

THE REPRESENTATION OF INDIGENOUS
PEOPLES IN THE DESTINATION IMAGES OF
AUSTRALIA AND NEW ZEALAND:
A GEOGRAPHICAL ANALYSIS OF TOURISM
WEBSITES

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WILLIAM PRICE

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Oklahoma State University

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Thesis Approved:

Alyson Greiner

Thesis Adviser

Reuel Hanks

Brad Bays

A. Gordon Emslie

Dean of the Graduate College

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CHAPTER I

INTRODUCTION

Introduction

The concept of place representation has long been of interest to geographers. It may be defined as the manner of place presentation by a group of people, reflecting both how those people conceptualize the place and how they wish others to perceive it. Place representations are not casual constructs; they are developed with specific intentions in mind. Thus, people are likely to emphasize attributes that they value, downplay those that they do not, and even create idealized representations of places. Although the concept of place representation is most often associated in geographic literature with landscapes, the portrayal of people is also an integral component. It is often impossible to separate people from the landscape, and vice-versa—they are interconnected. There are many different groups that might be involved in constructing place representations, from governments to authors to movie makers. This study will focus on the tourism industry, a business with place representation at its core.

In the tourism industry, one specific aspect of place representation includes the creation and promotion of “destination images.” A destination image is the “picture” which those promoting a country—government travel bureaus, airlines, hotels, service

industries, and travel companies—wish to portray to outsiders, particularly foreign tourists. The destination image reflects how the promoter views the country and what aspects of its people, landscape, and culture they wish others to recognize. In the production of tourist materials, a promoter will attempt to present what it perceives as the most positive view of the country's history and attractions, in order to entice visitors. Hence, the materials—guidebooks, brochures, maps, and websites—produced by a promoter to attract tourists provide insight into that group's place representation. They indicate what aspects of a place the promoter values and what aspects they wish to deemphasize.

Over one billion people in the world have access to the internet and, as a result, it has become a revolutionary source of place information. For many travelers, it has become the primary information gathering source on potential destinations. The information offered on travel websites shapes not only the user's planned itinerary, but also their perception of the destinations they intend to visit. Travel information mediums, such as websites, serve as a window into the attitudes and values of tourism promoters, and thus the underlying social agendas behind their construction. Travel websites are an important indicator of a country's destination image, and, thus, how promoters are presenting different locations and people—such as indigenous populations—in that image. If travel websites portray the indigenous people of a country as stereotypical primitives, as opposed to complicated and valuable members of society, then that may also be how potential viewers will perceive them. Stereotypical portrayals of indigenous populations not only reflect tourism promoter's own biases, but may cause the perpetuation of similar sentiments in potential visitors that view the promotional material.

Two countries which incorporate their indigenous peoples into their destination images are Australia and New Zealand. The indigenous populations of both countries, often existing on the fringes of society, have historically been viewed by non-indigenous citizens with a mixture of indifference and contempt. National mythologies tended to present very Eurocentric histories, glorifying the conquest of the European settler over the savage or primitive native. Governmental policies were enacted by both governments to codify the national mythologies—relegating the indigenous populations to subjugated status.

From first contact, British settlers in Australia disregarded any Aboriginal claim to land possession or legal status, effectively establishing a precedent that would endure for more than 200 years. Following the arrival of the European settlers, the Aboriginal population plummeted by about 90% and became increasingly marginalized—ranking well above the national averages in poverty, crime, and alcohol abuse statistics. In contrast, the British settlers in New Zealand signed the 1840 Treaty of Waitangi with the Maoris, granting them a certain degree of legal status and rights to the land. However, this treaty did not prevent the marginalization of the Maoris, as they too became increasingly poverty stricken and overrepresented in crime statistics. Yet, their numbers did not fall as significantly, and they continued to represent a sizeable percentage of the country's overall population. During the 1980s and 1990s, the Aboriginals and Maoris both succeeded in gaining the return of Native Title, through successful maneuvering within their respective countries' legal systems. As a result, there have been a number of Native Title claims launched by the two indigenous populations and a subsequent rise in

societal prominence. The return of Native Title has also resulted in increased visibility and societal awareness of Aboriginals and Maoris.

In addition to the similarities in the treatment of their indigenous populations, Australia and New Zealand have a number of other commonalities (Table 1). Both countries are prime international tourist destinations, attracting millions of visitors each year. As a result, international tourism is a significant component of both countries' economies. In terms of percentage of international visitors involved, the indigenous population of New Zealand has a larger role in the international tourist industry than in Australia, but that may be a product of the relative sizes of the two countries. Many of the Aboriginal sites are located in Australia's interior and are difficult to access, whereas in New Zealand many Maori sites are located within 100 miles of Auckland and can be reached via primary roads.

TABLE 1

DEMOGRAPHIC AND INTERNATIONAL TOURISM STATISTICS

Category	Australia	New Zealand
Total Population	20,264,082*	4,076,140*
Caucasian Population	92%*	69.80%*
Indigenous Population	2%*	14%*
International Tourists	5,497,000**	2,406,196^^
Economic Benefit of International Tourism	\$16.9 billion**	\$6.5 billion^^
International Tourists exposed to Indigenous Cultural Displays	10%#	17.8%^
International Tourists that visited an Indigenous Site or Community	4%#	NA

Source: * Central Intelligence Agency (2007).
 ** Tourism Australia (2005a)
 # Tourism Australia (2005b)
 ^ New Zealand Ministry of Tourism (2003)
 ^^ New Zealand Ministry of Tourism (2007)

Statement of Problem

While geographic research has been conducted on many aspects of the status of Aborigines and Maoris, few, if any, studies have been conducted on how the Australian and New Zealand tourist industries are incorporating their respective indigenous populations into their destination images. The internet is widely acknowledged as an increasingly important promotional tool in the tourism industry, but since it is a relatively recent development, little academic literature exists on the destination images presented on tourist websites. Hence, no studies have been identified that analyzed the destination images of Australia and New Zealand presented on tourist websites. Furthermore, no studies have been found that address the representation of indigenous peoples of any country on tourist websites. This study seeks to address those absences in the academic literature by performing a geographical analysis of tourism websites promoting the two countries. By doing so, this contributes to the existing literature in cultural geography concerning place representation, indigenous geographies, and the geography of tourism.

CHAPTER II

HISTORICAL BACKGROUND

This section has been included to provide the necessary context for the proposed study. In order to understand how and why the indigenous peoples are incorporated into the destination images of Australian and New Zealand, it is necessary to have a familiarity with the historical developments that have led up to the present-day situations.

Australia

Legal Status of Indigenous Peoples

Much has been written on the Native Australian's efforts to reclaim Native Title from a legal perspective. When the British began to settle Australia (Figure 1) in 1788, they declared the land to be "*terra nullius*," or "land belonging to no one" (Mason 1997, 813). The Aboriginal population was small and they offered only minimal resistance, which tended to take the form of either theft or cattle slaughter. The British declared that the Aboriginals did not own the land and had no rights to use it. Australia was viewed as a "settled" country, as opposed to a "conquered" one (Mason 1997, 814). The declaration of *terra nullius* enabled the British to apply common law to Australia, allowing them to forgo any dialogue with the Aboriginals over land rights. This



Base 802663AI (C00014) 12-99

Figure 1. Political Map of Australia

Source: Central Intelligence Agency 1999

approach to the settlement of Australia differed greatly from that taken by the British in establishing other colonies on land that was already settled by indigenous peoples. In every other colony, the British at least granted cursory negotiations to the indigenous peoples. The view that Aboriginals had no rights to the land was codified in *Cooper v.*

Stuart in 1889, which stated that Australia “consisted of a tract of territory practically unoccupied, without settled inhabitants or settled law” (817).

With the *Mabo v. The State of Queensland* (No. 2) case in 1992, the Australian High Court granted “Native Title” to Aboriginals under certain conditions (Mason 1997, 818). The *Mabo* case was brought to the High Court by the Meriam people, led by Eddie Mabo, of the Murray Islands in the Torres Strait which were acquired by the state of Queensland in 1879. The High Court ruled that the property rights of the Meriam people were established prior to annexation, and thus should have been upheld by the Australian government under the auspices of common law—thereby overturning the provisions of *Cooper vs. Stuart*. The *Mabo* decision was applicable not only to the Meriam, but to all Native Australians (Lumb 1993, 86). The High Court ruled that challenges could be made concerning property rights, but not against the sovereignty of The Crown. Furthermore, challenges could not be made for land that was acquired through “Crown prerogative or legislation” (91), including land designated as “freehold or leasehold” (95). Title would be granted as “communal native title,” with the specific provisions assigned to be determined “according to the customs of the group or clan” making the claim (91). According to Lumb (1993, 94), proof of Native Title is the sole burden of the claimant (i.e. the Aboriginal individual or group), and is determined according to an established set of guidelines.

Following the *Mabo* ruling, many subsequent cases have been launched to test the boundaries of Native Title application. The most famous of these cases was the *Wik Peoples v. Australia* decision of 1996, in which the High Court ruled that Native Title, in some cases, overrides the pastoral leases granted by the crown (Mason 1997, 825). The

High Court ruled that “leases did not confer on the grantees rights to exclusive possession, in particular possession exclusive of all species of Native Title which might have existed” (826). Thus, claims against pastoral leases would be evaluated on a case by case basis, with the decision to rest on the claimants’ historical ties to the contested land. This ruling caused much concern and anger among ranchers, who no longer felt their long-term leases were secure. Another such case was *Yanner v. Eaton* (1999), in which the plaintiff, an Aboriginal, sought to expand the application of Native Title to hunting rights (Nicholls 1999). The High Court ruled that Native Title superceded state sponsored hunting regulations, and that the plaintiff was entitled to hunt on restricted property that was once used by his tribal ancestors. Nicholls (145-146) argues that this case might set an unfortunate precedent, in that no distinction was made by the High Court between different hunting methods. He points out that the plaintiff used modern hunting techniques to capture his quarry (crocodiles), and might merely have been attempting to gain a commercial advantage over his competitors by having exclusive access to valuable hunting grounds.

Societal Treatment of Aboriginals

Prior to British settlement in 1788, there were an estimated 300,000 Aboriginals divided into more than 500 tribes, existing primarily as “semi-nomadic hunters and gatherers” on territories “as vast as 100,000 square kilometers in the desert regions or as small as 500 square kilometers in fertile coastal areas” (Broome 1994, 11). To put the European impact on Aboriginals in context, Mercer (1997) points out that it is difficult to overlook the statistics that “after some 60,000 years of continuous settlement, (saw) 90%

of Australia's Aboriginal population die from various associated causes within the first 100 years of European conquest." According to Broome (1994, 25) the European's view of the Aboriginals as "savages" grew partly out of their experiences with the African tribes and the slave trade. They viewed "black as dirty and evil and white as clean and pure," and thus "black-skinned became associated with primitive and savage" (25).

In the aftermath of the *Mabo* decision, articles appeared on the societal and economic impact that the return of Native Title to Aboriginals would have on Australia. Ellemor (2003, 237) states that Australia "finds itself under increasing international pressure to recognize the histories, needs and aspirations of its indigenous populations." According to Mercer (2003, 424), the non-indigenous population's views of Aboriginals have "gradually shifted from one of complete indifference and/or the active promotion of genocide, through assimilation to grudging recognition." For many years, the predominant belief was that Aboriginals would eventually become extinct, as a result of "disease, assimilation, and 'defensive slaughter'"—as had the Aboriginals on Tasmania (Mercer 2003). The British "systematically exterminated" the Tasmanian Aboriginals, an action which some consider the world's first genocide (Maybury-Lewis 2002, 10).

Beginning in the 1860s, several Australian states began a policy of forced assimilation, involving the forced removal of Aboriginal and Torres Strait Islander children, particularly those of mixed heritage, from the homes and their placement in "apprenticeships and training homes" (Broome 1994, 83). Before the policies ended in the early 1970s, it is estimated that over 100,000 children were relocated—a group which has come to be termed "The Stolen Generation." According to Nettheim (1994), the *Mabo* case has given the Aboriginals legal standing, and with that will ultimately come

legitimacy and a rise from the margins of society. However, given the length of time that the Aboriginals have been afforded inferior status it is not likely that such a change will occur overnight. Many Aboriginals continue to live in extreme poverty and are reliant on governmental welfare (Davies 2003). In addition, alcohol and drug addictions plague many within the Aboriginal community. According to Ellemor (2003, 237), a “reactionary racism” has arisen in Australia, highlighted by the emergence of the One Nation Party, a political movement that provokes fears of non-indigenous Australians with regard to having their land taken away. Aboriginals are often stereotyped as drunkards, criminals, and, essentially, as parasites living off state welfare.

Moran (2002) discussed the recent emergence of a “reconciliation movement,” which has become the “central political justice issue” (1018) in the country—with the ultimate goal of acknowledging the Aboriginals as “full moral members of a shared Australian nation” (1030). The reconciliation movement was codified in the *Council for Aboriginal Reconciliation Act 1991* (Short 2003). The act established a council of twenty-five Aboriginal leaders, who are responsible for establishing “community wide education efforts” (293) and devising ideas that would further reconciliation. There are critics of this “reconciliation movement,” however. For example, Short (2003, 307-308) points out that the movement emphasizes “assimilation,” and can perhaps be viewed as yet another tactic in the continued colonization of Australia—with the incorporation of “all that settler society sees as valuable in indigenous culture” while simultaneously limiting potential for Aboriginal growth.

Indigenous vs. Non-indigenous Conceptualization of Land Usage

Much of the hostility in the time subsequent to the *Mabo* and *Wik* decisions has, not surprisingly, centered on issues of land usage. Aboriginals, with few exceptions, were not historically allowed to own land, and were often used as cheap labor sources (Moran 2002). It was a commonly held belief that Aboriginals lacked the “social arrangements” needed to understand the concept of land ownership (1021). The Aboriginals “lived by rules of kinship, not class, and considered themselves allied by descent with the landscapes and different elements of nature” (Pawson and Cant 1992, 97). In fact, the Aboriginals had long been modifying the landscape—“the grasslands of eastern Australia were created and managed by continual firing to attract game and encourage edible tuber growth” (98). However, for the Aboriginals land was viewed as both a “source of identity,” and as a part of an interconnected physical and spiritual world (103). Aboriginals view land as “part of the whole, a part of themselves” (Hill 1995, 309), and thus as “part of their extended selves.” Aboriginal tribes have strong attachments to particular ancestral lands. Individual land ownership is viewed largely as an alien concept, totally incompatible with their cultural and spiritual predilections.

A significant resentment arises from the belief that Aboriginal and “modern” land use principles are mutually exclusive, but that is not always the case (Young 1999).

Aboriginals tend to view land as a communal resource, in which individual ownership of land parcels is not practiced and all members of a community have equal access rights.

In contrast, non-indigenous Australians tend to hold a more “Western” view—in which private land ownership is a core foundation of society. However, Young believes that

Aboriginals have historically shown that they are capable of adapting to new

circumstances, effectively accommodating their own traditional beliefs and more “modern” views. Young (166-168) cites a successful cattle business in Yalpirakinu in the Northern Territory, in which Aboriginals maintain their traditional views of land usage, but utilize modern commercial practices. Young (168-170) proposes that an integration of the two approaches is possible, and that if inclusive community based approaches are used, even profitable.

Underscoring much of the conflict is the issue of monetary profit. Many non-indigenous Australians fear that with the restoration of Native Title, a subsequent downturn in the economy will arise (Altman 2004). However, Altman theorizes that Aboriginal development will actually benefit, not hinder, Australia’s economy due to the combination of traditional and modern markets—what he terms the “hybrid market” (521). For example, he states that the Aboriginal land-use approach emphasizing sustainability will provide a balance to the more modern commercial approach, resulting in more efficient long-term usage.

New Zealand

Although there were significant differences in the legal treatment of Maoris and Aboriginals, the Maoris were subjected to similar societal ostracism. As with the Aboriginals, the Maori conceptualization of land differed greatly from the Western emphasis on private property. A significant difference between the situation that faced the Maoris and the Aboriginals, however, is that the population of the Maoris never plummeted to such low levels. The Maoris lived in agricultural-based villages and had a much higher population density at the time of European contact. With the larger

population of Maoris and the much smaller land mass, the Europeans in New Zealand (Figure 2) were never able to ignore the presence of the Maoris to the same extent as they had done with the Aborigines in Australia.

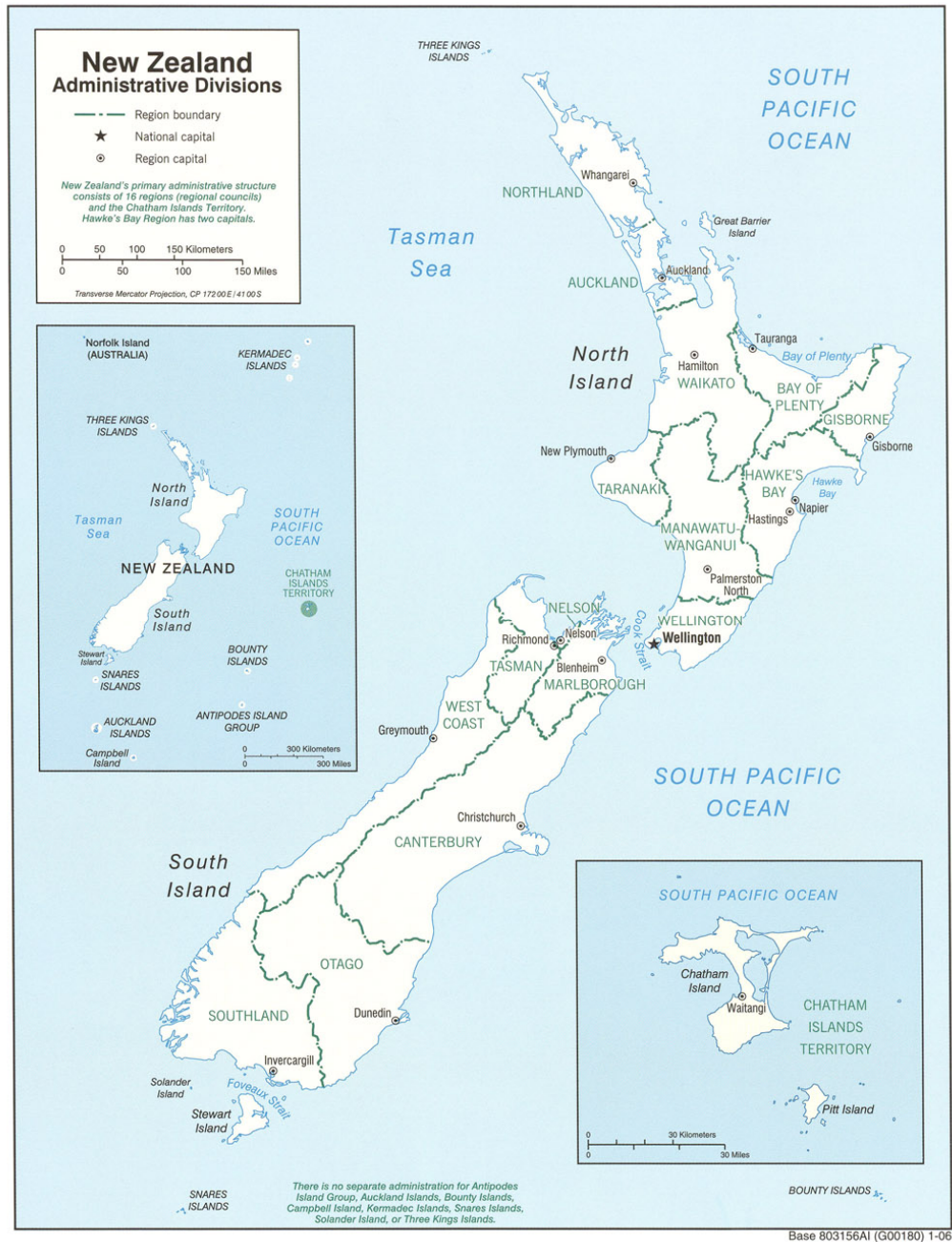


Figure 2. Political Map of New Zealand
Source: Central Intelligence Agency 2006

Legal Status of Indigenous Peoples

The Maori struggle to claim Native Title differs greatly from that of the Australian Aboriginals. When the British began to colonize New Zealand, they did not declare it “terra nullius,” but instead adopted a policy in which it was hoped that the Maori would annihilate themselves, even providing weaponry to facilitate the process—a period known as the “Musket Wars” (Bourassa and Strong 2002). When this policy failed, the British signed the *Treaty of Waitangi* with the Maori in 1840. The treaty “guaranteed the full exclusive and undisturbed possession of their Lands and Estates Forests Fisheries and other properties,” with the Crown reserving the “exclusive right of preemption” (Mason 1997, 821). However, until the passage of the *Treaty of Waitangi Act* in 1975, Maori control over their land was largely ignored by non-indigenous settlers. The 1852 *New Zealand Constitution Act*, passed by the British Parliament, created a New Zealand legislature and granted voting rights to land-holding males, but not to Maoris (Bourassa and Strong 2002). Unlike in Australia, the Maori/settler dynamic, at times, escalated into full-scale war over land usage rights (Bourassa and Strong 2002). In 1860, for instance, a war erupted on the North Island between the colonists and the Maori. As a result, the British Parliament passed the *Suppression of Rebellion Act of 1863*, which allowed for the “confiscation of land of those found to be in rebellion” and the arrest of Maori combatants (234). The *Native Lands Act of 1862* and the *Native Lands Act of 1865* provided the legal framework for the conversion of Maori-held land into land which The Crown could grant ownership for titles to non-indigenous New Zealanders. In 1877, the Chief Justice of the High Court nullified the provisions of the Treaty of Waitangi, effectively eliminating all Maori recourse for nearly 100 years (Pawson and Cant 1992).

Although a drastic change from previous national policy, the *Treaty of Waitangi Act* was only applicable to “grievances incurred post-1975” (227). It created a tribunal that was entitled to make recommendations concerning the return of Native Title, but was not given the authority to institute policy based on its findings. Following a 1985 amendment to the *Treaty of Waitangi Act*, the Maori were granted the opportunity to have their land claims reviewed by a special tribunal which was empowered to address claims dating back to 1840. Furthermore, in 1987, the New Zealand Court of Appeals ruled in *New Zealand Maori Council v. Attorney-General* that the non-indigenous settlers had violated the Treaty of Waitangi, and the government was required to “redress past grievances,” through various means including the payment of cash settlements (Mason 1997, 822).

As in Australia, there have been motions filed subsequently by indigenous peoples to reclaim their ancestral lands and rights. One such motion was the *Te Weehi* case of 1984, in which a Maori plaintiff sought fishing rights to a tribal area that was protected by the *Fisheries Act of 1983* (Mylonas-Widdall 1988). The tribunal ruled in favor of the plaintiff, citing common law in which Native Title takes precedence. Another legal issue that has arisen involves Maori use of geothermal resources (Tutua-Nathan 1992). Prior to British arrival, many of New Zealand’s geothermal areas were widely revered by the Maori and used for many ceremonial purposes. As a result, the New Zealand courts will be faced with the decision of how to balance economic interests against Maori Native Title claims.

Societal Treatment of Maoris

When the British settlers arrived, the Maori, unlike the Aboriginals, did not retreat from contact. For this reason, and their clear social hierarchy, they were accordingly granted much higher status (Pawson and Cant 1992). With continual removal of their ancestral lands during the period following the Treaty of Waitangi and the casualties resulting from land wars, the number of Maoris declined but they remained a significant percentage of the total population of New Zealand (Bourassa and Strong 2002). Unlike in Australia, their presence could not be ignored. Nevertheless, they remained a marginalized minority for over a hundred years.

With the passage of the *Treaty of Waitangi Act* and its subsequent amendment, came several changes in the societal role of Maoris. In the period from 1991 to 2001, the number of New Zealanders claiming Maori descent increased greatly, by upwards of twenty percent— about 100,000 people (Johnston, Poulsen, and Forrest 2003). Despite this apparent increase in the willingness to embrace Maori heritage, New Zealand remains a fairly segregated country. Johnston, Poulsen, and Forrest found that New Zealanders of European descent tend to live in racially homogenous areas, while Maoris and other ethnic minorities live in much more diverse settings. In a separate study, Johnston, Poulsen, and Forrest (2005) found that this racial segregation is more pronounced in urban settings. Another societal development that has recently come to prominence is the Maoris' right to development (Gibbs 2005). According to Gibbs, the *Treaty of Waitangi Act* affords the Maoris the right to use traditional resources known in 1840, the right to participate in the use of resources discovered since 1840, and the right to foster societal growth. However, Gibbs found that, in reality, while the tribunal has

ruled in favor of all those rights accorded by the *Waitangi Act*, the New Zealand High Court has largely ruled against the latter two rights. As a result of a continuing cycle of poverty, Maoris are “significantly over-represented in statistics relating to crime, drinking, smoking and associated health problems, one-parent families, and teenage male suicides” (Ryan and Crotts 1997, 902). It is worth noting that this study was conducted a decade ago. It would be interesting to see what, if any, changes would exist within the demographics of Maoris if a similar study was conducted today.

