

Martins, A., Cardoso,M., Pinto, L. (2009). Multidimensional unfolding and the use of alternative input scales. *Journal of Targeting, Measurement and Analysis for Marketing, 17*(3), 195–204

Matteucci, X. (2013). Photo elicitation: Exploring tourist experiences with researcher-found images. *Tourism Management, 35*, 190-197

Miles, M., & Huberman, M. (1994). *Qualitative data analysis: an expanded sourcebook* (2nd ed.). Thousand Oaks: Sage Publications

Minichiello, V., Aroni, R., Timewell, E., Alexander, L. (1995). *In-depth interviewing: Principles, techniques, analysis* (2nd ed.). Melbourne: Longman Australia Pty Ltd.

Momper, S., (2010). Implications of American Indian gambling for social work research and practice. *Social Work, 55*(2), 139 – 146.

Moscardo, G., & Pearce, P.L. (1999). Understanding ethnic tourists. *Annals of Tourism Research, 26*(2), 416–434.

Muller, S. (2008). Indigenous Payment for Environmental Service (PES) opportunities in the Northern Territory: negotiating with customs. *Australian Geographer, 39*(2), 149-170. doi: 10.1080/00049180802056831

Neuman, L. (2011). *Social research methods: Qualitative and quantitative approaches* (7th ed.). . Boston: Allyn & Bacon.

New Zealand Ministry of Tourism (2004). *Measurement of Maori in Tourism*. Retrieved from http://www.med.govt.nz/sectors-industries/tourism/pdf-docs-library/Tourism%20policy/maori-tourism/MeasurementOfMaoriInTourism-FullReport.pdf

Notzke, C. (2009). Indigenous tourism development in Southern Alberta, Canada: Tentative engagement. *Journal of Sustainable Tourism, 12*(1), 29-54. doi: 10.1080/09669580408667223

Nyaupane, G., Graefe, A. (2008). Travel distance: a tool for nature-based tourism market segmentation. *Journal of Travel and Tourism Marketing,25 (3-4),* 355-366. doi: 10.1080/10548400802508457

O´Leary, Z. (2010). *The essential guide to doing your research project*. Thousand Oaks, Calif: Sage Publications

Orlikowski, W. J., & Baroudi, J. J. (1991). Studying information technology in organizations: Research approaches and assumptions. *Information Systems Research, 2*(1), 1-28. doi: 10.1287/isre.2.1.1

Pan, S., Ryan, C. (2007). Mountain areas and visitor usage-motivations and determinants of satisfaction: The case of Pirongia Forest Park, New Zealand. *Journal of Sustainable Tourism, 15*(3), 288-308. doi:10.2167/jost662.0

Patel, S. (2011). Reading the rocks. *Archaelogy, 64*(1), 32-68

Patton, M. (2002). *Qualitative evaluation and research methods* (3rd ed.). Thousand Oaks, CA: Sage

Pearce, D. (2012). *Frameworks for tourism research*. Cambridge, Mass: Wallingford, Oxfordshire, U.K.

Plog, S. (2001). Why destination areas rise and fall in popularity: An update of a cornell quarterly classic. *Cornell hotel and restaurant administration quarterly, 42*, 13-24, doi: 10.1177/0010880401423001

Plog, S. (2002). The power of psychographics and the concept of venturesomeness. *Journal of Travel Research, 40*, 244-251, doi: 10.1177/004728750204000302

Pomering, A., White, L. (2011). The portrayal of Indigenous identity in Australian tourism brand advertising: Engendering an image of extraordinary reality or staged authenticity?. *Place branding and public diplomacy, 7*(3), 165-174

Peacock, T. D., Day, P., & Peacock, R. (1999). At what cost the social impact of American Indian gaming. *Journal of Health and Social Policy, 10*(4), 23–33. doi: 10.1300/J045v10n04_02

Pettersson, R. (2002). Sami tourism in northern Sweden: Measuring tourists' opinions using stated preference methodology. *Tourism and Hospitality Research, 3*(4), 357–369.

Pratt , S., Gibson, D., Movono, A. (2012). Tribal tourism in Fiji: An application and extension of Smith's 4Hs of Indigenous tourism. *Asia Pacific Journal of Tourism Research*. doi:10.1080/10941665.2012.717957

Quester, P. G., & Neal, C. M. (2007). Consumer behaviour: implications for marketing strategy. North Ryde, N.S.W: McGraw-Hill.

Radel, K. (2010). Dreamtime Cultural Centre: a grounded theory of doing business in an Indigenous tourism enterprise, (Doctoral dissertation, Central Queensland University, Rockhampton, Australia). Retrieved from http://hdl.cqu.edu.au/10018/61131

Ragin, C (2004). *Constructing social research*. Thousand Oaks, CA: Pine Forge Press

Ray J., Smith, A. (2011). Using photographs to research organizations: Evidence, considerations, and application in a field study. *Organizational Research methods, 25*, 288-315, doi: 10.1177/1094428111431110

Reconciliation (2008). *Apology to the Stolen Generations*. Retrieved from http://reconciliaction.org.au/nsw/recent-issues/apology-to-the-stolen-generations/

Reconciliation Australia (2010). *About us.* Retrieved from http://www.reconciliation.org.au/home/about-us

Ruhanen, L. & McLennan, C. (2009). Strategic issues in the Australian tourism industry: An analysis of national tourism strategies and plans. *CAUTHE 2009 Conference: See change: Tourism & hospitality in a dynamic world* (pp. 1153-1175). Retrieved from http://0search.informit.com.au.library.vu.edu.au/documentSummary;dn=170380870799001;res=IELBUS

Ruhanen , L., Mclennan, C., & Moyle, B. (2013): Strategic issues in the Australian tourism industry: A 10-year analysis of national strategies and plans. *Asia Pacific Journal of Tourism Research, 18*(3), 220-240. doi: 10.1080/10941665.2011.640701

Ruhanen, L., Whitford, M., McLennan, C. (2013). *Demand and supply issues in Indigenous tourism: A gap analysis*. Retrieved from http://www.iba.gov.au/wp-content/uploads/2013/03/20130304ResearchReport_Demand-and-Supply-Issues-in-Indigenous-Tourism-A-Gap-Analysis-Synopsis.pdf

Ryan, C., & Huyton, J. (1998). Dispositions to buy postcards with aboriginal designs at Uluru-Kata Tjuta National Park. *Journal of Sustainable Tourism, 6*(3), 254-259. doi: 10.1080/09669589808667315

Ryan, C., & Huyton, J. (2000). Who is Interested in Aboriginal Tourism in the Northern Territory, Australia? A Cluster Analysis. *Journal of Sustainable Tourism, 8*(1), 53-88. doi: 10.1080/09669580008667349

Ryan, C., & Huyton, J. (2002). Tourists and Aboriginal people. *Annals of Tourism Research, 29*(3), 631-647.

Sarantakos, S. (2005). *Social research* (3rd ed.). New York: Palgrave Macmillan

Scarles, C. (2012). The photographed other: Interplays of agency in tourist photography in Cusco, Peru. *Annals of Tourism Research, 39*(2), 928–950, doi:10.1016/j.annals.2011.11.014

Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management, 20*, 245-249

Schmiechen, J. (2006). *Indigenous tourism research agenda: Key directions for the future 2005-2008*. Retrieved from http://www.crctourism.com.au/wms/upload/resources/bookshop/Indigenoustourismresearchagenda.pdf

Schmiechen, J., Boyle, A. (2007). Aboriginal tourism research in Australia. In R. Butler, and T. Hinch (Eds.), *Tourism and Indigenous Peoples: Issues and implications*. pp. 58–70. Retrieved from http://www.eblib.com

Scott, M., Canter, D. (1997). Picture or place? A multiple sorting study of landscape, *Journal of Environmental Psychology, 17*, 263-281

Secretaria de Turismo (SECTUR) (2006). *Acordan mas apoyos a ecoturismo y turismo rural.* (Report No. 018). Retrieved 29 July 2012 from http://www.sectur.gob.mx/es/sectur/sect_Boletin_018_Acuerdan_mas_apoyos_a_ecoturismo_

Secretaria de Turismo (SECTUR) (2013). *Visitantes a zonas arqueologicas por entidad federativa*. Retrieved from http://datatur.sectur.gob.mx/portalDatatur2/formaReporteador.do

Shen, F., Hughey, K., Simmons, D. (2008). Connecting the sustainable livelihoods approach and Tourism: A review of the literature toward integrative thinking. *CAUTHE 2008 Conference: Where the bloody hell are we?* (pp. 522-535). Retrieved from http://0-search.informit.com.au.library.vu.edu.au/documentSummary;dn=994224747733529;res=IELBUS

Sheungting, I., McKercher, B., Lo, A., Cheung, C., & Law, R. (2011). Tourism and online photography. *Tourism Management, 32,* 725-731

Smith, V.L. (1977). *Host and guests*. *The anthropology of tourism*. Philadelphia: University of Pennsylvania Press.

Smith, V. L. (Ed.). (1989). *Hosts and guests*. *The anthropology of tourism* (2nd ed.). Philadelphia: University of Pennsylvania Press.

