Marketing remote Aboriginal and Torres Strait Islander tourism to Australians

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For my brothers, Travis, Whyatt and Eli.

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DECLARATION

I declare that this thesis does not incorporate, without acknowledgement, any material previously submitted for a degree or diploma in any university; and that to the best of my knowledge it does not contain any materials previously published or written by another person except where due reference is made in the text.

Skye Akbar

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ABSTRACT

The present research models Indigenist research methodology, embedded within the marketing discipline, to investigate barriers to Australians participating in remote Aboriginal and Torres Strait Islander tourism. Interviews with operators showed that they are keen to attract more Australian consumers, and almost half of Australians surveyed online reported they have some probability of participating in the next five years, yet Australian participation is still low.

Tourism Research Australia quantified this issue in 2010 stating there were 689,000 international Indigenous tourism visitors and only 306,000 domestic overnight Indigenous tourism trips (TRA 2011). The present research seeks to understand the disparity in international and Australian patronage by gauging perceptions of remote Aboriginal and Torres Strait Islander tourism and understanding current marketing practices.

Using literature on growing market share, Indigenous tourism and critical race theory, the present research extends marketing theory asserting that Mental and Physical Availability (Romaniuk, Sharp & Ehrenberg 2007) is key to growing market share (Sharp, B 2010) to this novel context by asking; Do users have associations with remote Aboriginal and Torres Strait Islander tourism? How does brand belief affect probability of participation for users? Do users associate remote Aboriginal and Torres Strait Islander tourism with remote Australian tourism?

These questions were operationalised into the following hypotheses:

- *H1: Remote Aboriginal and Torres Strait Islander tourism has low unprompted recall by users and non-users (who have a non-zero probability of travelling remotely in the next five years): Supported*
- *H2: Users and non-users of remote Aboriginal and Torres Strait Islander tourism (who have a non-zero probability of travelling remotely in the next five years) have differing associations with remote Aboriginal and Torres Strait Islander tourism: Supported*
- *H3: Brand belief (defined in* <u>Quantitative Research Design</u>*) of remote Aboriginal and Torres Strait Islander tourism is strengthened by usage: Not Supported*
- *H4: Probability of usage of remote Aboriginal and Torres Strait Islander tourism positively correlates with remote Aboriginal and Torres Strait Islander tourism brand belief: Supported*

Foundational to the present research is enacting an Indigenist research methodology (Rigney, L-I 1999), through application of mixed-methods research design, a circular stakeholder engagement approach is achieved through continual operator engagement to ensure that operators are fully represented throughout the research process.

Nine operators from six remote Aboriginal tourism businesses that reflected industry variance, including operational models, job descriptions and region/climate types, were

interviewed to develop an understanding of the marketing issues affecting them, and what they believe to be the barriers to Australian participation. These interviews informed the development of a survey, administered online, designed to reveal what potential Australian customers associate with remote Aboriginal and Torres Strait Islander tourism and their probability of participation.

Interview results suggest that operators are keen to understand how to market to domestic consumers, yet remote Aboriginal and Torres Strait Islander tourism held very low recall as a form of tourism available in remote areas among the 947 survey respondents. This extends knowledge that Mental Availability is an indicator of brand share (Sharp, B 2010) and that brands with lower market share are bought less often by fewer people (Uncles, Ehrenberg & Hammond 1995) to this context and explains why this low recall may contribute to low participation by Australians.

However, survey results suggest that rejection levels for remote Aboriginal and Torres Strait Islander tourism are much higher than expected, which refutes previous findings regarding expected levels of rejection (Bogomolova & Romaniuk 2009), and suggests that this may also contribute to low participation by Australians and provide insight into the compounding factors that affect participation in this industry.

The present research was designed to share knowledge to support self-determined growth of the remote Aboriginal and Torres Strait Islander tourism industry by growing consumer demand. This is valuable because increasing participation rates of Australians may support Aboriginal and Torres Strait Islander tourism operators with business growth and stability.

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The Epigraph to this thesis describes the context in which the research occurs. To present this research without providing some context for the environment in which they operate their tourism businesses would be a disservice to the Aboriginal and Torres Strait Islander people who participated in this research. Sadly, this type of context setting text is required because it is not the norm for accurate history, or its impacts, to be disseminated to non-Indigenous Australians. This information is provided in an Epigraph because while it is these events that occurred far prior to the research that shaped the research issue under investigation, the researcher does not wish to begin the thesis with a discussion of deficit.

It is well documented that Aboriginal and Torres Strait Islander Peoples have faced injustice and disparity since colonisation of the land now known as Australia, which statistics show continues today (ABS 2015). Aboriginal and Torres Strait Islander individuals are less likely to be educated or remain within the family home and more likely to be unemployed, make less money when employed, experience domestic violence, be incarcerated, die in custody or by suicide than non-Indigenous Australians (ABS 2015). While the researcher can recall recent events that perpetuate tension, such as the Hindmarsh Bridge controversy in 2001 (Rigney, D & Hemming 2014), the United Nations sanctioned overnight suspension of the Racial Discrimination Act (AHRC n.d.) to allow the Northern Territory Intervention in 2007 (Watson 2009) and extension of enforced income management in 2013 (Delaney 2013), until undertaking my doctorate I had not realised the intergenerational impact of continuing colonialist approaches that greatly marginalises and devastates Aboriginal and Torres Strait Islander individuals and Peoples.

Here, writing in the first person, I have chosen to present an account of Aboriginal and Torres Strait Islander history in generational sequence using my paternal ancestors' timelines, as I have found that considering these events in terms of generational timelines has helped me grasp the realities of this history and how it impacts the research context, particularly the environment of Indigenous economic participation and appropriate research approaches. I hope it will also help the reader to understand the complexities that we see today.

My understanding of Australian history has evolved through hearing oral histories, family stories of events and my own life in Australian society. I have experienced first-hand conversations of premature death, children being removed from families, barriers to education and employment, repetitive violence, incarceration, death in custody and suicide for as long as I can remember. However, accessing publicly available catalogued documents such as statistics, and media and government reports has made me realise that the challenges my Aboriginal family have encountered, and continue to encounter, are not an anomaly; sadly, the experiences of my family members are quite in line with the statistics. While there are attempts to address the disparity (Calma 2009), practices such as the denial of frontier violence (Manne 2009) and racism by public figures such as Andrew Bolt (2009) are so accepted by the Commonwealth Government that it attempts to change the law to defend the rights of bigots (Griffiths 2014), and continues to cut Indigenous issues and history from educational curriculum (Bita 2015). This continues to minimise the historical events that led to, and now perpetuate, inequality and injustice. In my opinion, it seems that avoiding acknowledging Australia's history only cultivates the gap between the two cultures.

While the struggle continues there is always resistance, and each gain, however small, is celebrated in the hearts of many. Individual victories, such as access to education (Huggins 2007), the apology to the Stolen Generation (Calma 2008), progress of rights (Watson 2011) and reunification of loved ones (Rajkowski 1995) breaks the ground for the next generation and give many something to look up to.

ANCESTORS, 40,000–60,000 YEARS BC

Aboriginal society comprised hundreds of groups of varying sizes characterised by a common language, territory and cultural attributes. Aboriginal and Torres Strait Islander groups held their own philosophies, epistemologies and ontologies (Graham 1999). Most language groups were semi-nomadic, traversing defined territories (Fryer-Smith 2002) as required by caring for Country, ceremony and seasonal bounties. Some groups bestowed responsibility and cultural knowledge upon particular sub-groups, such as older women or older men, enacting a division of powers that meant that all groups of a community contributed to its existence and one group was not considered more important than another. Watson (2002), an Aboriginal knowledge expert and Tanganekald and Meintangk Elder, writes that South-East Australian laws, culture and spirituality were born, as were the ancestors, out of the land. She writes that her people did not travel across a land bridge from somewhere else, that their songs and stories record their beginnings and birth connections to their homelands, and that Aboriginal people sought permission when food or natural resources were to be taken from the land. While creation stories differ across groups, many depict beings such as the Rainbow Serpent (Radcliffe- Brown 1930), flying foxes (Rose 1992) and barn owls (Toussaint, Sullivan & Yu 2005) as creators who leave visible signs (Hiscock & Faulkner 2006; Kartanya & Kaurnayerta 2012) and knowledge about how to manage relationships and how to care for Country. This strong connection to the land and focus on connections is a common thread through creation knowledge and Aboriginal and Torres Strait Islander groups.

GREAT-GREAT-GRANDMOTHER, MID-1800S AD

My great-great-grandmother's people were Western Desert people who cared for Country in the north-east goldfields of Western Australia (Tindale 1974). The simultaneous colonisation of Australia and genocide of Aboriginal and Torres Strait Islander Peoples (UN, UN 2010) began in the 1700s (Watson 2002) with the process of extermination beginning 'as soon as the white man took the soil' (Wood 1879). Watson (2002) writes that the impact of invasion was felt as being more than a huge loss of life, but also as time when the laws and cultural traditions of the ancestors were violated.

> Wherever the coloniser moved and settled the lands, the songs and ceremonies stopped. The rape of the land and its people violated their relationship with the land. Our ability to care for ourselves and our land was no longer within our power (Watson 2002, p. 20).

The ingredients of a subsistence existence, such as access to water and hunting areas, were systematically removed from Aboriginal and Torres Strait Islander Australians, affecting the areas more accessible to colonisers before reaching more remote areas, such as my great-great-grandmother's Country, later on. This began with the exclusion from traditional homelands, which were cared for by, and provided food for, the carers of Country. Colonisers viewed Aboriginality as a problem to be solved (Dodson 1994) and believed that the race would inevitably become extinct.

The powers to detain people of Aboriginal descent on reserves were introduced in the late 1800s (Kidd 2003) with 'The Aborigines Protection Board' being founded in 1886 under the Aborigines Protection Act of that year. The Board's responsibilities included providing Aboriginal people with food and clothing, education of Aboriginal children and assistance in the preservation and wellbeing of Aboriginal people (Rajkowski 1995). Throughout this time of loss, many Aboriginal and Torres Strait Islander Peoples showed resistance through frontier warfare and by maintaining their strength through culture (Keating 1992).

GREAT-GRANDMOTHER, LATE 1800S

Under the Aborigines Act, Aboriginal and Torres Strait Islander lives were controlled by State governments (Watson 2009) and their individual status determined by testing on a quantum of blood (ALRC n.d.). Scientists declared Aboriginal and Torres Strait Islander Peoples an integral component of Darwinist theory, and a market for body parts, especially heads, was established in educational, scientific and trophy communities (Daley 2014). Files detailing people's lives were kept, not because they were criminal, but because they were Aboriginal

(Rajkowski 1995), as Aboriginal and Torres Strait Islander lives became systematised. The view of the Aboriginal and Torres Strait Islander Peoples as a dying race continued. This progressed to include the removal of generations of Aboriginal and Torres Strait Islander children to induce population decreases (Myers 2002). In this time, the Protector of Aborigines for Western Australia decided that two people of colour were not allowed to marry, and prevented the marriage of my great-grandmother and great-grandfather by detaining my great-grandmother in the River Moore Reserve. She escaped and was recaptured several times before fleeing to South Australia to marry my great-grandfather (Rajkowski 1995). Aboriginal and Torres Strait Islander people who were not detained were expected to survive on rations handed out by the government as many were shifted around to make way for colonial interests, such as agriculture, mining and urban development.

Grandfather, Early 1940s

By December 1948 when Australia signed the Universal Declaration of Human Rights, nearly 7,000 men, women and children were interned on government-sponsored settlements and missions in Queensland alone, under laws that empowered the state to transfer people of Aboriginal descent from family and Country, without charge, trial or right of appeal (Kidd 2003). Injustices continued as some States forced every able-bodied Aboriginal individual on a reserve to work for unjust rations and shelter. Wages were introduced after the 1967 referendum at about 50 per cent of the amount required to support a family, and many wages and superannuation entitlements were routinely withheld by the government for capital investment (Kidd 2003). Children continued to be taken away from their families until the 1970s. My grandfather and his siblings tried to present themselves as Afghan children, rather than Aboriginal children, to avoid being taken away from their parents (Media 2012).

Father, 1960s–2010s

Prior to 1967, Aboriginal and Torres Strait Islander people were classified alongside the flora and fauna of Australia, yet this changed in 1967 when 90 per cent of non-Indigenous Australians voted to include Aboriginal and Torres Strait Islanders as Australian citizens (Huggins 2007). This means that until my father was six years old, he was still considered

less than human by Australian law. In the early 1970s four Aboriginal men established an embassy, known as the Aboriginal Tent Embassy, in Canberra, the national capital, for the purpose of negotiating Aboriginal and Torres Strait Islander People's rights with the Commonwealth Government. The following decade saw a resurgence of pride among Aboriginal and Torres Strait Islander people (Hollinsworth 2006). At this time, the Commonwealth took a self-determination approach to attempting to restore the power lost by Aboriginal and Torres Strait Islander people in economic, social and political affairs; however, this approach was protested by some States (Hollinsworth 2006). In 1975 Aboriginal stockman, Vincent Lingiari, organised a strike among underpaid and poorly treated Aboriginal stockmen, achieving the right for them to own their traditional Country (Egan n.d.). By the mid-1970s a new Commonwealth leadership had scrapped self-determination for a self-management approach, saying that Aboriginal and Torres Strait Islander people must work within existing systems (Hollinsworth 2006). In the early 1980s the High Court of Australia defined Indigeneity within a ruling, finding that an Aboriginal or Torres Strait Islander is a person of Aboriginal or Torres Strait Islander descent who identifies as an Aboriginal or Torres Strait Islander and is accepted as such by the community in which the person lives (ALRC n.d.).

ME, 1980S TO TODAY

When the power to legislate against Aboriginal and Torres Strait Islander people's existence ceased, many practices of Aboriginal and Torres Strait Islander lives become outlawed and institutionalisation gave way to criminalisation (Hollinsworth 2006). Aboriginal and Torres Strait Islander people are jailed at alarming rates for petty reasons, such as swearing (Commissioner 1996) and unpaid traffic fines (SBS 2014a). While in police custody or serving terms of detention and imprisonment, too many Aboriginal and Torres Strait Islander prisoners die in circumstances that their families believe are suspicious (Hollinsworth 2006) (SBS 2014a), with little or no repercussions for those involved. The Commonwealth undertook an inquest, the Royal Commission in to Aboriginal Deaths in Custody (Commissioner 1996), to understand why this was happening. This offered many recommendations; however, deaths in custody continue. Aboriginal and Torres Strait Islander activism continues through social reforms and music, with Mr Yunupingu, lead singer of Yothu Yindi, whose most popular track calls for a treaty among Aboriginal and Torres Strait Islander and non-Indigenous Australians, saying that music 'is a powerful

instrument to bring about that reconciliation, black and white unity' (Dunbar- Hall & Gibson 2000).

Changes continue, and in 1992 the Mabo Decision saw the granting of Native Title rights to Eddie Koiko Mabo, and other traditional Meriam and Torres Strait Islander custodians, which overturned the legal doctrine of Terra Nullius that was used to justify the colonisation of Australia (Toussaint 1999). Attention shifted to the inequality experienced by different Australian populations and there have been many initiatives to 'help'. Since 2006, Australia's peak Aboriginal and Torres Strait Islander and non-Indigenous health bodies, non-government organisations and human rights organisations have worked together on the 'Close the Gap' campaign, aiming to achieve equality in areas such as health and education (Calma 2009).

In a step backwards, in 2007 the Commonwealth suspended the Racial Discrimination Act to enact the Northern Territory Intervention act. Overnight, the Australian Army, with a presence including armed tanks, seized control of Aboriginal communities in the Northern Territory in a 'humanitarian' act (Watson 2009). This programme continues today under a new policy name. Huggins (2007) notes that much disadvantage remains 40 years after the referendum and continues to call for reconciliation.

In 2008 the Commonwealth delivered an apology to the members of the Stolen Generations. Calma (2008) said that the apology paid respect for the suffering, loss, resilience and dignity of the Aboriginal and Torres Strait Islander people as he urged for healing to begin. Sadly, the repetition of patriarchal policy has resulted in systematised lives, with over-representation in the welfare and justice systems. Some Aboriginal and Torres Strait Islander and non-Indigenous Australians believe that the issue of welfare dependency must be tackled to improve socio-economic outcomes for Indigenous Australians (Banks 2003; Maddison 2009).

The most recent census of Australia, in 2011, shows that Aboriginal and Torres Strait Islander Australians:

- Made up 3 per cent of the Australian population
- Had a younger age structure than the non-Indigenous population, with larger proportions of young people and smaller proportions of older people
- Mostly lived in non-urban areas, with 21 per cent in remote, 44 per cent in regional and 35 per cent in urban areas, compared to 2 per cent, 27 per cent and 71 per cent for non-Indigenous Australians
- Had a life expectancy of 69.1 years for men and 73.7 years for women, compared to 79.3 and 83.9 years for non-Indigenous Australians (ABS 2015)

In my lifetime there have been both milestones and setbacks. Racism is still overt, covert and institutionalised, and Aboriginal and Torres Strait Islander individuals are expected to add to their burden by responding to racism as an opportunity to educate (Bird, N 2016), which routinely ends in more racism and abuse (Carr 2016). The Racial Discrimination Act remains suspended. Appearing to be actioning Aboriginal and Torres Strait Islander suicide is now considered a high priority for every State. Many Aboriginal and Torres Strait Islander individuals do not enjoy the opportunities afforded to many non-Indigenous Australians, and access to essentials, such as health support and education, is challenging, even more so for people who live remote. For many who do have access to these opportunities, expectations are often lower and the challenges remain.

Community leaders continue to work towards social justice, being role models along the way. Today, our ancestors' bodies continue to be repatriated, families try to find each other, Aboriginal and Torres Strait Islander and non-Indigenous Australians try to reconcile, activists continue to fight for rights through media such as the law and music, compensation cases for stolen wages occupies the courts, some institutions try to recognise their systemic limitations and Australians aim to 'Close the Gap' while the challenges of intergenerational trauma continue to grow.

SUMMARY OF EPILOGUE

Although this has been a brief overview, this section of the thesis attempts to provide readers with context, as many people, including many non-Indigenous Australians, are ill-informed about how Australian society reached this level of complexity. Providing a context allows the reader to comprehend the longevity of the non-resolution between Aboriginal and Torres Strait Islander and non-Indigenous Australian societies. This illustrates to readers that solutions will not be reached overnight, but will take many years of increased cooperation and the understanding of all stakeholders.

In this research I consider how self-determined economic freedom may support some in achieving better outcomes for Aboriginal and Torres Strait Islander Australians, and show my respect for those who choose this path and the challenges that it can present. As globalisation continues, the opportunity to rely on Country for a subsistence existence recedes. While economic participation is not a feasible goal for some, the present research seeks to support those who have chosen engaging in business as a way to support their

families in the hopes that support for greater economic participation will help Aboriginal and Torres Strait Islander Australians to care for their kin and Country with pride.

1.0 INTRODUCTION

This section of the thesis outlines the context of the present research by discussing the research issue as it is pursued within the research degree process. Components of the research are discussed in brief and in more detail within the subsequent sections and chapters of the thesis.

1.1 BACKGROUND TO THE RESEARCH

Aboriginal and Torres Strait Islander Peoples, the people indigenous to Australia, are understood to have the longest continuing culture on Earth (Gooda & Kiss 2016) and have inhabited the land now known as Australia for more than 55,000 years. Indigenous Peoples were, and in many cases still are, governed by their own systems of law, culture, languages and traditions (Whitney 1997), often in addition to non-Indigenous laws.

Aboriginal and Torres Strait Islander tourism presents products featuring natural attractions, Aboriginal and Torres Strait Islander narratives and culturally relevant skills to consumers. The present research considers Aboriginal and Torres Strait Islander tourism as tourism businesses involving Aboriginal and Torres Strait Islander people in ownership, as participants or as beneficiaries (Bunten, A & Graburn 2009). Remote Aboriginal and Torres Strait Islander tourism businesses operate in areas isolated from urban centres and resource accessibility. The present research was undertaken in the remote context by considering areas identified by the Cooperative Research Centre for Remote Economic Participation (CRC-REP), a supporter of this research, as remote (see Figure 1).

The next section discusses how this research engages with the industry of remote Aboriginal and Torres Strait Islander tourism.
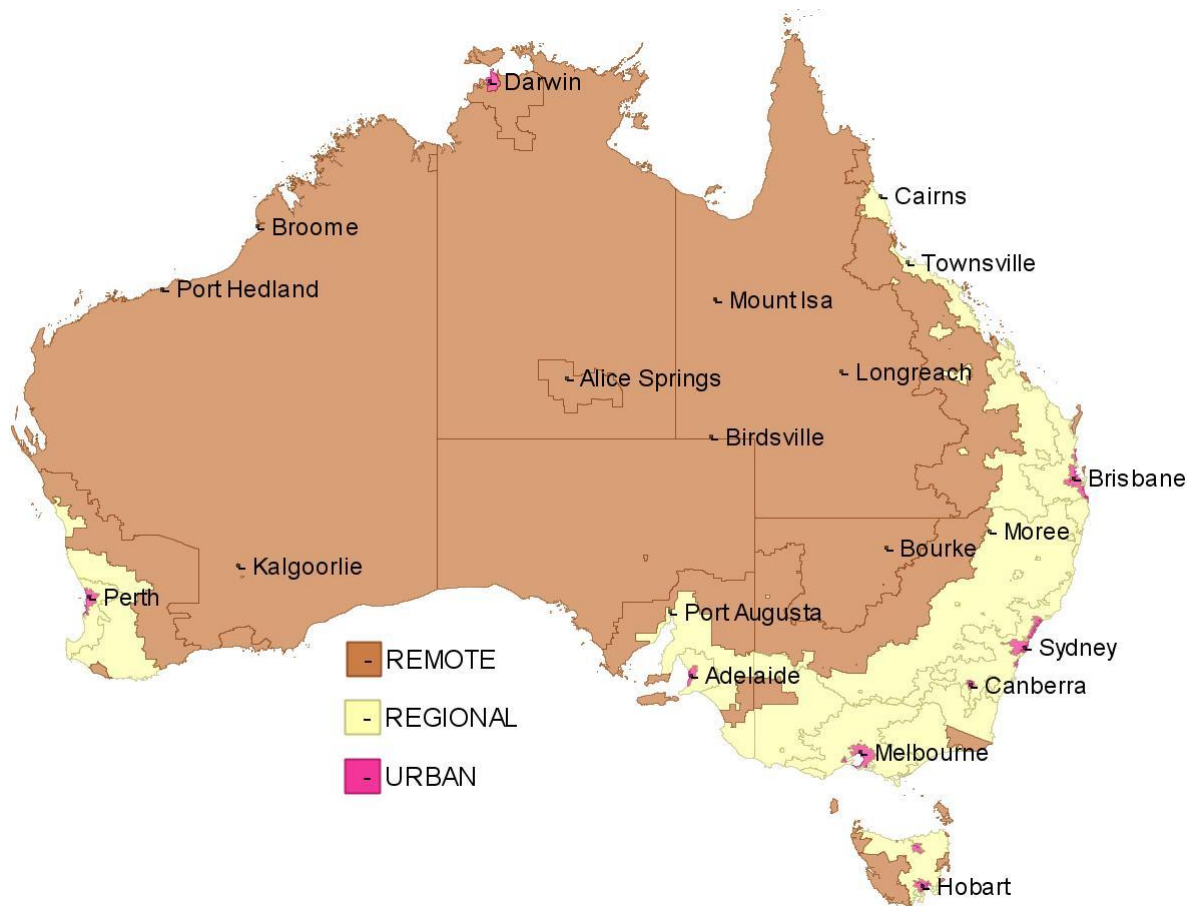
Figure 1: Remote Australia, Ninti One Limited, 2014

1.2 RESEARCH OBJECTIVE AND HYPOTHESES

There is scant knowledge on marketing Aboriginal and Torres Strait Islander tourism (Altman, J & Finlayson 2003; Tremblay 2009) and even less that focuses on remote contexts, which is typical for research regarding less populated areas (Smith 2008). The lack of descriptive findings on operators' marketing activities, and empirical investigation of domestic consumer behaviour in this context, exacerbates the challenge of developing theoretically sound knowledge to support an economically viable cultural tourism business in remote areas. The present research attempts to do this by extending existing marketing laws to this novel context. Using literature on growing market share, Indigenous tourism and critical race theory, the present research extends marketing theory asserting that Mental and Physical Availability (Romaniuk, Sharp & Ehrenberg 2007) is key to growing market share (Sharp, B 2010) to this novel context by asking; what do users and non-users associate with remote Aboriginal and Torres Strait Islander tourism and how does this impact the probability of future usage?

While previous research has identified barriers for domestic consumer participation in Aboriginal and Torres Strait Islander tourism, including stereotype-reinforcing former marketing campaigns (Pomering 2010; Waitt 1999), existing racism (Higgins-Desbiolles 2003) and myths (Jacobsen 2007; Waitt 1999), negative media exposure reinforcing stereotypes (Pomering 2010; Tremblay & Pitterle 2007), negative product perceptions (Pomering 2010; Ruhanen, L, Whitford & McLennan 2013) and that domestic consumers are not interested in Aboriginal and Torres Strait Islander tourism (Ruhanen, Lisa, Whitford & McLennan 2015), this may be the first investigation of domestic consumer behaviour focusing on remote Aboriginal and Torres Strait Islander tourism by a marketing academic researcher.

TRA reveals that while there are more domestic tourists in remote areas, proportionally more Aboriginal and Torres Strait Islander tourism consumers are international tourists (TRA 2011). TRA says in 2010, Aboriginal and Torres Strait Islander tourism received 30 million international overnight visitors and just 2.5 million domestic overnight visitors (TRA 2011).

The present research endeavours to develop an understanding of the marketing of remote Aboriginal and Torres Strait Islander tourism to Australians and investigate the behaviour of potential consumers within this context. The literature review for this thesis focuses on how the contexts of remote Aboriginal and Torres Strait Islander tourism frames the Mental and Physical Availability of this type of tourism for Australians, with focus given to understanding the Mental Availability of the category. The combination of learning from the literature review

and the overview of participation statistics for Aboriginal and Torres Strait Islander tourism set the premise for the investigation of consumer behaviour towards this offering. When the most recent data on domestic consumer participation in Aboriginal and Torres Strait Islander tourism is considered within the discussion of these areas, the research problem becomes evident. The present research seeks to understand what Australians understand of remote Aboriginal and Torres Strait Islander tourism, and how operators can use this understanding to increase participation by domestic tourists. Given the purpose of the present research, research hypotheses begin to form. These hypotheses are crafted to support an understanding of how the marketing laws, as discussed in the Literature Review, can be extended to remote Aboriginal and Torres Strait Islander tourism. Noting the previously discussed absence of suitable data on industry participation, this will require a detailed research design requiring the collection of primary data. The questions posed by present research are operationalised in the following hypotheses:

- *H1: Remote Aboriginal and Torres Strait Islander tourism has low unprompted recall by users and non-users (who have a non-zero probability of travelling remotely in the next five years): Supported*
- *H2: Users and non-users of remote Aboriginal and Torres Strait Islander tourism (who have a non-zero probability of travelling remotely in the next five years) have differing associations with remote Aboriginal and Torres Strait Islander tourism: Supported*
- *H3: Brand belief (defined in Quantitative Research Design) of remote Aboriginal and Torres Strait Islander tourism is strengthened by usage: Not Supported*
- *H4: Probability of usage of remote Aboriginal and Torres Strait Islander tourism positively correlates with remote Aboriginal and Torres Strait Islander tourism brand belief: Supported*

These hypotheses direct an investigation of the current activities within the industry and the development of a record of potential domestic consumers' associations with remote Aboriginal tourism, under the rigours of marketing academic research. This has not previously occurred, and the application of the theory of Mental and Physical Availability to this situation will result in empirical insights related to consumer behaviour in the context of this industry.

The next section discusses why undertaking this research is valuable.

1.3 RESEARCH CONTEXT

Undertaking research that focuses on positive outcomes for Aboriginal and Torres Strait Islander Peoples and privileges Aboriginal and Torres Strait Islander voices is a key component of the application of the Indigenist research agenda (Rigney, L-I 1999), which informs the present research. The resulting knowledge goes towards supporting the self-determined development of remote Aboriginal and Torres Strait Islander tourism businesses by suggesting how to improve future marketing efforts to grow demand. This is valuable because increasing domestic consumer participation rates may assist Aboriginal and Torres Strait Islander tourism operators in allocating their (often limited) marketing budgets to achieve the most effective outcomes and support business stability, a key aim of CRC-REP.

The next section briefly discusses some of the outputs of this research.

1.4 RESEARCH CONTRIBUTIONS

The contribution of this research is that it extends Mental Availability marketing knowledge to new contexts and supports remote Aboriginal and Torres Strait Islander tourism operations by strengthening the limited body of evidence based findings on domestic consumer perceptions, self-reported behaviours and industry marketing activities for remote Aboriginal and Torres Strait Islander tourism businesses.

Findings from the interviews showed that operators are proud of quality culturally informed product offerings, that they have undertaken a range of marketing activities to attract consumers and that there is a consensus that they are keen to understand how to improve marketing to domestic consumers. Findings suggest that Australians who report some probability of travelling to remote areas of the country in the next five years:

•   Are unlikely to recall Aboriginal and Torres Strait Islander tourism as a form of tourism available in remote areas

•   Lack consensus on attributes associated with remote Aboriginal and Torres Strait Islander tourism

•   Investigate and plan participation in remote Aboriginal and Torres Strait Islander tourism differently to remote *Australian* tourism

- Project racism, stereotyping and myths applied to Aboriginal and Torres Strait Islander Peoples to Aboriginal and Torres Strait Islander tourism

These findings form an explanation of factors that compound to result in low domestic consumer participation, while extending the theory of Mental and Physical Availability, brand salience measurement and theory that brands with lower market share are bought less often by fewer people (Uncles, Ehrenberg & Hammond 1995) to a new context. The findings suggest that rejection levels for remote Aboriginal and Torres Strait Islander tourism (54 per cent report no or low probability of participating in the next five years) are four times the levels of rejection found by Bogomolova (2009), who identified that the vast majority (about 90 per cent) of lapsed customers defect for reasons that are not associated with negative brand experiences.

The next section briefly discusses how the research issue was investigated.

1.5 RESEARCH METHOD

Application of the theory of Mental and Physical Availability (Sharp, B 2010) embodies an investigation of the reasons for trends in participation by domestic consumers. This theory proposes that Physical Availability and distinctive branding that is easy to remember is key to building market share. This theory reiterates that the real challenge of marketing is availability in the mind and at the point of purchase.

While the importance of Physical Availability is acknowledged, investigation of both types of Availability within the one thesis would not be possible due to time and budget limitations, therefore, this thesis focuses on the investigation of Mental Availability. Mental Availability is measured through the understanding of brand salience (Romaniuk & Sharp 2004), being how likely the brand is to be thought of in a buying situation. The ability to measure this aspect of a brand enables the investigation of how Mental Availability affects the consumption of a brand. This is applied to the present research by treating the collection of brands that comprise the remote Aboriginal and Torres Strait Islander tourism category as one brand. This approach is taken because individually the remote Aboriginal and Torres Strait Islander tourism brands are not large enough to undertake this type of study. The framework to enable researchers to measure the likelihood of a brand to be thought of in a buying situation enables the testing of the relationship between this and buyer behaviour (Romaniuk & Sharp 2004), informing valuable insights.

The present research, informed by the aforementioned marketing theory, adopts a Mixed Methods Research design incorporating primary qualitative and quantitative data to identify operators' marketing activities and describe domestic consumer perceptions and self-reported behaviour. This results in valuable contributions to both academic knowledge and industry by identifying challenges and opportunities unique to remote Aboriginal and Torres Strait Islander tourism.

Semi-structured in-depth interviews with nine operators from six remote Aboriginal tourism businesses (indicated by the black dots on the map in Figure 10) reflecting industry variance, including varying operational models, job descriptions and region/climate types, provided an understanding of the marketing issues resulting from industry context, remoteness and *Australian* society provided valuable primary data. Analysis of the operators' responses to questions on domestic consumer behaviour towards the industry developed a knowledge base to inform the creation of a survey, completed online by 947 Australians who report some probability of travelling to remote areas of Australia in the next five years. The survey was designed to identify the recall levels, associations and identify trends of consumer behaviour towards remote Aboriginal and Torres Strait Islander tourism.

The next section discusses what is outside of the scope of the present research to outline the limitations of the study.

1.6 RESEARCH SCOPE

The composition of the research question excludes the investigation of Aboriginal and Torres Strait Islander tourism in regional and urban locations by focusing on supporting Aboriginal and Torres Strait Islander tourism businesses in remote areas. Likewise, the investigation of the participation of international consumers is excluded from the present research. The TRA data shows that international consumers behave differently to domestic consumers, and it is this difference in behaviour that creates the phenomenon investigated in the present research.

Within the scope of the present research will be a focus on Aboriginal and Torres Strait Islander tourism marketing activities and domestic tourists' perceptions of this in the context of understanding how to ensure enterprise sustainability by improving the effectiveness of marketing activities. In particular, this thesis focuses on examining the impacts of Mental Availability within the domestic consumer market.

Outside of the scope of the present research is the investigation of the Physical Availability of remote Aboriginal and Torres Strait Islander tourism, this is because undertaking research into this aspect of the industry would require travel to all remote areas to equitably assess accessibility and this would not be achievable with a thesis timeframe. Also outside of scope will be international tourists in primary data collection. The perceptions and behaviour of international tourists in Australia was the focus of a corresponding PhD recently completed by another student working with the Aboriginal and Torres Strait Islander Tourism Product project.

The next section discusses the structure of this document to support the reader, this is especially important given the use of Mixed Methods Research methods embedded in an Indigenist approach.

1.7 THESIS STRUCTURE

This thesis is structured to present the background of the research context, such as historical events, the researcher's perspectives and the supporting literature. Next, the research design and findings of qualitative data collection are presented, this is then used to describe and explain the quantitative data. These two types of data are then drawn together to develop inferences which are presented to show how the research question was addressed within the Indigenist framework. Finally, the outcomes of the research, including the new knowledge and contributions, are discussed.

Professional editors, Elite Editing, provided copyediting and proofreading services, according to the guidelines laid out in the university-endorsed national 'Guidelines for Editing Research Theses'.

To facilitate ease of comprehension the word '*Australian'* will be displayed in italics to reduce confusion with the word Aboriginal.

A glossary of terms used that may be considered specific to research, marketing, tourism or Aboriginal and Torres Strait Islander contexts within this thesis is included as an appendix.

The next section discusses existing academic literature that influenced the present research.

2.0 LITERATURE REVIEW

This section of the thesis reviews literature relevant to the theory of Mental Availability and how this applies to marketing remote Aboriginal and Torre Strait Islander tourism. There is particular focus on theory informing the relationship between the host; the remote Aboriginal and Torres Strait Islander tourism operator, and the consumer; the domestic tourist, as individuals, members of society and participants in the tourism industry. This section discusses how their situations within the *Australian* society may impact Mental Availability and subsequently domestic consumer participation in this type of tourism.

Enquiry into marketing remote Aboriginal and Torres Strait Islander tourism to domestic consumers is preliminary, and it appears that enquiry into marketing any Indigenous tourism to domestic consumers is also preliminary. Initiating empirically based research within this interdisciplinary context requires brief inclusion of literature from multiple disciplines to identify knowledge which will inform the research design and realistically frame the scope of the present research. Reviewing the literature from these areas draws them together to provide insight into the extension of marketing theory to domestic consumer behaviour in the remote Aboriginal and Torres Strait Islander tourism context and makes evident the gaps in knowledge to be addressed by the present research.

2.2 MARKETING

2.2.1 EMPIRICAL GENERALISATIONS IN MARKETING

Marketing literature reveals that marketing empirical generalisations began in response to concerns that existing methods used in market research were less rigorous (Winchester & Fletcher 2000), and this approach has drawn increasing attention (Robertshaw 2007). Empirical generalisations extended from natural science to social science and describe natural, or scientific, laws by observing events that occur in repeating patterns. This type of investigation offers a unique opportunity towards developing meaningful objective results to inform marketers. Ehrenberg (1968) argued that uncovering law-like relationships, and the empirical conditions that these law-like relations continue in, would progress science. This enquiry (Bird, M, Channon & Ehrenberg 1970; Charlton & Ehrenberg 1976) began to establish a scientifically founded approach to marketing principles. Empirical generalisationalists in marketing aim to advance marketing knowledge through rigorous methods by developing studies to produce generalisable results (Winchester & Fletcher 2000). Prior to this thesis, there has been no investigation into the application of marketing empirical generalisations to Aboriginal and Torres Strait Islander tourism. The present research explores how empirical generalisations can be used to understand consumer behaviour, being:

> The study of individuals, groups, or organisations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (Chaturvedi & Barbar 2014).

It is thought that the development of theories by test, replication and extension establishes genuine progress in marketing knowledge (Robertshaw 2007) and should support future marketing activities.

Establishing a foundation of empirical generalisations for the marketing discipline revealed that individuals, referred to as consumers in the marketing context, form consumption habits rather than marketing leading to consumer loyalty (Sharp, B & Sharp 1997; Uncles, Ehrenberg & Hammond 1995). This means that when

consumers buy the same item repeatedly this is more out of habit and unfamiliarity with substitutes than an emotional attachment to the brand. The repeated purchase of the same items may appear to look like loyalty to a brand, however, the key learning from this finding is that it is not emotional attachment driving the purchase behaviour. This is valuable knowledge as it means that it is not a marketer's task to break emotional ties, as previously theorised, but rather to build associations with their brand and be physically available to improve the chances of purchase. This understanding of how consumer's make purchase decisions presents an opportunity for marketing remote Aboriginal and Torres Strait Islander tourism. While this category competes with mainstream remote tourism categories for consumer attention it is positive to note that there are no emotional ties to break to entice the consumer away from their usual holiday experience towards a remote Aboriginal tourism experience. The challenge then becomes to market associations with remote Aboriginal and Torres Strait Islander tourism well.

Existing marketing knowledge also developed the understanding that consumers, as individuals and as a cohort, are fickle and naturally busy (Sharp, A 2002). This means that previous assumptions that all consumers carefully consider each purchase implies a more thought laden process than usually occurs at the time of purchase. Most of the time people are not thinking about brands. The busyness of people's lives and the capriciousness of memories means that consumers may not always buy at regular and expected times, making consumer behaviour appear stochastic. This again presents an opportunity for the marketing of remote Aboriginal and Torres Strait Islander tourism, as the fickleness of memories means that strong marketing, re-iterating positive category associations remote Aboriginal and Torres Strait Islander tourism, will be key in enticing consumers to consider a different option to their usual holiday experiences.

The adoption of the empirical approach within the marketing discipline revealed underlying principles showing the presumably stochastic marketplace to be relatively uniform across many areas (Sharp, B 2010), not as a result of loyalty but due to the natural habits of human behaviour.. This means that while remote Aboriginal and Torres Strait Islander tourism does experience lower than expected participation by domestic consumers, this may be as a result of consumers habitually seeking mainstream holidays, rather than each consumer having considered remote Aboriginal and Torres Strait Islander tourism experiences and decided against participating. This means that it is expected that consumers would behave towards remote Aboriginal and Torres Strait Islander tourism as they would similar types of

tourism, such as remote *Australian* tourism in the event of being exposed to advertising for the category.

Consequently, empirical generalisationalist marketing academics (Ehrenberg, AS 1995; Romaniuk 2015; Sharp, B 2010; Uncles, Ehrenberg & Hammond 1995) focus on developing theories guided by scientific approaches to understand the effects of marketing on consumer behaviour and the propensity of their product to be thought of in a purchase situation. A difference between the results of users and non-users of a brand/category is detected in many instances (Bird, M, Channon & Ehrenberg 1970; Winchester & Fletcher 2000; Winchester, Romaniuk & Bogomolova 2008) (Bowe et al. 2013).

Review of available literature shows that there is yet to be an extension of empirical generalisations of marketing to Aboriginal and Torres Strait Islander business research. The present research employs the afore mentioned marketing science approach, by way of replication and extension, to understand how associations inform the Mental Availability of remote Aboriginal and Torres Strait Islander tourism for user and non-users.

2.2.2 THE THEORY OF MENTAL AND PHYSICAL AVAILABILITY

Logically, a product must be physically attainable and mentally considered before it can be purchased by the consumer. The theory of Mental and Physical Availability (Sharp, B 2010) is an empirical generalisation realising the imperative of availability, stating that Physical Availability and distinctive branding that is easy to remember and recall are key to building market share. This theory reiterates that the real challenge of marketing is availability in the mind of the consumer and physically for the consumer at the point of purchase.

The theory of Mental and Physical Availability acknowledges that, fundamentally, products that consumers are not aware of, or cannot access, will not be purchased, emphasising the value of marketing and advertising. While Physical Availability must be possible for a purchase to occur, Mental Availability has long been noted to be at the core of brand growth (Sharp, B 2010) with its power to increase consumer demand. Mental Availability is defined as the propensity for a brand to be noticed or come to mind for individuals in buying situations (Romaniuk & Sharp 2004). For

example, when a consumer decides that they need to purchase flights, what airline comes to mind? Why that airline?

The present research investigates if remote Aboriginal and Torres Strait Islander tourism is thought of as a holiday experience by domestic consumers (see H1). Additionally, it investigates if having previously participated, referred to as being a user, or not having participated, referred to as being a non-user, impacts the chance of this type of tourism being thought of. An interpretation of Mental and Physical Availability could argue that domestic consumers should consume more remote Aboriginal and Torres Strait Islander tourism than international consumers because domestic consumers are both physically closer to the product and have more opportunities to be exposed to Aboriginal and Torres Strait Islander rhetoric, culture and advertising than international consumers. However, this is not reflected in current participation rates by domestic consumers. This may be because remote Aboriginal and Torres Strait Islander tourism is not thought of unless prompted. This may be exacerbated by remote Aboriginal and Torres Strait Islander tourism advertising competing against international and general domestic tourism for consumers' attention and be noticed as its own distinct type of tourism.

As presented in the following discussion, the theory of Mental and Physical Availability draws from neuroscience knowledge about how people make and retrieve memories, and particularly how situations influence the encoding, storing and retrieval of information pertaining to purchase decisions. The present research attempts to identify how the Mental Availability of remote Aboriginal and Torres Strait Islander tourism impacts potential domestic consumer behaviour towards this type of tourism.

Mental Availability is measured through the understanding of brand salience (Romaniuk & Sharp 2004), or how likely the brand is to be thought of in a buying situation. The ability to measure this aspect of a brand enables the investigation of how Mental Availability affects the consumption of a brand. The framework to enable researchers to measure the likelihood of a brand being thought of in a buying situation enables the testing of the relationship between this and buyer behaviour (Romaniuk & Sharp 2004).

The key aspects of this framework are:

> 1. It contains a representative range of attributes/cues used to 'think of' brands

2. It measures recall/noticing relative to competitors rather than for a single brand independently

3. It focuses on whether the brand is thought of, rather than seeking to determine how favourably the brand is judged (Romaniuk & Sharp 2004, p.335).

The present research will focus on application of this theory in an attempt to extend marketing generalisations to the Aboriginal and Torres Strait Islander business context. The existing marketing literature focuses on understanding Mental Availability at the brand level. Similar to Ashwell (2015), this research considers the categories of remote Aboriginal and Torres Strait Islander tourism and Aboriginal and Torres Strait Islander tourism as brands in its application of the theory. This is because each remote Aboriginal and Torres Strait Islander tourism brand is, as a single entity, small making application of this framework impractical. Researching this subcategory at an aggregate level enables the development of an understanding of consumer behaviour towards this industry.

The results from the application of this theory are expected to find that remote Aboriginal and Torres Strait Islander tourism has low recall, reflecting that smaller brands are mentioned less often than larger brands, as smaller brands have less market share and are bought less often than competitors with larger market shares (Ehrenberg, AS, Uncles & Goodhardt 2004 ; Sharp, B 2010; Uncles, Ehrenberg & Hammond 1995) extends to the context of this industry. The present research details the application of this framework in [Quantitative Research Design](#).

2.2.3 HOW MEMORY INFLUENCES PURCHASE DECISIONS

Marketing Research academic, Martin (2011) notes the majority of human behaviour either begins as an unconscious process, or occurs completely outside of conscious awareness with research from multiple disciplines showing that most human behaviour is the result of unconscious mental processes and is not cognitively motivated.

Researchers of Consumer Choice, Lynch (1982) found that most of the memory and attentional factors that affect consumers' judgements are unavailable to consciousness, meaning that the consumer may not be aware of the factors influencing the decisions that they make. They assert that consumer research must not limit its focus to conscious decision formation, but also explore the neuroscience of unconscious and/or involuntary aspects of consumer information processing.

The knowledge that consumers often make judgements on the basis of information that is not present at the time of judgement suggests that prior knowledge, among other factors, may also be relevant to a purchase decision judgement. Ajzen (1991) describes behaviour as a function of salient information, or beliefs, relevant to behaviour, and a person's salient beliefs are considered to be important determinants of the person's intentions and actions. The present research endeavours to understand how memory, and particularly memories that can lead to associations with remote Aboriginal and Torres Strait Islander people and tourism, may affect domestic consumer behaviour Mental Availability and participation.

Gordon (2011) notes that most human choice is not made deliberately and consciously by weighing up and evaluating all the possible variables. He advocates that the simple truth is that people do not have a master strategy for making decisions, and that this gap is constantly evident when conducting qualitative research. Sharp (2010) extends this finding to marketing knowledge, writing that people do not make much effort when they make a purchase choice, often referred to as low-involvement or habitual purchase decisions. Holden and Lutz made similar findings, noting that the availability of choice is largely ignored and that retrieval is context-dependent and is also largely subconscious and automatic (Holden & Lutz 1992). For example, when thinking of taking a holiday a consumer may naturally think of the places that they have holidayed previously, places they often think of holidaying in or where friends have recently holidayed.

2.2.4 THE ROLE OF ASSOCIATIONS IN MEMORY

In the Psychological Review, Anderson, JR & Bower discuss that the basic conception of human memory consists of a vast network of nodes interconnected by associations (Anderson, JR & Bower 1972). Romaniuk (2004) confirmed previous findings on the associative network theories of memory within the marketing discourse by using by an application to explain consumer purchase decision behaviour. Anderson (1972) theorises that the process for retrieving information from memory is that a stimulus or cue activates a stored memory; for example, when feeling overworked someone may think of planning travel in the near future.

Romaniuk (2003) noted that the associative network theory of memory states that memory consists of nodes that hold information and concepts; for example in a marketing application, when thinking of travelling in remote Australia someone may

think of significant landmarks or remote landscapes. These are the attributes that the consumer associates with the construct of remote Australia. For brand managers this relates to brands; for example, when the same person thinks of travel in remote Australia (in the brand manager's dreams) they might think specifically of El Questro Homestead or the Great Barrier Reef Resort. However, this is not the usual reality with so many brand in existence, they key challenge is for a brand to be noticed at all. The present research investigates what, if any, associations Australians have with remote Aboriginal and Torres Strait Islander tourism to map the consumer's understanding of the construct. In particular, the research will investigate the impact of usage on associations (see H2).

The differences between the associations and perception of users and non-users of a product, brand or category has also received attention. Early in the history of empirical generalisations Bird, Channon & Ehrenberg (1970) established that current users hold a more favourable attitude than non-users. Investigation into how user and non-user variables affect research by Winchester & Fletcher (2000) establish that users are more likely to agree with evaluative statements than non-users. Winchester, Romaniuk & Bogomolova (2008) also established that when a person ceases using a product, brand or category their reported beliefs about the item should return to non-user levels. Therefore the impact of being a user or a non-user on the intensity of domestic consumer's associations with remote Aboriginal and Torres Strait Islander tourism will be investigated (see H3). Simultaneously, the impact of respondent's reported probability of usage on the intensity of domestic consumer's associations with remote Aboriginal and Torres Strait Islander tourism will also be investigated (see H4).

While negative attribute association is a developing area of research, Winchester (2008) established that consumers, or potential consumers, who are unfamiliar with, or are non-users of a brand, are expected to hold fewer associations than users. This may compound the effects of mental unavailability. Contrastingly, if two pieces of information are associated, for example through the consumption of a product, the consumer holds connections between them (Romaniuk & Sharp 2004) and this forms a stronger network of associations which can lead to increasing salience of that construct or specific product. Romaniuk (2004) reiterates that re-exposure, for example through the regular consumption of a product, reinforces the existing link and improves accessibility to recall of the information. For example, if a person holidayed in Bali for the last three winters, when thinking of holidays for the next winter they may habitually think of Bali.

Not all brands that a person has observed will be remembered or considered in the purchase process for many reasons. All links between associated attributes are not necessarily equally important, and some associations may be stronger than others. This is because associations are context-driven and not always linked for all situations; for example, a person may see images of remote landscapes in a book of photography and think of cameras rather than travel.

2.2.5 THE ROLE OF ASSOCIATIONS IN PURCHASE DECISIONS

The consumer choice discourse considers two stages prior to purchase: identifying suitable options of preferred brands, which constitute the consideration set, and choosing an option from the consideration set (Howard & Sheth 1969; Nedungadi 1990). Nedungadi (1990) found that when choice is memory-based, memory can influence the retrieval of brand information and this can impact purchase decision-making. However, Winchester (2008) notes that negative brand beliefs have received very little attention and that understanding the contribution negative brand beliefs make to the consumer choice process is an important area of developing research. Romaniuk (2004) found that the impact of associations on remembering is subconscious and is often unnoticed by consumers.

Romaniuk (2007) argues that to ensure that consumers keep buying a particular brand it needs to stand out so that buyers can easily identify it. The link to the product category is the cue that activates this process, and consumers can hold varying types of contrasting associations simultaneously (Romaniuk & Sharp 2004). Associations to one construct or object can be can be positive, negative or neutral. For example, when a person thinks of remote travel they may think of the freedom of open spaces, beautiful wildflowers and being annoyed by too many flies. However, holding contrasting associations does not necessarily mean that a product will not be purchased. When applying this thinking to the present research it becomes feasible that for users and non-users remote Aboriginal and Torres Strait Islander tourism may be linked to many constructs, such as remote travel, cultural tourism, Aboriginal and Torres Strait Islander culture, Aboriginal and Torres Strait Islander people and *Australian* history.

Consumer Researchers, Johnson et al, established that in the absence of information, consumers have a tendency to assume the worst, and gaps in

knowledge or uncertainties about the brand lower the sense of assurance and probability of purchase (1985). While negative image attributes are usually low, Bird (1970) found that non-users were more likely to associate a brand with a negative image attribute than current users of a brand. In contrast, Winchester (2003) found that users and non-users are equally likely to associate the brand with a negative image attribute, but that it was not usage that drove the majority of negative image attribute responses.

2.2.6 MARKETERS USING ASSOCIATIONS TO INCREASE MENTAL AVAILABILITY

Marketers strive to promote positive brand associations, as negative brand attributes are considered to be undesirable for the brand to be associated with (Winchester & Romaniuk 2008). Winchester (2008) notes suggestions that consumers eliminate brands during the consideration process based on negative beliefs about them or by assessing brands and excluding them based on the fact that they do not meet selection criteria. However, conflicting models suggest that negative information is utilised in conjunction with positive information to evaluate a brand (Kahn & Baron 1995; Laroche, Kim & Matsui 2003). These theories suggest that while some negative associations can remove a construct or object from a consideration set, this is not always the case. Winchester (2008) called for further research on negative brand beliefs after their study showed that the longer it has been since a consumer purchased a particular product, the less likely it would be that they could accurately recall the negative beliefs that led to defection. They argue that it is more likely that users form negative beliefs after defection and that the reasons for defecting are biased by post-rationalisation. More investigation into the application of this knowledge to contexts where repeat purchase may not be common, such as tourism, are required.