Indigenous vs. Non-indigenous Conceptualization of Land Usage

Like the Aboriginals, the Maoris did not follow the traditional patterns of European land ownership. Land was the property of the tribe (*iwi*), and kinship groups were “allocated use rights according to need” (Pawson and Cant 1992). However, the tribal chief was the only one with the power to determine the use of the land. Despite the fact that the Maori had reduced the total forest cover of New Zealand by 53-78%, the settlers concluded that the Maori had not made adequate use of the land. As with the Aboriginals, the Maoris viewed elements of their landscape as sacred, and much of the litigation that occurred in the Native Title era pertains to Maori attempts to reclaim sacred lands.

CHAPTER III

LITERATURE REVIEW

The academic literature relevant to this research comes from a variety of disciplines, but primarily geography and tourism studies. The geographic approaches to this topic can be categorized into two broad themes: place representation and preservation of cultural resources. The first part of this section provides a summary of the academic research that has been conducted on the involvement of Aboriginals and Maoris in the tourism industries of their respective countries—highlighting their motivations for participation, their concerns over how they are represented, and the conflicts that have arisen between indigenous peoples and tourists over the preservation of cultural resources. The second part of this section addresses the geographic literature focusing on place representation and then discusses the literature relevant to the specific objectives and methodology of this study—the use of visual images in destination image construction in general and on the internet specifically.

Indigenous Tourism in Australia and New Zealand

Australia

Socioeconomic Development. One of the strategies for Aboriginal social and economic development that has been embraced is the use of tourism. The potential for Aboriginal tourist involvement is undeniable, as there are currently more than 40,000 Aboriginal sites that are listed within the Australian National Estate and in State Registers (Sofield 2002). The Register of National Estate is maintained by the Australian Heritage Commission, and includes areas of “natural, historic, and Aboriginal heritage which should be conserved” (The Australian Heritage Commission 2004). There have been a number of articles that have been written concerning the myriad of issues that confront Aboriginals as they attempt to better their situation through the use of tourism. Young (1999) suggests that tourism offers a potential arena for integrating indigenous and non-indigenous land use concepts. Recent policies enacted by the Australian government have promoted tourism as a “mechanism to alleviate indigenous dependence on welfare” (Dyer, Aberdeen, and Schuler 2003, 84). Fuller, Buultjens, and Cummings (2005, 892-893) posit that among the advantages for Aboriginals utilizing the tourist industry are minimal government involvement, numerous potential revenue sources, and the ability to profit by selling traditional arts and crafts.

There have been several studies published that address the increasing involvement of Aboriginals in the tourist industry. In a case study analysis of the Djabugay people’s involvement in the Tjapukai Aboriginal Culture Park—located near Cairns, Queensland—Dyer, Aberdeen, and Schuler (2003) found that, despite their supposed

partnership with a local non-indigenous business, the situation for many of the Aboriginals was not improved by their involvement with tourism. For example, only a few tribal elders were receiving any substantial economic benefits, while the majority of the Djabugay continued to live in poverty. Despite a contract which stipulated that the Djabugay would be trained to assume full ownership of the park, not a single Aboriginal was employed in a managerial position (86-87). At least one study has been published that questions the use of tourism as a means to improve the socioeconomic status of Aboriginals. In a visitor survey analysis conducted at Desert Park in Alice Springs and at Uluru-Kata Tjuta National Park, both in the Northern Territory, Ryan and Hutton (2002) found that few tourists expressed a high degree of interest in Aboriginal culture. As a result, Ryan and Hutton suggest that Aboriginals may benefit more by merely producing artifacts for mass consumption, rather than considering more interaction with tourists.

Moscado and Pearce (1999) found that there were four basic types of tourists that visited sites associated with Aboriginals. The "Ethnic Tourism Connection" group was "the largest group identified, was very interested in all aspects of indigenous tourism experiences," and was intrigued by the prospect of direct contact with Aboriginals (429). The "Passive Cultural Learning" group were also very interested in indigenous culture, but were not particularly interested in intimate interaction with the Aboriginals (429). The "Ethnic Products and Activities" group tended to have little interest in Aboriginal culture. They sought to find enjoyment in Aboriginal "food, crafts, and participation in traditional activities" (430). The "Low Ethnic Tourism" group had minimal interest in any aspect of indigenous culture (430). This study indicates that a significant portion of

tourists that visit Aboriginal sites have no interest in an accurate portrayal of their culture—they would be satisfied with a stereotypical representation.

Authenticity of Cultural Portrayal. It is a common fear among Aboriginals that the tourists are only exposed to a stereotypical view of their culture, without understanding the many differences and complexities that distinguish the different societies. As Hinkson (2003, 302) phrases it, “cultural stereotypes of Aboriginality have proved particularly resilient and difficult to dislodge, as has the reduction of regional cultural differences to a commodified Aboriginal monoculture, often symbolized by the boomerang and digeridoo.” Australia’s tourism industry has the reputation of being very “Eurocentric” (Frost 2004, 283). Aboriginal history tends to be “removed from Australian history and mainstream culture” (284). In his analysis of the tourism industry in Broome, Western Australia, Frost found that there is a market for accurate portrayals of Aboriginal culture and history. Hinkson (2003, 295) discusses the inaccuracies of the traditional view that Aboriginal history is “confined to the relatively undeveloped, underpopulated, and isolated, north of the continent.” She points out the abundance of Aboriginal heritage sites that are located within Metropolitan areas—potential tourists sites which have been notably absent on tourist maps and in tourist guides (296). However, this trend is beginning to change, as cities, such as Sydney, are now beginning to promote these aspects of their history.

In their aforementioned analysis of Tjapukai Aboriginal Culture Park, Dyer, Aberdeen, and Schuler (2003) found considerable disagreement between the Djabugay and the park owners over how to present their culture to tourists. The authors found that many of the Djabugay felt that the version of their culture that was presented to tourists

was inauthentic. Questions over authenticity were usually resolved in favor of the monetary bottom line. As a result, the park displayed a stereotypical image of the generic Aboriginal, rather than an accurate image of the Djabugay (90). For example, the Djabugay dancers were accompanied by a didgeridoo—a musical instrument which was used by Aboriginals in the Northern Territory, but not in Queensland. Despite acknowledging the inaccurate portrayal of their culture, many of the Djabugay felt that the park “had instilled pride and an interest in cultural revival,” and that through interacting with members of non-indigenous cultures, they might be able to eliminate some of the more harmful stereotypes about them (93).

Preservation of Cultural Resources. An issue that is of particular contention with regard to tourism is the preservation of resources that are culturally significant to the Aboriginals. Frost (2004, 289) states that tourism may provide the influence to preserve aspects of Aboriginal history that otherwise may be forgotten. However, a number of studies cite the conflicting interests of Aboriginals and tourists. Brown (1999, 678) states that “culture conflict is manifested by the clashes produced between conservation and indigenous rights, and between cultural respect and visitor access.” A case analysis of Uluru-Kata Tjuta National Park provides a useful example of this issue, as the park serves both as a major tourist destination and as an extremely important cultural site for the Anangu people (Brown 1999). The park is one of the most widely visited sites in Australia, and its central attraction, Uluru (formerly Ayer’s Rock) is among Australia’s most iconic symbols—it has been listed on the United Nation’s World Heritage List since 1987. Although officially discouraged due to issues of safety, ecological damage, and respect for Aboriginal culture, attempting to climb Uluru has become a very common

practice among visitors to the park. Brown (693) found that the danger warnings proved largely ineffective, but that tourists were more responsive to “messages promoting the Aboriginal perspective of disrespect” and messages citing the potential for ecological damage. He states that the tourism industry must take a more active role in promoting “culturally appropriate activities” which are “endorsed” by the local Aboriginal community (694). In addition, he feels that tourist respect for Aboriginal culture may improve if they had more contact with the Aboriginals.

Palmer (2004) describes the conflict that has emerged between “bushwalkers” and the Bininji/Munggyu Aboriginals over usage of Kakadu National Park in the Northern Territory. Kakadu represents the convergence of two differing conceptualizations of place—the Aboriginal view which holds the landscape in spiritual esteem and the non-indigenous tourist’s view of the park purely as a great “wilderness” area of natural beauty (111). Although bushwalkers claim they are “environmentally friendly,” the Aboriginals express concerns that the bushwalkers are “visiting sacred areas, removing cultural materials, and disturbing the spirits of the old people who rest there” (112-113). Palmer suggests that the best resolution to the conflict may be the institution of an integrated Aboriginal/non-indigenous management approach, in which bushwalking is allowed to continue but with limited access to spiritually important areas, such as locations where rock art is found.

In an effort to stem the disputes between Aboriginal and non-indigenous land use perspectives in national park areas located on indigenous land, Kakadu National Park was established as the first jointly managed protected area in 1985 (Muller 2003). As of 2003, “nine of Australia’s 6000 protected areas are jointly managed and at least 30 other

protected areas are being negotiated for joint management” (33). The concept of joint management was adopted as a “necessary strategy to increase Aboriginal control over the management of those parts of their traditional country where ownership cannot now be realized because of the existence of government protected areas” (33). However, many Aboriginals view the joint management program as “tokenism,” as Aboriginals are frequently not consulted on issues related to the parks. An alternative to the joint management program is the Indigenous Protected Area Program (IPA) which encourages “indigenous landowners to dedicate their land for the purpose of conservation, for which they receive on-going financial and technical assistance” (34). Hence, the program seeks to give the Aboriginals more autonomy in regards to decisions concerning areas of their lands that are incorporated into conservation areas. Muller found that the Nantawarrina IPA (near Adelaide), which was donated by the Nepabunna in 1998, has proven to be an economic success and has resulted in improved Aboriginal perceptions of cultural resource protection, as well as a sense of communal pride and purpose.

New Zealand

Socioeconomic Development. Many Maoris believe that tourism is a vital strategy for enhancing their socioeconomic status (Barnett 1997). Maori tourism is indeed a well promoted aspect of New Zealand tourism within the country (Ryan 2002). However, there may be some obstacles that must be overcome before Maori tourism will enter the mainstream. In a survey-based study conducted on arriving and departing passengers at Christchurch International Airport, McIntosh (2004) found that most visitors (37 out of 46 departing passengers) to New Zealand were not very familiar with

Maori culture prior to their visit. In addition, nearly all of the survey participants “reported that they had not looked for any specific information on Maori culture prior to their departure” (5-6), but most stated that “an experience of Maori culture was an important part of their visit” (7). The majority of departing participants felt that they had experienced some interaction with Maori culture, and many expressed that they wished for more (8). As such, “Maori culture appears to be an integral part of what tourists experience during their visit to New Zealand” (8). McIntosh’s results are informative as the interviews were conducted in multiple languages and thus participants were not all from the same cultural background. However, the small sample size of the study is notable—it is questionable whether his results are statistically significant. Attracting domestic non-indigenous tourists may also prove difficult for the Maoris, as many New Zealanders of European ancestry express little interest in visiting Maori tourists sites (Ryan 2002). They do not seem to view the Maori culture as “exotic”—a particular attraction to foreign visitors. Ryan suggests that Maoris should seek to expand their attempts to attract domestic tourism.

Authenticity of Cultural Portrayal. As with the Australian Aboriginals, one of the largest areas of concern among the Maori is that their “cultural experiences and products are being presented to tourists in an inauthentic manner” (Barnett 1997, 472). For example, many Maori cultural products and services are not actually being provided by Maoris and, as a result, many of those products are becoming increasingly commodified. The results of McIntosh’s (2004, 6) aforementioned survey reinforce the Maoris’ fear—“for the majority of visitors arriving in New Zealand, their impressions of Maori culture were traditional and somewhat stereotypical.” McIntosh (6) found that the terms most

commonly associated with Maoris were “rugby, All Blacks, haka, painted faces or face tattoos, warriors and tribal image, mostly black/dark skin color, and concert or dance performance.” He also found that most (32 of 46 departing passengers) respondents felt that their views of Maori culture had not been altered by their visit to New Zealand. Yet, the majority of respondents expressed a desire to visit a Maori community—seeking a more authentic experience (9). Many respondents “also stated that it was either very important or quite important to them to know that the arts and crafts they purchased are Maori made” and “to have a Maori perspective or interpretation provided” (9). McIntosh (13) suggests that rather than providing unwanted detail in regards to authenticity, Maoris should focus on “delivering cultural information as an added-value product” as it may “serve as an appropriate development option that meets tourist’s desires for meaningful and sincere encounters whilst ensuring heightened appreciation of indigenous culture.”

Taylor (2001) draws a distinction between authentic and sincere portrayals. Authentic portrayals draw on the imagery of Maoris prior to the arrival of the British—creating a stereotypical conception of the Maoris as though they “existed in a vacuum” (9). Sincere portrayals, on the other hand, incorporate tourists into cultural *maraes* (spiritual ceremonies), allowing the tourist a glimpse into how Maori culture actually operates in modern times. This theoretical framework will be of assistance in the interpretation of the research findings.

Preservation of Cultural Resources. According to Carr (2004), there has been very little academic research conducted on the impact of tourists on the Maori cultural landscape. Carr (2004, 233) states that “in New Zealand many landscape features, primarily mountains, lakes, and rivers in natural areas, are considered to be *taonga*

(treasures)” by the Maori. As many of those landscape types are the ones most frequently desired by tourists, conflict arises over the usage of traditional Maori land, particularly in national parks. Tongariro National Park, for instance, is revered as a site of great spiritual significance by the Maori and is among the most popular tourist sites in the country—attracting over one million tourists per year. Visitors to national parks might inadvertently offend the Maoris by defacing the landscape or climbing on sacred sites. National parks traditionally neglected to provide information about the Maori cultural landscape, instead focusing on European history and scientific information. By the middle of the 1990s the Department of Conservation began to incorporate information about the Maoris into interpretative displays at national parks. An analysis of Aoraki/Mount Cook National Park, however, found that most visitors were not interested in or affected by the information concerning the Maoris’ connection to the land. This may reflect a general prejudice towards the Maori that does not afford any consideration of their contributions or perspectives. However, many visitors to Mt. Cook are motivated by a desire to observe the scenery and may purposefully ignore the accompanying historical information.

Representations of Place in the Tourism Industry

Geographical Analyses of Place Representation

A comprehensive survey of all geographic literature devoted to the study of place representation would not be feasible or pragmatic. Instead this section will illustrate some of the breadth of approaches taken by geographers within this area of focus. Hughes (1992, 31) states that “paintings, architecture, and other forms of graphic

representation” are not just meaningless images, but “should be seen in the context of visual codes of communication that were current during the historic period of their construction.” Pocock (1994, 368) notes that “places have long been associated with personality,” a concept he discusses in relation to the place imagery used in English novels—particularly in the context of conjuring emotions in the reader. He mentions that imagery of home, or “first place,” elicits contrasting feelings of “security, stability, belonging” and “boredom, drudgery, entrapment” (366). “Subsequent place” refers to the desire for travel to an exotic place, which when visited often merely reinforces a character’s appreciation for home. However, he notes that despite its crucial role, the geographer “may lament that in terms of traditional literary criticism the contribution of place vis-à-vis characterization and plot has generally been undervalued as a criterion in the valuation of novels” (364). John (2007) discusses the important role that the “wilderness” place representation in Thomas Moran’s painting *Grand Cañon of the Yellowstone* played in the eventual establishment of Yellowstone as the nation’s first national park.

In an analysis of portrayals of Australia in American television commercials, Greiner (2001, 189) found that most Australians were depicted as living in the outback and displaying an absence of culture and intelligence. She also noted that the only presentations of Aboriginals involved a depiction in ceremonial garb in a travel advertisement for Sydney, a boomerang in a Foster’s beer commercial, and a quasi-reference to the dreamtime in an Outback Steakhouse commercial (191). Although these commercials were constructed by American advertisers for American audiences, they can be interpreted as a partial reflection of the image of Australia held by outsiders.

Place representation has played an important part in the construction of the Eurocentric mythologies of Australia. Howitt (2001, 234) states that before any integration can take place, Australian society must first change the way in which it constructs “spatial metaphors.” Non-indigenous Australians view their country as a “frontier” society, in which isolation has become the accepted norm (234). With the rise in Native Title claims has come a new emphasis on community and integration—terms that are opposed to the long held Australian geographical perspective. Furthermore, the return of Native Title has forced the non-indigenous Australians to confront their views of the Aboriginals as loathed “Others” (234). The “frontier” perspective has long justified the abuse of Aboriginals, as they were viewed as merely another hindrance to civilizing untamed places. Upon removal of the Aboriginals, the space was “filled with new elements: new property titles; new pastoral and agricultural species; and new people” (235). According to Howitt (236), this outlook leads directly to a “politics of exclusion” and “reinforces a geographical imagination rooted in images of empire as certainty.” As a result, the return of Native Title will force the non-indigenous Australians to come to terms with an alternate view of their country’s history—one which acknowledges the oppression of the Aboriginals (Moran 2002, 1018). The colonizing Europeans had settled Australia as though they were the first to live there—seeking to “subdue the wilderness” and “sacralizing the national landscape” (1024). Yet, Aboriginals were viewed as a “potential threat to settler nationalism” (1025). No studies have been identified that have discussed the effect of spatial metaphors on the treatment of Maoris in New Zealand.

Destination Image in Tourism Information Sources

The primary focus of this portion of the literature review will be on the tourism industry's involvement in place representation. Martin Young (1999, 373) states that "tourism is arguably the most profound modern force involved in place construction." Tourist promoters put a great deal of thought and planning into the information they place in the tools with which they market destinations. The concept of "destination image" is well established within the tourism literature, although there is considerable debate over the specific meaning of the term (Gallarza, Saura, and Garcia 2002). Choi, Lehto, and Morrison (2007, 119) define it as "a compilation of beliefs and impressions based on information processing from a variety of sources over time." Rather than providing a succinct definition, many scholars list the component attributes of a destination image (e.g. Gallarza, Saura, and Garcia 2002; Echtner and Richie 1991). For example, Echtner and Richie's (1991) list includes the attribute, holistic, functional, psychological, common, and unique components.

Tourism promoters seek to shape how potential visitors perceive destinations—providing information that promotes a positive image. Molina and Esteban (2006) stress the importance that brochures and other tourist media can have in influencing perceptions, as they often serve as a primary source of information to the previously uninformed tourist. O'Leary and Deegan (2005) suggest that an in-depth content analysis of tourist material—such as guidebooks or brochures—promoted by a tourist destination can provide a good indication of what aspects that destination is attempting to promote. For example, O'Leary and Deegan (252) found that when designing tourism materials for France, Irish destinations focused on "people, pace, and place," seeking to attract French

visitors with references to Ireland's scenery and slow paced lifestyle. They also found that the promoted images stayed with visitors for a longer time than expected— influencing their conceptualizations even after the visit had concluded. Thus, they stress the importance for those promoting destinations, such as the Irish tourism industry, to portray them accurately.

Martin Young (1999) sought to determine how tourism promoters balance the destination images they create with those actually experienced by tourists. In a case study based in the Daintree River and Cape Tribulation area in Queensland, Australia, he found that the tourism brochures did not provide a very accurate portrayal of the place in either past or present context. Yet, he found that the “number of days spent in area, previous visitation, and use of brochures as a primary source did not influence the meanings attributed to the area” (384). He found that tourism brochures, rather than molding people's opinions, serve as a significant influence on destination selection; but visitors made their own conclusions about a place through a combination of prior experience and personal expectations (384). Although seemingly in contrast to the findings of O'Leary and Deegan (2005), it must be noted that the two studies addressed different aspects of the human mind. O'Leary and Deegan's study did not overtly ask the subjects whether their opinions were influenced. It accessed the subconscious mind, attempting to see whether there were any lasting impacts of tourism brochures that their subjects were not aware of. Young's (1999) study accessed the conscious mind of visitors—asking the subjects directly whether they were influenced by brochures. It is not surprising that most visitors claimed not to have had their opinions influenced by brochures, as they would be unaware that the information had entered their subconscious.

A useful analogy is that many people also claim that advertisements have no impact on them, and yet companies spend billions each year knowing that they do.

MacKay and Couldwell (2004, 390) emphasize the particular importance of photographs in “successfully creating and communicating images of a destination.” They point out that visual images are more readily remembered than text, and thus may have a more profound influence on viewers. Markwick (2001, 420) states that photographs can “become metaphors or symbolic structures which reify culturally formed images as observed realities.” Albers and James (1988, 136) state that the power of a photograph in the tourist industry “lies in its ability to influence without appearing to do so.” Thus, photography can “pass itself off as a replication of the ‘real’ and a credible source of knowledge, without revealing its underlying ideological message” (137). Photographs that display ethnic groups in stereotypical fashions thus influence the opinions of uninformed viewers. For instance, stereotypical images of Navajos in ceremonial garb can result in a situation such that when tourists “see Navajo working in places such as banks, hospitals, and mining operations, they are no longer identified as ‘real’ American Indians” (137). Jenkins (2003, 307) points out that geographers “readily accept that visual images may be absorbed inadvertently” and they can be targeted “with the direct aim of raising awareness about particular destination.” Jenkins (308) discusses a “circle of representation” in which visual images perpetuate the motivations of those that included them, “influencing the perceived images held by other individuals.” Mackay and Couldwell (2004, 390) note that the majority of research on tourist destination image has utilized solely “word-based approaches,” not incorporating visual content analyses (390).

There have been several studies conducted that analyze the pictures found within travel materials. Dilley (1986) analyzed brochures from 21 different national tourist organizations, and found that the majority of brochures consisted of over 75% pictorial images. He found, for example that European countries promoted culturally and historically significant buildings, while island nations emphasized beaches and outdoor activities. Sirakaya and Sonmez (2000) found in a study of travel brochures that women in photographs are typically presented in more submissive poses, reflecting a tendency among the tourism industry to perpetuate gender stereotypes.

In a content analysis of Australian travel brochures targeted at Canadian markets, Jenkins (2003) found that the items featured most often on the cover were of the country's iconic images—Uluru, the Sydney Opera House, and beaches. The cover of a brochure serves as the “first impression” on the viewer, serving as an enticement for a more thorough analysis of the material inside. The most commonly featured landscapes were beaches, the Great Barrier Reef, red rocks, the aforementioned opera house, and Uluru. Visual representations of people most frequently depicted scantily clad women or outdoorsmen. Brochures targeted at backpackers tended to include more photographs of natural landscapes and groups of people engaged in outdoor activities. It is notable that Jenkins does not mention any depictions of Aboriginals. The article by Jenkins provides a useful comparison for the results that will be obtained in this study.

In a study of tourism materials promoted by Grenada's Board of Tourism, Hotel and Tourism Association, and tourism industry—brochures, magazines, maps, advertisements, and websites—Nelson (2005, 136) found that local (i.e. indigenous) people were infrequently portrayed, and when they were it was usually in a very

“stereotypical” manner. The most common “place” images promoted by Grenada were “spices” and heritage sites. The images of both people and place tended to be “transformed through the commodification process of interpretation and packaging the past” (137) into tourist-friendly stereotypes. According to Nelson (141), “place promotion, like other forms of advertising is deceptive, creating layers of meaning that reinforce exploitive tourist behaviors.” In an analysis of the primary tourist brochure, Hughes (1992, 34) discovered that the Scottish Tourist Board sponsored the perpetuation of a “selective use of Scottish mythology.” Within the brochure, 75% of the images were primarily focused on castles and natural highland landscape (35). According to Hughes, this commercially motivated approach has resulted in the “commodification of images of place” (39) and a situation in which “history is erased, as the ‘stories’ lose their meaning through reconstruction” (40).