Simonsen, M. R. (2005). *Researching Indigenous Australians in tourism*. (Doctoral dissertation, Victoria University, Melbourne, Australia). Retrieved from http://vu.summon.serialssolutions.com/link/0/eLvHCXMwQ4wAwMqDxPR0YooDY0v

QHiDw8a6IzQBIZb2bKIO0m2uIs4duWWk8dGwjPgk06wVMo5aGfGsn5fCcPuF6b8tscdl--ZfLANk4KYY

Spark, C. (2002). Brambuk living cultural centre: Indigenous culture and the production of place. *Tourists Studies, 2*(1), 23-42

Stanner, W.E.H. (2010). *The dreaming & other essays; introduction by Robert Mane* (2nd ed.). Australia: Black Inc

Steelman, T. & Maguire, L. (1999). Understanding participant perspectives: Q-methodology in national forest management. *Journal of Policy Analysis and Management, 18*(3) 361-388

Stergiou, D., Airey, D. (2011) Q-methodology and tourism research. *Current Issues in Tourism, 14*(4), 311-322, doi: 10.1080/13683500.2010.537316.

Sustainable Tourism Online (2010). *Indigenous Tourism*. Retrieved from http://www.sustainabletourismonline.com/Indigenous-tourism

Swarbrooke, J., Horner, S., & Ebooks Corporation, L. (2007). *Consumer behaviour in tourism*. Burlington, MA: Butterworth-Heinemann. Retrieved from http://www.vu.eblib.com.au

Swarbrooke, J. & Horner, S. (2012). *Consumer behaviour in tourism*. Burlington, MA: Taylor & Francis. Retrieved from http://www.vu.eblib.com.au

Takane, Y. (2007). Applications of multidimensional scaling in psychometrics. In C.R. Rao and S. Sinharay (Eds.), *Handbook of Statistics,* Vol. 26, Psychometrics, (pp.359-400). Amsterdam: Elsevier B. V.T

Tao, C., Eagles, P., Smith, S. (2004). Profiling Taiwanese ecotourists using a self-definition approach. *Journal of Suistainable Tourism, 12*(2), 149-168. doi: 10.1080/09669580408667230

The World Bank. (2010). *Indigenous Peoples: Still among the poorest of the poor*. Retrieved from http://go.worldbank.org/ISLSX61C60

Thompson, W., & Vincent, V. C. (2002). Assessing community support and sustainability for ecotourism development. *Journal of Travel Research, 41*(2), 153-160. doi: 10.1177/004728702237415

Tourism Australia (2010). *Selling Indigenous tourism experiences to the domestic market*. Retrieved from http://www.tq.com.au/fms/tq_corporate/special_interests/Indigenous/Selling_Indigenous_Tourism_Experiences_Final_Version_Oct_2010.pdf

Tourism Australia (2011). *Tourism 2020: Whole of government working with industry to achieve Australia's tourism potential*. Retrieved from http://www.tourism.vic.gov.au/component/edocman/?view=document&id=208:tourism-2020,-december-2011-746-kb

Tourism Australia (2012). *Reconciliation action plan*. Retrieved from http://www.tourism.australia.com/en-au/aboutus/default_6174.aspx

Tourism Australia (2013a). Aboriginal Australia. *Champion profiles*. Retrieved from http://tourism.australia.com/aboriginal/Indigenous-tourism-champion-program.aspx

Tourism Australia (2013b). *Australian school holidays 2013*. Retrieved from http://www.australia.com/plan/before-you-go/australian-school-holidays.aspx

Tourism Australia (2013c). *Statistics: Domestic visitors*. Retrieved from http://www.tourism.australia.com/statistics/domestic.aspx

Tourism Australia (2013d). *Brambuk the National Park & cultural centre*. Retrieved from http://www.tourism.australia.com/documents/aboriginal/Brambuk-The-National-Park-and-Cultural-Centre.pdf

Tourism Northern Territory (2009). *Indigenous cultural tourism in focus 2008-2009* Retrieved from http://www.tourismnt.com.au/Portals/3/docs/research/SS--Indigenous-Cultural-Tourism-In-Focus--YE-Jun-2009.pdf

Tourism Queensland (2002). *Indigenous tourism*. Retrieved from http://www.tq.com.au/tqcorp_06/fms/tq_corporate/research/fact_sheets/Indigenous_tourism.pdf

Tourism Research Australia (2009a). *Snapshots 2009: Caravan or camping in Australia.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Caravan_09_FINAL.pdf

Tourism Research Australia (2009b). *Snapshots 2009: Cultural and heritage tourism in Australia.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural_09_FINAL.pdf

Tourism Research Australia (2009c). *Snapshots 2009: Food and wine tourism in Australia*. Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/FoodandWine_09_FINAL.pdf

Tourism Research Australia (2009d). *Snapshots 2009: Nature tourism in Australia.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/nature_09_FINAL.pdf

Tourism Research Australia (2009e). *Snapshots 2009: Indigenous tourism visitors in Australia.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/2011/Snapshots2011Indigenous.pdf

Tourism Research Australia (2009f). *Grampians fact sheet*. Retrieved from http://www.grampianstourism.com.au/wp-content/uploads/2010/12/tourism-research-australia-grampians-fact-sheet.pdf

Tourism Research Australia (2010a). *Indigenous tourism in Australia: Profiling the domestic market. Australian Government*. Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Domestic%20Analysis/Indigenous_Tourism_in_Australia_FINAL.pdf.

Tourism Research Australia (2010b). *The Grampians visitor profile and satisfaction project*. Retrieved from http://www.grampianstourism.com.au/wp-content/uploads/2010/12/grampians-visitor-profile-satisfaction-project-apr-10.pdf

Tourism Research Australia (2011a). *Snapshots 2011: Indigenous tourism visitors in Australia.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/2011/Snapshots2011Indigenous.pdf

Tourism Research Australia (2011b). *State of the Industry 2011*. Retrieved from http://www.ret.gov.au/tourism/Documents/nltts/State_of_the_Industry_2011.pdf

Tourism Research Australia (2012a). *Tourism forecasting committee: Forecast 2012 Issue I*. Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Forecasts/2012/2012ForecastIssue1.pdf

Tourism Research Australia (2012b). *Tourism industry: facts & figures at a glance.* Retrieved from http://www.ret.gov.au/tourism/Documents/tra/Economic%20Analysis/FactsFiguresSep2012.pdf

Tourism Research Australia (2012c). *State of the industry 2012: full report.* Retrieved from http://www.ret.gov.au/tourism/research/tra/publications/2012/Documents/2012-Full-State-of-the-Industry-20130510.pdf

Tourism Victoria (2005). *Victoria's Aboriginal Tourism Development Plan 2006-2009*. Retrieved from www.tourism.vic.gov.au/aboriginaltourism/03.html

Tourism Victoria (2012). *Grampians market profile: Year ending December 2012*. Retrieved from http://www.grampianstourism.com.au/wp-content/uploads/2013/08/Grampians-Profile-2012-FINAL.pdf

Tremblay (2006). The demand for Indigenous tourism: Are there really “disagreements” on how little we know. *CAUTHE 2006: To the city and beyond*. Melbourne, Australia, 06 – 09 February 2006 (pp. 1642-1652). Retrieved from http://0-search.informit.com.au.library.vu.edu.au/documentSummary;dn=684334117013932;res=IELBUS

Tremblay, P. (2007). International comparison of demand for Indigenous tourism: An assessment of interpretations and methodology. In J. Buultjens, and D. Fuller (Eds.), *Striving for sustainability: case studies in Indigenous tourism*. pp. 67–106. Lismore: Southern Cross University Press

Tremblay, P., & Wegner, A. (2009). *Indigenous/aboriginal tourism research in Australia (2000-2008): industry lessons and future research needs*. Gold Coast, QLD: CRC for Sustainable Tourism

United Nations (2004). The concept of Indigenous peoples. *Workshop on data collection and disaggregation for Indigenous peoples*. New York, US 19-21 January 2004. Pp. 1-4

United Nations (2007). *Declaration on the rights of Indigenous peoples*. Retrieved from http://www.un.org/esa/socdev/unpfii/documents/DRIPS_en.pdf

United Nations Educational, Scientific and Cultural Organization (UNESCO) (2012). *World Heritage list*. Retrieved from http://whc.unesco.org/en/list

Urquhart, F. (2009). *Summary of selected social indicators*. Retrieved from http://www.healthinfonet.ecu.edu.au/determinants/social-issues/reviews/selected-social-indicators

Visit Victoria (2012). *Grampians.* Retrieved from http://www.visitvictoria.com/Regions/Grampians.aspx

Vodden, K. (2002). Sustainable community economic development in a coastal context: The case of Albert Bay, British Columbia. *The Journal of Aboriginal Economic Development, 3*(1), 58-75

Wan-chen, Y., Tsung-Chiung, W., & Chyong-Ru, L. (2012). Segmenting Indigenous tourists from a serious leisure perspective. *Journal of Vacation Marketing, 18*(1), 17-29. doi: 10.1177/1356766711431768

Weaver, D. (2001). *Ecotourism*. Milton, Queensland: John Wiley & Sons.