2.2.7 HOW HABITS INFLUENCE CONSUMER DECISION MAKING

Sharp (2005) argues that it is important to make sure that branding elements are similar and consistent. Sharp (2010) and Livaditis (2013) also highlight that some human behaviours are involuntarily performed as forming habits is a part of the human way of being and that many subconscious and conscious decisions are reached heuristically. This means that when a consumer is familiar with a brand and a buying situation it is likely that they will repeatedly make the same purchases, not from a sense of loyalty but from naturally forming habit.

The tendency to purchase from the same group of brands repeatedly (Sharp, B 2010), as natural habits inform the physical habits of shopping and the brands that come to mind in the buying situation, reinforces consumers' associations with the category and brands. This compounds with the Mental and Physical Availability of brands with larger market share and leads to smaller brands being thought of less often and purchased less often (Uncles, Ehrenberg & Hammond 1995) (Ehrenberg, AS, Uncles & Goodhardt 2004). This marketing law, referred to as 'double jeopardy', has been shown to extend to *Australian* contexts (Wright, Sharp & Sharp 1998) and to tourism when considering a destination as a brand (Mansfield 2004).

2.8.8 SUMMARY OF MARKETING LITERATURE

The literature discussed above explores the way people remember and how consumers make decisions; however, few studies have extended this thinking to explore implications of culture in purchasing situations within the tourism context, particularly from within the marketing discipline. Verhoef (2009) highlights the various ways the social environment can influence customer behaviour in a retail setting and argues that retailers should understand how culture can influence the role of social interaction among customers in their individual experiences. Ozdemir (2010) found that in some countries relationship quality and service quality can take on greater importance for buyers' behavioural intentions in a retail context because of the tendency of collectivists to value social bonding and relationships over individual needs, while Tsaur (2005) find that tourists of English, Asian and European heritages differ in their perceptions of service quality dimensions. Difference in expectations, while consuming the same services, leads to conflicting interpretations of the quality of service and value which can be a challenge for brand managers and marketers. Donthu (1998) and Stauss (1999) confirmed this, finding that culture can influence customers' expectations of a service provider, which can lead to differences in

evaluations of service delivery, and Malhotra (2005) found that culture can influence perceptions of the dimensions of service quality, leading to varying evaluations of performance.

As discussed within this section of the thesis, empirical generalisationists have used knowledge of how the memory works to inform the development of marketing theories. The theory of Mental and Physical Availability is a theory founded in this scientific approach to develop an understanding of how brands increase market share.

The present research investigates the application of the theory of Mental and Physical Availability, as it is described here, to remote Aboriginal and Torres Strait Islander tourism to support the exploration of consumer behaviour, particularly that of Australians, in the context of this industry. The present research is an initial effort in exploring how this theory extends to the remote tourism and culturally based products context. Being a foundational exploration of this area means that the researcher is required to draw together literature from adjoining disciplines that can support explanation of the context in which the research question is formed, therefore, literature that defines the boundaries of existing knowledge that can shed light on the present research is discussed in the following section. These aligning areas of research are explored in an effort to apply brand salience theory (Romaniuk & Sharp 2004) to understand how Mental and Physical Availability (Sharp, B 2010) impacts domestic consumer participation, and specifically why the industry experiences low market share.

The next section discusses tourism literature relating to the research issue for the purpose of framing the existing knowledge on the context under investigation.

2.3 TOURISM

2.3.1 WHAT IS TOURISM

Urry (1990) wrote that tourism is defined by what it is not: it is not work, it is not the usual lifestyle, it is not the usual places. He writes that tourism is defined by its separation from the tourists' normal life and he describes how this results in the

tourists 'gaze'. Urry writes that when a person is a tourist they are looking at their location and experiences though tourist's eyes and that how this gaze is perceived is shaped by society, social group and historical period. Hollinshead (1999, p. 10), in review of Urry's work, lists that the fundamental nature of the tourist gaze can include:

- A set of institutional ways-of-seeing in tourism

- A highly visual nature of knowing peoples, places, and pasts

- A highly revelatory way in which things are selectively identified and performatively represented in, and through, tourism

- The largely unconscious force by which peoples, places and pasts are labelled and classified through tourism

- Diverse mixed ways, different contextual and interpersonal ways of understanding the world (Hollinshead 1999).

Urry (1990) notes that tourists' experiences are in fact shaped by tourism professionals, destination managers and host communities. He describes that in the thirteenth and fourteenth centuries pilgrimages had become common, followed by the concept of the Grand Tour in the next centuries, before scenic tourism became an established practice such as we see today.

Urry argues that 'going away' has become a marker of status in modern Western, and increasingly in developing, societies. Urry notes that before the nineteenth century tourism was expected to develop cognitive and perceptual education for the upper class; however, in contemporary society the concept of travel as a rite of passage and the holiday as an essential part of life has spread to most people with discretionary income.

Leiper (1992) is critical of Urry's arguments and instead describes tourism as a system comprising five elements: tourists, generating regions, transit routes, destination regions and a tourist industry (Leiper 1979). Leiper notes the complexity of the external forces that impact this system: physical, cultural, social, economic, political and technological. The present research acknowledges that while the tourist is a key element of the tourism system, the tourism system exists within human society and has become subject to the evolving societal constructions of travel listed by Urry (1990). When considering tourism as a construct, against the aforementioned impacts of how memories and associations are made and retrieved within the mind, it becomes apparent that individual's perceptions can in turn impact their decisions as tourism consumers.

The next section discusses defining tourists and how this differs across geographies, disciplines and industries.

2.3.2 WHAT ARE TOURISTS

Tourism exists only with the presence of tourists. As tourism has developed across the aeons, the concept of the tourist for both participants and researchers has also developed. In a basic approach, tourists can be foreign or national people (Leiper 1979) who are travelling for pleasure (Cohen 1996); however, discourse continues over the complexities of who travels, why they travel, how they travel and who they become when they travel. While some argue that tourists undertake mass tourism and some seek authenticity, Cohen (1996) argues that most tourists can be located on a continuum between seeking a comfortable experience and going outside of their usual comfort zone. Leiper (1979) discusses how it is the actions of the person that defines their tourist status, such as journeying to an area outside of their usual habitat, staying in the area, consuming their time and contributing their money to the region. Some consider domestic tourists to be consumers of tourism who travel from other parts of their own Country (Archer 1978), however this precludes people who participate in permanent or temporary tourism ventures close to home. Some argue that domestic tourists can include travelling to a second home, such as a holiday house (Jaakson 1986), while many may not consider a homeowner a tourist for research purposes.

Considering this tourism literature against the previously discussed marketing literature, it becomes clear that quantifying with empirical certainty what motivates each individual for each tourism purchase decision would be impracticable, given the limitations of research design and the fickleness of memories. This is amplified by the differences in the definition of what constitutes a tourist, particularly when attempting to externally frame who is a domestic tourist. Because of these challenges, tourism literature lacks empirical findings applicable to a consumer behaviour research context such as the present research. This means that while it is vital to consider the contribution of tourism theory, the research itself will remain firmly embedded within the practice of the marketing discipline as this is the best opportunity to yield findings supportive for remote Aboriginal and Torres Strait Islander operators.

The next section discusses how Australian's may be viewed as tourists.

2.3.3 WHAT ARE *AUSTRALIAN* TOURISTS

For a landlocked country like Australia, the domestic tourist can be more clearly defined, should the researcher be open to the broad definition of an *Australian* in Australia, and the advantage of being an island state means that collection of data pertaining to international travel can be easily attained at the entry and exit points of the country. Domestic tourism can increase, coinciding with international tourism (Seckelmann 2002), and while capturing data on domestic travel can be more challenging, the measurement of the political, cultural, social and moral impacts of domestic travel are equally important to explore (Archer 1978). Domestic tourism can bring together diverse social and cultural backgrounds, resulting in a considerable redistribution of spending power (Archer 1978). It is the contribution of money to the region visited that supports tourist operators to continue their operations. The present research considers the place tourists originate from, making them a domestic tourist, and their financial contribution to remote Aboriginal and Torres Strait Islander tourism as of importance, as this definition will ensure the development of knowledge that will support these operators.

The next section discusses tourism theory on decision making, which is vastly different to marketing literature on the same topic.

2.3.4 TOURISM PURCHASE DECISION THEORY

Knowledge of brand content and structure is central to marketing research as these elements influence what comes to mind when a consumer considers a purchase. Tourism academic, Hinch (2009) confirms this, noting the importance of developing brand knowledge for services such as tourism and finds that image is of crucial importance to all tourism operations. The previously discussed marketing theory would consider the aforementioned distinctive assets to be the key to building brand image. Hinch (2009) states that if tourists do not have a positive image of a destination, or have no image of that destination, they will not visit it. This reflects the theory of Mental Availability, being that if there are no links or associations with a destination it would be unlikely for the potential consumer to then consider the destination.

Sirakaya (2005) promotes that a more conscious decision making process happens for tourism consumers, noting that the tourism literature reports that tourists follow a

funnel-like procedure of narrowing down choices among alternate destinations. They state the literature indicates that decision-making can be broken down into a series of well-defined stages:

1. Recognition that there is a decision to be made,
2. Formulation of goals and objectives,
3. Generation of an alternative set of objects from which to choose,
4. Search for information about the properties of the alternatives under consideration,
5. Ultimate judgement or choice among many alternatives,
6. Acting upon the decision, and
7. Providing feedback for the next decision (Sirakaya & Woodside 2005, p. 815).

The next section attempts to link theory from tourism and marketing on decision making, however the disciplines contrast in their approach to discussing this topic.

2.3.5 LINKING MARKETING AND TOURISM THEORY

The concept of a straight-forward hierarchical process of decision making conflicts with marketing literature suggesting that decisions can be made in varying ways and that not all options are weighed up equivalently or given equal value in decision formation. Some tourism academics have also found this, stating that the realities of travel decision-making are that there can be multiple stakeholders, including gate-keepers of decision-making rights (Mottiar & Quinn 2004), family dynamics with children (Thornton, Shaw & Williams 1997) who influence the information used to make decisions, the weighting of value applied to aspects of each option in the consideration set, and that some travel decisions are influenced strongly by external factors, such as terrorism (Sönmez & Graefe 1998).There is some argument that marketers should use this to their advantage and segment consumers based on decision-making variables for target marketing (Woodside & Carr 1988), however, given the restrictions implied by finite resources when trying to reach target markets this may be a challenging approach for most tourism brands.

Sirakaya (2005) concede that in the context of tourism, most people's decision-making is not perfectly rational because they are influenced by a multitude of factors, which may constrain or motivate them (Bettman, Luce & Payne 1998); however, the aforementioned marketing literature considers this making purchase decisions with incomplete information. Sirakaya (2005) note that decision biases occur often in the

process, in part, due to the use of heuristics as shortcuts used to simplify decisions (Tversky & Kahneman 1973), which extends marketing findings on how habits inform the purchasing process (Livaditis 2013).

The next section discusses marketing destinations and includes empirical evidence of potential partitions in consumer groups.

2.3.6 MARKETING DESTINATIONS

Destination marketing suggests that destination marketers are forced to target a multiplicity of geographic markets to attract a wide range of segments for their range of products (Pike 2005). The remote *Australian* tourism marketing literature suggests that current practices for marketing the industry need to change (Schmallegger, Taylor & Carson 2011). Previous application of marketing empirical generalisations to domestic tourism contexts found that recall of destinations is mediated through linkages to a variety of situational and motivational elements in addition to the category cue (Trembath, Romaniuk & Lockshin 2011).

Empirically motivated research (Trembath, Romaniuk & Lockshin 2011) identifies that building destination salience and applying the aforementioned knowledge of how human memories work increases the likelihood that the destination will be considered in purchase situations. This is particularly informative for the present research, as it reflects similar enquiries into domestic consumer behaviour (Trembath, Romaniuk & Lockshin 2011). Additionally, extension of marketing laws on how market share operates shows that destinations compete for tourists in line with existing market share (Mansfield 2004).

However, while all destinations share more tourists with more popular destinations, two types of partitions have been identified and this may suggest opportunities for segmentation; neighbour partition and point of origin partition (Dawes, Romaniuk & Mansfield 2009). This means that tourists are more likely to visit areas close to their holiday destination, for example people who visit Port Lincoln are more likely to visit Coffin Bay, and that tourists who usually reside in the same area are more likely to visit the same place, for example people return to holiday in the same places. An extension of these findings to remote Aboriginal and Torres Strait Islander tourism would mean that locals would participate in local Aboriginal and Torres Strait Islander

tourism and Aboriginal and Torres Strait Islander operators would observe customers coming from similar locations.

The next section discusses remoteness and remote tourism and how this context greatly impacts all areas of both business operation and research.

2.3.7 REMOTE TOURISM

While remoteness is a key construct and physical feature framing the present research, it also contributes complexity to an interdisciplinary research issue given that studies focusing on remote markets are less common than those focusing on larger accessible markets. Jacobsen (2013) explains that remote and very remote Australia covers around 80 per cent of the continent, crossing a spectrum of environments from arid to semi-arid rangelands, to the rainforests and isolated coastal zones of the tropical north, to islands such as the Tiwis and the various communities of the Torres Strait (NOL 2014).

Jacobsen also discusses the complexities of defining 'remote' Australia by reporting that remoteness is not a geographical feature, but rather a question of proximity: how far are you from infrastructure, essential services and convenient living conditions? Are you enveloped by vast tracts of wilderness?

Banerjee (2010) found many barriers to business and economic development faced by Indigenous communities in remote regions are the material effects of the political economy. Remoteness from policy-making areas affects the ability of governance to support the livelihoods of remote *Australian* communities (Smith 2008). Smith (2008) finds evidence for a set of drivers that affect the function of remote deserts, including climate variability, scarce resources and population, distant markets and decision-making, perceived unpredictability in markets, labour and policy, limited research knowledge and persistent traditional and local knowledge, and cultural differences. The distance from urban life may be seen as a challenge or a benefit depending on the task at hand. Smith (2008) notes that the forces that make government distant from desert regions will remain, meaning that there will always be more attention focused on population-dense areas, leaving remote areas under-supported. This leads to over-resourcing of populated areas and under-resourcing of less populated areas and creates the need for academic reflection on how this affects remote

Aboriginal and Torres Strait Islander tourism operators and domestic consumer behaviour towards the industry.

Tremblay (2008) writes that remote Indigenous tourism experiences additional challenges due to remoteness. Jacobsen (2013) notes that throughout the history of tourism, remoteness has remained a constant allure for travellers seeking distant places, the exotic, or reprieve from 'civilisation'; contrastingly Ruhanen (2013) found that tourism operators overestimate the importance of remoteness for domestic and international consumers and Tremblay (2009) argues that the non-market costs make remote tourism unappealing.

Framing remoteness embodies the acknowledgement of the additional challenges and benefits arising from the context. This review of literature on remote Australia and remote *Australian* tourism highlights that while remoteness can be the lure, it can also be a deterrent for potential consumers due to increased travel times and increased costs. Remoteness also creates complexities for businesses, including tourism operators, with challenges including a lack infrastructure and limited access to skilled labour. While research undertaken with remote Aboriginal tourism businesses notes distance to markets as a challenge (Fuller, Buultjens & Cummings 2005) the impacts of remoteness on marketing activities are yet to be analysed in depth. Subsequently, a body of knowledge to support remote Aboriginal and Torres Strait Islander tourism operators in reaching potential consumers is yet to be formed. Challenges specific to remote Aboriginal and Torres Strait Islander tourism operators need to be investigated further, therefore, the present research will investigate how remoteness impacts marketing remote Aboriginal and Torres Strait Islander tourism and domestic consumer behaviour towards the industry.

The next section discusses Indigenous tourism in brief, acknowledging that the Aboriginal and Torres Strait Islander context, in particular the post-colonial legacies, are unique to *Australian* and therefore have unique impacts within Australia.

2.4 INDIGENOUS TOURISM

Aboriginal and Torres Strait Islander tourism can be viewed as tourism by the Indigenous people in the land now referred to as Australia. Therefore, tourism by Indigenous people and Peoples abroad within their own nations is reviewed to develop a scope of the internationally

produced research that may inform the present research. While international examples are considered the diversity of Indigenous Peoples around the world and their individual contexts is not disregarded by assuming generalisability. While it is acknowledged that Aboriginal and Torres Strait Islander people retain their unique cultures and ways, a review of literature featuring international discussion can shed light on some of the advances and challenges facing the industry abroad. This becomes particularly relevant as international alliances between Indigenous Peoples for the purpose of tourism grow (PAITC 2012) as discussed in the next section.

2.4.1 DEFINING INDIGENOUS TOURISM

Indigenous populations are frequently used in tourism promotion and marketing and knowledge of even remote Indigenous Peoples has been disseminated widely (Müller & Huuva 2009). Multiple definitions of cultural and Indigenous tourism reflect that people, places and heritage form the basis for this type of tourism exist (Pettersson 2002). The basis for these definitions, and how they work to frame the current knowledge on Indigenous tourism demonstrates the lack of empirical findings offered within this research context. Hinch and colleagues (1996, p10) definition could be considered to be derived from the perspective of the non-Indigenous participant, as they define Indigenous tourism broadly as 'tourism activities in which Indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction' the latter part of this negates to include any self-determining factors for Indigenous people. They use the table below to classify Indigenous tourism by assessing the level of Indigenous control and the cultural content of the product offering. This matrix concedes that Indigenous tourism may involve varying levels of Indigenous ownership, management and cultural content (an adaption for Aboriginal and Torres Strait Islander tourism context is in the Qualitative Findings section) but that it can exist without Indigenous involvement.

Indigenous Control

		Low	High
Indigenous theme	Present	Culture dispossessed	Culture controlled

Absent	Non-Indigenous tourism	Diversified Indigenous

Hinch (2009) states that the range of Indigenous tourism businesses in operation and their product offerings have grown from smaller scale operations to larger, more commercial operations, and that internationally this form of tourism in increasing in popularity but does not discern between Indigenous controlled and not. The growth of the industry propels the growth of discourse regarding the industry. Indigenous tourism has been positioned multiple ways by previous literature, such as:

- A cultural product associated with Indigenous people

- A cultural product desired by tourists who want Indigenous experiences

- A niche sector that enhances mainstream tourism products

- A marketing tool to 'brand' a destination; and

- A tourism product owned and/or controlled by Indigenous Peoples (Peters & Higgins-Desbiolles 2012, p. 4).

This list shows that Indigenous tourism is analysed from multiple perspectives, including industry, operator and tourist gazes. This analysis from multiple perspectives continues as the industry develops and as Indigenous people's positions within society alter.

Notzke (1999) notes that Indigenous tourism products include guided community tours, visits to fishing and hunting camps, homestay programmes, fishing lodges, outfitting for big game hunting, and arts and crafts sales. Bunten (2010) describes a formula almost thrust upon Indigenous tourism operators, stating that tourists come expecting some or all of the following:

- The greeting,

- The guide,

- Demonstrated use of the heritage language,

- Traditional architecture,

- A performance,

- A gift shop or souvenirs for sale and often demonstrations of traditional native crafts, and

- Sometimes a Westernised native feast such as the Hawaiian lū'au or Maori hangi meal (Bunten, AC 2010, p. 294).

Opportunities to draw tourists to exotic cultures were established by colonising governments, both internationally and then within Australia. However, success can be undermined by a lack of legislation protecting the rights of those who own cultural knowledge. Müller (2009) notes that Sami tourism partly based on fake representations of Sami culture has caused annoyance within the Sami community and *Australian* examples of this are discussed in the following sections. They note that property rights on visual representations of Indigenous Peoples not being guaranteed to the Indigenous community is an issue for the development of Indigenous tourism in their area. The present research will investigate how the replication of knowledge and products by uninvolved tourism participants affects remote Aboriginal and Torres Strait Islander operators.

The next section discusses how various antecedents and motivations impact the research context.

2.4.2 AGENDAS OF INDIGENOUS TOURISM

However, by its nature, Indigenous tourism cannot be a straightforward engagement in the tourism industry for Indigenous hosts, and multiple agendas are forced upon Indigenous people within the industry. Hinch (1996) discuss a framework in which this type of tourism is given a temporal and a spatial dimension, surrounded by the global tourism industry, so that not only culture, but also the impact of economics, politics, social demographics and the physical environment are bought to bear on Indigenous tourism. This compounds additional challenges for operators of Aboriginal and Torres Strait Islander tourism in remote areas. While all tourism faces external forces, their impact may be greater for disempowered Indigenous people and amplified by remoteness. Tourism is often cited as offering new socio-economic opportunities for Indigenous people and communities around the world (Fuller, Buultjens & Cummings 2005; Ryan & Huyton 2002); however, the impacts of government policy and programmes are usually a feature within this type of research. The multiple agendas enforced on Indigenous tourism cause ongoing complex issues familiar to industries identified as self-determined economic development hopefuls, as discussed in the next section.

2.4.3 INDIGENOUS TOURISM AND SOCIETY

Some argue that Indigenous tourism must be a part of repositioning Indigenous people. One argument states that travel and tourism can not only regenerate the physical body, they can regenerate the social conscience (Jamal & Hollinshead 2001), with an assertion that tourism studies should re-focus and investigate the power of tourism on socio-political change. White (2009) found that tourism consumer respondents reported that putting oneself in the presence of others was the most significant way of dealing with the anxieties associated with the terrain and the circumstances in which they found themselves. Higgins-Desbiolles (Higgins-Desbiolles 2003) confirms that this agenda exists within Australia and acknowledges the need for a wider vision of tourism's role in societies and the global community and asserts that academia could support such efforts by identifying the tangible and intangible benefits progressive policy could deliver to the entire community through research. Higgins-Desbiolles notes that the marketing of Indigenous tourism must be considerate of causing social damage, as has occurred in the past. Bunten (2010) notes that there are some who warn that for Indigenous people to undertake Western business they must compromise their cultural values, risking their position within their own society. Notzke (1999) acknowledges this lack of control for Indigenous tourism hosts, asking how do you control information once you have given it?

2.4.4 CULTURAL VALUES AND VALUING CULTURE IN INDIGENOUS TOURISM

Differences in business values between dominant and Indigenous populations, or perceived differences, can also impact perspectives and operations for stakeholders (Schaper 1999). Bunten (2010) describes the challenges that Indigenous Peoples face when competing in the tourism industry with operators having to combat widespread misconceptions that Indigenous people are anti-growth by arguing to conduct business in their own terms. Overcoming misrepresented stereotypes adds to the challenges faced by Indigenous tourism operations in remote areas. Practicality wise, processes put in place over the years can seem foreign and illogical to those new to the industry. Notzke (1999) noted that approval processes for tourism ventures can also cause challenges, as the process may take over a year and may be denied, stating that Indigenous people find it hard to deal with the personal nature of their denial or approval within their community or claim area. Indigenous tourism in

Finland faces the challenge of non-Indigenous operators offering Indigenous tourism, with Gustavsen (cited in (Pettersson 2002)) and Saarinen (1997) finding many examples of Finns, not Sami themselves, trying to sell what they call Sami culture. Ryan (1997) notes inauthentic product delivery as an issue faced by Maori operators too. Notzke (1999) also notes a sense of frustration on the part of many tourists with what they perceive as the difference between the myth and the reality of advertising of Indigenous tourism, an issue that may arise when investigating the *Australian* context.

The next section discusses how the geographical locations Indigenous Peoples retain control over impact tourism.

2.4.5 LOCATIONAL CHALLENGES FOR INDIGENOUS TOURISM

While Indigenous tourism focuses on the environment that they are traditional custodians of, the realities of the physical environment Indigenous Peoples were allowed to retain are an essential part of the area's attractiveness and at the same time a restriction (Pettersson 2002), with challenges including extreme climates and remoteness. Many of these issues, including the lack of supportive findings regarding domestic consumer participation, are also reflected in the Aboriginal and Torres Strait Islander tourism context.

Indigenous people's control of Indigenous tourism is improving in some locations. The Larrakia Declaration on the Development of Indigenous Tourism (PAITC 2012) was adopted by the Pacific Asia Travel Association and endorsed by the United Nations World Tourism Organization in 2012. The Larrakia Declaration makes the assertion that the United Nations Declaration on the Rights of Indigenous Peoples (UN, UNGA 2007) supports control by Indigenous people over developments affecting them and their lands, territories and resources.

The next section discusses empowering Indigenous people as a key ingredient for self-determination.

2.4.6 SELF-DETERMINED PERSPECTIVES OF INDIGENOUS TOURISM

Initially Indigenous people held little control over Indigenous tourism ventures, but in recent decades Indigenous people have taken active roles in developing this industry (Hinch & Butler 2009). Native American Indigenous tourism academic, Bunten (2010, p. 285), notes that herself and Graburn developed a definition of Indigenous tourism that precludes organisations not owned and operated by Indigenous Peoples, stating 'Nelson Graburn and I defined it as "any service or product that is a) owned and operated at least in part by an Indigenous group and b) results from a means of exchange with outside guests" which indicates some Indigenous level and control of the tourism business'. This definition is applied to the present research in reviewing the Aboriginal and Torres Strait Islander tourism literature. This definition is selected for its references to at least some level of Indigenous control and the broadness of the interaction between the host and the tourist. This definition embodies the concept of Indigenous involvement while emphasising that Indigenous people have the right to decide what constitutes an Indigenous tourism product. In particular, this definition also ensures that the self-determined economic development component, which drives this research, is in place by stipulating Indigenous ownership.

The absence of inclusion of Indigenous people as tourists demonstrates the colonial beginnings of Indigenous tourism. While in contemporary discourse some researchers work towards including Indigenous people, even as tourists, in a constructive manner (Peters & Higgins-Desbiolles 2012) other research highlights that an appropriate approach is not always applied (Carson, Carson & Taylor 2013) and this type of unworkable contribution is detrimental to Indigenous tourism discourse. This may be less frequent as the numbers of academics of Indigenous descent grow.

In 2013 the World Indigenous Tourism Alliance (WINTA) (Alliance 2014) agreed to give practical expression to the United Nations Declaration on the Rights of Indigenous Peoples and the Larrakia Declaration. This Indigenous-led global network of 170 Indigenous and non-Indigenous interests exists to develop and implement strategies for the advancement of Indigenous tourism in 40 countries, including Australia. The organisation works within the tourism industry in ways that promote partnerships and heightened respect for Indigenous wisdom, values and knowledge, such as by the recent release of the report 'Indigenous Tourism and Human Rights In Asia and the Pacific Region Review' (WINTA 2015).

An understanding of the binding purpose of the United Nations Declaration on the Rights of Indigenous Peoples, being one of the few platforms Indigenous people can

use to argue for human rights, is supporting the Indigenous tourism industry. In acknowledgement of this, with WINTA being an initiative driven by Indigenous people, this review of the literature includes international perspectives on Indigenous tourism to investigate how findings from abroad apply to the *Australian* context. The collaborative establishment of firm rights for Indigenous Peoples and knowledge in tourism positions this industry for a positive future, particularly when supported by rigorous academic research.

The next section discusses how the present research will attempt to identify if challenges faced when marketing Indigenous tourism extend the research context of the present research.

2.5 ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

2.5.1 EXTERNAL ANTECEDENTS TO CONTEMPORARY ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

While Aboriginal and Torres Strait Islander tourism existed prior to the 1980s, the Northern Territory was the first to recognise Indigenous culture as a growing area of tourism interest (Schmiechen 2006), after a review of literature for the Royal Commission into Aboriginal Deaths in Custody highlighted the industry when it reported that involvement in tourism was a potentially major source of economic growth for Aboriginal communities (cited in (Altman, J & Finlayson 2003)).

This new government-led focus pushed for the development of the Aboriginal and Torres Strait Islander industry, particularly for the existing employment opportunities, investment by Aboriginal communities, participation by Aboriginal people in arts and crafts, the development of cultural tours and forging joint venture opportunities with non-Indigenous people (cited in (Altman, J & Finlayson 2003)). Altman (2003) states that none of these options are easy for Aboriginal and Torres Strait Islander people, writing that employment in tourism-related industries requires a high level of literacy and communication skills and the adoption of cultural styles that are foreign and daunting. Factors like these limit employment opportunities for Aboriginal and Torres

Strait Islanders and inevitably constrain their participation in service industries. Altman (2003) found that participation in hospitality and other tourism-related services also demands direct and intensive social interaction with tourists, which many Aboriginal and Torres Strait Islander people are unwilling or unable to undertake. Ryan (2000) noted that while there existed a push for Aboriginal and Torres Strait Islander people to be visible in the tourism industry, they should retain the right to refrain from sharing themselves or their culture with outsiders. Non-direct involvement can include the production of sale items or professional duties, such as management or Aboriginal and Torres Strait Islander ownership, with day-to-day operational tasks undertaken by non-Indigenous staff.

Ryan (2000) found that a broad range of factors appear to be important prerequisites for successful and sustainable Aboriginal and Torres Strait Islander participation in tourism. These include Aboriginal and Torres Strait Islander control, market realism for Aboriginal and Torres Strait Islander participants, appropriate corporate structures, appropriate scale of enterprise, accommodation of cultural and social factors and educating the industry and consumers.

The drivers of Aboriginal and Torres Strait Islander economic participation (Altman, J & Finlayson 2003), combined with the multiple agendas set for all Indigenous tourism (Higgins-Desbiolles 2003), mean that there are many stakeholders, including cultural knowledge holders, business owners, local communities, Aboriginal or Torres Strait Islander tourism bodies as well as local, State and Federal government. This multitude of stakeholders, each with their own motivations and priorities, means that individual operators have much relationship management to undertake and adds to the complexity of operations within this industry.

Competing motivations and interests leads to conflicting definitions of what constitutes Aboriginal or Torres Strait Islander tourism. Definitions of an Aboriginal and Torres Strait Islander tourism experience vary considerably between academic disciplines, industry and government. The Commonwealth considerations used to obtain the only available industry statistics are quite broad (TRA 2014b), and include activities that do not require involvement of Aboriginal or Torres Strait Islander Australians:

- See Aboriginal art, craft or cultural displays
- Visit an Aboriginal gallery
- Visit an Aboriginal cultural centre

- Attend an Aboriginal dance or theatre performance

- Purchase Aboriginal art/craft or souvenirs

- See an Aboriginal site or community

- Go on a tour with an Aboriginal guide

- Attend an Aboriginal festival

- Stay in Aboriginal accommodation

- Some other interaction with Aboriginal people

Under this definition, Aboriginal and Torres Strait Islander tourism can include activities such as art/craft, music, weapons, rock art and carvings, hunting and gathering, dancing and performance, dreamtime and bush tucker experiences.

Activities such as 'seeing an Aboriginal art piece' or 'any other involvement with Aboriginal people or culture' being described as Aboriginal and Torres Strait Islander tourism by the government's definition results in misleading industry statistics and inhibits meaningful analysis of secondary data. Like Indigenous tourism worldwide, Aboriginal and Torres Strait Islander tourism has been assigned the responsibility of supporting economic self-determination for Aboriginal and Torres Strait Islander people. Hence, such definitions create many issues for the industry as they are used to describe Australia's economic benefits from Aboriginal and Torres Strait Islander tourism.

The next section discusses the pushes from Aboriginal and Torres Strait Islander people to be involved in tourism.

2.5.2 INTERNAL ANTECEDENTS TO CONTEMPORARY ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

However, after a shift towards self-determination ideals, many Aboriginal and Torres Strait Islander people have identified motives to participate in the industry, including self-determination, community participation and a way to support family and to live as a role-model for community members. Jacobsen (2003) found that Aboriginal and Torres Strait Islander tourism presents an opportunity for remote people to find a way to remain on Country and maintain their existing cultural practices, while also becoming involved in the opportunities of remote tourism activity, and that the

tourism needs, challenges and opportunities in remote Australia should be considered accordingly, on a localised region-by-region, place-by-place basis.

The next section discusses the ambiguous definitions of Aboriginal and Torres Strait Islander tourism that trial the research context.

2.5.3 DEFINING ABORIGINAL AND TORRES STRAIT ISLAND TOURISM

When defined by industry practices inferred by national policy, Aboriginal and Torres Strait Islander tourism showcases the culture and relationships of Aboriginal and Torres Strait Islander people with Australia to consumers. This nature of Aboriginal and Torres Strait Islander tourism means that operators are usually located within the environment that they are the traditional custodians of. The Aboriginal Australia Map (AIATSIS, AIoAaTSIS 1996) demonstrates the number of Aboriginal and Torres Strait Islander groups that exist within Australia.
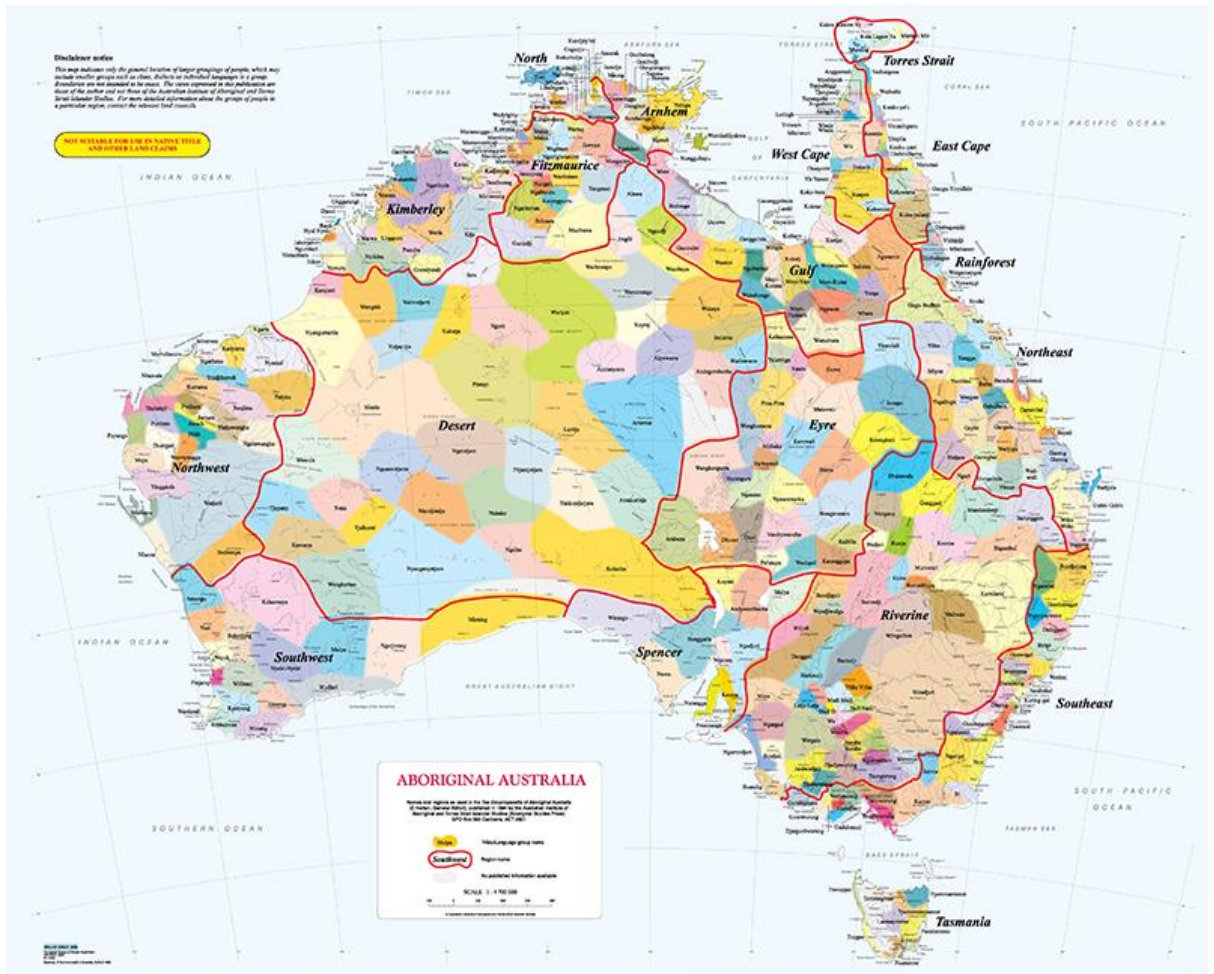
Figure 2: Aboriginal Australia Map (AIATSIS, AIoAaTSIS 1996)

2.5.4 DESCRIBING THE ABORIGINAL AND TORRES STRAIT ISLANDER INDUSTRY

The diversity of nations (see Figure 2) is reflected in cultural practices and connections to Country and in culturally-based tourism products. For example, Kelly's Ranch (Ranch 2015), owned and operated by Jerry, a traditional Warramungu man, offers horse-riding tourism on the edge of the Tanami Desert (see Figure 3), while Uptuyu Aboriginal Adventures (Adventures 2015), owned and operated by Neville, a traditional Nyikina man, offers tours, such as fishing tours in the Kimberley region. This diversity of product offerings is a direct result of the differences between geographical locations and which business type suits that particular tourism opportunity.

Figure 3: Kelly's Ranch Trail Ride, 26 November 2015

While their product offerings are clearly different, both of these businesses are typical of Aboriginal and Torres Strait Islander owned and operated tourism, as the product intertwines cultural and local knowledge in an appreciation of the natural environment.

Aboriginal and Torres Strait Islander tourism businesses are typically small-to-medium in size, and their operational models vary. Some businesses are solely owned and operated by an Aboriginal or Torres Strait Islander person or their family (Northern Territory Indigenous Tours), some are owned by community groups and managed by Aboriginal or Torres Strait Islander people (Iga Warta), some are owned by Aboriginal or Torres Strait Islander people and managed by non-Aboriginal people (Nitmiluk Tours) and some businesses are owned by Aboriginal or Torres Strait Islander people and a separate non-Aboriginal organisation operates the business (Wilpena Pound Resort). Also, some Aboriginal or Torres Strait Islander people work for non-Indigenous organisations to provide Aboriginal or Torres Strait Islander content for their broader product (Adelaide Aboriginal Cultural Walking Tours). This diversity in business structure reflects the diversity of Aboriginal and Torres Strait Islander people and the contexts within the industry, and reiterates the need for research that builds the acknowledgement of varying business models in to a valid research design.

The next section discusses how data availability issues have impeded previous application of marketing theory to this context.

2.5.5 ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM DATA

In the late 1980s Altman (1989) found that Aboriginal and Torres Strait Islander interests must be given statutory recognition and protection to ensure that some benefit from tourism activities returns to the people. However, while many researchers have stated that tourism could be the key to economic self-determination for Aboriginal and Torres Strait Islander people, and use the state of disadvantage to justify the need for their research (Abascal, Fluker & Jiang 2014; Ruhanen, Lisa, Whitford & McLennan 2015; Ruhanen, L, Whitford & McLennan 2013; Ryan & Huyton 2002; Schmiechen 2006; Tremblay 2009; Whitford, Ruhanen & Tourism 2009), none of the definitions used by academia or the government stipulate economic benefit for Aboriginal and Torres Strait Islander people. The lack of economic benefit included in the definitions extends to research methodologies, which raises issues when describing the benefits of tourism for Aboriginal and Torres Strait Islander people. This lack of consideration of monetary benefits compromises the ability of findings to support operators and appears unreasonable when authors list Aboriginal and Torres Strait Islander disadvantage as a justification for their research. This reiterates the purpose of adopting a definition that stipulates Indigenous ownership and control.

The lack of detailed information for the industry contributes to the challenge of framing the research issues. The variation in definitions impedes determining exactly how many Aboriginal and Torres Strait Islander tourism ventures exist, while it appears that reporting on Aboriginal and Torres Strait Islander tourism data by the Commonwealth has completely stopped in recent years.

This issue was highlighted by TRA when they reported that some of these activities were the most popular (TRA 2011):

- See any Indigenous art, craft or cultural display (54 per cent)

- Visit an Indigenous site or community (27 per cent)

- Visit an Indigenous gallery (24 per cent)

- Visit an Indigenous cultural centre (22 per cent)

- Some other experience or interaction with Indigenous people (20 per cent)

While this definition is not rigorous, TRA (2011) do provide the only data available that tracks participation in Aboriginal and Torres Strait Islander tourism.

While participation in these activities is what is used to calculate the demand for Aboriginal and Torres Strait Islander tourism, the use of definitions devoid of Aboriginal and Torres Strait Islander ownership or economic benefit leads to severe overstatement of the industry's potential benefit to Aboriginal and Torres Strait Islander people. The lack of data is compounded for remote Aboriginal and Torres Strait Islander tourism operators, as data is not available at a level that can be broken down to reveal how remote Aboriginal and Torres Strait Islander tourism fares in these statistics.

The next section discusses what is little is currently known about Australians participating in Aboriginal and Torres Strait Islander tourism.

2.5.6 DOMESTIC CONSUMER PARTICIPATION IN ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

Reviewing the available literature on domestic participation in remote Aboriginal tourism indicates that useful foundational descriptive information regarding this industry is yet to be produced. This creates challenges in framing the present research. International tourist participation in Aboriginal tourism within Australia has again received recent focus (Ashwell 2014) and there are claims that domestic consumers seek a more authentic experience than international consumers (Abascal, Fluker & Jiang 2014); however, these researchers note that their findings are relevant to the one tourism destination where data collection took place. Review of the literature and available industry data show that empirical data describing domestic consumers who participate in remote Aboriginal tourism are yet to be collected.

The next section discusses issues that arise from the collection of data to understand domestic consumers who participate in remote Aboriginal tourism.

2.5.7 MARKETING ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM STEREOTYPES

In Australia, marketing domestic tourism is typically a State, not Federal, function (Trembath, Romaniuk & Lockshin 2011). However, since 1929, a Federal institution

has managed the official marketing of Australia (Waitt 1999). In the past the government identified Aboriginal tourism as unique and utilised this to develop a distinctly *Australian* brand asset (Waitt 1999). Aboriginal and Torres Strait Islander tourism depicted the people in a primitive state and from a Western perspective. Aboriginal and Torres Strait Islander people were not given the opportunity to define their own identity in the tourism context. The government invented political depictions of Aboriginal and Torres Strait Islander identity that contrasted with the People's actual ways, which Pomering (2010) proposes leads to reduced advertising effectiveness. Waitt (1999) called this 'noble savage and eco-angel syndrome', stating that the government's portrayals of Aboriginal and Torres Strait Islander people reflected hegemonic assumptions of them and this propels inaccurate perceptions. This approach denied Aboriginal and Torres Strait Islander people the opportunity to establish a protocol for cultural knowledge, which became engrained in the tourism product. The use of such cultural knowledge by non-Indigenous Aboriginal and Torres Strait Islander tourism operators remains a threat to the economic self-determination potential of Aboriginal and Torres Strait Islander tourism. The commodification of Aboriginal culture was utilised during the marketing of the Sydney Olympics, with one Olympic bid convenor stating:

> I was very aware that right through the early 90s there's actually an international fascination with the outback and our Indigenous people. Their art is extremely popular overseas and their whole culture and so we wanted to show them, it was popular to show them, it helped our bid to show them. But without being crass about it, when you are marketing, you use the strengths of your community to bid and our Aboriginal culture, right now, is a major strength for Australia internationally (McGeogh, 1995, p. 80).

This type of representation leads to false measures of authenticity and stereotypes being imposed (Hollinshead, Butler & Hinch 1996). This stereotype also portrayed to consumers that there was just one type of Aboriginal and Torres Strait Islander tourism experience to have, negative the diversity in the Peoples and therefor in the product offering, and operators needed the opportunity to more aware (Hollinshead, Butler & Hinch 1996). The presence of discussion on racial stereotyping prompted the inclusion of race discourse to the present research.

While it is acknowledged that the researcher's qualifications are only within the business discipline, the next section discusses review of the tenets of race theory necessary to understanding underlying trends and issues discussed in the relevant literature.

2.6 ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM AND CRITICAL RACE THEORY

Racial relations in Australia are controversial. Six in ten non-Indigenous Australians report never having met, or shared a conversation with, an Aboriginal or Torres Strait Islander *Australian* (Martin, R 2014). In the absence of first-hand experiences with Aboriginal and Torres Strait Islander Australians, non-Indigenous Australians develop opinions regarding Aboriginal Australians from rumours and media. This issue is well known in Australia and recently informed a documentary aimed at introducing six non-Indigenous Australians to six Aboriginal communities. In this research, participants had little experience with Aboriginal or Torres Strait Islander Peoples, as noted by one of the participants, Jasmine:

> Before I started this journey, I was very against Aboriginal people just from, I believe, the media (SBS 2014b).

Remote Aboriginal and Torres Strait Islander tourism faces challenges reflective of the *Australian* context and the relationship between non-Indigenous and Aboriginal and Torres Strait Islander Australians, and in particular from the impacts of the mistruths, racism, stereotypes and myths that exist about and towards Aboriginal and Torres Strait Islander people. While it is now accepted that race is not a biological fact (Andreasen 2000) but a social construct, racial similarities continue to be exhibited through social inequalities (Krieger 2001). Critical race theory can be used to explore how race impacts contexts. It focuses directly on the effects of race and racism, with a focus on social justice (DeCuir & Dixson 2004) and after developing within legal studies (Delgado & Stefancic 1993), has been adopted to analyse educational (Ladson-Billings 1998) and academic theory (Dei 2000; Moreton-Robinson 2011), as well as tourism (Denzin 2005). The presence of racial impacts within *Australian* society, and the key focus of the present research being sharing culture, means that a rudimentary discussion of racial theory is required. Three tenets of racial theory that would impact tourism are discussed to frame the scope of the present research, and to establish links to the aforementioned literature on marketing science that informs the present research.

Collins' (1975) theory of semantic processing found that not all of a person's beliefs maintain equal cognitive attention at all times, that some beliefs are more easily recalled than others. A person may be more aware of some beliefs than others, and some beliefs may enter their thoughts more readily. This may mean that overt or

latent beliefs affect purchase considerations. As Berthon (2011) notes, brands are analysed in terms of (un)consciousness, class, race, power and gender. The exploration of the reasons for low domestic consumer patronage of the Aboriginal and Torres Strait Islander tourism industry must investigate how race affects consumer behaviour and how it may affect organisational or systemic processes in order to understand its effect on Mental Availability.

2.6.1 THE PERMANENCE OF RACISM WITHIN AUSTRALIA

One of the challenges of investigating the role of racism in *Australian* society, particularly when focusing on how it affects an industry, is the notion expressed by many who do not experience racism that racism does not exist or affect the lives of any Australians. Critical race theory refers to the denial of racism and the inability to acknowledge its past and continuing effects on groups that are not dominant as the 'permanence of racism' (DeCuir & Dixson 2004; Delgado & Stefancic 1993). The present research will investigate how this may affect remote Aboriginal and Torres Strait Islander tourism. This may occur within the remote Aboriginal and Torres Strait Islander industry as ignorance towards the situations and relationships that occur at the industry level, such as a manager not realising that a tourism representative refuses to work with Aboriginal operators for racially-based reasons, in consumer behaviour when active rejection due to racism occurs, and in market research if the analysis refuses to acknowledge the role of racially-based decision-making in purchase consideration and behaviour. Contrasting with the idea that racism is non-existent is the belief that science was used to prove that Aboriginal and Torres Strait Islander people were subhuman (Daley 2014). The present research will also seek to understand if this continues for some individuals by investigating the presence of pure racism, being the devaluing of the lives of another group.

2.6.2 COLOUR BLINDNESS AND THE ONE NATION

The idea that race should not be considered, that all people are treated the same within our society, and that disadvantaged people must improve their own situation through self-determination, is referred to as the critique of liberalism (DeCuir & Dixson 2004; Delgado & Stefancic 1993). This may be enacted within the remote Aboriginal and Torres Strait Islander tourism industry as a lack of support for

operators who have not had equal access to educational opportunities or personal development. This may also be evidenced by *Australian* perspectives on Aboriginal and Torres Strait Islander tourism as something that should not exist because it specifically refers to one race and culture of people.

2.6.3 COUNTER STORYTELLING AND RIGHTS TO NARRATIVE

A key component of Aboriginal and Torres Strait Islander tourism is culturally informed narrative. The sharing of Aboriginal and Torres Strait Islander knowledge and practices is a valuable part of the tourism product and it is this exchange of ideas that many operators value from their time within the industry. Critical race theory refers to the dismissive practices of maintaining and devaluing of knowledge shared by non-dominant societies by a dominant society as counter-storytelling (DeCuir & Dixson 2004; Delgado & Stefancic 1993). The questioning of the validity of Aboriginal and Torres Strait Islander knowledge and traditions, and the reinforcing of a colonial narrative, is evident in multiple areas of the industry.

At a conceptual level, the ways to maintain and share Aboriginal and Torres Strait Islander knowledge, such as songlines, can be different to Western ways, such as writing, and this can result in dismissing the validity of Indigenous knowledge even within the courts of law; for example, in the Hindmarsh Bridge controversy (Rigney, D & Hemming 2014). This can lead to the assumption that Aboriginal and Torres Strait Islander narratives are fictional works and of lesser value. This is evidenced within the Aboriginal and Torres Strait Islander tourism industry when Aboriginal and Torres Strait Islander people are not granted exclusive rights to their own narratives.

A key challenge resulting from this is that Aboriginal and Torres Strait Islander tourism operators compete with non-Indigenous operators of Aboriginal and Torres Strait Islander cultural tourism. The combination of government and consumer demand for this form of tourism, combined with a questionable definition of what constitutes an Aboriginal and Torres Strait Islander tourism venture, leads to competition for Aboriginal and Torres Strait Islander cultural tourism. Currently, for any operator to be listed as offering an Aboriginal and Torres Strait Islander tourism product they need to self-identify that they deliver a cultural product and are not required to prove genuine Aboriginal and Torres Strait Islander involvement or benefit. The present research will investigate how Aboriginal and Torres Strait Islander tourism operators offering genuine Aboriginal and Torres Strait Islander

owned and operated tourism ventures report being affected by large and small non-Indigenous operators claiming to offer Aboriginal and Torres Strait Islander tourism products for customers and funding. For the customer, this means that even when they may seek a genuine Aboriginal and Torres Strait Islander tourism experience, they may be misled.

The tendency to claim that aural cultural knowledge is invalid also becomes evident in the delivery of cultural tours that include the re-telling of events of *Australian* post-colonial history. The misrepresentation of colonisation, such as the omission of the frontier wars (Manne 2009) and the inhumane treatment of Aboriginal and Torres Strait Islander people (Watson 2002), combined with the romanticising of settlement, means that many Australians are not aware of Aboriginal and Torres Strait Islander post-colonial history and this can be confronting for many Australians.

Arguably the most influential case of counter-storytelling that governs *Australian* history and present is the myth of the existence of *terra nullius* in Australia (Toussaint 1999). One only needs to endure an Australia/Survival/Invasion Day to be confronted with the issues of celebrating only a colonial *Australian* identity (Freri 2014). Post-colonial theory analyses the behaviour of people who co-exist after the colonisation of an area and extends to tourism analysis (Peters & Higgins-Desbiolles 2012). The construct of Australia as a land of vast undiscovered frontiers may have led to the development of the post-colonial tourist who seeks out these colonial experiences. A key component of their experience is the belief that their destinations are untouched or have little history and await discovery. The present research seeks to understand the influence of the myth that frontiers of unexplored territory exist for the domestic tourist's conquering, which is contrasted by the intimate knowledge of these areas held by Aboriginal and Torres Strait Islanders.