In an analysis of postcards produced to promote Malta, Markwick (2001) found that images were often targeted towards specific audiences and changed over time in response to the audiences’ desires. She discusses the dilemma that may occur when the targeted audience desires stereotypical images, as the postcard producers must choose between selling their product and ceasing to perpetuate an unrealistic image (434). She asks (434), “is it preferable to provide a postcard stereotype, or risk exposing the realities of contemporary Maltese culture for the scrutiny and judgment (or worse, perhaps the ultimately detached indifference) of the outside world?” A similar issue may face the tourism promoters of Australia and New Zealand in regards to incorporating indigenous peoples into their destination images. It is possible that foreign visitors may be indifferent to the plights of the Aborigines and Maoris, merely wishing to maintain their

stereotypical views without receiving any information which presents more realistic imagery. However, there exists considerable research that indicates that there are potential visitors that are interested in accurate portrayals of the indigenous populations (i.e. Moscardo and Pearce 1999; Frost 2004).

K. Bruce Ryan (1990) analyzed the visual images included in five books that focused on Australia—two produced by official government agencies (Australian Tourist Commission and Australian Information Service) and three by unofficial sources. He noted that the images portrayed within the official books were spatially skewed towards the southeast part of the nation—with a centroid in New South Wales (142). Combining the results of the two categories of sources, he found that the most commonly promoted images were of Sydney Opera House, Uluru, girls in bikinis (on beaches, presumably), and kangaroos (148)—note the similar results to Jenkins (2003). Ryan found that Aboriginals in ceremonial garb were commonly displayed, but not Aboriginals in normal or everyday attire. Yet, he noted the tendency for the unofficial book to portray more images of Aboriginals associated with “discrimination, drunkenness, ceremonial make-up, and segregated shanties” (146). In the few pictures of Aboriginals included in “official” books, they were inevitably shown in “professional uniforms of National Park Rangers or as confident stockmen and legislators” (146). Aboriginals were also occasionally portrayed as cowboys in outback scenes (153). Ryan categorized the images from all sources into three groups representing the common stereotypical place representations—*littoral* scenes illustrating coastal scenes; *outback* scenes showing desolate red rocks and dry landscapes; and *pillow* scenes depicting a rounded form such as Uluru or a koala, contrasting the flatland which covers much of Australia. There

appears to be a dearth in the academic literature of similar analyses of the visual images used to promote New Zealand, as no relevant studies could be found.

Tourism Industry Representation of Place on the Internet

Geographers have also made a contribution to the literature concerning the representation of place on the internet. Taylor (1997) discusses the creation of a “virtual” space through the means of the internet. Although not a physical space, virtual space is subject to the commerce laws and competition inherent in the capitalist system, and will be an increasingly important area for geographic studies (189). The extant literature reviewed for this study indicates that the internet, one such medium of virtual space, is becoming an increasingly important source of place information that is being utilized extensively by the tourism industry. Doolin, Burgess, and Cooper (2002, 557) state that “the internet, which offers global reach and multimedia capability, is an increasingly important means of promoting and distributing tourist information.” Furthermore, “the content of tourism destination websites is particularly important because it directly influences the perceived image of the destination and creates a virtual experience for the consumer” (157). Wiig (2003) discusses the internet’s increasing usurpation of the traditional intermediary in the travel industry—the travel agent. Whereas in the past, potential international tourists would often turn to agencies for information, many are now using the internet to gather information for themselves, due to the ease of access and the lesser expense. According to Stepchenkova and Morrison (2006, 944), an ever increasing number of tourists are utilizing the internet, as it “provides more in-depth materials and richer content compared with conventional promotional agents.” Despite

its tremendous potential for influencing “destination images,” research on the tourism industry’s use of the internet is “still at an infancy stage” (Choi, Lehto, and Morrison 2007).

Although there are many positives to internet usage in the tourism industry, there are also problems associated with it as a source of information. Geographers Brunn and Cottle (1997) point out that the internet can be used to present misleading or false information. As with other information sources, a state can choose which aspects of itself to portray—such as specific groups of people and locations—to lure tourists. Brunn and Cottle (243) discuss the concept of cyberboosterism, which they define as “self-promotion by states in cyberspace through the electronic transmission of visual and typescript information.” They found that internet messages “may be distorted to send specific interpretations of recent history, environmental conditions, economy, or the state’s special place in a region or world” (255). Jackson and Purcell (1997, 220) note that the internet allows users (i.e. tourism companies) to present information to their target audience “without an intermediary to censor or structure the data in either content or form.” In their analysis of the websites of states once part of Yugoslavia, they found that the states used symbolic imagery and text to “strengthen the user’s perceptions of place” (235).

It is significant to note that to this point in the literature review, there appear to be several gaps in the academic literature that this study may be able to address. For instance, though Jenkins (2003) performed a qualitative visual content analysis of Australian brochures, no study was found that performed a similar analysis on Australian tourism websites. In addition, no study was found that analyzed New Zealand brochures

or tourist websites. Furthermore, no study was found that addressed the representation of indigenous peoples—from any country—on national tourism websites.

Methodology of Internet-Based Analyses

One of the most significant areas of concern when conducting an analysis of websites is selecting a valid methodology. Brunn and Cottle (1997), for example, utilized a purely visual content analysis in their aforementioned study of the homepages of eighteen small countries. One study that utilized a methodology similar to that which was utilized in this study was conducted by Choi, Lehto, and Morrison (2007). They performed a quantitative and qualitative analysis of Macau tourist websites. They first identified the top twenty most popular tourist websites listed by the search engines Google and Yahoo that fell under the following broad categories: travel trade, travel magazines, travel guides, and travel blogs. They analyzed the content of the websites quantitatively using the CATPAC II text mining software, which automatically counted the most frequently used words and phrases. They also analyzed the visual images utilized by the websites, dividing the images into eleven subcategories including historic buildings, cultural events, natural views, and people (124). The results of their study indicated significant differences among four website categories regarding the “destination image” presented. The findings of the quantitative and qualitative portions of the study portrayed similar conceptions of the destination images presented by the different types of websites. This indicates that a purely visual content analysis might provide the same quality of results as a more time consuming text mining analysis. The authors acknowledged several limitations to the study which are also applicable to the this study:

the subjective nature of the study inherently limits generalization and only English language websites were analyzed (128). They also point out the limitations of the text mining approach to the analysis of websites—considerable time investment in programming the software to recognize specific terms and phrases and to ignore unwanted words similar in appearance to the desired terms.

Stepchenkova and Morrison (2006, 945) analyzed 212 “websites of US and Russia tour operators, official sources, and travel guides” using CATPAC II and WORDER software (a more advanced text mining program), seeking to determine how many of the 334 identified potential Russian tourist destinations were mentioned. They performed t-tests and factor analysis on the text mining results using the SPSS statistics program to look for statistically significant differences between the Russian and American websites. They found that “US tour operators are narrowly positioning Russia as mainly being a historic and cultural destination, with a relatively tight geographic emphasis on the western portion of the country,” while the Russian websites strategy was “much broader and geographically dispersed” (954).

Based on the literature available on content analyses of tourism websites, there appear to be several advantages and disadvantages to both the quantitative (i.e. text mining) and qualitative methodologies. Text mining software often struggles to identify negative connotations of a word and homonyms. For example, a text mining program might identify a positive usage of the word “didgeridoo” in the sentence “we don’t incorporate the didgeridoo in our dance programs, as they were not historically utilized by the Aboriginals located in what is now Queensland.” While a qualitative visual analysis inherently involves a subjective categorization of images, research indicates that

it can provide similar results to a text-mining analysis (Choi, Lehto, and Morrison 2007). In addition, a visual analysis is much less time consuming, facilitating the inclusion of a larger sample of websites.

CHAPTER IV

DESCRIPTION OF STUDY

Objectives

This study compares and contrasts the representation of indigenous peoples within the destination images promoted on tourism websites associated with Australia and New Zealand. These two countries were chosen because of similarities in their Eurocentric national mythologies and treatments of their indigenous peoples. In addition, that both countries are popular worldwide tourist destinations increased the likelihood of locating the desired sample of tourist websites. The following research questions were addressed:

- 1) How are the indigenous populations incorporated into visual images in the destination images of Australia and New Zealand, as presented on tourism websites? Are there any differences in the representation of indigenous populations in the destination images of Australia and New Zealand in travel websites created by international, national, regional, and indigenous promoters?
- 2) Where are the images depicted in indigenous themed photographs spatially located within Australia and New Zealand? (e.g. do images of Maoris on the North Island dominate New Zealand websites?)

- 3) What are the most commonly promoted themes incorporated into visual images of Australia and New Zealand as presented on tourism website homepages? Are there any differences in the overall destination images of Australia and New Zealand as presented in travel websites created by international and national promoters?
- 4) Where are the images promoted on tourism website homepages spatially located within Australia and New Zealand? Are places with high spatial concentrations of indigenous themed images promoted on the homepages of Australia and New Zealand tourism websites?

Methodology

Identification of Website Categories

The data needed to perform the intended analyses were gathered from tourism websites promoting both Australia and New Zealand. The websites portraying each country were separated into the following categories based on their creators:

- 1) International tourism agency: a tourism operator which promotes destinations and tours on a nationwide scale in Australia or New Zealand and at least one other country.
- 2) National tourism agency: an Australian or New Zealand based company portraying destinations and tours on a nationwide scale.
- 3) Regional/local tourism agency: a locally or regionally owned tourist operator with a sub-national focus.

- 4) Indigenous agency: a Maori or Aboriginal owned tourism agency. Only those websites which offered indigenous operated tours, as opposed to just stage shows, were analyzed.

These four categories have been selected because they cover the spectrum of potential tourism promoters, from the transnational tourism agencies to the official government tourism bureaus to the Aboriginal/Maori controlled agencies.

The websites used in the analysis were selected using the internet search engines Google and Yahoo. As with any internet search command, even a slight variation in spelling or wording can result in a different list of relevant websites. Through trials, it was determined that the phrases “Australia travel” and “New Zealand travel” were the most appropriate for finding websites in the International, National, and Regional categories. For example, replacing the word “travel” with “tourism” in either search phrase results in a list emphasizing government and industry statistics, not travel companies. No specific phrase was identified which would produce a relevant list of Indigenous websites. As a result, these websites were not discovered systematically but often by following links from other sites.

On August 1, 2007, the top 150 search results for the phrase “Australia travel” on Google were printed. A desired sample consisting of the top 15 relevant International and National websites and top 10 Regional and Indigenous websites for Australia was sought. The top 150 search results for “New Zealand travel” on Google were printed off on October 7, 2007 and the same numbers of International, National, and Regional websites were desired. If, for any of the categories the requisite number could not be identified within the top 150 results on Google, a supplementary search was conducted

using the same phrase on Yahoo. Any overlapping search results were only analyzed once, and the first identified unused websites were analyzed.

Websites were only included in the analyses if they are maintained by organizations that are promoting destinations and/or tour services within Australia or New Zealand. Websites offering only transportation or accommodation services were not analyzed. Websites without any homepage or indigenous pictures were not included in the analyses, as they did not provide any usable data. All pictures within a websites' domain associated with destinations, activities, and tours were analyzed—images promoting accommodations or transportation rental were not included. While a picture serving as a hyperlink to another website was analyzed, the linked website was not. Similarly, pictures serving as a link to video content within the websites' domain were analyzed, but the video was not. Every attempt was made to analyze all photographs on a website on a single day, as the content on many websites changes frequently.

Indigenous Photograph Classifications

The websites were analyzed using a visual analysis of the photographs and images that were presented. The number of images of indigenous peoples on all of the sample websites was tallied, and the characterization of the indigenous portrayals were identified as *Stereotypical*, *Official*, *Realistic Formal*, or *Realistic Casual*. In those instances in which a single photograph depicts several different indigenous peoples in manners which fall under different categories, the image was only counted once under the highest ranked category, based on a ranking which is defined in the same order they were described above. Some websites presented variations of the same image several times. Repeated

images were only classified once, unless the content of the pictures differed due to cropping or other editing. For example, a website might present cropped portions of a larger photograph. While the larger photograph might contain indigenous peoples in a variety of garbs, the cropped image might only focus on one garb. Under such a condition, the cropped photograph would be counted as a separate image.

Stereotypical images are those that show Aboriginals or Maoris in ceremonial garb, regardless of what they are doing in the picture.



Figure 3: Examples of Stereotypical Images of Aboriginals and Maoris.
Sources: (left to right) About Australia Pty. Ltd.; TotalTravel.com Pty. Ltd.; New Zealand on the Web Ltd.; and Tai Tokerau Tourism websites.

Official images depict Aboriginals or Maoris in clothing associated with government employment, such as in the uniform of a park guide, or as tour guides in company uniforms.



Figure 4: Examples of Official Images of Aboriginals and Maoris.
Sources: (left to right) TotalTravel.com Pty. Ltd.; Auinfo Pty. Ltd.; and Kea Heritage Trail websites.

Realistic Formal images are those that portray Aboriginals or Maoris wearing typical everyday clothing but involved in a stereotypical activity such as dance, art construction, or using traditional musical instruments or tools.



Figure 5: Examples of Realistic Formal Images of Aboriginals and Maoris.
Sources: (left to right) TotalTravel.com Pty. Ltd.; About Australia Pty. Ltd.; AIM Solutions Ltd.; and New Zealand on the Web Ltd. websites.

Realistic Casual images depict Aboriginals or Maoris wearing typical everyday clothing while engaged in everyday activities such as walking, swimming, or watching television.



Figure 6: Examples of Realistic Casual Images of Aboriginals and Maoris.
Sources: (left to right) About Australia Pty. Ltd., New Zealand on the Web Ltd. and Experience New Zealand Travel Ltd. websites.

An additional analysis was made of photographs on International and National websites that displayed indigenous-related themes but not indigenous people. Regional and Indigenous websites are generally much smaller in scale, and generally focus only on

one or two themes. In addition, many Indigenous websites heavily promote and sell indigenous artwork, and thus those images are not used to entice tourists but for making money directly. Indigenous-related images from International and National websites were classified based on content. For Australia, these categories were *Rock Art*, *Didgeridoo/Boomerang*, *Statue* (a sculpture depicting an Aboriginal), *Crafts* (pictures showing Aboriginal made paintings, baskets, etc...), *Museum Displays* (exhibits or paintings), *Building Exteriors* (exteriors of art stores, Indigenous Studies institutions, etc...), *Food, White* (white tourists performing traditional Aboriginal activity), *House* (an Aboriginal dwelling), and *Other*. The categories for New Zealand were (identical categories will only be listed) *Maraes* (traditional ceremonial houses), *Building Exteriors*, *Museum Displays*, *Carvings*, *Crafts*, *Waka* (traditional Maori carved canoe), *House/Village*, *Waitangi Treaty Grounds*, *Food, White*, and *Other*.

Analysis of Homepage Themes

An analysis was made of the images used on the “homepages” of International and National websites. Indigenous and Regional websites were excluded because they only promote small areas of the country, and thus a comparison with International and National websites would be meaningless. Similar to the cover of a magazine or brochure, the homepage is used to entice users to view other pages on the website and serves as the only impression for many users. In addition, homepages, unlike the rest of a website, are subject to content amount restriction. Designers must carefully consider how to make the best use of limited space. In this study, the homepage is viewed as a representation of what tourism operators think will be most successful at attracting visitors. The visual

images on homepages were analyzed to determine the most commonly promoted aspects of the two countries. After preliminary analysis and experimentation, the images were grouped together into thematic categories, and the total number in each was tallied. For Australia, the categories were *Coast/Ocean Imagery* (beaches, surfers, Great Barrier Reef, etc...), *Outback Images* (Uluru, red rock landscapes, ranchers, etc...), *Cultural/Urban Images* (Sydney Opera House, Parliament Building, city skylines, diners, art, etc...), *Wildlife Images* (kangaroos, koalas, etc...), *Wine Related Images* (vineyards, grapes, bottles, etc...), *Scenic Vistas* (mountains, waterfalls, lakes, etc...) and *Aboriginal-Themed Pictures*. For New Zealand, the thematic categories were (identical categories will only be listed) *Coast/Ocean Imagery*, *Scenic Vistas* (mountains, fiords, geothermal areas, waterfalls, etc...), *Cultural/Urban Images*, *Wildlife* (birds, ferns, etc...), *Wine Related Images*, *Outdoor/Adventure Sports* (bungee jumping, kayaking, rugby, backpacking, etc...), and *Maori-Themed Pictures*.

Locational Analysis of Indigenous and Homepage Images

Once the visual images in the sample were collected, a cartographic analysis was performed both on the indigenous and homepage images, similar to that utilized in Ryan (1999). However, Ryan's sample was comprised of books, where the locations that pictures depicted were presumably identified within captions. Images on websites frequently lack any form of description, and in many instances it is not possible to identify the location of a picture below the regional scale. For both countries, the locations of indigenous, indigenous-related, and homepage images were classified. Within Australia, the images were grouped together at the level of administrative state or territory. For New Zealand images, the pictures were spatially categorized both in terms

of North versus South Island and by administrative region. Use of the regional level also allowed for comparisons with the National Censuses of Australia and New Zealand. In each instance of regional assignment of indigenous, indigenous-related, and homepage categories for both Australia and New Zealand there were a significant number of photographs for which a region could not be identified. However, many of those images were generic in nature, promoting a theme rather than a location. For instance, promoted region is irrelevant to a picture of a kangaroo or the ocean—they advertise the entire country rather than a specific region. The content of these images was tallied, and their location was categorized as “unknown.” Appendix A provides a summary of the abbreviations used to denote regions in figures presented in Chapters 5, 6, and 7.

CHAPTER V

RESULTS FOR AUSTRALIA FOCUSED TOURISM WEBSITES

The desired sample of fifteen websites for the International and National level and ten websites for the Regional level was achieved. Only five indigenous-created websites could be found. Please see Appendix B for a listing of analyzed websites.

Indigenous Categories and Locations

Aboriginal Representation Categories

The results for the indigenous representation categorization are summarized in Table 2. For detailed descriptions of the categories, please refer to Chapter 4.

TABLE 2

ABORIGINAL REPRESENTATION CATEGORIES*

Website Classification	n**	Stereotypical	Official	Realistic Formal	Realistic Casual
International	121	35%	31%	25%	9%
National	257	30%	15%	33%	22%
Regional	85	39%	24%	31%	7%
Indigenous	146	47%	8%	29%	16%

* For a complete listing of results, please refer to Appendix D

** "n" represents the total number of images that were analyzed

Stereotypical representations were the most prevalent in three of the four website classifications. The percentage of *Stereotypical* images remained fairly consistent across all website classifications, within the range of 30 to 47%. It is noteworthy that the highest percentage of *Stereotypical* representations was incorporated by Indigenous created websites and the lowest by National websites. *Realistic Formal* representations were the second most common at three of the four website classification levels. Of the four indigenous categorization types, the percentage of *Realistic Formal* representations was the most consistent across the four scales, hovering near 30% of all Aboriginal photographs in each. *Official* representations were the third most used, accounting for 15% or greater in three of the four website classifications. *Official* representations were much more emphasized among National and Regional websites than International or Indigenous. *Realistic Casual* representations were the least common, with 10% or greater of the Aboriginal photographs in only two of the four website classifications. *Realistic Casual* representations were most prevalent among National and Indigenous websites.

Aboriginal Photograph Locations

The results for the Indigenous Category picture locations are summarized in Figure 7. Please refer to Appendix A for the identification of Australia's Regions.

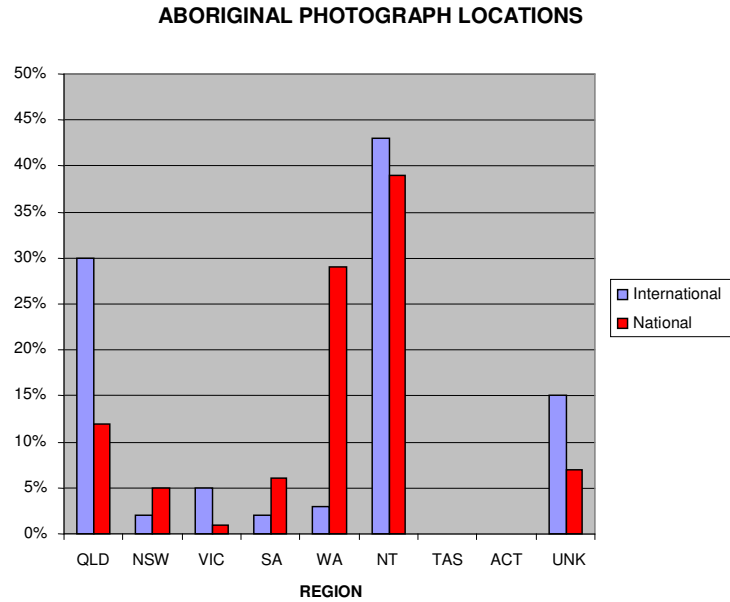


Figure 7. Aboriginal Photograph Locations

The Northern Territory was the most promoted region at both the International and National classifications, serving as the location of approximately 40% of photos of Aboriginals in each case. Queensland was the second most popularly promoted location of Aboriginal pictures at the International level, while Western Australia was second at the National level. For both website classifications, the top two promoted regions combined for greater than 70% of the total Aboriginal pictures. Notably, Queensland ranked as a solid third place at the National level, while Western Australia was sparingly represented at the International level. Pictures of Aboriginals in New South Wales, Victoria, and South Australia were incorporated at both website classification levels, though at very low percentages. There were no Aboriginal photos set in Canberra ACT or Tasmania at either classification level, though they may comprise a portion of the unknown images.

Aboriginal-Related Representation Categories and Locations

Aboriginal-Related Representation Categories

The results for the Indigenous-Related Representation Categories are summarized in Table 3. For detailed descriptions of the categories, please refer to Chapter 4.

TABLE 3

ABORIGINAL-RELATED REPRESENTATION CATEGORIES*

Website Classification	n	Rock Art	Didg. Boom.	Statue	Crafts	Mus Disp	Build Ext	Food	White	House	Other
International	90	41%	3%	3%	27%	0%	13%	2%	6%	2%	2%
National	225	26%	11%	1%	35%	3%	10%	1%	4%	0%	9%

* For a complete listing of results, please refer to Appendix F

At both the International and National website classification levels, Rock Art and Crafts were the two most heavily promoted Aboriginal-related themes, combining for greater than 60% of all photographs in both instances. Rock Art was more heavily advertised at the International level, while Crafts were at the National level. Building Exteriors were significantly advertised at both classification levels. Conspicuously, Didgeridoos and Boomerangs were much more emphasized at the National level. The Statues, Food, and White categories were promoted in small quantities at both classification levels. The House category was minimally promoted at the International level, but received no emphasis at the National level. Museum Displays received a very small proportion of promotion at the National level, and no mention at the International level.

Aboriginal-Related Photograph Locations

The results for the Indigenous Related Category picture locations are summarized in Figure 8. Please refer to Appendix A for the identification of Australia's Regions. Notably, unlike Aboriginal images, Aboriginal-related themes were promoted in all Australian regions. The Northern Territory was the most emphasized region at both the International and National levels, accounting for about 45% of photos at each classification. Queensland, Victoria, Western Australia, and Tasmania essentially tied as the second most promoted regions at the International level, while Western Australia was the clear second place at the National level and the others received comparatively little attention. New South Wales, South Australia, and Canberra ACT were sparingly promoted at either classification level.