Weaver, D. (2010). Indigenous tourims stages and their implication for sustainability. *Journal of Sustainable Tourism, 18(*1), 43-60

Weaver, D., (2011). Psychographic insights from a South Carolina protected area. *Tourism Management, 33*, 371-379

Weaver, D., & Lawton, L. (2002). Overnight ecotourist market segmentation in the Gold Coast hinterland of Australia. *Journal of Travel Research, 40*, 270-280

Williams, P., Dossa, K. (2004). *Blueprint strategy: Consumer intercept survey final report. Aboriginal tourism association of British Columbia. Vancouver*. Retrieved from http://www.aboriginalbc.com/assets/corporate/atbc_blueprint-strategy_full-report.pdf

Wilson, R. (1997). *Bringing them home: a guide to the findings and recommendations of the National inquiry into the separation of Aboriginal and Torres Islander children from their families*. Human Rights and Equal Opportunity Commission: Sydney

Winters, T. (2009, 25 March). *Indigenous Australia to play greater role.* [Press release]. Retrieved from http://minister2.ret.gov.au/MediaCentre/MediaReleases/Pages/IndigenousAustraliatoPlayGreaterRole.aspx

Woodside, A., King, R. (2001). Au updated model of travel and tourism purchase-consumption systems. *Journal of Travel & Tourism Marketing, 10*(1), 3-27. doi: 10.1300/J073v10n01_02

World Tourism Organization (UNWTO) (2004). *Cultural tourism- World tourism organisation*. Retrieved from http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/Products/1391/1391-1.pdf

World Tourism Organization (UNWTO) (2011). *Tourism highlights*. Retrieved from http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights11enlr.pdf

World Tourism Organization (UNWTO) (2012). *Tourism and intangible cultural heritage*. Retrieved from http://ethics.unwto.org/en/content/tourism-and-intangible-cultural-heritage

World Tourism Organization (UNWTO) (2013). *Tourism highlights*. Retrieved from http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights13_en_lr.pdf

Yang, L., & Wall, G. (2009). Ethnic tourism: A framework and an application. *Tourism Management, 30*(4), 557–570.

Zeppel, H. (1998a). "Come share our culture": Marketing aboriginal tourism in Australia. *Pacific Tourism Review, 2*(1), 67-81

Zeppel, H. (1998b). Selling the Dreamtime: Aboriginal culture in Australian tourism. In D. Rowe and G. Lawrence (Eds.). *Tourism, Leisure, Sport: Critical Perspectives*.

In C.R. Rao and S. Sinharay (Eds.), *Handbook of Statistics,* Vol. 26, Psychometrics, (pp.359-400). Amsterdam: Elsevier B. V.T

Zeppel, H. (1999). Hidden histories: Aboriginal cultures in NSW regional tourism brochures*. CAUTHE 1999 Conference: Delighting the Senses* (pp. 86-98). Retrieved from http://0-search.informit.com.au.library.vu.edu.au/documentSummary;dn=061323664425612;res=IELBUS

Zeppel, H. (2006). *Indigenous ecotourism: sustainable development and management.* Retrieved from http://www.eblib.com

Zikmund, W. (1994). *Exploring marketing research* (5th ed.). Forth Worth: Dryden Press.

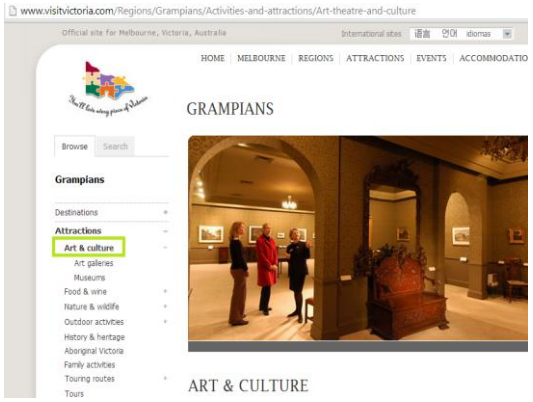
Zografos, C., Allcroft, D. (2007) The environmental values of potential ecotourists: A segmentation study. *Journal of Sustainable Tourism, 15*(1), 44-66, doi: 10.2167/jost572.0

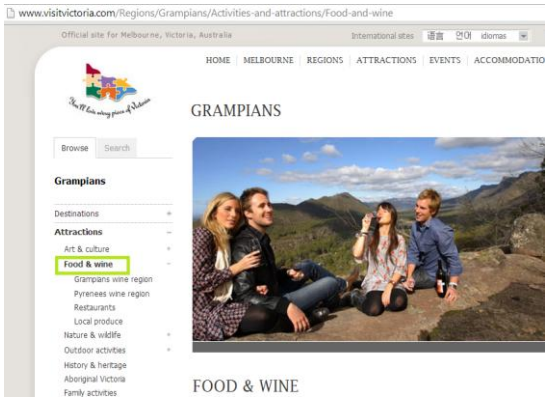
Appendix A: Reports of Demand for Indigenous Tourism in Australia

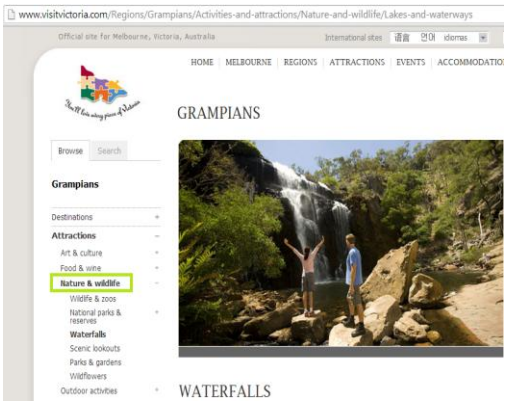
Report	Statements critical to this study	Reference
Who is Interested in Aboriginal Tourism in the Northern Territory, Australia? A Cluster Analysis	"There is a demand for Aboriginal tourism products, but such demand primarily comes from about one-third of all visitors. However, these visitors are not only culture tourists, but also nature and adventure tourists… Confirmation that the overseas markets most interested in Aboriginal tourism are those of North America and Northern Europe"	Ryan & Huyton, 2000
Tourist and Aboriginal people	"The data independently confirm statistics that only 2% of those visiting the Northern Territory actually go to an Aboriginal Community and this study argues that what interest is being shown is being expressed by younger people, primarily from Northern Europe and North America"	Ryan & Huyton, 2002
Indigenous Tourism	"In 1999, over 5% (approx. 200,000) of international visitors visited an Aboriginal site/community and 11% (470,000) of international visitors experienced Aboriginal arts and crafts or cultural displays during their stay in Australia. Some of these visitors participated in both of these experiences, making a total of 538,000 international visitors that participated in Indigenous tourism. Indigenous tourism is more popular amongst international visitors to Australia than amongst domestic travellers, with international visitors currently leading the development of Australian Indigenous tourism"	Tourism Queensland, 2002
Sustainable Indigenous community economic development in Australia	There appears to be a substantial level of interest amongst international visitors; for example, sixty per cent of international visitors to Australia express some desire for Indigenous cultural experiences. However, this level of demand is unlikely to be matched by the domestic sector	Fuller & Gleeson, inserted in (Buultjens & Fuller, 2007).
Victoria's Aboriginal Tourism Development Plan 2006-2009	In 2004, 597,000 international Aboriginal tourism visitors participated in an Aboriginal tourism experience. During the same period, 475,000 domestic overnight visitors and 175,000 domestic daytrip visitors also participated in an Aboriginal tourism experience.	Tourism Victoria, 2005
NT Indigenous Cultural Tourism: In focus	On average an estimated 245,000 international cultural visitors came to the NT each year between 2006-07 and 2008-09. This value represents 72.0% of all	Tourism Northern Territory, 2009

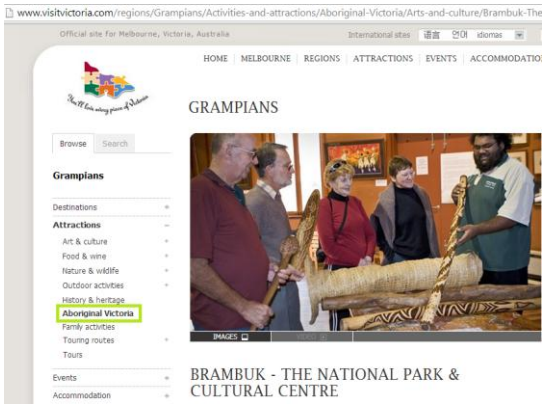
	international visitors to the NT and 4.7% of all international visitors to Australia. On the same time-frame, an estimated 142,700 domestic cultural visitors came to the NT each year. This result represents 13.2% of all domestic visitors to the NT.	
Indigenous tourism in Australia: Profiling the domestic market	"In 2009, 3 million visitors participated in Indigenous tourism in Australia. While almost three quarters of these visitors (71%) were domestic overnight visitors, proportionally more international visitors participated in Indigenous tourism activities (17%) than domestic visitors (3%)."	TRA, 2010a
Snapshots 2011: Indigenous Tourism Visitors in Australia	In 2009, there were 709,000 international Indigenous tourism visitors and 367,000 domestic overnight Indigenous tourism visitors.	TRA, 2011a
Snapshots 2011: Indigenous Tourism Visitors in Australia	"In 2010, the international Indigenous tourism segment represented 13% of total international visitors, 20% of total international visitor nights and 19% of total international tourism expenditure. During 2010, there were 306,000 domestic overnight Indigenous tourism trips, which generated 2.5 million visitor nights and AUD$490 million in expenditure"	TRA, 2011a
State of industry 2012: full report	In 2011-12 the international visitors contribution to Indigenous tourism was AUD$5.3 billion versus the AUD$0.5 billion contribution of domestic visitors	TRA, 2012c
Demand and supply issues in Indigenous tourism: A gap analysis	International visitors are more interested in Indigenous tourism. However, awareness and preferences of international visitors in relation to Indigenous tourism are on par with that of domestic visitors	Ruhanen, Whitford & McLennan, 2013