Counterintuitive to the myth of the untouched *Australian* wilderness is the romancing of the noble savage. This myth was invented from Western perspectives (Wang 1999) and depicts Indigenous people as ecological angels (Waitt 1999) and contributes to unrealistic perceptions of Aboriginal and Torres Strait Islander people. An example of this myth occurred in the SBS series 'First Contact', when a vegetarian contestant was confronted by the discovery that her interpretation of Aboriginal and Torres Strait Islander Peoples living in harmony with nature was a fallacy as she met the realities of subsistence lifestyle in a turtle hunt for dinner. The present research will investigate how this myth may impact tourists' perspectives on product content and the tourism experience.

Counter-storytelling includes the generalising of myths and stereotypes to an entire non-dominant population. For many non-Indigenous Australians, knowledge of Aboriginal and Torres Strait Islander Australians is received from other non-Indigenous Australians, such as stereotyping, or externally, such as via news reports. Jacobsen (Jacobsen 2007) explored the influence of socially embedded myths regarding Aboriginal people in a small sample of domestic consumers and found some impacts, which highlights the need for further research in this area. Negative stereotypes and myths are recurrent features in media and government policy that reinforce the negativity between the two Peoples. In particular, the representation of Aboriginal Australians in the *Australian* media has repeatedly exposed a negative image to non-Indigenous Australians since its inception.

Snapshots of media presentations on Aboriginal people show the tone of discussion regarding Aboriginal Australians in the *Australian* atmosphere. There are regular examples providing an illustration of the tone in which it is acceptable to speak of, and discuss, Aboriginal and Torres Strait Islander Australians in *Australian* society. For example, when portraying Liam Jurrah, the *Australian* Football League (AFL) footballer, and the issues during his legal battles in 2013, the media consistently described him in terms such as 'Aboriginal AFL star faces uncertain future after jail term' (Coggan 2014); however, other disgraced sports stars routinely receive no ethnic label. This consistently occurs and the negative stories far outweigh the positive stories reported, leading to repeated negative images regarding Aboriginal and Torres Strait Islander Australians.

2.6.4 Racialised Experiences and Memory

The effects of repeated exposure have been explored. Zajonc (2001) discusses the 'mere exposure effect', a theory that suggests that some objects, by their inherent properties, induce automatic attraction or aversion, but that preferences may also be established by classical or operant conditioning and preferences also arise from conformity pressures. The present research considers how repeated negative media exposure contributes to generalising stereotypes and myths around Aboriginal and Torres Strait Islander Australians. Nisbett (1977) found evidence to support that people are sometimes unaware of the existence of the stimulus that is importantly influenced in a response, unaware of the response and unaware that stimulus has affected the response. Zajonc (2001) also suggests that the repeated exposure

paradigm consists of no more than making a stimulus accessible to the individual's sensory receptors. This suggestion matches Romanuik's discussion of re-exposure reaffirming memory nodes and confirms the need to investigate how this may affect the remote Aboriginal and Torres Strait Islander tourism industry. Berry (1995) argues that a desire for risk reduction is one of two categories of relational motivations operating in a given service environment. Snell (1995) argues that consumers are motivated by hedonism in decision-making and states that seldom do we study people's anticipation of their own responses to those attributes. This highlights that hedonism can affect consumer purchase decisions. Hedonism is the theory that people's actions are fundamentally motivated by the pursuit of pleasure or the avoidance of pain (Snell & Gibbs 1995). The impacts of such issues may present as potential consumers deciding what they perceive as positive and negative and steer themselves towards the positive by making decisions to avoid the negative.

The present research use these tenets of critical race theory to understand how racial issues with in the research context may lead to potential domestic consumers choosing more favourably portrayed tourism options.

2.7 SUMMARY OF LITERATURE REVIEW

Review of the literature relevant to the research objective shows that while there is little existing discourse on marketing remote Aboriginal and Torres Strait Islander tourism, literature from parallel areas can be drawn together to highlight gaps in our knowledge. The present research acknowledges these gaps and extends marketing theory asserting that Mental Availability (Romaniuk, Sharp & Ehrenberg 2007) is key to growing market share (Sharp, B 2010) to this novel context by asking; what do users and non-users associate with remote Aboriginal and Torres Strait Islander tourism and how does this impact the probability of future usage?

Keller (1993) emphasises that the importance of knowledge in memory to consumer decision-making has been well documented (Alba, Hutchinson & Lynch 1991). Understanding the content and structure of brand knowledge is important because these elements influence what comes to mind when a consumer considers a purchase. Therefore, the present research must consider the existing literature to investigate how industry context may affect domestic consumer decision-making and patronage.

Review of the literature and government reporting on Aboriginal and Torres Strait Islander tourism raises many barriers to consumer participation in Aboriginal tourism, including:

- Damaging former marketing campaigns (Pomering 2010; Waitt 1999)

- Identifying authentic Aboriginal tourism (Pomering 2010; Ruhanen, L, Whitford & McLennan 2013)

- Overcoming existing racism (Higgins-Desbiolles 2003) and myths (Jacobsen 2007; Waitt 1999)

- Consistent negative media exposure that reinforces stereotypes (Pomering 2010; Tremblay & Pitterle 2007)

- Perceptions that Aboriginal tourism is inauthentic (Pomering 2010; Ruhanen, L, Whitford & McLennan 2013)

- Perceptions that Aboriginal culture and tourism is only in the 'outback' or remote Australia (Pomering 2010)

- Perceptions that Aboriginal tourism is all the same and not diverse (Ruhanen, L, Whitford & McLennan 2013)

- Domestic consumers are not interested in Aboriginal and Torres Strait Islander tourism (Ruhanen, Lisa, Whitford & McLennan 2015)

The present research will attempt to investigate how early advertising impacted Aboriginal and Torres Strait Islander tourism. Furthermore, the present research will also investigate whether this has created challenges for Aboriginal and Torres Strait Islander operators in meeting the expectations of consumers who had been exposed to this advertising.

The present research will also investigate if Aboriginal and Torres Strait Islander tourism is now marketed by the government in a way that is more aligned with what Aboriginal tourism operators can offer consumers. The present research will also attempt to identify how the Commonwealth Government has supported operators to market their product and identify if targeting the domestic market occurs. It will also investigate the validity of advice from TRA (2010), suggesting that Aboriginal and Torres Strait Islander operators target 'older Australians' and 'families with older children' given they are more likely to find Aboriginal and Torres Strait Islander experiences appealing due to their interest in learning.

With motivations such as economic wellbeing and staying on Country, many Aboriginal and Torres Strait Islander operators continue to do their best to promote their product. Given the purpose of the present research, research hypotheses begin to form. These hypotheses are crafted to support an understanding of how the marketing laws, as discussed in the Literature Review, can be extended to remote Aboriginal and Torres Strait Islander tourism. Noting the previously discussed absence of suitable data on industry participation, this will

require a detailed research design requiring the collection of primary data. The questions posed by present research are operationalised in the following hypotheses:

- *H1: Remote Aboriginal and Torres Strait Islander tourism has low unprompted recall by users and non-users (who have a non-zero probability of travelling remotely in the next five years): Supported*
- *H2: Users and non-users of remote Aboriginal and Torres Strait Islander tourism (who have a non-zero probability of travelling remotely in the next five years) have differing associations with remote Aboriginal and Torres Strait Islander tourism: Supported*
- *H3: Brand belief (defined in* Quantitative Research Design*) of remote Aboriginal and Torres Strait Islander tourism is strengthened by usage: Not Supported*
- *H4: Probability of usage of remote Aboriginal and Torres Strait Islander tourism positively correlates with remote Aboriginal and Torres Strait Islander tourism brand belief: Supported*

The present research will use these hypotheses to investigate what points affect the end-users, the consumers, and at any level along the economic value chain.

3.0 METHODOLOGY

A researcher's philosophical position will affect how they determine value, what they consider ethical and how they understand truths. This section of the thesis describes how philosophical underpinnings shape what is considered a worthy research topic by a researcher. Similarly, these underpinnings also inform what the researcher will think is the most appropriate research process and method to address the research objectives. The research design of the present research is presented here, including industry context, with details of ethical considerations undertaken.

3.1 RESEARCHER POSITION

Progress on Indigenous approaches to research continues (Graham 1999), and while a malleable research methodology may be considered an appropriate approach (Weber-Pillwax 2001) some Indigenous researchers call for dedicated Indigenous approaches to research (Foley 2003b; Martin, K & Mirraboopa 2003; Rigney, L-I 1999). The researcher in the present research applied an Aboriginal philosophy, which shares traits with many Indigenous philosophies, to an Indigenist research approach. The resulting research design is detailed in the chapters on [Methodology](#).

3.1.1 PHILOSOPHICAL PARADIGMS AND RESEARCH

Philosophy consists of the contemplation and investigation of fundamental aspects of existence, life, knowledge and value (Watson 2014). We are not always aware how philosophical foundations inform our thinking and action. A critical component of the doctoral process is to develop an understanding of philosophical paradigms and how they inform research. Most importantly, the researcher must understand their own beliefs and how this affects their thinking and research.

Research practice categorises paradigms of philosophy to orientate the reader to the researcher's philosophical underpinnings. Rigney (1999) notes while Indigenous Peoples think in different ways to non-Indigenous Peoples, the cultural assumptions throughout the dominant epistemologies in Australia are oblivious to Indigenous perspectives.

Foley (2003b) explains that Western researchers are ethnocentric in their understanding of the world, and suggests that conclusions drawn by non-Indigenous researchers on Indigenous Peoples and issues can be misleading.

Wilson (2001, p.179), an academic of Cree descent, defines the four aspects of a research paradigm as:

- Ontology, your belief in the nature of reality and what you believe is real in the world

- Epistemology, which is how you think about that reality

- Methodology, how you are use your thinking to form and address the research questions

- Axiology, which is your set of ethics and judgements

The description of these aspects of the research paradigm demonstrates how a person's individual philosophies position them as a researcher. Wilson (2001) notes that positivists aspire to practice objectivism in their research. Marketing academia is usually practices from the perspective of positivism, which makes its mark on the types of issues deemed researchable and the interpretation of findings. However, Bullen (2004) argues that when a person claims to have objectivity in a search for truth there must be consideration of how to understand whose truth is being sought and how that truth is constructed. Not usual practice for a marketing academic. Foley (2000) finds that in general, researchers from a Western background view Indigenous values from within a structured ethnocentric model and that this is a limitation, particularly for academia.

In recent years Indigenous voices have become increasingly evident in academic philosophical publishing. Previously, Indigenous philosophies have been retrofitted into existing Western paradigms. Foley (2003b) notes that Indigenous epistemology should not be categorised under post-structuralism or post-modernism. This would be an example of a malleable approach to appease existing academic rhetoric that would be untrue to Indigenous philosophies. Rigney (1999) notes that while the world's Indigenous communities are apprehensive of, and cautious about, research ontologies (assumptions about the nature of reality), epistemologies (the ways of knowing that reality) and axiology (the disputation contours of right and wrong or morality and values), they do not reject all research and research practices.

Concerns over the way that Indigenous Peoples have been researched have led to appeals for an Indigenous philosophical paradigm for Indigenous researchers to investigate Indigenous issues. Wilson (2001) calls for research to move beyond the application of a Western paradigm with an Indigenous perspective, and for Indigenous academics to undertake research from an Indigenous paradigm. Watson (2014) argues for an Aboriginal philosophical paradigm and notes that most of what Western science 'knows' is based on Indigenous knowledge. She calls for Aboriginal worldviews, as explored below, to be a considered a norm.

3.1.2 ABORIGINAL *AUSTRALIAN* PHILOSOPHY

A literature on Aboriginal philosophies is beginning to develop. In particular, discourse is growing on how Aboriginal and Torres Strait Islander individuals and groups view the world around them, and how they would like to be viewed. Graham

(1999) discusses the interconnected structure of Aboriginal societies and how the use of a reflective motive leads to communal understanding. This is quite contrasting to the usual linear positivist approach applied to marketing research. She writes that elderly Aboriginal people have said that the difference between white Australians and Aboriginal Australians is that they have no collective spiritual identity.

Watson (2002) discusses more practical implications of the relationships of her own people to the land and how the lore of her land informs the practices of her people. She writes about how colonisation has affected these traditional practices, and yet Aboriginal philosophy remains. O'Brien (2014) notes that, in addition to talking of philosophy, Aboriginal people practice philosophy as it is extended to subject areas, such as medicine. This may explain some of the reasons for the unification of Aboriginal philosophies, which manifest in communal practice. Graham (1999) notes that Aboriginal philosophy is always practised with a long-term view, saying that for a custodial culture it is important to always keep the big picture in mind. It is keeping the big picture in mind that has led to the epigraph, interdisciplinary literature reviews and circular research design of the present research, without these provisions this research would not have yielded the same findings. Wilson (2001) argues that in the Indigenous paradigm, objects, ideas and concepts themselves are not as important as one's relationship with them, which can be seen in the importance placed on relationships in Aboriginal societies. This interconnectedness, with a focus on relationships and how relationships impact the interconnectedness, is the key principle underlying the researcher's connection with the present research.

The next section discusses a pioneering approach to research by Indigenous researchers.

3.1.3 INDIGENIST RESEARCH

Rigney (1999) has developed a means to enact Aboriginal philosophy within the research process by defining an approach to research with an Indigenous agenda. He lists the principles foundational to Indigenist research methods:

> *Resistance as the emancipatory imperative*, meaning that it is research that is undertaken as part of the struggle of Indigenous Australians for recognition of self-determination. It is research that engages with the issues that have arisen out of the long history of oppression of Indigenous Australians that seeks to uncover and protest the continuing forms of oppression confronting Indigenous Australians. Moreover, it is research that attempts to support the personal, community, cultural, and political struggles of Indigenous Australians to carve out a way of being for

ourselves in Australia in which there can be healing from past oppressions and cultural freedom in the future.

Political integrity, meaning that the research is undertaken by Indigenous Australians and that there must be a social link between research and the political struggles of our communities. While acknowledging the contribution of non-Indigenous Australians to the struggle of Indigenous Australians, Indigenist research must take the research into the heart of the Indigenous struggle; and

Privileging Indigenous voices, meaning that Indigenist research gives voices to Indigenous people and individuals, while focusing on the lived, historical experiences, ideas, traditions, dreams, interests, aspirations and struggles of Indigenous Australians (Rigney, L-I 1999, p. 116).

Rigney proposed that these principles be adopted as a process of self-determination and notes that they should not limit research by their application.

Martin (2003) acknowledges the developing Aboriginal philosophies discourse and calls for an extension to the Indigenist research principles:

Recognition of our worldviews, our knowledge and our realities as distinctive and vital to our existence and survival;

Honouring our social mores as essential processes through which we live, learn and situate ourselves as Aboriginal Peoples in our own lands and when in the lands of other Aboriginal Peoples;

Emphasis of social, historical and political contexts which shape our experiences, lives, positions and futures, and

Privileging the voices, experiences and lives of Aboriginal people and Aboriginal land (Martin, K & Mirraboopa 2003, p. 205).

Contrasting the positivist paradigm who have had many years to develop prescriptive operationalisations of such an approach to research, Indigenous paradigms are in the development phase of operationalising shared beliefs towards research design. Martin acknowledges that while there is development to be done in this area, the appropriate application of Indigenist paradigms is exciting.

Foley (2003b, p.50) acknowledges these points in describing Indigenist standpoint theory. He argues that for Indigenist standpoint theory to apply the researcher must:

Be Indigenous and have Indigenous supervisors;

Be undertaking research to benefit Indigenous people, and

Be well-versed in social theory, critical sociology, post-structuralism, and post-modernism and other discourses that may limit the researcher;

Undertake research activities in people's first/traditional languages (Foley 2003b, p. 50).

It is important to note how these principles are starkly different to the one possible truth element of the positivist approach, usual in marketing, but consider how the

Indigenous approach can encompass or include the consideration of positivism within its application.

Foley (2000) was the first identifying as an Indigenous researcher to demonstrate the application of Indigenous philosophies in management research in the *Australian* context. He argues that as Aboriginal people have traded for 1,000,000 years this paradigm is well-placed in researching Aboriginal business issues.

As the researcher did not have only Aboriginal supervision, had not studied the disciplines mentioned and has undertaken research in only Aboriginal English and English, the Indigenist standpoint extended to management research by Foley (2003b) was not considered to be suitable for this research. It may be considered that Foley's research principles may be quite futuristic and could be applied more in a time where Indigenous supervisors are aplenty. Therefore, the context of the present research fits the Indigenist research agenda established by Rigney (Rigney, L-I 1999). The Indigenist research agenda enabled the researcher to use the tools of research, such as empirical measurement, yet interpret findings through an Indigenous lens. Operationalisation of the Indigenist research agenda was woven within the research process, as identified throughout this thesis.

The next section discusses the place of identity politics within research.

3.1.4 SELF-DISCLOSURE

Identity disclosure discussion by Aboriginal and Torres Strait Islander and non-Indigenous Australians in Indigenous research contexts helps to guide future researchers towards effective and culturally appropriate research. Introductions positioning a person and their relationships to Country, groups and individuals are culturally appropriate in Indigenous contexts (Martin, K & Mirraboopa 2003).

In the interest of practising self-disclosure, as recommended by Gorman (2009) and practiced by Banerjee (2000),to orientate the reader to the present researcher's foundational beliefs the researcher would like to take this opportunity to identify herself (see Figure 4), discussed here in a first person perspective.

How I got here...

I am a woman from remote Australia of mixed descent. My maternal ancestors are Australian farmers and housewives of English and German heritage, who are all engrained in primary production industries, while my paternal ancestors are stockmen, tradesmen, cameleers and traditional characters of Aboriginal, Afghan and Scottish heritage. Like many Australians of Aboriginal descent, I can identify my relationship to Country, groups and individuals in many ways. I am a descendent of the Waljen clan, a Western Desert People east of the Western Australian goldfields (Tindale 1974), who were then denied access to their traditional lands and shifted towards Kalgoorlie to became referred to as the Wongai (Rajkowski 1995; Watson 2014), a hybrid word meaning gathered Aboriginal people of the Western Australian goldfields region. My ancestors became outlaws when my Aboriginal great-grandmother wanted to marry my Afghan great-grandfather, an illegal act under the Western Australian Protection of the Aborigines regime, and fled to South Australia. As a result I now have family from the west coast of Western Australia to the east coast of Victoria and most stops between.

Before knowing worldviews existed, I identified with an Aboriginal worldview (Graham 1999), which poses many challenges for a biracial individual, yet this has remained throughout my life.

I grew up on the far west coast of the Eyre Peninsula, a remote region of South Australia. Growing up in a remote area was wonderful, as I love nature and down-to-earth people; however, remoteness and being a person of colour posed many challenges. While I have always naturally yearned to learn, the school that I attended informed me that I was not capable of undertaking university-level studies and blocked my access to courses that would make me eligible to apply for academic studies. This is a story common among Aboriginal and Torres Strait Islander Australians.

First day of school, Minnipa SA 1990

After finishing school, I left my small remote town and moved to the city to find work. Shortly after reaching the minimum age to be considered a mature age student by the university, I applied and began my undergraduate degree in management, majoring in marketing, because I like communicating with people and I enjoyed working with concepts of relationships. It wasn't long before I realised that my upbringing and culture were different to those that I shared my classrooms with. I noticed that the self-motivation and resourcefulness necessary for remote existence was an asset to my new city life.

My inquisitiveness led me to undertake an honours degree, which revealed to me how exciting research could be. Next I applied to undertake a doctorate, focusing on my area of passion — self-determined economic development for disadvantaged communities.

The University of South Australia's records show that I am the first person identifying as being of Indigenous Australian descent to undertake a Doctorate of Philosophy at the School of Marketing, or within the Division of Business. Conversations with senior Aboriginal business academics reveal that I may be the first person identifying as being of Indigenous Australian descent to be awarded a Doctorate of Philosophy in Marketing in South Australia.

Figure 4: How I Got Here

While many may assume there are benefits to being an Indigenous researcher on an issue that may be defined as an Indigenous issue, this combination is not without

fault or critique. Benefits and issues that arise are discussed here, in first person, to show an openness in the application of this way of thinking to this type of research in the hope that future researchers can learn from this specimen.

Bullen (2004), argues that Indigenous research can potentially empower the researcher if the research is done by, and at the request of, the community in question, yet Rigney (1999) writes that undertaking Indigenist research makes the Indigenous researcher accountable to the community. While I position myself within Aboriginal culture, my grounding in the marketing discipline and no history of involvement in the tourism industry means that there are elements of being an outsider within this research. My position in relation to my respondents, community, the academy and my discipline reveals both advantages and disadvantages. The honesty of self-disclosure means that these advantages and disadvantages are acknowledged and discussed.

Benefits of Being an Aboriginal Researcher

Graham (1999) acknowledges the presence of philosophy in Aboriginal business by noting that Aboriginal people are not against money, economics or private ownership, but they ask that there be a recognition that ownership is a social act and therefore a spiritual act. Trade being a component of Aboriginal and Torres Strait Islander life for more than 60,000 years (Foley 2000) means that concepts of business and business improvement are not foreign, yet Aboriginal and Torres Strait Islander people endure extra layers of business values as the societal values that apply to business differ to those of non-Indigenous Australians (Schaper 1999) and Aboriginal and Torres Strait Islander business people must navigate both of these customs.

The advantage of awareness Aboriginal society, plights and contexts meant that I am conscious of the diversity and the differing levels of cultural engagement of Aboriginal and Torres Strait Islander people in a way not possible with a more ethnocentric approach. This has been beneficial in my approach to undertaking research, as I know to listen and observe, and that there is always a reason for the way that things seem. Rigney (1999) also found this in his work, noting that Aboriginal Australians tend to be more aware and respectful of each other's cultural traditions, and also the increased accountability of the Indigenous researcher to their institutions and communities. This aspect of this approach highlights the fundamental differences between holding a research perspective that places the

researcher within the context and one that assumes objectivity is at all possible.

My understanding of Aboriginal English became obvious to me for the first time when undertaking respondent engagement. Aboriginal English is a marker of Aboriginal identity and been recognised by linguists for many years as a distinctive form of English (Davis, S 2014). Malcolm (1994) notes that it is suited to communicating what Aboriginal people want to say, through an Aboriginal perspective, modifying English to express an Aboriginal worldview. While large regions share commonalities in their Aboriginal English dialogue there remains diversity among the words and the ways that this language is used across Australia. It was only when realising that I was understanding Aboriginal speakers in a different way to my non-Indigenous colleagues that this became evident. My understanding of this way of speaking has been helpful in most of my discussions with Aboriginal respondents and colleagues.

My extensive experiences in remote Australia were also invaluable in undertaking this research. Remote Australia experiences differences in access to infrastructure, resources and opportunities that are frequently not accounted for in political discussion (Smith 2008). It is existing in an area that has no or little exposure to the outside world that can greatly shape the way that remote *Australian* understand their nation. Again, it was only when visiting remote areas with people who have not previously experienced remoteness that the differences in understanding became obvious. Growing up under these conditions and remaining a part of my home community has meant that an understanding of the practicalities of remote life will be evident within this research.

Should the present research have been undertaken using a positivist view traditional of marketing research these differences may not have been realised and the insights of these perspectives may have been lost or incorrectly attributed to other causes.

Challenges of Being an Aboriginal Researcher

While all researchers' backgrounds can bring advantages, they also pose challenges. Kingsley (2010) self-identifies as non-Indigenous, and described the unique challenges met when conducting research involving Indigenous Australians. Challenges also apply for those of Aboriginal descent. Bullen

(2004) argues that being an Aboriginal researcher can mean additional work as one tries to meet the requirements of institutions, funders and the community. However, working in this context as an Indigenous researcher and assuming objectivity would not be an option as the Indigenous community will already know the researcher's place. This was this case in the present research, where I felt accountable to the Aboriginal and Torres Strait Islander community, my extended Aboriginal family, the research institute of the University and the funder of the broader project, CRC-REP. These multiple stakeholder interests also created complexities not experienced by most doctoral researchers which was compounded by being positioned by others as a role model.

While a doctoral candidate must continue to meet the obligations of academic research they are still, in effect, a student of academia. Wilson (2001), asserts that the Indigenous researcher must continually ensure that they are being accountable to all their relations while fulfilling their role in every relationship. This means that should an Aboriginal researcher make mistakes when working with Aboriginal respondents the implications can devastate personal relationships for themselves, their family and their future within the community. This is a level of involvement not assumed by the researcher who assumes they achieve objectivity.

Undertaking the present research meant working with respondents who were from nations associated with my family members and nations who were not. This meant being aware of existing relationships and working to understand my place before speaking. As noted by Foley (2000, p.21), Indigenous researchers may be considered inferior to their respondents who are older or of law by writing that 'one Indigenous *Australian* interviewing another does not create a homogenous situation'. An innate understanding of culturally appropriate practice enabled me to undertake this research in an acceptable and appropriate way.

A fundamental challenge for me was my position within the marketing discipline. While this is the only appropriate positioning to address this research issue effectively, the scarcity of Aboriginal and Torres Strait Islander academics within business, and specifically marketing, means that to the best of my knowledge there is no existing research in the marketing discourse informed by Aboriginal philosophy or an Indigenist research perspective.

Therefore this research may be the first attempt of the application of these principles to marketing academic research.

A result of having no previous applications of Aboriginal philosophies or an Indigenist research agenda in marketing I was often acting as a conduit trying to explain the Aboriginal context to academia, and academic research to the Aboriginal respondents. I was continually aware that while working with multiple audiences, only one philosophical position could be maintained. The additional effort this required was a constant challenge that could not be unburdened by speaking with like-colleagues. Foley (2000) writes that Indigenous *Australian* entrepreneurs operate within two contrasting societies; I found that this was also the case for Aboriginal *Australian* researchers. Aspects of undertaking the research have been confronting, such as the survey results showing overt racism, and have acknowledged discussions of race to frame the research context, that are not usually placed in marketing research.

Endeavouring to produce quality research outcomes meant adhering to the methodological protocols of both Western and Indigenous academia, making undertaking research additionally challenging. For example, while taking several classes on social science philosophy throughout study, none of the traits of the mainstream approaches discussed resonated. By chance, a non-Indigenous academic reviewing a manuscript informed me I was encountering challenges with marketing writing due to being a post-modernist when marketing is predominantly a positivist field, but this still did not resonate. When I recounted these challenges to a Kombu-merri elder she responded with publications of the emerging discourse on Aboriginal philosophy. Study of this philosophical foundation was edifying, and after that, the research fell in to place. The constant task of identifying alternate resources and support for this research was wearing. These are challenges that do not face researchers embedded in the dominant mainstream perspectives of social research.

Bullen (2004) writes that as an Indigenous researcher, working among a majority of non-Indigenous researchers is a challenge and evokes critical reflection. Fortunately a key characteristic of the Mixed Methods Research paradigm is pluralism (Teddlie & Tashakkori 2010). This supported me in understanding how to investigate the application of empirical generalisations, an inherently positivist approach (Robertshaw 2007) to seeking one truth

(Johnson, RB & Onwuegbuzie 2004), to the current research issue through an Aboriginal philosophical lens. This was particularly informative when the data showed inconsistencies or results that were not expected.

The next section discusses the research design borne from the paradigms and context described within this section.

3.2 RESEARCH DESIGN

The literature review acknowledges there are few existing studies on the marketing of Aboriginal and Torres Strait Islander tourism, fewer on domestic consumer behaviour within this market and fewer still investigating a remote context, as is typical of remoteness (Smith 2008). Additionally, many of these studies do not include Aboriginal and Torres Strait Islander tourism operators, and fewer practice continual engagement with these stakeholders, which makes elements of applying findings challenging. This section of the thesis acknowledges the strengths and limitations of methods previously applied to this research context. It then describes how the application of the Mixed Methods Research approach is applied to the present research to ensure that the research objectives are investigated in a culturally appropriate manner that produces a quality contribution of knowledge that will be meaningful for remote Aboriginal and Torres Strait Islander tourism operators.

3.2.1 PREVIOUS STUDIES ON ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

Table 1 summarises research methods applied to understand domestic consumer behaviour within the Aboriginal and Torres Strait Islander tourism market. The table shows that various methods have been applied, however, previous researchers did note many limitations which impeded their ability to obtain fuller samples, unbiased responses and ensure what the researcher has constructed as a culturally appropriate research design. Where possible, these limitations were discussed throughout the Literature Review of this thesis. However, locating detail of the methods used in primary data collection for some of the noted research, as shown in the table below, was challenging and this should be noted as issue for rigorous analysis of findings and for designing further research contributing to this area.

Review of previous research in the context of marketing Aboriginal and Torres Strait Islander tourism to domestic consumers shows that:

- Research on the marketing of Aboriginal and Torres Strait Islander tourism to domestic consumers is a relatively new enquiry (Jacobsen 2007)

- Some were not able to reach adequate size sample of domestic consumers for quantitative research is challenging (Ruhanen, L, Whitford & McLennan 2013)

- Previous researchers note the biases associated with face-to-face data collection for domestic consumer respondents (Abascal, Fluker & Jiang 2014; Ruhanen, L, Whitford & McLennan 2013)

- Previous researchers note the tendency of domestic consumer respondents to negate to answer self-administered questionaries relating to Aboriginal and Torres Strait Islander tourism by skipping questions and leaving response fields blank (Jacobsen 2005)

- Previous research has applied qualitative and quantitative methods and only one reports the application of mixed methods (Jacobsen 2005)

- No previous research reports continual engagement with Aboriginal and Torres Strait Islander operators in the development of applied findings while all list them as potential benefactors of research

- All previous research collected data during or directly after a holiday which can induce priming bias with current situations, for example holiday activity preferences, being overstated (Abascal, Fluker & Jiang 2014; Jacobsen 2005; Ruhanen, L, Whitford & McLennan 2013)

- Review of previous literature shows that the present research is the first to investigate domestic consumer behaviour within the Aboriginal and Torres Strait Islander tourism market from within the marketing discipline.

In response to analysing previous research, the researcher sought to learn from the strengths and limitations of previous studies from studies that previous practices primary data collection, to ensure the development of a research design that could investigate how remote Aboriginal and Torres Strait Islander tourism is marketed to domestic consumers and reasons why domestic consumer participation is lower than expected.

Table 1: Previous studies researching domestic consumer participation for Aboriginal tourism

Year	Author and Publisher	Obfuscation	Primary Data Collection	Method	Location	Sample Size	Sample Recruitment	Indigenous Operators Consulted in Method Development
2015	Ruhanen Whitford McLennan Tourism Management	No/Yes	Quantitative	Face-to-face surveys designed to measure unprompted awareness, prompted preferences and prompted intentions/visit	Tourist precincts in Sydney, Melbourne, Cairns and Darwin	496	Convenience sampling by randomly approaching people in tourist precincts and inviting them to participate in the study	No
2014	Trinidad Journal of Heritage Tourism	Not noted	Qualitative	Face-to-face survey then semi-structured interview and photo-ranking task	Visitor centre in tourist region	52 survey 50 interview	The fifth entrant to the centre was the first person approached. As one participant completed, the next person who walked into the visitor information centre was approached. If he/she was not a domestic visitor or was not willing to participate, the next person walking into the visitor information centre was approached	No
2010	Galliford Critical Arts	No	Qualitative	Self-administered questionnaires to determine if experiences had any significant effect on the tourist's perceptions of, and attitudes towards, Aboriginality	Aboriginal cultural camps	40	Guests at Aboriginal cultural camp	No
2010	TRA	No	Quantitative	National Visitor Survey administered by phone	In home	Not stated	Within four weeks of the respondent returning from an overnight trip	No
2009	Buultjens White DKCRC Report	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated
2007	Brereton Sustainable Tourism CRC Report	Not stated	Not stated	Surveys	Not stated	Not stated	Not stated	Not stated

Year	Author and Publisher	Obfuscation	Primary Data Collection	Method	Location	Sample Size	Sample Recruitment	Indigenous Operators Consulted in Method Development
2005	Jacobsen thesis	No	Mostly quantitative	Self-administered structured questionnaire to identify the salience of the myths in tourism and *Australian* identity	Cooktown accommodation operators	312	Questionnaire available 'in-house' at the place of lodging and completed in the respondents' own time	No
2002	Ryan Huyton, Annals of Tourism Research	Not noted	quantitative	Self-completed questionnaires to measure the importance of exposure to Aboriginal culture	Desert Park in Alice Springs and the visitor centre at Uluru-Kata Tjuta National Park	358	Every cafeteria entrant in a small travel party at locations	No

Table 1 shows the various research methods that have been applied in previous studies, their strengths and limitations, and how it was applied and the findings. Recognising that all methods have limitations, Creswell (2013), a Mixed Methods Research supporter, notes that researchers felt that the biases inherent in any single method could neutralise the biases of other methods. The term 'Mixed Methods Research' describes when a researcher adopts both qualitative and quantitative techniques, methods, or approaches to a single study (Johnson, RB & Onwuegbuzie 2004), as discussed in the next section.

3.2.2 MIXING RESEARCH APPROACHES FOR BENEFICIAL OUTCOMES

Johnson (2004), also a Mixed Methods Research advocate, states that regardless of the chosen approach, all social science researchers should attempt to provide warranted assertions about human beings and their environments. He argues that researchers who are considered quantitative purists believe that social observations should be treated as entities and that quantitative researchers believe that the observer is separate from the observation. However, researchers who are considered qualitative purists contend that the multiplicity of context means that it is impossible to differentiate causes and effects and that the researcher cannot be separate from their observations due to their interpretation through their position within the context. The present researcher's position within Aboriginal philosophy means that while observations are made, including the position of the researcher, the present research will focus on how these observations interact within the environment, with a particular focus on how these outcomes affect Aboriginal and Torres Strait Islander Peoples, in line with the Indigenist research agenda. A brief comparison (see Table 1) shows that solely qualitative or solely quantitative approaches will not enable a full investigation of the research objectives of the present research. Teddlie (2010) acknowledges the challenges of the incompatibility thesis, which implies that paradigms strictly dictate research methods, and that some disciplines are reluctant to embrace mixed methods. However, a Mixed Methods Research approach is the most suitable for the present research, as it enables the development of a culturally appropriate approach while allowing the researcher to investigate how existing marketing knowledge applies to this context, as shown below in Figure 5.

Mixed Methods Research, emerging from the triangulation literature on the convergence of results (Teddlie & Tashakkori 2010), complements the strengths of traditional qualitative and quantitative research (Johnson, RB & Onwuegbuzie 2004) by adopting aspects of both

methods. This approach enables the researcher to apply multiple methods, and Johnson (2004) argues that research methods should follow a research question in a way that offers the best chance to obtain a useful answer, which the present research attempts. When curating a special journal edition on Aboriginal ecotourism, Lemelin (2009) suggested that various disciplines and approaches by researchers at various stages in their careers illustrate that creative research approaches blending qualitative and quantitative methodologies and new technologies, conducted in a collaborative and engaging fashion, can help to address many of the challenges associated with Aboriginal ecotourism. This may be true for the broader range of Aboriginal and Torres Strait Islander tourism products. Creswell (2013) argues that contemporary social science research should be located on a continuum of research methods as Mixed Methods Research has come of age. He asserts that including only quantitative and qualitative methods falls short of the major approaches being used today in the social and human sciences.

3.2.3 MIXING RESEARCH APPROACHES TO ENABLE AN INDIGENIST APPROACH

Discourse on Mixed Methods Research has grown, with Creswell (2013) listing three criteria for selecting a Mixed Methods Research approach, these being the match between the research problem and the approach, personal experiences and the audience. The present research applies these criteria by matching multiple research methods to enable a full investigation of the research objective, the positionality of the researcher (see Researcher Position) and continual engagement with Aboriginal and Torres Strait Islander tourism operators to ensure that the researcher remains aware of industry trends and challenges.

The researcher has identified that the adoption of a Mixed Methods Research approach fits well with an Indigenist research agenda for the present research. An Indigenous approach to knowledge is holistic, and embraces aspects of life as a whole entity (Watson 2014). Therefore, the limitations of a purist approach, being linear and compartmentalised, have been avoided as much as possible, while accepting that the research process itself operates in a linear process.
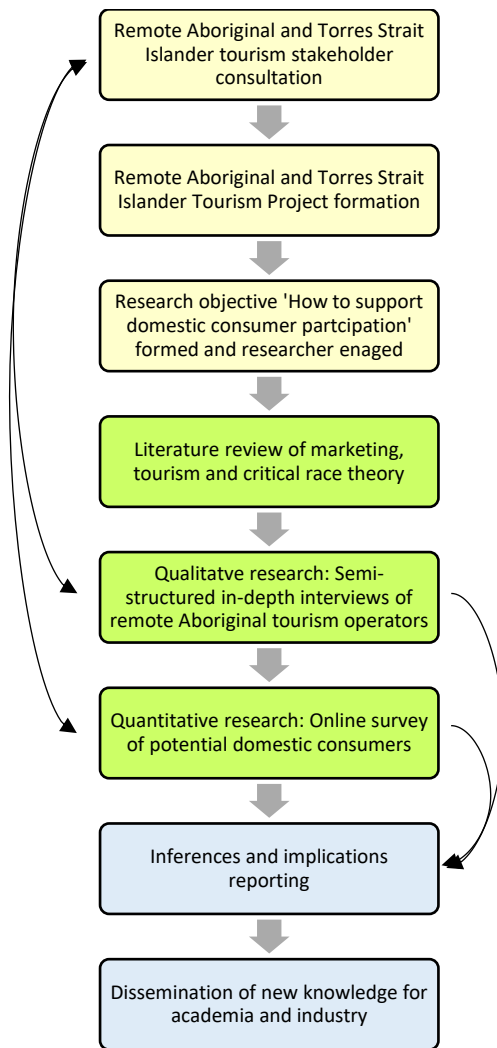
Figure 5: Marketing Remote Aboriginal and Torres Strait Islander Tourism to Australians Mixed Methods Research Design Model (Adapted from Mixed Methods Research Model, Johnson et al., 2004)

Figure 5 illustrates the flow of the present research. While the vital components of the research process illustrate the usual sequential nature of the process, the arrows on the right of the model indicate that the qualitative findings contribute to both the subsequent survey design and directly to the reported inferences. The arrows on the left of the model illustrate the flow of communication and engagement, as the researcher re-engaged with remote Aboriginal and Torres Strait Islander tourism operators throughout key stages of the research. Teddlie (2010) notes that Mixed Methods Research can be viewed as a technique for ensuring design quality by selecting the best methods for addressing research objectives. This research design was developed to ensure that the most appropriate methods were applied to investigate how remote Aboriginal and Torres Strait Islander tourism is being marketed to domestic consumers and how domestic consumers are responding to the industry.

The purpose of the application of Mixed Methods Research is to ensure a more valuable outcome for remote Aboriginal and Torres Strait Islander tourism operators and a novel contribution to academic knowledge. The benefits of this approach become clear in the Outcomes section, which describe how the qualitative and quantitative findings were combined to develop insight for remote Aboriginal and Torres Strait Islander tourism operators. Bryman (2007) acknowledges that the aim and challenge of Mixed Methods Research is ensuring that the outcomes of the research are more than the sum of the individual quantitative and qualitative parts. O'Brien (2014) acknowledges this challenge, saying that observation is not only looking at what you are seeing, but also recording and understanding what it is you are looking at.

3.2.4 RESEARCH SUPPORT

This research was supported by the School of Marketing, University of South Australia, whose contemporary body of knowledge regarding marketing empirical generalisations provides an excellent base of understanding for undertaking research ensuring useful and generalisable findings. This support included principal supervision by the Head of Sustainable Marketing, Associate Professor R. Anne Sharp, whose wealth of marketing knowledge and experience regarding Aboriginal and Torres Strait Islander research was invaluable.

This research was also supported by the Cooperative Research Centre for Remote Economic Participation (CRC-REP). The CRC-REP is a 'public good' research centre focused on delivering solutions to the economic challenges that affect remote Australia. A component of the CRC-REP's work is research that will create successful models for small-to-medium enterprises that are appropriate for remote locations and inclusive of Aboriginal and Torres Strait Islander culture. The CRC-REP recognises that much of Australia's wealth is created in remote regions, yet many of the people who live there are excluded from the economy. The impact of this on the Aboriginal and Torres Strait Islander population in particular, is acknowledged by the Council of *Australian* Governments as a national policy priority through the National Indigenous Reform Agreement (Closing the Gap) (Calma 2009).

This research was directly supported by the CRC-REP's Aboriginal and Torres Strait Islander Tourism Product project. Principal Research Leader Dr Damien Jacobsen, of Southern Cross University, was the co-supervisor of the present research.

A strength of the present research is the Aboriginal heritage and connection of the researcher, combined with the willingness to ensure that research is conducted with the highest level of integrity to all stakeholders, and specifically the Aboriginal and Torres Strait Islander practitioners. In addition to this, the appointment of Dr Sharp, an experienced sustainable marketing academic, ensured that the common goal of sustainable remote tourism enterprises was actively sought. The appointment of the remote tourism expert and Aboriginal academic, Dr Jacobsen, presented a wealth of existing knowledge on Aboriginal and Torres Strait Islander tourism in remote Australia contributing to this research.

The composition of the research team ensured the production of quality research, of the highest ethical standards, working towards a common research goal with agreed academic and industry outcomes.

The next section discusses in detail the industry context impacting the present research.

3.3 INDUSTRY CONTEXT

The purpose of the present research is to extend marketing knowledge to support remote Aboriginal and Torres Strait Islander tourism stakeholders to increase domestic consumer participation and sustain their operations on Country. The present research is an initial attempt to investigate how existing marketing laws fit this context. Previously, data collected by TRA (2011) has been used to frame discussion on industry trends, as discussed in the literature review and quantified in this section of the thesis. While this data includes activities broader than what is considered Aboriginal and Torres Strait Islander tourism in this thesis, and is dated, it is the only available industry data and demonstrates the requirement for better investigation into domestic consumer participation in this industry.

Table 2 shows that during 2010, there were 306,000 domestic overnight Aboriginal and Torres Strait Islander tourism trips, which generated 2.5 million visitor nights and $490 million in expenditure for the category (see Table 2). From 2009, participation declined 17 per cent, 19 per cent and 23 per cent respectively. Since 2006, domestic overnight Aboriginal and Torres Strait Islander tourism has decreased on average each year by 19 per cent in overnight trips and 23 per cent in visitor nights, while total expenditure has decreased on average each year by 21 per cent. Domestic overnight Aboriginal and Torres Strait Islander tourism has registered a more rapid decline than the total domestic market for the same period. Data showing domestic participation for remote Aboriginal and Torres Strait Islander tourism is not generated as this data is not available in further detail.

Table 2: Domestic and international overnight visits

Domestic and International Overnight Visits						
Year		2006	2007	2008	2009	2010
Domestic	Trips ('000)	700	677	456	367	306
	Nights (million)	7.1	5.6	4.8	3.1	2.5
	Expenditure (billion)	1.23	1.15	0.72	0.64	0.49
International	Visitors ('000)	842	837	785	709	689
	Nights (million)	42	41	42	40	38
	Expenditure (billion)	3.6	3.7	3.7	3.6	3.3

Note: Data sourced from (TRA 2011, pp. 1-4)

In 2010, Tourism Australia (2010) found that Aboriginal and Torres Strait Islander tourism was behind other *Australian* experiences, such as beach holidays and city breaks, in both appeal and participation for domestic consumers, due to consumers' perceptions that it had

a limited ability to satisfy their holiday need for refreshment and indulgence. They reported that the low participation of domestic visitors in Aboriginal and Torres Strait Islander tourism activities resulted from their expectations of relaxation, recharging, breaking their routines and indulging themselves, and the perception that these requirements were not able to be met by an Aboriginal and Torres Strait Islander tourism experience; however, Tourism Australia did not note how this applies to remote Aboriginal and Torres Strait Islander tourism. They found that domestic consumers perceived Aboriginal and Torres Strait Islander tourism as being more intensive, and while it might be rewarding, it would require substantial time and effort. Tourism Australia (2010) found that domestic consumers often perceived Aboriginal and Torres Strait Islander products to be contrived, lacking authenticity and developed for the international market; however, their report does not state if these perceptions were from users or non-users, and details of how this research was undertaken are not publicly accessible.

While TRA research has shown that both domestic and international tourists are participating in Aboriginal and Torres Strait Islander tourism, the levels of participation by domestic consumers does not reflect their significant physical advantage in terms of access compared to international consumers. This is particularly concerning when considering the very broad TRA definition of Aboriginal and Torres Strait Islander tourism, and that Aboriginal and Torres Strait Islander operators report very few domestic consumers.

Therefore, the present research seeks to determine how Mental and Physical Availability impacts domestic consumer participation in remote Aboriginal and Torres Strait Islander tourism.

The next section discusses how the issues raised in the Epilogue and Methodology are operationalised through the intensive ethical approval processes required for undertaking research with Aboriginal and Torres Strait Islander Peoples.

3.4 ETHICS CONSIDERATION

This section of the thesis discusses culturally appropriate methods to research the issues affecting Aboriginal and Torres Strait Islander Peoples with them. Publications, including reports by research institutions and papers by Indigenous and non-Indigenous authors, debate best practice for research involving Aboriginal and Torres Strait Islander *Australian* contexts and respondents. Guidance from established findings on undertaking research with

Aboriginal and Torres Strait Islander people on issues affecting them enables this thesis to not only address the research objective, but also to avoid the production of research focusing on Aboriginal and Torres Strait Islander people that is devoid of their involvement, which has been termed '*terra nullius* research' (Martin, K & Mirraboopa 2003). Contributions to knowledge are carefully analysed, with the understanding that when inappropriate research approaches or designs are undertaken in this context the implications for the community and research can be catastrophic. Therefore, this review of relevant publications attempts to identify the most culturally appropriate approach to support the research objectives. The purpose of this review of the discussion on culturally appropriate best practice is to identify how to design and undertake research in a culturally appropriate manner, ensuring that the rights of all people researched are respected.

The researcher also acknowledges that all Indigenous people engage with their culture to varying degrees and in their own ways, hence care is taken when referencing non-Indigenous and Indigenous researchers' generalisations of the ways of Indigenous people.

The next section discusses international and then *Australian* ethical considerations for research with and for Indigenous Peoples.

3.4.1 CONDUCTING ETHICAL RESEARCH

The present research engages both non-Indigenous Australians and Aboriginal and Torres Strait Islander people as stakeholders and respondents on an issue that affects Aboriginal and Torres Strait Islander people. In recent years, research as a practice has begun to acknowledge the fundamental differences between Indigenous societies and Western society (Recht 2009) (see Researcher Position), and comprehend the impact that the co-existence of two societies has on undertaking effective research. In the late twentieth century some researchers began including Indigenous people in the research process (de Crespigny et al. 2004), rather than non-Indigenous researchers conducting research on Indigenous Peoples and drawing conclusions using an ethnocentric Western perspective. Rigney (1999) and (Martin, K & Mirraboopa 2003) have called for Indigenous perspectives to infiltrate the structures and methods of the research academy, as have other international Indigenous academics (Viken & Müller 2006).

Recht (2009) noted that in Indigenous cultures, knowledge is encoded, transmitted and shared differently to in Western society. (Bull 2010; Hofstede 1984) found that

Indigenous people consider existence in the collective, while Graham (1999) and Watson (2002) write that Indigenous Peoples believe that all things share a relationship, and consistently consider their own obligatory contribution to that relationship. This means that, as discussed earlier in Researcher Position, Indigenous people's approach to research is different to the existing paradigms preferred by mainstream Western academic researchers.

Several obligations are outlined for non-Indigenous researchers to be aware of when engaging in research with, or regarding, Indigenous people:

> Obligations associated with kin relationships, which might take precedence over research participation obligations
>
> Importance of elders and community organisations in community life
>
> Need for extended timeframes in which decisions are made, and the collective nature of those decisions
>
> Understanding the cultural system of collective responsibility for social action
>
> Awareness of Indigenous languages and Indigenous ways of communicating
>
> Respect for the concept of 'women's business' and 'men's business' and embargoes placed on using names and photographs of deceased persons; and
>
> Understanding that Indigenous communities are diverse and being accepted in one community does not necessarily indicate acceptance in another.
>
> The researcher must remain aware of obligations to Aboriginal and Torres Strait Islander customs, while undertaking quality research of the highest integrity, at all times (de Crespigny et al. 2004, p. 9).

Neumann (2011) explains that most ethical mistakes are made as a result of a researcher's lack of awareness or their willingness to cut corners during the research process. The researcher believes that it is the responsibility of all researchers to behave ethically, and ironically, it appears that the positivist test and re-test approach is being applied to develop knowledge of how to work with Aboriginal and Torres Strait Islander people and issues. Fredericks (2008a) explains that ethical guidelines for research with Indigenous people have developed over time, while the section on the researcher's position (Section 1.3) shows that there are now Indigenous voices being heard in this space. However, there remains a distinct lack of the ethical guidance specific to Aboriginal and Torres Strait Islander business research. In this context, where existing guidelines such as health or education are not practical, the broader framework of the AIATSIS Guidelines become more useful.

The *Australian* Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) consider ethical research to be a human rights matter and have released guidelines

to direct researchers (AIATSIS, AIoATSIS 2012). The AIATSIS guidelines are outlined under the following key principles:

- Rights, respect and recognition

- Negotiation, consultation, agreement and mutual understanding

- Participation, collaboration and partnership

- Benefits, outcomes and giving back

- Managing research: use, storage and access

- Reporting and compliance (AIATSIS, AIoATSIS 2012).'

While a lack of benefits for Indigenous Peoples from Indigenous research has been noted (Bull 2010) there is now call for research that provides benefits to Indigenous people (Dunbar & Scrimgeour 2006). The AIATSIS guidelines place emphasis on ensuring positive research outcomes for all stakeholders, and are written as a practical guide to aid the adoption of ethical principles in this context. Dunbar (2006) notes some Indigenous people feel past research has consistently focused on Indigenous disadvantage and that Indigenous people would appreciate a move to research positive outcomes and cases of success. The present research attempts to meet this call, as discussed in the next section.

3.4.2 ETHICAL APPROACH OF THIS RESEARCH

The present research enacts the principles of ethical Aboriginal and Torres Strait Islander research outlined by AIATSIS by embedding culturally appropriate approaches to research throughout the research approach and design. This ensured an ethically sound research proposal, and the points below were used to complete an application for ethical approval to the Human Research Ethics Committee (HREC) of the University of South Australia (see Appendix: University of South Australia Human Research Ethics Committee Application). The application for ethical approval is a formalised process and research that includes Aboriginal and Torres Strait Islander people or issues automatically requires the convening of the Committee Review Group for assessment at the highest level, E3. The application for the present research received HREC Approval E3. The discussion below highlights how the researcher applied the context-specific guides to develop an ethically sound research proposal for approval.

Respecting Aboriginal and Torres Strait Islander rights is a core principle underpinning this research. This is evidenced by the privileging of Indigenous voices when justifying the positioning of the researcher and the recognition of Indigenous academic voices through the review of relevant literature, informing research design and analyses leading to implications. While this does present challenges when operating in a positivist field such as marketing science, the critical arguments of previous Indigenous researchers from wider academic disciplines have been used to support the privileging of Indigenous voices.

Continual engagement (see Mixed Methods Research), beginning with community consultation for the parent Aboriginal and Torres Strait Islander Tourism Project and continuing with the research design of the present research, has engaged stakeholders in a collaborative partnership that has developed mutual understanding. This places the present research in good stead to develop knowledge useful to stakeholders.

The participation of stakeholders is demonstrated by the Mixed Methods Research design model (see Figure 5). This model illustrates the collaborative research process designed to ensure that the knowledge of the respondents is revered and respected throughout the process.

The foundations of the present research, being placed within the Aboriginal and Torres Strait Islander Tourism Project, with key milestones contributing to self-determined economic development, ensure that the benefits of the outcomes of the present research contribute back to the communities initially consulted. This will be operationalised by academic contributions to instigate discourse on marketing remote Aboriginal and Torres Strait Islander tourism and industry based on publications sharing knowledge with those who will benefit from it the most; Aboriginal and Torres Strait Islander tourism operators, their families and communities.

