

ABORIGINAL TOURISM MARKETING: A RESEARCH BIBLIOGRAPHY

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OUTDOOR RECREATION AND TOURISM
MANAGEMENT PROGRAM

PUBLICATION SERIES 2007 - 04

Acknowledgements

The compilers of this bibliography would like to thank the following individuals and organizations for their assistance:

- Aboriginal Tourism Canada for inviting Patrick to their 2006 conference in Quebec City in order to present *The role of universities in Aboriginal tourism*;
- Radek Bandzierz from Aboriginal Business Canada-Indian and Northern Affairs Canada for ongoing discussions during and after the ATC conference;
- Aboriginal Business Canada-Indian and Northern Affairs Canada for then funding the project; and

Aboriginal Business Canada

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- SSHRC's Community University Research Alliance project *Partnering for Sustainable Resource Management* between the Tl'azt'en Nation and University of Northern British Columbia for ongoing support for graduate students and community researchers who identified many of the resources that formed the foundation of this bibliography.



Key Journals Consulted

Annals of Tourism Research
Asia Pacific Journal of Tourism Research
Canadian Review of Sociology and Anthropology
International Journal of Contemporary Hospitality Management
International Journal of Nonprofit and Voluntary Sector Marketing
International Journal of Tourism Research
International Marketing Review
Journal of Canadian Studies
Journal of Ecotourism
Journal of Heritage Tourism
Journal of International Development
Journal of Macromarketing
Journal of Sustainable Tourism
Journal of Travel and Tourism Marketing
Journal of Travel Research
Pacific Tourism Review
Scandinavian Journal of Hospitality and Tourism
The International Journal of Tourism Research
Tourism and Hospitality Research
Tourism Culture and Communication
Tourism Management

Introduction

This bibliography represents the second volume to the Aboriginal tourism research bibliography published by the University of Northern British Columbia in 2007. That bibliography provided 323 references to research on Aboriginal tourism in Canada and worldwide, while this bibliography comprises the latest articles on Aboriginal tourism with a particular focus on marketing and market relations. During reference collection, a focus was made to the years from 2003 onward, therefore only a few, but essential readings from the period prior to 2003 will be found in the reference list.

The research effort was focused on a variety of sources including academic journals, electronic databases and the library catalogue of the University of Northern British Columbia. The bibliography also includes theses, conference papers and conference proceedings. It does not include newspaper articles. References that were located on the internet were not referenced with their electronic address due to the short-lived nature of those addresses.

Searches were centered on keywords such as Aboriginal/Indigenous tourism marketing and advertising and interchanged with the terms cultural tourism, ethnic tourism, heritage tourism and cultural heritage. After the location of the references, they were entered into the Microsoft EndNote Version 9.0.

The bibliography is organized into three sections. Section one is a reference list of all 88 references, followed by section two: a reference keyword index. It should be noted that the keywords serve as terms describing a general topic area and that not all of the documents listed under a particular keyword will have that keyword in them. However, all documents listed under one term will relate to that area of research. Finally, section three of the bibliography comprises 22 annotated references. The annotated references have been selected as the key readings on Aboriginal tourism marketing and market relations.

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Annotated References

Author: Beck, Wendy; Somerville, Margaret

Year: 2002

Title: Embodied places in indigenous ecotourism: the Yarrowarra Research Project

Journal: Australian Aboriginal Studies

Volume: 1

Issue: 4

Pages: 4-13

Keywords: Yarrowarra Aboriginal Corporation, Indigenous cultural landscapes, stereotypes, research, embodied space, ecotourism, tourism development