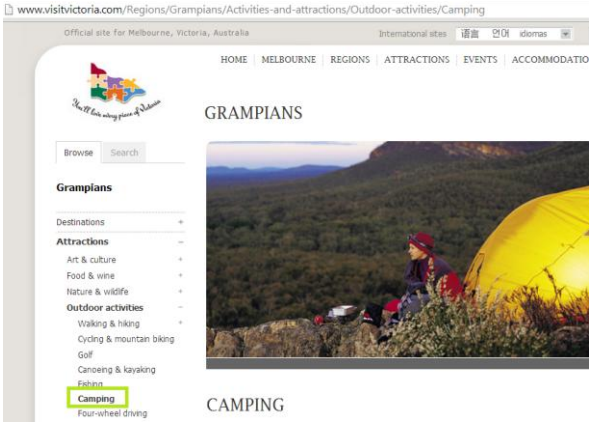
Appendix B: Categorisation of Images within Official Websites











Appendix C: Images Used in the Selection of Photographs Process










Appendix D: Images Used in the In-field Data Collection Process










Appendix E: Questionnaire Used in the Data Collection Process

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

SURVEY

1.-Please indicate your age
( ) 18-25 ( ) 26-33 ( ) 34-40 ( ) 41-47 ( ) 48-60 ( ) over 60

2.-Please indicate your gender
( ) Female ( ) Male

3.-Please indicate which of the following best describe your current employment status
( ) Student, not working
( ) Student, working part time/casual
( ) Part time/casual employed
( ) Full time employed /part time studying
( ) Full time employed
( ) Not working (home duties/retired)
( ) Not working (currently unemployed)
( ) I would rather not say

4.- Please indicate which of the following best describes your household
( ) I have no children
( ) I have children, mostly under the age of 12
( ) I have children, mostly over the age of 12
( ) I have children but they are no longer living with me
( ) I would rather not say

5.-How are you traveling?
( ) Alone ( ) With my partner ( ) With my family ( ) With friends ( ) Other_____

6.-What is the highest level of formal education you have completed?
( ) Postgraduate Qualification
( ) Bachelor degree
( ) Other post school qualification
( ) An incomplete Higher Education course
( ) A complete final year of secondary education at school or TAFE
( ) Other _____

7.-How much time are you spending in the Grampians?
( ) 1 day ( ) 2-4 days ( ) 5-8 days ( ) More than 8 days

8.- Please indicate your mode of traveling
( ) Guided tours ( ) Private vehicle ( ) Rental vehicle ( ) Other_____

9.- Please indicate your type of accommodation _____
( ) Hotel/motel ( ) Backpakers/Hostal ( ) Caravan/camping ( ) Other_____

10.-Main recreational / sports activities _____

11.- What is your postcode?_____

Select from 1 to 5 which better describes you. (1) indicates strong disagreement and (5) indicates strong agreement

	Strong disagreement	Disagreement	Neutral	Agreement	Strong agreement
	1	2	3	4	5
12.-I am willing to inconvenience myself physically to see something that interests me when I travel					
13.-I often travel to out-of-the way places to observe rare or unusual attractions					
14.-When I travel, I tend to be open to unplanned or spontaneous experiences					
15.-I like to be physically active when I travel					
16.-It is important to me to learn as much as possible about the places I visit					
17.-I prefer to visit places that I have never visited before					
18.-Mental stimulation is an important reason why I travel					
19.-I like to experience an element of risk when I travel					

Thank you very much for your help

Participant No_____

Appendix F: Information Form Used in the Selection of Photographs Process

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

INFORMATION TO PARTICIPANTS INVOLVED IN RESEARCH

You are invited to participate

You are invited to participate in a research project entitled "Investigating demand for tourism products". This project is being conducted by a student researcher, Trinidad Espinosa Abascal, as part of a Master by research study at Victoria University under the supervision of Dr Martin Fluker and Dr Min Jiang from the college of International Business.

Project explanation

The aim of this research is to try to understand people´ motivations to choose particular activities from a range of activities.

What will I be asked to do?

In order to select valid photographic representations of each of the five types of tourism products that will be used in the in-field project (1. Caravan and camping, 2. Cultural, 3. Food and wine, 4. Nature, and 5. Indigenous), staff members within the School of International Business, Victoria University are invited to participate in a 5 - 10 min exercise to classify photographs. 15 images will be presented to you and you will be asked to place each of the 15 randomly sorted images into five labelled trays, each representing one of the categories mentioned above.

What will I gain from participating?

There is no direct benefit for you in participating. However, by taking part in this research you will help to contribute to the study of consumer behaviour in tourism within National Parks in Australia, which is an important topic given this industry size and its impact in Australian economy and development of local communities.

How will the information I give be used?

The researcher will use the information collected to select valid photographic representation of each of the five types of tourism under study. These photographs will be used in a further stage of this research in order to try to understand the consumer behaviour process related to tourism products in Australia. All information you supply will be anonymous and will keep confidential, stored in a locked cabinet or on password-protected computers. Only the researchers will have access to your information.
The results of this study will be published in a Masters thesis and potentially subsequent articles. Only aggregate data and results will be shown in information to the public and no individuals will be identifiable in the published reports.

What are the potential risks of participating in this project?

There are no foreseen risks involved with your participation.

How will this project be conducted?

15 images will be presented to you and you will be asked to place each of the 15 randomly sorted images into five labelled trays, each representing one of the following categories (5 - 10 min)

Who is conducting the study?

Victoria University / Dr Martin Fluker 03 9919 4412 / Trinidad Espinosa Abascal 04 0438 0091

Any queries about your participation in this project may be directed to the Chief Investigator listed above.
If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

Appendix G: Consent Form Used in the Selection of Photographs Process

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

CONSENT FORM FOR PARTICIPANTS INVOLVED IN RESEARCH

INFORMATION TO PARTICIPANTS:

We would like to invite you to be a part of this study, which is being conducted by a student researcher, Trinidad Espinosa, as part of a Masters degree in business at Victoria University under the supervision of Dr Martin Fluker. The aim of this research is to try to understand people´ motivations to choose particular activities from a range of activities.

The study will involve in asking tourists to categorise, from a pile of 10 photographs, the activities represented on those photos that they would want, or not want, to do during their time in the Grampians. In order to select valid photographic representations of each of the five types of tourism products analysed (1. Caravan and camping, 2. Cultural, 3. Food and wine, 4. Nature, and 5. Indigenous), staff members within the School of International Business, Victoria University are invited to participate in a 5 - 10 min exercise to classify photographs. 15 images will be presented to you and you will be asked to place each of the 15 randomly sorted images into five labelled trays, each representing one of the categories mentioned above.

The results of this study will be published in a Masters thesis and potentially subsequent articles. Only aggregate data and results will be shown and no individuals will be identifiable in the published reports. You will remain anonymous and all information regarding your identity will be treated in strict confidence.

There are no foreseen risks involved with your participation.

CERTIFICATION BY SUBJECT

I, , certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the study "Investigating demand for tourism products", being conducted at Victoria University by Trinidad Espinosa Abascal, and supervised by Dr Martin Fluker

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by: Trinidad Espinosa Abascal and that I freely consent to participation involving the below mentioned procedures:

- ☐ Classify photos

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time and that this withdrawal will not jeopardise me in any way.

I have been informed that the information I provide will be kept confidential.

Signed:

Date:

Any queries about your participation in this project may be directed to the researcher
Dr. Martin Fluker
+61 3 9919 4412 .
If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

[*please note: Where the participant/s are aged under 18, separate parental consent is required; where the participant/s are unable to answer for themselves due to mental illness or disability, parental or guardian consent may be required.]

Appendix H: Information Form Used in the Data Collection Process

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

INFORMATION TO PARTICIPANTS INVOLVED IN RESEARCH

You are invited to participate

You are invited to participate in a research project entitled "Investigating demand for tourism products". This project is being conducted by a student researcher, Trinidad Espinosa Abascal, as part of a Master by research study at Victoria University under the supervision of Dr Martin Fluker and Dr Min Jiang from the college of International Business.