The researcher undertook managerial tasks to ensure that the research process continued in a timely manner and stored all primary data securely to ensure that the contribution of the respondents, being time and information, was valued. In line with CRC-REP support and HREC approval, the present research applied appropriate measures in the design, implementation and monitoring of the research project to ensure that it complied with the AIATSIS (2012) guidelines and the principles they contain at all stages of the project.

3.5 SUMMARY OF METHODOLOGY

This section of the thesis has described the researcher's philosophical underpinnings of the present research and the researcher, how these came to fruition, and how the researcher has woven together a research approach that enables the privileging of the Indigenist research agenda while using accepted academic marketing research best practice to address the research issue.

This chapter of the thesis describes how the present research considers the progress of Aboriginal and Torres Strait Islander research over recent years. This is shown by detailing the adoption of reputable ethical principles throughout the research process. The researcher has made every effort to ensure that the operationalisation of the research process meets the strictest ethical standards.

4.0 QUALITATIVE RESEARCH DESIGN

This section of the thesis describes how the qualitative design of the initial phase of the present research adopts in-depth semi-structured interviews to learn how a sample of nine remote Aboriginal tourism operators market their product offerings to domestic consumers, and what the operators perceive as the barriers to participation for these potential consumers. Findings from this phase of the present research are then used to inform the development of the final phase of this research.

4.1 Semi-structured In-depth Interview Design

Qualitative researchers use qualitative research methods, tools and practices to investigate research question and assumptions (Jamal & Hollinshead 2001). Qualitative data is usually discourse-based and enables the identification of both prominent and latent issues. Many researchers promote the use of qualitative data in Indigenous research contexts (Bullen 2004; Kingsley et al. 2010; Martin, K & Mirraboopa 2003), and qualitative research can be used to describe items such as locality, gender, class and ethnicity within tourism (Jamal & Hollinshead 2001). The present research employs the use of qualitative data collection with Aboriginal and Torres Strait Islander respondents as a method to enact in-depth consultation with Aboriginal Peoples with regard to Aboriginal issues (see AIATSIS, 2012) as discussed in the Ethics Consideration section.

The purpose of this phase of the research was to understand the past and current marketing activities that Aboriginal and Torres Strait Islander businesses have used to market to domestic consumers, and to identify operators' understanding of domestic consumer patronage to inform the subsequent quantitative component of research. This area of study has not been previously undertaken using a culturally appropriate research design within the marketing discipline (see Table 1). Therefore, contemporary literature describing consumer behaviour (Sharp, B 2010) and traditional marketing methods (Armstrong & Kotler 2012) was referenced (see Literature Review), and adapted to the remote *Australian* (Davis, M 2005) and Aboriginal and Torres Strait Islander contexts (Rigney, L-I 1999) to develop the in-depth semi-structured interview process and research instrument (Neumann 2011). This data collection and analysis approach has been deigned to mitigate forms of potential bias that may arise due to cultural impacts and the nature of competitive business environments when using other forms of qualitative data collections, such as focus groups and participatory action methods.

The research design of the present research demonstrates appropriate Indigenous research methods in that it ensures that Aboriginal and Torres Strait Islander knowledge receives reverence and is sought early in the research process to inform the design of the present research. By using this approach the present research has the potential to provide outcomes based on the knowledge needs of Aboriginal and Torres Strait Islander people within the tourism industry and the wider community.

Qualitative research employs data collection methods that pursue comprehensive data to seek a detailed understanding of the research context or problem. In-depth semi-structured interviews are commonly used to collect qualitative data (Bryman, A. 2006). Semi-structured

interviews usually begin with a framing question to provide direction for each question, while the interview process remains fluid enough to enable the following of threads that may lead to the revelation of critical data. Neumann (2011) refers to semi-structured interviews as conversational, and the technique as flexible, as it allows the interviewer to adjust the questions to the understanding of the respondent while maintaining the intent in each question.

Semi-structured interviews are best undertaken interactively, for example face-to-face, to enable the researcher to undertake the interview responsively and use prompts intuitively. In-depth interviews use multiple questions designed to encourage deep discussion of focal issues to achieve rich data revealing both overt and latent issues. An open-ended question design enables respondents to reflect while addressing the question (Müller & Huuva 2009). Semi-structured in-depth interviews were adopted for the initial phase of data collection in the present research. Participants and their managers were provided with information about the research (see Appendix: Interviewee Research Participant and Business Manager Information Sheet). Next, the researcher sought formal consent to undertake research with each participant (see Appendix: Interviewee Research Consent Form). Semi-structured in-depth questions were designed to support intuitive in-depth data collection to reveal information about how remote Aboriginal tourism operators market to domestic consumers (see Appendix: Remote Aboriginal Tourism Operator Interview Questions and Prompts).

Each semi-structured in-depth interview began by asking background questions about the business and the respondent, before engaging in questions directly related to their marketing activities. This initial phase of the present research was designed to gain data relating to the following themes:

- The history of the business

- Their role within the business

- Marketing activities undertaken by the business

- Marketing goals and metrics

- Marketing strategies applied by the business

- Domestic consumer behaviour

- Industry relationships

The in-depth semi-structured interviews were designed to highlight the level of marketing activity within the business to gauge how familiar respondents were with discussing marketing and marketing issues.

Previous researchers of tourism (Moscardo et al. 2013; Ryan & Cave 2005) have found the use of prompts to be useful when interviewing, particularly in cases where the question is not directly addressed. Prompts were prepared under each interview question to ensure that if required, the researcher was able to ask questions in multiple ways to ensure that the respondent understood. Prompts were also used to encourage detail in the respondent's responses; for example, below the question 'What marketing activities does your organisation undertake?' several prompts were listed, including:

- Formalised
- Semi-formal
- Informal
- Strategy
- Consistency
- Target market
- Mass market
- Nationally
- Internationally
- Media
- Online
- Mail
- Targeted campaigns

These prompts were designed to ensure that the same topics were covered across each interview. The use of multiple terms to describe marketing activities was designed to increase mutual understanding about the topic and what the question was asking. This technique was applied when prompts were used often, and more frequently with respondents who had little or no marketing qualifications to support the forging of a deeper discussion of each key theme.

The semi-structured in-depth interview questions were piloted using expert evaluation (Neumann 2011) by the principle researcher's supervisors; an expert in survey design and an expert in Indigenous tourism research. Following their feedback, the questions were refined and subsequently submitted for ethics research approval from the UniSA HREC. The questions were approved (Approval 0000031315) for use at Level E3.

With the permission of each respondent, the interviews were audio-recorded. This enabled the researcher to focus on the delivery of the questions, prompts and the respondent's

answers rather than note-taking. The researcher typed a transcript of each interview shortly after it had taken place.

4.2 INTERVIEW SAMPLE

Businesses were approached to participate for their position within the remote Aboriginal and/or Torres Strait Islander tourism industry, as defined by Bunten (2009), with all businesses being Aboriginal owned and four being Aboriginal operated. The sample was purposively sought to ensure that the respondents and their businesses reflected the variance that exists with the industry, including the variety of operational models (Aboriginal owned and operated/ Aboriginal owned and non-Aboriginal operated), job descriptions that directly impact marketing (general manager/ marketing manager) and region types (desert/ tropics). Physical location, business size, model types and land agreements affect each business's operations, access to infrastructure and staff recruitment capabilities. The resulting data showed that the context of each business impacted marketing knowledge and practices. Much effort was made to include Torres Strait Islander tourism operators in the sample, including contacting all existing contacts to find potential links, contacting Torres Strait tourism organisations directly and networking at industry events and conferences; however, this was not useful due to lack of existing developed networks. Therefore the outcomes of this research may be considered useful for Torres Strait Islander tourism at the reader's own discretion. Eight interviews were undertaken on Country. The interviews respondents were representatives of the businesses described below.

Iga Warta is an Adnyamathanha tourism business approximately 620 km north of Adelaide, which has been communally owned and operated for around 18 years. Iga Warta are proud to be able to state that they are 100 per cent Aboriginal owned and managed. Iga Warta is located in the Northern Flinders Ranges, a geographically renowned location. They feature accommodation and cultural tourism products from budget to medium-range price points, including a cultural display centre. Their most popular products include the Malkii Tour, which showcases internationally renowned Adnyamathanha rock art, and the Contact History Tour, which travels Adnyamathanha Country to narrate the impact of the people and colonial history in significant locations. Their business model includes senior family members of the Coulthard family, with one brother as primary manager, one a tour guide, one as a representative for the business in the local regional centre (Port Augusta) and a female family member responsible for sharing women's knowledge. Recently Iga Warta became

affiliated with the newly Aboriginal owned Wilpena Pound Resort and negotiations are underway to link Wilpena Pound Resort consumers to Iga Warta cultural experiences using the local airstrip.

Figure 6: Iga Warta

Image L-R: Social history tour, tour walking to Ochre Pits, endemic flora planted on accommodation grounds, Adnyamathanha guide delivering tour.

Wilpena Pound Resort is located within the Flinders Ranges National Park in the Central Flinders Ranges, approximately 430 km north of Adelaide (see Figure 7). The resort is one of few to be located within a national park, and offers accommodation for multiple price points, from hotel suites to campgrounds, and a national park visitor information centre, restaurant, bar/bistro, swimming pool and general store. They also offer a range of 4WD tours, guided bush walks and scenic flights over Wilpena Pound. Wilpena Pound Resort also own Wilpena Airlines, which they use for their tourism product. Wilpena Pound Resort is operated by the luxury nature-based travel firm Anthology, a non-Indigenous business who also operate Cradle Mountain and Wildman Wilderness Lodge. In 2012 the Adnyamathanha Traditional Lands Association, with the support of Indigenous Business Australia, purchased Wilpena Pound Resort. The Resort continues to be managed by Anthology and is in negotiations to include cultural tour options.

Figure 7: Flinders Ranges National Park, Location of Wilpena Pound Resort

Images L-R: Flinders Ranges National Park, endemic wildlife of Flinders Ranges National Park, Adnyamathanha artwork on self-guided tour.

Bookabee Tours began operating in 2005 and ceased operation in 2012, although Bookabee Australia, Bookabee Tours' parent company continues to run the diversified arm of the business. Bookabee Tours product range targeted the mid-to-luxury international tourism market, departing from Adelaide to showcase the Flinders Ranges (see Figure 7). Bookabee Tours was 100 per cent Aboriginal owned and operated, and received many South *Australian* Tourism awards. Their tours featured visiting places of significant Adnyamathanha importance and were refined, over time, using feedback from consumers. Bookabee operators noted that the failure of the government to support Aboriginal and Torres Strait Islander operators against inauthentic competing products was their main reason for ceasing operations.

Northern Territory Indigenous Tours offer luxury cultural tours from one day to multiple night tours, departing from Darwin and showcasing Aboriginal culture and sites of significance across Darwin, Daly, Litchfield and Kakadu (see Figure 8). Northern Territory Indigenous Tours is 100 per cent Aboriginal owned and their website landing page clearly conveys their authenticity, stating:

> *For visitors wishing to be passively entertained, with a structured itinerary that ticks off the pretty places in the allotted time, there are many tours available. Our tours are not like that. Our tours are intimate, interactive and in the moment. They get under the skin of the place. They are about Aboriginal stories and sacred places, bush foods and managing Country... Our tours may challenge your values. They may change the way you see things. They are honest and genuine (NTIT 2012).*

Northern Territory Indigenous Tours target international consumers and have specifically priced their product to deter the types of consumers that cause issues on Aboriginal tours. They have won many Northern Territory tourism awards and attribute some of their success to their strategy of keeping operations small, exclusive and authentic.

Figure 8: Northern Territory Indigenous Tours

Images L-R: Lunch of endemic foods, ruins of mines where Larrakia people worked, termite mounds, Larrakia Country.

Nitmiluk Tours is a Jawoyn owned and operated business located in Nitmiluk National Park along the Katherine River, approximately 320 km southeast of Darwin (see Figure 9). Nitmiluk includes a campground and chalets and cultural tours, and has been operating since 1993. Tours showcase Jawoyn knowledge and culture, with their most popular tours being cruises of the gorges of Katherine River narrated by traditional owners. Marketing of Nitmiluk Tours is contracted by the Jawoyn to an independent marketing company who work with the Association to market their product to target multiple consumer groups, both nationally and internationally.

Figure 9: Nitmiluk Tours

Images L-R: Jawoyn cultural cruise scenery, endemic wildlife on accommodation grounds, Nitmiluk kayaking tours.

Desert Tracks tours visit the remote Pitjantjatjara Lands and Musgrave Ranges, and offer small group cultural immersion experiences exploring the Aboriginal songline stories of creation. Desert Tracks has been in operation since 1985, and is owned by the Anangu Pitjantjatjara people of Central Australia. Desert Tracks refer to consumers as 'students' in their approach and note that their Anangu hosts assume that they have come to learn. Tour options include following isolated ancestral trails and visit sacred sites of significance, collecting and eating bush foods and camping in the remote Pitjantjatjara Lands and sitting around the camp fire with Anangu hosts. Desert Tracks operates through a Board of Directors and focuses on targeting the educational market.

4.3 INTERVIEW RESPONDENTS

Semi-structured in-depth interview respondents were chosen using the explicit criteria of being engaged in remote Aboriginal and/or Torres Strait Islander tourism (Bunten, A & Graburn 2009) and direct involvement in the marketing of that business. Five Aboriginal and four non-Aboriginal respondents within six remote Aboriginal tourism businesses participated

in semi-structured in-depth interviews for the present research. Respondents were reached through the researcher's existing networks, which is consistent with Indigenist research methods (AIATSIS, AIoATSIS 2012). Table 3 shows that the professional functions of each business were undertaken at varying levels of engagement and intensity by people of varying roles (Miles et al. 2006).

Table 3: Respondent roles

Respondent Roles	
A1	South *Australian* Aboriginal Business Owner and Manager
B2	Northern Territory Aboriginal Business Owner and Manager
C3	South *Australian* Aboriginal Business Owner and Manager
D4	Northern Territory Aboriginal Cultural Services Officer
E5	Northern Territory non-Indigenous Marketing Manager
F6	Northern Territory non-Indigenous Co-director
G7	Northern Territory Aboriginal Business Owner and Co-director
H8	South *Australian* non-Indigenous Marketing Manager
I9	South *Australian* non-Indigenous Business Manager

4.4 QUALITATIVE DATA COLLECTION

Semi-structured in-depth interviews respondents operated tourism businesses in remote areas of Australia (shown by the black dots in Figure 10).
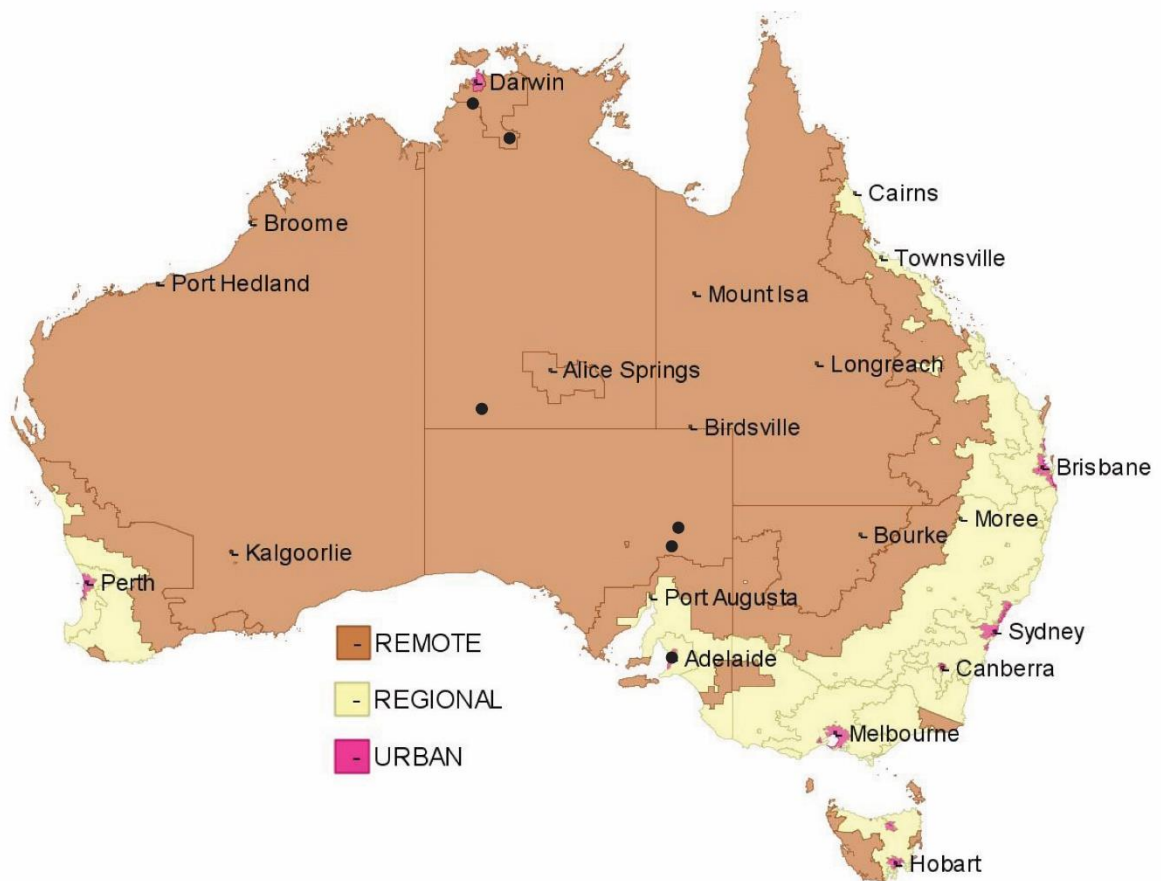
Figure 10: In-depth Semi-structured Interview Locations

Where appropriate for the respondent, the researcher travelled to the place of their business operations to undertake the interviews (see Appendix: Interview Fieldwork Schedule).

Data collection travel notes

To conduct the interview with Bookabee Tours the researcher travelled to Tauondi Aboriginal Community College, Port Adelaide, the respondent's new workplace in September 2013. This interview was particularly privileged as this respondent's business had ceased operations but the respondent still granted valuable time to the researcher.

To conduct the interview on location at Iga Warta and Wilpena Pound, the researcher negotiated an appropriate time in the off-peak tourism season to visit the business. In September 2013, the researcher hired a 4WD vehicle suitable for dirt road (unbitumened) travel and undertook 4WD competency training as a safety measure. The researcher drove approximately 1,378 km north of Adelaide to the remote Northern Flinders Ranges, staying on location at Iga Warta for three nights and at Wilpena Pound Resort for two nights to ensure appropriate access to respondents.

To conduct the interviews with Northern Territory Indigenous Tours and Nitmiluk Tours the researcher negotiated an appropriate time in the off-peak tourism season to visit these businesses. In September 2013, the researcher flew from Adelaide, SA, to Darwin, NT, (approximately 3,000 km) and visited both businesses using a hire car. First, the interview in Darwin was conducted, and then the researcher drove to Katherine, approximately 317 km, and then on to Nitmiluk National Park to conduct the second interview.

The researcher attempted to negotiate a best time to visit Desert Tracks to conduct this interview face-to-face; however, the respondent advised that due to under-resourcing this would be an inconvenience to the business and that their preferred method of interview was by email. The respondent replied to the interview in December 2013.

Figure 11: Data Collection Travel Notes and 4WD Safety Training

Conducting in-depth semi-structured interviews (see Figure 11) on Country provided insight in to the operator's physical operational environment and increased levels of engagement may have led to higher rates of respondent participation. Contacting respondent businesses differed in levels of complexity; while there was one business with existing immediate networks, all other business were contacted through one or two other points of contact.

In an effort to ensure that data was collected from geographically far-reaching areas of remote Australia the researcher used existing networks to approach additional Aboriginal tourism businesses. Where the researcher did not have existing relationships with potential respondents an introductory email was sent and followed up with a personal call. However, this approach was not very successful, with the five additional businesses contacted not replying, affirming the need for solid networks when researching in this context. Figure 12 shows an example of recognising connections and building a relationship with a potential respondent.

Contacting Northern Territory Indigenous Tours

(Name of colleague) gave me the contact details of a friend, (name of colleague's friend), in Darwin who works in the tourism governance industry. Natalie recommended I contact this company as (respondent name), the operator, is approachable. I emailed (respondent), explaining how I obtained her details and about my research, and she is very excited about participating in this research. (Respondent) is driven and says she also experiences higher numbers of international consumers than domestics. The organisation is branded with open Indigenous content and warns that the tours are only for people with interest in Aboriginal ways and an open attitude to culture. Tours are luxury style and leave from Darwin and travel to several Northern Territory tourism destinations. Northern Territory Indigenous Tours is ROC certified.

Figure 12: Example of Contacting Potential Respondent Through Extended Networks

Prior to the interviews the researcher participated in a culture-based tourism offering, alongside regular consumers, experiencing the tourism product first-hand. Participation in the tourism product enabled the researcher to assess the type of tourism product on offer and to demonstrate reverence, appreciation and protocol to the business stakeholders prior to conducting an interview (AIATSIS, AIoATSIS 2012). In some cases respondents openly mentioned that they felt that spending time together on the tour prior to an interview enabled them to assess the researcher and their motives (Martin, K & Mirraboopa 2003).

A condition of ethical approval was that no incentives were offered, so participation as a regular fee-paying consumer helped to mitigate the effect of asking small businesses to give up their time for interviews with no financial return. The inability to offer financial reimbursement for remote Aboriginal tourism operators' time represents an example of the inequality of respect for Aboriginal knowledge. However, the researcher was able to offer businesses access to findings from the present research to show appreciation for their contribution. In one case, the business manager had ceased business operations so the researcher was unable to offer payment of any form and the manager was not happy with this arrangement, as reciprocity is a fundamental aspect of Aboriginal culture (AIATSIS,

AIoATSIS 2012), which in this case, the researcher was not able to uphold at that time. The business manager later agreed to participate out of general interest in the project.

Semi-structured in-depth interviews of non-Aboriginal respondents took around one hour and interviews of Aboriginal respondents took between 30 minutes and a few hours, sometimes with days for appropriate introductions and discussions to establish heritage, connections and Country before interview questions were approached.

4.5 VALIDATING QUALITATIVE DATA

Triangulation is a method of verifying qualitative data by identifying recurring themes across multiple respondents or methods (Thomas 2003). Triangulation was employed for aspects of the present research and is related to Mixed Methods Research approaches (Teddlie & Tashakkori 2010). Qualitative research methods using multiple sources allows for triangulation of findings (Kingsley et al. 2010), which can be used to improve the validity of qualitative data (Yang & Wall 2009). This approach has previously been applied in Indigenous research contexts (Dana 2007). The present research employs a method of triangulation where consumer behaviour can be discussed with operators and investigated through reporting of behaviour by survey respondents. This involved undertaking a number of qualitative methods, including visiting the place of business operations, spending time within the business, participating as a regular domestic consumer of the tourism product and semi-structured interviews. This mix of activities enabled the researcher to gain an understanding of the respondent's context that was only available by being 'in the field' from which to undertake the interviews and analyse the data.

4.6 ANALYSING QUALITATIVE DATA

While there are many ways to analyse qualitative data, thematic analysis was considered most appropriate for this research as this technique enables the researcher to uncover underlying issues. Thematic analysis involves categorising themes, both overt and latent, within qualitative data (Buultjens & Gale 2012) and is commonly used to analyse narrative-rich data (Attride-Stirling 2001). Thematic analysis, particularly the function of identifying latent themes, was considered most appropriate for the data from the semi-structured in-

depth interviews of respondents with varying levels of marketing engagement, as it enabled the researcher to identify underlying themes when the terminology used by the respondents varied greatly. These instances arose more often with respondents who had less marketing training and often used non-marketing language to describe marketing activities.

4.7 COMPUTER-ASSISTED QUALITATIVE DATA ANALYSIS

Software has been developed to support the researcher in the thematic analysis process, like many data analysis techniques, and has been applied in the Indigenous research context before (Abascal, Fluker & Jiang 2014; Ashwell 2014). Meticulous records of qualitative data must be kept in order to use computer-assisted qualitative data analysis effectively. The researcher used nVivo for Mac Beta 2014 for the present research. The purpose of this software is to support the organisation of data and the process of synthesising information from semi-structured or unstructured data. While the function of the programme is only to organise the data, Sinkovics (2008) argues that application of software in qualitative data analysis removes potential researcher biases and improves the trustworthiness of results by enabling the researcher to build a body of evidence for their findings.

Verbatim semi-structured in-depth interview transcripts were entered in to the nVivo programme. Next, the free coding function in nVivo was used to enable the researcher to identify each instance where a particular theme, called a node, was mentioned by each respondent. Free coding was the most appropriate approach, given the variety in the terminology used and the types of discussions within the transcripts. For example, language used during the interview varied from common marketing language to words describing marketing actions that did not include the usual terms for processes and the use of Aboriginal English. Nodes were coded using a deductive approach, meaning that the nodes were predetermined by the researcher based on what information would support addressing the research question (Thomas 2006). The nodes were predetermined by the research question, yet remained broad, to avoid missing important details, and included labels such as 'marketing', 'planning' and 'relationships'. Once the data was coded into nodes the software could display all related pieces of data, enabling the researcher to peruse all data related to the identified node. This supported the researcher in analysing narratives;

however, it remains that the quality of the data was determined by the research design and the validity of the insights derived by the researcher.

4.8 SUMMARY OF QUALITATIVE RESEARCH DESIGN

The present research endeavoured to complement existing practice of valid and reliable data collection with established protocols for culturally appropriate research design to support the researcher in undertaking an ethically sound research process. The adoption of semi-structured in-depth interviews on Country enabled the researcher to access respondents and approach data collection in a manner that was comfortable for the respondents, and which led to the collection of rich data. Subsequent analysis revealed valuable industry-based qualitative findings and contributed to the final phase of research to understand why remote Aboriginal and Torres Strait Islander tourism operators experience less than expected domestic consumer patronage.

5.0 QUALITATIVE FINDINGS

This section of the thesis details the findings of the semi-structured in-depth interviews of five Aboriginal and four non-Aboriginal respondents within six remote Aboriginal and Torres Strait Islander tourism businesses (see Qualitative Research Design). The qualitative findings are presented under key themes of marketing, product and relationships, and detail how the respondent addressed the semi-structured in-depth interview questions, with direct quotes used to emphasise and privilege each respondent's voice of experience. These findings are then analysed against marketing, tourism and Indigenous tourism knowledge, previously discussed to draw conclusions regarding how the idiosyncrasies faced by this industry could lead to fewer than expected domestic consumers.

5.1 MARKETING

The majority of the semi-structured in-depth interview questions were crafted to query respondents about how they market to domestic consumers, to uncover what they had noticed about how these consumers engage with their business, and to investigate how respondents have applied this knowledge to their future marketing strategies.

5.1.1 MARKETING EXPERIENCE AND QUALIFICATIONS

Data relating to marketing skills revealed stark inconsistencies between the respondents' experience and qualifications, and how these were applied to marketing. As illustrated by the titles (see Table 3), some respondents had marketing-specific roles and some held marketing as one of their many roles. Interviews revealed that the respondents' understanding of, and ability to, discuss marketing varied, and the respondents from the smaller businesses had fewer qualifications but appeared to have taken on more roles simultaneously. While the interview questions were designed to be understandable, some issues were encountered where respondents without marketing qualifications or marketing-specific experience were less able to answer questions directly. At these times, the researcher began using the listed prompts to identify alternate was of discussing the same issue. For example, if the respondent was unable to answer 'Do you notice differences in product preference between different groups of tourists?' the researcher would use prompts to explain how product preferences may manifest, such as 'Do more younger people like to do a specific product'? and this would help the respondent to form an answer.

The two respondents who had marketing as their sole focus were non-Indigenous and worked for medium-sized businesses (these businesses has the most employees within the sample). Most Aboriginal and Torres Strait Islander business owners spoke of the evolution of their role during the development of their business and how marketing became a necessary function but was juggled along with other competing business and domestic responsibilities. This evolution of roles contributed to Aboriginal respondents having been in their current role for long periods of time.

> When I first came here I didn't have much business sense because I come from a teaching background that's totally different to running a business or company. And I have grown with the place to understand what jargon to use, and just learn how a business is operated (C3).

Aboriginal and Torres Strait Islander respondents, and the South *Australian* non-Indigenous marketing manager, mentioned that marketing had been something that they had always done as the business had developed; however, the respondent with marketing qualifications discussed applying directly for the role after years of marketing experience in the tourism industry.

The Northern Territory non-Indigenous marketing manager was the only respondent who had previous tourism experience. This respondent's tourism experience had mostly been in international tourism. The non-Indigenous marketing manager described her education and experience in the industry as an advantage:

> I did a Bachelor in Marketing at Canberra Uni in the early 90s and then I joined at Flight Centre and then lived and travelled overseas and then came back to Australia. I have 20 plus years' experience. My husband became a helicopter pilot, mustering, he is born and bred in Katherine, then last year I took a redundancy and then we moved to NT. I never imagined being able to continue my career to this extent somewhere as remote as this (E5).

Each of the eight remaining respondents had experience only in their current role.

> Over the years I have just learned on the job, I've done different training workshops, but I don't have a degree as such (H8).

Three other respondents, from Aboriginal owned and managed businesses, stated that they had no formal qualifications in marketing or management. They too described adapting their previously gained skills, including bush skills, to manage and operate their business.

> All of my previous careers and skills are required to operate this business, from mechanic, logistics, remote area travel, 4WD training, small business management etc...(B2)

Qualitative Finding: Remote Aboriginal tourism marketing is undertaken by people of varying levels of qualification and operators without marketing qualifications adapt skills from other areas to develop and run their tourism business.

Qualitative Finding: Remote Aboriginal tourism marketing is undertaken by people of varying levels of involvement, from sole role focus for medium businesses to marketing as a part of multiple responsibilities for small businesses.

Qualitative Finding: Aboriginal respondents from remote tourism businesses were more likely to have experience in multiple industries, yet their current role was their first within the tourism industry.

Qualitative Finding: Aboriginal respondents from remote tourism businesses were more likely to have multiple roles and hold their roles for longer periods of time.

5.1.2 Marketing to Domestic Consumers

Many respondents spoke of commencing various marketing activities shortly after establishing their business or commencing their role and discussed the effectiveness of previous marketing activities. Early within the discussions, the varying levels of ability to evaluate the effectiveness of marketing activities became evident to the researcher. No respondents were able to break down (numerically) how consumers became aware of their product. The absence of formal evaluation prevented independent analysis of the effectiveness of previous marketing activities by each business and the researcher established that verbal recall was the only form of data accessible for analysis. Each respondent began by speaking of marketing to domestic consumers before shifting to speak of marketing generally, with all respondents noting the importance of being accessible online. Two respondents did mention that domestic consumers' behaviour on tour was often less respectful, sometimes racist and offensive, than that of international consumers, and some others alluded to this. One Aboriginal co-director mentioned the strain that dealing with some consumers brings; for example, dealing with questions that may be seen as offensive.

> (For example) do I live in a hut? They aren't trying to be nasty, they are just ignorant (G7).

One Aboriginal manager mentioned that he had tried marketing to domestic consumers earlier in the life of his business but then decided that, based on his observations, in comparison to international consumer participation, it was not profitable enough to target domestic consumers as they did not respond effectively to marketing efforts. He thus decided to concentrate on the overseas market and include domestic consumers if they happened to show interest.

> We did it (marketing to a domestic audience) for the first couple of years just to start off to see what happened. But in the end we thought we'll market internationally and if we pick up a domestic audience, then that's good but if we don't then that's just it. The reason why we focused internationally is because there was a lot more people with a genuine interest in doing Aboriginal tourism. 60 per cent, if not more of our patronage, who were international, came to Australia specifically to do our product (A1).

This assessment was echoed by another respondent, who reported a similar composition of domestic/international consumers:

> The last time we looked at it, before this (global) financial crisis 80 per cent, (of consumers) were Europeans (C3).

This manager reported struggling to engage local industry governance, saying that his business has repeatedly invited government tourism representatives for a familiarisation visit, to familiarise tourism industry representatives with the tourism product on offer, as is common practice in the industry. The manager reports the offer is consistently ignored or declined and the operator expressed that there must be a relationship breakdown for this to keep occurring. The same manager reported the challenges of struggling to engage local customers, reporting approaching the domestic educational sector with no success. Considering that all government representatives, schools and universities are quite a distance from this respondent demonstrates the concerted effort that goes in to attempting to attract domestic consumers for remote businesses.

> I have sent notices to some schools and asked them to come up but we haven't got anything. Same with the universities (C3).

One Aboriginal manager discussed attempting to attract domestic consumers but identified barriers to their participation, reporting that domestic markets were not interested for cultural reasons.

> We really didn't have a large domestic audience. I put that down to the exchange rate, we marketed internationally and because we did that our price was in the higher end of experience travel in Australia. Most people in Australia are not looking for that sort of experience. The media, the way that Aboriginal people are portrayed, they (domestic consumers) are looking for Bali or Fiji or something like that where you can go over with $100 and be treated like a millionaire. The conversion rate worked against us in a domestic market. We only got the occasional (domestic) traveller and even then it was because they wanted that genuine engagement (A1).

Another respondent, a non-Aboriginal marketing manager, mentioned that domestic consumer numbers were low for many reasons:

> A lot of domestics are going overseas, the dollar changed and there are lots of variants, lots of reasons (H8).

Interestingly, the most qualified and widely experienced respondent, a non-Aboriginal marketing manager, reported using one approach for international and domestic consumers and reported this approach had been successful.

> There hasn't been a different strategy (for domestic vs international tourists), we work with the State tourism bodies domestically and internationally we work with the inbound tourism operators, not all wholesalers are inbound operators, so they then sell to the wholesalers. It's not a lot different; it's still about training and branding and product development (E5).

All operators had a current website and received bookings directly, with many respondents acknowledging the importance of marketing online.

> They (consumers) generally look at the website and then book us online. The only thing that has helped us has been our website. That's the only way we get customers here, the website (C3).

> A day doesn't go by without getting online and updating and checking your availability and making sure your prices are right (H8).

> Primarily our marketing is online and through our website (F6).

> In recent years marketing is the website and direct sales only (B2).

Qualitative Finding: All remote Aboriginal tourism respondents acknowledged the value of consumers being able to access their information and booking services online.

Qualitative Finding: All Aboriginal respondents from remote tourism businesses noted the lack of domestic consumers in comparison to international consumers, and some have either tailored marketing efforts to try to increase domestic participation or consciously given up on targeting this market.

Qualitative Finding: All Aboriginal respondents from remote tourism businesses identified barriers to domestic consumer participation and expressed a sense of hopelessness when discussing attempts to attract domestic consumers.

5.1. 3 DOMESTIC CONSUMER BEHAVIOUR

While respondents were unable to directly discuss only domestic consumer behaviour, most recalled general demographic trends such as higher education levels, seeing more female customers and how genuinely the customer was seeking an authentically cultural experience.

> I classified them as a higher calibre of tourism experience seeker than your average yobbo. They were after that genuine cultural immersion experience, authenticity was a big key (A1).

Demographic differences within their customer base were reported by the Aboriginal co-director, who said that that their consumers were both international and domestic, yet mostly women. The non-Aboriginal co-director of this business described that, after operating for some time, they realised that their female director and tour guide was a distinct advantage and appealed to female consumers.

> Significantly more female than male customers but there is always one man. Like today, always one man. But probably three-quarters females (G7).

> She is not only one of the few Aboriginal entrepreneurs she is also one of the only women entrepreneurs. When it dawned on us that that was the case we slightly adjusted our marketing to appeal more to women. We realised that women feel comfortable with other women (F6).

However, another male respondent, whose role includes being the tour guide, also reported noticing more female customers.

> In the early days our customers were young people, mainly women… (C3).

The South *Australian* non-Indigenous marketing manager was the only respondent to discuss different trends between domestic and international consumers in the context of their location in the summer season.

> The seasonality of the business is a challenge, especially in the northern part of South Australia, it can be quite hot in the summer, it is one of the difficult things to get over in the regional areas as people tend to go to the beachside in the summer time…we have a higher international market in the summer, a lot of the internationals love to experience the *Australian* summer in the outback (H8).

After reporting what they had noticed about domestic consumers, respondents then gravitated towards discussing general consumer behaviour (domestic and international combined) and international consumer behaviour, such as repeat patronage. One respondent, from a non-culturally branded business, reported experiencing repeat consumers, and noted that they often return with first time visitors:

> We experience repeat customers, especially from intrastate, if they have people coming in from overseas, seeing all the wildlife here, those people are repeat visitors (H8).

Another respondent, from a strongly culturally branded business, noted that they experience a low number of repeat consumers.

> People only generally come to Darwin once, but we have had a few that have come back and booked another tour (F6).

This respondent explained that as they experience mostly international consumers, repeat consumer numbers are low; however, their referral rate is high. This trend was also mentioned by a South *Australian* Aboriginal business owner and manager. One Aboriginal manager mentioned that, due to high numbers of international visitors, he did not experience repeat consumers, but had a high referral rate.

> I didn't get repeat customers because they were international but what I did get was a lot of referred customers. People would go away to Sweden and Europe and Canada and America and then I'd pick them up from the airport and in conversation they'd say 'so and so said he did this tour a couple of years ago and recommended it' (A1).

While this may indicate that strongly culturally branded product offerings are seen as a 'once only' experience by the consumer, the small numbers of respondents reporting this means this would need further investigation before findings could be stated. Respondents reported that repeat patronage relied upon the consumer's physical accessibility, for example their usual home location. This means that the majority of consumers, being international, did not return. However, these respondents interpreted receiving referrals as an indication of consumer satisfaction.

Qualitative Finding: While consumer demographic information was not recorded, Aboriginal respondents from remote tourism businesses recalled key themes of general (domestic and international) consumer attributes, such as tertiary educated, seeking cultural immersion, and that female tour guides experienced higher numbers of female consumers.

5.1.4 MARKETING PLANNING

The interviews queried if, and how, remote Aboriginal tourism businesses plan marketing to domestic consumers. Questions were designed to understand the level of formality of their planning, what knowledge was used to support their planning and how the respondents assessed the success of previous plans. Data revealed that all respondents acknowledged the importance of marketing planning; however, most businesses mentioned that they did not formally plan their marketing activities and none mentioned planning longer than 12 months in advance. No respondents reported formally retrospectively assessing the success of marketing plans; for example, using marketing metrics to assess improvement, yet all were able to speak about what they felt had been effective. None reported planning to market to domestic and international consumers separately; however, some respondents reported maximising the benefits of opportunities as they arose.

> We do a sales and marketing plan when we do the budget but you have to be flexible, if you see an opportunity (H8).

> We had a few things fall in our lap. One traveller coming through and noticed our food stuff (a native flora programme developed for tourism product) and nominated us for the Jaguar Award, a national award, and we won that. And that gave us some exposure. And then also magazines and stuff. With the food we had an international chef and with him there were a lot of head chefs from around Australia, you know the one that wears the scarf here (points to neck) (Matt Preston?) yeah, he came here with the international chef and saw some of our bush products and stuff. That would have been three or four years ago I think. We had things like that, we have had Postcards do a couple of sessions here. They approached us, which was a bit

> surprising. So obviously someone recommended us. And they got in touch with us and said 'would you like to be on Postcards?' and we said 'yes'. We have agreed to all of that because we want as much exposure as possible (C3).

However, this respondent acknowledged the benefits of the process of creating a marketing plan and went on to detail a business culture of marketing planning.

> When you do a sales and marketing plan you revisit the one from before and you do a SWOT (strengths, weaknesses, opportunities and threats) analysis and see what your competitors are doing and you look at your pricing and distribution plan, they are pretty standard documents. It highlights where your market is and what age. You see any gaps by having a marketing plan and working to that otherwise you can go off on a tangent. We have done marketing plans for the last 20–30 years, when accreditation came in local tourism businesses were being accredited and businesses had to make a plan and have good documentation. We don't have statistics but you can just go by feel (H8).

While some commented that they made a marketing plan at the commencement of their business, and Northern Territory non-Indigenous marketing manager mentioned that they planned to develop a seasonal approach to strategy to get them through the wet season, most business described undertaking marketing activities rather than planning and reviewing them. Respondents also discussed the success of shorter-term marketing campaigns.

Operators reported that government and non-government funders routinely expected businesses, including tourism businesses, to create a marketing plan at start-up as a part of an overall business plan. However, one manager reported not having a formalised marketing plan due to not having the funds to source someone to prepare the plan. The same manager reported that there was no overall marketing vision or mission shared by the business. Another Aboriginal manager mentioned that their lack of formal marketing plan was directly related to not having marketing planning skills internally or the resources to outsource the skills.

> We haven't done any marketing plan because we don't have the money to get someone to do a marketing plan for us (C3).

One respondent found planning to be essential. The non-Indigenous marketing manager reported creating a marketing plan on commencing her position in response to a perceived lack of structure. The respondent detailed that a component of the marketing plan was to develop strategies for periods of difficulty in consumer flow.

> We are having a meeting next weekend about our wet season promotions. We are learning about the markets that are available and accessible and building strategy around that. There hasn't been a lot of structure in the last year, it has been mostly just what they had done in the past so I have followed that for the last year. I

> submitted a marketing plan to the Board and next weekend is about marketing and we are going to try to set Nitmiluk up in the minds of a consumer as a destination, give it a brand of its own, like how everyone would know about Uluru. Although we are not the only tour operator in the region we are the biggest and the leader so we feel responsible for setting up a brand there and bringing all of the other tour operators benefit as well (E5).

One non-Indigenous co-director noted that his business had a marketing plan, but didn't always abide by it and instead used a shared vision of the business direction as an ultimate guide.

> We do have a formal marketing plan but I don't know if we stick to it all that closely. Having done a marketing plan it is in the back of our heads (F6).

The Aboriginal co-director of this business held a similar perspective to other respondents, as highlighted in the comment below:

> We try to follow it and make it up as we go (G7).

Throughout discussing marketing planning with each respondent the researcher used prompts to identify areas where planning marketing to domestic consumers may have been included; however, no respondents were able to identify a plan to market to domestic consumers.

None of the businesses kept formal records assessing the success of previous marketing plans, meaning that the researcher could not identify which marketing strategies were most effective.

Qualitative Finding: All remote Aboriginal tourism respondents report that marketing planning is important, however, no businesses planned for more than 12 month in advance.

Qualitative Finding: The majority of remote Aboriginal tourism respondents report maximising the benefits of marketing opportunities as they arose.

Qualitative Finding: No remote Aboriginal tourism respondents identified a future strategy to target domestic consumers.

5.1.5 MARKETING METRICS

The semi-structured in-depth interview design sought to identify any metrics that respondents used to benchmark their marketing activities or track consumer behaviour. Questions including 'Do you set marketing benchmarks to track the progress of your organisation?' and prompts, such as 'How do you set these?' were

designed to identify how these business track their success. The researcher also attempted to identify any culturally significant or contextually significant metrics that may be adopted by remote Aboriginal tourism businesses, but this was unsuccessful. This meant that no analysis of metrics was possible.

While no respondents were able to recall any marketing metrics being captured, including consumer feedback, all businesses discussed their use of informal consumer feedback to gauge customer satisfaction. All respondents mentioned observing consumers during product consumption and respondents from the smaller businesses reported speaking directly to their customers' post-product consumption to gain feedback. Respondents from smaller businesses mentioned how feedback informed future actions but that they did not formally track any trends.

One non-Indigenous co-director mentioned that they gave up on asking for feedback because it was always so positive, and that now they now initiate a casual conversation during the drop-offs post-tour to gain feedback.

> I know we should, everyone says, 'you gotta do surveys' and stuff like that. We used to ask for feedback and it was just the most glowing appraisal of the tour, five stars, and we realise that that's what nearly everyone thinks. I am doing the pick-ups and drop-offs now and almost everyone is absolutely glowing about the tour and the tour guides (F6).

Qualitative Finding: All remote Aboriginal tourism respondents reported not formally attaining marketing metrics, setting benchmarks, tracking trends or reviewing marketing activities to assess success numerically.

Qualitative Finding: All remote Aboriginal tourism respondents considered customer satisfaction a key metric and gathered informal feedback by observing consumer participation during product consumption, and some gathered further feedback by speaking with consumers post-product consumption.

5.2 PRODUCT

All respondents were able to discuss product development and refinement with detail and held a sense of pride when discussing their commitment to quality product creation and delivery; however, this may be a reflection of seeking a respondent sample from businesses that are Aboriginal owned. Three of the businesses only offered tours that include cultural

content, while the remaining three offered both products that included culture and products that would be considered mainstream tourism. All Aboriginal respondents discussed the challenges of other tourism operators providing cultural content with unethical or no Aboriginal involvement, while non-Aboriginal respondents reported seeking to engage Aboriginal people to support developing quality cultural product offerings.

5.2.1 PRODUCT DEVELOPMENT

Aboriginal operators discussed the challenge of product development when pioneering the Aboriginal and Torres Strait Islander tourism industry for their area.

> When we first set up…we had no other model to get ideas from about what the customer wanted. So it was more or less pioneering a whole new product so seeing that people were interested in plants we went 'okay, we'll add plants to our tours'. We knew people were always asking us about the history of the place so we added the 'Social History' tour to the programme. It came about through us thinking about what some of the demands and interests were and that's how our programme evolved (C3).

Product development techniques may have been adapted intuitively, as one Aboriginal manager reported having developed products based on what he enjoyed seeing and learning about his Country in his youth. He then used feedback solicited via feedback forms to refine his product over time.

> I thought about the things that I would like to do and from a young age touring around on my Country there were a lot of things that I thought 'this is really cool' it was more a matter of taking people out and sharing our stories. Taking them out to the Flinders and sharing our creation stories and showing them places (A1).

Another reoccurring theme in responses was the pride of offering culturally sound quality products, with the Aboriginal cultural services manager reporting that their product was derived purely from cultural knowledge:

> The product that we have comes from the heart, so it's been handed down generations, it's not what we read from books, most of it is from our memory and our hearts and our old people (D4).

Support from local community seemed valued, as one manager reported prompts from his local non-Indigenous community for a tourism product as the antecedent for product development.

> We knew people were always asking us about the history of the place so we added the 'Social History' tour to the programme. It came about through us thinking about what some of the demands and interests were and that's how our programme

evolved. With the 'Campfire Programme', we didn't think of someone wanting us to sing at a campfire and tell stories. But the Prairie Hotel manager said 'Can you guys come down here and do a campfire storytelling, sing a few songs, around the camp fire?' and we went down there and it worked out, it went well, but its only through her asking us that it came about and we added that to our programme (C3).

Qualitative Finding: All remote Aboriginal tourism respondents report developing product from a base of strong cultural knowledge and were proud of their product offerings.

5.2.2 PRODUCT REFINEMENT

Both South *Australian* Aboriginal business owner and managers, the Northern Territory non-Indigenous marketing manager, the Northern Territory non-Indigenous business co-director and the South *Australian* non-Indigenous marketing manager all mentioned 'product refinement' as a form of marketing goal, and that they concentrated their efforts on refining their product offering as a form of continual improvement marketing activity. For example, after feedback that one of his products included too much driving time, one respondent reports altering the product to visit a closer attraction that his consumers received well.

> …someone gave me feedback and said that they didn't appreciate travelling three hours to travel to a site and that they would have been just as happy doing something local and because of that I changed my product and took that out of the itinerary and did local stuff. And that was good for me because it meant that I didn't have to drive on unsealed unpredictable roads and it gave people more time to do people in the Central Flinders. And little things, like people said 'I love your morning teas, but I'd just like a piece of fruit' and things like that. I would respond to every bit of feedback that I got to make my product better (A1).

Similarly, one non-Indigenous marketing manager described how continual refinement added to their product's level of authenticity:

> The cultural tourism has been a big focus in the last two years. It's very popular and has been received so well and the team has gone from very small and inexperienced to producing such a great product now and I think it's because it's not inauthentic, it's not a show or performance, it's very real and contemporary. It's a goal to continue and develop that. We are going back to basics and consolidating the products that we offer and then we will develop new product offerings (E5).

Three managers reported refining their products through informal or external feedback and reported that continual improvement appeared to be an effective method of product development.

Qualitative Finding: All remote Aboriginal tourism respondents practised continual product refinement and considered a quality product to be their most important marketing asset.

5.2.3 CULTURAL CONTENT IN TOURISM

All respondents discussed the cultural content of their tourism product. The Northern Territory Aboriginal cultural services officer's role directly supported the Northern Territory non-Indigenous marketing manager's role to achieve quality cultural content. This respondent discussed disengaging with an external non-Indigenous company providing cultural tours to develop capabilities to offer quality cultural products in-house. The business developed this strength and now outsources their cultural products to other tourism businesses seeking to include a cultural product component.

> We had (large mainstream tourism provider name) first out at Maud Creek which is when we started doing the cultural tours and it grew from that. The customers are happy and the staff are enjoying it and they are learning more (D4).

Another respondent, new to managing an Aboriginal owned business, reported outsourcing cultural product to a local business:

> The goal is to have Indigenous employees and Indigenous tours that leave from the grounds of the resort (I9).

Three businesses reported the benefits of offering both cultural and non-cultural products, enabling them to capture more consumers. One Aboriginal operator reported running two types of product simultaneously, one culturally-based and one not culturally-based.

> I ran two strands; I ran cultural tours and those people came and were very aware and respectful and they understood I was Aboriginal. The other side was mainstream tourism with a cultural focus and those were those ones that you had people, like photography tours the primary focus was wildlife and photography and the cultural side were secondary. And those were the ones where you would notice the big divide; the people who were switched on and the people that were clueless (A1).

Qualitative Finding: All non-Indigenous respondents reported engaging culturally knowledgeable staff to develop and deliver their cultural product offerings.

Qualitative Finding: Two Aboriginal respondents from remote tourism businesses reported offering products that did not include cultural aspects to maximise the number of consumers that they appeal to.

An Aboriginal co-director mentioned their frustration with the lack of effort to ensure that cultural authenticity is achieved in non-Indigenous tourism offerings that feature a 'cultural' element.

> I find that hideously disgusting because the poor Blackfulla sitting there...they (non-Indigenous operators) don't get the right person for the job and they are happy with that. They tried to get us on board but were not willing to pay the (industry standard) price because they can find a Blackfulla who will work for chicken feed (G7).

Aboriginal respondents identified that government regulations to enforce product authenticity are required. One respondent reported observing non-Indigenous tour guides sharing Aboriginal stories at sites and was distressed by the inaccuracy of the stories and the blatant poaching of Aboriginal intellectual property for profit by non-Indigenous operators.

> We were competing with everybody (including AAPT Kings etc.) and it was the lack of regulation in the industry was why we went under. I liken the scenario that was the demise…to what happened in the Aboriginal art industry 25 years ago; when Aboriginal art was booming there were a whole lot of non-Indigenous people doing Aboriginal art and fraudulently and then the government regulations and measures to make sure that Aboriginal art that was genuine came in, and this is what is happening right now with Aboriginal tourism. Where there is no regulation. All these big operators are cashing in on the Aboriginal theme. They are marketing internationally saying 'come with us we'll show you a black person, we'll take you here and we'll show you this' (A1).

> There is no regulation. I would go up to painting sites in the Flinders Rangers, as a traditional owner, and I would sit and listen to backpackers employed by (large tourism provider) telling people that 'this is how you talk to Aboriginal people' and 'you can't do this' and this stuff was totally wrong and out of context because no one is regulating it. When I stepped in and said to Tourism Australia that you need to step in and regulate this part of the market nothing happened (A1).