Abstract: Little research has been done on how places with shared Indigenous and colonial pasts are communicated to tourists. One problem is that many tourists lack an understanding of Indigenous cultural landscapes and have stereotyped views of Indigenous peoples and places. In order to address this problem we argue that an embodied presence in the landscape, focusing on knowledge by the body as well as knowledge by the mind, is essential to understanding Indigenous place stories, and for seeing the landscape in new ways. On the mid-north coast of New South Wales, where ecotourism is increasingly important, we are carrying out a collaborative research project to develop interpretive materials with the Yarrowarra Aboriginal Corporation. In the Yarrowarra Place Stories project (1997-2000) we have carried out oral history and archaeological research, and through a series of five books based on individual places, we attempt to convey Aboriginal places in complex and layered ways which focus on an embodied presence in the landscape, and explore how tourists may construct places visited in new ways. In this article we provide a reading of an example of the place representations from this project (Yarrowarra Place Stories Books 1-5) to make evident the embodied nature of local place stories in this interdisciplinary research project.

Author: Buzinde, Christine N.; Santos, Carla Almeida; Smith, Stephen L. J.

Year: 2006

Title: Ethnic representations: destination imagery

Journal: Annals of Tourism Research

Volume: 33

Issue: 3

Pages: 707-728

Keywords: ethnicity, imagery, representations, stereotypes

Abstract: While existing research on ethnic/racial minority pictorial representations in destination promotion primarily focuses on Southern countries, this inquiry adopts a sociological media approach within the context of a Northern nation, Canada. Through a content analysis of Canadian brochures, ethnic/racial representations are explored. Among the results is the finding that these minorities are more likely to be portrayed as locals enacting physically active entertainment roles, while the ethnic/racial majority is mostly depicted as tourists enacting physically passive roles. The sociocultural significance and implications of the results are discussed by highlighting representations as processes that serve to reveal the ideological nature of tourism marketing.

Author: Camp li, Ronald D.; Anderson, Robert B.; Giberson, Robert
Year: 2005
Title: Aboriginal land rights and development: corporations and trust
Journal: International Journal of Entrepreneurship and Small Business
Volume: 2
Issue: 2
Pages: 134-148

Keywords: Indigenous peoples, economic development, Aboriginal land rights, entrepreneurship, Canada, trust, resource rights, alliances, corporations, Mexico, culture differences, partner selection, organizational structure

Abstract: Aboriginal people are seeking to regain control over their traditional lands and resources. Among other things, they expect these land and resources to form the foundation upon which they can rebuild their economies and communities. Aboriginal people want to pursue this development on their own terms. However many realize that success requires effective competition in the global economy and this in turn requires capacity beyond land and resource. One method of acquiring the needed capacity is through alliances with non-aboriginal corporations. Drawing on the examples of three Aboriginal groups, the Osoyoos Indian Band, the Meadow Lake Tribal Council in Canada, and Tepoztlan in Mexico, this paper suggests important areas for Aboriginal/non-Aboriginal alliance research, develops a theory of how differences in culture affect trust development, partner selection, and effectiveness of organization structures, and proposes an agenda for future research.

Author: Cardamone, Megan; Rentschler, Ruth
Year: 2006
Title: Indigenous innovators: the role of web marketing for cultural micro-enterprises
Journal: International Journal of Nonprofit and Voluntary Sector Marketing
Volume: 11
Issue: 4
Pages: 347-361

Keywords: studies, interactive marketing, technological change, web sites, Native business enterprises, Aboriginal tourism, marketing

Abstract: The Indigenous cultural sector is a dynamic and highly valuable to the Australian economy, returning an estimated \$100 million annually. The majority of Indigenous cultural producers are micro-enterprises -- businesses consisting of fewer than five employees. Many of these struggle to market their products, some from extremely remote and isolated locations; others with few resources in urban areas. This paper initially approaches a conceptual orientation to Web marketing as a potential signifier of innovation and entrepreneurship. The paper draws on previous literature and a current exploratory study of Indigenous Cultural Micro-Enterprises (ICMEs), focusing on two case studies for deeper analysis. The two exemplary cases outlined are Maningrida Arts Centre, and the performing arts organization Kooemba Jdarra. Specifically, their innovative use of recent technology (multimedia Web sites) will be assessed to answer the question: What are the attributes of effective ICME Web marketing?