Project explanation

The aim of this research is to try to understand people´ motivations to choose particular activities from a range of activities.

What will I be asked to do?

You will be asked to categorise, from a pile of 10 photographs, the activities represented on those photos that you would want, or not want, to do during your time in the Grampians. After that, the researcher will ask you to rank your choices according to your preferences, and to explain your reasons. Then, a survey will be given to you to collect statistical information.

What will I gain from participating?

There is no direct benefit for you in participating; however a small gift will be provided to you. Additionally, by taking part in this research you will help to contribute to the study of consumer behaviour in tourism within National Parks in Australia, which is an important topic given this industry size and its impact in Australian economy and development of local communities.

How will the information I give be used?

The researcher will use the information collected to understand the consumer behaviour process related to tourism products in Australia. All information you supply will be anonymous and will keep confidential, stored in a locked cabinet or on password-protected computers. Only the researchers will have access to your information. Your responses to the survey will be converted into numbers and statistically analysed to look for relationships between the variables of interest. The results of this study will be published in a Masters thesis and potentially subsequent articles. Only aggregate data and results will be shown in information to the public and no individuals will be identifiable in the published reports.

What are the potential risks of participating in this project?

There are no foreseen risks involved with your participation.

How will this project be conducted?

You will be asked to sort from a pile of 10 photographs into two trays. One tray represents the tourism product available in the Grampians that you would want to participate. The other tray represents the tourism products available in the Grampians that you would not want to participate (2- 4 min)
After that, the researcher will ask you to rank the photographs within each tray in terms of those tourism products you would most like to do, to those you would least like to do (2- 4 min)
The researcher will then ask you the reasons of your rankings (10 – 20 min)
A survey will be given to you to collect statistical information (5 - 10 min)

Who is conducting the study?

Victoria University / Dr Martin Fluker 03 9919 4412 / Trinidad Espinosa Abascal 04 0438 0091

Any queries about your participation in this project may be directed to the Chief Investigator listed above.
If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

Appendix I: Consent Form Used in the Data Collection Process

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

CONSENT FORM FOR PARTICIPANTS INVOLVED IN RESEARCH

INFORMATION TO PARTICIPANTS:

We would like to invite you to be a part of this study, which is being conducted by a student researcher, Trinidad Espinosa, as part of a Masters degree in business at Victoria University under the supervision of Dr Martin Fluker. The aim of this research is to try to understand people' motivations to choose particular activities from a range of activities.

The procedure of the study will involve in asking you to categorise, from a pile of 10 photographs, the activities represented on those photos that you would want, or not want, to do during your time in the Grampians. After that, the researcher will ask you to rank your choices according to your preferences, and to explain your reasons. A 3-7 min survey will be given to you. The interview will be recorded using an audio recorder, subject to your permission.

The results of this study will be published in a Masters thesis and potentially subsequent articles. Only aggregate data and results will be shown and no individuals will be identifiable in the published reports. You will remain anonymous and all information regarding your identity will be treated in strict confidence.

There are no foreseen risks involved with your participation.

CERTIFICATION BY SUBJECT

I, , certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the study "Investigating demand for tourism products", being conducted at Victoria University by Trinidad Espinosa Abascal, and supervised by Dr Martin Fluker

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by: Trinidad Espinosa Abascal and that I freely consent to participation involving the below mentioned procedures:

- ☐ Classify photos
- ☐ Explain the reasons of my classification
- ☐ Answer a survey
- ☐ Be audio-recorded

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time and that this withdrawal will not jeopardise me in any way.

I have been informed that the information I provide will be kept confidential.

Signed:

Date:

Any queries about your participation in this project may be directed to the researcher
Dr. Martin Fluker
+61 3 9919 4412 .
If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

[*please note: Where the participant/s are aged under 18, separate parental consent is required; where the participant/s are unable to answer for themselves due to mental illness or disability, parental or guardian consent may be required.]

Appendix J: Definition of Life Stage Segments

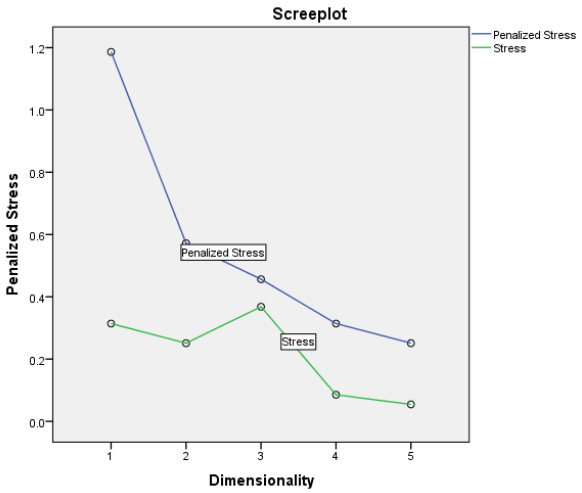
Life Stage	Definition
Young adults	Age 18 to 25 No children
SINK/DINK	Age 26 to 40 No children
Young family	Children at home, aged 12 or younger
Older family	Children at home, aged 13 or older
Empty nesters	Children no longer living at home Working
Retirees	Children no longer living at home Not working

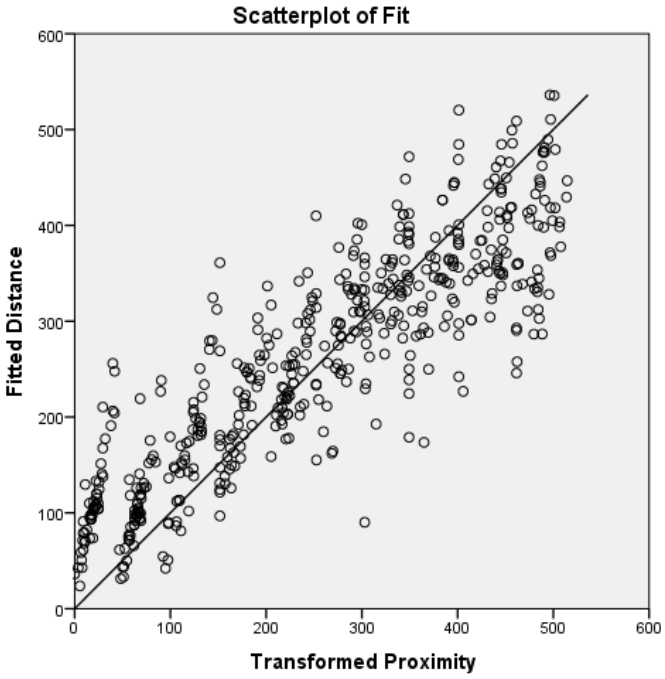
Source: JDSP, 2009

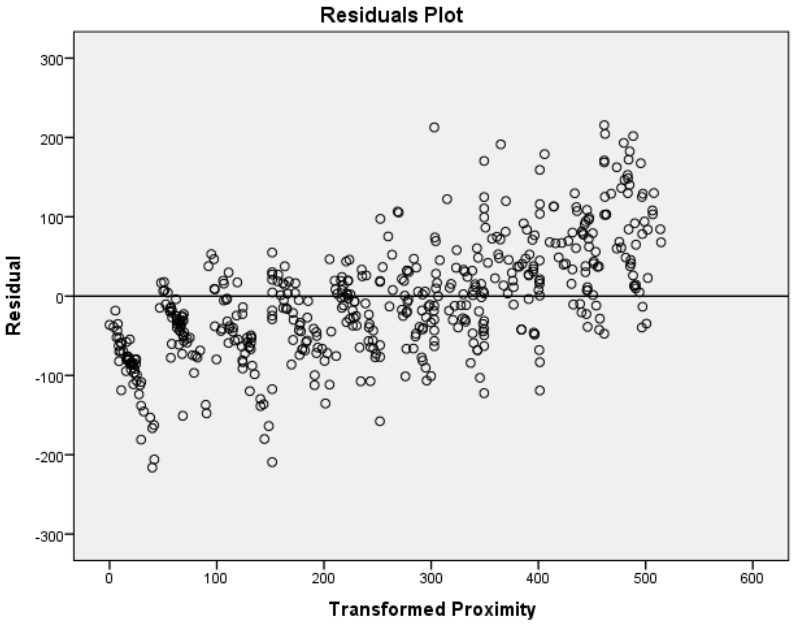
Appendix K: Statistical Measures of MDU Analysis (Overall Preferences for Tourism Activities)

Measures

Iterations		96
Final Function Value		.6631028
Function Value Parts	Stress Part	.2487821
	Penalty Part	1.7674315
Badness of Fit	Normalized Stress	.0618925
	Kruskal's Stress-I	.2487821
	Kruskal's Stress-II	.6021945
	Young's S-Stress-I	.3687757
	Young's S-Stress-II	.5270527
Goodness of Fit	Dispersion Accounted For	.9381075
	Variance Accounted For	.7764119
	Recovered Preference Orders	.8708502
	Spearman's Rho	.8826714
	Kendall's Tau-b	.7028138
Variation Coefficients	Variation Proximities	.5227457
	Variation Transformed Proximities	.5973060
	Variation Distances	.4540938
Degeneracy Indices	Sum-of-Squares of DeSarbo's Intermixedness Indices	1.3370402
	Shepard's Rough Nondegeneracy Index	.7645056