One manager expressed discontent with the government's tourism data warehouse, which is developed to assist tourism agents and wholesalers in identifying tourism products to suit consumer needs and requests, as there are no definitions or regulations to regulate which businesses identified themselves as having Aboriginal or Torres Strait Islander content. This manager mentioned investigating the authenticity of the product and found that Aboriginal culture and knowledge were consistently misrepresented. The manager felt that he was unable to compete based on content because non-Indigenous business owners market their product as containing cultural product but can price their overall product much more competitively due to their size.

Qualitative Finding: Aboriginal respondents from remote tourism businesses reported that a lack of protection of Indigenous rights, knowledge, intellectual property and sites leads to competitors offering competing products, often of inauthentic and of inferior quality.

5.2.4 PRODUCT DELIVERY

All Aboriginal respondents also took on the role of tour guide as required, and this illustrated the flexibility adopted to sustain their businesses. All businesses operated in areas that were able to showcase naturally beautiful landscapes and scenery.

When asked if the rise of a natural attraction, such as Lake Eyre filling up, improved business, one manager commented that this had dire negative effects for him as Lake Eyre is not in his traditional land, so out of respect for its owners he was not able to alter his tourism product to include this opportunity. With fewer people visiting remote areas this well-publicised event temporarily monopolised the market. In addition to this, larger tourism companies blanket-booked all accommodation on the way up to Lake Eyre, which limited his ability to conduct his tours sufficiently and broke his continuity of supply.

One respondent, an Aboriginal cultural services manager, mentioned that seasonal flooding altered the product delivery and heightened excitement for consumers. Access to their remote location is blocked when flooding closes the road, and consumers are then transferred by speedboat. Consumers of the luxury arm of this business are transported to the location by helicopter. The respondents explained that this was positive for consumer enthusiasm and also engaged another arm of their business; their helicopter fleet.

> When Kakadu is closed and we are in full flood if it is too high for us to run cruisers, we have the speed boat. The helicopters are owned by Jaowyn (D4).

Another respondent, a non-Indigenous marketing manager, mentioned that they tried to attract consumers from particular locations that may want a change of scenery to support their business through seasonal lulls and to promote their continuity of supply throughout more challenging conditions.

> I am starting to target the corporate market in Darwin, particularly over the wet season, the wet season is traditionally a lull and everybody shuts up shop and says they are closed but we aren't, we are open and accessible all year round which is unique for the Top End (E5).

Qualitative Finding: The majority of remote Aboriginal tourism respondents report that seasonality and rare environmental events pose both positive opportunities and challenges for operators when planning and executing marketing activities.

5.3 RELATIONSHIPS

A key ingredient for business success is the ability to work collaboratively within the local community, the industry and with governing bodies. The effectiveness of these relationships can impact a business's ability to flourish, or even operate, and are further compounded by remote conditions. The interviews included queries on how relationships work for remote Aboriginal and Torres Strait Islander tourism businesses, and how relationships pose benefits and challenges different to those for non-Indigenous and urban businesses. The respondents reported that their business relationships were both supportive and oppressive, with differences in how non-Indigenous and Aboriginal respondents viewed stakeholders and their experiences of the same stakeholders.

5.3.1 GOVERNING RELATIONSHIPS

Within an industry initiated by the government and promoted as a panacea for Aboriginal and Torres Strait Islander disadvantage by the government, government involvement and support for Aboriginal tourism is a controversial topic. Multiple Aboriginal businesses mentioned Federal and State government support, mostly from tourism departments, in the establishment and marketing of their businesses to target international consumers. Many respondents noted that government support, at both levels, waned over time.

> In the early days there was lots of marketing due to government grants (B2).

> I was involved in a peak tourism committee or council for the SATC (South *Australian* Tourism Commission) to offer advice to them. It fell by the wayside when they had a change of CEOs, but I still tried (A1).

> We started this place around '96 and I'd say probably around '98 we did a bit more marketing then but see in the early what helped us a lot in the early days was the tourism commission. In the early days the tourism commission…but they dropped right out in supporting us. I have tried to invite the local tourism person here, but she doesn't come anywhere hear us. I don't know what we have done to get them off side (C3).

Most businesses indicated that government was at fault for the failure to continue to promote their business and felt that this had led to the decline in consumers. This may be due to the significant government support to set up businesses and establish the industry. Most of the Aboriginal owned and managed businesses had been funded and accompanied to trade shows, mostly internationally, to promote their product by the government, and they felt that the government's failure to continue this action had negatively affected their business. There was no mention of support for marketing to domestic consumers. One non-Indigenous marketing manager also remarked that government had been fundamental in their set-up:

> In those early years we were one of the first operators in tourism in this area, while we worked closely with the government at the start (H8).

The same respondent went on to say that, in contrast to the Aboriginal manager's comments, the government remains supportive of their business:

> We work with other partners, like the SATC. We have always worked well with the government of the day, the State Government Tourism Department and Tourism Australia and that's important because they have the ability to send media on media famils, if you get a journalist here you might get 20 or 30,000 dollars of marketing done if they do a good story in an airline magazine or other magazines that sit on people's coffee tables and they may sit there for years and then people you just never know where people get their information (H8).

One respondent, an Aboriginal co-director, described a positive relationship with government until differing ideas for business direction emerged:

> One minute they are all over you because you start to show some promise and then if you speak your mind and say 'this is how it is going to be' they move away from you and they say 'she is aggressive and angry' (G7).

This respondent reported additional challenges, reporting that it can be difficult to decipher who wants to build a real working relationship and who just wants the glory of the connection with a successful Aboriginal business.

> [Government organisation] thought it would do their careers good by being associated with a successful Aboriginal business (G7).

One non-Indigenous co-director mentioned that his Aboriginal director partner sometimes had difficulty communicating with government due to jargon complications and that he often had to step in:

> I know how to speak their language because I worked for the government for a long time (F6).

Qualitative Finding: The majority of remote Aboriginal tourism respondents reported that relationships with governing and industry bodies require labour, and Aboriginal respondents from remote tourism businesses state that these relationships were usually short-lived, citing differences in approaches, goals and policy influences as key issues.

5.3.2 INDUSTRY RELATIONSHIPS

Non-government organisations, particularly those that are regionally-based, often work together to ensure that their region's tourism offerings are effective and positively represent the region. One non-Indigenous marketing manager described working effectively with 'feeder' tourism regions and attractions to secure international and domestic consumers.

> The grey nomads and the campers, that's a majority of the market for Nitmiluk. Communication channels and associations, like drive associations, to target the drive market and then working with feeder regions. Working with Alice Springs, Northern WA and Savannah Way, working with those regions to promote our product along the way as they are travelling (E5).

The same marketing manager also discussed the tourism business operating in the area and for their location as an advantage:

> We are members of Tourism Top End and they meet monthly in Darwin and we get together with industry members and peers and discuss working together and they are a big driver of tourism to the Top End. Our product is fed on to their website too. Tourism NT has a lot of big strategies, they have just changed their strategy to 'do the NT' which is about changing the mindset of the consumer to somewhere you go and somewhere you experience (E5).

Another respondent, a non-Indigenous marketing manager, also noted their involvement with supporting organisations as an advantage:

> We are in a lot of trade brochures like the Great Southern Rail, RAA, Qantas. That is working with the wholesalers, often you have to pay to be in their brochures, we do attend lots of trade shows and then you get a good relationship with the biggest distributors (H8).

However, Aboriginal respondents reported difficulties in operating with some stakeholders. One respondent, an Aboriginal manager, mentioned that local community issues were causing breaks in progress.

> There are all kinds of problems there. We currently have a problem with Neppabunna, who doesn't want us to use the airstrip. It's everybody's but Neppabunna and Andyapena don't want us to use it. That is causing a bit of an uproar (C3).

Another respondent, a non-Indigenous co-director mentioned organisations in the same area, but noted that their support had dropped off recently.

> We also market through Territory Discoveries, which is a commercial arm of Tourism NT, and they were really good in the beginning and the last year they have really dropped off, and not just with us, I am hearing that across the board (F6).

Qualitative Finding: All remote Aboriginal tourism respondents reported that relationships with stakeholders strongly influence their ability to continue to operate effectively and to grow. Non-Indigenous respondents noted effective relationships with government, and while Aboriginal respondents did not.

Qualitative Finding: Aboriginal respondents from remote tourism businesses reported additional challenges, such as trying to identify stakeholder motivations and intentions, as an additional challenge to their operations.

5.3.3 GOVERNMENT ACTIONS, NEGATIVE MEDIA AND RACISM

Analysis of the data revealed that Aboriginal respondents found some actions of the government impeded their ability to attract domestic consumers. Well-intentioned campaigns misrepresented Aboriginal and Torres Strait Islander people and culture, while racially-based government policy, and the resulting media, negatively influencing the lives of the wider Aboriginal and Torres Strait Islander population. One respondent reported finding the misrepresentation of Aboriginal people by government marketing campaigns to be directly affecting his business by incorrectly influencing consumer expectations.

> Australia's campaign about Aboriginal Australia was pretty archaic. Right up until I came on board and started saying to them about how they were portraying us negatively. Making us look archaic. If you look at the marketing for Tourism Australia all they focused on was black people painted up and all in ochre and dressed like traditional savages. It was really misrepresenting and doing a disservice to Aboriginal Australia because I'd pick people up at the airport and I'd be travelling around with them for the day and they'd say 'So when are we going to meet an Aboriginal person?' because they didn't see me as the stereotyped image of Aboriginal Australia (A1).

> I would actually address them (government tourism marketers) and say, 'You can't be portraying Aboriginal people like savages. It just doesn't work and people look at us (tour managers and guides) and they think that they are being short changed because they wanted a black person walking around in a loin cloth' (A1).

Lobbying government to change their marketing imagery proved successful.

> Because I was very vocal in this, if you look at the imagery from Tourism Australia, it's actually showing Aboriginal people wearing clothes and driving cars, much more contemporary views of Aboriginal Australia (A1).

This Aboriginal manager mentioned that through monitoring of his website traffic his business had identified that the announcement of the Northern Territory Intervention decreased his website traffic by half overnight as people saw through government statement and actions, and media promulgation, a strongly enforced stereotype of Aboriginal men as paedophiles and violent offenders. The manager felt that his being an Aboriginal male was seen negatively by potential consumers.

> When John Howard invaded the Northern Territory he reinforced the negative stereotypes and everything else and we lost, overnight, most of our internet bookings because people didn't want to go with an Aboriginal organisation because we were all paedophiles and into domestic violence and alcoholism and I had to fight back from that (A1).

Negative stereotyping of 'unreliable Aborigines' also affected his international marketing.

> You had to be active in the industry because if you missed one tourism exchange then people would say 'Bookabee isn't around anymore'. A lot of negative stereotypes. Germany was pretty full on (in regards to believing the stereotypes), they had pretty strong ideas. In the end Germany, until their economy bottomed out, was one of my big areas (A1).

Another respondent, an Aboriginal co-director, mentioned that negative stereotypes influenced their ability to effectively operate in the domestic market and that they had found overseas industry partners much easier to work with.

> I have found working with companies overseas easier because they are much more inviting. When you work with companies in Australia they look at Aboriginal business and are like 'Oh, no, you aren't competent, you aren't really worth going to' because they think they can't trust us so they go with someone else. But partners from overseas, like America, they want to help you move forward (G7).

Qualitative Finding: Aboriginal respondents from remote tourism businesses reported that negative media reporting, stereotyping and racially-based government policy led to negative brand perceptions and category rejection and that this leads to low domestic consumer participation and dysfunctional domestic industry relationships.

5.3.4 REMOTENESS

Operating a business in remote Australia can be challenging. While remaining on Country holds great value for Aboriginal tourism operators, the distance to markets, industry and governing bodies, and basic infrastructure can pose challenges. Additionally, the distance to education providers and challenges in attracting experienced skilled professionals to remote areas compounds these challenges.

Two of the urban-based Aboriginal respondents discussed greater knowledge of competitor actions and government actions, systems and regulations that directly affected their business than the more remote managers did. This was noted in the terminology used to answer interview questions, explanations of business development actions and their recounting of industry involvement. The benefits of remoteness were acknowledged by one non-Indigenous manager, noting its advantage as a selling point.

> It is (his business) the only accommodation in the National Park, and that's a great selling point right there (I9).

However, it can be the remoteness itself and the resulting landscapes that draw the tourist, resulting in customers for these businesses. Another respondent from this business, a non-Indigenous marketing manager, also acknowledged this advantage:

> We are in a beautiful locality. In the early days we were in the National Park, and we are now, and it is unusual to have a privately run organisation in a national park. For people to visit a National Park, that helps put it up on the notice board (H8).

Qualitative Finding: All remote Aboriginal tourism respondents reported that while remote operation brings challenges, their location is key to their successful operation.

5.4 QUALITATIVE FINDINGS DISCUSSION

The purpose of the initial phase of the present research was to understand the knowledge of domestic consumer behaviour that exists at the industry level. While this may seem an elementary approach to research, the lack of previous market research within this industry means that this vital preliminary step not yet been taken. Of the research that does already exist on marketing Aboriginal and Torres Strait Islander tourism, this is the first to privilege the host's perspective, as evidenced by the culturally appropriate research design. The qualitative findings from this initial

stage of research supported the development of a survey to directly ask potential domestic consumers of remote Aboriginal and Torres Strait Islander tourism their perspectives to support identifying why Aboriginal and Torres Strait Islander tourism experience lower than expected domestic consumer participation. A list of the Qualitative Findings is included as an appendix.

Analysis of the qualitative data identified that marketing is undertaken by people with varying levels of qualification, and operators without marketing qualifications adapt skills from other areas to develop and run their tourism business. Only one respondent, a non-Indigenous marketing manager, held a marketing qualification and had experience in previous tourism roles. While the continuity of the majority of the respondents' businesses demonstrates that this is an effective approach, the variety in marketing training and support within the sample highlight the lack of resources provided to those in remote areas. Higgins-Desbiolles (2010) found that non-Indigenous business managers can be key to bridging the gaps between culture and business, and this is reflected in both non-Indigenous managed businesses interviewed. This is evidenced by the self-reported success of this respondent's marketing efforts.

While operators without marketing qualifications adapt skills from other areas to develop and run their tourism businesses, Altman (1992) discussed the need for tourism training programmes that are specifically relevant to Aboriginal Peoples. Schaper (1999) notes the difficulties of accessing skilled labour in remote areas. The findings of Bublitz (2014), who noted that employees of smaller businesses had a greater number of skills and that self-employed business people applied themselves to a wider variety of tasks were reflected throughout the data, with Aboriginal respondents reporting having more roles and holding their roles for longer periods of time. Foley (2003a) also noted Aboriginal entrepreneurs' reliance on their business knowledge, skills and access to resources.

A potential symptom of lack of support for remote operators is the trend not to set, record or measure marketing metrics. This oversight affects their ability to assess the success of marketing activities and strategies, and subsequently, offer evidence-based consumer behaviour data. Confirming how consumers become aware of the product, how they travel, how long they stay and what they like to do would support these businesses in understanding the differences in how their marketing efforts affect international and domestic consumers. In turn, this impeded the researcher's ability to develop a survey for potential domestic consumers based on empirical

evidence, as is usual practice when investigating awareness and salience (Romaniuk & Sharp 2004).

While consumer demographic information was not recorded, Aboriginal respondents recalled key themes of general (domestic and international) consumer attributes, such as whether they were tertiary educated, if they were seeking cultural immersion and also that female tour guides experienced higher numbers of female consumers. These demographic indicators were included in the subsequent survey design. However, all Aboriginal respondents from remote tourism businesses confirmed government findings (TRA 2011) that noted the lack of domestic consumers in comparison to international consumers. Some respondents listed potential barriers for domestic consumers; however, these differed from the reasons cited by TRA (2010). This prompted the researcher to identify a way to include finding reasons 'not to try' remote Aboriginal and Torres Strait Islander tourism in the subsequent survey.

Fuller (2005) also identified the need for skills and experience in marketing for Aboriginal tourism operators. Most respondents were unable to discuss the differences in marketing to domestic and international consumers, and Aboriginal operators noted that as they experienced so few domestic consumers they found it unprofitable to target that sector effectively. Altman (1992) states the need to better understand the idiosyncrasies of the tourism market to enable marketing of Aboriginal tourism to domestic consumers, and preliminary findings from the Aboriginal and Torres Strait Islander Tourism Product project confirm that Aboriginal and Torres Strait Islander tourism experiences differences in behaviour from domestic and international consumers; for example, in participation rates.

Aboriginal operators indicated that while their previous activities had not attracted many domestic consumers, they were interested in attracting more of the ideal domestic consumer, being an *Australian* seeking a genuine cultural experience, but were unsure how to do this. Higgins-Desbiolles (2010) also acknowledge the benefit that undertaking marketing initiatives would provide for Aboriginal and Torres Strait Islander tourism; however, the present research found through operators' reports of consumer behaviour that marketing Aboriginal and Torres Strait Islander cultural products faces additional challenges compared to marketing mainstream products and therefore may require additional support for the development of marketing skills.

Analysis showed distinct areas that remote Aboriginal tourism respondents considered high priority. These included having an online presence, maximising opportunistic marketing and quality product offerings, with some Aboriginal

respondents also reporting that product diversification was valuable. All respondents commented that the creation and maintenance of a website that had online booking capabilities was vital to capturing consumers. Sirakaya (2005) also discusses the importance of effective and accessible marketing in encouraging tourism consumers. This prompted the subsequent survey designed to identify how survey respondents who indicated that they had previously participated in Aboriginal and Torres Strait Islander tourism sought product information.

Each business discussed taking advantage of marketing opportunities as they arose; for example, a natural phenomenon in their area or the achievement of winning an award, and making the most of publicity when it was available, but did not identify when publicity was local or international. Strong focus was given to product development, and this may have been a result of selecting respondents with Aboriginal ownership, as reports indicate that lower quality cultural product offerings by non-Indigenous operators was dishonourable for the industry.

Data from the operator interviews confirmed previous findings that interest in Aboriginal business development by outsiders frequently ceases after development of the first plan (Buultjens & Gale 2012). All respondents agreed that marketing planning was important; however, few businesses had current marketing plans. Foley (2003a) also noted a less formal approach to planning for Indigenous entrepreneurs, while Whitford (2009) noted the need for remote Aboriginal businesses, especially those with group ownership, to employ formalised strategic planning. The absence of formal planning and planning reviews meant that businesses were unable to comment on what strategies had been successful in the past.

Whitford (2009) noted the need for more market research in the Aboriginal business context for remote Aboriginal businesses, and the present research strives to undertake such a task. However, the aforementioned absence of measurement made researching domestic consumer participation more challenging, with a lack of additional resources, such as reports, to analyse. However, there was consistency in how the respondents reported the success of their marketing, gauging customer satisfaction through informal feedback. This prompted consideration of how to assess consumer satisfaction in the subsequent survey.

All respondents reported that while remote operation brings challenges, their location was the key to their successful operation. The majority of remote Aboriginal tourism respondents report that seasonality and rare environmental events posed both opportunities and challenges when planning and executing marketing activities.

Ease of working with stakeholders appeared to differ for non-Indigenous and Aboriginal respondents. This may be a result of Aboriginal business owners reporting support by government services to establish their tourism business, and that they experienced unproductive relationships with domestically-based industry bodies. This was reflected in the challenges faced when designing the subsequent survey of potential domestic consumers, where a lack of consistency of definitions and agreement on activities that constitute Aboriginal and Torres Strait Islander tourism directly affected the survey design.

The differences in the productivity of industry relationships for non-Indigenous and Aboriginal operators confirmed the discussion by Foley (2003a) that acknowledged the support of Indigenous leaders for Indigenous enterprises and the negative impact of the lack of support offered to Indigenous entrepreneurs by government due to institutionalised discrimination. Higgins-Desbiolles (2010) note that supporting agencies should assist Aboriginal operators with accessing the more attainable domestic market by using marketing to address negative attitudes.

Aboriginal respondents all commented that the lack of any requirement for Aboriginal tourism content to be authentic impeded their ability to compete in the market, while Altman (1992) promotes the need to research the level of authenticity that consumers expect.

Table 4: Aboriginal and Torres Strait Islander tourism in Australia (adapted from Hinch and Butler, 2009)

		Aboriginal and Torres Strait Islander Control	
		Low	High
Aboriginal and Torres Strait Islander Culture	Present	Aboriginal and Torres Strait Islander developed and delivered	Aboriginal and Torres Strait Islander owned and operated
	Absent	Non-Indigenous owned Non-Indigenous operated	Aboriginal and Torres Strait Islander owned Non-Indigenous operated

Table 4 shows how the findings from the interviews were adapted to model Indigenous tourism as defined by Hinch (2009) to the Aboriginal and Torres Strait Islander tourism context in Australia. Arrows indicate mutually beneficial relationships that result in a quality cultural product being delivered to consumers. While diversity within the industry accommodates a variety of business models and broadens product offerings, Aboriginal respondents from remote tourism businesses reported that the presence of Aboriginal and Torres Strait Islander tourism with no Aboriginal and Torres Strait Islander involvement (indicated with a dashed arrow) infringes Indigenous knowledge rights, introduces unfair competition and compromises product quality for the wider industry.

While the establishment of these findings is of value to the remote Aboriginal and Torres Strait Islander tourism industry as well as to academia, the researcher notes that these findings are reflective of a sample comprised of Aboriginal owned and Aboriginal owned and operated businesses and so may not be extrapolated to businesses who do not seek to include genuine and authentic cultural products. As the Aboriginal and Torres Strait Islander Tourism Project seeks to support Aboriginal and Torres Strait Islander economic participation, these findings are fit for application to further research to identify domestic consumers' perspectives on remote Aboriginal and Torres Strait Islander tourism.

6.0 QUANTITATIVE RESEARCH DESIGN

As outlined in the research design section, this thesis applies a research design that undertakes qualitative data collection to inform the subsequent quantitative data collection. This section of the thesis details how to qualitative phase informs the quantitative phase, and how this approach is developed to obtain quality quantitative data to address research objectives.

6.1 ONLINE SURVEY DESIGN

Quantitative research into potential domestic consumers' associations with remote Aboriginal tourism offers an opportunity to gain empirical evidence of consumer perceptions not captured before. Anecdotal evidence is the only information currently available on domestic consumers' perceptions of, and reasons for, low participation in such tourism. This scant evidence was considered in the construction of the present research, while seeking to build a more solid evidence base for creating an improved understanding of this issue.

The quantitative component of the present research is designed to investigate the application of empirical marketing knowledge to an industry-based issue to ensure pragmatic findings for industry partners. The development of accurate insights and industry-applicable findings will enable the use of discoveries in both theory and practice, and contribute to foundational empirical knowledge regarding remote Aboriginal tourism marketing.

The ability to measure this aspect of a brand enables the investigation of how Mental and Physical Availability affects the consumption of a brand. Romaniuk and Sharp (2004) provide the framework to enable researchers to measure the likelihood of a brand to be thought of in a buying situation and then test the relationship between this and buyer behaviour. As discussed in the [Literature Review](), the key aspects of this framework are:

Contains a range of associations to the brand:

This research will employ the use of both product attribute lists, such as tangible product features, and psychometric lists, such as positive and negative emotions, to fully identify potential associations with remote Aboriginal tourism. Measures will be taken to ensure that the association lists are considerate of the industry, the context and the purpose of the research to ensure that respondents are not presented with unrelated or confusing information.

Measure noticing relative to competitors rather than for a single brand independently:

This part of the framework analyses the brand in relation to its competitors. The present research has considered remote *Australian* tourism as a direct competitor of remote Aboriginal tourism, as both are remote tourism, and therefore have similar Physical Availability. This method acknowledges and accounts for brands competing for attention. As this research applies this framework to a subcategory of cultural tourism, rather than a brand, related constructs will be tested in place of competing

brands. This research will include a breakdown of the constructs of 'remote', 'Aboriginal tourism' and 'Aboriginal people' to enable investigation into which associations are related to which construct. This approach enables the investigation of the impact that competing definitions (see Literature Review) has on consumers.

Focus on whether the brand is thought of, rather than seeking to determine how favourably the brand is judged:

The present research seeks to understand how remote Aboriginal and Torres Strait Islander tourism is thought of by users and non-users, and how associations may differ between these two groups.

In applying the steps of this framework, this research aims to develop an understanding of the associations held by domestic consumers towards remote Aboriginal tourism, and in particular, those that may affect their participation in remote Aboriginal tourism. While some have reported on assumptions of domestic consumers' associations with Aboriginal tourism (Ruhanen, L, Whitford & McLennan 2013; TRA 2010), this research will uncover domestic consumers' associations with the wider concept of the product 'remote Aboriginal tourism' and related psychological constructs. It will then investigate how the perceptions of users of the category are different to those of non-users, to support operators in understanding their consumers. Developing an understanding of what potential domestic consumers currently associate with remote Aboriginal and Torres Strait Islander tourism will inform operators regarding current perceptions of their product and help them identify if they feel this is an accurate representation, or if they need to work on repositioning the category.

The research method was developed to address the objectives of this research, as stated in the hypotheses. The survey instrument was developed using principles of the Mental Availability framework (Romaniuk & Sharp 2004), and in particular, the ability of associations to influence the consumer. To enable comparison against findings on consumer behaviour in this context (Ruhanen, L, Whitford & McLennan 2013; TA 2010; TRA 2010, 2014b) the survey investigates the product attributes that potential consumers link to remote Aboriginal tourism. The purpose of this survey will be to uncover what domestic consumers associate with remote Aboriginal tourism and try to identify why domestic consumers are underrepresented in this market.

In addition to product attributes, the survey design also enables the understanding of relevant psychometric attributes. This will assist in identifying what potential domestic consumers associate with remote Aboriginal and Torres Strait Islander tourism and the underlying factors contributing to the low market share of remote Aboriginal tourism. The

associative network theory of memory (Anderson, JR & Bower 2013), regarding association with terms in nodes of memory, underpins this survey and supports the collection of respondents' associations with tourism, remote tourism and Aboriginal tourism both as product and psychological constructs. Investigation of this nature will assist in identifying if potential domestic consumers link anything, positive or negative, to remote Aboriginal and Torres Strait Islander tourism.

The theory of Mental and Physical Availability (Sharp, B 2010) specifies that what a consumer associates with a product influences its chance to be thought of in a buying situation. The framework developed to assess Mental and Physical Availability uses the measurement of brand salience to establish Mental and Physical Availability. The theory (Romaniuk & Sharp 2004) lists identifying the range of associations with the brand as the first step to assessing Mental and Physical Availability. To ascertain consumers' associations with Aboriginal and Torres Strait Islander tourism, an online survey was created and distributed using an online panel provider. Panel providers are a conduit to accessing samples through the use of the internet, and use incentives to improve response rates. The use of incentives to improve response rates began with mail surveys, and as market research technology has improved, the technique is now often applied to online surveys and yields a higher response rate than that of non-incentivised surveys (Deutskens et al. 2004). The survey also identified what respondents associate with general remote tourism in an effort to track what respondents associate with brands competing with remote Aboriginal tourism. This is the second step in the measurement of brand salience. The third step of the framework included questions within the survey designed to identify if remote Aboriginal tourism is thought of.

6.2 OBFUSCATION TO AVOID PRIMING

This survey was presented to potential respondents as a 'tourism in remote Australia' survey (see Appendix: 'Tourism in Remote Australia' Survey Participant Information Sheet). Traditional priming theory notes the ability of stimuli to affect judgement (Stafford 2000) and that researchers often need to deceive participants about aspects of their study, such as the research purpose (Kimmel & Smith 2001). The technique applied in this research, obfuscation, was used to ensure that the responses were not biased by exposure to the topic prior to survey completion. The researcher established that misleading participants regarding the purpose of the survey would result in no harm to respondents, while the avoidance of priming was valuable in the design of the present research. Kimmel (2001) acknowledges that there are concerns with deceiving participants; however, the ethical approval ascertained that ethical issues were minimised for the present research. Yi (1990) proposed that prior exposure to contextual factors can affect responses. A key component of this research was to capture how many respondents naturally thought of Aboriginal tourism when they thought of tourism in remote Australia. This meant that adding the word 'Aboriginal' to any part of the survey that the respondent saw before Q6, which asks: 'Type three words or short phrases that best describe what you think about tourism in remote Australia' would have primed the respondent and possibly biased their responses. As the point of this research is to understand why remote Aboriginal tourism has low market share this biased data would not address the research question.

6.3 SURVEY SAMPLE

People under the age of 18, as stipulated in the UniSA HREC Ethics Approval, were ineligible to participate; however, as people aged under 18 may make fewer decisions about holiday destinations their exclusion should not affect this research significantly. To capture the 'domestic consumer', people who had not lived in Australia for the last five years and those who do not plan to live in Australia in the next five years were screened out. This captured *Australian* citizens, permanent residents and those in a range of other domestic living situations who were potential tourism customers. Finally, people who reported having zero probability of travelling to remote Australia in the next five years were also screened out. This ensured that only people with non-zero probability chance of being in a remote area, and having access to remote Aboriginal tourism, continued as respondents. As the

TRA 2014 data shows, more *Australian* had overnight trips to regional areas (52,000 nationwide) than capital cities (30,000) (TRA 2014a), and given the brevity of the timeframe for data collection before the quota was reached, the instance of Australians who were likely to report no probability of travelling within remote *Australian* in the next five years was expected to be low. To help respondents identify whether or not they had any probability of travelling to remote Australia a map was provided to illustrate the CRC-REP's definition of 'remote' (see Figure 1, Introduction). The map was designed in consultation with the CRC-REP and offers major cities and regional centres as reference points to assist the respondent in locating where their holidays have taken place.

This illustrative definition removed the subjectivity from the word 'remote' and strengthened the validity of the respondent sample as the potential market. While it is important to capture the associations of people who do not have any probability to travel remote, this was considered outside of the scope of this research.

The survey sample consisted of 947 completed surveys. Initially, a sample size of 600 was proposed, as this sample size was derived from the analysis of existing research by Ruhanen (2013), who published the most recent research regarding Aboriginal and Torres Strait Islander tourism at the time of planning data collection. Ruhanen (2013) aimed to survey 500 domestic tourists, and reached 490 Aboriginal tourism consumers. They administered their survey face-to-face in Sydney, Melbourne, Cairns and Darwin at locations that received high numbers of tourists.

A key component of data collection for the present research was to ensure that there were enough identified 'users' of the category to support quantitative analysis; however, this could not be included as a criterion as it would mean introducing questions on usage much earlier than desired. After receipt of 600 surveys, it was identified that the low representation of remote Aboriginal and Torres Strait Islander consumers would not support robust quantitative analysis techniques. Therefore approximately 400 more surveys were completed.

6.4 HOW THE SURVEY QUESTIONS WERE DEVELOPED

The survey was divided into four parts:

- Screening questions presented first to ensure that the target population was reached

- Association questions to understand what potential domestic consumers associated with remote *Australian* tourism and then remote Aboriginal tourism

- Belief construct questions to help understand how respondents' beliefs about remote Aboriginal tourism impact their reported probability of participation, and

- Demographic questions to help identify any trends in consumer behaviour

Remote Aboriginal tourism association questions were informed by Romaniuk's (2004) framework for developing association lists and the findings of the interviews with the operators. Questions were developed to reveal domestic consumers' associations with remote Aboriginal tourism, general remote tourism and to investigate their planning and information-seeking behaviour around these areas. The adoption of a 'pick-any' method was informed by the framework and left the respondent with multiple options, rather than forcing their rating or ranking for the listing. These areas of consumer behaviour were included as they support future marketing efforts by operators. The 'pick-any' attribute lists regarding remote *Australian* and remote Aboriginal tourism were developed using lists from previous research (Ashwell 2014) and psychometric lists (Bearden & Netemeyer 1999) to enable respondents to indicate associations, while enabling comparison with previous research. The 'pick-any' attribute lists of remote *Australian* tourism attributes were derived from the annual visitor survey by TRA (2014b, p.14) and included elements that were relevant to remote travel and triangulated using visual analysis of key features of Tourism Australia advertising by the researcher. For example, 'visit amusement parks' and 'visit casinos' were removed from the final list of remote *Australian* tourism attributes (see Appendix 'Remote Australia Tourism Survey').

Questions to determine the probability of the respondents' participation in remote *Australian* tourism or remote Aboriginal tourism were answered using a derivative of the Juster Scale known as the 'Verbal Probability Scale' previously used in marketing research (Romaniuk 2004; Wright, Sharp & Sharp 2002). Probabilistic scales have been shown to be more accurate than intentions measures (Day et al. 1991). The Verbal Probability Scale is a carefully worded 11-point scale (see Figure 13) that asks respondents to assign probabilities to the likelihood of them undertaking a specific behaviour in the future, and guides the respondent using words to help them assign equal value to the points on the scale.

If you are certain, or practically certain that you would choose the option then you should choose the answer '10'. If you think there is no chance or almost no chance of choosing the option, the best answer would be '0'. If you are uncertain about the chances, choose an answer as close to '0' or '10' as you think it should be.

10– Certain, practically certain (99 in 100)

9– Almost sure (9 in 10)

8– Very probable (8 in 10)

7– Probable (7 in 10)

6– Good possibility (6 in10)

5– Fairly good possibility (5 in 10)

4– Fair possibility (4 in 10)

3– Some possibility (3 in 10)

2– Slight possibility (2 in 10)

1– Very slight possibility (1 in 10)

0– No chance, almost no chance (1 in 100)

Figure 13: Juster Probability Instruction and Scale

6.4.1 DEVELOPMENT OF THE ABORIGINAL TOURISM BRAND BELIEF SCALE

Extensive literature searches did not identify a brand belief construct for remote Aboriginal tourism or internationally for domestic consumers in regards to Indigenous tourism. While Ashwell (2015) was able to confirm a valid and reliable construct of remote Aboriginal tourism for international consumers using Churchill Jr (1979), many of the items would not be relevant for domestic consumers as they relate to international travel. Although Rossiter (2002) argues for a new process for scale development in marketing, the present research adopts the Churchill method to ensure comparability to Ashwell's (2015) study of international consumers where possible, as the comparison of these two studies is a part of the broader CRC-REP research agenda to support remote Aboriginal and Torres Strait Islander operators in marketing to all markets. Churchill Jr (1979) notes that what is behind the construct

requires consideration and argues that it is the attributes of the object measured in his paper that instruct the development of valid and reliable measurement. Importantly, while acknowledging that his method holds no empirical test for validity, Rossiter (2002) also emphasises the value of what lies behind the construct.

Enabling the measurement of the effect of brand belief on the probability of participation will allow the investigation of whether domestic consumers have low participation rates due to their existing beliefs. Therefore, a construct for the measurement of brand belief for domestic consumers is required.

To develop an Aboriginal tourism brand belief measure, items were generated from literature searches, and in particular the research conducted by Ashwell (2014) and TRA's findings, and statements from operator interviews (Churchill Jr 1979). Data was obtained by respondents indicating their agreement, neutrality or disagreement with the statement items, listed in Table 5, using a 7-point Likert scale.

Table 5: Items of the Aboriginal Tourism Brand Belief Scale

Aboriginal tourism provides a good range of activities for people on holiday
Aboriginal activities in Australia are authentic
Aboriginal activities in Australia are a reproduction of the past
Activities are authentic when delivered by a local Aboriginal person
Authentic Aboriginal activities are found in remote Australia
Authentic Aboriginal activities are found in *Australian* cities
Contemporary Aboriginal cultural activities are authentic
I know a lot about Aboriginal culture
Aboriginal activities offer once-in-a lifetime experiences
Aboriginal tourism activities can be relaxing
Aboriginal tourism experiences can have luxury and be indulging
Aboriginal culture is an interesting part of remote *Australian* tourism
Aboriginal culture is different in different parts of Australia
I would feel comfortable going on a tour with a female Aboriginal tour guide
I would feel comfortable going on a tour with a male Aboriginal tour guide
I think an Aboriginal tourism company would be less reliable than other *Australian* tour companies

The researcher's experience researching within the Aboriginal tourism context supported the assessment of face validity by ensuring that the items reflected current relevant findings on consumer's beliefs of Aboriginal tourism (Churchill Jr 1979). Reliability analysis to assess the internal consistency of the scale confirmed a Cronbach Alpha coefficient of 0.90 (Churchill Jr 1979), indicating the scale was reliable.

6.5 CONDUCTING THE SURVEY

The survey was conducted online to allow access to a wider target population (Sharp, Rosemary Anne, Anderson & Moore 2011) and more honest answers by avoiding social desirability response bias. Social desirability response bias occurs when respondents present themselves favourably with respect to current social norms and standards by over-reporting socially desirable or under-reporting socially undesirable activities (Zerbe & Paulhus 1987). Social desirability response bias affects respondents differently depending on their culture and gender, and produces variability in data and results (Bernardi 2006). Therefore, research methods must be developed to mitigate this bias. Nederhof (1985) reported that self-administered surveys that ensure respondents' anonymity are the most effective way to mitigate the social desirability response bias. While Nederhof's research recommends the use of mail-based surveys to achieve this, more contemporary means to reach respondents have been developed in recent decades. The adoption of the internet to reach consumers has shown that while there may be intensive set-up considerations for the construction of online surveys, the ease of data collection allows them to reach large samples simply and rapidly (Pettit 1999). Ruhanen (2013) acknowledge that their findings may have been biased by the presence of a face-to-face facilitator supporting data collection. Advances in online survey delivery software mean that screening criteria can now be built in to data collection; for example, potential respondents who select 'no interest in travelling to remote Australia' were screened from the survey. Also, quotas based on respondent characteristics can be enforced; for example, requesting the total percentage of males to be not be more than 60 per cent. The present research used an anonymous online survey, hence minimising the instance of bias, to reach respondents from across Australia, rather than concentrating on tourists at a single location. More importantly, the delivery of the survey online means it is unlikely that respondents will already be on holidays or in tourist

mode, therefore biasing responses towards their current stimuli. An additional benefit of undertaking the survey online was the ability to use an image to define remote Australia to respondents, as remote is a term that can be defined in many ways.

6.6 SURVEY PILOTING

The survey was piloted on market research experts: the researcher's supervisor and market research expert, Dr Sharp; online marketing expert Dr Karen Nelson-Field; and marketing methodology expert, Dr Greenacre, of the School of Marketing, University of South Australia, to evaluate the appropriateness of the chosen lists using their feedback as preliminary respondents. The combination of academic understanding and experience in this group ensured that every aspect of the survey was reviewed. Modifications were made to the lists based on the feedback from this expert group. These included the removal of attributes that were not applicable for domestic consumers, such as those referring to international travel, to ensure the appropriateness of the survey for the *Australian* population. Pre-testing the survey in the field was recommended to ensure that it worked appropriately.

6.6.1 SURVEY SOFT LAUNCH AND FULL LAUNCH: WAVES 1 AND 2

A soft launch of the survey was run on 21–22 October 2014. The first completed surveys (n=111) were analysed to identify any issues the target sample had in completing the surveys. It was found that six respondents had not answered the survey and were instead entering random number and letters. The panel provider advised that the average time of survey completion was 11.43 minutes. The panel provider was advised to only accept surveys that took over three minutes to complete as valid cases, and analysis of the subsequent full data set showed that this eliminated non-genuine responses. The full launch of the survey (n=612) occurred from 24 to 27 October 2014. While data collection only took three days, previous research has shown that respondents who participate in short data collection periods are similar in profile to those who take longer to respond (Sharp, Rosemary Anne, Anderson & Moore 2011). The researcher sought a minimum of 200 respondents to identify as users, and a review of the results showed that the proportion of

respondents who had previously undertaken remote Aboriginal tourism would be insufficient for the sample size required for analysis. Therefore, a second wave of data collection (n=335) was conducted on 11–12 December. The resulting data gave a sample of respondents who had previously participate in remote Aboriginal tourism (n=292) adequate for undertaking qualitative analysis as recommended by the guiding Mental and Physical Availability measurement theory.

6.7 DATA CLEANING

Once the final data was received it was reviewed to identify any cases that were not genuine by assessing the relevance and validity of the data; for example, did the free text fields contain real words. It was found that, probably as a direct result of the pre-test actions, there were no cases that needed to be removed.

6.8 SUMMARY OF QUANTITATIVE RESEARCH DESIGN

As outlined in this section, this thesis applies a research design that undertakes qualitative data collection to inform the subsequent quantitative data collection. This section of the thesis detailed how qualitative phase informs the quantitative phase, and how this approach is developed to obtain quality quantitative data to address research objectives by surveying an online group representative of the potential customers of remote Aboriginal and Torres Strait Islander tourism.

7.0 QUANTITATIVE FINDINGS

This section of the thesis explains the analysis of the quantitative research undertaken to establish the appropriateness of the sample, analyse the data and address the research hypotheses. A list of Quantitative Findings is included as an appendix. Sections of the analysis show the comparisons to the most directly competing category, being remote *Australian* tourism, to indicate a baseline of metrics. From here, the findings are discussed in relation to what may have been expected based on the literature and the qualitative research findings. Finally, analysis is undertaken to address the hypotheses and illustrate the findings and related discussion, as summarised below.

Summary of Hypotheses Results

H1: Remote Aboriginal and Torres Strait Islander tourism has low unprompted recall by users and non-users (who have a non-zero probability of travelling remotely in the next five years): **Supported**

H2: Users and non-users of remote Aboriginal and Torres Strait Islander tourism (who have a non-zero probability of travelling remotely in the next five years) have differing associations with remote Aboriginal and Torres Strait Islander tourism: **Supported**

H3: Brand belief of remote Aboriginal and Torres Strait Islander tourism is strengthened by usage: **Not Supported**

H4: Probability of usage of remote Aboriginal and Torres Strait Islander tourism positively correlates with remote Aboriginal and Torres Strait Islander tourism brand belief: **Supported**

7.1 SAMPLE DESCRIPTION

The survey sample of potential domestic consumers (n=947) was analysed in comparison to the broader population to indicate how the sample reflected the *Australian* population. While it is important to understand how the survey sample reflects the *Australian* demographic to investigate any idiosyncrasies, it is also important to remember that people who indicated no probability to travel to remote Australia in the future were screened out of the survey sample specifically to ensure that the sample comprised potential consumers. This approach, surveying only respondents who reported non-zero probability of future participation in remote *Australian* tourism, ensured that data was gathered from potential consumers. As there were multiple screening questions related to personal circumstance and travel preferences, it was not possible to determine how many respondents were screened out due to reporting no probability of travelling remote Australia. The subsequent analysis in this section will demonstrate how the sample population differed from the general *Australian* population. Understanding the characteristics of the target population has implications when considering which marketing activities would be best to reach potential customers.

7.2 THE SAMPLE IN COMPARISON TO THE GENERAL *AUSTRALIAN* POPULATION

Table 6 shows that around half of the respondents were male (41 per cent male, 59 per cent female) and two-thirds of respondents were born in Australia, which closely represents the *Australian* demographic recorded by the Australian Bureau of Statistics (ABS) Census of the Commonwealth of Australia (ABS 2011). Only 2 per cent of respondents identified as Aboriginal and/or Torres Strait Islander, which is slightly below the *Australian* average; however, this may be due to online panels having fewer Aboriginal or Torres Strait Islander participants.

The mean age of respondents was 49 years old, with fewer people aged 15–24 and more people aged 64–74 than in the *Australian* population, and there was no substantial skewness or kurtosis for this data, meaning that the sample was near-evenly divided between age groups.

A third of respondents resided in a non-urban area, which aligns with the *Australian* population profile. One-quarter had completed their schooling, one-quarter held a bachelor's

degree, and the remaining respondents had completed varying levels of education. These education levels showed that the respondents were significantly better educated than the average *Australian*; however, this may reflect the sample of respondents being older and the data collection method (Anderson, K 2010).

Around 64 per cent of respondents were in a relationship, with around 25 per cent having children under 16 living at home and 19 per cent having older children living at home. Data to compare with the *Australian* population is difficult to obtain as contemporary household and family structures are complex, meaning that how Australians 'do holidays' and ABS measurements of households do not align well; for example, same-sex couples who co-parent travelling to remote Australia with their children. However, in 2011, over two-thirds of people (71 per cent) were living in a couple family, and this may impact on tourism data. Most couple families had children living at home (54 per cent), and among these families, the most common family size was four people; two adults and two children.

Understanding the characteristics of the sample supports analysis of how closely this group relates to the wider *Australian* population to highlight any differences in these groups, particularly how those who have done or would do, remote Aboriginal and Torres Strait Islander tourism. Analysis of this group shows that there are no stark differences between the sample and the wider *Australian* public which could be positive for applying findings from the present research to wider populations.

Table 6: Sample description

Variable	Category	Sample n	Sample %	Population %	*Users n	*Users%
Gender	Male	390	41	50	134	46
	Female	557	59	50	158	54
Age	15–24 years	68	7	14	13	4
	25–34 years	159	17	14	41	14
	35–44 years	158	17	14	39	13
	45–54 years	177	19	14	54	19
	55–64 years	187	20	11	61	21
	65–74 years	174	18	8	72	25
	75+ years	24	3	11	12	4
Education	Postgraduate degree	95	10	1	37	13
	Graduate Diploma and Graduate Certificate	65	7	3	21	7
	Bachelor Degree	210	22	17	70	24
	Advanced Diploma, Diploma, Certificate	293	32	18	91	31
	Year 12	239	25	20	60	21
	Primary school	44	5	27	12	4
	No schooling	1	0	n.p.	1	0
Residential density	Urban	638	67	66	193	66
	Regional	291	31	31	91	31
	Remote	18	2	3	8	3
Australian born	Yes	696	74	73	211	72
	No	251	27	28	81	28
Aboriginal and/or Torres Strait Islander	Yes	18	2	3	13	5
	No	929	98	97	279	96
Relationship status	Single	304	32		71	24
	Married	492	52		170	58
	De facto	113	12		37	13
	Widowed	38	4		14	5
Children under <16 y	0	707	75		223	76
	1	98	10		29	10
	2	98	10		28	10
	3	30	3		7	2
	4	10	1		5	2
	5	2	0			
	8	1	0			
	9	1	0			
Children under >16 y	0	769	81		237	81
	1	86	9		30	10
	2	66	7		19	7
	3	22	2		6	2
	4	3	0			
	5	1	0			

*Table describes respondent, *Australian* population (ABS 2011) and *users of remote Aboriginal and Torres Strait Islander tourism

7.3 PARTICIPATION IN REMOTE *AUSTRALIAN* AND REMOTE ABORIGINAL TOURISM

The marketing literature has confirmed that previous product usage can have an effect on perceptions and recall of a brand (Romaniuk & Sharp 2004; Winchester & Romaniuk 2008). Therefore, it is important to understand how a respondent's previous usage history affects this research. The survey asked respondents to report if they had ever travelled to remote Australia, if they had ever participated in remote Aboriginal tourism and if they had ever participated in non-remote Aboriginal tourism. As a result of the screening process all respondents reported non-zero probability of travelling in remote Australia in the future, but not all had previously travelled to remote Australia, fewer had participated in urban or regionally-based Aboriginal tourism and even fewer had participated in remote Aboriginal tourism. The results presented in Table 7 show that 71 per cent of respondents had travelled to remote Australia, 31 per cent of respondents had participated in remote Aboriginal tourism and around 28 per cent of respondents had participated in non-remote Aboriginal tourism. Twenty per cent of respondents stated that they had participated in both remote and non-remote Aboriginal tourism.

Table 7 shows how previous users of remote Aboriginal and Torres Strait Islander tourism differ from the sample and from the wider *Australian* population. Respondents who had experienced remote Aboriginal and Torres Strait Islander tourism were remarkably similar to non-users; however, they were likely be older, to identify as Aboriginal and/or Torres Strait Islander and less likely to be single.

Table 7: Participation in remote tourism

Type of Tourism	Recency	Sample n	Sample %
Remote Australia travel	Never	268	28
	≤ 5 years	324	34
	> 5 years	355	37
Remote Aboriginal tourism	Never	655	69
	≤ 1 year	34	4
	< 2 years	56	6
	< 5 years	52	5
	> 5 years	150	16
Urban/Regional Aboriginal tourism	Never	683	72
	≤ 1 year	50	5
	< 2 years	57	6
	< 5 years	51	5
	> 5 years	106	11
*Respondents were asked 'How many times have you travelled to remote Australia in the last five years?', 'When was the last time that you participated in remote Aboriginal tourism?' and 'When was the last time that you participated in urban or regional Aboriginal tourism?'			

7.4 PLANNING

The decision to participate in travel and tourism can be made prior to commencement of the trip or spontaneously during the holiday. The survey asked respondents who had previously participated in any form of Aboriginal tourism (n=367) if they had planned their participation prior to their travel. The results presented in Table 8 show that there is no typical approach to planning remote Aboriginal tourism participation. Interestingly, almost one-third of respondents could not recall if they had planned their participation.

Quantitative Finding: The decision to participate can be planned prior to the trip or during the trip, but information will always be sourced prior to participation.

Table 8: Aboriginal tourism participation planning

Participation Planning	Users n	Users %
Yes	122	33
No	147	40
Unsure	98	27
Total	367	100
*Respondents who had previously participated in Aboriginal tourism (users) were asked 'Did you plan to include an Aboriginal tourism experience in your holiday before you started travelling?'		

7.5 INFORMATION SEARCH

The marketing literature discusses the many ways in which consumers can seek information to support their purchase decisions. It is particularly important for businesses with smaller budgets to understand where consumers expect to find information to assist their decision-making and how this differs for different products, even within the same category. To gain an understanding of where respondents may look for information, they were asked to indicate how they plan their travel and the types of information sources they have used in the past or would use in the future. Respondents who had travelled to remote Australia (n=679) were asked to indicate where they had looked for information when planning their last remote *Australian* holiday, and all respondents were asked where they would look if they were planning to participate in remote Aboriginal tourism. Respondents were able to pick multiple information sources and were able to enter any information sources that were not present in the list in a free text field. Table 9 shows how often each information source was picked and by how many of the sample. The results show that the respondents selected a similar number of information sources (remote *Australian* tourism M=3, remote Aboriginal tourism

M=2), with respondents who had previously participated in remote Aboriginal tourism selecting more information sources for both types of tourism (remote *Australian* tourism M=1, remote Aboriginal tourism M=2).

7.5.1 REMOTE *AUSTRALIAN* TOURISM INFORMATION SEARCH

Many respondents (n=240) reported they had used multiple sources of information (1,551 picks).The most popular ways to seek information for remote *Australian* travel were internet searches (22 per cent of picks), peers (20 per cent) and previous travel experience (15 per cent). 45 (n=45) respondents chose 'other', and where possible, the 40 responses noted in the 'other' text field were coded to match the most similar information source available; for example, 'acquaintance' became 'peers' and 'Getaway on TV' became 'news and media'. Some responses did not fit the existing variables and two new information source variables were created: 'unplanned' (12 picks); for example, 'I just took off exploring' and 'just drove there', and 'locals and other tourists' (5 picks); for example, 'asked locals' and 'word of mouth from other travellers'. These findings differ from those of Coghlan (2009), who found that 4WD club members sought information mostly from peers, other 4WDers (53 per cent), commercial maps (36 per cent) and the internet (36 per cent) when planning trips to desert Australia. Coghlan (2009) also found that 7 per cent of their respondents did not plan their remote travel prior to leaving home.

7.5.2 REMOTE ABORIGINAL TOURISM INFORMATION SEARCH

More respondents (n=323) reported that they would use multiple sources of information to plan their participation in Aboriginal tourism (2,270 picks). The number of respondents identifying as Aboriginal and/or Torres Strait Islander was too small to include in the analysis in a meaningful way. The most popular sources of information were different to those for remote tourism. While internet searches (29 per cent of picks) were the most popular way for both categories, travel brochures (14 per cent) and travel agents (14 per cent) were the other top ways to find information. Where possible, the 30 responses noted in the 'other' answer option were coded to match the most similar information source available; however, some responses did not fit into existing variables and five new information source variables were created.