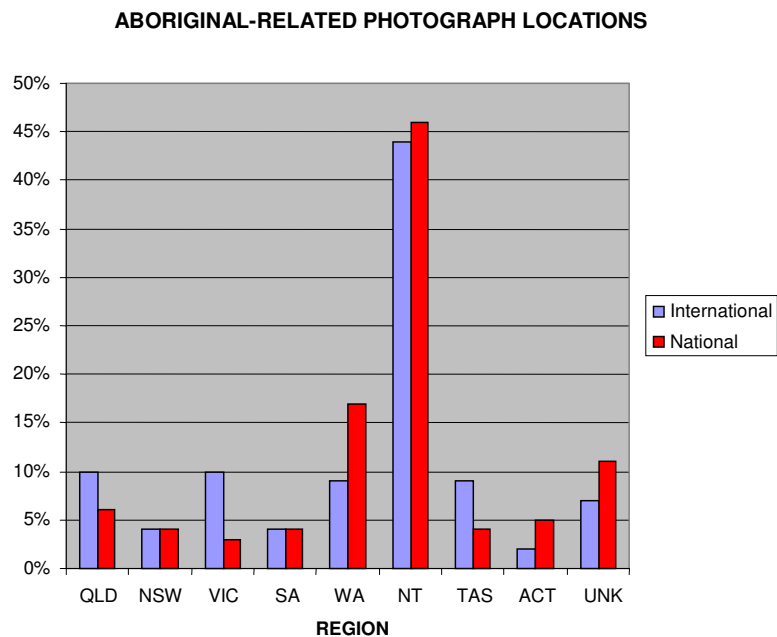


Figure 8. Aboriginal-Related Photograph Locations

Themes on the Homepages of Australia-Focused Tourism Websites

Promoted Themes on Homepages

TABLE 4

PROMOTED THEMES ON AUSTRALIA-FOCUSED HOMEPAGES*

Website Classification	n	Beach/ Ocean	Outback	Culture/ Urban	Wildlife	Wine	Scenic Vista	Aboriginal Themed
International	59	25%	17%	29%	14%	7%	3%	5%
National	66	42%	15%	17%	2%	5%	11%	9%

* For a complete listing of results, please refer to Appendix H

Aboriginal-themed pictures were not among the most commonly promoted themes on homepages, accounting for just 5% of all pictures at the International website classification level, ranking sixth out of seven. They comprised 9% of the photographs at the National level, ranking fifth out of seven. The top three promoted themes on homepages were identical at the International and National classifications, though the specific ranking differed. In both cases, the Beach/Ocean, Outback, and Culture/Urban themes combined for greater than 70% of all homepage pictures. Beach/Ocean was the most promoted theme at the National level, while Culture/Urban was the most common at the International level. The Outback theme was the third most promoted at both levels, with a very similar proportion of promotion at each. Wildlife ranked fourth at the International at 14%, but notably was the least commonly advertised at the National level. Scenic Vistas were the fourth most commonly promoted at the National level, but ranked last at the International level. Wine-themed pictures received a similar proportion of promotion at each classification, though not ranking among the top four in either case.

Homepage Photograph Locations

The results for the Homepage image locations are summarized in Figure 9. Please refer to Figure A for the identification of Australia's Regions.

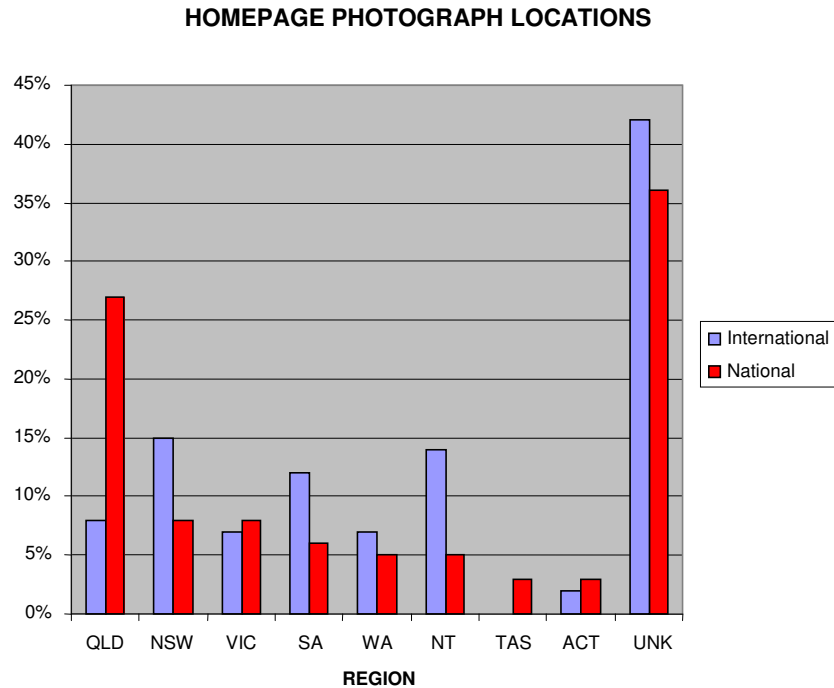


Figure 9. Homepage Photograph Locations

In excess of 35% of the homepages images were classified as unknown both the International and National classifications levels. This reflects the prevalence of Beach and Outback themes, which are often generic in nature. It appears that Queensland and New South Wales are the two overall most commonly promoted regions on homepages. This is not surprising, as Queensland is the location of the Great Barrier Reef, reflected in the prominence of the Beach/Ocean theme, and New South Wales is the home of Sydney Opera House, which was a significant component of the Culture/Urban theme. The

Northern Territory appears to be the third most commonly promoted location, which corresponds to the Outback themes' third ranking. Given the large percentage of unknowns, it is not prudent to proclaim which state among Victoria, South Australia, and Western Australia is the fourth most promoted. All that can be inferred is that each received a significant proportion of promotion. Tasmania and Canberra ACT, however, were clearly the least advertised regions on homepages at both classification levels. Tasmania was the only region which was not promoted at both classifications.

CHAPTER VI

RESULTS FOR NEW ZEALAND-FOCUSED TOURISM WEBSITES

The intended sample of fifteen websites for the International and National level was attained, as was the sample of ten Regional websites. Only eight indigenous created websites were identified. Please see Appendix C for a list of analyzed websites.

Maori Categories and Locations

Maori Representation Categories

The results for the indigenous representation categorization are summarized in Table 5. For detailed descriptions of the categories, please refer to Chapter 4.

TABLE 5

MAORI REPRESENTATION CATEGORIES*

Website Classification	n	Stereotypical	Official	Realistic Formal	Realistic Casual
International	93	70%	4%	16%	10%
National	197	63%	2%	12%	22%
Regional	25	64%	12%	16%	8%
Indigenous	108	55%	7%	16%	22%

*For a complete listing of results, please refer to Appendix E

Stereotypical representations were the vast majority in all website classification levels, comprising in excess of 60% of the pictures among International, National, and Regional websites and 55% on Indigenous created ones. *Realistic Formal* was the second most frequent representation at the International and Regional level, while *Realistic Casual* images were at the National and Indigenous levels. The percentage of *Realistic Formal* images remained fairly consistent among the classification levels, with three containing 16% such images. There was a steep difference in percentage between the International and Regional levels' usage of *Realistic Casual* images and the usage at the National and Regional level. *Official* representations ranked last by a wide margin at three of the four website classification levels, with less than 10% of the photos among International, National, and Indigenous websites.

Maori Photograph Locations

The results for the Indigenous Category picture locations are summarized in Figures 10 and 11. Please refer to Appendix A for the identification of New Zealand's Regions. The North Island was the dominant location of images among International and National websites, containing 81% and 68% respectively. The South Island accounted for less than 15% of the Maori images among International and National websites. Bay of Plenty was the most commonly promoted region, accounting for more than 30% of the total number of images at both classification levels. Northland was the second most frequently advertised location for Maoris at both classification levels, accounting for about 20% of the photographs at each level. Canterbury was the third most commonly promoted region overall, accounting for about two thirds of all South Island Maori

images. Auckland was the overall fourth most often promoted region, while Gisborne was fifth. Thus, four of the top five most promoted regions are on the North Island. Further demonstrating the North Islands' dominance in Maori images, every region on the North Island was promoted at either the International or National levels, while Marlborough, West Coast, and Southland on the South Island received no promotion at either classification level, unless they represented in the unknown category.

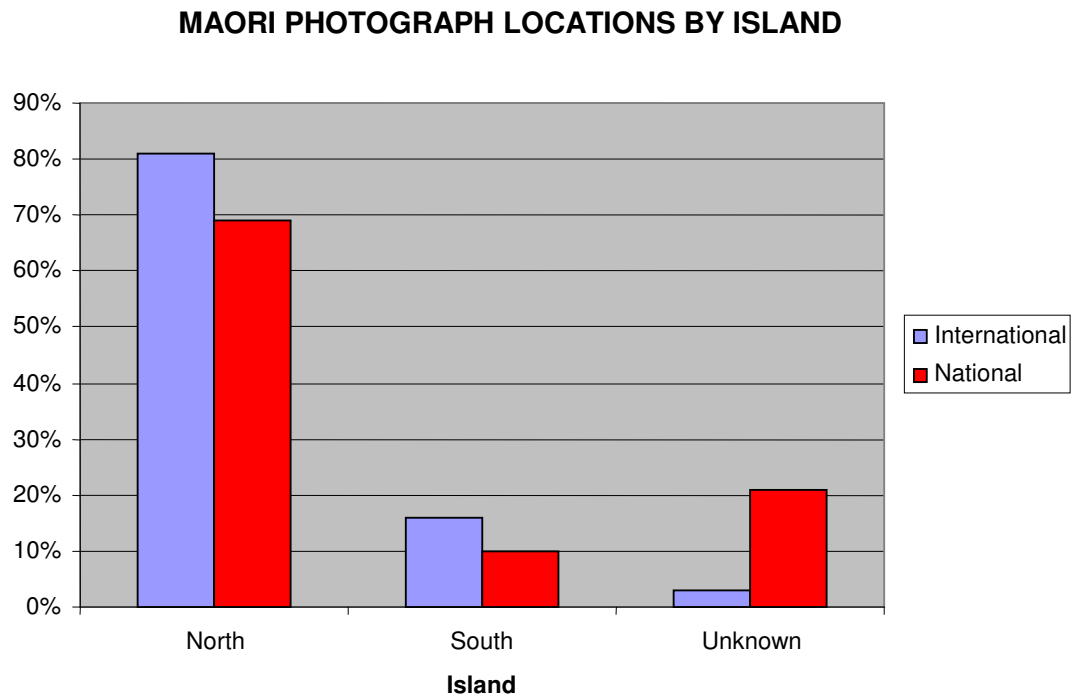


Figure 10. Maori Photograph Locations by Island.

MAORI PHOTOGRAPH LOCATIONS BY REGION

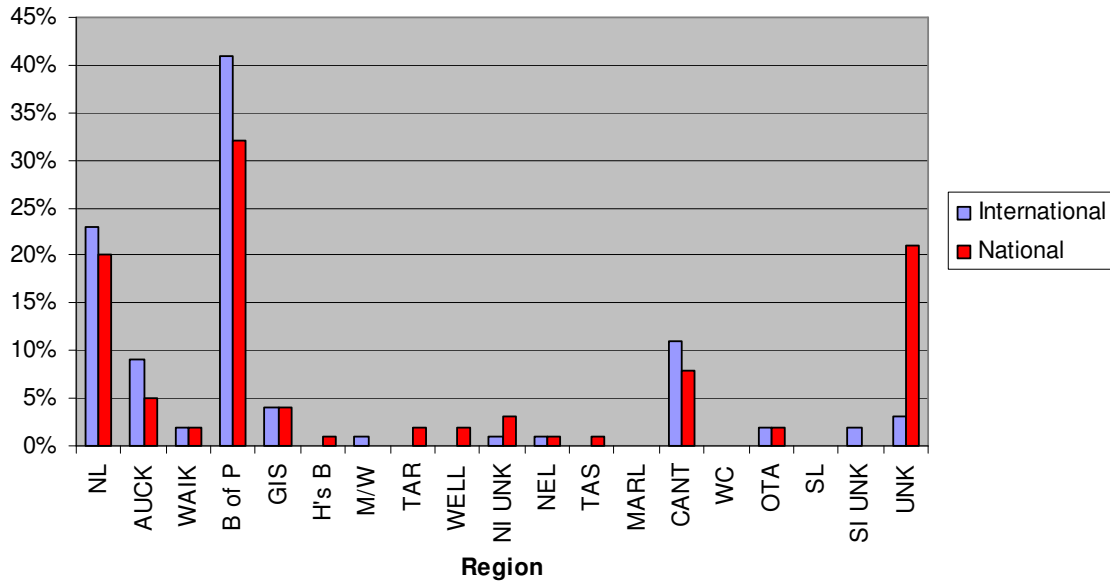


Figure 11. Maori Photograph Locations by Region.

Maori-Related Representation Categories and Locations

Maori-Related Representation Categories

The results for the Indigenous Related Representation Categories are summarized in Table 5. For detailed descriptions of the categories, please refer to Chapter 4.

TABLE 6

MAORI-RELATED REPRESENTATION CATEGORIES*

Website						Mus.	Build.		Wai		
Classification	n	Marae	Carving	Craft	Waka	Disp.	Ext.	H/V	T.G.	White	Other
International	80	18%	16%	20%	3%	10%	4%	8%	13%	9%	1%
National	94	19%	27%	12%	5%	17%	2%	5%	7%	3%	2%

*For a complete listing of results, please refer to Appendix G

There is considerable difference between the Maori-related themes emphasized at the International and National levels. Although the top five most common themes are

identical, the ranking varies considerably. While crafts were the most commonly presented at the International level, they were fourth at the National level. Carving was top ranked at the National Level with 27% of all Maori related photos, but was only third at the International level. Of the top five most promoted themes, only the percentage of pictures of Maraes remained constant between the two levels. The Treaty of Waitangi Grounds was more heavily advertised at the International level, while Museum Displays received more coverage at the National level. Pictures of White tourists performing traditional Maori activities were promoted more frequently at the International level.

Maori-Related Photograph Locations

The results for the Indigenous Category picture locations are summarized on Figures 12 and 13. Please refer to Appendix A for the identification of New Zealand's Regions. As with the Maori images, the North Island contained the vast majority of Maori-related images, with 81% and 68% of the total images at the International and National levels, respectively. The South Island was the setting for only about 15% of all photographs of Maori related themes at both levels. Bay of Plenty and Northland remained the first and second most commonly promoted regions, respectively, by wide margins. Wellington and Waikato, largely absent from the tallies of Maori photographs, were the third and fourth most frequently advertised regions for Maori-related images overall. Gisborne, the fifth most common location of Maori images, received no promotion at either level. Northland and Bay of Plenty received greater promotion at the International level than among National websites. Canterbury was again the most commonly advertised location on the South Island, ranking fifth overall. Within the South

Island, Nelson received significant promotion at the National level, but none at the International level. Notably, Southland was the only region on the South Island that received no promotion at either classification level.

MAORI-RELATED PHOTOGRAPH LOCATIONS BY ISLAND

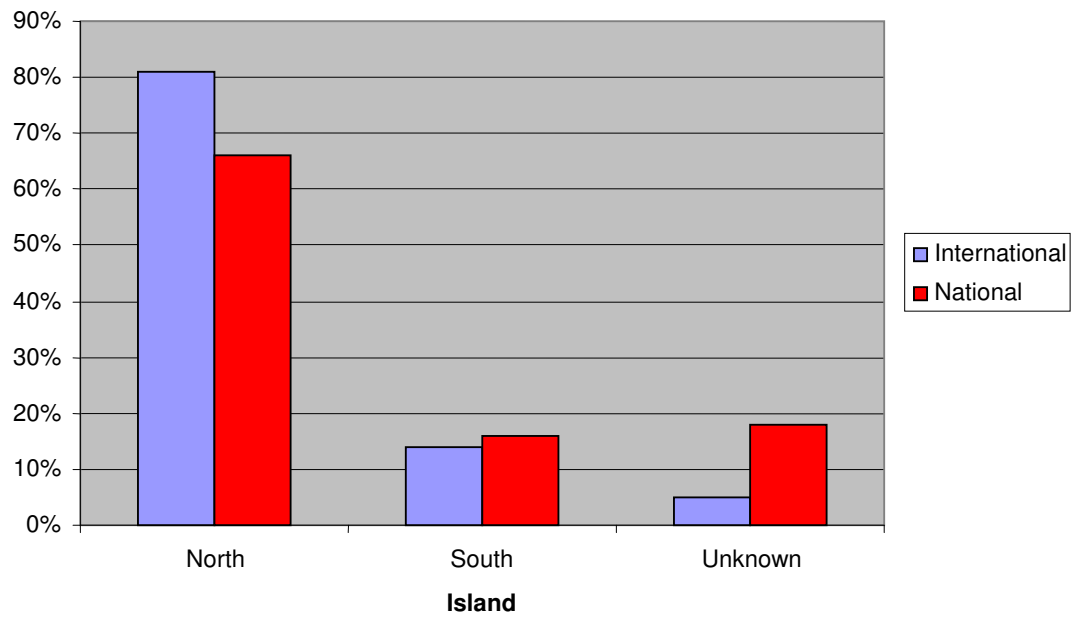


Figure 12. Maori-Related Photograph Locations by Island.

MAORI-RELATED PHOTOGRAPH LOCATIONS BY REGION

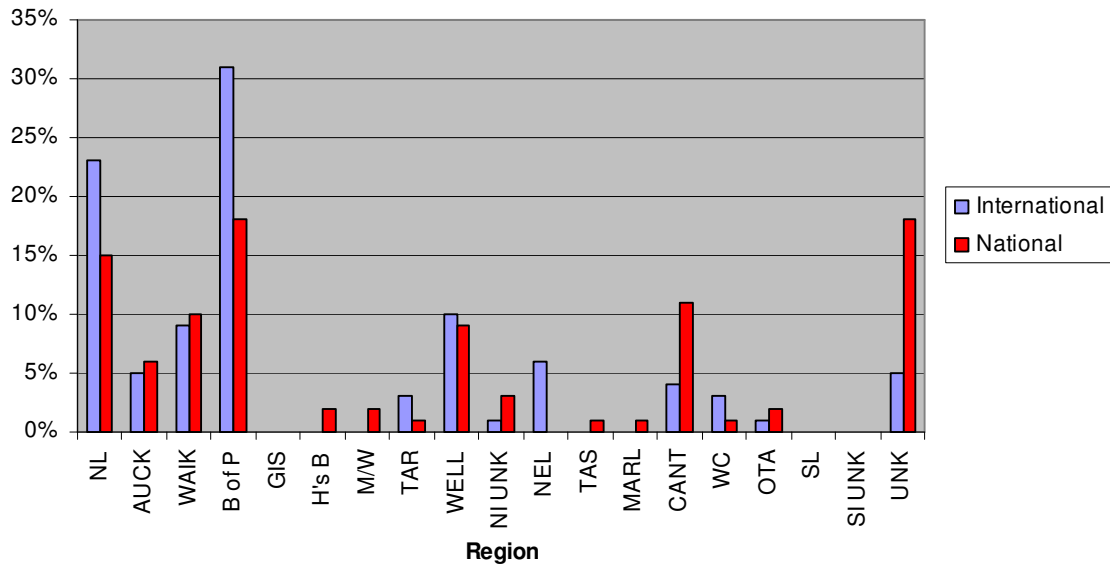


Figure 13. Maori-Related Photograph Locations by Island.

Themes on the Homepages of New Zealand Focused Tourism Websites

Promoted Themes on Homepages

TABLE 7

PROMOTED THEMES ON NEW ZEALAND FOCUSED HOMEPAGES*

Website Classification	n	Beach/Ocean	Scenic Vista	Culture/Urban	Wildlife	Wine	Outdoor/Adventure Sport	Maori Themed
International	51	22%	51%	4%	4%	2%	8%	10%
National	124	27%	34%	5%	3%	2%	23%	7%

* For a complete listing of results, please refer to Appendix I

Maori themed photographs were the third most commonly promoted homepage theme at the International website classification level, with 10% of all photographs, and the fourth most advertised at the National level with 7%. At both classifications, Scenic Vista was the most popular theme by a wide margin, with 51% of the images at the

International level and 34% at the National. Beach/Ocean was the second most common theme in each classification level, with about 25% of the overall pictures. The top two ranked themes accounted for 73% of the images at the International level, and 61% at the National level. Interestingly, the Outdoor/Adventure Sport theme was clearly the third most popular theme at the National level, receiving a significant percentage of promotion, but was the fifth ranked theme at the International level, at a much lower percentage, 23% versus 8%. The Culture/Urban and Wildlife themes received similar low levels of promotion at both classifications. Wine-related images were the least emphasized theme at each level, receiving just 2% of the promotion in both cases.

Homepage Photograph Locations

The results for the Indigenous Category picture locations are summarized in Figures 14 and 15. Please refer to Appendix A for the identification of New Zealand's Regions. The South Island was much more emphasized on Homepages at both the International and National classification levels, receiving approximately twice the promotion of the North Island in each case. At the Regional level, Southland was the most commonly marketed, with nearly 15% of the overall pictures. This corresponds to the prominence of the Scenic Vista thematic classification, as Southland is the location of Fiordland National Park, one of New Zealand's national icons. The Bay of Plenty Region was the second most frequently advertised, reflecting the abundance of pictures of Maoris and its contribution to the Scenic Vista category, geothermal pools. Canterbury and Otago were the clear second and third most promoted regions, respectively, at the International level, though neither was distinctively emphasized at the

National level. Northland, Auckland, Waikato, Taranaki, and the West Coast regions were promoted in low proportions at both classification levels. Interestingly, neither Gisborne nor Hawke’s Bay received mention at either the International or National levels. The relatively high percentage of pictures classified as South Island Unknown can be largely attributed to the abundance of photographs of the Southern Alps. These mountains form the “spine” of the South Island, crossing several regions, and thus it was often not possible to assign specific regions to generic mountain pictures.

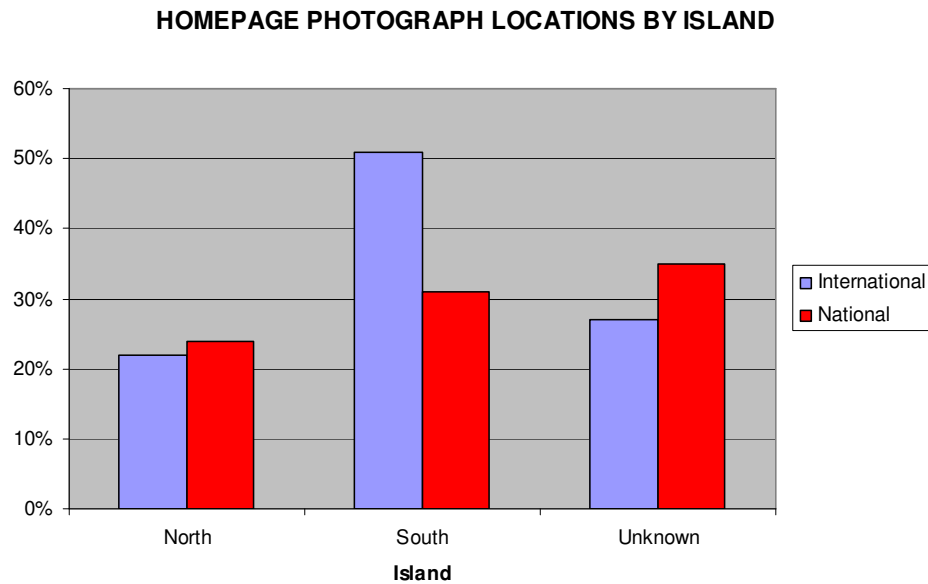


Figure 14. Homepage Photograph Locations by Island.

HOMEPAGE PHOTOGRAPH LOCATIONS BY REGION

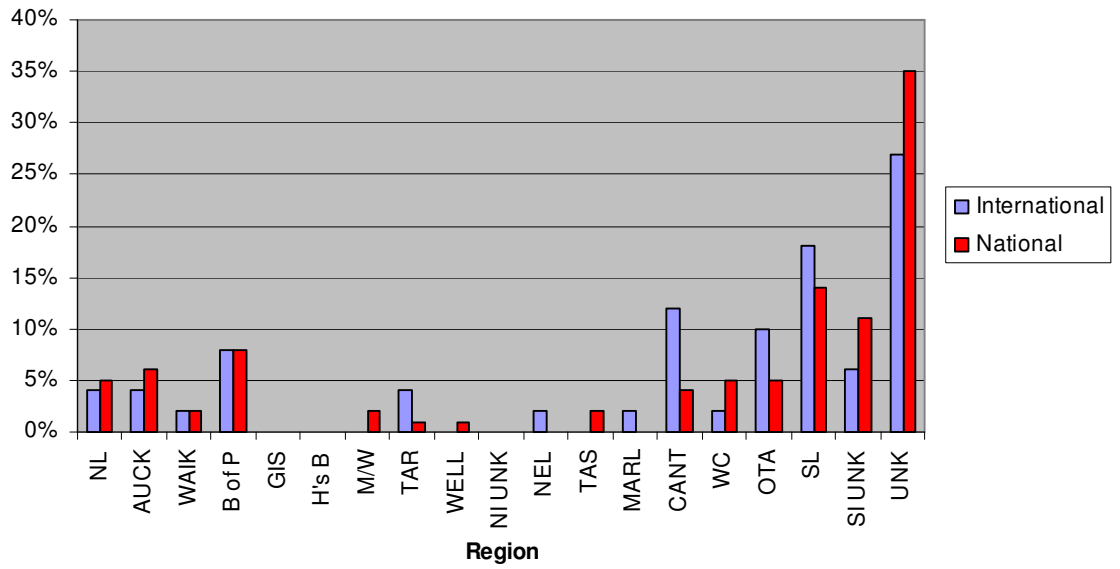


Figure 15. Homepage Photograph Locations by Region.