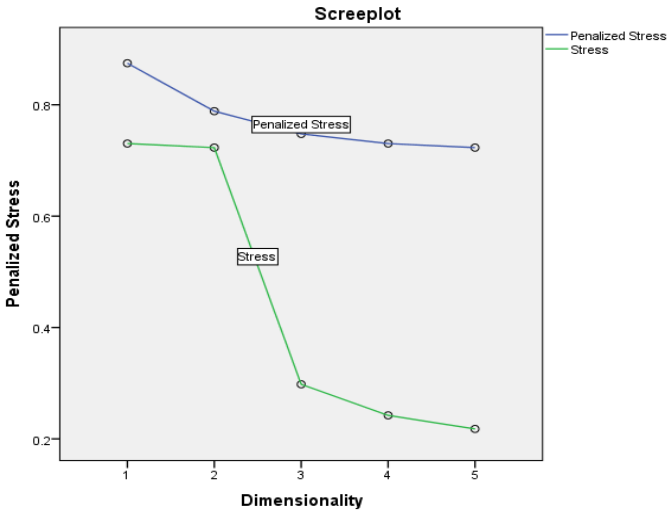

Scatterplot of Fit
Fitted Distance
Transformed Proximity
0
100
200
300
400
500
600

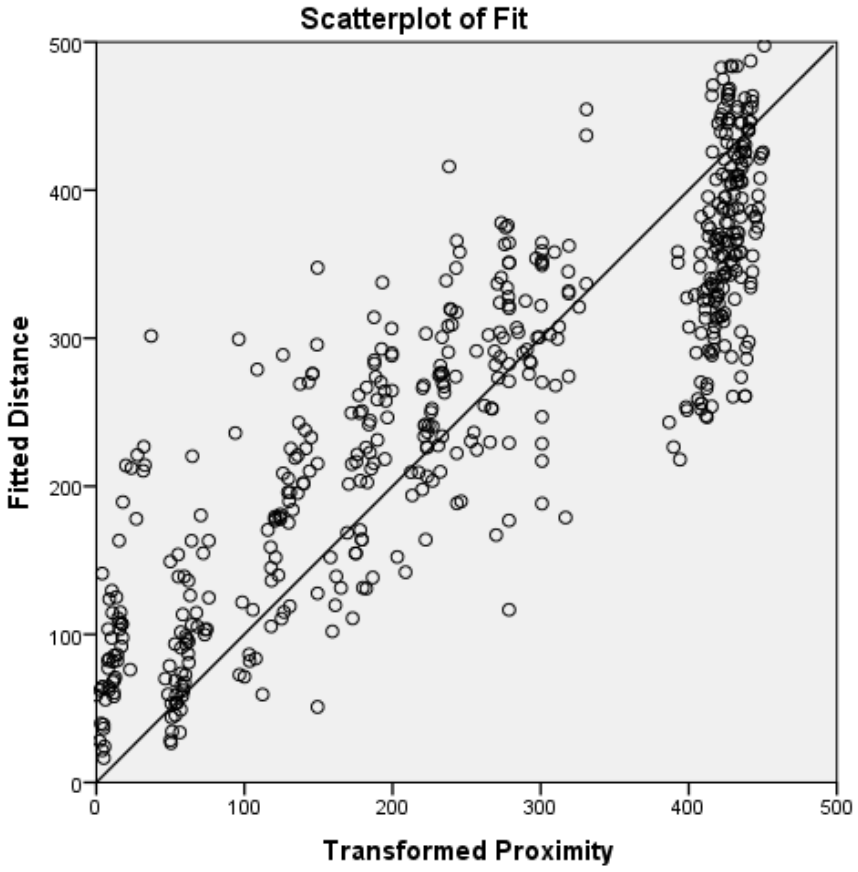

Residuals Plot
Residual
Transformed Proximity
300
200
100
0
-100
-200
-300
0
100
200
300
400
500
600

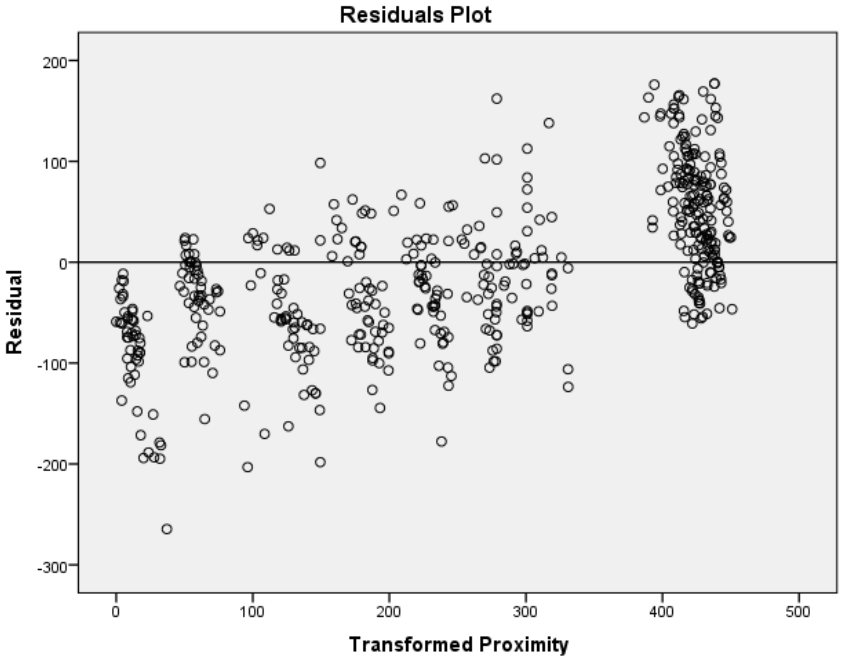
Appendix L: Statistical Measures of MDU Analysis ("Want to Do" Preferences for Tourism Activities)

Measures

Iterations		274
Final Function Value		.7796329
Function Value Parts	Stress Part	.2528545
	Penalty Part	2.4038623
Badness of Fit	Normalized Stress	.0639354
	Kruskal's Stress-I	.2528545
	Kruskal's Stress-II	.6101125
	Young's S-Stress-I	.3589895
	Young's S-Stress-II	.5315630
Goodness of Fit	Dispersion Accounted For	.9360646
	Variance Accounted For	.7597716
	Recovered Preference Orders	.9041500
	Spearman's Rho	.8822379
	Kendall's Tau-b	.6972631
Variation Coefficients	Variation Proximities	.6978273
	Variation Transformed Proximities	.5895270
	Variation Distances	.4558276
Degeneracy Indices	Sum-of-Squares of DeSarbo's Intermixedness Indices	1.5363275
	Shepard's Rough Nondegeneracy Index	.7572921



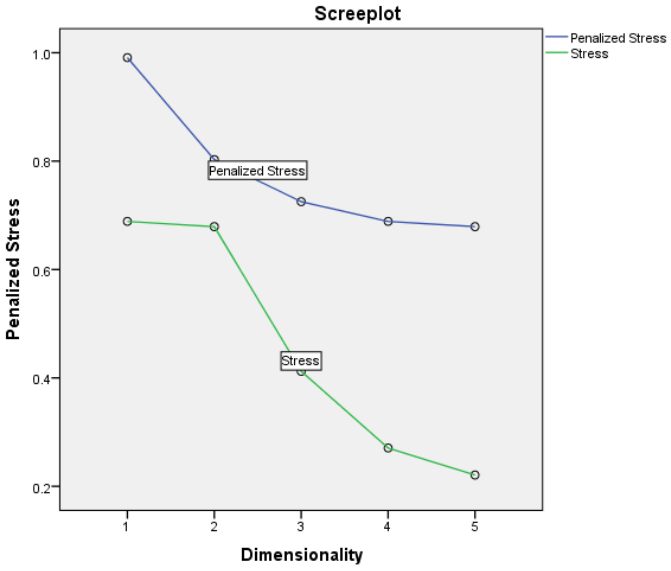

Scatterplot of Fit
Fitted Distance
Transformed Proximity
0
100
200
300
400
500

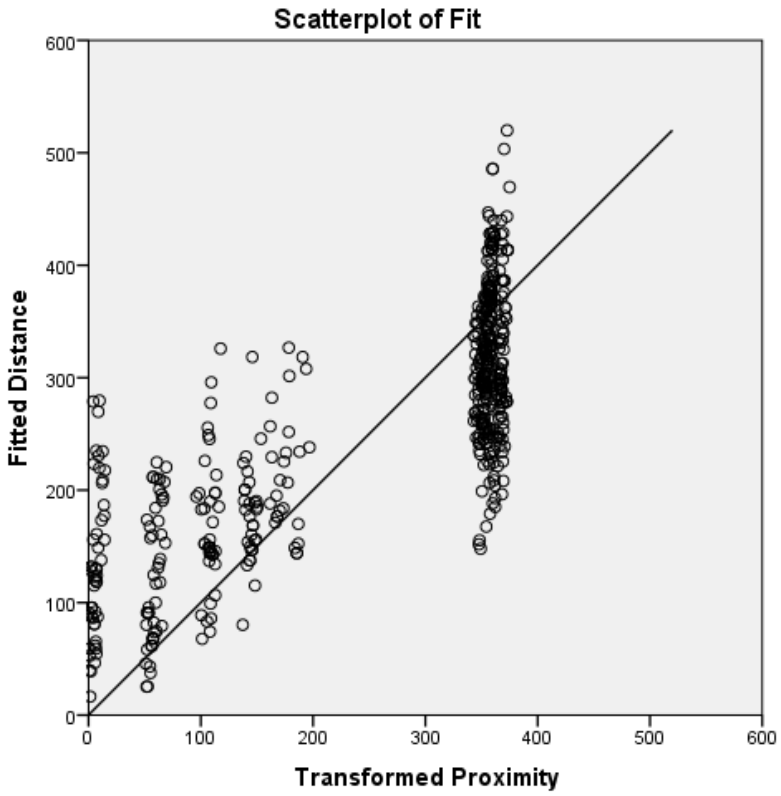

Residuals Plot
Residual
Transformed Proximity
200
100
0
-100
-200
-300
0
100
200
300
400
500