Similar to those who had travelled to remote Australia, 'local and other tourists' became an additional variable. Respondents reported that when planning participation in Aboriginal tourism they would use the following alternate information sources 'ask an Aboriginal person'; for example, 'speaking to others particularly Aboriginals'; 'ask a government organisation'; for example, 'State tourism agencies'; and 'would not consider participating'; for example, 'I wouldn't I am not interested' and 'I would cancel my holiday'. In contrast to respondents who travelled to remote Australia with no plan, all respondents reported they would conduct an information search prior to participation in Aboriginal tourism.

Quantitative Finding: Information on remote Aboriginal and Torres Strait Islander tourism is sourced in alternate ways, such as by asking Aboriginal people and government agencies, in addition to the usual sources of information for remote Australian tourism.

Table 9: Information sources used to plan tourism activities

Information Sources**	Remote Aboriginal tourism			Remote *Australian* travel		
	Picks n	Picks %	Sample %	Picks n	Picks %	Sample %
Internet search	662	29	3	338	22	50
Travel brochures	323	14	2	206	13	30
Travel agent	309	14	1	118	8	17
Peers	243	11	1	307	20	45
Online travel forum	212	9	1	93	6	14
Previous travel experience	154	7	1	240	15	35
Books	110	5	1	104	7	15
Unsure	90	4	0	48	3	7
Social media	81	4	0	43	3	6
News and media	64	3	0	37	2	5
*Would not go	13	1	0	0	0	0
*Locals and other travellers	4	0	0	5	0	1
*Government	3	0	0	0	0	0
*Ask Aboriginal people	2	0	0	0	0	0
*Unplanned	0	0	0	12	1	2
Total	2270	100	11	1551	100	228
*New variables created from free text responses. **Respondents who had previously travelled to remote Australia were asked 'Thinking of your last holiday in remote Australia, where did you look for information?'; 14 respondents (1 per cent) chose no information source. All respondents were asked 'Thinking of Aboriginal tourism in particular, where would you look for information if you were planning a remote *Australian* holiday?' No respondents chose not to respond. Respondents could pick multiple items and enter their own response into a free text field.						

7.6 ADVERTISEMENT EXPOSURE

Identifying the types of advertising that respondents recall can supports the understanding of what is gaining cut-through for the industry. Respondents were asked if they recalled any advertising for remote Aboriginal tourism. The results presented in Table 10 show that 75 respondents (n=75), many of whom had previously participated in remote Aboriginal tourism (n=48), claimed to recall seeing advertising for Aboriginal tourism in the last 12 months. TV (38 per cent of picks) was the most frequently recalled form of advertisement, with the internet (16 per cent) and magazines (14 per cent) also being recalled.

Table 10: Advertising for Aboriginal tourism recall

Form of Advertising Recalled	Sample n	Picks %	Sample %
TV	51	38	68
Internet	21	16	28
Magazine	19	14	25
Within another tourism advertisement	15	11	20
Tourism expo	11	8	15
Social media	7	5	9
Radio	7	5	9
I don't remember the type of advertising	2	2	3
Total responses	133	100	177
*Respondents who reported recalling advertising were asked 'Thinking of the advertising for Aboriginal tourism in the last 12 months, pick what type of advertising you saw', and could pick multiple items or 'I don't remember'.			

The results given in Table 11 show that respondents (n=63) reported recalling the message of the advertising. The free text descriptions of what respondents recalled fell into three categories. Forty-eight per cent of respondents recalled the advertising message to feature Aboriginal tourism attributes, such as 'to experience the Aboriginal culture', 'their land' and 'the usual—Aborigines dancing etc.', while 21 per cent of respondents recalled the advertising message to feature more general remote tourism attributes such as 'visit South Australia', 'visit outback Australia' and 'the Ghan', yet still reported that the advertisement was for Aboriginal tourism. Fifteen per cent of respondents reported psychometric descriptions of advertisement messages, such as 'enjoy it', 'value' and 'appreciate heritage'. This means that the elements of tourism in advertising have a strong recall while only 11 psychometric impressions are recalled.

Quantitative Finding: Distinctive assets of remote Aboriginal and Torres Strait Islander tourism, such as culture and Country, are likely to be recalled more than a message or psychometric description in advertising.

Table 11: Messages of Aboriginal tourism advertising recalled

Advertising Message	Sample n	Recall %
Aboriginal tourism attribute	36	48
Remote tourism attribute	16	21
Unsure	12	16
Psychometric attribute	11	15
Total responses	75	100
*Free text descriptions of messages of recalled advertising were coded to match attributes used in this research.		

7.7 Attributes

Measurement of Mental and Physical Availability begins by measuring the salience of a brand (Romaniuk & Sharp 2004). This requires mapping the range of consumer associations with the brand, or in this case, category, in question. Respondents were presented with a list of possible associations (described in the Quantitative Research Design section) and asked to indicate which, if any, they associated with remote *Australian* tourism. This was done using the 'pick-any' method advocated by the Mental and Physical Availability theory (Romaniuk & Sharp 2004), which produces binary data (Levine 1979) and is known for its ease of interpretation by the respondent (Holbrook & Moore 1984). Respondents could pick as many or as few variables as they liked. All variables were selected at least once, with respondents who had previously undertaken remote Aboriginal and Torres Strait Islander tourism selecting an average of 15 associations, and those who had not selecting an average of 11 associations. The results in Table 12 show that respondents hold multiple associations with remote Australia, with the five most picked variables being 'outback Australia', 'breathtaking landscapes', 'iconic landmarks', '*Australian* history' and 'nature and wildlife'. Next, respondents were asked to identify the five attributes they considered most important to remote Australia tourism and then rate each of the five variables on a 7-point Likert scale. This enabled the rating of how important each variable was to the sample. The results in Table 12 show that what respondents indicated was most important differed to the attributes that were picked most often, as 'safety and preparation' was the most important variable, followed by 'breathtaking landscapes', 'iconic landmarks', 'beaches and waterways' and 'quality family and social time'. While this could be interpreted as a barrier, the knowledge that all respondents reported non-zero probability of travelling to remote Australia contrasts with this. Further, the finding of safety being considered the most important aspect appears to contrast with the respondents' indication that they would use more information sources to support their holiday planning for remote Aboriginal tourism than remote *Australian* tourism.

Table 12: Remote Australian tourism product attributes

Remote *Australian* Tourism Attributes*	Likert***	Pick-Any**		
	Mean	Sample n	Picks %	Sample %
Safety and preparation	6.3	151	2	16
Breathtaking landscapes	6.2	567	8	60
Iconic landmarks, such as Uluru	6.0	539	8	57
Beaches and waterways	5.9	258	4	27
Quality family and social time	5.9	152	2	16
Fresh produce, e.g., pristine seafood, great wine	5.9	176	3	19
Nature and wildlife, such as kangaroos, sea-life	5.9	494	7	52
Australian history	5.9	496	7	52
Aboriginal cultural tour	5.8	315	5	33
Visit an Aboriginal site or community	5.8	317	5	33
Agriculture	5.7	156	2	16
Outback Australia	5.7	625	9	66
See an Aboriginal performance	5.7	213	3	22
Interactions with locals	5.6	277	4	29
Local attractions such as museums and 'big things'	5.5	186	3	20
Isolation and uncrowded attractions	5.5	408	6	43
Pioneers and explorers	5.5	301	4	32
Adventure activities such as hiking, surfing, snorkelling	5.3	182	3	19
4WD exploring	5.1	370	5	39
Risky/dangerous	4.8	156	2	16
Extreme weather such as heat, and cold and humidity	4.7	422	6	45
*Remote *Australian* tourism attribute list derived from National Visitor Survey list of leisure activities(TRA 2014b) as relevant to remote Australia and triangulated by analysis of key features of Tourism Australia advertising and relevant literature (Ashwell 2014; Jacobsen 2005). **All respondents were asked 'Pick the words that best describe "remote Aboriginal tourism" for you' and could pick multiple items. ***Next, all respondents were asked 'Pick the top five most important attributes of remote Aboriginal tourism and then rate how important you think they are. Please rate your answers on a scale of 1 to 7, with 1 being not important to 7 being very important.'				

Respondents were also asked to indicate what they associated with remote Aboriginal tourism using the same 'pick-any' method. As discussed in the Quantitative Research Design section, the list of potential associates was derived from National Visitor Survey list of leisure activities (TRA 2014b) as relevant to remote Australia and triangulated by analysis of key features of Tourism Australia advertising and relevant literature (Ashwell 2014; Jacobsen 2005). The results in Table 13 show that respondents held multiple associations with remote Aboriginal tourism. The five most picked variables associated with remote Aboriginal tourism were 'rock art', 'dreamtime/storylines', 'Aboriginal cultural centres',

'Aboriginal cultural tours' and 'bush tucker', all attributes often associated with Aboriginal culture in representations. As with remote *Australian* tourism, the associations picked most often were not a reflection of what was considered most important, as 'breathtaking landscapes', 'iconic landmarks such as Uluru', 'economic development', 'interactions with locals' and 'dreamtime/storylines' were rated as most important.

Table 13: Remote Aboriginal tourism product attributes

Remote Aboriginal Tourism Attributes*	Likert***	Pick-Any**		
	Mean	Sample n	Picks %	Sample %
Breathtaking landscapes	6.2	268	3	28
Iconic landmarks, such as Uluru	6.2	319	4	34
Economic development	6	73	1	8
Interactions with locals	6	255	3	27
Dreamtime/storylines	5.9	402	5	42
Fresh produce, e.g., pristine seafood, great wine	5.8	57	1	6
Safety and preparation	5.8	62	1	7
Meeting Aboriginal and Torres Strait Islanders	5.8	342	4	36
Australian history	5.8	363	4	38
Quality family/social time	5.8	64	1	7
Nature and wildlife such as kangaroos, sea-life	5.7	251	3	27
Outback Australia	5.7	370	4	39
Adventure activities such as hiking, surfing, snorkelling	5.7	39	0	4
Rock art	5.6	404	5	43
Traditional living	5.6	320	4	34
Guided Aboriginal cultural tours	5.6	352	4	37
Aboriginal cultural tour	5.6	385	4	41
Visit an Aboriginal site or community	5.6	361	4	38
Aboriginal cultural centres	5.6	391	4	41
Alternative medicine	5.6	148	2	16
Bush tucker	5.5	377	4	40
Welcome to Country	5.5	175	2	18
Beaches and waterways	5.5	68	1	7
Isolation and uncrowded attractions	5.5	149	2	16
Art and craft	5.4	297	3	31
See an Aboriginal performance	5.4	336	4	35
Local attractions, such as museums and 'big things'	5.4	72	1	8
Pioneers and explorers	5.3	118	1	12
Dance/music performances	5.3	298	3	31
Visiting a community	5.3	253	3	27
Agriculture	5.2	51	1	5
4WD exploring	5.2	112	1	12
Basket weaving	5.1	110	1	12
Extreme weather such as heat, and cold and humidity	5.1	154	2	16
Ruins	5.1	75	1	8
Didgeridoos	5	347	4	37
Inventions	5	43	0	5
Boomerangs	4.9	314	4	33
Spears/shields	4.8	175	2	18
Risky/dangerous	4.4	49	1	5

Respondents were also asked to indicate what psychometric attributes, being descriptions of evaluations about the product, they associated with remote *Australian* and remote Aboriginal tourism at the same time as the physical product attributes. The results, shown in Table 14, revealed differences in how frequently items were picked. The differences in selection frequency are directly comparable for both categories of tourism, with respondents indicating remote Aboriginal tourism is unique, interesting, appealing, enjoyable and important.

Table 14: Remote Aboriginal and Australian tourism psychometric attributes

Psychometric Attributes*	Remote Aboriginal Tourism			Remote *Australian* Tourism		
	Sample n	Picks %**	Respond. %	Sample n	Picks %**	Respond. %
Unique	247	9	26	419	9	44
Interesting	225	8	24	477	10	50
Appealing	167	6	18	354	8	37
Enjoyable	159	6	17	382	8	40
Important	150	5	16	194	4	20
Would like to try	122	4	13	220	5	23
Valuable	121	4	13	186	4	20
Impresses me	120	4	13	260	6	27
Not for me	112	4	12	57	1	6
Likeable	104	4	11	234	5	25
Good	101	4	11	253	6	27
Expensive	100	4	11	244	5	26
Like	97	3	10	226	5	24
Pleasant	94	3	10	172	4	18
For me	78	3	8	224	5	24
Unappealing	73	3	8	32	1	3
Does not impress me	71	3	7	30	1	3
High quality	68	2	7	132	3	14
Boring	58	2	6	43	1	5
No value for money	57	2	6	34	1	4
Inconsistent	47	2	5	26	1	3
Would not like to try	47	2	5	21	0	2
Dislike	46	2	5	12	0	1
Poor quality	46	2	5	18	0	2
Unenjoyable	46	2	5	17	0	2
Value for money	44	2	5	132	3	14
Unpleasant	33	1	3	19	0	2
Consistent	30	1	3	38	1	4
Unimportant	29	1	3	8	0	1
Dislikeable	27	1	3	7	0	1
Worthless	26	1	3	6	0	1
Bad	23	1	2	3	0	0
Inexpensive	22	1	2	64	1	7
Not unique	10	0	1	2	0	0
*Remote *Australian* and Aboriginal tourism psychometric attribute list derived from 'Attitude Towards the Product/Brand' by Bearden (1999).						

**All respondents were asked to indicate which psychometric attributes they associated with remote *Australian* tourism and remote Aboriginal tourism and this list was presented in conjunction with the relevant product attribute list from which respondents could pick multiple items.

7.7.1 REPORTED PROBABILITY ANALYSES

The survey screened respondents to ensure that they were remote Aboriginal tourism's target domestic market. This involved screening out people who reported no probability of travelling to remote Australia in the next five years and those who would not be considered potential domestic consumers. To understand the usefulness of previous recommendations guiding operators to target specific segments (TRA 2010), respondents were asked to indicate their future probability of participation in each type of tourism, indicating their answers using an 11-point probability scale. Each point along the scale represents the percentage of probability, meaning that a score of 5 equalled a 50 per cent reported probability. The benefit of using this type of scale means that respondents who have more certainty on their probability of participation are clearly displayed in the distribution of the data. The expected distribution for an 11-point probability scale data displays a 'U' curve, with people reporting higher probabilities at one end of the scale (Brennan 1995). The inclusion of 11 points, with the first point being 'no chance' means that respondents with no interest are able to accurately report their nil probability. While all respondents reported non-zero probability of travelling to remote Australia in the next five years, 17 per cent reported no probability of participating in remote Aboriginal tourism in their travels to remote Australia. The respondents' characteristics and experiences were analysed to understand how they affected reported probability of participation in both remote Australia and remote Aboriginal tourism. The respondents' characteristics and experiences were analysed using arithmetic means and standard deviations to enable meaningful comparison within this discussion. The means and standard deviations for the respondents' characteristics and experiences are shown in the Appendix: Quantitative Analysis (Reported probability analysis graphed). While the curve of the distribution for the probability of all respondents to travel to remote Australia (M=5.9, SD=3.1) reflects the expected U shape, the distribution of the probability of all respondents participating in remote Aboriginal tourism (M=3.7, SD=3.1) does not show the expected U curve. Instead, it clearly indicates that fewer respondents reported a high likelihood of future probability of participating in remote Aboriginal tourism. This reflects the current issue of low domestic consumer participation.

The Effect of Gender

Respondents of both genders reported similar probabilities of travelling to remote Australia within the next five years, with T-tests showing that males (M=6.31, SD=3.2) reported a slightly higher probability than females (M=5.7, SD=3.1), meaning that both males and females are potential remote Aboriginal tourism consumers. However, the reported probability of participation in remote Aboriginal tourism was lower for males (M=3.8, SD=3.3) and even lower for females (M=3.7, SD=3.0). While this contradicts the findings of the operator interviews, in that the operators believed their market to have more females than males, it is important to recall that the operator interviews asked about their current experiences and the survey asked for future probabilities.

The Effect of Age

The graphed data shows that age had varying effects on the probability of respondents travelling to remote Australia, with a one-way ANOVA showing respondents aged 60–64 years reporting the highest probability of participation (M=6.3, SD=3.2), followed by respondents aged 25–29 years (M=6.0, SD=3.1) and respondents aged 30–34 years (M=6.0, SD=3.3). While respondents aged 40–44 years (M=4.4, SD=3.0) reported the highest probability of undertaking remote Aboriginal tourism, respondents aged 75–79 years reported the second highest (M=4.3, SD=3.3) and respondents aged 25–29 years (M=4.2 SD=3.0) the third highest probability. These means are all lower than the probability of participation expected for remote *Australian* tourism, and show no clear trend towards remote Aboriginal tourism being more likely among youthful travellers or older travellers as has been noted in Government support literature previously discussed.

The Effect of Education

While the graphed data shows that levels of education had varying effects, a one-way ANOVA showed that respondents holding a postgraduate degree reported the highest probability of participating in remote *Australian* travel (M=6.7, SD=3.0) and remote Aboriginal tourism (M=4.7, SD=3.3). This aligns with the reports from the operator interviews, where operators stated that they received a high number of highly-educated consumers. Operators reported that these types of customers were looking for authentic, real experiences, however, this cannot be verified using these results.

The Effect of Relationship Status

A one-way ANOVA showed that respondents in a de facto relationship (M=6.0, SD=3.2) reported the highest probability of participating in remote *Australian* tourism in the future, with married respondents reporting the next highest probability (M=6.0, SD=3.2), single respondents reporting a lower probability (M=5.7, SD=3.1) and widowed respondents reporting the lowest probability (M=5.6, SD=3.3). The reported probability of participation in remote Aboriginal tourism varied less between groups, but remained lower overall. Single respondents (M=3.8, SD=3.1) reported the highest probability, followed by married respondents (M=3.8, SD=3.2), then widowed respondents (M=3.6, SD=3.1) and lastly those in a de facto relationship (M=3.5, SD=3.0). Analysis of the differences in the means for the probability of each group participating found no similarities in how relationship status affects the probability of participation in remote *Australian* or remote Aboriginal tourism.

The Effect of Children Under 16 Years of Age Living at Home

One-way ANOVA of the data showed that the number of children under 16 years old did not produce a discernible trend affecting the probability of participation in remote *Australian* tourism. Respondents who had two children (M=6.3, SD=3.0) reported the highest probability of travelling in remote Australia, followed by respondents with more than three children (M=6.2, SD=3.0), with respondents with one child (M=5.9, SD=3.1) and respondents with three children reporting the lowest probabilities (M=5.4, SD=3.0). Analysis of the data found that respondents with more than one child (M=3.8, SD=4.2) were most likely to report a higher probability of participation in remote Aboriginal tourism, with respondents with more than three children (M=4.4, SD=3.3) reporting the highest probability, followed by respondents with two children (M=4.2, SD=3.0), then respondents with three children (M=3.9, SD=3.3). This analysis shows no clear trend towards remote Aboriginal tourism being more attractive to smaller or larger families with young children.

The Effect of Children Over 16 Years of Age Living at Home

One-way ANOVA showed that respondents who had more than three children (M=4.5, SD=3.5) over 16 reported a significantly lower probability of remote *Australian* tourism, with respondents with two children (M=6.2, SD=3.2) most likely to report a higher probability, followed by those with three (M=6.1, SD=2.9) and then one child (M=6.0, SD=3.0). The reported probability of participation in remote Aboriginal tourism followed a similar pattern, although the means were again lower overall. Respondents who had more than three children reported a lower probability

(M=2.0, SD=2.4), with respondents with three children (M=4.6, SD=3.1) most likely to report a higher probability, followed by those with two (M=4.0, SD=3.6) and then one child (M=3.9, SD=3.3). While there may be many factors that affect the reported probability of participation, one potential reason for the lower probability for people with more than three children over 16 years old may be that the average family car has only three seats available for children. As many travellers to remote Australia tour by car, this capacity restriction may limit families with more than three children over 16 to less remote trips.

The Effect of Residential Density

A one-way ANOVA found that respondents who resided in remote areas (M=8.9, SD=1.7) reported the highest probability of travelling to remote Australia, followed by regional respondents (M=6.03, SD=3.0), while urban respondents (M=5.7, SD=3.2) reported the lowest probability. This may be because respondents who live in remote areas have greater access to travel in remote Australia; however, remoteness does mean that these people have more reason to holiday in urban areas, for example, for specialist appointments and visiting family. While respondents who reside in remote (M=6.4, SD=3.2) areas also reported a higher probability of participating in remote Aboriginal tourism, the means for all groups (urban M=3.7, SD=3.1; regional M=3.6, SD=3.1) were lower than those for the probability of participating in remote Australia tourism. This was unexpected, as people residing in regional areas have greater access to remote areas and remote Aboriginal tourism than those in living urban areas.

The Effect of Country of Birth

As illustrated in the graphs showing the distribution of the data, a T-test found that the respondent's country of birth affected their probability of travelling in remote Australia and participating in remote Aboriginal tourism. Respondents born overseas reported a higher probability of participation (remote *Australian* tourism M=6.0, SD=3.2; remote Aboriginal tourism M=4.09, SD=3.2) than those born in Australia (remote *Australian* tourism M=5.8, SD=3.1; remote Aboriginal tourism M=3.6, SD=3.1). This data suggests that engrained myths about Aboriginal Australians affect Aboriginal tourism domestic consumer patronage (Jacobsen 2007), and this explored further in the discussion of the findings.

The Effect of Previous Participation in Remote *Australian* Tourism

The results presented in Table 15 show that the reported probability of participation in remote *Australian* tourism positively correlates with recency of travel to remote Australia, meaning that the more recently a respondent had travelled to remote Australia, the more likely they were to have a high probability of participating in remote *Australian* tourism in the next five years. While repeat patronage for this industry is not recorded by industry bodies, it does confirm that previous findings that users are more likely to report a higher probability of future usage (Romaniuk & Sharp 2004) extend to these categories of tourism.

Table 15: One-way ANOVA of reported probability of future participation in remote Australian tourism

Remote *Australian* Tourism	Remote Aboriginal Tourism
< 5 years μ=7.6 SD=2.6	< 5 years μ=4.4 SD=3.4
> 5 years μ=5.6 SD=3.0	> 5 years μ=3.7 SD=3.0
Never μ=4.2 SD=2.8	Never μ=3.0 SD=2.7

The Effect of Previous Participation in Remote Aboriginal Tourism

Similarly, a one-way ANOVA, shown in Table 16, revealed that the reported probability of participation in remote Aboriginal tourism positively correlated with the recency of participation in remote Aboriginal tourism, meaning that the more recently a respondent had participated in remote Aboriginal tourism the more likely they were to report that they have a high probability of participating again. This confirms that users of remote Aboriginal tourism are more likely to report a higher probability of future participation in remote Aboriginal tourism, meaning that this category may not be a 'one-of' purchase. Additionally, the decline in reported future probability of participation over time may reflect existing findings that satisfaction rates can decrease as the time since using the product increases (Sharp, Rosemary Anne, Romaniuk & Bogomolova 2009). This finding is positive for the remote Aboriginal tourism industry, as it means that those who try the product enjoy it enough to want to return. It may or may not reflect the respondents' understanding that there is diversity in Aboriginal tourism and subsequent participation in the category may not necessarily involve repeating the same activities. Interestingly, this finding may confirm the necessity for attracting domestic consumers to support the sustainability of this industry; as the operator interviews found that international consumers only participate once due to their limited access to the category. This finding suggests that

domestic consumers are a potentially beneficial market as they report wanting to be repeat customers and are more likely than international consumers to have access to the products offered.

Table 16: One-way ANOVA of reported probability of future participation in remote Aboriginal tourism

Remote *Australian* Tourism	Remote Aboriginal Tourism
< 1 year M=9 SD=2.1	< 1 year M=8.1 SD=2.3
< 2 years M=8.2 SD=2.2	< 2 years M=6.9 SD=3.0
< 5 years M=7.8 SD=1.9	< 5 years M=5.3 SD=3.1
> 5 years M=6.1 SD=3.1	> 5 years M=3.6 SD=3.1
Never M=5.3 SD=3.1	Never M=3.1 SD=2.8

Quantitative Finding: Respondents born overseas and respondents with postgraduate-level education report a higher probability of future participation in remote Aboriginal and Torres Strait Islander tourism.

Quantitative Finding: A respondent's recency of participation in remote Aboriginal and Torres Strait Islander tourism positively correlates with their reported future probability of participation.

Quantitative Finding: Respondents' gender, age, relationship status, number of younger or older children, and residential density are not effective variables in understanding their probability of future participation in remote Aboriginal and Torres Strait Islander tourism.

Quantitative Finding: Remote Aboriginal and Torres Strait Islander tourism faces four times the expected level of active rejection.

Quantitative Finding: Respondents directly relate remote Aboriginal and Torres Strait Islander people with remote Aboriginal and Torres Strait Islander tourism. Racism, stereotypes and myths about Aboriginal and Torres Strait Islander people impact the probability of participation in this tourism product.

7.7.2 HYPOTHESIS TESTING

H1: Remote Aboriginal and Torres Strait Islander tourism has low unprompted recall by users and non-users (who have a non-zero probability of travelling remotely in the next five years): Supported

How frequently is remote Aboriginal tourism listed as an association with remote Australian tourism without prompting?

Prior to any mention of Aboriginal tourism, or showing any lists of associations, the survey asked each respondent to type three things that they associated with remote *Australian* tourism. The 2,841 responses included descriptive associations such as 'dirt roads', 'nature' and 'landmarks', psychometric associations such as 'interesting', 'boring' and 'brilliant', and potentially instructional sentences such as 'better to drive to', 'need lots of maps' and 'must see'.

Frequency counting showed that Aboriginal people were mentioned 18 times, or 1 per cent of picks, using words including 'Aborigines', 'Indigenous culture' and 'Abos'; however, Aboriginal tourism was mentioned only once, less than 1 per cent of picks, using the words 'education about its history (Aboriginal) is interesting'.

Do users list remote Aboriginal tourism as an association with remote Australian tourism without prompting more than non-users?

A crosstab, shown in Table 17, revealed that Aboriginal people and/or Aboriginal tourism was listed by only three people who reported being past users of remote Aboriginal tourism. This small result means that further analysis was not useful.

Table 17: Unprompted mentions of Aboriginal tourism

Free text attribute*	n of attributes	% of attributes
Aboriginal people	18	1
Aboriginal tourism	1	<01
Other	2822	99
Total	2841	100
*All respondents were asked to 'type three words or short phrases that best describe what you think about tourism in remote Australia' prior to any mentions of Aboriginal tourism, and could not choose not to answer.		

Quantitative Finding: Remote Aboriginal and Torres Strait Islander tourism has low (<01 per cent) unprompted recall.

H2: Users and non-users of remote Aboriginal and Torres Strait Islander tourism (who have a non-zero probability of travelling remotely in the next five years) have differing associations with remote Aboriginal and Torres Strait Islander tourism: Supported

Do potential domestic consumers have associations with remote Australian tourism?

Testing of the assumptions for principal components analysis (PCA) to assess the factorability of the data showed that this analysis technique is appropriate to address this hypothesis. The minimum sample size for analysis of this data set is 292 cases, as this is the minimum number of cases assigned to one independent variable. Bartlett's Test of Sphericity, which tests the overall significance of all the correlations within the correlation matrix, was significant ($p<.01$), which shows that PCA is appropriate. The result of the Kaiser-Meyer-Olkin measure of sampling adequacy (.9), shown in Table 18, which measures the strength of the relationships among the variables, showed that the sample is above 0.6 and is adequate.

The PCA results, shown in Table 19, revealed that 12 factors explained 51 per cent of the variance within the data. Review of the scree plot for remote *Australian* attributes (Figure 14) confirmed that 25 per cent of the variance was explained by the first two components. The component matrix only displays results greater than 0.3 or -0.3 for ease of analysis. While the first two components showed definition between the positive and the negative attributes, no components yielded results that could warrant the creation of a factor suitable for further analysis. This means that while the respondents did have associations with remote *Australian* tourism, these did not reach a significant level, and thus there are no meaningful results for further analysis. No pattern matrix was created because of the lack of significant correlations, as shown in the correlation matrix in the Quantitative Appendices. Therefore, raw data, instead of factors created by the PCA, was used for further analysis using binary logistic regression.

Table 18: KMO and Bartlett's tests for remote Australian attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.9
Bartlett's Test of Sphericity	Approx. Chi-Square	14883.3
	Df	1540
	Sig.	0

Table 19: Total variance explained for remote Australian attributes

Component*	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	10.9	19.5	10.9	19.5
2	3.4	6.2	3.4	6.2
3	2.5	4.4	2.5	4.4
4	1.7	3.1	1.8	3.1
5	1.6	2.8	1.6	2.8
6	1.4	2.4	1.4	2.5
7	1.3	2.3	1.3	2.3
8	1.2	2.2	1.2	2.2
9	1.2	2.1	1.2	2.1
10	1.1	2.0	1.1	2.0
11	1.1	1.9	1.1	1.9
12	1.0	1.9	1.0	1.9
*Only components with an eigenvalue greater than 1 are displayed for ease of analysis. Display of full results in Appendix: Quantitative Analysis (H2).				
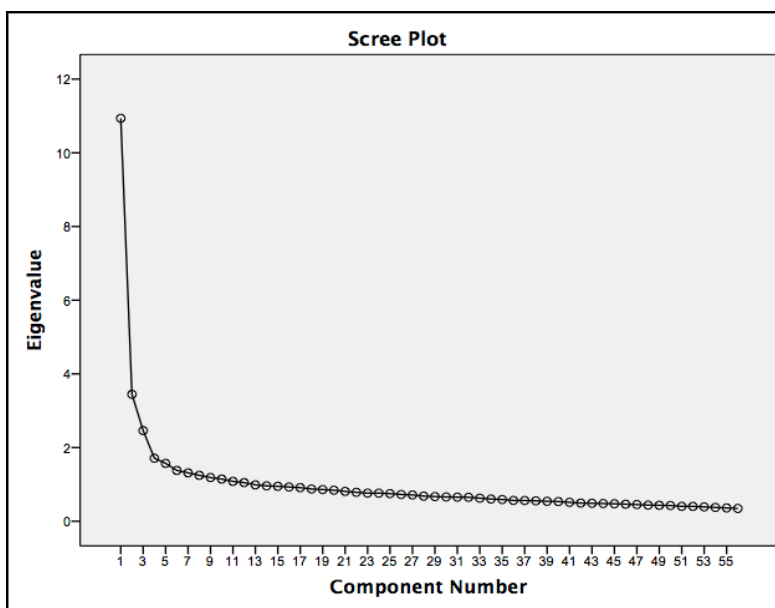
Figure 14: Scree Plot for Remote Australian Attributes

What associations indicate a user of remote Australian tourism?

Binary logistic regression, as shown in Table 20, was performed to assess the attributes the respondents associated with remote *Australian* tourism, as factors for constructs were not achieved. The model contained 21 product attributes and 34 psychometric attributes as independent variables. The full model containing all

predictors was statistically significant, x^2 (1, N947)=228.7, p <.01, indicating that the model was able to distinguish between users and non-users. The model as a whole explained between 22 per cent (Cox and Snell R squared) and 31 per cent (Nagelkerke R squared) of the variance of attributes associated with remote *Australian* tourism, and correctly classified 77 per cent of cases. As shown in Table 20, 13 independent variables made a unique statistically significant contribution to the model. Negative B values indicate that an increase in the independent variable (attribute) score will result in a decreased probability of the case recording a score of 1 in the dependent variable (previous remote *Australian* tourism participation).

These results indicate that the strongest predictors of having travelled to remote Australia (n=679) were selecting the attributes 'unimportant', 'not impressed' and 'value for money'. While studies of the impact of negative brand attributes are conflicting (Winchester & Romaniuk 2003), the result revealing two negative attributes as indicators suggests that non-users were less likely to select negative attributes. However, as these were selected by users while users still gave the highest reported probability of future participation, this means that the appearance of negative attributes does not indicate outright rejection. The likelihood of previous users to list more negative attributes than non-users is thought to be a mechanism of post-purchase behaviour (Winchester & Romaniuk 2008).

Table 20: Binary logistic regression predicating associations with remote Australian tourism

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
Attributes*							Lower	Upper
Unimportant	2.4	1.1	4.7	1	0.0	11.2	1.3	99.1
Not impressed	1.5	0.6	6.5	1	0.0	4.7	1.4	15.3
Value for money	1.1	0.4	9.2	1	0.0	3.1	1.5	6.5
Like	0.7	0.3	6.0	1	0.0	2.1	1.2	3.7
Enjoyable	0.6	0.2	6.3	1	0.0	1.8	1.1	3.0
Landscapes	0.5	0.2	5.4	1	0.0	1.7	1.1	2.6
Iconic landmarks	-0.4	0.2	4.0	1	0.0	0.6	0.4	1.0
Dangerous	-0.7	0.2	8.3	1	0.0	0.5	0.3	0.8
Not for me	-0.9	0.4	5.6	1	0.0	0.4	0.2	0.8
Unappealing	-1.1	0.6	4.0	1	0.0	0.3	0.1	1.0
Not try	-1.4	0.6	5.3	1	0.0	0.2	0.1	0.8
Try	-1.7	0.2	53.1	1	0	0.9	0.1	0.3
Unenjoyable	-2.4	0.9	6.7	1	0.0	0.1	0.0	0.6
*Only attributes that made a unique statistically significant contribution to the model are displayed for ease of analysis. Display of full results in Appendix: Quantitative Analysis (H2).								

Do users and non-users have associations with remote Aboriginal tourism?

The 75 items of the remote Aboriginal tourism attribute list were subjected to PCA. Prior to performing the PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. The Kaiser-Meyer-Olkin test revealed a value of 0.96, exceeding the recommended value of 0.6 (Kaiser 1970, 1974). Bartlett's Test of Sphericity (Bartlett 1954), reached statistical significance, supporting the factorability of the correlation matrix (Table 21). PCA revealed that, similar to the remote Australia tourism attributes, no remote Aboriginal tourism attributes correlated significantly. This means that further analysis was conducted with raw data, rather than factors produced by PCA.

The results of the PCA, shown in Table 22, revealed that 12 factors explained 52 per cent of the variance within the data. Review of the scree plot, shown in Figure 15, confirms that 36 per cent of the variance is explained by the first three components. While the first two components show definitions of positive and negative attributes, similar to the remote Australia tourism attributes, the third shows distinct associations with remote Aboriginal tourism. However, no components yield results that could warrant the creation of a factor suitable for further analysis.

These results indicate that while respondents did have associations with remote Aboriginal tourism that were different to those for remote *Australian* tourism they are not considered significant and therefore do not form a discernible factor for further analysis. This insignificance in itself is a finding that shows that the category is not well defined for consumers. This contrasts with the findings of Ashwell (2015), as her analysis showed clear factors to analyse regarding the associations of international tourists with remote Aboriginal tourism, and confirms that Australians differ significantly from international tourists as consumers of remote Aboriginal tourism. No pattern matrix was created due to the lack of significant correlation, as shown by the correlation matrix in the Quantitative Appendices.

Table 21: KMO and Bartlett's tests for remote Aboriginal tourism

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		1.0
Bartlett's Test of Sphericity	Approx. Chi-Square	27940.7
	df	2775
	Sig	0

Table 22: Total variance explained for remote Aboriginal tourism

Component*	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.3	23.1	23.1	17.3	23.1	23.1
2	5.9	7.9	31.0	5.9	7.9	31.0
3	4.9	5.4	36.4	4.1	5.4	36.4
4	1.9	2.5	39.0	1.9	2.5	39.0
5	1.6	2.1	41.0	1.6	2.1	41.0
6	1.4	1.9	42.9	1.4	1.9	42.9
7	1.3	1.7	44.6	1.3	1.7	44.6
8	1.2	1.6	46.2	1.2	1.6	46.2
9	1.1	1.5	47.7	1.1	1.5	47.7
10	1.0	1.4	49.1	1.0	1.4	49.1
11	1.0	1.4	50.5	1.0	1.4	50.5
12	1.0	1.3	51.8	1.0	1.3	51.8
*Only components with an Eigenvalue greater than one displayed for ease of analysis. Display of full results in Appendix: Quantitative Analysis (H2).						
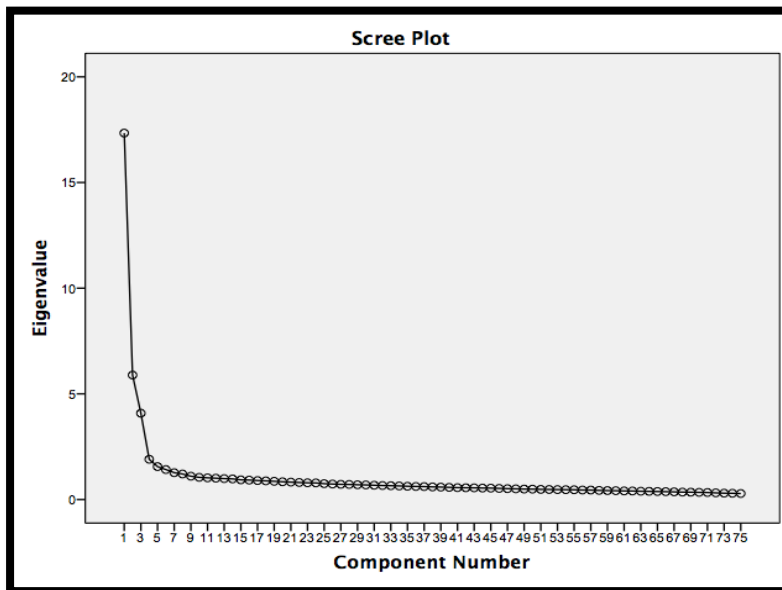
Figure 15: Scree Plot for Remote Aboriginal Tourism

What associations indicate a user of remote Aboriginal tourism?

Binary logistic regression, as shown in Table 23, was performed to assess which attributes respondents associated with remote Australia tourism. The model contained 75 attributes as independent variables. The full model containing all predictors was statistically significant, x^2 (75, N947)=174.5, p <.01, indicating that the model was able to distinguish between users and non-users. The model as a whole

explained between 16.8 per cent (Cox and Snell R squared) and 23.7 per cent (Nagelkerke R squared) of the variance of attributes associated with remote Aboriginal tourism, and correctly classified 74.6 per cent of cases. As shown in Table 24, nine attributes made a unique statistically significant contribution to the model. These results indicate that the strongest predictor of the respondent being a user of remote Aboriginal tourism was the selection of 'not to try', 'unappealing' and 'agriculture'. The result of two negative attributes being indicators suggests that non-users were less likely to select negative attributes; however, these being selected by users while users gave the highest reported probability of future participation means that the appearance of negative attributes should not be a concern. The likelihood of previous users to list more negative attributes than non-users is thought to be a mechanism of post-purchase behaviour (Winchester & Romaniuk 2008).

Table 23: Binary logistic regression for remote Aboriginal tourism

Attributes*	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
							Lower	Upper
Not try	1.6	0.6	6.8	1	0.0	5.2	1.5	17.8
Unappealing	1.5	0.5	8.5	1	0.0	4.6	1.6	12.6
Agriculture	1.2	0.5	7.4	1	0.0	3.4	1.4	8.3
Try	0.7	0.3	6.3	1	0.0	2.1	1.2	3.8
Like	-0.7	0.3	4.6	1	0.0	0.5	0.2	0.9
Aboriginal art	-0.9	0.2	21.0	1	0	0.4	0.3	0.6
Inconsistent	-1.1	0.4	6.3	1	0.0	0.3	0.1	0.8
Unpleasant	-1.3	0.6	4.5	1	0.0	0.3	0.1	0.9
Poor quality	-1.4	0.5	7.6	1	0.0	0.2	0.1	0.7
*Only attributes that made a unique statistically significant contribution to the model are displayed for ease of analysis. Display of full results in Appendix: Quantitative Analysis (H2).								

Quantitative Finding: Users and non-users hold different association with remote Aboriginal tourism.

Quantitative Finding: The ten most important attributes of remote Aboriginal and Torres Strait Islander tourism for domestic consumers are:

1. *Breathtaking landscapes*
2. *Iconic landmarks such as Uluru*
3. *Economic development*
4. *Interactions with locals*
5. *Dreamtime/storylines*
6. *Fresh produce, e.g., pristine seafood, great wine*
7. *Safety and preparation*
8. *Meeting Aboriginal and Torres Strait Islanders*
9. *Australian history*

10. *Quality family/social time*

H3: Brand belief of remote Aboriginal and Torres Strait Islander tourism is strengthened by usage: Not Supported

H4: Probability of usage of remote Aboriginal and Torres Strait Islander tourism positively correlates with remote Aboriginal and Torres Strait Islander tourism brand belief: Supported

Please see Development of Aboriginal Tourism Brand Belief Scale for a description of the scale development and testing.

How does brand belief affect probability of participation for users and non-users?

A standard multiple regression (SMR), shown in Table 24, was used to assess the ability of two control measures (reported probability of undertaking remote Aboriginal tourism, previous participation in remote Aboriginal tourism) to predict levels of brand belief. The brand belief scale for measurement was created for use in this analysis. Preliminary analyses were conducted to ensure against violation of the assumptions of normality, linearity, multicollinearity and homoscedasticity (see Appendix: Quantitative Analysis H3 & H4). The total variance explained by the model was 35.7 per cent, $F_{(2,946)}=69.1$, $p<.001$, meaning that the model shows statistical significance.

Further analysis of the model shows that one variable made a stronger unique contribution to explaining brand belief. It is important to note that, contrary to Churchill Jr (1979) process items scoring less than significant were not deleted from the analysis as their inclusion is conceptually necessary (Rossiter 2002). This prevents the unwarranted amplifying of results. While the variable 'previous participation in remote Aboriginal tourism' (beta=-.03) did not make a significant unique contribution to the model, the variable 'reported probability of undertaking remote Aboriginal tourism' (beta=.3) did. SMR showed that each increase in the dependent variable increased the reported probability of undertaking remote Aboriginal tourism by 10 per cent. This means that respondents who reported a higher probability of undertaking remote Aboriginal tourism scored stronger on brand belief and that, while not statistically significant, respondents who reported previous participation in remote Aboriginal tourism reported weaker brand belief. This suggests that people who are thinking of undertaking remote Aboriginal tourism hold more beliefs about remote Aboriginal tourism than those who are not, but does not

make clear whether the beliefs occur before or after thinking of undertaking the tourism.

Table 24: Variables of brand belief standard multiple regression

	Standardised Coefficients	t	Sig.	Correlations		Collinearity Statistics	
	Beta			Zero-order	Part	Tolerance	VIF
(Constant)		27.6	0				
Probability of undertaking remote Aboriginal tourism activities in the next three years	0.3	10.9	0	0.4	0.3	0.9	1.1
Previous participation in remote Aboriginal tourism	-0.0	-1.1	0.3	-0.1	-0.0	0.9	1.1
Dependent variable: Brand belief							

It is important to recall that the brand belief measure was not formulated to measure positive or negative beliefs, only that there is a relationship between belief and the independent variable, as the framework for the measurement of Mental Availability suggests focusing on whether the brand is thought of rather than seeking to determine how favourably the brand is judged.

Quantitative Finding: Previous participation is not an effective predictor of brand belief.

This analysis shows probability of participation strengthens brand belief of remote Aboriginal and Torres Strait Islander tourism, which contrasts with the TRA report that the low participation of domestic visitors in Indigenous tourism activities results from their expectations of relaxation, recharging, breaking the routine and indulging themselves. While previous findings indicate domestic consumers perceive that these requirements are not able to be met by an Indigenous tourism experience (Ruhanen, L, Whitford & McLennan 2013; TRA 2010), this finding suggests that respondents' beliefs about remote Aboriginal tourism are beneficial enough to warrant positive reporting of future probability of participation. This indicates that brand rejection is not occurring on a large scale. These findings provide an opportunity to move past previous findings that the low domestic participation in remote Aboriginal tourism is a result of domestic consumers being an unachievable market.

Quantitative Finding: Respondents reporting a higher probability of undertaking remote Aboriginal tourism are associated with increased brand belief.

7.8 QUANTITATIVE FINDINGS DISCUSSION

The purpose of the quantitative phase of the present research was to draw from learnings from the qualitative phase to investigate the application of marketing laws in this context. This enabled the identification of the unique characteristics of the consumer behaviour experienced by this industry. This investigation into the lower than expected participation in remote Aboriginal and Torres Strait Islander tourism by domestic consumers revealed some expected, as well as some unexpected, findings.

The results indicated that remote Aboriginal tourism has low awareness among potential customers and this could be the most significant barrier to category growth. Romaniuk (2004) found that the more cues a brand is linked to, the greater propensity it will have to be thought of as an option to buy. These results suggest that it is unusual for respondents to link remote *Australian* tourism with remote Aboriginal and Torres Strait Islander tourism. These findings confirm the existing literature noting that Aboriginal tourism has low levels of awareness (Ashwell 2015) (Ruhanen, Lisa, Whitford & McLennan 2015) (Tremblay & Pitterle 2008) and extend this to remote Aboriginal and Torres Strait Islander tourism.

Romaniuk (2006) found that an unprompted approach was less likely to identify associations from non-users, meaning that users should have a higher level of unprompted awareness than non-users. This low level of awareness by consumers, including users, with the greatest physical accessibility to remote Aboriginal tourism contributes to the low level of participation by domestic consumers.

Initial results indicated that the respondents did not have a clear list of attributes that they associated with remote Aboriginal and Torres Strait Islander tourism, even when prompted. The lack of significance for a construct of remote Aboriginal and Torres Strait Islander tourism shows that the category is not well defined for consumers. Further analysis indicated that while respondents do have associations with remote Aboriginal tourism, they are different to the attributes that are associated with remote *Australian* tourism. The attributes that respondents rated as most important contrast with Ashwell's (2015) findings that international tourists associate art and craft, boomerangs, didgeridoos, the outback, history, visiting museums, national parks, cultural centres, nature and bushwalking with remote Aboriginal and Torres Strait Islander tourism. This confirms that Australians differ from international tourists as consumers of remote Aboriginal tourism. This may indicate that domestic consumers and international consumers should be marketed to as separate consumer segments.

Romaniuk (2004) note that a scale containing a representative range of attributes enables the measurement of cues that support salience and that this process gives some sense of how much the customer knows about the brand; in the present research, the category of remote Aboriginal and Torres Strait Islander tourism. Bird (1970) and Romaniuk (2006) note that usage is known to have an effect on brand associations, and Winchester (2003) found that negative brand image attributes are not driven by brand usage or non-usage. This analysis shows that knowledge of remote Aboriginal tourism differs for users and non-users by showing that these groups hold different associations with the category. This reconfirms that understanding what remote Aboriginal tourism is, and what the category has to offer the potential consumer, may be unclear for respondents. This lack of clarity, compounded by the finding of a lack of awareness of the category, may contribute to low participation by domestic consumers.

The results show that the attributes the respondents indicated as most important to them differed to those that were picked most often, as safety and preparation was the most important variable, followed by breathtaking landscapes, iconic landmarks, beaches and waterways and quality family and social time. While this would seem to be a barrier, the knowledge that all respondents reported non-zero probability of travelling to remote Australia is in contrast to this. Further, the finding of safety being considered the most important aspect appears to contrast with respondents' indications that they would use more information sources to support their holiday planning for remote Aboriginal tourism than remote *Australian* tourism.

Respondents were also asked to indicate the psychometric attributes, or descriptions of evaluations of the product, they associated with remote Aboriginal and Torres Strait Islander tourism. Respondents indicated remote Aboriginal and Torres Strait Islander tourism is unique, interesting, appealing, enjoyable and important. The associations indicated by respondents contrast findings by TRA that Australians often perceive Indigenous products to be contrived and lacking authenticity. Their result may be due to only asking questions related to the reason why respondents are not interested in the category; however, without access to their research documents this cannot be confirmed.

Respondents indicated that they hold multiple associations with each type of tourism, and that they hold different associations for each type of tourism. Romaniuk (2004) found that holding multiple associations with one brand is common, as is holding different associations for different brands. This data shows that these empirical laws extend to these types of tourism when analysed at the category level, rather than the brand level. This means that respondents identify a difference between remote *Australian* and remote Aboriginal tourism

and suggests that marketers could explore marketing remote Aboriginal and Torres Strait Islander tourism as an independent product in addition to embedding their material in regional advertising.

Analyses of the characteristics or experiences of respondents and their probability of participating in both remote *Australian* tourism and remote Aboriginal and Torres Strait Islander tourism showed which respondents reported a higher probability of participation in remote Aboriginal and Torres Strait Islander tourism. This analysis yielded unclear results, which confirms that investing in segmentation based on specific demographics using intuition can be detrimental. This analysis cannot rule out the influences of engrained myths about Aboriginal Australians affecting Aboriginal tourism domestic consumer patronage (Jacobsen 2007), with over half of respondents reporting they would travel to remote Australia but would never participate in Aboriginal or Torres Strait Islander tourism. The only positive correlation with probability of future participation was recency of previous participation. This supports Romaniuk's (2004) findings that brands chosen in the past are likely to be a strong indicator of what people will buy in the future, and extends this finding to these categories of tourism. This finding is valuable because it shows that respondents were not unhappy with their product experiences, which is a testament to the product offering. Notzke (1999) found similar results when exploring current trends in Indigenous tourism development in Canada's Arctic region, reporting that while the characteristics of respondents were unpredictable, they were united by their great interest in Aboriginal northerners and their lifestyle. While this initially suggests that repeat purchasing might be likely, the context of remoteness may prevent heavy patronage of this industry. Additionally, while there are positive findings for the reported future probability of purchase it is important to recall that when making *in situ* purchase decisions other factors, such as costs, will play an important factor in decision-making. Pettersson (2002) found these influencing factors to be the most important factor for consideration, followed by access; however, he does not define if this is physical or mental accessibility.

Respondents who reported 'no possibility' or a 'slight possibility' of future participation in remote Aboriginal and Torres Strait Islander tourism were considered to have no or low probability of future participation. Analyses of respondents reporting no or low probability of future participation (n=512) shows little demographic difference to the main sample, except that that these respondents were more likely to not have a postgraduate education.

Further analysis of the types of associations that these respondents listed as unprompted attributes of remote Aboriginal and Torres Strait Islander tourism were very different to those listed for remote *Australian* tourism. While some active rejecters demonstrated outright

racism in their associations (such as drunks, dirty and criminals, this is hard to quantify as it is impossible to tell how many comments were made with racist intentions), or fear of the unknown (such as dangerous, scary and unsure), a sense that the product offering is too commercial (such as fake, commercial and staged) is also evident. Interestingly, the associations listed make it clear that most of these respondents are not able to distinguish between a survey question asking what they associate with remote Aboriginal and Torres Strait Islander tourism and their perspectives on remote Aboriginal and Torres Strait Islander people, as shown with comments such as 'racist', 'all Australians are equal' and 'not interested in Aboriginals'. These results show that racism, stereotypes and myths about Aboriginal and Torres Strait Islander people are being projected onto the tourism product. Interestingly, it also shows that respondents are not interested in inauthentic representation of Aboriginal and Torres Strait Islander cultures.

The results show that 54 per cent of respondents reported no possibility to a slight possibility of future participation in remote Aboriginal and Torres Strait Islander tourism, thereby rejecting the possibility of participating in remote Aboriginal and Torres Strait Islander tourism in the next five years. While it is important to identify overt and latent issues of racism and understand how they affect participation in the category, it is positive to note that 46 per cent respondents reported a medium to high probability of future participation, and these people will be the most responsive to marketing efforts.