CHAPTER VII

DISCUSSION

The purpose of this thesis is to explore the destination images that have been created for Australia and New Zealand by tourism promoters on websites, and to see how the countries' indigenous populations have been incorporated within them. The findings of this research are applicable beyond the academic community. There are findings which might be useful to tourism companies seeking to be socially responsible and, failing that, not wishing to dissuade repeat customers. A discussion of destination imagery also allows for insight into the spatial metaphors that are utilized by the tourism industry.

When considering destination images, it is important to remember that their underlying purpose is to attract visitors. Many visitors to indigenous sites are only interested in seeing stereotypical performances, and are not motivated by a desire to expunge their preconceptions (Moscado and Pearce 1999; Frost 2004; McIntosh 2004; Barnett 1997; Bruner 2005). As they comprise a sizable market of indigenous tourism partakers, it would not be prudent for tourism promoters to ignore those customers. Yet, to portray indigenous peoples solely in a stereotypical manner reinforces prejudices, discourages more diverse representations, and neglects those visitors who are interested in experiencing indigenous culture more broadly. Thus, there should be some form of compromise between economically sound and socially responsible marketing.

Indigenous peoples do not exist in a vacuum—few aspects of their culture remain unchanged from the pre-colonial era. In Australia and New Zealand, many indigenous people have left their ancestral lands and now reside in cities, having much assimilated to the mainstream culture. Thus many of the indigenous peoples that visitors encounter in the two countries will not fit the stereotypical image. Research has shown that tourists are angered when they feel they have been misled by the tourism industry (e.g. McIntosh 2004; Young 1999)—for example, when a sharp contrast exists between what is promoted and what is present in reality.

One of the primary foci of this section is to assess whether there is inconsistency between what is being promoted on Australia and New Zealand focused websites and what actually exists.

For convenience, the research objectives from Chapter 4 are repeated here:

- 1) How are the indigenous populations incorporated into visual images in the destination images of Australia and New Zealand, as presented on tourism websites? Are there any differences in the representation of indigenous populations in the destination images of Australia and New Zealand in travel websites created by international, national, regional, and indigenous promoters?
- 2) Where are the images depicted in indigenous themed photographs spatially located within Australia and New Zealand? (e.g. do images of Maoris on the North Island dominate New Zealand websites?)
- 3) What are the most commonly promoted themes incorporated into visual images of Australia and New Zealand as presented on tourism website homepages? Are there any differences in the overall destination images of Australia and New

Zealand as presented in travel websites created by international and national promoters?

- 4) Where are the images promoted on tourism website homepages spatially located within Australia and New Zealand? Are places with high spatial concentrations of indigenous themed images promoted on the homepages of Australia and New Zealand tourism websites?

The questions will be directly addressed for Australia and New Zealand. Notable points of similarity and contrast between the countries' destination images will be addressed.

Incorporation of Indigenous Peoples into Destination Images

Australia

Stereotypical representations were the most prevalent on tourism websites promoting Australia, but they were not the only representation emphasized. Pictures classified under each of the other representations (*Official*, *Realistic Formal*, and *Realistic Casual*) received considerable portions of the promotion. At each website classification level for Australia, at least two of the indigenous representation categories received about 30% of the coverage. Unexpectedly, it was the Indigenous websites that relied most heavily on *Stereotypical* images, with nearly half of the total Aboriginal images qualifying as such. Indigenous tourism companies are usually regional or local in scale, and lack the resources of larger tourism companies. The overabundance of *Stereotypical* images on Aboriginal websites might be explained, in part, by the low socioeconomic status of many Aboriginals. They are merely showing images that they feel will most attract visitors and the much needed economic stimulus that accompanies

them. It is probable that some Aboriginals actively seek to perpetuate and profit from the popular images that exist about them, offering tourists a glimpse of the exotic in exchange for remuneration. Another partial explanation would be that the operators are only fronted by Aboriginals, with non-indigenous people making the decisions about website design. This appears to be the case for at least one of the analyzed websites, as the discussion of Dyer, Aberdeen, and Schuler's (2003) study of Tjapukai Aboriginal Culture Park in Chapter 3 indicated. It is also likely that many Aboriginals lack the technological skills and training to design websites.

Realistic Formal representations comprised about 30% of the images at each website classification. This reflects the importance of Aboriginal art to the indigenous tourism market. According to Tourism Australia (2005b), 54% of all international visitors surveyed in March 2006 witnessed Aboriginal art or craft displays and 32% went to an Aboriginal art gallery. In 2005, it was estimated that there were "5,000 to 7,000 practicing Aboriginal artists" (Henly 2005). Aboriginal artwork contributes A\$400-500 million to Australian economy annually (Commonwealth of Australia 2007). The prominence of *Realistic Formal* representations is paralleled by the dominance of art and craft themes among the Aboriginal-related images. Aboriginal artwork and crafts accounted for greater than 70% of the images at both the International and National classification levels. In many ways, the emphasis on *Realistic Formal* images and art/craft related themes is a win-win situation for tourism promoters and Aboriginals. It is apparent that many tourists are interested in purchasing Aboriginal artwork, and the money they spend contributes to both to the Aboriginal and overall Australian economies. The Aboriginal art industry has received praise for increasing the social and

economic status of Aboriginals, while also promoting the maintenance of traditional culture (Commonwealth of Australia 2007). One problem from this emphasis, however, appears to be a significant danger of fraudulent artwork. Underscoring Aboriginal artwork's contribution to the Australian economy was the investigation conducted by the Australian Parliament into allegations of widespread fraud, culminating in a 225 page report outlaying recommendations to address threats to the market (Commonwealth of Australia 2007).

Official representations were prevalent at the International, National, and Regional website levels, but were little emphasized among Indigenous websites. The frequency of *Official* images is likely due to the number of National Parks in Australia that are areas of special significance to Aboriginals. For example, the locations that now comprise Kakadu, Uluru, and Daintree National Parks are featured prominently in Aboriginal Dreamtime stories and have high concentrations of rock art. Many of the Rock Art images displayed on websites analyzed in this study were located in one of those National Parks.

It is noteworthy that *Realistic Casual* images were the overall least represented category. This finding is reinforced by the low percentage of Aboriginal-related images displaying non-tourism focused Aboriginal themes. For example, images of Aboriginal houses were virtually non-existent at either website classification level. It can be inferred from these results, that tourism promoters do not believe that potential visitors to Australia will be enticed by images of Aboriginals performing mundane activities.

New Zealand

Stereotypical images were the dominant category of Maori representations by a wide margin at all website classification levels, receiving in excess of 50% of the overall promotion. Although the specific percentage of *Stereotypical* images varied among the four classifications, it is evident that New Zealand tourism promoters at all scales rely predominantly on *Stereotypical* representations to advertise Maori tourism. Much of the Maori tourism market seems to revolve around stage shows which emphasize their reputation as great warriors. In many of the *Stereotypical* representations, Maori men were performing a *haka*, a variation of the traditional Polynesian pre-battle dance which has become one of New Zealand's iconic symbols. New Zealand's national rugby team, the All Blacks, perform an on field *haka* prior to every contest—a performance so well known that the University of Hawaii's football team incorporated one before the start of the 2008 Sugar Bowl. Many other images were of Maori women performing *poi*, a ceremonial welcome dance conducted in full ceremonial attire. The abundance of images of *maraes*, Maori villages, and the Treaty of Waitangi grounds also attest to the prominence of stage shows, as all are frequently the setting for *hakas* and other ceremonies held for the benefit of tourists.

Despite the fact that the other three indigenous representation categories received comparatively minimal promotion, there were several interesting trends. Although their specific ranking varied among the four website classifications, *Realistic Formal* images received about 15% of the promotion at each classification level. The prominence of images of crafts and carvings also attest to the importance of art and crafts to the Maori tourism industry.

That *Official* representations were the least common at three of the four website classification levels likely reflects the absence of National Parks in areas of traditional Maori settlement areas. For example, many of New Zealand's more famous National Parks, such as Fiordland, Mt. Cook, and Abel Tasman, are located on the South Island, where only about 13% of Maoris reside (Statistics New Zealand 2007). Many of the Maori-conducted tours appear to be held on *wakas*, a traditional carved canoe, with Maori guides paddling a group of tourists along a river or around a bay. However, as the guides are usually dressed in full ceremonial garb, those images were classified as *Stereotypical*. Thus, the prevalence of tours within the overall Maori tourism industry is probably higher than the results of this experiment would indicate.

Realistic Casual images received significantly higher levels of promotion among National and Indigenous websites than among International and Regional ones. The absence of such images at the International and Regional levels versus the National level reflects the overall emphasis on *Stereotypical* images and the difference in the numbers of photos incorporated, as there were far more images of Maoris on National websites. Given that they were using fewer opportunities to advertise Maori tourism, it is likely that International and Regional operators chose to focus almost exclusively on representations that they thought most appealed to potential visitors. By displaying more images, operators at the National scale had a greater opportunity to portray more diverse representations. It is logical that Indigenous websites would include more *Realistic Casual* images, but it is notable that the percentage of such images (22%) was dwarfed by the number of *Stereotypical* images (55%).

Comparing and Contrasting Australia and New Zealand

Stereotypical representations were clearly the most frequently used to attract tourists to both countries, though Australian tourism promoters seem to have found a balance in representations not found among New Zealand websites. This emphasis on *Stereotypical* images has even been adopted by the countries' indigenous peoples in their own tourism enterprises. The dominance of *Stereotypical* images is consistent with the findings of other studies (e.g. Ryan 1990; Greiner 2001; Nelson 2005) conducted on the representations of indigenous peoples. While stage shows are what appeals most to many tourists, they can lead to the reinforcement of prejudices and the creation of a unhealthy illusion that indigenous peoples are anachronistic relics unable to thrive in the modern world (Bruner 2005). McIntosh (2004, 6) stated that many Maoris fear that the majority of visitors to New Zealand are left only with a stereotypical impression of them. Based on the results of this study, that appears a legitimate concern. Overemphasizing *Stereotypical* images might backfire on the tourism promoters of both countries, but that is especially a risk for those marketing New Zealand. As discussed in Chapter 2, many Maoris live in urban poverty. It is likely, that any visitor who ventures beyond the "touristy" areas of Auckland will encounter Maoris that do not fit the stereotypical image. It is understandable that tourist websites would not show images of Maori slums on their homepages, as few tourists would want to pay for experiences that evoke negative emotions. However, to portray the image that all Maoris spend their time dancing or paddling canoes in colorful garb might cause some tourists to feel misled when they encounter a Maori under non-staged circumstances. This may mirror the economic benefits of embracing their international reputation as fearsome warriors, but it also

might suggest that New Zealand society has not embraced modern Maori culture enough to advertise it to the world.

It is also apparent that both countries promote their indigenous arts and crafts industry, as reflected by the prevalence of *Realistic Formal* and art related images. However, Australian providers emphasize the Aboriginal art industry nearly as much as stage show type attractions, whereas New Zealand providers clearly consider the Maori art industry as being secondary to them. Given the success of the Aboriginal art industry, Maori art could be a potential area of economic growth. As mentioned earlier in this chapter, the difference in the emphasis on *Official* representations between the two countries is likely explained by the relative abundance of National Parks in indigenous areas.

It appears that tourism promoters do not consider images of indigenous peoples in everyday life as being appealing to visitors. Using the terminology of Taylor (2001), they appear to emphasize “authentic” rather than “sincere” representations. Rituals, artwork, and ceremonial dress are important aspects of indigenous culture, and they are worthy of tourism promotion. However, they are but one facet of indigenous life. By including more images of indigenous peoples in everyday life, tourism promoters may be able to avoid creating such huge discrepancies between the images they present and what exists in reality. Many websites do not make it clear that the traditional representations are recreations. It matters that the tourists are not misled, as dissatisfied tourists may voice their opinions widely. It is likely that stage shows and artwork will be the most successful aspects of indigenous tourism for years to come, as there are still many tourists who only wish to have their stereotypical imaginings reinforced. However, there should

be avenues available for those tourists who wish to see how indigenous peoples really live. Perhaps one day such experiences will enter the mainstream tourism market. Although that may not occur in either country for a long time, Australia seems to have made more progress.

Promoted Locations of Indigenous Tourism

Before considering the accuracy of the regional distribution of indigenous tourism as portrayed on websites promoting Australia and New Zealand, it is useful to have an understanding of where the indigenous peoples reside within the two countries. Thus, both discussions in this section begin with tables illustrating the population distributions of each country's indigenous people in terms of spatial concentration and percentage of the overall population. This section does not include a separate discussion of the similarities and differences of locational promotion for Australia and New Zealand, as any direct comparisons are not meaningful. For maps displaying the population distribution of Aboriginals please refer to Appendix J. For maps displaying the population distribution of Maoris please refer to Appendix K.

Australia

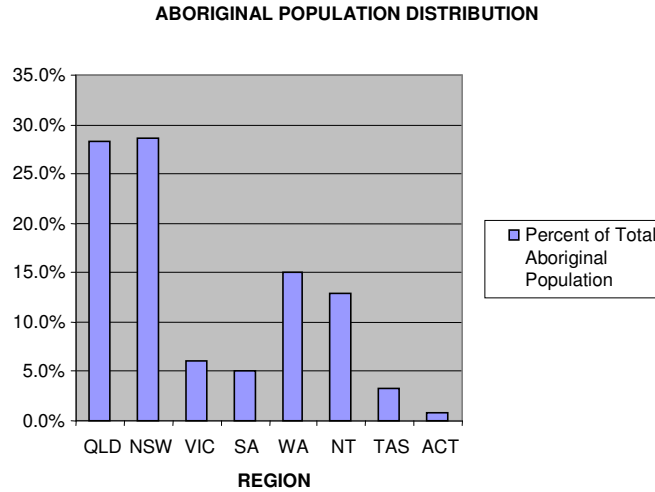


Figure 16. Aboriginal Population Distribution

Source: Australian Bureau of Statistics 2006

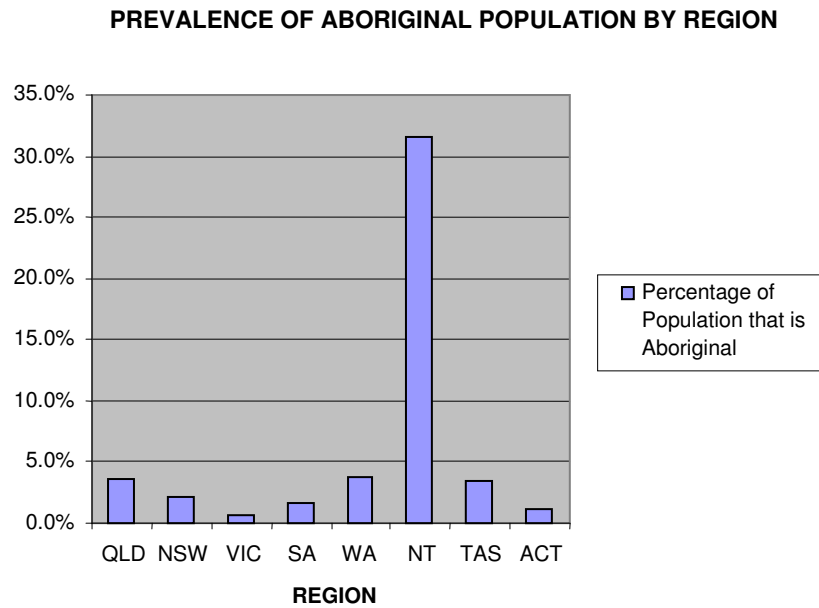


Figure 17. Prevalence of Aboriginal Population by Region

Source: Australian Bureau of Statistics 2006

Over 40% of the total Aboriginal and Aboriginal-related images that were promoted by tourism companies were located in the Northern Territory. Only 12.9% of

the total population of Aboriginals lives in the Northern Territory, but they comprise 31.6% of the Northern Territory's population (Australian Bureau of Statistics 2006). The Northern Territory is the only region in Australia where Aboriginals form more than 5% of the total population, and thus it is reasonable that Aboriginal-themed pictures represent a significant portion of the tourism promotion for the Northern Territory. Queensland and Western Australia were the second and third overall most promoted regions, which correlates with their status as the regions with the second and third highest numbers of Aboriginals, respectively. Victoria, South Australia, ACT, and Tasmania received overall promotion consistent with their proportion of the Aboriginal population. Despite the presence of Aboriginals in Tasmania and ACT, the absence of Aboriginal photographs advertising them reflects their history. The Aboriginal tribes on Tasmania were the victims of a genocide conducted by the British settlers, and those present on the island now are recent migrants without a historical tie to the land. Therefore, it is logical that they would not participate to the same degree in tourism functions as other Aboriginals still residing in their traditional homeland. Yet, there were once Aboriginals on Tasmania, and their legacy is promoted, as evidenced by the presence of Aboriginal-related images. ACT was founded solely as an administrative capital, serving a similar function to Washington, D.C. in the United States. At 311 square miles, Canberra is the smallest region, and its location is not of any special traditional significance to Aboriginals.

The inconsistency most evident in the data between representation and reality revolves around New South Wales. New South Wales is home to the largest percentage of the Aboriginal population (Australian Bureau of Statistics 2006), and yet received very

little promotion among Aboriginal and Aboriginal-related images at either the International or National classification levels. Although Aboriginals comprise only 2.2% of New South Wales's total population, that is not a sufficient explanation for the data. Aboriginals form less than 4% of the total populations of both Queensland and Western Australia (Australian Bureau of Statistics 2006), yet they received much higher levels of advertisement. The majority of Aboriginals living in New South Wales reside in the Sydney Metropolitan area, many within slums such as Redfern. As mentioned in Chapter 3, Hinkson (2003, 96) found that Aboriginal sites in cities were very under advertised as tourism destinations. This, perhaps, offers a partial explanation of why Aboriginal tourism in New South Wales is not well promoted on websites. Yet, given the explosive growth of the cruise ship industry, it might be of great benefit to Aboriginals to increase their presence in the tourism markets of port cities such as Sydney.

New Zealand

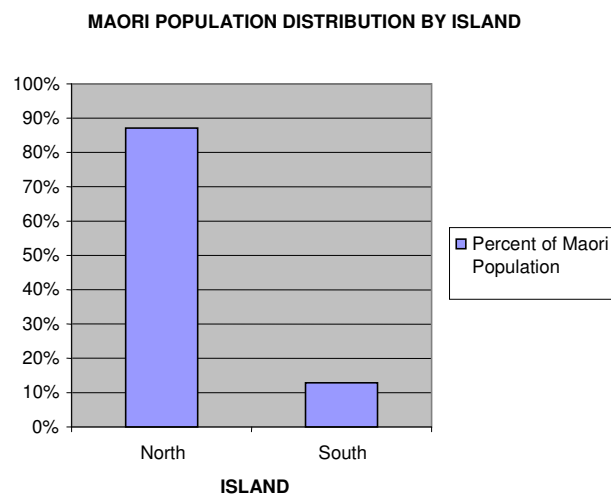


Figure 18. Maori Population Distribution by Island.
Source: Statistics New Zealand 2007

MAORI POPULATION DISTRIBUTION BY REGION

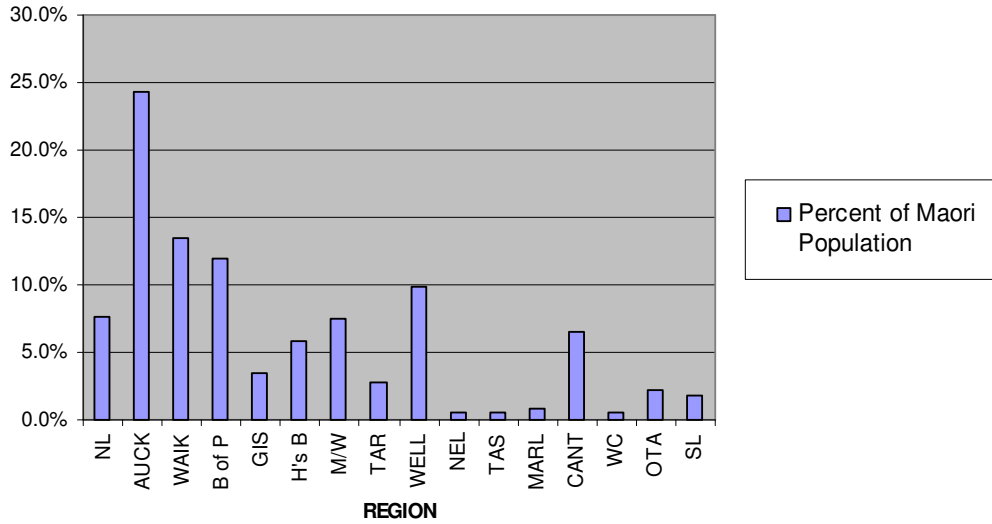


Figure 19. Maori Population Distribution by Region.
Source: Statistics New Zealand 2007

PREVALENCE OF MAORI POPULATION BY REGION

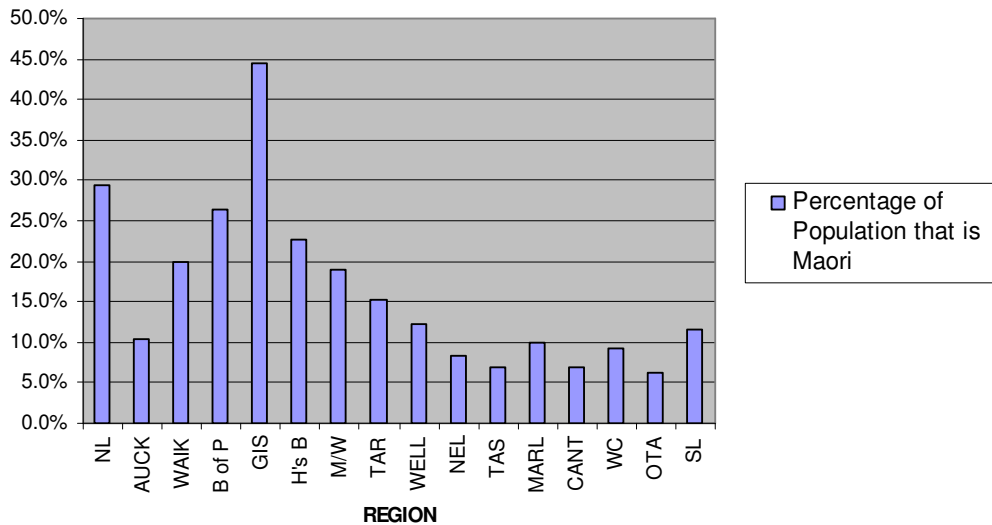


Figure 20. Prevalence of Maori Population by Region.
Source: Statistics New Zealand 2007

The North Island was the location of 81% of the Maori and Maori-Related images at the International level, and 68% of them at the National level. This emphasis on the

North Island is consistent with the population distribution of Maoris, of whom 87% live on the North Island (Statistics New Zealand 2007). Within the North Island, Auckland, Waikato, Bay of Plenty, and Wellington contain the highest percentages of the Maori population.

Bay of Plenty and Northland received the two highest percentages of Maori tourism promotion. Only 12.0% of the Maori population resides in the Bay of Plenty (Statistics New Zealand 2007), and yet it was the setting for greater than 30% of the overall promotion of Maori images and was the most common location for Maori-related images. Many of the images within the Bay of Plenty region were from Rotorua, a city known for its proximity both to the North Island's famous geothermal resources and to Maori villages that surround the thermal areas. Several of these villages, such as Whakarewarewa and Tamaki, have become noted tourist attractions with stage shows held daily for tourists and visitors allowed access to thermal spas. Northland was the second most commonly promoted region for both Maori and Maori-related images, despite having only 7.7% of the overall Maori population. However, this inconsistency is explained by the presence of the Waitangi Treaty Grounds within the region.

As with Australia's New South Wales, urban regions of New Zealand's North Island received disproportionate promotion of their indigenous peoples. Auckland is the home of 24.3% of the Maori population and 10.5% of its citizens are Maoris (Statistics New Zealand 2007), but very few Maori or Maori-related images were set in Auckland. The explanation for this discrepancy is likely the absence of traditional villages and *maraes* in Auckland. A similar explanation can be applied to the absence of images of Maoris set in Wellington, though the city does have a greater percentage of the Maori-

related images than does Auckland. Many of those images, however, were set in the Te Papa Museum—New Zealand’s National Museum, which contains a variety of exhibits depicting the country’s history.