Author: Chang, J.

Year: 2006

Title: Segmenting tourists to Aboriginal cultural festivals: an example in the Rukai tribal area, Taiwan

Journal: Tourism Management

Volume: 27

Issue: 6

Pages: 1224-1234

Keywords: Aborigines, cultural tourism, festivals, market segmentation, Taiwan, Formosa, South East Asia, Asia, developed countries

Abstract: Festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy. Festivals are a type of cultural events and are travel attractions with unique features. Much research, undertaken from a variety of perspectives, exists on festivals. However, very few studies related to Aboriginal cultures have been published. The main objective of this study is to profile tourists based upon their motives and demographic characteristics, as these traits are associated with attraction to Aboriginal cultural festivals and other related activities. The research reveals that cultural exploration, among other motivational dimensions, is the most important factor attracting tourists to the Aboriginal cultural festival. In addition, not all tourists have the same degree of interest in the festival cultural experience. Furthermore, motivational variables are found to be more important than demographic variables in explaining and segmenting visitors to an Aboriginal festival.

Author: Chang, Janet

Year: 2006

Title: Indigenous Tourism: The Commodification and Management of Culture

Journal: Annals of Tourism Research

Volume: 33

Issue: 1

Pages: 282-283

Keywords: Indigenous tourism, ethnic groups, economic impacts, host-guest interactions, Indigeneity, tourist experience, consumption of culture

Abstract: This book is a substantial and substantive work that addresses many aspects of indigenous tourism. Its subtitle indicates the primary perspective from which indigenous tourism is addressed by the editors and authors. Chris Ryan and Michelle Aicken are explicit in arguing that ethnic cultures need to be managed, especially given the common situation of limited resources in indigenous communities. At the same time, commoditization of culture is inevitable if economic benefits are to be gained by them through tourism. Chapter 1, as in most other edited books, presents a conceptual framework for understanding the volume's topic. The editors, as authors of the introduction, emphasize the importance of tourism in many indigenous communities, with a particular emphasis on the significance of host-guest interactions, the theme that underpins most of the chapters in this book. A new word, "indigeneity" is introduced and defined in detail. The chapter concludes with a brief description of the contributions of each chapter. The main part of the book is comprised of four parts. All are concerned with the experiences of tourists, the inputs required to provide these experiences, and

the social significance of their consumption of culture. The first section, made up of four chapters, deals with experiences of indigenous tourism. A variety of research designs are presented in this section, including positivistic and phenomenological approaches, as well as the use of in-depth interviews. All four chapters are well-written and present their findings in a straightforward manner

Author: Chang, Janet C.; Wall, Geoffrey; Chung Yan, Lai

Year: 2005

Title: The advertising effectiveness of Aboriginal endorsers: an example from Taiwan

Journal: Tourism Analysis

Volume: 10

Issue: 3

Pages: 247-255

Keywords: Advertising, Indigenous peoples, marketing, tourism, marketing strategy, ethnic tourism, Indigenous tourism, endorsements in advertising, Taiwan, authenticity, advertising appeals, advertising effectiveness

Abstract: Endorsement of products by successful Aboriginal people might enhance the effectiveness of their marketing. While there is much research regarding Aboriginal tourism, there is apparently little discussion of marketing strategies other than frequent criticism of the stereotypical portrayal of Aboriginal people. The purposes of this study were to explore the effectiveness of different types of endorsement and to determine what types of advertising appeals are most effective in attracting tourists to visit Aboriginal cultural sites. This research adopted a between-subjects experimental design. In total, 610 samples were valid. Among them, 461 questionnaires were returned by the six experimental groups, and 149 were obtained by the two control groups. The main interest of this study was to explore the effectiveness of endorsement advertising of Aboriginal products, in this case Aboriginal culture villages in Taiwan. The results revealed that an employee endorser (i.e., Aboriginal dancer) stimulates a better response than a celebrity endorser. In addition, an emotional advertising appeal was more effective than using a rational advertising appeal in an Aboriginal cultural village's brochure.