Understanding when decisions to participate are made supports Aboriginal tourism operators by assisting them to understand their consumers' decision-making circumstances. Literature on tourism decision-making focuses on consumers making careful decisions by narrowing down their choices until they decide (Sirakaya & Woodside 2005). The present research finds that, of respondents who could recall the planning of their trip, around half recalled pre-planning and half decided to participate when already on a trip. This differs to Ashwell's (2015) findings that international tourists who pre-plan their travel to Australia are more likely to visit remote destinations.

Respondents reported that they would seek information on remote Aboriginal and Torres Strait Islander tourism in different ways to the methods they used to find information on remote *Australian* tourism, specifically by asking Aboriginal people and asking government agencies. This finding indicates that respondents perceive that there is a difference between the two products and that there may be other ways of seeking the most reliable information to support product choices. However, this may pose a challenge if access to Aboriginal people familiar with the industry or government agencies is not possible. The results also show that consumers would use more information sources in planning to undertake remote

Aboriginal tourism than remote *Australian* tourism, emphasising the importance of accessible marketing materials. This may indicate apprehension about participating in the product, or a more intensive decision-making process to ensure that they have found the product that fits their interests. Interestingly, no respondents reported that they would consider participating in remote Aboriginal and Torres Strait Islander tourism without first seeking information, while 2% of the sample indicated that they would do this for remote *Australian* tourism. This further confirms the need for information accessibility.

The results indicate that visuals used to market remote Aboriginal and Torres Strait Islander tourism advertising are most likely to be recalled. This suggests that visual representation is the key feature in advertising this industry and that messages are not well remembered. However, this may coincide with results indicating that multiple industry-specific information sources are sought prior to participation.

The results of the present research show that respondents who reported a higher probability of undertaking remote Aboriginal tourism scored more highly on brand belief and that while not statistically significant, respondents who reported previous participation in remote Aboriginal tourism reported weaker brand belief. This suggests that people who are thinking of undertaking remote Aboriginal tourism hold more beliefs about remote Aboriginal tourism than those who are not, but does not make clear whether the beliefs occur before or after thinking of undertaking this type of tourism.

An exploration of this finding shows that the probability of participation strengthens brand belief of remote Aboriginal and Torres Strait Islander tourism, which is contrast with the TRA report that the low participation of domestic visitors in Indigenous tourism activities results from their expectations of relaxation, recharging, breaking their routine and indulging themselves. While the findings of previous studies undertaken in urban sites indicate that domestic consumers perceive that these requirements are not able to be met by an Indigenous tourism experience (Ruhanen, L, Whitford & McLennan 2013; TRA 2010), this finding suggests otherwise, or that remoteness impacts on these perceptions, as it indicates that respondents' beliefs in relation to remote Aboriginal tourism are beneficial enough to warrant positive reporting of future probability of participation. These findings provide an opportunity to move past previous findings that low participation in remote Aboriginal tourism is the result of domestic consumers being an unachievable market.

Analysis shows that usage is not an effective indicator of brand belief, meaning that respondents who had previously participated reported that they were less sure about the activities offered, their authenticity, the impact of remoteness on the product and the gender of their guide, than non-users. This is hard to reconcile with the previous findings that a

respondent's recency of participation in remote Aboriginal tourism positively correlated with their reported future probability of participation and that users reported more associations with remote Aboriginal tourism than non-users. This finding may offer insight by suggesting that being a user dispels beliefs surrounding remote Aboriginal tourism, perhaps by demonstrating the diversity and complexity of the industry and, by extension, the people.

The quantitative phase of the present research shows that while some marketing laws are extended to the remote Aboriginal and Torres Strait Islander tourism industry, the industry does encounter higher than expected rejection, which the results suggest is due to racism towards Aboriginal and Torres Strait Islander people and scepticism about the product offerings.

The next section of the thesis draws from the qualitative and quantitative phases of the present research to develop inferences in line with the expectations of the Indigenist approach to research.

8.0 INFERENCE DISCUSSION

The final component of Mixed Methods Research is the development of inferences. This highlights the strength of this research method: that qualitative and quantitative research can be used together to produce a more complete knowledge (Johnson, RB & Onwuegbuzie 2004). The present research achieves this by deriving findings from the qualitative phase and the quantitative phase to develop holistic inferences, offering greater value than would be achieved using a single approach alone. The presentation of the inferences in a voice or perspective that supports industry development is an operationalisation of the Indigenist research approach's requirement to continuously place the Indigenous benefits and productive outcomes as priority.

8.1 Findings for Marketing Remote Aboriginal and Torres Strait Islander Tourism to Domestic Consumers

Drawing conclusions from Mixed Methods Research, referred to as inferences, is the process of making sense of results (Teddlie & Tashakkori 2010). Inferences are considered to be 'a researcher's construction of the relationships among people, events, and variables as well as his or her construction of respondents' perceptions, behaviours, and feelings and how these relate to each other in a coherent and systematic manner' (Teddlie & Tashakkori 2010, p. 692). The key to developing inferences is to focus on the research question, because at the most basic level, inferences are answers to research questions, and at the most abstract level, inferences are explanations for explaining events and behaviours (Teddlie & Tashakkori 2009). This section of the thesis presents inferences developed to support remote Aboriginal and Torres Strait Islander tourism operators and stakeholders.

Make a marketing plan, agree on a shared vision and decide how you will know if it was successful

The interview results showed agreement that marketing planning is important; however, marketing plans were not always created or adhered to. A marketing plan requires a business and stakeholders agreeing on what the business should see happen in the next one year, five years and ten years. A marketing plan does not have to be in depth or overbearing. While an in-depth marketing plan may work for some, sticking too closely to a plan may mean missing out on available opportunities. The process of creating and annually reviewing a marketing plan will act as a 'health check' for the business, enabling it to identify any unnecessary strains on limited resources, financial leakages and successful strategies.

First, the business should identify where the information that is to be used to undertake planning will come from. This is an opportunity to review what information the business currently has access to, how it can be used and what information should be obtained over the next 12 months to help with the next plan.

Second, owners should identify what information is important for their business and this presents the opportunity to identify what the stakeholders of the business identify as important and discuss any differences in values.

Third, use the information that is agreed to be important, and discussions on available resources, to identify achievements and goals for the next one year, five years and ten years. Formally record this in a way that suits the business's resources and operational

style, such as brief notes or a detailed plan, and ensure that all stakeholders read the plan and can retain at least a brief outline of the vision for the future of the business.

The process of information collection, understanding shared values and agreeing on the shape of the future will support the business to concentrate resources towards a shared vision. The findings from the present research show that taking advantage of a situation to leverage from opportunities as they arise will also be beneficial. Ensure that the plan includes the capacity to identify unexpected opportunities and identify if they fit in with the overall agreed vision. During the planning phase think broadly about who your competitors may be.

Finally, determine how a successful strategy will be identified. This will include naming ways to measure the success of an advertising campaign or product offering, such as by recording how many customers booked online. The present research found that customer satisfaction was considered the most valuable measurement of success across all businesses interviewed; however, this was not captured formally or recorded. While interview results showed that the respondents were able to recall levels of customer satisfaction, recording metrics enables the identification and review of trends over time, and thus which marketing activities may have led to customer satisfaction. In preliminary planning or if the business would prefer not to ask customers directly for feedback, consider asking employees who are in contact with the customer to complete a monthly report on their perceptions or seek feedback from alternate sources, such as online referral sites. Other metrics to consider capturing can include client demographics, website traffic, the quantities of brochures used and tour sales.

A key to capturing marketing metrics will be making it easy for the customer to complete forms and simple for the business to collate and report information. Consider including a brief form asking customers to complete with their demographic details when booking online or in person. When designing these forms, give clear instructions on how to report information, and store the results for annual comparisons and to use the data to inform future plans.

Develop distinctive assets that clearly identify your business and use them consistently

Customers need to be able to recognise the business and what the business offers from communications such as advertising. The most effective way to do this is to develop a distinct look, feel and offering. Make sure that it is not too different, so that the business is not identifiable as a remote Aboriginal and Torres Strait Islander tourism business, but

distinctive enough that customers will see the advertising and know it is for the business in question and not a competitor's business. The present research found that the ten most important attributes of remote Aboriginal and Torres Strait Islander tourism for domestic consumers are:

1. Breathtaking landscapes

2. Iconic landmarks, such as Uluru

3. Economic development

4. Interactions with locals

5. Dreamtime/storylines

6. Fresh produce, e.g., pristine seafood, great wine

7. Safety and preparation

8. Meeting Aboriginal and Torres Strait Islanders

9. *Australian* history

10. Quality family/social time

Consider working with stakeholders to identify the attributes consumers associate with the industry, and if possible, undertake market research to identify what attributes consumers associate with a specific brand.

All businesses that participated in the present research agreed that while remote operation brings challenges, their location is key to their successful operation, and it is important to leverage from advantages that make the business distinct from another. Position the brand as a quality competitor within a valuable industry.

The present research found that distinctive assets of remote Aboriginal and Torres Strait Islander tourism, such as culture and Country, are likely to be recalled more than a message or psychometric description in advertising. This means that developing distinctive assets and using them repeatedly in advertising will help consumers remember a particular brand when deciding what to do on holidays.

Reach more consumers to increase customer participation

Reaching potential consumers with advertising will support remote Aboriginal and Torres Strait Islander tourism businesses to increase consumer participation. The present research found that 46 per cent of survey respondents who had all reported non-zero probability of travelling in remote *Australian* in the next five years also reported a medium to high probability of undertaking remote Aboriginal and Torres Strait Islander tourism in the next five years.

While reported intentions do not always become actual actions, it is important to note that respondents from all demographic groups and locations showed interest in participating in remote Aboriginal and Torres Strait Islander tourism in the future. Consider identifying which segments of customers might be most accessible and beneficial. Consider segmenting customers using much broader terms, such as by geographical location like local or the closest city, to ensure that limited marketing resources are reaching potential customers to build Mental and Physical Availability in those with physical access to the brand in question. Consider what the business competes with for the customer's attention and dollar when deciding who to try to attract. For example, consider your competitors at the regional, industry and international levels.

While the interview results indicated that customers are mostly international and/or highly educated and the results of the survey confirmed this, avoid focusing on one specific type of person and use appropriate advertising channels to reach a broader audience. In particular, do not focus on trying to attract repeat individual consumers to one business, as the nature of the tourism industry means that many people will only have temporary physical access to remote areas of Australia. However, past customers often recommend businesses to other travellers so make this as easy as possible for them by enabling online sharing. Also, the interview and survey results indicate that past customers are more interested in participating in remote Aboriginal and Torres Strait Islander tourism, so consider promoting other businesses remote Aboriginal and Torres Strait Islander with quality product offerings to departing customers.

Offer a consistent range of quality products and leverage challenges for excitement

A strong base of cultural knowledge for product development was found to be considered the best product offering and a source of pride for the businesses. For businesses with non-Indigenous employees the engagement of holders of cultural knowledge to develop and deliver cultural product offerings was reportedly the most successful approach. All businesses then practised continual improvement as they reviewed what product offerings

were most successful and which required improvement or removal. The results showed that for businesses clearly identified as being Aboriginal owned and operated, a focus on promoting the consistency of the business and its product offerings, particularly to wholesalers, agents and government representatives, is essential for overcoming racially biased stereotypes of Aboriginal and Torres Strait Islander individuals in business. Businesses can consider using the annual market planning as an appropriate time to review product offerings with the support of marketing metrics collected through the year.

Maximising the benefits of marketing opportunities as they arose was found to be beneficial. Depending on how your business is positioned, this could mean leveraging from winning awards or the occurrence of a natural event on Country. Some interview respondents reported identifying ways to make what could usually seem a challenge, such as seasonal access or extreme weather, into an advantage, such as an exclusive product offering. When undertaking an emergent opportunity be sure to formally capture metrics and report outcomes for the annual review.

8.2 HOW THE CUSTOMER INTERACTS WITH THE BUSINESS

Advertise consistently and through effective channels

The survey results indicated that respondents who knew more about Aboriginal and Torres Strait Islander tourism reported a higher probability of future participation. Informing potential customers about the brand makes them aware of the brand and builds Mental and Physical Availability. Informing them of what the brand offers builds associations, and advertising can be used to remind them about the brand so they think of it when making purchasing decisions.

The present research showed that some survey respondents who had previously participated in remote Aboriginal and Torres Strait Islander tourism planned to do so before leaving home, while others decided to participate while already on their trip. This means that, given remote contexts, advertising needs to reach consumers at home and also needs to be visible along transit routes and help direct them to the business for unplanned participation. Target customers who pre-plan participation by advertising to broad segments. Analysis of internally tailored marketing metrics will support identifying the most effective channels of promotion. Given that all remote Aboriginal and Torres Strait Islander tourism enterprises are

unique, great consideration must be given to identifying the most effective channels to reach consumers. Consider consistently using distinctive assets in advertising to help consumers correctly identify your business when it comes to making a final purchase decision. Remember to include capturing data on how consumers became aware of the business and how customers booked/located your business to help identify which advertising channels are working at the annual marketing plan.

Be easy to identify, easy to learn about and easy to buy

The interview results revealed the value of consumers being able to access business and product information, including booking services, while the online survey results revealed than consumers would not decide to participate in remote Aboriginal and Torres Strait Islander tourism without first looking at some information about the business. This emphasises the importance of business identifiability, and making it easy for potential consumers to access reliable information to help them make product decisions and identify if the product offering will suit them.

Interestingly, the survey respondents indicated that they would prefer to obtain information about a remote Aboriginal tourism business from Aboriginal people or by asking government agencies, in addition to the usual sources of information such as the internet, brochures and travel agents. This means that identifying the source of information, such as traditional owners for non-Indigenous operated businesses, and providing promotional material to local government representatives will be more important for a remote Aboriginal and Torres Strait Islander tourism business than for non-Indigenous tourism in the area.

Consider having a lead contact for the business who is always available for customers by phone, email and social media, for potential customers looking to identify if the product will be suitable for them as well as to take bookings for people who do not have access to the internet when travelling in remote Australia.

Identify sources of support, raise industry issues and use web content

The interviews made it clear that remote businesses do not have equal access to skilled staff or training and support. While operators adapt skills from other areas to their current roles, many have multiple business functions to manage. Consider forming an industry, region or tourism category information repository where industry-level information is shared, such as notices of grant funding, support resources available and competitions to enter. Enabling outsiders to contribute to the information repository will enable those interested in Aboriginal business development, regional development and information development to share

information directly with operators. This will ensure that all stakeholders are aware of opportunities to bring in specialised skills and contribute to building the industry.

In the absence of additional support consider using information available online to support business functions, such as secondary data or marketing plan templates, and adapt publicly available information to support development. The practice of an annual review will enable stakeholders to identify how to adapt existing templates and information to support the year ahead and long-term goals.

Key to industry progress will be holding stakeholders who are supposed to be supporting the industry, such as government tourism representatives, to their responsibilities. Superiors, department heads and community representatives need to be made aware when people who are employed to support Aboriginal tourism, regional tourism and economic development do not live up to their responsibilities to exercise fairness in their support of businesses.

Cohesion as an industry and as a region

The interviews found that relationships with stakeholders strongly influence a business's ability to continue to operate and to grow. Non-Indigenous interview respondents noted effective relationships with government, while Aboriginal respondents did not. Aboriginal respondents from remote tourism businesses reported additional challenges, such as trying to identify stakeholder motivations and intentions, to operating within the industry. This is a disappointing finding that confirms the need to hold stakeholders who should be supportive to account for their actions and points to the benefit of operators being more cohesive and supportive of each other.

Consider supporting other remote Aboriginal and Torres Strait Islander businesses by clustering at a regional level, identifying businesses that offer similar products in other locations or partnering with local institutions along a transit route to build a profile and demand for the type of tourism or location.

Acknowledge impacts of racism, stereotypes and myths

The survey results confirmed the interview findings that respondents directly related remote Aboriginal and Torres Strait Islander people with remote Aboriginal and Torres Strait Islander tourism. Racism, stereotypes and myths about Aboriginal and Torres Strait Islander Peoples impact the probability of participation in these tourism products. In fact, the findings of the present research show that remote Aboriginal and Torres Strait Islander tourism faces four times the expected levels of active rejection (Bogomolova & Romaniuk 2009).

Again, the survey results confirmed the interview findings that indicate negative media reporting, stereotyping and racially-based government policy leads to negative brand perceptions and category rejection, which then leads to low domestic consumer participation and dysfunctional domestic industry relationships.

It is hoped that methods suggested in the present section will support the ongoing breakdown of racism, stereotypes and myths from consumers and business people and their impact on Aboriginal and Torres Strait Islander tourism. Specifically, industry operator cohesion to market the industry consistently will help to overcome the perceptions of inconsistency held by potential consumers and government representatives, and increased operator level communication will ensure that support is delivered consistently to operators throughout the industry.

More positively, the survey findings indicate that respondents who had participated in remote Aboriginal and Torres Strait Islander tourism held different associations to those who had not previously participated, and this, combined with the findings that the people who indicated the highest probability to participate were those who had recently participated, operators must consider that participation is a positive experience that will support the breaking down of stereotypes.

Create demand for remote Aboriginal and Torres Strait Islander tourism that benefits Aboriginal and Torres Strait Islander People

Currently remote Aboriginal and Torres Strait Islander tourism competes with non-Indigenous operators offering cultural products. This means that small and medium Aboriginal tourism businesses are competing with larger tourism operations, which have larger budgets and lower variable costs, creating an industry monopoly. Consider developing a strategy to change the future of competing within the industry.

First, the government must be made aware that it is culturally inappropriate for non-Indigenous tourism to offer cultural products without the input of Aboriginal and Torres Strait Islander people and amend current systems to disallow this practice. Progress on Indigenous knowledge and rights in the areas of art, medicine and native foods may support a pathway to arguing that Aboriginal and Torres Strait Islander Peoples are the only ones who have the right to deliver Aboriginal and Torres Strait Islander knowledge. The fact that economic development for Aboriginal and Torres Strait Islander tourism cannot occur when valuable intellectual property is being imitated for non-Indigenous profits must be communicated. The current practice of self-identifying the inclusion of cultural product must be changed to ensure that only businesses offering authentic Aboriginal and Torres Strait

Islander tourism product that economically benefits Aboriginal and Torres Strait Islander Peoples can be listed.

Second, the industry itself needs to work to create demand for Aboriginal and Torres Strait Islander tourism that benefits Aboriginal and Torres Strait Islander people by positioning self-defined authenticity and Aboriginal and Torres Strait Islander involvement as an indicator of quality and value. Working together to position Aboriginal and Torres Strait Islander tourism as the only real cultural tourism will stimulate demand for Aboriginal and Torres Strait Islander owned and operated product. Consider organising a campaign informing consumers know that they need to ask tourism providers if the product that they are considering is authentic, genuine and for the benefit of Aboriginal and Torres Strait Islander people.

This section of the thesis presents inferences aimed at industry stakeholders designed to support remote Aboriginal and Torres Strait Islander tourism operators in marketing to domestic consumers.

9.0 CONTRIBUTION

The premise of doctoral research is to make a contribution to the body of academic knowledge through confirming or extending theory. The present research makes contributions to academic knowledge, methodological approaches for marketing research and the knowledge base supporting the remote Aboriginal and Torres Strait Islander tourism industry. This section of the thesis discusses its valuable original contribution to pragmatic aspects of academia, methodology and industry.

9.1 ACADEMIC KNOWLEDGE

Investigation of the extension of marketing knowledge to new contexts enables comparison of the remote Aboriginal and Torres Strait Islander industry against other industries. An examination of buying behaviour and consumer perceptions of the industry offer novel insight. The opportunity to analyse how these compare to other marketing brands through the previous literature and a category of similar Physical Availability allowed an extension of academic knowledge and also revealed some idiosyncrasies.

The results of the present research emphasise the theory of Mental Availability's proposition that categories with no/low recall will experience low usage by showing that remote Aboriginal and Torres Strait Islander tourism has very low recall as a form of tourism available in remote areas. When considered against the low rates of domestic consumer participation, this extends the existing knowledge that Mental and Physical Availability is an indicator of brand share (Sharp, B 2010) and that brands with lower market share are bought less often by fewer people (Uncles, Ehrenberg & Hammond 1995) to this context.

The results show that associations with remote Aboriginal and Torres Strait Islander tourism lack clarity. Combining the low rates of mental awareness and lack of clarity around which associations constitute the construct of remote Aboriginal and Torres Strait Islander tourism compound to interact with each other, causing a negative effect for the industry. This reflects the logic of the theory of Mental and Physical Availability (Sharp, B 2010) and the accepted practice of measurement of Mental Availability (Romaniuk & Sharp 2004).

Unexpectedly, the results suggest that rejection levels for remote Aboriginal and Torres Strait Islander tourism are much higher than expected, which refutes previous findings regarding the expected levels of rejection (Bogomolova & Romaniuk 2009), and suggests that this may also contribute to the low rate of participation by domestic consumers.

Results showed that usage did not correlate with intensity of belief about remote Aboriginal and Torres Strait Islander tourism. This contrasts findings by (Bird, M, Channon & Ehrenberg 1970), (Winchester & Fletcher 2000) and (Winchester, Romaniuk & Bogomolova 2008). Interestingly, increased reported probability of future usage did impact intensity of belief about remote Aboriginal and Torres Strait Islander tourism. These two aspects should be investigated further.

In line with literature discussed in the Literature Review section, and again within the Hypothesis Testing sections, it is proposed that issues of racism existent within *Australian* society impact associations and, consequently, reported likelihoods of participation. Results

from both interviews and the survey indicated racialized elements that correspond with aspects of Critical Race Theory (DeCuir & Dixson 2004; Delgado & Stefancic 1993), particularly the existence of the 'Permanence of Racism' within Australia, indications of 'Colour Blindness and the One Nation' from survey results and 'Counter Storytelling and Rights to Narrative' found in the survey and interview results. However, it is noted that the researcher is a marketing doctoral candidate and that the application of this theory to this new context should be further investigated.

9.2 METHODOLOGICAL PRACTICE

The present research may be the first application of Indigenist research methods (Rigney, L-I 1999) to address a marketing research objective. While the breadth of topics covered by the present research demonstrates that this has been a challenging task, it is hoped that this thesis will motivate Aboriginal and Torres Strait Islander marketing researchers to consider the application of an Indigenist research method, particularly to research designed to support Aboriginal and Torres Strait Islander Australians. It is also hoped that Indigenist approaches are applied to wider business research to support the development of a sound body of knowledge and continue to investigate which empirical generalisation found to be useful in mainstream contexts are useful within the context of Indigenous business.

9.3 INDUSTRY

The knowledge developed by the present research should support the development of the remote Aboriginal and Torres Strait Islander tourism industry by having drawn questions to existing research that has been less than helpful and suggesting how to improve future marketing efforts to grow demand. This is valuable because increasing domestic consumer participation rates and assisting Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes supports business stability.

10.0 STRENGTHS, LIMITATIONS & FUTURE RESEARCH

This section of the thesis discusses strengths of the present research which may be acknowledged, discusses potential weaknesses of the research and proposes an agenda for future research to support the findings of the present research or to build on the contribution of the present research.

10.1 STRENGTHS

The strength of the present research is the application of an Indigenist research agenda to develop a culturally appropriate research design to address the research objectives in extending marketing knowledge. This is an original step towards applying marketing science knowledge to support economic disadvantage by empowering stakeholders with industry-specific findings.

10.2 Limitations

A meaningful component of the research process is to identify limitations in the research design and findings. This process is a form of reflective learning for the researcher and notes opportunities for researchers to identify methods to strengthen future research design. It is also important to note the limitations of findings to ensure that the contexts to which the findings do apply are clear.

An existing limitation of this research is the lack of published literature on the remote Aboriginal and Torres Strait Islander tourism industry, specifically from the marketing discipline, which means that literature from many areas is examined to analyse how it applies to this context and this impacts the possible depth of research.

The marketing literature suggests using existing industry data from the marketplace to investigate marketing issues (Romaniuk 2004); however, the lack of available data, which only ages since publishing has discontinued, means that primary data was required for the present research.

Collection of primary data was undertaken using a Mixed Methods Research approach. Known limitations of this approach include the challenge of the researcher undertaking both qualitative and quantitative research, as in the case of the present research, the researcher was required to learn how to undertake both methods and how to combine them to develop inferences that were more valuable than could be developed with a purely qualitative or quantitative approach (Johnson, RB & Onwuegbuzie 2004).

Developing networks to identify respondents for interviews was a difficult task. While every effort was made to develop networks with representatives of the Torres Strait Islander tourism industry, this did not eventuate. Therefore, it is hoped that stakeholders of Torres

Strait Islander tourism consider the present research with the understanding that findings are limited in application outside of the areas that the research was undertaken.

Marketing research, particularly consumer behaviour research, is subject to complex and interacting limitations (Robertshaw 2007). Therefore, it is vital to note that the findings of the present research are pertinent for the respondents of the remote Aboriginal and Torres Strait Islander tourism interviews and the respondents of the survey of potential domestic consumers. While every effort was made, through a valid and reliable research design and analysis process, to ensure that the findings of the present research are useful to the industry, it is important to note that they are a preliminary investigation.

10.3 FUTURE RESEARCH

Being a foundational investigation into the application of mainstream marketing empirical generalisations to an industry as unique as remote Aboriginal and Torres Strait Islander tourism means that while there now exists some body of work in this area, there now appears to be more gaps evident than ever before. This means that there is ample opportunity to grow this area of research. Future research should include investigation of how well other marketing laws hold for this industry, and at an industry level, how findings can be implicated and how they affect marketing metrics.

Future researchers may also analyse the application of Indigenist agenda with a Mixed Methods Research design to the present research and build upon this technique to evaluate the most effective process of undertaking this approach.

11.0 APPENDICES

APPENDIX: UNIVERSITY OF SOUTH AUSTRALIAN HUMAN RESEARCH ETHICS APPLICATION

University of South Australia

University of
South Australia

Human Ethics Application

Application ID :   0000031315
Application Title :   Aboriginal and Torres Strait Islander tourism marketing and domestic consumer perceptions
Date of Submission :   21/05/2013
Primary Investigator :   Ms Skye Akbar
Other Investigators :   Dr Anne Sharp

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Create New Ethics Application

Create New Ethics Application

The following provides brief information on how to complete an online ethics application. For more detailed information, please refer to the User Guide available at the UniSA website. Please note that there is also a User Guide for the Principal Supervisor to assist supervisors with the review of student applications. The User Guide also detail the process to follow should you be required to respond to reviewer's comments.

The System allows researchers to complete and submit human ethics applications electronically. Applicants navigate their way through the application by answering a number of questions. Sections, pages and / or questions appear based on the answers to previous questions therefore it is advisable that you complete questions sequentially in order to avoid skipping questions unintentionally. At times, word limits may prevent you from providing all the information you need to include. If this is the case, please include the necessary information as either a separate document and add it as an attachment (function available on the left hand menu available from the Attachments Section), or as a page comment. Please refer to the User Guide if you are unsure how to use these functions.

Please ensure you enter requested information in the sections available on the screen's left hand menu (Investigators, Attachments etc). Submitted applications that do not contain the required information will be returned to you and therefore the review process will be delayed. Refer to the User Guide if you are unsure how to use these functions.

ANSWERING QUESTIONS
It is important to take time to answer each question carefully and fully before progressing to the next question. By doing so, you will minimise the request for more details from the reviewers and/or prevent potential system errors.

Student applicants: Please note that you must email your supervisor a copy of all attachments included in your application.

A   The research activity must not commence until ethics approval is finalised.*

☑ I agree

Investigator

Investigator

1   Is primary applicant a student? Please select 'Yes' if you are a student; if you are a staff member answer 'No'*

◉ Yes
○ No

2   Please ensure that you mark the Primary Contact (usually the Chief Investigator) for this protocol as "Primary".
(Please click on the name and select 'Yes' to 'Primary?' field).

You can also search and add other Investigators from this section; select 'Other Investigator' as their role from the dropdown box.

To save your changes, click the green tick at the right bottom corner of the form.

*

1	ID	126244
	Given Name	Skye Marie
	Surname	Akbar
	Full Name	Ms Skye Akbar
	Primary?	Yes
	Position	Chief Investigator
	ADJ	MKT
	Organisation	
	Organisation Name	

3   Have you made the necessary changes required by marking the applicant as 'Primary'? Please make the changes to avoid any system issues and respond with 'Yes'.*

◉ Yes
○ No

Principal Supervisor

Supervisor

Only the details of your principal supervisor (i.e. the person responsible for reviewing your application) can be included here.
*

1	ID	033617
	Given Name	Rosemary Anne

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Surname	Sharp
Full Name	Dr Anne Sharp
Primary?	No
Position	Supervisor
AOU	MKT
Organisation	
Organisation Name	
Supervisor	

Prior Assessment:

Non-UniSA HREC

Ethics category code *

Human Ethics

Primary AOU *

Sch Marketing

Please enter an Application Title *

Aboriginal and Torres Strait Islander tourism marketing and domestic consumer perceptions

1.1 Has another Human Research Ethics Committee (other than UniSA) reviewed this research project before and does this clearance/approval accurately describe the project as it is to be conducted? *

- ○ Yes
- ◉ No

UniSA HREC

2.1 Is this application a resubmission of an application that was considered by UniSA HREC and the decision was 'Not Approved: Resubmit', 'Not Approved' or 'Approved subject to' and the status has expired (ie amendments were not made within the 5 month timeframe). Please note if your application is 'Approved subject to' and 5 months has not lapsed then you should use the original application submitted to make the required changes. *

- ○ Yes: Not approved: resubmit
- ○ Yes: Not Approved
- ○ Yes: Approved subject to and the status has expired
- ◉ No

Project Scope

Project Scope

1.1.1 Is the activity archival research? A large proportion of activity involving the analysis of documents, publicly available information, or previously collected data may be outside the scope of the University's human research ethics arrangements. *

- ○ Yes
- ◉ No

1.1.2 Is the work being conducted only for UniSA administrative / service delivery purposes? *

- ○ Yes
- ◉ No

1.2.1 Should the work be characterised as quality assurance or an audit, rather than human research within the scope of the University's human research ethics arrangements? *

- ○ Yes
- ◉ No

1.2.2 Is the work a practical exercise or test conducted for teaching purposes in a University administered facility? (Please refer to Appendix 2 of Guidelines for Evaluation Activities Involving UniSA Students and Staff) *

- ○ Yes
- ◉ No

1.3.1 Is the work a routine experiment or procedure conducted for teaching purposes in a University administered facility? *

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○ Yes
◉ No

13.2   Is the work / data collection conducted by a student only for teaching / learning purposes? *
   ○ Yes
   ◉ No

Initial Check

The purpose of this Initial Check is to direct your ethics protocol to the appropriate level of review.

If you were not notified that your protocol was assessed as Exempt or Negligible risk, please click Continue.

However, if the previous screen stated that your protocol was assessed as being either Exempt or Negligible risk, please click Finish.

*
◉ Continue
○ Finish

Project Details

Ethics Training
3.1   Have you had human ethics training in the last 24 months? (Please do not include training you have attended regarding how to use the online ethics system) *
   ○ Yes
   ◉ No

Project Type
4.1   Main type of research (e.g. staff, PhD). *
   [PhD]

4.1.2   Please note that, if you are a student applicant, your application will be forwarded to your principal supervisor once submitted for their approval. If they are satisfied with your application it will be forwarded to the relevant review group. If your supervisor requires changes to be made then your application will be returned to you to make the required changes.

4.2   Are there any other types of research involved (not identified in 4.1) . Please select all that apply *
   ☑ None
   ☐ Honours
   ☐ Course Approval
   ☐ PhD
   ☐ Masters by Coursework
   ☐ Masters by Research
   ☐ Professional Doctorate
   ☐ Undergraduate
   ☐ Graduate Diploma/Graduate Certificate
   ☐ Staff
   ☐ Other

4.3   Please list which school(s) the UniSA researcher(s) is/are from? *
   [Sch Marketing]

Project Details
   Primary AOU
   [Sch Marketing]

5.0   Ethics category code
   [Human Ethics]

6.1   Application Title

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Aboriginal and Torres Strait Islander tourism marketing and domestic consumer perceptions

5.2 **Plain English title***

Aboriginal and Torres Strait Islander tourism marketing and domestic consumer perceptions

5.3 **What are the aims of your research?***

Understand domestic consumer perceptions and behaviour in regard to Aboriginal tourism

5.4 **List your research questions or hypotheses. Your protocol should clearly identify the questions which you want your research to answer. ***

What are domestic consumer perceptions and behaviour?
How can marketing messages and delivery be improved to increase domestic consumer participation?

5.5 **Explain the need for, and value of, your research. Place the aims in the context of existing research or practice AND what your study does to add to existing literature. (You must include a list of not more than 10 key references as an attachment to support your answer to this question. These are to be attached to the Attachments section of this application).***

There is scant knowledge regarding the marketing of remote Aboriginal and Torres Strait Islander tourism (Tremblay & Wegner 2009a) (Wilson & Finlayson 2007). The lack of descriptive findings on operators marketing activities and consumer perceptions in this context exacerbate the challenge of sustaining an economically viable tourism enterprise in a remote area.
Remote Aboriginal and Torres Strait Islander tourism enterprises operate in geographically isolated regions providing cultural products and services to visitors. Aboriginal and Torres Strait Islander tourism is often centred around a natural attraction (for example Uluru), the history of Aboriginal Australians (for example Iga Warta social history tour) or a particular culturally relevant skill (for example Arnhem Weavers Weaving Workshops). For reasons discussed in the Literature Review of this proposal, this research will consider Aboriginal and Torres Strait Islander tourism as tourism business involving Aboriginal and Torres Strait Islander people in ownership or as participants or beneficiaries. This research considers the areas identified as remote by the Cooperative Research Centre for Remote Economic Participation (CRC-REP) as remote. Tourism Research Australia/s (Australian Government 2009) research reveals that whilst there are more domestic tourists in remote areas, proportionally more Aboriginal and Torres Strait Islander tourism consumers are international tourists. An improved understanding of domestic consumer perceptions of Aboriginal and Torres Strait Islander tourism and insight in to the marketing activities of Aboriginal and Torres Strait Islander remote tourism operators is essential for the appropriate development of the industry.
The findings of this research will support the sustainability of remote Aboriginal and Torres Strait Islander tourism operations by strengthening the limited body of marketing based findings on consumer perceptions and industry marketing activities for remote Aboriginal and Torres Strait Islander tourism organisations. The fundamental question driving this research is
What are domestic Australian tourists's perceptions of remote Aboriginal and Torres Strait Islander tourism and how can remote Aboriginal and Torres Strait Islander tourism operators marketing increase salience and participation of domestic tourists?
This research will undertake a 360 degree review of the remote Aboriginal and Torres Strait Islander tourism industry. Key stakeholders, such as Aboriginal and Torres Strait Islander tourism operators and domestic tourists, will be considered in an effort to describe domestic consumer perceptions and understand operators marketing activities. The final stage of research will use the data gathered to construct an experiment to improve operator marketing activities and test the effects of alterations to the operators marketing activities on consumer behaviour in a survey environment.
A valuable component of this PhD will be the identification of challenges and opportunities unique to remote Aboriginal and Torres Strait Islander tourism enterprises. Every consideration will be taken to ensure that aspects of the findings of this research are generalisable to Aboriginal and Torres Strait Islander tourism business across Australia.

5.6 **Please describe your research design and methodology (e.g. where will the data collection occur, what will participants be asked to do during the course of data collection, how long will the interview/focus group/filling out the questionnaire take, etc).***

Aboriginal tourism operators will be interviewed face-to-face in situ to gain an understanding of their marketing activities and their perceptions of domestic tourists behaviour.

An online survey will be sent to domestic Australian panel participants to gauge an understanding of their perceptions around Aboriginal tourism.

Project Dates

5.7 **Proposed Commencement Date***

14/05/2013

5.8 **Proposed Completion Date***

31/03/2015

Resources

Project Funding

6.1 **Have you applied for funding for this project from any external source?***

○ Yes and application for the funds has been successful
○ Yes but the outcome of the application is not yet known
◉ No

6.5 **Will the project be supported in ways other than direct funding (eg in-kind support/equipment by an external party)? ***

○ Yes
◉ No

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Ownership of Data

8.1 Detail who will own the data and the results of your research (student researchers normally own their own research and data unless there is a written agreement between the student and the University / third party staff research and data is normally owned by UniSA). Please select all that apply.*

☐ UniSA

☑ Student researcher

☐ Other

8.2 Does the owner of the information or any other party have any right to impose limitations or conditions on the publication of the results of this project?*

○ Yes

◉ No

8.3 Please note that it is the researcher's responsibility to ensure that, where required, an appropriate agreement is in place. If you are unsure whether this is needed, please consult the [Intellectual Property website]. Do you require an agreement regarding ownership or do you currently have an agreement in place?*

○ An agreement is required

○ A signed agreement is in place

◉ An agreement is not required

Data storage, access, disposal

9.1 The information which will be stored at the completion of this project is of the following type(s). Please select all that apply.*

☐ Individually Identifiable

☑ Re-identifiable

☐ Non-identifiable

9.1.1 Give reasons why it is necessary to store information in identifiable or potentially identifiable form (coded).*

> To ensure that organisations are attributed their contributions.

9.1.2 If the data can be re-identified using a code, specify the security arrangements and access for the code.*

> Retained in my (student's) secure office at School of Marketing (T4-18).

9.2 Where will the data be stored (please be specific with the address; if stored at UniSA, please specify which campus and the office/room location e.g. Reverse Lakes Campus, RM GP3-20)?*

> Retained in my (student's) secure office at School of Marketing (T4-18).

9.3 For how long will the information be stored after the completion of the project? Why has this period been chosen?*

> N/A. Information can be destroyed post project.

9.4 In what formats will the information be stored during the research project? (e.g. paper copy, computer file on floppy disk or CD, audio tape, USB memory stick, videotape, film)*

> paper copy and computer hard disk.

9.5 How will information, in all forms, be disposed after the retention time has lapsed? (Please refer to the [Ownership and Retention of Data] Policy. The Head of School (or equivalent) must be aware of this process).*

> Deleted from hard drive and paper copy shredded.

9.6 Will any other individual(s), organisation(s) or researcher(s) (other than those listed on the Investigators & Supervisors section) have authority to use or have access to the information?*

○ Yes

◉ No

9.7 Specify the measures to be taken to ensure the security of information from misuse, loss or unauthorised access while stored during the research project? (e.g. will identifiers be removed and at what stage? Will the information be physically stored in a locked cabinet?)*

> Office door is locked when unattended.

9.8 If the principal researcher leaves UniSA prior to the finalisation of data collection and/or before the storage retention time has lapsed, the researcher(s) will comply with the University's [Ownership and Retention of Data Policy] in relation to the storage of data / information collected for, used in, or generated by this project.*

◉ I agree

○ I do not agree

Insurance

13.1 Please refer to the <u>Insurance Cover website</u>: Do you require insurance cover for this project?*

    ○ Yes
    ◉ No

Research type and participants

Research type

14.1 This project involves: Research using....(Please select all that apply.)*

    ☑ Qualitative methods
    ☑ Quantitative methods, population level data or databases, e.g. survey, epidemiological research.
    ☐ None of the above

14.2 What research methodologies will you use? (Please select all that apply.) *

    ☐ Anonymous questionnaires
    ☑ Internet questionnaires
    ☐ Questionnaires requesting intimate personal, identifying, or sensitive information
    ☐ Other questionnaires
    ☑ Face to face interviews which do not request personal or sensitive information
    ☐ Face to face interviews which request personal or sensitive information
    ☐ Telephone survey which does not request personal or sensitive information
    ☐ Telephone survey which requests personal or sensitive information
    ☐ Focus groups
    ☐ Action Research
    ☐ Evaluation research
    ☐ Observation of participant's usual activities

    ☐ Observation of an activity set up for the purpose of the study
    ☐ Access to medical records
    ☐ Access to records containing intimate, individually identifiable information, not publicly available
    ☐ Experiment or testing of a procedure, drug or equipment
    ☐ Use of biological hazards, GMOs or pathogenic organisms
    ☐ Use of carcinogenic and/or toxic chemicals, including heavy metals
    ☐ Use of Radiation (Ionising and/or Non-Ionising, but not Ultrasound)
    ☐ Other

14.2.2 Is it intended that the interview/focus group transcript will be shown or made available to participants?*

    ◉ Yes
    ○ No

14.2.2.1 Why is it considered important that participants have access to this information?*

    To ensure that they are satisfied with their responses.

14.3 Will you be audio-taping, video-taping, or taking photographs of participants during the course of the study? Please select all that apply.*

    ☑ Audio-taping
    ☐ Videotaping
    ☐ Photographs
    ☐ No

14.3.1 Why is it necessary to collect data in this form?*

    To ensure that information is transcribed accurately.

Participant Information

15.1 How many participant groups are involved in this research project? *

    1.00

15.2 Please provide the details as an attachment for each participant group. (To upload your attachment, please click on the Attachments section of the application on the left hand side of the screen)

15.3 What is the expected total number of participants in this project at all sites?*

[2.00]

15.3.1 Please provide details of how many participant groups will be involved, the number of participants in each group, the age range of the participant groups, the relevant characteristics of each group and what each participant group will be required to do? e.g. pilot study group, main study group, interview group, focus study group, experimental group, control group etc. If required, please add a document to the Attachments page in response to this question.*

> Aboriginal tourism operators aged from 18 to 60 will be interviewed.
> Panel members aged from 18+ will respond to online survey.

15.3.2 Please justify the chosen sample size.*

> These groups are required to gain informative data.

Selection of participants

16.1 What process(es) will be used to identify potential participants?*

> snowball recruitment for Aboriginal operators
> panel membership for domestic customers

16.2 Will potential participants be 'screened' or given a test/questionnaire to assess their suitability as a participant for the study?*

- ⦿ Yes
- ◯ No

16.2.1 How will this be done?*

> panel members will be required to be over 18 and citizens or permanent residents of Australia

16.3 Describe how initial contact will be made with potential participants.*

> contact through networks for Aboriginal operators
> contact through panel programmes-strangers for domestic consumers

16.4 Is an advertisement, e-mail, website, letter or telephone call proposed as the form of initial contact with potential participants?*

- ⦿ Yes
- ◯ No

16.4.1 Please detail how this will be used and/or whether any approval is needed to use this contact method. Please attach any relevant documents to the Attachments section of this application.*

> To further snowball recruiting emails will be sent to confirm contact. No approval required.

16.5 List the selection and, if appropriate to your study, the exclusion criteria for participants.*

> panel members will be required to be over 18 and citizens or permanent residents of Australia

16.6 If it became known that a person or participant group was recruited to, participated in, or was excluded from the research, would that knowledge expose the person to any disadvantage or risk?*

- ◯ Yes
- ⦿ No
- ◯ Not Applicable

Project start, end, location details

17.1 Will the research be undertaken in Australia?*

- ⦿ Yes
- ◯ No

17.1.1 In which town(s)/city(ies)/State(s) of Australia will the research be undertaken in?*

> Adelaide, Katherine, Penong, Flinders Ranges, Darwin,

17.1.2 In how many Australian organisations will the research be conducted? (Please list all organisations where participants will be specifically recruited from e.g. if recruiting UniSA staff or students, you have at least 1 organisation)*

[6.00]

Please note: you must obtain written approval from the organisations where the research will be undertaken and either attach the letter to the application or forward this to the Ethics and Compliance Officer before final approval can be granted for the project. Please refer to UniSA organisation approval for additional information on the type of approval needed.

17.1.1.1   Please enter the details for the Australian site(s) where participants will be recruited from, the location of the organisation, the anticipated start date for the site and the anticipated end date for the site.*

> Bowmans Tours, Henley Beach, Adelaide
> Iga Warta, Flinders Ranges
> Wilpena Pound Resort, Flinders Ranges
> Coolabercy, Parsons
> Nitmiluk Tours, Katherine Daly
> Northern Territory Indigenous Tours, Darwin
>
> All interviews to be conducted face to face prior to November 2013.

17.2   Will the research be undertaken overseas?*
- ◯ Yes
- ◉ No

17.3   Are there any time-critical aspects of the research project of which review committee should be aware?*
- ◯ Yes
- ◉ No

Irregular consent process

Limited disclosure/waive consent
18.1   Does the research involve limited disclosure to participants? Refer to Chapter 2.3 of the National Statement. *
- ◯ Yes
- ◉ No

18.2   Are you asking the HREC / review body to waive the requirement of consent? Refer to Chapter 2.3 of the National Statement.*
- ◯ Yes
- ◉ No

Covert Observations
19.1   Does the research involve covert observation? Refer to Chapter 2.3 of the National Statement.*
- ◯ Yes
- ◉ No

Deception
20.1   Does the research involve deception? Refer to Chapter 2.3 of the National Statement.*
- ◯ Yes
- ◉ No

Project Type

Project Type
21.1   Does the research involve any of the following? Please select all that apply.*
- ☐ Drugs, narcotics, poisons; ingestion/injection of placebo, or an invasive procedure administered
- ☐ Clinical trials
- ☐ Cellular therapy
- ☐ Collection and/or use of human samples (eg tissue, blood or other body fluid collection/extraction)
- ☐ Genetic testing and/or genetic research
- ☐ Human gametes or use or creation of human embryos
- ☐ A practice or intervention which is an alternative to a standard practice or intervention
- ☐ Investigating workplace practices which could possibly impact on workplace relationships
- ☐ Conducting the research overseas and recruiting participants
- ☑ None of the above

Participants

Recruitment
22.1   Who will you be recruiting as participants for this study? Please select all that apply.*

☑ General public (over 18 years of age)
☐ Members of a collectivity
☐ People whose first language is not English
☐ People who are illiterate
☐ Pregnant women/human foetus
☐ Children
☐ People who are in a dependent or unequal relationship
☐ People who are highly dependent on medical care
☐ People with a cognitive impairment
☑ Aboriginal and/or Torres Strait Islander people
☐ People who may be involved in illegal activity
☐ UniSA staff
☐ UniSA students
☐ Not recruiting participants
☐ Other

50.2   Does the research involve issues likely to be considered significant to Indigenous peoples? *

◉ Yes
○ No
○ Not Applicable

Aboriginal and Torres Strait Islander People

You have indicated that this research involves the recruitment of Aboriginal and Torres Strait Islander people or involves issues likely to be considered significant to Indigenous peoples. Please refer to Chapter 4.7 of the **National Statement** and **Values and Ethics - Guidelines for Ethical Conduct in Aboriginal and Torres Strait Islander Health Research,** when answering the following questions.

48.1   Has there been appropriate consultation with the community? *

◉ Yes
○ No

48.1.1   Please describe the consultation process. *

> Contact made through associated existing and newly formed networks with open discussion on the purpose and execution of the research with stakeholders.

48.2   Does the research team include an Indigenous person? *

◉ Yes
○ No

48.3   Will there be appropriate reporting back to the Indigenous community and / or a direct flow of benefits to the community? *

◉ Yes
○ No

48.5   Describe how the research demonstrates an understanding of and respect for and engages with the knowledge systems, cultural practices, heritage, beliefs, experiences and values of Aboriginal or Torres Strait Islander individuals and communities. *

> This research has been designed, and will be undertaken by, an Indigenous PhD student with one Indigenous supervisor and one supervisor who has worked in the area of Aboriginal support for many years. Each member of the research team hold a deep understanding of cultural protocols and adhere to culturally sensitive practice in every aspect of the project.

48.5   Describe how the proposal contributes to (and does not erode) social and cultural bonds among Aboriginal and Torres Strait Islander participants and communities. *

> This research will work to contribute further understanding of the marketing activities of, and consumer perceptions regarding, Aboriginal and Torres Strait Islander tourism. The findings of this research will endeavour to be generalisable to Aboriginal and Torres Strait Islander tourism operations of similar situations to the focal case studies. This information can then be used to improve marketing activities with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes likely to sustain their business.

48.7   Describe how the research the proposal contributes to and does not erode social and cultural bonds among Aboriginal and Torres Strait Islander participants and communities. *

> This research will work to contribute further understanding of the marketing activities of, and consumer perceptions regarding, Aboriginal and Torres Strait Islander tourism. The findings of this research will endeavour to be generalisable to Aboriginal and Torres Strait Islander tourism operations of similar situations to the focal case studies. This information can then be used to improve marketing activities with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes likely to sustain their business.

**48.5   Describe how the research respects the values based expectations and identity and protects and promotes cultural distinctiveness of Aboriginal and Torres Strait Islander people participants, respects the values based expectations and identity and protects and promotes cultural distinctiveness of Aboriginal and Torres Strait Islander people

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participants.*

> The indigenist approach research methodology and general focus on Aboriginal organisational improvement acknowledges the importance of Aboriginal and Torres Strait Islander business and culture to all Australians.

48.9   What is the estimated proportion of Aboriginal and Torres Strait Islander peoples in the population from which participants will be recruited?*

> unknown.

48.10   Will the Aboriginal or Torres Strait Islander status of participants be recorded?*

   ◉ Yes
   ○ No

48.10.1   Explain why the Aboriginal or Torres Strait Islander status of participants will be recorded.*

> This will describe the Aboriginal tourism market and operators.

48.11   Will there be or has there been a process of consultation and negotiation between Aboriginal or Torres Strait Islander peoples and the researchers / investigators regarding the proposed research?*

   ◉ Yes
   ○ No

48.11.1   Describe this process of consultation and negotiation. In your response, consider how the consultation and negotiation related to the integrity of the research; the aims, anticipated outcomes and priorities of the research; the individual consent process; ongoing advice on the research programme; the monitoring of ethical standards; the minimisation of unintended consequences; the values and processes of participating communities; access to, and / or control of the results of the research.*

> Contact made through associated existing and newly formed networks with open discussion on the purpose and execution of the research with stakeholders.

48.12   Has there been a role for Aboriginal or Torres Strait Islander peoples in the development of the research and or will there be a role for Aboriginal or Torres Strait Islander peoples in the implementation of the research proposal?*

   ◉ Yes
   ○ No

48.12.1   Describe the role of Aboriginal or Torres Strait Islander peoples in the development and or implementation of the research. Include, as appropriate a) whether any or all of the researchers / investigators are Aboriginal or Torres Strait Islander people; b) how Aboriginal or Torres Strait Islander peoples from the community involved in, or affected by, the research have collaborated in the development of the research; c) whether the participating communities have expressed satisfaction with the research agreement, potential benefits and their distribution; d) the extent to which reciprocal obligations, responsibilities and benefits is demonstrated between the researchers / investigators and the community.*

> The student, one supervisor and some participants are Aboriginal.

48.13   Describe how the research will provide benefits to the Aboriginal and Torres Strait Islander peoples. Include, as appropriate a) a description of how the research relates to the health priorities and needs of participant communities, b) a description of benefits for participants and the communities, including establishment and/or enhancement of capacities, opportunities and outcomes beyond the project, c) a description of how the research shows an intent to contribute to the advancement of the health and well being of participants and their communities.*

> This research will seek to contribute further understanding of the marketing activities of, and consumer perceptions regarding, Aboriginal and Torres Strait Islander tourism. The findings of this research will endeavour to be generalisable to Aboriginal and Torres Strait Islander tourism operations of similar situations to the focal case studies. This information can then be used to improve marketing activities with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcome likely to sustain their business.

48.14   Describe how the research will respect and acknowledge the contribution of Aboriginal or Torres Strait Islander peoples in the research. Include, as appropriate: a) acknowledgement of cultural property rights in relation to knowledge, ideas, cultural expression and cultural materials; b) acknowledgement of the sources of information and those who have contributed to the research; c) a description of any agreement (preferably written) between the researchers / investigators and the community regarding research intentions, methods and potential results.*

> The information can then be used to improve marketing activities within Aboriginal tourism organisations with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes likely to sustain their business.