On the North Island, the two other regions with discrepancies between Maori population density and Maori tourism promotion were Waikato and Gisborne. Waikato was the setting for a significant percentage of the Maori-related images but the paucity of Maori images is difficult to explain. Waikato is the home of Hamilton, one of the country’s largest cities, but it has a much higher percentage of rural land than either Auckland or Wellington and 20% of the region’s inhabitants are Maoris (Statistics New Zealand 2007). As mentioned in Chapter 6, Gisborne was the only region on the North Island that was not promoted with both Maori and Maori-related images. That Gisborne only contains 3.5% of the Maori population does not explain the absence of promotion as Taranaki contains only 2.8% of the Maori population but received more promotion. Furthermore, Gisborne has the most prevalent Maori population, with 44% of its residents being Maori. The absence of promotion might be explained by the lack of well known attractions in the region, as evidenced by the complete absence of homepage pictures advertising the region. This suggests that the presence of Maoris alone is not enough to entice visitors to a location. Rotorua and Northland, the regions with the next two highest degrees of Maori prevalence, both have other attractions for visitors.

Within the South Island, Canterbury was the most emphasized region for both Maori and Maori-related images. As Canterbury contains the highest number of Maoris of any of the South Island regions, that is logical. Given that Tasman, Nelson, Marlborough, and the West Coast contain each contain less than 1% of the Maori

population, it is understandable that they are not emphasized as Maori tourism locations. Furthermore, Otago's overall position as the second most promoted region on the South Island corresponds with its being the home to the second highest percentage of Maoris on the Island. The only minor inconsistency on the South Island is the complete absence of images promoting Maori tourism in Southland despite it having the highest prevalence of Maoris on the South Island. Given its prominence within the cruise ship industry, Southland would seem a logical place for Maoris to develop their tourism infrastructure.

Themes Promoted on Tourism Website Homepages

Australia and New Zealand are among the world's popular destinations for international tourism. Each country offers a variety of attractions which can appeal to tourists of many predilections, including those seeking eco, adventure, cultural, or wildlife tourism. How tourism operators chose to utilize the limited space on website homepages provides an indication of what characteristics of Australia and New Zealand they feel will appeal to their intended markets. In addition, the proportion of images on homepages which promote indigenous tourism provides a proxy measurement for its overall prominence within the tourism markets of Australia and New Zealand.

Australia

Of the seven broad categories formulated to encompass the range of themes promoted on the homepages of Australian websites, Aboriginal-themed images were fifth most emphasized at the National classification level, and sixth among International websites. They received a slightly higher percentage of promotion at the National level

(9% vs. 5%), but the limited sample size makes it imprudent to draw any conclusions about the significance of the trend. Their ranking indicates that although Aboriginal tourism does receive promotion on homepages, it is not among the primary themes used to attract visitors. Aboriginal tourism received promotion on par with the Scenic Vista and Wine categories, suggesting that each is considered peripheral to the main attractions.

Beach/Ocean, Culture/Urban, and Outback themes were the three most commonly utilized at both the International and National levels. Although they did not use identical categories, this result is consistent with the findings of Ryan (1990) and Jenkins (2003). Accounting for their prominence is not difficult, as each of the three categories contains one of Australia's iconic landscape features—Uluru (“Outback”), the Great Barrier Reef (“Beach/Ocean”), and Sydney Opera House (“Culture/Urban”). The high ranking of the Beach/Coast theme is further explained by the “Beach Culture” image that has been cultivated within Australia—there were numerous images of women in bikinis, lifeguards, surfers, and long sandy beaches. Australia's other national identity was also well represented within the Outback category—supplementing the images of Uluru were pictures of ranchers and striking red rock landscapes. Images of Sydney Opera House were complemented within the Culture/Urban category by pictures of city skylines and images taken from Australia's thriving art scene.

The only surprise from the homepage analysis was the scarcity of images of wildlife among National websites when compared to International websites. Among Australia's most famous features is its wildlife, particularly its abundance of marsupials that are found nowhere else on earth. The kangaroo and koala have become arguably Australia's most famous symbols. Furthermore, thanks in no small part to the popularity

of the late Steve “Crocodile Hunter” Irwin, Australia’s reptiles have also become well known throughout the world. Thus, it is interesting that National websites devoted only 2% of their homepage images to wildlife, while they were 14% of the images on International websites. This discrepancy suggests that Australia’s wildlife is viewed with more enthusiasm by international visitors than by native Australians, who may see them as commonplace. Supporting this speculation is the international outcry that occurs whenever Australia’s government announces plans to cull the kangaroo population, citing their negative impact on the agricultural industry (Australian Wildlife Protection Council 2005).

New Zealand

Maori-themed images were the third and fourth ranked, respectively, out of seven categories on the homepages of International and National websites. However, they comprised less than 10% of the images in each case, percentages on par with the promotion of Aborigines on Australia focused websites. Thus, despite what their ranking might indicate, tourism promoters did not use Maori tourism as one of their primary enticements. Interestingly, Maori-themed images were more prevalent than those in the Culture/Urban, Wildlife, and Wine categories.

The Scenic Vista theme was easily the most promoted on New Zealand homepages, receiving greater than 50% of the advertising at the International level and in excess of 30% among National websites. The Beach/Ocean theme was the second most commonly marketed at both classification levels. Despite its small size, New Zealand possesses a diverse physical landscape which offers mountains, fiords, and geothermal

areas as well as miles of attractive coastline. Many of these environments have been showcased to the international community by the increasing number of movies which are shot in New Zealand, particularly following in the wake of the successful *Lord of the Rings* film franchise. Thus, it is not surprising that those seeking to attract visitors to New Zealand would rely heavily on the country's natural wonders.

Given its diversity of landscapes, it is not unexpected that New Zealand is considered among the world's most desirable destinations for Adventure tourism (Cloke and Perkins 1998). New Zealand's Southern Alps are popular ski destinations, its many off-shore islands and bays provide water sporting opportunities, and it was the birthplace of Bungee jumping. When these facts are combined with the popularity of outdoor sports in New Zealand, it is easy to understand why the Outdoor/Adventure Sport theme received 23% of the promotion on International homepages. However, it is not clear why there is such a discrepancy between the International and National level, where it only received 8% of the promotion. Possibly, as with Australia's wildlife, Outdoor/Adventure Sport images appeal more to international visitors.

Comparing and Contrasting Australia and New Zealand

Indigenous tourism did not receive high levels of advertisement on homepages, but without access to tourism marketing statistics and research it would not be prudent to opine whether their marketing share is proportional to the revenue they generate. It can be said, however, that although indigenous tourism does receive a significant amount of tourism promotion, it remains peripheral to the mainstream. At present, tourism promoters for both countries rely heavily on landscape images to attract visitors. The

beaches and oceans of both countries are prominently featured in tourism promotions. Cultural and urban attractions seem to be more emphasized in Australia, whereas New Zealand places greater impetus on adventure and sporting tourism. Both countries have growing wine industries, and it is probable that the percentage of pictures promoting wine will increase from the low amounts that they currently receive. Australia's wildlife was significantly emphasized, while New Zealand's received little attention, despite the presence of rare birds, such as the kiwi and albatross.

It is evident that tourism promoters for Australia and New Zealand create spatial metaphors to attract tourists that revolve around landscapes. Australia has a worldwide reputation as a haven for sun worshipers, a geographical representation which those promoting the country cultivate. Interestingly, New Zealand's emphasis on beaches and outdoor activities parallels the results of Dilley's (1986) study of the brochures of European island nations. With the possible exception of the United States, no country more cultivates the frontier image than Australia. Outback landscape imagery is a prominent component of homepage promotion. Many of these images are of sweeping red rock landscapes or rugged station workers in unidentified locations. That these locations were not given is indicative that it is the idea of the frontier landscape that is being promoted, not specific places. It is worth reiterating that Howitt (2001) points out how the frontier metaphor has long provided impetus to discrimination against Aboriginals. The prevalence of this spatial metaphor may be a factor is the dominance of *Stereotypical* images on Australian tourism websites. New Zealand promotes landscapes, too, but they focus on images associated with natural beauty—snow capped mountains, colorful geothermal pools, and coastal splendor. Although the bulk of New Zealand's

landscape is not urbanized, it is noteworthy that cultural and urban themes were much less promoted than on Australia focused websites. This suggests that New Zealand promoters are cultivating a geographical imagination of the outdoors—an image that contrasts with urban landscapes.

Promoted Locations on Website Homepages

Australia

Queensland, New South Wales, and Northern Territory were the three most commonly promoted locations on the homepages of Australian websites. As these regions are the settings for the Great Barrier Reef, Sydney Opera House, and Uluru, respectively, their prominence corresponds to the abundance of Beach/Ocean, Culture/Urban, and Outback themed images. Victoria, South Australia, and Western Australia all received comparable promotion, but to a much lesser degree than the top three. None of those regions was dominated by a specific thematic category, reflecting the fact that none contains one of Australia's landscape icons. As the Northern Territory and Queensland were the two overall most promoted regions for Aboriginal tourism, it appears that areas with high concentrations of Aboriginal tourism are emphasized on tourism website homepages.

New Zealand

The South Island received the majority of the promotion on New Zealand tourism websites. This is not surprising, as many of New Zealand's more famous landscapes, such as the Southern Alps and the fiords, are located in the South Island. Within the

South Island, the regions that were dominant include Southland, home of Fiordland National Park, and Canterbury and Otago, which are the setting for the majority of the Southern Alps. The high number of images classified as unknown South Island echos the prominence of images of the Southern Alps, which stretch through multiple regions. As the North Island was the setting for nearly all of the Maori images, areas with high levels of Maori tourism promotion were not emphasized on website homepages. However, Bay of Plenty and Northland, the two most promoted regions for Maori tourism, did receive a large proportion of what attention the North Island did get.

CHAPTER VIII

CONCLUSION

Summary of Findings

The difficulty of defining the concept of destination image was alluded to in Chapter 3, and the results of this study reflect its complexity. The destination images of Australia and New Zealand that are presented on tourism websites are multifaceted, and it is beyond the scope of this study to provide a definitive summary. This study does provide a step along the way.

The key findings of this study are summarized here:

- 1) Indigenous tourism is a significant component of the destination images of Australia and New Zealand that are presented on tourism websites.
- 2) *Stereotypical* representations of indigenous peoples were the most commonly promoted on Australia and New Zealand focused websites, especially among indigenous created websites.
- 3) The prevalence of *Realistic Formal* representations and images of crafts on tourism websites show that both Australia and New Zealand heavily market their indigenous art industries.

- 4) The promoted locations of indigenous tourism in Australia and New Zealand are consistent with the population distribution of the country's indigenous peoples.
- 5) Regions in Australia with high levels of indigenous tourism were among the most promoted on website homepages, but not those in New Zealand.
- 6) Tourism promoters use distinct spatial metaphors to create the destination images of Australia and New Zealand. While beaches are heavily promoted for both countries, promoters emphasize Australia's frontier landscape while for New Zealand they create an ideal wilderness.

Limitations of Study

A seeming limitation of this study was the considerable degree of difference among tourism websites in terms of both the number and quality of photographs. Most websites contained less than 10 images of indigenous peoples, while a few included greater than 50. Similarly, some websites had no homepage images, while others had in excess of 15. Unfortunately, this inequity in number of photographs meant that websites with very large numbers of photographs disproportionately affected the results. However, the data were processed with and without the high picture quantity websites, and it was found that although the specific percentages would vary, the overall trends remained the same. Furthermore, some websites clearly identified the locations of all photographs, while others labeled none. On some of the latter websites, many pictures could not be assigned locations. Such pictures tended to be generic; a kangaroo is a kangaroo, as location is unimportant.

This study was conceived as a descriptive analysis of the destination images of Australia and New Zealand. The identification of overall trends and impressions was the target of this study, not the discovery of causal or correlation relationships. However, generalization of results is limited by the absence of statistical measures.

That the author is not a native of and has never been to either Australia or New Zealand was a detriment to identifying the locations of unlabeled images on websites. This was particularly a problem when trying to place outback images in their appropriate region of Australia and images of the Southern Alps in the correct part of the New Zealand's South Island. There were many images of red rock formations that could not be identified, whereas someone with first hand experience with the outback might know where and what they were instantly. Similarly, a New Zealander might be able to tell the difference between the Canterbury, Otago, and West Coast ranges of the Southern Alps. In addition, a scholar in Australia or New Zealand might have had more success identifying indigenous created websites. Despite this, in many ways status as an outsider was beneficial. For example, the author was not subject to any inherent prejudices against Aboriginals or Maoris that may affect residents of Australia and New Zealand, respectively. However, as stated in Chapter 4, many of those images were generic in nature, emphasizing content not location, and their absence does not really matter to the results.

In the study, only English language websites were analyzed. This is a byproduct of the use of the English language Google and Yahoo search engines, which would not provide a listing of Chinese or Japanese language websites, for example. However, three of the top five sources of international visitors to Australia are English speaking

countries—the United States, the United Kingdom, and New Zealand (Tourism Australia 2005b). Similarly, three of the top five sources for New Zealand are also English speaking countries—the United States, the United Kingdom, and Australia (Statistics New Zealand 2007c). Given the predominance of English speaking tourists, it is logical that tourism companies would put significant emphasis on their English language websites.

The Google and Yahoo search engines were used in this study to select which websites were analyzed. Both search engines list websites in a ranked order based on how many times they are visited. Although the order of top ranked websites on each search engine remained largely unchanged, there was a surprising amount of variation on the overall list from day to day. It is hoped that all of the major applicable tourism websites were included in the study, but it was not possible to determine which websites are most used to make reservations and plan trips versus those which viewers generally look only at the homepage before leaving.

Suggestions for Future Research

The locational component of this study was performed at the regional level, in order to facilitate comparison with the national census statistics. Although available on websites, data were not collected at other scales. There is ample information on websites to perform a similar methodology focusing on smaller scales. For example, it would be possible to conduct a study at the city level for Australia. Useful comparisons could then be made with the conclusions of Hinkson (2003), to determine the prevalence of rural versus urban representations.

It would of interest to see whether promotion changes significantly or remains the same when targeting different linguistic cultures (i.e. English, French, Japanese, etc...). It would be simple to conduct a study which compares the destination images portrayed through photographs on websites written in different languages. A method based solely on photographic analysis could be used by a scholar not fluent in the language in which the website is written. However, there would be limitations, as no captions or identifying texts could be read. It is also likely that many of the non-English websites are rote translations of English language websites.

As was mentioned on several occasions in Chapter 7, it was not possible to make any assessment of the relative levels of promotion of different themes on tourism website homepages without access to marketing and tourism expenditure research. For example, it is unknown at what priority travelers to Australia and New Zealand place on visiting indigenous tourism sites. One method of addressing this issue would be to conduct a series of survey style interviews at airports and cruise ship ports around Australia and New Zealand using a similar approach to that used by McIntosh (2004), asking questions about what attracted visitors and how they plan to spend there time. However, a much larger sample than utilized by McIntosh would be desired. A variation of this method has undoubtedly been done by many tourism companies in both countries, but a comprehensive one performed by geographers was not found. Combined with a figure for total tourist expenditure on indigenous tourism, this information would provide insight into what proportion of overall tourism advertising indigenous tourism warrants.

One of the central assumptions underlying this thesis is that viewing images of indigenous peoples influences the manner in which people perceive them. There have

been studies conducted on the impact of viewing photographs (please see Chapter 3), but none was found that specifically addresses the issue of how photographs affect racial and ethnic prejudices among Australians and New Zealanders. This topic might be better served by a psychologist than a geographer, but there are many possible applications to geographic representation research into indigenous issues in Australia and New Zealand. Another possible research project would be to determine what influence websites have on viewers, using a similar methodology to that used by Young (1999) in his analysis of the efficacy of tourist brochures.

It was not the focus of this thesis, but it was apparent when conducting the research that images of the indigenous peoples of Australia and New Zealand predominantly depicted men. This was especially the case for the *Stereotypical* and *Official* categories of Aboriginal images and the *Realistic Formal* and *Official* categories for Maoris. Among Aboriginal images, *Realistic Formal* images were divided equally among men and women, as was the *Stereotypical* category of Maori images. Interestingly, images of children dominated the *Realistic Casual* category for both countries. It would be interesting to know why there is such a gender bias among images of Aboriginals and Maoris on tourism websites, particularly in the era of equality—is it caused by cultural, demographic, or economic factors?

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APPENDIX A

REGIONAL ABBREVIATIONS

Abbreviation	Australia Region	Abbreviation	New Zealand Region
QLD	Queensland	NL	Northland
NSW	New South Wales	AUCK	Auckland
VIC	Victoria	WAIK	Waikato
SA	South Australia	B of P	Bay of Plenty
WA	Western Australia	GIS	Gisborne
NT	Northern Territory	H's B	Hawke's Bay
TAS	Tasmania	M/W	Manawatu-Wanganui
ACT	Canberra, ACT	TAR	Taranaki
UNK	Unknown	WELL	Wellington
		NI UNK	Unknown North Island
		NEL	Nelson
		TAS	Tasman
		MARL	Marlborough
		CANT	Canterbury
		WC	West Coast
		OTA	Otago
		SL	Southland
		SI UNK	Unknown South Island
		UNK	Unknown

APPENDIX B

AUSTRALIA-FOCUSED WEBSITES ANALYZED IN STUDY

AUSTRALIA-FOCUSED INTERNATIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Magro International & Australia 2000 Travel	http://www.australia2000travel.com/content/australia/australia.asp	9/12/2007
Austravel	http://www.austravel.com/	9/4/2007
AusEmade Pty Ltd.	http://www.ausemade.com.au/	9/9/2007
TotalTravel.com Pty Ltd	http://www.totaltravel.com.au/	8/25/2007
PURE Australia Company	http://www.pure-australia.co.uk/	8/5/2007
World Travel Guide - Nexus Business Media	http://www.worldtravelguide.net/country/3/countries/Australia-and-South-Pacific.html	9/9/2007
Australia travel guide	http://www.justaustralia.org/	8/2/2007
Australia Travel Emporium	http://www.austtravel.com.au/	8/1/2007
Lonely Planet Publications	http://www.lonelyplanet.com/worldguide/destinations/pacific/australia	8/1/2007
Northern Gateway	http://www.northaustraliaholidays.com/	9/24/2007
Abbey Travel	http://www.australia.ie/australia.php	1/4/2008
TravelOnline Australia Pty Ltd	http://www.travelonline.com/	9/7/2008
So Much World Travel Info	http://sowmuchworld.com/australia/travel_guide	1/6/2008
Pleasant Holidays, LLC.	http://www.pleasantholidays.com/PleasantHolidaysWeb/Australia-Main	1/6/2008
go-today.com	http://www.go-today.com/site_gtweb/travel-to-australia.asp	1/7/2008

AUSTRALIA-FOCUSED NATIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
totalbyte Pty Ltd	http://www.travelsaustralia.com.au/	8/6/2007
Australia Travel & Tourism Network Pty Ltd	http://www.atn.com.au/	8/20/2007
Australian Explorer Pty Ltd	http://www.australianexplorer.com/	9/3/2007
Fairfax Digital	http://www.walkabout.com.au/	9/5/2007
about australia Pty Ltd	http://www.about-australia.com/	9/6/2007
auinfo Pty Ltd.	http://www.auinfo.com/	9/10/2007
Tourism Australia	http://www.australia.com/	9/10/2007
Australian Travel Wholesalers Pty. Ltd	http://www.webookaustralia.com/	9/12/2007
Australian Online Travel Pty Ltd	http://www.travelmate.com.au/Home/Home.asp	9/24/2007
Diverse Travel Australia	http://www.diversetravel.com.au/site/welcome.htm	1/4/2008
The Travel Around Company	http://www.frogandtoad.com.au/	1/5/2008
Australia Travel Specialists	http://www.atstravel.com.au/	1/5/2008
Australian Portfolio	http://www.australianportfolio.com/	1/6/2008
Travelsaus.com.au	http://travelsaus.com.au/	1/6/2008
Holiday Oz	http://www.holidayoz.com.au/	1/6/2008

AUSTRALIA-FOCUSED REGIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Tourism Western Australia	http://www.westernaustralia.com/	9/23/2007
Birgit Bradtke (NT)	http://www.outback-australia-travel-secrets.com/	9/23/2007
West-Oz Web Services	http://www.west-oz.com/	9/23/2007
kimberley australia.com	http://www.kimberley-australia.com/	9/30/2007
Australian Travel Wholesalers Pty Ltd	http://www.qldtravel.com.au/	9/30/2007
Salamanca Promotions Pty. Ltd. (Tas)	http://www.view.com.au/	9/30/2007
Morningside Internet (NSW)	http://www.southcoast.com.au/	10/1/2007
South Australia Tourism Commission	http://www.southaustralia.com/	10/1/2007
Tourism Queensland	http://www.queenslandholidays.co.uk/tq.cfm?pageID=1	10/1/2007
Tourism Victoria	http://www.visitvictoria.com/	10/1/2007

AUSTRALIA-FOCUSED INDIGENOUS WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Aboriginal Australia Art & Culture Centre	http://www.aboriginalart.com/au	10/2/2007
WAITOC	http://www.waitoc.com/en/default.htm	10/3/2007
Kirrit Barreet	http://www.aboriginalballarat.com.au/	10/3/2007
Tjapukai Aboriginal Cultural Park	http://www.tjapukai.com.au/	10/3/2007
Desert Tracks---Pitjantjatjara Tours	http://www.deserttracks.com.au/	10/3/2007

APPENDIX C

NEW ZEALAND-FOCUSED WEBSITES ANALYZED IN STUDY

NEW ZEALAND-FOCUSED INTERNATIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Magro International & Australia 2000 Travel	http://www.australia2000travel.com/content/new_zealand/new_zealand.asp	11/3/2007
Lonely Planet Publications	http://www.lonelyplanet.com/worldguide/new-zealand	10/7/2007
Adventure Travel with iExplore	http://www.iexplore.com/dmap/New+Zealand/Overview	10/10/2007
World Travel Guide - Nexus Business Media	http://www.worldtravelguide.net/country/196/country_guide/Australia-and-South-Pacific/New-Zealand.html	11/4/2007
AA Guides Limited	http://www.aatravel.co.nz/main/index.php	10/19/2007
travel.com.au	http://www.travel.com.au/new-zealand/r_nz	11/4/2007
GINZ.com	http://www.ginz.com/	11/5/2007
Tauck, Inc	http://www.tauck.com/tours/australia-travel/	12/22/2007
AdventureSmith Explorations	http://www.adventuresmithexplorations.com/adventures.php/d/newzealand	1/1/2008
South Pacific Travellers' World Ltd, New Zealand	http://www.southpacifictravellers.co.nz/	1/2/2008
TravelOnline Australia Pty Ltd	http://www.newzealand-holidays.com/	1/6/2008
Down Under Answers	http://www.duatravel.com/about/destination/new_zealand	1/11/2008
TotalTravel.com Pty Ltd	http://www.totaltravel.co.nz/	1/10/2008
Pleasant Holidays, LLC	http://www.pleasantholidays.com/PleasantHolidaysWeb/New_Zealand-Main	1/11/2008
So Much World Travel Info	http://somuchworld.com/new_zealand/travel_guide	1/3/2008

NEW ZEALAND-FOCUSED NATIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
New Zealand on the Web Ltd.	http://www.nz.com/	10/10/2007
Tourism New Zealand (Official)	http://www.newzealand.com/travel/USA/	10/7/2007
First Light Travel	http://www.firstlighttravel.com/	10/10/2007
New Zealand Travel	http://newzealandtravel.org/	10/15/2007
Tourism Holdings Limited	http://www.discovernewzealand.com/	10/15/2007
Experience New Zealand Travel Ltd.	http://www.experiencenz.com/	10/15/2007
AIM Solutions Ltd.	http://www.travelplanner.co.nz/	11/3/2007
New Zealand Tourism Online Ltd.	http://www.tourism.net.nz/	11/3/2007
eTravel6000.com	http://www.holiday.co.nz/	11/4/2007
New Zealand Travel & Tourism	http://www.nztvl.com/	11/4/2007
Florence Delafosse and Russell Penlington	http://www.nzyourway.com/default.asp?lang=english	1/7/2008
New Zealand Wide Service	http://www.newzealandreservations.co.nz/	1/7/2008
destination-nz.com	http://www.destination-nz.com/	1/7/2008
NZEscape.com	http://www.nzescape.com/index.html	1/9/2008
New Zealand Vacations	http://www.newzealandvacations.co.nz/	1/11/2008