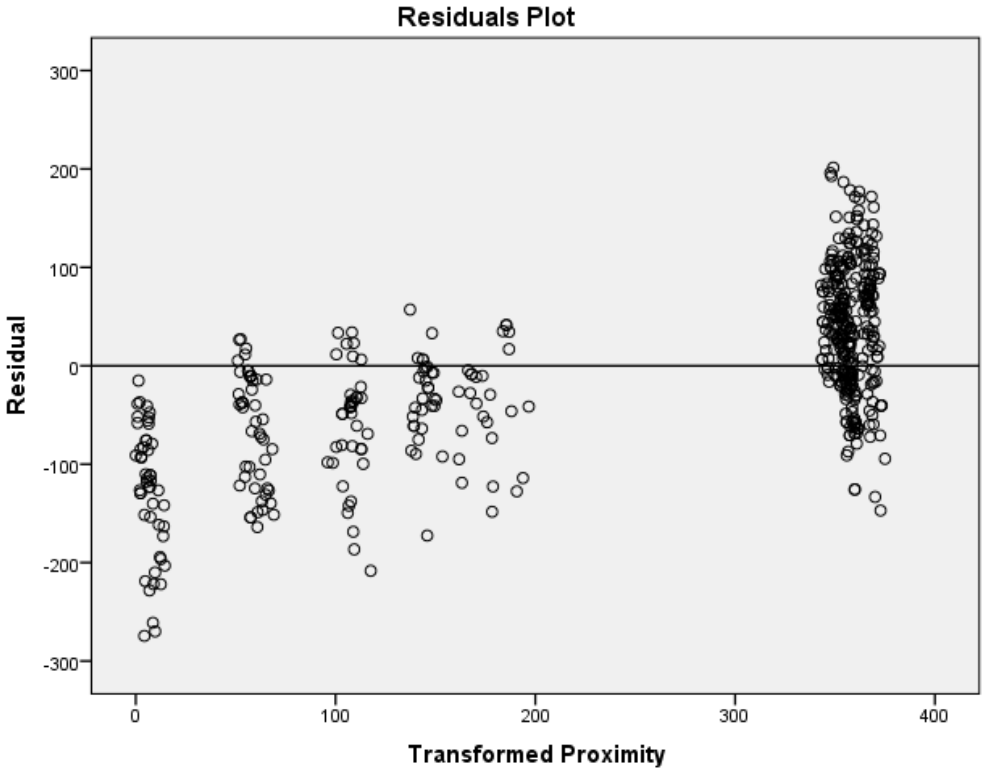
Appendix M: Statistical Measures of MDU Analysis ("Don´t Want to Do" Preferences for Tourism Activities)

Measures

Iterations		84
Final Function Value		.8033856
Function Value Parts	Stress Part	.2899441
	Penalty Part	2.2260445
Badness of Fit	Normalized Stress	.0840676
	Kruskal's Stress-I	.2899441
	Kruskal's Stress-II	.7868965
	Young's S-Stress-I	.4013008
	Young's S-Stress-II	.6795536
Goodness of Fit	Dispersion Accounted For	.9159324
	Variance Accounted For	.6249590
	Recovered Preference Orders	.9446939
	Spearman's Rho	.7230601
	Kendall's Tau-b	.5283660
Variation Coefficients	Variation Proximities	.5929384
	Variation Transformed Proximities	.5360119
	Variation Distances	.3967338
Degeneracy Indices	Sum-of-Squares of DeSarbo's Intermixedness Indices	.2639652
	Shepard's Rough Nondegeneracy Index	.7202905




Scatterplot of Fit
Fitted Distance
Transformed Proximity
0
100
200
300
400
500
600


Residuals Plot
Residual
Transformed Proximity
-300
-200
-100
0
100
200
300
400

Appendix N: Additional Information of Brambuk Tours

Brambuk The National Park & Cultural Centre – Tours

TOUR NAME	BUNJIL'S CREATION TOUR
Tour Description/ Itinerary	Be welcomed by a Traditional Owner of the land and join an Aboriginal guide to learn the local creation story of the Grampians. View the ancient Rock Art at the resting place of the creator spirit Bunjil and learn about the spiritual significance of the area. There are options to include morning tea or a bush tucker lunch, or do a self-drive tour.
Minimum No. Pax	2
Maximum No. Pax	18
Start Time	9:30am
End Time	12:30pm
Departs	Monday – Friday. Saturday and Sunday tours are available on request.
Tour Duration	3 hours
Dates not Available/ Operating	Christmas day and Public Holidays
Getting There/ Departure Point	Road or rail from Melbourne or by road from Adelaide
Cancellation Policy	Cancellations made within 24 hours will incur a 100% cancellation fee. Cancellations made outside 24 hours will incur a 30% administration fee, however an alternative date may be offered where possible.
Rates (1 April 2013 to 31 March 2014)	**Prices with Bush Tucker Lunch** Child ages: Under 7 years Child rate: Free Of Charge Child ages: 7 - 15 years Child rate: $50.00 Adult rate per person: $70.00 **Prices with Morning Tea** Child ages: Under 7 years Child rate: Free Of Charge Child ages: 7 - 15 years Child rate: $30.00 Adult rate per person: $50.00 **Self-Drive Prices** $25.00 per person

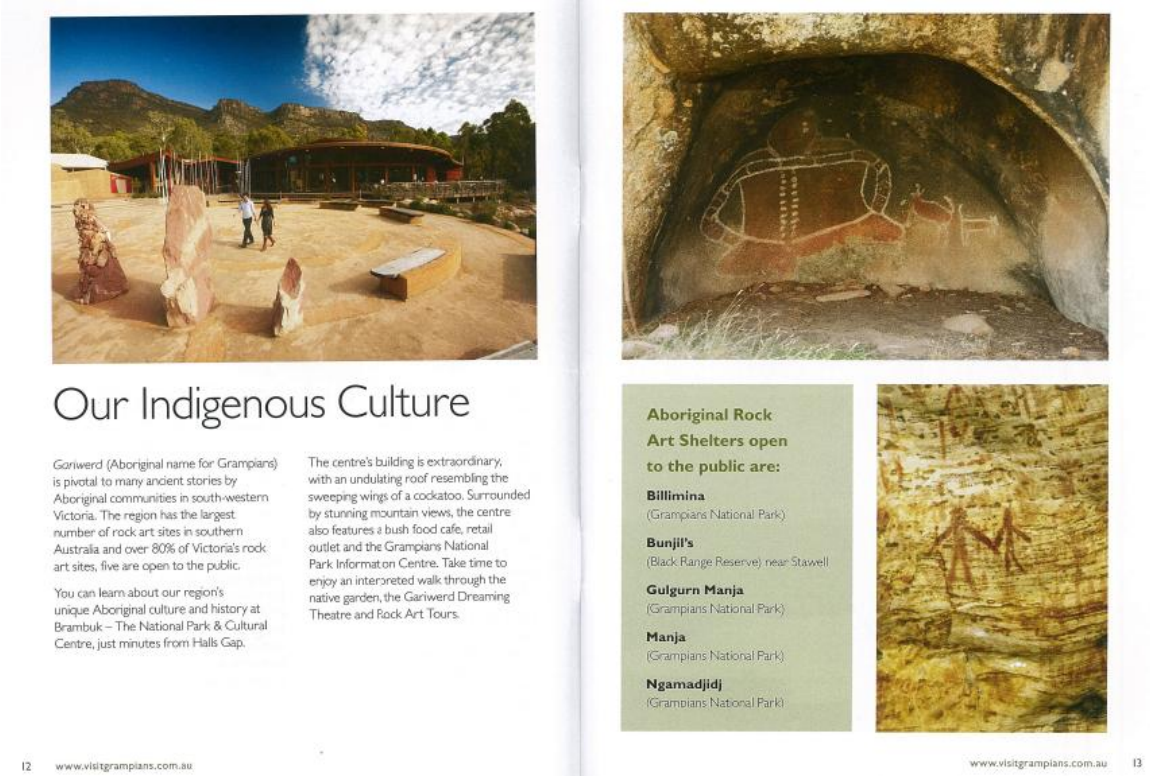
Source: ITCP website:

http://www.aboriginaltourism.australia.com/documents/champion-profiles/Brambuk-The-National-Park-and-Cultural-Centre.pdf