Author: Hollinshead, K.

Year: 1996

Title: Marketing and metaphysical realism: the disidentification of Aboriginal life and traditions through tourism

Editor: Burns, Peter M.; Novelli, Marina

Book Title: Tourism and Indigenous Peoples

City: London

Publisher: International Thomson Business Press

Pages: 308-348

Keywords: tourism, marketing, traditional society, Australia, Australasia, Oceania, developed countries, Commonwealth of Nations, OECD countries

Abstract: This chapter looks at the promotion and projection of Aboriginal Australia as a tourist setting to reveal some of the key issues and pragmatic considerations that are involved in the marketing of indigenous cultures through tourism and travel. A conservative-humanist stance is adopted on the place and power of tourism marketing and it is argued that improved understanding of marketplace activity by indigenous Australian groups and communities, and by agencies working with or alongside them, will be an important step in the resolution of perceived incompatibility between the demands of the tourism industry and the capacity of Aboriginal people to provide tourism services.

Author: Kantanen, Teuvo; Tikkanen, Irma

Year: 2006

Title: Advertising in low and high involvement cultural tourism attractions: four cases

Journal: Tourism and Hospitality Research

Volume: 6

Issue: 2

Pages: 99-110

Keywords: advertising, cultural attraction, cultural tourism, involvement, message processing

Abstract: In Finland almost 10 million tourists visit cultural attractions every year, which makes cultural tourism a considerable part of the tourism industry. Individual differences between cultural tourists may lead to wide variations in the manner in which they respond to communication appeals. The analysis presented in this paper is based on the tourist typology of McKercher. The dimensions of the typology are involvement and experience. The authors suggest that message perception can also be studied with the help of these dimensions. The perception processes were elaborated on the basis of Vaughn's FCB Grid model. The result of the analyses was an enriched McKercher typology that describes how different tourist types process message perception and what kind of marketing communication strategy is suitable for each type. Finally, it was illustrated with the help of the selected marketing communication material of four cultural attractions, how cultural attractions try to appeal to potential cultural tourists. The communication material mainly followed the informative strategy, but there was also potential for affective, habitual and satisfaction strategies. The authors maintain that differences in message reception should be analyzed and utilized when marketing communication is planned for cultural attractions.

Author: Karwacki, Judy

Year: 2004

Title: Blueprint Strategy: Market Literature Review (Final Report)

City: Vancouver

Institution: Aboriginal Tourism Association of BC

Pages: 132

Keywords: Indigenous tourism, development, British Columbia, Canada, Indigenous tourism market

Abstract: To ensure that the strategic marketing plan is well grounded in research and analysis, AtBC has commissioned a comprehensive research effort beginning with this Situation Review Report that provides research results on: 1. Aboriginal tourism on the international stage: a review of other jurisdictions that have developed Aboriginal tourism. 2. BC Aboriginal tourism situation review: a review of the current state of the nature and scope of the BC Aboriginal tourism industry. The methodology for this report included an extensive literature review, consultations with stakeholders interested in the BC Aboriginal tourism industry and an assessment of comparable destinations to identify successes and lessons learned. For the comparable destinations, the Steering Committee selected Australia, New Zealand and New Mexico, given the leadership these destinations have demonstrated in fostering Aboriginal tourism development.