NEW ZEALAND-FOCUSED REGIONAL WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Alpine Pacific Tourism	http://www.alpinepacifictourism.co.nz/Information/main/	10/29/2007
Tourism West Coast	http://www.west-coast.co.nz/Tourism_West_Coast/WELCOME_IDL=2_IDT=1452_ID=8431_.html	10/29/2007
Southern Wilderness NZ	http://www.southernwilderness.com/heaphy/heaphy-home/	12/29/2007
South Island Travel Ltd	http://www.southislandtravel.com/	12/29/2007
Kea Heritage Tours	http://www.keatours.co.nz/	12/29/2007
Alpha Specialty Tours and Shuttle Service	http://www.alphatours.co.nz/	12/29/2007
Tai Tokerau Maori and Cultural Tourism Assoc.	http://www.taitokerau.co.nz/	12/28/2007
Go Wairarapa	http://www.wairarapanz.com/	12/28/2007
New Zealand Travel--King County	http://www.kingcountry.co.nz/	1/2/2008
ActiveWEB NZ Ltd.	http://www.bay-of-islands.co.nz/	1/2/2008

NEW ZEALAND-FOCUSED INDIGENOUS WEBSITES

Website Creator	Homepage Web Address	Date Analyzed
Tauranga Moana Maori Tourism Inc.	http://www.tgammt.co.nz/Tauranga_Moana_Maori_Tourism_Inc/Welcome_IDL=1_IDT=347_ID=1827_.html	10/22/2007
Mauao Tours Ltd.	http://www.mauaotours.co.nz/	10/22/2007
Navigator Tours, New Zealand	http://www.navigatoritours.co.nz/	10/22/2007
Potiki Adventures Ltd.	http://www.potikiadventures.com/	10/22/2007
Aotearoa Maori Homestay	http://www.amhnz.com/index.htm	10/22/2007
Waka-Taia-Mai Tours	http://www.taiamaitours.co.nz/	11/3/2007
Kawhia.Maori.NZ	http://www.kawhia.maori.nz/	1/2/2008
Maori Tours Kaikoura	http://www.maoritours.co.nz/	1/7/2008

APPENDIX D

ABORIGINAL PHOTOGRAPH CATEGORIES AND LOCATIONS

Australia International Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Magro International & Australia 2000 Travel	0	0	0	0	0
Austravel	6	0	0	2	8
AusEmade Pty Ltd.	0	0	0	0	0
TotalTravel.com Pty Ltd	10	14	5	2	31
PURE Australia Company	1	0	1	0	2
World Travel Guide - Nexus Business Media	0	0	0	0	0
Australia travel guide	1	0	0	0	1
Australia Travel Emporium	0	0	0	0	0
Lonely Planet Publications	6	0	8	3	17
Northern Gateway	11	4	8	1	24
Abbey Travel	2	18	6	2	28
TravelOnline Australia Pty Ltd	4	2	2	0	8
So Much World Travel Info	0	0	0	0	0
Pleasant Holidays, LLC.	0	0	0	1	1
go-today.com	1	0	0	0	1
Total	42	38	30	11	121
Percentage	35%	31%	25%	9%	

Australia National Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
totalbyte Pty Ltd	0	0	0	0	0
Australia Travel & Tourism Network Pty Ltd	2	0	0	0	2
Australian Explorer Pty Ltd	6	0	1	0	7
Fairfax Digital	0	2	0	5	7
about australia Pty Ltd	36	21	48	22	127
auinfo Pty Ltd.	3	4	8	3	18
Tourism Australia	14	4	16	5	39
Australian Travel Wholesalers Pty. Ltd	0	0	0	0	0
Australian Online Travel Pty Ltd	1	0	0	0	1
Diverse Travel Australia	3	6	7	14	30
The Travel Around Company	9	1	5	7	22
Australia Travel Specialists	3	0	0	0	3
Australian Portfolio	0	0	0	0	0
Travelaus.com.au	0	0	0	0	0
Holiday Oz	1	0	0	0	1
Total	78	38	85	56	257
Percentage	30%	15%	33%	22%	

Australia Regional Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Tourism Western Australia	11	9	13	2	35
Birgit Bradtke (NT)	0	1	0	0	1
West-Oz Web Services	0	0	0	0	0
kimberley australia.com	0	0	0	0	0
Australian Travel Wholesalers Pty Ltd	2	0	0	0	2
Salamanca Promotions Pty. Ltd. (Tas)	0	0	0	0	0
Morningside Internet (NSW)	0	1	0	0	1
South Australia Tourism Commission	0	0	6	0	6
Tourism Queensland	7	8	2	2	19
Tourism Victoria	13	1	5	2	21
Total	33	20	26	6	85
Percentage	39%	24%	31%	7%	

Australia Indigenous Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Aboriginal Australia Art & Culture Centre	13	1	15	6	35
WAITOC	17	10	24	12	63
Kirrit Barreet	1	0	0	0	1
Tjapukai Aboriginal Cultural Park	34	0	1	4	39
Desert Tracks---Pitjantjatjara Tours	4	0	3	1	8
Total	69	11	43	23	146
Percentage	47%	8%	29%	16%	

Australia										
International Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
Magro International & Australia 2000 Travel	0	0	0	0	0	0	0	0	0	0
Australvel	1	0	0	0	0	7	0	0	0	8
AusEmade Pty Ltd.	0	0	0	0	0	0	0	0	0	0
TotalTravel.com Pty Ltd	11	1	6	2	0	7	0	0	4	31
PURE Australia Company	0	0	0	0	0	0	0	0	2	2
World Travel Guide - Nexus Business Media	0	0	0	0	0	0	0	0	0	0
Australia travel guide	1	0	0	0	0	0	0	0	0	1
Australia Travel Emporium	0	0	0	0	0	0	0	0	0	0
Lonely Planet Publications	0	1	0	0	2	3	0	0	11	17
Northern Gateway	6	0	0	0	0	18	0	0	0	24
Abbey Travel	16	1	0	0	1	9	0	0	1	28
TravelOnline Australia Pty Ltd	1	0	0	0	0	7	0	0	0	8
So Much World Travel Info	0	0	0	0	0	0	0	0	0	0
Pleasant Holidays, LLC.	0	0	0	0	1	0	0	0	0	1
go-today.com	0	0	0	0	0	1	0	0	0	1
Total	36	3	6	2	4	52	0	0	18	121
Percentage	30%	2%	5%	2%	3%	43%	0%	0%	15%	

Australia										
National Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
totalbyte Pty Ltd	0	0	0	0	0	0	0	0	0	0
Australia Travel & Tourism Network Pty Ltd	0	0	0	1	0	1	0	0	0	2
Australian Explorer Pty Ltd	5	0	0	0	0	0	0	0	2	7
Fairfax Digital	1	4	0	1	0	0	0	0	1	7
about australia Pty Ltd	15	5	0	6	49	52	0	0	0	127
auiinfo Pty Ltd.	3	1	0	0	2	12	0	0	0	18
Tourism Australia	2	2	0	4	15	14	0	0	2	39
Australian Travel Wholesalers Pty. Ltd	0	0	0	0	0	0	0	0	0	0
Australian Online Travel Pty Ltd	0	0	1	0	0	0	0	0	0	1
Diverse Travel Australia	1	1	0	4	6	15	0	0	3	30
The Travel Around Company	4	1	1	0	3	2	0	1	10	22
Australia Travel Specialists	0	0	0	0	0	3	0	0	0	3
Australian Portfolio	0	0	0	0	0	0	0	0	0	0
Travelaus.com.au	0	0	0	0	0	0	0	0	0	0
Holiday Oz	0	0	0	0	0	1	0	0	0	1
Total	31	14	2	16	75	100	0	1	18	257
Percentage	12%	5%	1%	6%	29%	39%	0%	0%	7%	

APPENDIX E

MAORI PHOTOGRAPH CATEGORIES AND LOCATIONS

New Zealand International Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Magro International & Australia 2000 Travel	0	0	1	0	1
Lonely Planet Publications	0	0	0	0	0
Adventure Travel with iExplore	0	0	0	0	0
World Travel Guide - Nexus Business Media	0	0	0	0	0
AA Guides Limited	20	0	6	4	30
travel.com.au	1	0	0	0	1
GINZ.com	4	0	0	0	4
Tauck, Inc	1	0	1	0	2
AdventureSmith Explorations	0	0	0	0	0
South Pacific Travellers' World Ltd, New Zealand	7	0	1	0	8
TravelOnline Australia Pty Ltd	1	0	1	0	2
Down Under Answers	6	0	1	1	8
TotalTravel.com Pty Ltd	25	4	4	4	37
Pleasant Holidays, LLC	0	0	0	0	0
So Much World Travel Info	0	0	0	0	0
Total	65	4	15	9	93
Percentage	70%	4%	16%	10%	

New Zealand National Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
New Zealand on the Web Ltd.	5	0	2	3	10
Tourism New Zealand (Official)	50	2	9	29	90
First Light Travel	4	0	0	0	4
New Zealand Travel	0	0	1	0	1
Tourism Holdings Limited	3	1	0	2	6
Experience New Zealand Travel Ltd.	14	0	0	1	15
AIM Solutions Ltd.	4	0	2	1	7
New Zealand Tourism Online Ltd.	9	0	3	1	13
eTravel6000.com	1	0	0	1	2
New Zealand Travel & Tourism	4	1	3	5	13
Florence Delafosse and Russell Penlington	1	0	0	0	1
New Zealand Wide Service	7	0	0	0	7
destination-nz.com	15	0	3	1	19
NZEscape.com	1	0	0	0	1
New Zealand Vacations	7	0	1	0	8
Total	125	4	24	44	197
Percentage	63%	2%	12%	22%	

New Zealand Regional Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Alpine Pacific Tourism	0	0	0	0	0
Tourism West Coast	0	1	0	0	1
Southern Wilderness NZ	0	0	0	0	0
South Island Travel Ltd	0	0	0	0	0
Kea Heritage Tours	0	2	0	0	2
Alpha Specialty Tours and Shuttle Service	4	0	0	0	4
Tai Tokerau Maori and Cultural Tourism Assoc.	10	0	3	2	15
Go Wairarapa	0	0	0	0	0
New Zealand Travel--King County	1	0	1	0	2
ActiveWEB NZ Ltd.	1	0	0	0	1
Total	16	3	4	2	25
Percentage	64%	12%	16%	8%	

New Zealand Indigenous Website	Stereotypical	Official	Realistic Formal	Realistic Casual	Total
Tauranga Moana Maori Tourism Inc.	8	2	1	0	11
Mauao Tours Ltd.	2	0	0	0	2
Navigator Tours, New Zealand	20	5	10	12	47
Potiki Adventures Ltd.	0	0	1	5	6
Aotearoa Maori Homestay	3	0	0	4	7
Waka-Taia-Mai Tours	22	0	0	0	22
Kawhia.Maori.NZ	4	0	0	0	4
Maori Tours Kaikoura	0	1	5	3	9
Total	59	8	17	24	108
Percentage	55%	7%	16%	22%	

New Zealand International Website	NL	Auck	Waik	B of P	Gis	H's B	M/W	Tar	Well	NI UN	Nel	Tas	Marl	Cant	WC	Ota	SL	SI UN	Un	Total
Magro International & Australia 2000 Travel	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Lonely Planet Publications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Adventure Travel with iExplore	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
World Travel Guide - Nexus Business Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AA Guides Limited	7	2	0	13	0	0	0	0	0	1	0	0	0	5	0	0	0	2	0	30
travel.com.au	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
GINZ.com	2	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Tauck, Inc	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
AdventureSmith Explorations	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
South Pacific Travellers' World Ltd, New Zealand	3	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	8
TravelOnline Australia Pty Ltd	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Down Under Answers	2	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	8
TotalTravel.com Pty Ltd	7	3	2	13	3	0	1	0	0	0	1	0	0	5	0	2	0	0	0	37
Pleasant Holidays, LLC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
So Much World Travel Info	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	21	8	2	38	4	0	1	0	0	1	1	0	0	10	0	2	0	2	3	93
Percentage	23%	9%	2%	41%	4%	0%	1%	0%	0%	1%	1%	0%	0%	11%	0%	2%	0%	2%	3%	

New Zealand National Website	B of			H's			NI							SI			Total			
	NL	Auck	Waik	P	Gis	B	M/W	Tar	Well	UN	Nel	Tas	Marl	Cant	WC	Ota		SL	UN	Un
New Zealand on the Web Ltd.	0	3	0	4	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	10
Tourism New Zealand (Official)	31	3	2	14	6	1	0	4	2	2	1	0	0	1	0	0	0	0	23	90
First Light Travel	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
New Zealand Travel	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Tourism Holdings Limited	0	1	0	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	6
Experience New Zealand Travel Ltd.	2	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	10	15
AIM Solutions Ltd.	0	1	0	5	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	7
New Zealand Tourism Online Ltd.	1	0	0	6	0	0	0	0	1	0	0	0	0	2	0	0	0	0	3	13
eTravel6000.com	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
New Zealand Travel & Tourism	3	0	1	6	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	13
Florence Delafosse and Russell Penlington	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Zealand Wide Service	0	0	0	3	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	7
destination-nz.com	1	1	0	8	0	0	0	0	1	0	0	0	0	5	0	2	0	0	1	19
NZEscape.com	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Zealand Vacations	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2	8
Total	39	9	3	63	7	1	0	4	4	5	1	1	0	15	0	3	0	0	42	197
Percentage	20%	5%	2%	32%	4%	1%	0%	2%	2%	3%	1%	1%	0%	8%	0%	2%	0%	0%	21%	

APPENDIX F

ABORIGINAL-RELATED PHOTOGRAPH CATEGORIES AND LOCATIONS

Australia International Website	Rock Art	Didg Boom	Statue	Crafts	Mus Disp	Build Ext	Food	White	House	Other	Total
Magro International & Australia 2000 Travel	2	0	0	0	0	0	0	0	0	0	2
Australvel	2	0	0	0	0	0	0	0	0	0	2
AusEmade Pty Ltd.	1	0	2	0	0	0	0	0	0	0	3
TotalTravel.com Pty Ltd	8	1	0	22	0	11	1	1	0	0	44
PURE Australia Company	0	0	0	0	0	0	0	0	0	0	0
World Travel Guide - Nexus Business Media	0	0	0	0	0	0	0	0	0	0	0
Australia travel guide	0	0	0	1	0	0	0	0	0	0	1
Australia Travel Emporium	0	0	0	0	0	0	0	0	0	0	0
Lonely Planet Publications	1	0	1	0	0	1	0	2	0	1	6
Northern Gateway	10	1	0	0	0	0	0	0	0	1	12
Abbey Travel	11	1	0	1	0	0	1	2	2	0	18
TravelOnline Australia Pty Ltd	1	0	0	0	0	0	0	0	0	0	1
So Much World Travel Info	1	0	0	0	0	0	0	0	0	0	1
Pleasant Holidays, LLC.	0	0	0	0	0	0	0	0	0	0	0
go-today.com	0	0	0	0	0	0	0	0	0	0	0
Total	37	3	3	24	0	12	2	5	2	2	90
Percentage	41%	3%	3%	27%	0%	13%	2%	6%	2%	2%	

Australia National Website	Rock Art	Didg. Boom.	Statue	Crafts	Mus Disp	Build Ext	Food	White	House	Other	Total
totalbyte Pty Ltd	2	0	0	1	0	0	0	0	0	0	3
Australia Travel & Tourism Network Pty Ltd	1	0	0	0	0	0	0	0	0	0	1
Australian Explorer Pty Ltd	0	0	0	0	0	4	0	0	0	3	7
Fairfax Digital	5	0	2	2	0	0	0	0	0	0	9
about australia Pty Ltd	23	15	0	44	4	7	2	6	0	4	105
auinfo Pty Ltd.	3	0	0	1	0	0	0	0	0	0	4
Tourism Australia	6	5	0	27	3	8	0	1	0	0	50
Australian Travel Wholesalers Pty. Ltd	0	0	0	0	0	0	0	0	0	0	0
Australian Online Travel Pty Ltd	2	0	0	0	0	0	0	0	0	0	2
Diverse Travel Australia	2	0	0	3	0	0	0	1	0	0	6
The Travel Around Company	8	4	0	1	0	3	1	2	0	13	32
Australia Travel Specialists	3	0	0	0	0	0	0	0	0	0	3
Australian Portfolio	3	0	0	0	0	0	0	0	0	0	3
Travelaus.com.au	0	0	0	0	0	0	0	0	0	0	0
Holiday Oz	0	0	0	0	0	0	0	0	0	0	0
Total	58	24	2	79	7	22	3	10	0	20	225
Percentage	26%	11%	1%	35%	3%	10%	1%	4%	0%	9%	

Australia										
International Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
Magro International & Australia 2000 Travel	0	1	0	0	0	1	0	0	0	2
Australvel	0	0	0	0	0	1	0	0	1	2
AusEmade Pty Ltd.	1	0	0	1	0	1	0	0	0	3
TotalTravel.com Pty Ltd	1	3	9	2	3	14	8	1	3	44
PURE Australia Company	0	0	0	0	0	0	0	0	0	0
World Travel Guide - Nexus Business Media	0	0	0	0	0	0	0	0	0	0
Australia travel guide	0	0	0	1	0	0	0	0	0	1
Australia Travel Emporium	0	0	0	0	0	0	0	0	0	0
Lonely Planet Publications	0	0	0	0	2	1	0	1	2	6
Northern Gateway	2	0	0	0	0	10	0	0	0	12
Abbey Travel	5	0	0	0	3	10	0	0	0	18
TravelOnline Australia Pty Ltd	0	0	0	0	0	1	0	0	0	1
So Much World Travel Info	0	0	0	0	0	1	0	0	0	1
Pleasant Holidays, LLC.	0	0	0	0	0	0	0	0	0	0
go-today.com	0	0	0	0	0	0	0	0	0	0
Total	9	4	9	4	8	40	8	2	6	90
Percentage	10%	4%	10%	4%	9%	44%	9%	2%	7%	

Australia National Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
totalbyte Pty Ltd	0	0	0	0	0	3	0	0	0	3
Australia Travel & Tourism Network Pty Ltd	0	0	0	0	0	0	0	0	1	1
Australian Explorer Pty Ltd	0	0	0	0	0	0	0	7	0	7
Fairfax Digital	2	2	2	0	0	2	0	0	1	9
about australia Pty Ltd	7	4	0	2	24	61	7	0	0	105
auinfo Pty Ltd.	0	0	0	0	1	3	0	0	0	4
Tourism Australia	2	2	3	7	10	24	2	0	0	50
Australian Travel Wholesalers Pty. Ltd	0	0	0	0	0	0	0	0	0	0
Australian Online Travel Pty Ltd	1	1	0	0	0	0	0	0	0	2
Diverse Travel Australia	0	0	1	0	0	5	0	0	0	6
The Travel Around Company	0	1	0	1	2	2	0	4	22	32
Australia Travel Specialists	0	0	0	0	0	3	0	0	0	3
Australian Portfolio	1	0	0	0	1	1	0	0	0	3
Travelaus.com.au	0	0	0	0	0	0	0	0	0	0
Holiday Oz	0	0	0	0	0	0	0	0	0	0
Total	13	10	6	10	38	104	9	11	24	225
Percentage	6%	4%	3%	4%	17%	46%	4%	5%	11%	

APPENDIX G

MAORI-RELATED PHOTOGRAPH CATEGORIES AND LOCATIONS

New Zealand International Website	Marae	Ext	Mus Disp	Carving	Craft	Waka	House/Village	Waitangi T/G	White	Other	Total
Magro International & Australia 2000 Travel	0	0	0	0	0	0	0	0	0	0	0
Lonely Planet Publications	1	0	0	1	0	0	0	0	0	0	2
Adventure Travel with iExplore	1	1	1	0	0	0	0	0	0	0	3
World Travel Guide - Nexus Business Media	0	0	0	0	0	0	0	0	0	0	0
AA Guides Limited	0	2	3	1	5	0	1	4	0	0	16
travel.com.au	0	0	0	0	0	0	0	0	0	0	0
GINZ.com	0	0	0	0	0	0	0	0	0	0	0
Tauck, Inc	0	0	0	0	0	0	0	0	0	0	0
AdventureSmith Explorations	0	0	0	0	0	0	0	0	0	0	0
South Pacific Travellers' World Ltd, New Zealand	1	0	0	1	0	0	0	0	0	0	2
TravelOnline Australia Pty Ltd	1	0	0	1	0	0	0	2	0	0	4
Down Under Answers	0	0	0	0	0	1	0	1	0	0	2
TotalTravel.com Pty Ltd	10	0	4	8	11	1	5	3	7	1	50
Pleasant Holidays, LLC	0	0	0	0	0	0	0	0	0	0	0
So Much World Travel Info	0	0	0	1	0	0	0	0	0	0	1
Total	14	3	8	13	16	2	6	10	7	1	80
Percentage	18%	4%	10%	16%	20%	3%	8%	13%	9%	1%	

New Zealand National Website	Marae	Ext	Mus Disp	Carving	Craft	Waka	House/Village	Waitangi T/G	White	Other	Total
New Zealand on the Web Ltd.	0	0	0	3	0	0	2	0	0	0	5
Tourism New Zealand (Official)	7	1	10	11	6	1	0	4	1	0	41
First Light Travel	0	0	0	0	0	0	0	0	0	0	0
New Zealand Travel	1	0	0	0	0	0	0	0	0	0	1
Tourism Holdings Limited	2	0	2	0	0	2	0	0	0	0	6
Experience New Zealand Travel Ltd.	1	1	1	3	0	1	0	1	0	0	8
AIM Solutions Ltd.	0	0	1	0	0	0	0	0	0	0	1
New Zealand Tourism Online Ltd.	2	0	1	2	1	0	2	1	0	1	10
eTravel6000.com	0	0	0	0	0	0	0	0	0	0	0
New Zealand Travel & Tourism	3	0	1	1	3	0	0	1	1	1	11
Florence Delafosse and Russell Penlington	0	0	0	1	0	0	0	0	0	0	1
New Zealand Wide Service	1	0	0	0	0	0	0	0	0	0	1
destination-nz.com	1	0	0	2	1	1	1	0	1	0	7
NZEscape.com	0	0	0	1	0	0	0	0	0	0	1
New Zealand Vacations	0	0	0	1	0	0	0	0	0	0	1
Total	18	2	16	25	11	5	5	7	3	2	94
Percentage	19%	2%	17%	27%	12%	5%	5%	7%	3%	2%	

New Zealand International Website	NL	Auck	Waik	B of P	Gis	H's B	M/W	Tar	Well	NI UN	Nel	Tas	Marl	Cant	WC	Ota	SL	SI UN	Un	Total
Magro International & Australia 2000 Travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lonely Planet	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Adventure Travel with IExplore World Travel Guide - Nexus Business Media	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3
AA Guides	4	0	3	4	0	0	0	1	2	0	0	0	0	0	2	0	0	0	0	16
travel.com.au	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GINZ	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tauck, Inc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Adventur Smith Explorations South Pacific Travellers' World Ltd. New Zealand	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
TravelOnline Australia Pty Ltd	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4
Down Under Answers	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
TotalTravel.com Pty Ltd	10	3	2	18	0	0	0	1	5	1	5	0	0	3	0	1	0	0	1	50
Pleasant Holidays, LLC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
So Much World Travel Info	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Total	18	4	7	25	0	0	0	2	8	1	5	0	0	3	2	1	0	0	4	80
Percentage	23%	5%	9%	31%	0%	0%	0%	3%	10%	1%	6%	0%	0%	4%	3%	1%	0%	0%	5%	

New Zealand National Website	NL	Auck	Waik	B of P	Gis	H's B	M/W	Tar	Well	NI UN	NeI	Tas	Marl	Cant	WC	Ota	SL	SI UN	Un	Total
New Zealand on the Web Ltd.	0	2	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	5
Tourism New Zealand (Official)	7	3	3	5	0	0	0	0	3	2	0	0	1	5	0	0	0	0	12	41
First Light Travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
New Zealand Travel	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Tourism Holdings Limited	3	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	6
Experience New Zealand Travel Ltd.	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	8
New Zealand Travel Planner---AIM Solutions Ltd.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
New Zealand Tourism Online Ltd.	1	0	1	1	0	0	1	0	0	0	0	1	0	3	0	0	0	0	2	10
eTravel6000.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
New Zealand Travel and Tourism	1	0	1	1	0	1	1	0	4	0	0	0	0	0	0	0	0	0	2	11
Nzyourway.com	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Zealand Wide Service	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
destination-nz.com	1	0	0	3	0	0	0	0	0	0	0	0	0	2	1	0	0	0	0	7
NZEscapw	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Zealand Vacations	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Total	14	6	9	17	0	2	2	1	8	3	0	1	1	10	1	2	0	0	17	94
Percentage	15%	6%	10%	18%	0%	2%	2%	1%	9%	3%	0%	1%	1%	11%	1%	2%	0%	0%	18%	