TOUR NAME	SIX SEASONS TOUR
Tour Description/ Itinerary	Be immersed in the Aboriginal culture and spectacular environment of the Grampians National Park, learn ancient practices, see a variety of ancient Rock Art and view the Park from the best vantage points. Finish off with a bush tucker lunch.
Minimum No. Pax	2
Maximum No. Pax	6
Standard Inclusions	Bush tucker lunch
Start Time	9:30am
End Time	2:30pm
Departs	Thursday and Friday
Tour Duration	5.5 hours
Dates not Available/ Operating	Christmas day and Public Holidays
Getting There/ Departure Point	Road or rail from Melbourne or by road from Adelaide
Cancellation Policy	Cancellations made within 24 hours will incur a 100% cancellation fee. Cancellations made outside 24 hours will incur a 30% administration fee, however an alternative date may be offered where possible.
Rates (1 April 2013 to 31 March 2014)	**Adult rate per person:** $140.00

Source: ITCP website: http://www.aboriginaltourism.australia.com/documents/champion-profiles/Brambuk-The-National-Park-and-Cultural-Centre.pdf

Appendix O: Indigenous Tourism Activities Mentioned in Brochures



Our Indigenous Culture

Gariwerd (Aboriginal name for Grampians) is pivotal to many ancient stories by Aboriginal communities in south-western Victoria. The region has the largest number of rock art sites in southern Australia and over 80% of Victoria's rock art sites, five are open to the public.

You can learn about our region's unique Aboriginal culture and history at Brambuk – The National Park & Cultural Centre, just minutes from Halls Gap.

The centre's building is extraordinary, with an undulating roof resembling the sweeping wings of a cockatoo. Surrounded by stunning mountain views, the centre also features a bush food cafe, retail outlet and the Grampians National Park Information Centre. Take time to enjoy an interpreted walk through the native garden, the Gariwerd Dreaming Theatre and Rock Art Tours.

Aboriginal Rock Art Shelters open to the public are:

Billimina
(Grampians National Park)

Bunjil's
(Black Range Reserve) near Stawell

Gulgurn Manja
(Grampians National Park)

Manja
(Grampians National Park)

Ngamadjidj
(Grampians National Park)

Image within the Grampians official visitor guide where the Indigenous tourism activities are promoted

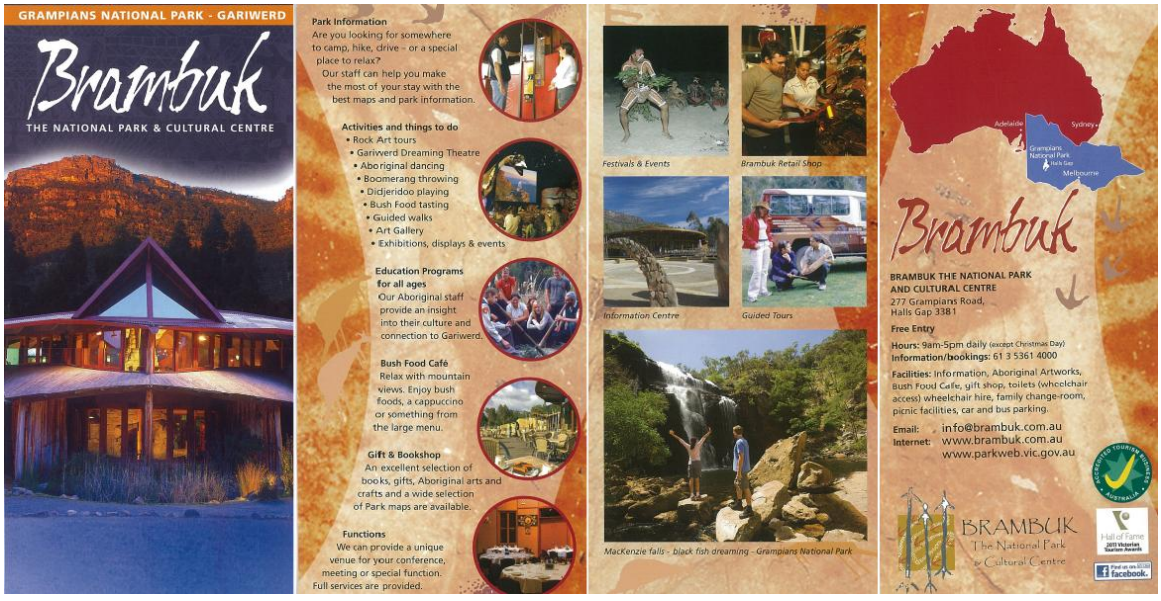


Image of Brambuk brochure

Appendix P: Indigenous Tourism Activities in “Explore Grampians” App

Image: Marketing within Grampians Tourism website

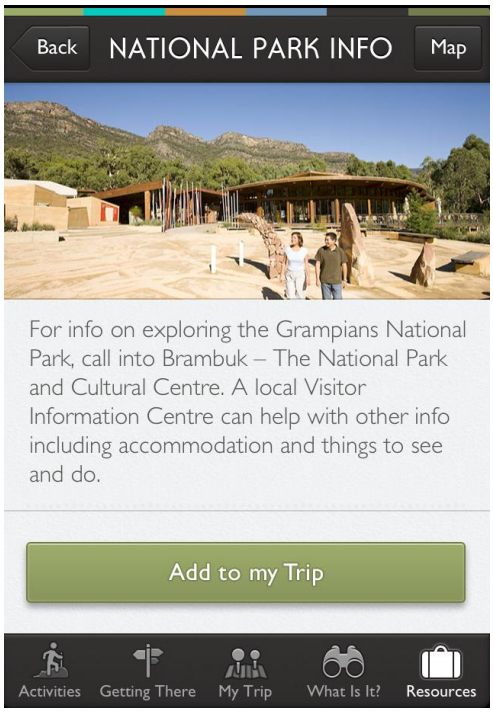


Image: IPhone app/ Resources/National Park Info

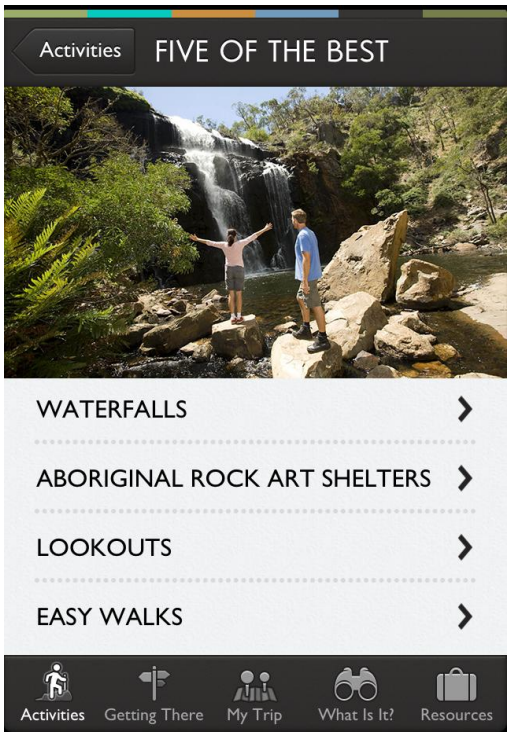


Image: IPhone app/ Activities/Five of the best

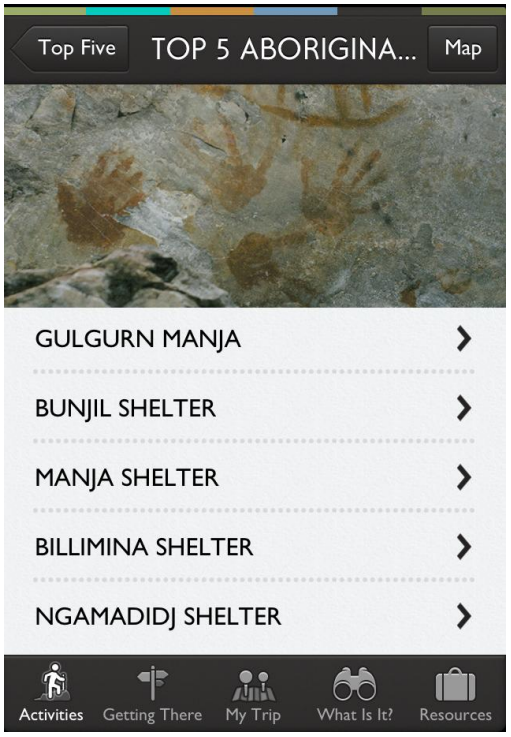


Image: IPhone app/ Activities/Five of the best/Aboriginal rock art shelters