Author: MacLeod, Donald

Year: 2006

Title: Cultural commodification and tourism: a very special relationship

Journal: Tourism Culture & Communication

Volume: 6

Issue: 2

Pages: 71-84

Keywords: culture, commodification, policy-makers, destination

Abstract: This article concentrates on culture as a commodity: how culture is used to sell a particular destination, and elements of a culture that are sold to visitors and consumed. It draws on anthropological conceptions of culture and compares them to the way destinations have focused on particular aspects of their own cultures and thereby defined the concept. By comparing examples where intensive fieldwork or study has been undertaken, conclusions are drawn relating the types of tourism experienced by a destination to the local use of culture as an asset. It is argued that there is an underutilization of culture by some destinations, and that policymakers and others are missing aspects of culture that could give advantage to certain regions and their local population. Not only does this correspond to their understanding of the concept of culture, but also to their expectations of market demand. The case studies illustrating the points above are based in the following regions: The Canary Islands, The Dominican Republic, and Scotland. The examples draw attention to the process whereby elements of indigenous cultures may become commercially utilized, as well as the relevance of the social organization of tourism to choices and decisions involving commodities and the consumer in specific destinations. These findings suggest a way of understanding the processes that lead to globalized cultural experiences and at the same time ignore the rich and complex diversity of cultures.

Author: Momsen, Janet Henshall

Year: 2002

Title: NGOs, gender and indigenous grassroots development

Journal: Journal of International Development

Volume: 14

Issue: 6

Pages: 859-867

Keywords: studies, social life & customs, tourism, development, economics, Indigenous people, women

Abstract: This paper looks at two very similar efforts by indigenous communities to develop a tourist attraction based on their own culture and to market it in two very different environments: California and Mexico. Both groups have been displaced from their traditional areas, are being advised by a woman consultant and are expecting women community members to provide cultural performances and crafts for sale to visitors. Unlike the NGOs involved, the communities see this tourism activity as a reclamation and reaffirmation of a culture that has been almost lost, rather than as an exercise in local economic development.

Author: Müller, Dieter K.; Pettersson, Robert

Year: 2001

Title: Access to Sámi Tourism in Northern Sweden

Journal: Scandinavian Journal of Hospitality & Tourism

Volume: 1

Issue: 1

Pages: 5-18

Keywords: Indigenous peoples, culture, tourism, Indigenous tourism, Sámi, Sweden, peripheral areas, tourism supply

Abstract: In recent years, there has been increased development of indigenous tourism as part of the tourism industry. Even the Sámi of Northern Sweden are now engaging in tourism, not least because the restructuring of reindeer herding has forced them into taking up other occupations. The purpose of this article is to analyze the potential of the emerging Sámi tourism in Sweden, with special emphasis on access to Sámi tourism products. The analysis uses the four H approach outlined by V. L. Smith habitat, heritage, history and handicraft. The article starts with a short description of the Sámi and their culture, followed by a discussion of the relationship between the Sámi and tourism in northern Sweden. Smith's concept is then introduced, modified and applied in relation to the new Sámi tourism development in the area. The analysis is based on a survey of all 68 Sámi tourist attractions and projects in Swedish Lapland in 1999.

Author: Nyaupane, Gyan P.; White, Dave D.; Budruk, Megha

Year: 2006

Title: Motive-based tourist market segmentation: an application to Native American cultural heritage sites in Arizona, USA

Journal: Journal of Heritage Tourism

Volume: 1

Issue: 2

Pages: 81-99

Keywords: market segmentation, Native American sites, National Park Service, cultural heritage tourism, cultural heritage management, motivation

Abstract: This paper utilizes a motive-based segmentation to understand tourists to cultural heritage sites in Arizona, USA. The data for this study were collected through mail survey from a representative sample of 671 tourists to three Native American cultural heritage sites. Using cluster analysis based upon motives for cultural history learning, three distinct segments were found: (1) 'culture-focused,' (2) 'culture-attentive' and (3) 'culture-appreciative' tourists. These groups differed significantly in terms of behaviour, experience and interpretation. The culture-focused segments spent longer at the sites, stayed more nights away from home, considered visiting archaeological sites as their primary activity, and placed more importance on interpretation. In addition, the culture-focused groups were more satisfied with their trip, appreciated the preservation of archaeological resources and reported more learning experiences. Overall, the study supports the notion that heterogeneity exists within cultural heritage tourist markets. Implications of these findings in conceptualization, management and marketing cultural heritage tourism are discussed.