APPENDIX H

PROMOTED THEMES AND LOCATIONS ON AUSTRALIA-FOCUSED WEBSITE HOMEPAGES

Australia International Website	Beach/ Ocean	Outback	Culture/ Urban	Wildlife	Aboriginal	Wine	Scenic Vista	Total
Magro International & Australia 2000 Travel	1	0	1	1	0	0	0	3
Austravel	3	2	2	0	1	0	1	9
AusEmade Pty Ltd.	1	0	0	4	0	0	0	5
TotalTravel.com Pty Ltd	1	0	3	0	0	3	0	7
PURE Australia Company	0	3	2	1	1	0	0	7
World Travel Guide - Nexus Business Media	1	1	2	0	0	0	0	4
Australia travel guide	0	0	5	0	0	0	0	5
Australia Travel Emporium	2	1	1	0	0	1	0	5
Lonely Planet Publications	2	1	0	0	0	0	0	3
Northern Gateway	2	1	0	0	1	0	1	5
Abbey Travel	0	0	0	0	0	0	0	0
TravelOnline Australia Pty Ltd	0	0	0	0	0	0	0	0
So Much World Travel Info	1	0	1	1	0	0	0	3
Pleasant Holidays, LLC.	1	0	0	1	0	0	0	2
go-today.com	0	1	0	0	0	0	0	1
Total	15	10	17	8	3	4	2	59
Percentage	25%	17%	29%	14%	5%	7%	3%	

Australia National Website	Beach/ Ocean	Outback	Culture/ Urban	Wildlife	Aboriginal	Wine	Scenic Vista	Total
totalbyte pty Ltd	1	0	0	0	0	0	0	1
Australia Travel & Tourism Network Pty Ltd	0	0	0	0	0	0	0	0
Australian Explorer Pty Ltd	0	0	0	0	0	0	0	0
Fairfax Digital	1	0	1	0	2	0	1	5
about australia Pty Ltd	0	0	0	0	0	0	0	0
auinfo Pty Ltd.	11	1	4	0	0	2	4	22
Tourism Australia	1	2	0	0	2	0	0	5
Australian Travel Wholesalers Pty. Ltd	4	1	2	0	0	0	2	9
Australian Online Travel Pty Ltd	0	0	0	0	0	0	0	0
Diverse Travel Australia	0	1	0	0	1	0	0	2
The Travel Around Company	4	3	3	0	1	1	0	12
Australia Travel Specialists	3	2	1	1	0	0	0	7
Australian Portfolio	0	0	0	0	0	0	0	0
Travelaus.com.au	1	0	0	0	0	0	0	1
Holiday Oz	2	0	0	0	0	0	0	2
Total	28	10	11	1	6	3	7	66
Percentage	42%	15%	17%	2%	9%	5%	11%	

Australia International Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
Magro International & Australia 2000 Travel	0	1	1	0	0	0	0	0	1	3
Australvel	1	0	0	0	0	0	0	0	8	9
AusEmade Pty Ltd.	0	0	0	0	0	0	0	0	5	5
TotalTravel.com Pty Ltd	2	0	0	5	0	0	0	0	0	7
PURE Australia Company	0	1	0	0	0	0	0	0	6	7
World Travel Guide - Nexus Business Media	0	2	1	0	0	1	0	0	0	4
Australia travel guide	0	2	1	1	0	0	0	1	0	5
Australia Travel Emporium	1	1	1	1	0	1	0	0	0	5
Lonely Planet Publications	1	0	0	0	1	0	0	0	1	3
Northern Gateway	0	0	0	0	0	5	0	0	0	5
Abbey Travel	0	0	0	0	0	0	0	0	0	0
TravelOnline Australia Pty Ltd	0	0	0	0	0	0	0	0	0	0
So Much World Travel Info	0	0	0	0	3	0	0	0	0	3
Pleasant Holidays, LLC.	0	2	0	0	0	0	0	0	0	2
go-today.com	0	0	0	0	0	1	0	0	0	1
Total	5	9	4	7	4	8	0	1	25	59
Percentage	8%	15%	7%	12%	7%	14%	0%	2%	42%	

Australia										
National Website	QLD	NSW	VIC	SA	WA	NT	TAS	ACT	UN	Total
totalbyte pty Ltd	0	0	0	0	0	0	0	0	1	1
Australia Travel & Tourism Network Pty Ltd	0	0	0	0	0	0	0	0	0	0
Australian Explorer Pty Ltd	0	0	0	0	0	0	0	0	0	0
Fairfax Digital	0	0	0	0	0	0	0	0	5	5
about australia Pty Ltd	0	0	0	0	0	0	0	0	0	0
auinfo Pty Ltd.	5	3	1	1	1	1	1	1	8	22
Tourism Australia	0	0	0	0	0	0	0	0	5	5
Australian Travel Wholesalers Pty. Ltd	9	0	0	0	0	0	0	0	0	9
Australian Online Travel Pty Ltd	0	0	0	0	0	0	0	0	0	0
Diverse Travel Australia	0	0	0	0	0	0	0	0	2	2
The Travel Around Company	1	1	2	2	1	1	1	1	2	12
Australia Travel Specialists	1	1	2	0	1	1	0	0	1	7
Australian Portfolio	0	0	0	0	0	0	0	0	0	0
Travelaus.com.au	0	0	0	1	0	0	0	0	0	1
Holiday Oz	2	0	0	0	0	0	0	0	0	2
Total	18	5	5	4	3	3	2	2	24	66
Percentage	27%	8%	8%	6%	5%	5%	3%	3%	36%	

APPENDIX I

PROMOTED THEMES AND LOCATIONS ON NEW ZEALAND-FOCUSED WEBSITE HOMEPAGES

New Zealand International Website	Beach/ Ocean	Scenic Vista	Culture/ Urban	Wildlife	Maori	Wine	Outdoor/ Adventure Sport	Total
Magro International & Australia 2000 Travel	1	1	0	1	0	0	0	3
Lonely Planet Publications	0	1	0	0	0	0	0	1
Adventure Travel with iExplore	0	2	0	0	0	0	0	2
World Travel Guide - Nexus Business Media	1	3	0	0	0	0	0	4
AA Guides Limited	1	1	0	0	0	0	1	3
travel.com.au	1	2	1	0	1	0	0	5
GINZ.com	0	0	0	0	0	0	1	1
Tauk, Inc	0	0	0	0	1	0	0	1
AdventureSmith Explorations	1	4	0	0	0	0	0	5
South Pacific Travellers' World Ltd, New Zealand	4	4	0	1	1	1	2	13
TravelOnline Australia Pty Ltd	0	1	0	0	0	0	0	1
Down Under Answers	0	2	0	0	1	0	0	3
TotalTravel.com Pty Ltd	2	2	1	0	0	0	0	5
Pleasant Holidays, LLC	0	2	0	0	0	0	0	2
So Much World Travel Info	0	1	0	0	1	0	0	2
Total	11	26	2	2	5	1	4	51
Percentage	22%	51%	4%	4%	10%	2%	8%	

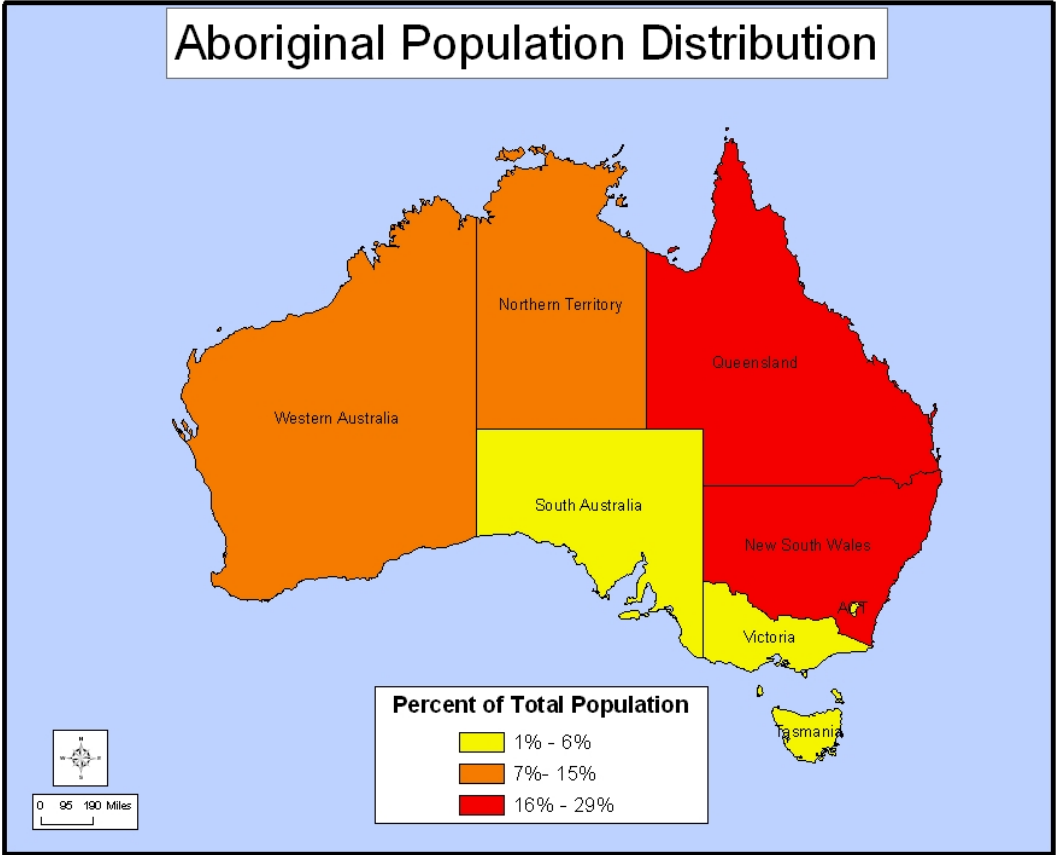
New Zealand National Website	Beach/ Ocean	Scenic Vista	Culture/ Urban	Wildlife	Maori	Wine	Outdoor/ Adventure Sport	Total
New Zealand on the Web Ltd.	1	1	0	0	0	0	1	3
Tourism New Zealand (Official)	6	5	1	0	2	0	2	16
First Light Travel	6	2	1	0	0	0	6	15
New Zealand Travel	0	2	0	0	0	0	0	2
Tourism Holdings Limited	3	6	0	0	0	0	0	9
Experience New Zealand Travel Ltd.	0	6	0	0	0	0	0	6
AIM Solutions Ltd.	0	1	1	0	0	0	2	4
New Zealand Tourism Online Ltd.	1	2	0	1	1	1	2	8
eTravel6000.com	5	0	0	1	0	0	6	12
New Zealand Travel & Tourism	0	1	0	0	0	0	0	1
Florence Delafosse and Russell Penlington	0	0	0	0	0	0	0	0
New Zealand Wide Service	2	4	1	0	0	0	4	11
destination-nz.com	2	4	1	2	4	1	2	16
NZEscape.com	0	1	0	0	0	0	1	2
New Zealand Vacations	7	7	1	0	2	0	2	19
Total	33	42	6	4	9	2	28	124
Percentage	27%	34%	5%	3%	7%	2%	23%	

New Zealand International Website	NL	Auck	Waik	B of P	Gis	H's B	M/W	Tar	Well	NI UN	NeI	Tas	Marl	Cant	WC	Ota	SL	SI UN	Un	Total
Magro International & Australia 2000 Travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	3
Lonely Planet Publications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Adventure Travel with iExplore World Travel Guide - Nexus Business Media	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2
AA Guides Limited	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	3
travel.com.au	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	5
GINZ.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Tauck, Inc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
AdventureSmith Explorations South Pacific Travellers' World Ltd, New Zealand	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	5
TravelOnline Australia Pty Ltd	1	0	0	1	0	0	0	0	0	0	1	0	1	2	0	0	1	0	6	13
Down Under Answers	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
TotalTravel.com Pty Ltd	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	3
Pleasant Holidays, LLC	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	5
Pleasant Holidays, LLC	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	2
So Much World Travel Info	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2
Total	2	2	1	4	0	0	0	2	0	0	1	0	1	6	1	5	9	3	14	51
Percentage	4%	4%	2%	8%	0%	0%	0%	4%	0%	0%	2%	0%	2%	12%	2%	10%	18%	6%	27%	

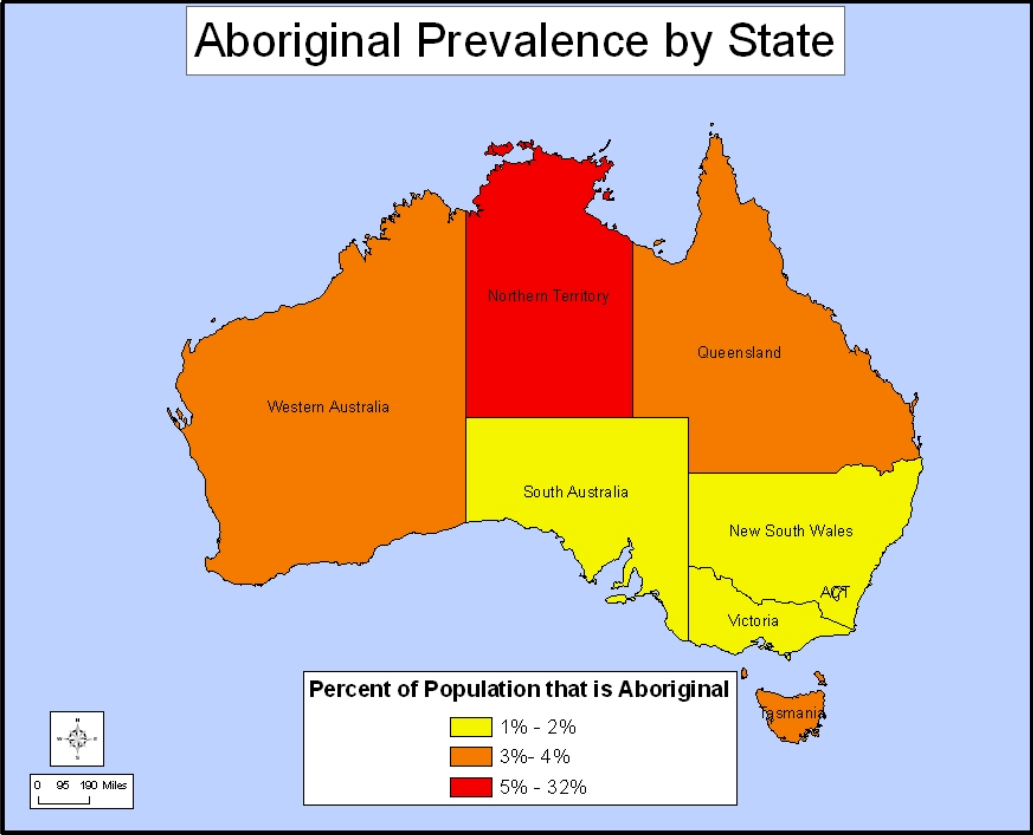
New Zealand National Website	NL	Auck	Waik	B of P	Gis	H's B	M/W	Tar	Well	NI UN	Nel	Tas	Marl	Cant	WC	Ota	SL	SI UN	Un	Total
New Zealand on the Web Ltd.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	3
Tourism New Zealand (Official)	1	1	1	0	0	0	1	0	1	0	0	0	0	0	1	2	2	3	3	16
First Light Travel	0	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	1	1	8	15
New Zealand Travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Tourism Holdings Limited	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	1	4	9
Experience New Zealand Travel Ltd.	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	6
AIM Solutions Ltd.	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	4
New Zealand Tourism Online Ltd.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	4	8
eTravel6000.com	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	8	12
New Zealand Travel & Tourism Florence Delafosse and Russell Penlington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
New Zealand Wide Service destination-nz.com	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	1	5	11
NZEscape.com	1	1	0	6	0	0	0	0	0	0	0	0	0	2	0	3	1	1	1	16
New Zealand Vacations	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2
Total	2	1	0	1	0	0	1	0	0	0	0	0	0	1	2	0	4	0	7	19
Total	6	7	3	10	0	0	2	1	1	0	0	3	0	5	6	6	17	14	43	124
Percentage	5%	6%	2%	8%	0%	0%	2%	1%	1%	0%	0%	2%	0%	4%	5%	5%	14%	11%	35%	

APPENDIX J

ABORIGINAL POPULATION MAPS



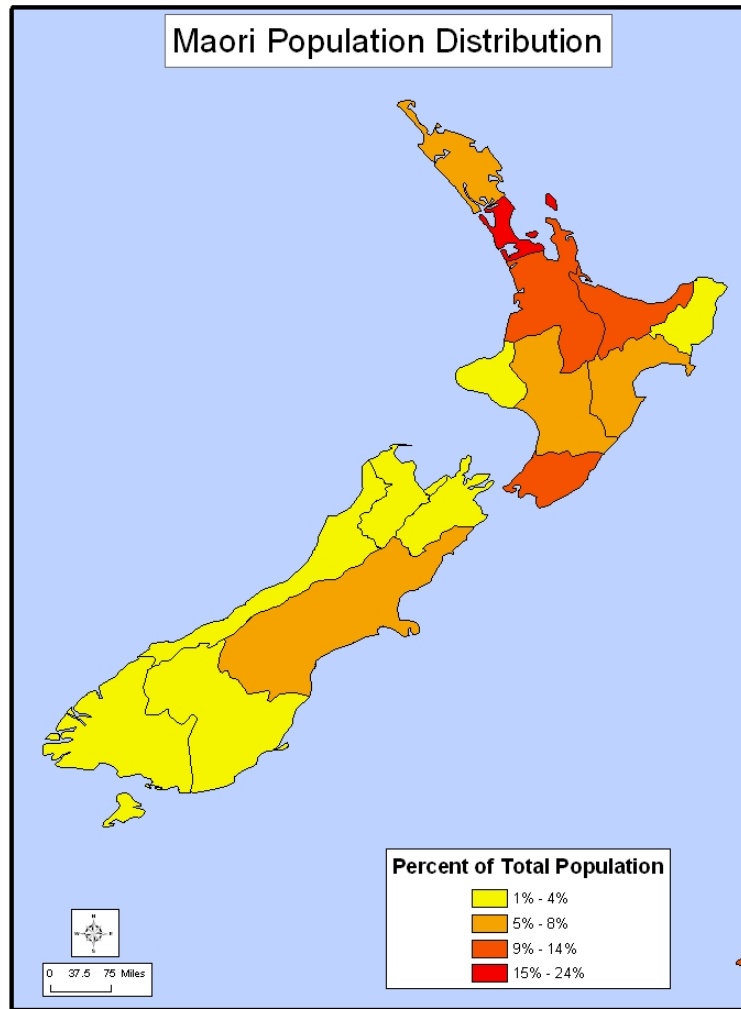
Source: Australian Bureau of Statistics 2006



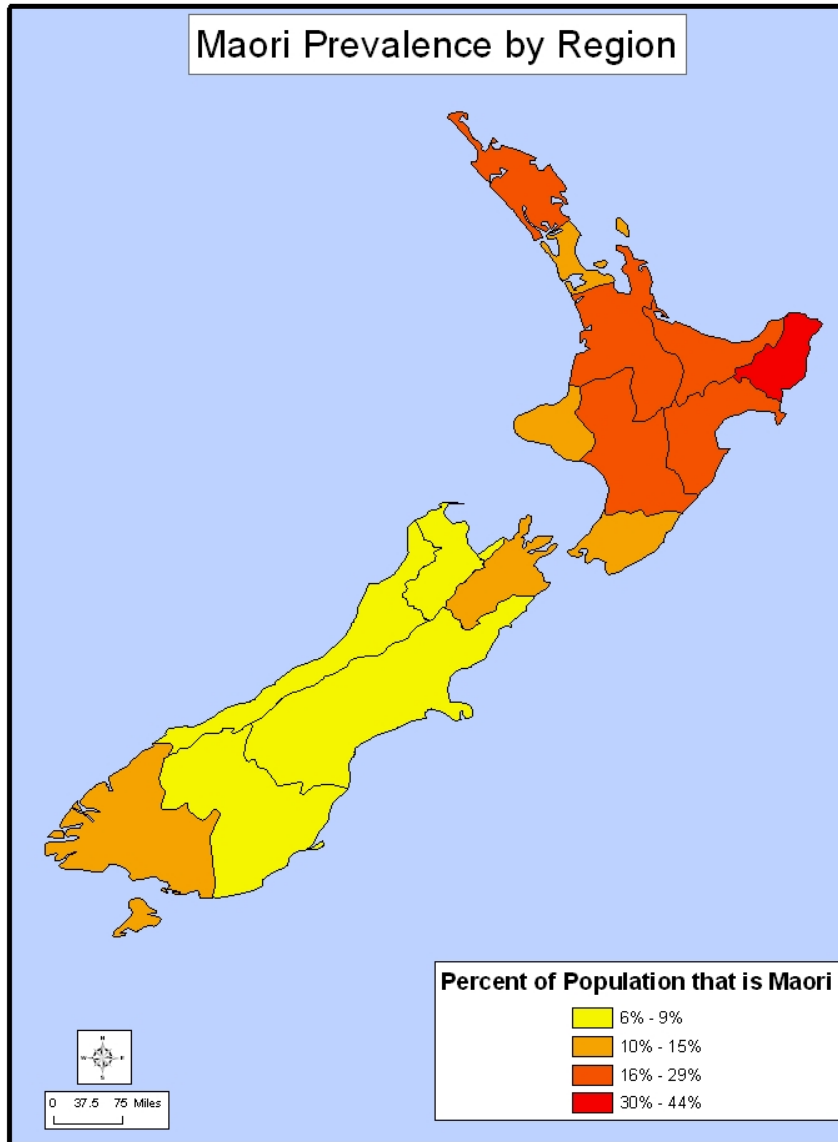
Source: Australian Bureau of Statistics 2006

APPENDIX K

MAORI POPULATION MAPS



Source: Statistics New Zealand 2007



Source: Statistics New Zealand 2007

VITA

William Roger Price

Candidate for the Degree of

Master of Science

Thesis: THE REPRESENTATION OF INDIGENOUS PEOPLES IN THE
DESTINATION IMAGES OF AUSTRALIA AND NEW ZEALAND: A
GEOGRAPHICAL ANALYSIS OF TOURISM WEBSITES

Major Field: Geography

Biographical:

Personal Data: Born in Stillwater, Oklahoma on November 22, 1982 to
Christopher Eric and Jean Price.

Education: Graduated from Stillwater High School, Stillwater, Oklahoma in
May 2001; received Bachelor of Science degree in Psychology from
Oklahoma State University, Stillwater, Oklahoma in December 2005.
Completed the requirements for the Master of Science in Geography at
Oklahoma State University, Stillwater, Oklahoma in May 2008.

Experience: Employed by Oklahoma State University, Department of
Geography as Research Assistant 2006-2008 and Teaching Assistant
2007-2008.

Professional Memberships: Association of American Geographers

Name: William Roger Price

Date of Degree: May, 2008

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: THE REPRESENTATION OF INDIGENOUS PEOPLES IN THE
DESTINATION IMAGES OF AUSTRALIA AND NEW ZEALAND: A
GEOGRAPHICAL ANALYSIS OF TOURISM WEBSITES

Pages in Study: 137

Candidate for the Degree of Master of Science

Major Field: Geography

Scope and Method of Study: This study analyzes the representation of indigenous peoples on tourism websites promoting Australia and New Zealand. A total of 45 Australia-focused and 48 New Zealand-focused websites from International, National, Regional, and Indigenous scale creators were analyzed. Indigenous images were characterized as Stereotypical, Official, Realistic Formal, or Realistic Casual. Indigenous-related images and images presented on homepages were analyzed. A locational analysis was performed.

Findings and Conclusions: Indigenous tourism is a significant component of the destination images presented on tourism websites promoting Australia and New Zealand. Stereotypical images predominated. The prevalence of Realistic Formal and art/craft images corresponds with the importance of indigenous art industries to the two countries. Locations of high spatial concentrations of indigenous peoples are proportionally promoted as locations of indigenous tourism. Locations with high levels of indigenous tourism were more promoted on Australia-focused homepages. Tourism promoters utilize spatial metaphors within the destination images.

ADVISER'S APPROVAL: Alyson Greiner