Author: Okumus, Bendegul; Okumus, Fevzi; McKercher, Bob

Year: 2007

Title: Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey

Journal: Tourism Management

Volume: 28

Issue: 1

Pages: 253-261

Keywords: tourism, destination, marketing, gastronomy, food, Hong Kong, Turkey

Abstract: This paper compares how two different destinations use food in their marketing activities. Content analysis of brochures, booklets and web sites was used. One, Hong Kong, makes extensive use of food as part of its core positioning statement. The other, Turkey, makes little reference to it, even though its indigenous cuisine is unique and rich. The findings imply that when using food in destination marketing, some expertise and knowledge are essential not only in marketing destinations but also in local and international cuisines as well as in socio-cultural characteristics of potential tourists. The study provides discussions on how destinations can learn valuable lessons to differentiate themselves through using their unique cuisines.

Author: Pettersson, Robert

Year: 2003

Title: Sámi Tourism in Northern Sweden – Supply, Demand and Interaction

City: Sweden

University: Umeå University

Thesis Type: Doctoral dissertation in Social and Economic Geography

Keywords: Sámi Tourism, Sámi, Indigenous culture, supply and demand

Abstract: Indigenous tourism is an expansive sector in the growing tourism industry. The Sámi people living in Sámi in northern Europe have started to engage in tourism, particularly in view of the rationalized and modernized methods of reindeer herding. Sámi tourism offers job opportunities and enables the spreading of information. On the other hand, Sámi tourism may jeopardize the Indigenous culture and harm the sensitive environment in which the Sámi live. The aim of this thesis is to analyze the supply and demand of Sámi tourism in northern Sweden. This is presented in four articles, preceded by an introductory section describing the purpose, method, theory, background, empirical evidence, and with a discussion and summaries in English and Swedish. The first two articles describe Sámi tourism from a producer (article I) and a consumer perspective (article II), respectively. The question is to what extent the supply of tourist attractions related to the Swedish Sámi corresponds to the demand of the tourists.

Author: Philip Feifan, Xie; Lane, Bernard

Year: 2006

Title: A Life Cycle Model for Aboriginal Arts Performance in Tourism: Perspectives on Authenticity

Journal: Journal of Sustainable Tourism

Volume: 14

Issue: 6

Pages: 545-561

Keywords: art, creative ability, dance, historical re-enactments, Indigenous peoples, intellectual life, minorities, music, tourism, Aboriginal arts performance, authenticity, cultural life cycles

Abstract: This paper suggests a life cycle model for Aboriginal arts performance in tourism related situations from the perspective of authenticity. It is proposed that Aboriginal arts performance is subject to a change and potential revitalization process which consists of five stages: (1) the primordial state; (2) increasing involvement; (3) situational adaptations; (4) revitalization; and (5) management for change, conservation or decline. The paper also examines the existing literature concerning authenticity in the field of tourism. It is designed to help understand and manage the increasingly complex world in which Aboriginal arts can decline, survive or change.

Author: Schroeder, Jonathan E.; Borgerson, Janet L.

Year: 2005

Title: An ethics of representation for international marketing communication

Journal: International Marketing Review

Volume: 22

Issue: 5

Pages: 578-601

Keywords: ethics, communication, advertising, image, studies, marketing

Abstract: This paper offers an ethical analysis of visual representation that provides criteria for and sheds light on the appropriateness dimension of marketing communications. It provides a theoretically informed framework for recognizing and understanding ethical issues in visual representation. An interdisciplinary conceptual review and analysis focuses on four representational conventions, synthesizing ethical concerns, to provide a broader context for recognizing and understanding ethical issues in marketing representation: face-ism, idealization, exoticization and exclusion. This framework is discussed and applied to marketing communications. This study argues that valuations of communication appropriateness must be informed by an awareness of the ethical relationship between marketing representations and identity. It is no longer satisfactory to associate advertising solely with persuasion; rather advertising must be seen as a representational system, with pedagogical as well as strategic functions. This study concludes by discussing the theoretical, research, and managerial implications that arise from an ethics of visual representation.

Author: Williams, Peter W.; Richter, Christine

Year: 2002

Title: Developing and supporting European tour operator distribution channels for Canadian Aboriginal tourism development

Journal: Journal of Travel Research

Volume: 40

Pages: 404-415

Keywords: Indigenous tourism, European tour operators, markets

Abstract: Because of the often remote and fledgling character of Canada's Aboriginal tourism attractions, developing alliances with knowledgeable and culturally sensitive distribution channel operators are especially important. The distribution channels developed can affect the patterns of destination use, target markets attracted, and Economic impacts created for Aboriginal communities. This research describes the structure and perspectives of the European tour operator industry as it relates to the distribution of North American Aboriginal tourism experiences to European travelers. The findings suggest strategies for working with tour operators in configuring, positioning, promoting, and delivering Aboriginal tourism.

Author: Xie, Philip Feifan; Lane, Bernard

Year: 2006

Title: A life cycle model for Aboriginal arts performance in tourism: perspectives on authenticity

Journal: Journal of Sustainable Tourism

Volume: 14

Issue: 6

Pages: 545-561

Keywords: Aboriginal arts performance, tourism, authenticity, cultural life cycles

Abstract: This paper suggests a life cycle model for Aboriginal arts performance in tourism related situations from the perspective of authenticity. It is proposed that Aboriginal arts performance is subject to a change and potential revitalization process which consists of five stages: (1) the primordial state; (2) increasing involvement; (3) situational adaptations; (4) revitalization; and (5) management for change, conservation or decline. The paper also examines the existing literature concerning authenticity in the field of tourism. It is designed to help understand and manage the increasingly complex world in which Aboriginal arts can decline, survive or change.

Author: Zeppel, Heather

Year: 1998

Title: "Come share our culture": marketing Aboriginal tourism in Australia

Journal: Pacific Tourism Review

Volume: 2

Issue: 1

Pages: 67-82

Keywords: Aboriginal tourism, Australia, Indigenous cultures, tourist marketing

Abstract: Aboriginal cultures are now increasingly promoted as a key tourist attraction in Australia. This representation of Australia's indigenous heritage is being undertaken by state and federal tourism agencies, cultural organizations, and a growing number of Aboriginal Councils involved in tourism projects. This article examines the tourist marketing and promoting of indigenous cultures in Australia. It reviews Aboriginal tourism brochures produced for the Northern Territory, Queensland, and South Australia. The commercial marketing of Aboriginal culture is revealed through content analysis of text and illustrations representing the Aboriginal tourism "experience" in these brochures. The areas examined include Aboriginal spirituality, the presentation of an Aboriginal "voice," and rules on visitor access to Aboriginal culture. More realistic and contemporary images of Aboriginal people in tourist marketing are associated with growing Aboriginal involvement in tourism and Aboriginal land ownership. Further consultation is required with Aboriginal people and indigenous communities to accurately represent living Aboriginal cultures.

Author: Zeppel, Heather

Year: 2002

Title: Cultural tourism at the Cowichan Native Village, British Columbia

Journal: Journal of Travel Research

Volume: 41

Issue: 1

Pages: 92-100

Keywords: Indigenous tourism, British Columbia, Canada, visitor experience

Abstract: This study examines visitor responses to cultural presentations at the Cowichan Native Village on Vancouver Island, Canada. A self-completed survey was used to collect information from 496 Canadian and international visitors at the Native Village. The results provide a cultural profile of visitor experiences and satisfaction with a native-owned tourist attraction. Descriptive statistical analysis found that two key factors providing a genuine visitor experience of native culture were learning about Cowichan history and contact with Cowichan staff. The study provides additional information on visitors at indigenous cultural theme parks and enhances understanding of the cultural tourism market in Canada.