Risk to Participants

Risk to Participants

51.1   Please select all that apply. This research project:*

☐ Has the potential to expose participants to potential civil, criminal or other proceedings
☐ Makes it possible for third parties to identify participants
☐ Involves a risk of physical injury
☐ Involves human exposure to ionising and/or non-ionising radiation (including X-ray)
☐ Involves exposure to disease or infection
☐ Involves pain or significant discomfort
☐ Involves psychological or emotional stress

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- [ ] Involves sensitive personal information
- [ ] May expose participants to potential loss of professional reputation, market standing; employability
- [ ] May result in significant negative impact upon personal relations
- [ ] Offers an inducement which could be considered coercive
- [ ] Involves participation of people who legally cannot provide voluntary & informed consent
- [x] None of the above

Right to Privacy

66.1 Does 1982 or the Commonwealth Privacy Act apply to the research (eg access to identified personal data held by third parties subject to privacy regimes)? Refer to the Privacy Act*

- ○ Yes
- ● No

Collection Method

Collection Method

67.1 Data collected for this research project will be collected directly from participants (e.g. they are completing a question about themselves, their thoughts, their opinions etc).*

- ● Yes
- ○ No

67.1.1 Information which will be collected for this research project directly from the participant

67.1.2 Describe the information that will be collected directly from participants. Be specific where appropriate.*

> Information regarding organisational marketing activities
> Information regarding perceptions of Aboriginal tourism organisations

67.1.3 The information collected by the research team about participants will be in the following form(s). Please select all that apply.*

- [ ] Individually identifiable
- [x] Re-identifiable
- [ ] Non-identifiable

67.1.3.1 Give reasons why it is necessary to collect information in Individually identifiable or Re-identifiable form.*

> To ensure that organisations are attributed their contribution.

67.2 Data collected for this research project will be collected from another person about the participant (e.g. asking participant's doctors about their patient's medical history).*

- ○ Yes
- ● No

67.3 Will data collected for this research project involve the use or disclosure of information by an agency, authority or organisation (other than UniSA)? (e.g. accessing participant's medical records)*

- ○ Yes
- ● No

67.4 Data collected for this research project will involve using information which you or your organisation collected previously for a purpose other than this research project?*

- ○ Yes
- ● No

67.5 Describe and justify how you will analyse the data collected from or about the participants.*

> Discourse analysis of Aboriginal operators will enable identification of marketing trends and latent themes relating to domestic consumer participation.

67.6 Select all that applies to this project from the following:
Information collected for, used in, or generated by, this project... ■

- [x] Will not be used for any other purpose
- [ ] Will/may be used for another purpose by the researcher for which ethical approval will be sought
- [ ] Will establish a database/collection or register for future use (ethical approval will be sought)
- [ ] Will/may be made available to a 3rd party for subsequent use (ethical approval will be sought)
- [ ] Other

Participants Relationships

68.1   Is there an existing relationship or one likely to arise during the research, between the potential participants and any member of the research team or an organisation involved in the research?*

   ○ Yes
   ◉ No

68.2   Does the researcher / investigator have another role in relation to the participant?*

   ○ Yes
   ◉ No

68.3   Will the research impact upon, or change, an existing relationship between participants and researcher / investigator or organisations?*

   ○ Yes
   ◉ No

Consent

69.1   Will consent for participation in this research be sought from all participants? Refer to Chapter 2.2 of the National Statement.*

   ◉ Yes
   ○ No

69.1.2   Will there be participants who have capacity to give consent for themselves?*

   ◉ Yes
   ○ No

69.1.1.1   What mechanisms / assessments / tools are to be used, if any, to determine each of these participants capacity to decide whether or not to participate?*

   Seniority of their role held within an operational enterprise and membership in a panel.

69.1.3   Will there be participants who do not have capacity to give consent for themselves?*

   ○ Yes
   ◉ No

Consent Process

70.1   Describe the consent process, ie how participants or those deciding for them will be informed about, and choose whether or not to participate in, the project.*

   Initial contact will inform about the research project. A written consent form will then be forwarded to explain the research further and request expressed consent for participation.

70.2   If a participant or person on behalf of a participant chooses not to participate, are there specific consequences of which they should be made aware, prior to making this decision?*

   ○ Yes
   ◉ No

70.3   If a participant or person on behalf of a participant chooses to withdraw from the research, are there specific consequences of which they should be made aware, prior to giving consent?*

   ○ Yes
   ◉ No

70.4   Can individual participants be identifiable by other members of their group? (e.g. co-workers, focus group members etc.)*

   ◉ Yes
   ○ No

70.4.1   Could this identification expose them to risks?*

   ○ Yes
   ◉ No

70.4.1   Will participants receive any incentive/payment (e.g. movie tickets, food voucher) or reimbursement (eg travel expenses) to participate in the study?*

   ○ Yes
   ◉ No

70.7   Will consent be specific or extended or unspecified? Refer to statements 2.2.14-2.2.18 of the National Statement.*

○ Specific
○ Extended
○ Unspecific

Risks and Benefits

Risks and Benefits

Please note that when answering the following questions, only risks beyond those encountered in everyday life are relevant. Refer to Chapter 2.1 of the National Statement.

7L1 Are there any risks to participants as a result of participation in this research project (eg physical, psychological, spiritual, emotional, legal, social, financial well-being, employability or professional relationships)?*

○ Yes
● No

7L2 What expected benefits (if any) will this research have for the wider community?*

> This research will work to contribute further understanding of the marketing activities of, and consumer perceptions regarding, Aboriginal and Torres Strait Islander tourism. The findings of this research will endeavour to be generalisable to Aboriginal and Torres Strait Islander tourism operators of similar situations to the focal case studies. This information can then be used to improve marketing activities with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes likely to sustain their business.

7L3 What expected benefits (if any) will this research have for participants?*

> This information can then be used to improve marketing activities with the hope to increase domestic tourists participation rates and assist Aboriginal and Torres Strait Islander tourism operators in allocating their marketing budgets to achieve the most effective outcomes likely to sustain their business.

7L4 Are there any other risks involved in this research? eg. to the research team, the organisation, others (eg physical, psychological, spiritual, emotional, legal, social, financial well-being, employability or professional relationships)?*

○ Yes
● No

Risks and Benefits cont.

72.1 Is it anticipated that the research will lead to commercial benefit for the investigator(s) and or the research sponsor(s)?*

○ Yes
● No

72.2 Is there a risk that the dissemination of results could cause harm of any kind to individual participants - whether their physical, psychological, spiritual, emotional, legal, social or financial well-being, or in their employability or professional relationships - or in their communities?*

○ Yes
● No

72.3 Describe how the members of the research team will monitor the conduct of the research. (e.g. Will regular meetings be held between researchers? Will student researchers be in regular contact with their supervisor? etc)*

> Fortnightly meetings with each supervisor for the duration of the project.

72.4 It is mandatory for researchers to report suspected cases of child abuse/neglect, domestic violence, bullying, illegal activities, use of illicit substances, abuse of elderly persons, professional negligence etc.

72.4.1 Is it likely that this will be disclosed during the course of the project?*

○ Yes
● No

Researcher Training

73.1 List the relevant qualifications, experiences and /or skills of the research team which equip them to conduct this research.*

> Currently undertaking a PhD. Completed Honours degree researching Aboriginal business success with First Class mark.

73.2 Do the researchers involved in this research project require any additional training in order to undertake this research?*

○ Yes
● No

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Reporting of Results

74.1 Is it intended that results of the research that relate to a specific participant be reported to that participant?*

- ○ Yes
- ◉ No
- ○ Not Applicable

74.1.4 Explain/justify why results will not be reported to participants.*

> Findings will be shared in a generalised report to all respondents.

74.2 Is the research likely to produce information of personal significance to individual participants?*

- ○ Yes
- ◉ No

74.3 Will individual participant's results be recorded with their personal records?*

- ○ Yes
- ◉ No
- ○ Not Applicable

74.4 Is it intended that all or some of the results that relate to a specific participant be reported to anyone other than that participant?*

- ○ Yes
- ◉ No

74.5 Will research participants have the opportunity to receive a copy of your final report or summary of the findings if they wish?*

- ◉ Yes
- ○ No

74.5.1 How will you provide a copy of the final report or summary of the findings?*

> Findings will be shared in a generalised report to all respondents.

Reporting of Results cont.

75.1 Is the research likely to reveal a significant risk to the health or well being of persons other than the participant (eg family members, colleagues)?*

- ○ Yes
- ◉ No

75.2 Is there a risk that the dissemination of results could cause harm of any kind to individual participants - whether their physical, psychological, spiritual, emotional, social or financial well-being, or to their employability or professional relationships - or to their communities?*

- ○ Yes
- ◉ No

75.3 How is it intended to disseminate the results of the research? Please select all that apply.*

- ☑ Thesis/dissertation
- ☑ Journal article
- ☐ Research paper
- ☐ Conference presentation
- ☐ Commissioned report
- ☐ Other

75.4 Will the confidentiality of participants and their data be protected in the dissemination of research results?*

- ○ Yes
- ◉ No
- ○ Not Applicable

75.4.2 Explain why confidentiality will not be protected and describe the measures that have been taken to respect and protect the wishes and rights of participants.*

> Organisations focal to Case Studies may be identified in final reports if consent is given by the organisation.

Attachments

Attachments

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Note: You can upload additional documents by clicking on the "Additional Attachments" link. Types of documents which should be attached include Reference List/Bibliography, Information Sheet, Consent Form, Copy of Research Tools, Consent Form, Internet Questionnaire, Interview Questions, Focus Group Questions, Details of Observational Aspects, Details of Action Research Process, Insurance Confirmation, Organisational Approval, etc.

Guidelines on how to draft your participant information sheet are available at Guidelines.

A model consent form is available at Model Consent Form. Please ensure all relevant information is deleted as there are numerous notes to the researcher included in the model consent form to assist researchers to draft their form.

The system only accepts a maximum of ten (10) attachments. If you have more than ten documents to upload, please combine the additional documents into one zip file.

Description	Reference	Soft copy	Hard copy
3. Participant Information Sheet (as applicable)	Participant Information Sheet.docx	✓	
response to HREC comments	0080031515 AKBAA, Slaya.docx	✓	
example of email to Aboriginal respondents	Example of email to potential respondent.docx	✓	
2. Research Tools (or reasons as to why there aren't any)	operator questions.docx	✓	
Consent Form (as applicable)	Marketing Research Consent Form.docx	✓	
Other (as applicable)	Domestic consumer survey.docx	✓	
1. Reference List	References.docx	✓	

Declaration

Declaration

The Primary Contact for this project is responsible for the application that is submitted and must be the one to agree to the following statement.

"On behalf of the research team for this project, I confirm that all members of the research have read the current NHMRC *National Statement on Ethical Conduct in Human Research*. The research team accepts responsibility for the ethical and appropriate conduct of the procedures detailed in this application, confirms that the research team will conduct this project in accordance with the principles described in the *National Statement*, and confirms that the research team will comply with any other condition laid down by the University of South Australia's Human Research Ethics Committee."

☑ I Agree

Please click on the *Action* tab on the left hand side of the screen and click *Submit*.

Instructions

Instructions

Please click on the *Action* tab on the left hand side of the screen and click *Submit*.

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Response to UniSA HREC questions on Ethics protocol 0000031315

1. **HREC could not make a considered and informed assessment of the protocol due to insufficient information. Consequently HREC requested that the researcher resubmit the protocol and, in so doing, address the comments made by HREC.**

   a. Please see further information to address HREC questions and comments as added to this document and attachments.

2. **Address the omission of expected benefits to the Aboriginal tourist operators and the Aboriginal community as outcomes of the study.**

   a. The aim of this project is to deliver the following outputs, each designed to provide opportunities for Aboriginal and Torres Strait Islander people in remote Australia to gain greater benefit from remote tourism:

      - Understanding of challenges associated with developing remote tourism initiatives

      - Strategies that may provide solutions to challenges associated with developing remote tourism initiatives

      - Utilise tourism to share their Country and culture with visitors from Australia

      - Progress capacity building and professional development pathways

3. **Clarify the recruitment process, for example, how will the researcher identify and contact Aboriginal Tourist Operators? How will the researcher identify and contact panel members?**

   a. Aboriginal tourism organisation respondents: Aboriginal operators will be recruited through a snowball method using the researcher's networks. The researcher understands the inter-connected nature of Aboriginal culture and how this extends to business. The researcher will contact existing contacts known to be affiliated with tourism organisations by face-to-face conversation or by email to gauge the appropriateness of the focal organisation to be included as a respondent. Only organisations owned and operated by Aboriginal people or organisations in remote areas will be considered. At the researcher's discretion, any organisations reportedly struggling in any way or already participating in research, may not be approached to participate in the study out of respect for their current business activities. Any organisation that fits the Aboriginal tourism operation profile may be then contacted via email, ensuring that networks of affiliation are always explained, to gauge their level of interest in participating. The attachment 'Example of email to potential respondent' illustrates the clear, open and tailored nature of this approach. From here the researcher will liaise with the business operator/respondent to determine the most appropriate time to attend the business premises and conduct the interview.

   b. Domestic consumer survey panel of respondents: The researcher will engage, via the Ehrenberg-Bass Institute Manager: Market Research, an outsourced online research service provider who provides panel data such as Pure Profile (http://www.pureprofile.com/businesses) or Research Now

(http://www.researchnow.com/en-US/Panels.aspx). Recruitment and management for this type of panel occurs externally and complies with client (the researcher's) requirements with the School of Marketing receiving the data at the end of the process. The criteria for this research will be

    i. Australian residents

    ii. over 18 years old

    iii. 50% males and 50% female

The researcher will liaise with the Ehrenberg-Bass Institute Manager: Market Research to develop the survey and ensure that the target respondents, permanent resident Australians over the age of 18, are reached. The data will be analysed in an aggregated way, meaning that only results concerning groups of people, not individuals, will be reported.

4. **Consider whether the study could be more qualitative than it is currently.**

    a. I am not sure of the motivation or intended outcome of this comment, as a specific value of the quantitative component of this research will be to set empirical benchmarks for consumer perceptions and behaviours then analyse and translate these findings for academia and industry users alike. As this kind of information is currently not available within this industry the quantitative nature of this component of the research is expected to yield valuable findings in this area. It is important to note that the target respondents of the qualitative component of this research are Australian permanent residents over the age of 18 and that all research involving Aboriginal respondents is designed in a qualitative nature.

5. **HREC recommended that the researcher work in close collaboration/consultation with Aboriginal Tourist Operators in the development, progress and reporting of the results of the study.**

    a. The involvement of Aboriginal and Torres Strait Islander stakeholders will be maintained throughout the project to ensure that development and implementation criteria for protection of IP associated with Aboriginal Knowledge in the Cooperative Research Centre for Remote Economic Participation (CRC-REP) and the guidelines identified in the Aboriginal Knowledge and Intellectual Property Protocol Community Guide (DKCRC 2009).

6. **Amend the consent form by adding that the interviews will be audiotaped.**

    a. See updated consent form

7. **Submit separate participant information sheets and consent forms for both the Aboriginal Tourist Operators and the panel members.**

    a. The participant information sheet is intended for Aboriginal tourism operators only. Panel members will have authorised their consent to the market research company that they subscribe to and that we use as a sub-contractor.

8. **Resubmit the responses to 15.1 and 15.3 and address the intent of the questions, for example, two groups with 10 members in the first and 16 members in the second.**

a. Two types of respondents will be required: Aboriginal tourism operators and online panel members. The target for Aboriginal tourism operator respondents is six separate organisations. The organisations must be located in remote Australia (as defined by CRC-REP) and agree to have an operator or marketing professional interviewed. It is anticipated that operators and marketing staff will be aged between 18 and 80. The target respondent sample for online panel members will be determined with the assistance of the Research Manager of the Ehrenberg-Bass Institute.

9. **A copy of the survey (when developed) must be submitted for ethics approval prior to it being administered by the researcher.**
   a. This will be done prior to/before the end of 2013.

10. **Obtain permission to recruit Aboriginal Tourist Operators for interview purposes from the organisations that employ them before commencing the research.**
    a. In the majority of situations the target respondent, the operator, is the business manager and owner. However, for situations where this may not be the case I have added a signatory requirement of the business manager to the market research consent form and altered the title of the participant information form to include the business manager. This will ensure that any respondents who are not the business owners will be aware of the project and it's intentions prior to the commence of any data collection.

11. **Add data storage details to the consent form.**
    a. See updated research consent form

12. **Amend the consent form by adding a statement that obtains permission to record the names of the organisations for whom the participants represent as detailed in the protocol.**
    a. See updated research consent form

13. **Amend the participant information sheet by adding the following statement: If you have any ethical concerns about the study wish to discuss your rights as a participant please contact Ms Vicki Allen, executive officer, Uni SA Human Research Ethics Committee, (08 8302 3118; vicki.allen@unisa.edu.au).**
    a. See updated information sheet

Appendix: Interviewee Research Participant & Business Manager Information Sheet

University of South Australia

'Aboriginal tourism marketing and domestic consumer perceptions' research project

Research participant and Business Manager Information Sheet

About the project

'Aboriginal tourism marketing and domestic consumer perceptions' (ATMDCP) is part of a larger research project titled the Aboriginal and Torres Strait Islander Tourism Product Project. Through the ATMDCP project I aim to understand the marketing of remote Aboriginal tourism to Australian domestic visitors (e.g. Australian residents who travel within Australia), specifically

• how Aboriginal tourism is currently marketed to domestic visitors,

• domestic visitor perceptions of Aboriginal tourism; and

• how to improve marketing your industry to increase participation levels.

Research description

Firstly, I will develop an understanding of how Aboriginal tourism is marketed to domestic visitors by interviewing several Aboriginal tourism operators about how they market their tourism product. Then, I will develop an understanding of domestic visitor perceptions of Aboriginal tourism by conducting an online survey of Australian residents.

Research activities

Your involvement will include taking part in an interview for around one to two hours where I will ask questions about the marketing of your organisation. I can show you the questions prior to the interview so you can see what kind of questions I will ask. I will travel to your organisation to conduct the interview. I'd like to audio record the interviews, so that during the interview I can concentrate on listening. After the interview I will give you an opportunity to review the transcript that I write from the interview, to make sure I have understood you correctly. I am not intending to discuss matters that may be considered commercially sensitive and you are able to decline to answer any questions you do not feel comfortable answering.

Your participation in this research is voluntary and you can withdraw at any time. If you have any questions about the project or concerns about your participation please contact me, or my supervisors, at any time.

Outcomes for participants

The findings of this research will assist Aboriginal tourism operators by developing an understanding of how to improve marketing to domestic visitors. I would like to present my findings to participating Aboriginal tourism organisations personally at the conclusion of my research, around July 2015.

Once the project is completed the outcomes will be made available to other Aboriginal and Torres Strait Islander people involved in remote tourism. Outcomes of the project may be published by report, end user publications (e.g. fact sheets, reports, training material, annual reports) and academic publications, or other ways suitable for use by other Aboriginal and Torres Strait Islander people involved in remote tourism. Approval will be sought from businesses that will be identifiable from any publishing.

Will participants be identified during the project?

During the research process the identification of individual businesses will only be known to myself and my supervisors. In my final research writings I would like to identify each organisation, as each tourism initiative is unique and people are often proud to participate in tourism, as well as to share their tourism development experiences with other Aboriginal and Torres Strait Islander people. I will discuss with you how you might like to be identified, such

as using tourism initiative names or the language/clan group of people owning or associated with your tourism initiative.

Project support

This research project has received ethical approval from the University of South Australia's Human Research Ethics Committee and is supported and funded by the University of South Australia by the Co-operative Research Centre for Remote Economic Participation.

More information

University of South Australia: www.unisa.edu.au

Co-operative Research Centre for Remote Economic Participation: http://crc-rep.com/

Aboriginal and Torres Strait Islander Tourism Product Project:

http://crc-rep.com/research/enterprise-development/aboriginal-and-torres-strait-islander-tourism-product

Ethical concern contact

This project has been approved by the University of South Australia's Human Research Ethics Committee. If you have any ethical concerns about the study wish to discuss your rights as a participant please contact Ms Vicki Allen, executive officer, Uni SA Human Research Ethics Committee, (08 8302 3118; vicki.allen@unisa.edu.au).

Kind regards

Skye

Skye Akbar

PhD Candidate

School of Marketing at University of South Australia and Cooperative Research Centre for Remote Economic

Participation

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Southern Cross University.

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APPENDIX: INTERVIEWEE RESEARCH CONSENT FORM

'Aboriginal tourism marketing and domestic consumer perceptions' research consent form

- ✓ I have read the Participant Information Sheet and the nature and the purpose of the research project has been explained to me. I understand, and agree to take part.
- ✓ I understand the purpose of the research project, and the involvement of me and my organisation.
- ✓ I understand that I may withdraw from the research project at any stage.
- ✓ I understand that my responses may be audiotaped for transcription purposes.
- ✓ I understand that the information gained in the study will be stored in a secure personal office and in password protected computer files by the researcher for the duration of the project and be destroyed after the project.
- ✓ I understand that my organisation will be identified in publications derived from this research project and that I have the right to consult with the researcher regarding this representation.

Participant's name …………………………..…………………………………..

Signed …………………………………..Date…………………………………..

Business manager's name …………………………..…………………………………..

Signed …………………………………..Date…………………………………..

This project has been approved by the university of South Australia's Human Research Ethics Committee. If you have any ethical concerns about the study wish to discuss your rights as a participant please contact Ms Vicki Allen, executive officer, Uni SA Human Research Ethics Committee, (08 8302 3118; vicki.allen@unisa.edu.au).

I have provided information about the research to the research participant and Business Manager and believe that he/she understands what is involved.

Researcher's signature…………………………Date…………………….

Skye Akbar

PhD Candidate

University of South Australia and Cooperative Research Centre for Remote Economic
Participation

skye.akbar@unisa.edu.au | Y4-19 | GPO Box 2471 Adelaide SA 5001

Supervised by Dr Anne Sharp (University of South Australia) and Dr Damien Jacobsen
(Southern Cross University and Cooperative Research Centre for Remote Economic
Participation)

Appendix: Remote Aboriginal Tourism Operator Interview Questions and Prompts

The following questions are designed to assist in understanding the marketing behaviour and understanding of consumer's perceptions regarding the industry. Subsequent dot points are prompts for the researcher's reference to ensure that each facet of every question is addressed. Where the response to one question also answers another, the subsequent question will not be asked. The term 'your organisation' will be replaced with the name of the organisation at the time of the interview.

Organisation and employee related questions	
Question and prompts	Rationale of question
How long has your organisation been operational?	Can gauge longevity of the organisation
How long has your organisation undertaken marketing activities?	Can gauge their understanding of marketing, how it works and their knowledge of how it affects their organisation.
What is your role title and main responsibilities?	Will reveal if marketing is their concentration or they undertake a multitude of formal roles.
How long have you undertaken this role?	A guide to their level of experience in the role.
Does anyone in the organisation's role directly support or compliment yours?	Will illustrate the organisation's focus and resources towards marketing.
What of your previous experience in this industry supports you in your current role?	Will indicate the level of experience of the respondent.
Do you have any formal qualifications related to your role?	Will indicate the level of education of the respondent relevant to their role.
Marketing related questions	
Question and prompts	Rationale of question
What marketing activities does your organisation undertake?	Will enable a history of marketing activities to be scribed.

• Formalised	
• Semi-formal	
• Informal	
• Strategy	
• Consistency	
• Target market	
• Mass market	
• Nationally	
• Internationally	
• Media	
• Online	
• Mail	
• Targeted campaigns	
• Product design	
• Representatives	
• Collusion with operators, NFP, NGO, Government	
How do you plan what marketing activities your organisation will undertake?	Gauges their level of knowledge of what marketing activities happen in the organisation, the organisations ability to plan and work from the plan (and act upon opportunity). Gives insight in to organisational knowledge and logic and their understanding of the scope of their consumers.
Which marketing activities and strategies do you notice are effective?	Illustrates defined strategies undertaken, notes any consistent success and asks how the organisation understands what is a successful outcome.

• Is there a trend or routine or seasonality to this?	In depth understanding of marketing experience of the organisation.
Do you work with any industry bodies to achieve your marketing objectives?	Gauges the support available, reachable and agreeable.
• Who? How? To what end?	Asks how collusion improves (or doesn't) outcomes.
What information do you use to assist you in designing product offerings for consumers? Where does it come from?	Gauges level of existing information, how it is interpreted, how it is applied and resulting outcomes.
Do you notice differences in product preference between different groups of tourists?	Asks about existing knowledge of consumers and participation trends.
• Domestic	
• International	
• Young	
• Old	
• Families	
• Singles	
Do you experience 'repeat' customers?	Asks is any segments are repeat users.
Do you ask for feedback from customers?	Gauges organisations data collection activities.
• What do you ask, how and why?	Gauges organisations ability to identify imperative information relating to consumers.
• How do you store and use this data?	Gauges organisations ability to understand and apply imperative information relating to consumers.
Do you know how consumers become aware of your organisation or products?	Gauges organisations ability to understand imperative information relating to participation.

Do you know the demographics of your customers?	Gauges organisations formal or informal data collection activities.
• Origins	
• Trip plan	
• Ages	
• Occupation etc	
Do you set marketing benchmarks to track the progress of your organisation? For example, target customers from differing areas or compare your participation rates to relative competitors...	Gauge organisations understanding of marketing on the organisations sustainability and ability to self-assess performance.
• How do you set these?	Gives insight in to organisational knowledge and logic.
Do you have a future marketing strategy?	Asks about the ability to plan ahead and identifies any informal or formally planned goals.
• Is this formalised or an overall vision and goal?	
Domestic consumer behaviour and perception related questions	
Question and prompts	Rationale of question
Are you able to gauge consumer's interests in Aboriginal culture before product consumption?	Gauges an understanding of operator's perceptions of consumers and the way consumers approach their product.
• How do you come to these conclusions?	Asks how organisation forms decisions regarding consumers.
How do they seem when they arrive?	Gauges an understanding of operator's perceptions of consumers and the way consumers approach their product.
Have you noticed their behaviour or attitudes or participation changing over the years?	Gauges an understanding of operator's consumer's perception trends.

Does your understanding of their perceptions influence the way you market your organisation?	Asks how the organisations understanding of consumer's impacts their marketing activities.

APPENDIX: INTERVIEW FIELDWORK SCHEDULE

Qualitative data collection took place in the respondent's place of operation. For Aboriginal and Torres Strait Islander respondents their location of operation was their Traditional Lands. Conducting interviews on location provided the researcher valuable insight in to the operator's physical operational environment. Remote Australia is vast and considerations for data collection trips included

- understating the most appropriate times for respondents to avoid peak tourist season and wet season for tropical respondents,
- planning cost efficient travel and applying effective research budget management,
- undertaking training relevant to remote data collection such as 4WD recovery training; and
- ensuring safety of the researcher and adhering to remote travel policies.

Date	Details
May 2012	Remote area training and 4WD recovery training
December 2012	Develop methodology for respondent recruitment and research instruments
February 2013	Begin canvasing networks to identify existing networks relating to remote Aboriginal tourism enterprises
March 2013	Identified colleagues to accompany myself on data collection trips to remote areas as required by remote travel policies
June 2013	Received approval from Human Research Ethics Committee (HREC), UniSA
June 2013	Contacted potential respondents using HREC approved introductory email
July 2013	Liaised with respondents to identify potential times for data collection
August 2013	Interview A1, western Adelaide
1 September 2013	Drive Adelaide to northern Flinders Ranges interview location (617kms)
2 September 2013	Interview C3
3 September 2013	Drive northern to southern Flinders Ranges (275 kms)
4 September 2013	Interview H8 & I9

6 September 2013	Drive southern Flinders Ranges to Adelaide (428 kms)
23 September 2013	Fly Adelaide to Darwin, Northern Territory
24 September	Interview F6 & G7
25 September	Drive Darwin to Nitmiluk National Park (346 kms)
26 September	Drive Nitmiluk National Park to Katherine (29 kms)> Interview D4 & E5> Drive Katherine to Darwin (317 kms)
27 September	Fly Darwin to Adelaide
November 2013	Interview B2 conducted online at operators request

Appendix: Qualitative Findings Summary

*1.	Qualitative Finding: Remote Aboriginal tourism marketing undertaken by people of varying levels of qualification and operators without marketing qualifications adapt skills from other areas to develop and run their tourism business.*

*2.	Qualitative Finding: Remote Aboriginal tourism marketing is undertaken by people of varying levels of involvement, from sole role focus for medium businesses to marketing as a part of multiple responsibilities for small businesses.*

*3.	Qualitative Finding: Aboriginal respondents from remote tourism businesses were more likely to have experience in multiple industries yet their current role was their first within the tourism industry.*

*4.	Qualitative Finding: Aboriginal respondents from remote tourism businesses were more likely to have multiple roles and hold their roles for longer periods of time.*

*5.	Qualitative Finding: All remote Aboriginal tourism respondents acknowledged the value of consumers being able to access their information and booking services online.*

*6.	Qualitative Finding: All Aboriginal respondents from remote tourism businesses noted the lack of domestic consumers in comparison to international consumers and some have tailored marketing efforts to either try to increase domestic participation or consciously given up on targeting this market.*

*7.	Qualitative Finding: All Aboriginal respondents from remote tourism businesses identified barriers for domestic consumer participation and express a sense of hopelessness when discussing attempts to attract domestic consumers.*

*8.	Qualitative Finding: Whilst consumer demographics information was not recorded, Aboriginal respondents from remote tourism businesses recalled key themes of general (domestic and international) consumer attributes such as tertiary educated, seeking cultural immersion and that female tour guides experienced higher numbers of female consumers.*

*9.	Qualitative Finding: All remote Aboriginal tourism respondents report that marketing planning is important, however, no businesses planned for more than 12 month in advance.*

*10.	Qualitative Finding: Majority of remote Aboriginal tourism respondents report maximising the benefits of marketing opportunities as they arose.*

*11.	Qualitative Finding: No remote Aboriginal tourism respondents identified a future strategy to target domestic consumers.*

12.   Qualitative Finding: All remote Aboriginal tourism respondents reported not formally attaining marketing metrics, setting benchmarks or tracking trends or reviewing marketing activities to assess success numerically.

13.   Qualitative Finding: All remote Aboriginal tourism respondents considered customer satisfaction a key metric and gathered informal feedback by observing consumer participation during product consumption and some gathered further feedback by speaking with consumers post product consumption.

14.   Qualitative Finding: All remote Aboriginal tourism respondents report developing product from a base of strong cultural knowledge and were proud of their product offerings.

15.   Qualitative Finding: All remote Aboriginal tourism respondents practiced continual product refinement and considered quality product to be their most important marketing asset.

16.   Qualitative Finding: All non-Indigenous respondents reported engaging culturally knowledgeable staff to develop and deliver their cultural product offerings.

17.   Qualitative Finding: Two Aboriginal respondents from remote tourism businesses reported offering product that does not include cultural aspects to maximise the consumers that they appeal to.

18.   Qualitative Finding: Aboriginal respondents from remote tourism businesses reported that a lack of protection of Indigenous rights, knowledges, intellectual property and sites leads to competitors offering competing products, often of inauthentic and inferior quality.

19.   Qualitative Finding: Majority of remote Aboriginal tourism respondents report that seasonality and rare environmental events pose both positive opportunities and challenges for operators when planning and executing marketing activities.

20.   Qualitative Finding: Majority of remote Aboriginal tourism respondents reported that relationships with governing and industry bodies require labour and Aboriginal respondents from remote tourism businesses usually short lived citing differences in approaches, goals and policy influences as key issues.

21.   Qualitative Finding: All remote Aboriginal tourism respondents reported that relationships with stakeholders strongly influence their ability to continue to operate effectively and to grow. Non-Indigenous respondents noted effective relationships with Government and Aboriginal respondents did not.

22.   Qualitative Finding: Aboriginal respondents from remote tourism businesses reported additional challenges, such as trying to identify stakeholder motivations and intentions, as an additional challenge to their operations.

23.   Qualitative Finding: Aboriginal respondents from remote tourism businesses reported that negative media reporting, stereotyping and racially based Government policy lead to negative brand perceptions and

category rejection and that this leads to low domestic consumer participation and dysfunctional domestic industry relationships.

24.   Qualitative Finding: All remote Aboriginal tourism respondents reported that, while remote operation brings challenges, their location is key to their successful operation.

Appendix: "Tourism in Remote Australia" Survey Participant Information Sheet

School of Marketing

University of South Australia

Level 4 Yungondi Building

70 North Terrace

Adelaide 5000

South Australia, Australia

"Tourism in Remote Australia" Survey Participant Information Sheet

Thank you for registering interest to participate in this survey. This study involves answering some questions about your travel to remote Australia and what you find interesting about holidays in remote Australia. This survey should take less than 10-15 minutes to complete. Please give your honest answers.

Participation in this study is entirely voluntary. By beginning the survey, you acknowledge that you have read the information sheet and agree to participate in this research. You may withdraw from the study at any point while completing the survey, without affecting your position now or in the future. Once you submit your survey, however, we are unable to remove your response, as it will be impossible to identify your individual data. The researcher will take every care to remove responses from any identifying material as early as possible. Likewise individuals' responses will be kept confidential by the researcher and

not be identified in the reporting of the research. However the researcher cannot guarantee the confidentiality or anonymity of material transferred by the Internet.

All records containing personal information will remain confidential, and no information which could lead to the identification of you as an individual will be released, unless required by law. Data will be stored as a computer file on a secure server in the researcher's locked office (located in Room 19, Level 4, Yungondi Building, City West Campus, University of South Australia) for 5 years. Nobody other than the researchers involved in this project will have access to the data.

If you have any questions regarding this survey, please contact:

Mrs Skye Akbar

Tel: +61 8 8302 7733

Email: skye.akbar@unisa.edu.au

Associate Professor Anne Sharp

Tel: +61 8 8302 0637

Email: rosemary.sharp@unisa.edu.au

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70 North Terrace

Adelaide 5000

South Australia, Australia

This project has been approved by the University of South Australia's Human Research Ethics Committee. If you have any ethical concerns about the project or questions about your rights as a participant please contact the Executive Officer of this Committee, tel: +61 8 8302 3118; email: vicki.allen@unisa.edu.au.

APPENDIX: "TOURISM IN REMOTE AUSTRALIA" SURVEY
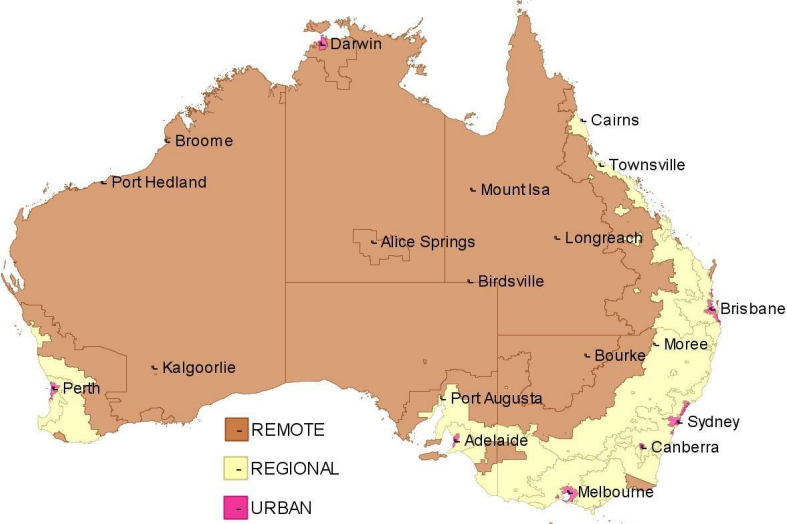
Quotas: Gender -- Male=30-50% & Female=30-60%

Question structure: Please show Q1 to Q5 on one page, Q6 to Q22 on **separate** pages each, Q23 on one page, and Q24 to Q31 on one page.

Thank you for your interest to participate in this survey. This study involves answering some questions about your travel to remote Australia and what you find interesting about holidays in remote Australia. Please give your honest answers. Participation in this study is entirely voluntary. You are free to withdraw from the survey at any stage. It should take no more than 10 to 15 minutes to complete. There are no right or wrong answers; we are just interested in your experiences and your honest opinions. Your responses will be kept confidential and you will not be identified in the reporting of the research. The data collected will be stored securely at the University of South Australia. More information is available here (PDF link to the full Information Sheet).

Screening questions

Q1 Ask all If option 2 selected end survey	Have you lived in Australia for more than 5 years?	1. Yes 2. No	Variable type Nominal	Screening out people who would not be domestic consumers.
Q2 Ask all	Will you be living in Australia for the next 5 years?	1. Yes 2. No	Nominal	Screening out people who would

If option 2 selected end survey		Count	Ratio	not be domestic consumers.
Q3 Ask all If after 1996 end survey	Which year were you born?	Count	Ratio	Screening out people under 18 years as required by ethics approval.
Q4 Ask all	Have you ever travelled to remote Australia? Remote Australia is shown in brown on the map.	1. Yes, more than 5 years ago 2. Yes, within the last 5 years 3. No	Ratio	Tracks potential consumers. Map created by Ninti One using CRC-REP definitions of remote and ABS population data.

| Q4a

Ask if answered Option 2 in Q4a	Please pick how many times have you travelled to remote Australia in the last 5 years.	Count	Ratio	Tracks potential consumers. Map created by Ninti One using CRC-REP definitions of remote and ABS population data.
Q5

Ask all

If select 0 end survey | Which best describes the probability of you travelling to remote Australia in the next 5 years?

If you are certain, or practically certain that you will be travelling to remote Australia then you should choose the answer '10'. If you think there is no chance or almost no chance, the best answer would be '0'. If you are uncertain about the chances, choose an answer as close to '0' or '10' as you think it should be. | 10– Certain, practically certain (99 in 100)

9- Almost sure (9 in 10)

8- Very probable (8 in 10)

7- Probable (7 in 10)

6- Good possibility (6 in10) | Interval | Test probabilities of travel to track potential consumers |

		5- Fairly good possibility (5 in 10) 4- Fair possibility (4 in 10) 3- Some possibility (3 in 10) 2- Slight possibility (2 in 10) 1- Very slight possibility (1 in 10) 0- No chance, almost no chance (1 in 100)		

These questions ask you about remote Australian tourism experiences. There are no right or wrong answers; we are just interested in your experiences and your honest opinions.

Q6 Ask all	Type three words or short phrases that best describe what you think about tourism in remote Australia.	Open ended 1. 2.	Nominal	This questions tests unprompted awareness for Aboriginal culture and tourism as an association. Responses to be coded to reflect attribute lists.

		3.		
Q7 Ask all	Pick the words that best describe 'remote Australian tourism' for you? Pick as many or as few as you like.	Pick any: 1. Nature and wildlife such as kangaroos, sealife 2. Adventure activities such as hiking, surfing, snorkelling 3. 4 wheel drive exploring 4. Extreme weather such as heat, and cold and humidity 5. Breath taking landscapes 6. Pioneers and explorers 7. Safety and preparation 8. Agriculture 9. Outback Australia 10. Australian history 11. Risky/dangerous 12. Beaches and waterways 13. Aboriginal cultural tour 14. See an Aboriginal performance 15. Visit an Aboriginal site or community 16. Iconic landmarks such as Uluru 17. Isolation and uncrowded attractions 18. Fresh produce eg, pristine seafood, great wine 19. Interactions with locals 20. Local attractions such as museums and 'big things' 21. Quality family and social time	Nominal	Trying to ascertain positive and negative terms related to remote holidays. Specifically looking to see if 'culture' or 'Aboriginal' are mentioned as this links back to the application of the theory of Mental (and Physical) Availability, is Aboriginal tourism mentally available to its potential consumers? Also, can see if they associate different things with 'remote Aboriginal tourism'. The use of the 'pick any' option enables analysis from the Associative Network Theory or memory storage. List of remote associations developed by analysis of Tourism Australia advertising of Australia. List of psychometric associations derived from 'Attitude Toward the Product/Brand' scale by GC Bruner. Items that did not fit were deleted. Have tried to keep lists to a minimum and make sure of no overlap in questions.

		22. Good		
		23. Bad		
		24. Like		
		25. Dislike		
		26. Pleasant		
		27. Unpleasant		
		28. High quality		
		29. Poor quality		
		30. Likable		
		31. Dislikable		
		32. Enjoyable		
		33. Unenjoyable		
		34. Important		
		35. Unimportant		
		36. Valuable		
		37. Worthless		
		38. Unique		
		39. Not unique		
		40. Expensive		
		41. Inexpensive		
		42. Interesting		
		43. Boring		
		44. Appealing		
		45. Unappealing		
		46. For me		
		47. Not for me		
		48. Value for money		
		49. No value for money		
		50. Would like to try		
		51. Would not like to try		
		52. Consistent		
		53. Inconsistent		
		54. Impresses me		
		55. Does not impress me		
		56. None of these		
Q8	Pick the top 5 most important attributes of	Pick any:	Nominal	Can see if they associate different interests with 'remote Aboriginal tourism'. The use of the 'pick any' option enables

Ask all	remote Australian tourism and then rate how important you think they are. Please rate your answers on a scale of 1 to 7, with 1 being not important to 7 being very important.	1. Nature and wildlife such as kangaroos, sealife 2. Adventure activities such as hiking, surfing, snorkelling. 3. 4 wheel drive exploring 4. Extreme weather such as heat, and cold and humidity 5. Breath taking landscapes 6. Pioneers and explorers 7. Safety and preparation 8. Agriculture 9. Outback Australia 10. Australian history 11. Risky/dangerous 12. Beaches and waterways 13. Aboriginal cultural tour 14. See an Aboriginal performance 15. Visit an Aboriginal site or community 16. Iconic landmarks such as Uluru 17. Isolation and uncrowded attractions 18. Fresh produce eg, pristine seafood, great wine 19. Interactions with locals		analysis from the Associative Network Theory or memory storage. List of remote associations developed by analysis of Tourism Australia advertising of Australia. Items that did not fit were deleted. Have tried to keep lists to a minimum and make sure of no overlap in questions. Importance construct and scale response taken from Ruhanen and Ryan & Pike 2010.
Enable them to be able to rate those 5 attributes on their perceived level of importance on a 7 point scale.				

		20. Local attractions such as museums and 'big things' 21. Quality family and social time 22. None of these		
Q9 Ask if answered Option 1 or 2 in Q4a	Thinking of your last holiday in remote Australia, where did you look for information? Pick as many or as few as you like.	1. Travel Agent 2. Friends/Family 3. Internet search 4. Travel brochures 5. Social media 6. Books 7. Online travel forum 8. News media 9. Previous travel experiences 10. Don't know 11. Other (please specify)	Nominal	This question will uncover information channels used and reveal how they do/do not plan their remote trips. Janine found that majority of tourists planned their participation prior to leaving, meaning that participation was usually not ad hoc which has big marketing implications. Also, capturing this about 'remote tourism' enables me to look at do they look different places for different types of tourism.

These next few questions ask you about remote Aboriginal tourism experiences. Remember there are no right or wrong answers; we are just interested in your experiences and your honest opinions.

Q10 Ask all	Type three words or short phrases that best describe what you think about remote Aboriginal tourism.	Open ended 1. 2. 3.	Variable type Nominal	This question asks for unprompted associations.
Q11	Pick the words that best describe 'remote Aboriginal tourism' for you? Pick as many or as few as you like.	Pick any:	Nominal	This question uncovers what

Ask all		1. Nature and wildlife such as kangaroos, sealife 2. Adventure activities such as hiking, surfing, snorkelling 3. 4 wheel drive exploring 4. Extreme weather such as heat, and cold and humidity 5. Breath taking landscapes 6. Pioneers and explorers 7. Safety and preparation 8. Agriculture 9. Outback Australia 10. Australian history 11. Risky/dangerous 12. Beaches and waterways 13. Aboriginal cultural tour 14. See an Aboriginal performance 15. Visit an Aboriginal site or community 16. Iconic landmarks such as Uluru 17. Isolation and uncrowded attractions 18. Fresh produce eg, pristine seafood, great wine 19. Interactions with locals 20. Local attractions such as museums and 'big things' 21. Quality family/social time 22. Art and craft 23. Boomerangs 24. Didgeridoos 25. Aboriginal cultural centres 26. Rock Art		respondents associate with Aboriginal tourism. This will reveal what they, as a potential consumer, define as Aboriginal tourism. It will enable the identification of what consumers define the product as, and how they feel about it. A lack of associations will identify if there is low awareness or a narrow understanding. List of remote associations developed by analysis of Tourism Australia advertising of Australia. List of psychometric associations derived from 'Attitude Toward the Product/Brand'

| | | 27. Dance/music performances
28. Spears/shields
29. Traditional living
30. Alternative medicine
31. Dreamtime/storylines
32. Bush Tucker
33. Visiting a community
34. Basket weaving
35. Guided Aboriginal cultural tours
36. Meeting Aboriginal & Torres Strait Islanders
37. Ruins
38. Welcome to Country
39. Inventions
40. Economic development
41. Good
42. Bad
43. Like
44. Dislike
45. Pleasant
46. Unpleasant
47. High quality
48. Poor quality
49. Likable
50. Dislikable
51. Enjoyable
52. Unenjoyable
53. Important
54. Unimportant
55. Valuable
56. Worthless
57. Unique
58. Not unique
59. Expensive
60. Inexpensive
61. Interesting
62. Boring | | scale by GC Bruner. List of Aboriginal tourism associations derived from Janine's work. Items that did not fit were deleted. Have tried to keep lists to a minimum and make sure of no overlap in questions. |

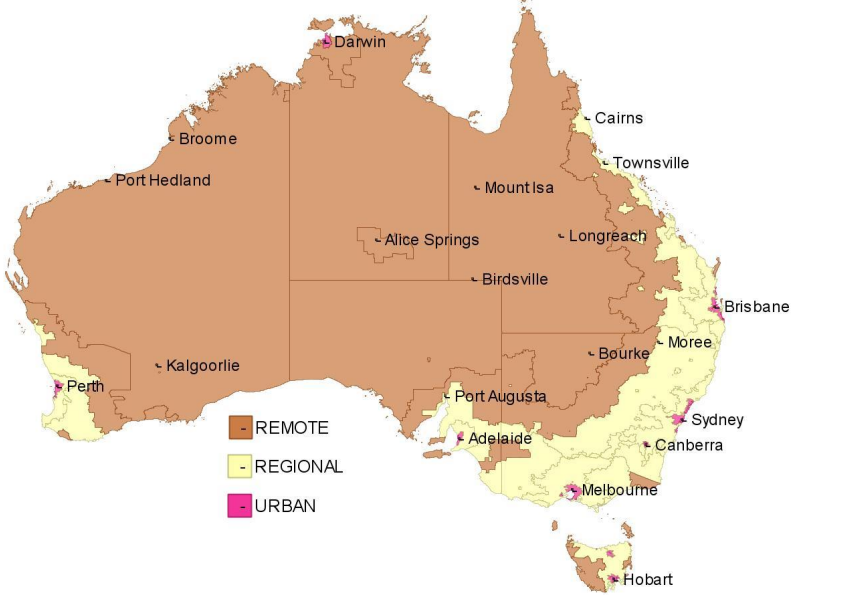|		63. Appealing 64. Unappealing 65. For me 66. Not for me 67. Value for money 68. No value for money 69. Would like to try 70. Would not like to try 71. Consistent 72. Inconsistent 73. Impresses me 74. Does not impress me 75. None of these		
Q12 Ask all Enable them to be able to rate those 5 attributes on their perceived level of importance on a 7 point scale.	Pick the top 5 most important attributes of remote Aboriginal tourism and then rate how important you think they are. Please rate your answers on a scale of 1 to 7, with 1 being not important to 7 being very important.	Pick any: 1. Nature and wildlife such as kangaroos, sealife 2. Adventure activities such as hiking, surfing, snorkelling 3. 4 wheel drive exploring 4. Extreme weather such as heat, and cold and humidity 5. Breath taking landscapes 6. Pioneers and explorers 7. Safety and preparation 8. Agriculture 9. Outback Australia 10. Australian history 11. Risky/dangerous 12. Beaches and waterways	Ordinal	This question will uncover what respondents see as the interesting elements of Aboriginal tourism.

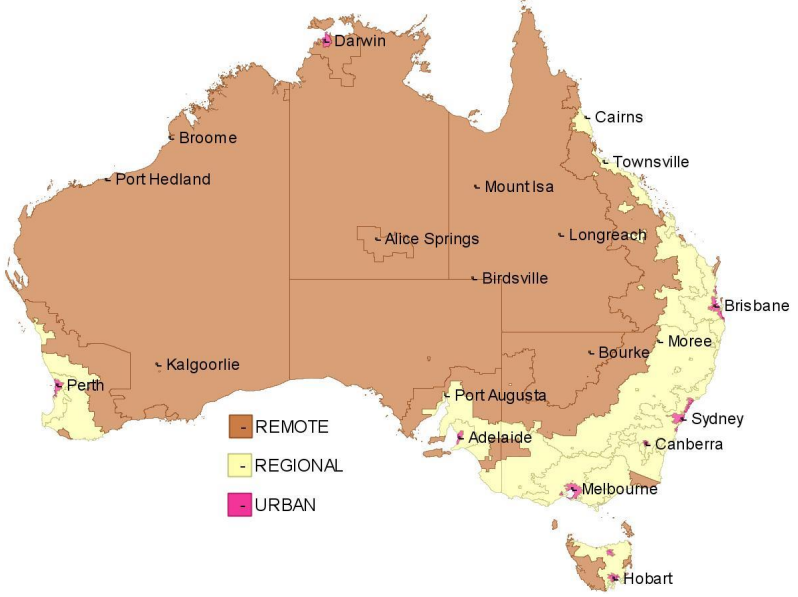|				
		13. Aboriginal cultural tour 14. See an Aboriginal performance 15. Visit an Aboriginal site or community 16. Iconic landmarks such as Uluru 17. Isolation and uncrowded attractions 18. Fresh produce eg, pristine seafood, great wine 19. Interactions with locals 20. Local attractions such as museums and 'big things' 21. Quality family/social time 22. Art and craft 23. Boomerangs 24. Didgeridoos 25. Aboriginal cultural centres 26. Rock Art 27. Dance/music performances 28. Spears/shields 29. Traditional living 30. Alternative medicine 31. Dreamtime/storylines 32. Bush Tucker 33. Visiting a community 34. Basket weaving 35. Guided Aboriginal cultural tours		

		36. Meeting Aboriginal & Torres Strait Islanders 37. Ruins 38. Welcome to Country 39. Inventions 40. Economic development 41. None of these		
Q13 Ask all	Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years? If you are certain, or practically certain that you will be undertaking remote Aboriginal tourism activities then you should choose the answer '10'. If you think there is no chance or almost no chance, the best answer would be '0'. If you are uncertain about the chances, choose an answer as close to '0' or '10' as you think it should be.	10– Certain, practically certain (99 in 100) 9- Almost sure (9 in 10) 8- Very probable (8 in 10) 7- Probable (7 in 10) 6- Good possibility (6 in10) 5- Fairly good possibility (5 in 10) 4- Fair possibility (4 in 10) 3- Some possibility (3 in 10) 2- Slight possibility (2 in 10) 1- Very slight possibility (1 in 10) 0- No chance, almost no chance (1 in 100)	Ratio	Test probabilities of travel
Q14	Have you participated in remote Aboriginal tourism in the past?	1. Yes 2. No	Nominal	

Ask all				
Q15

Ask if Option 1 selected in Q14 | When was the last time that you participated in remote Aboriginal tourism? | 1. In the last 12 months
2. In the last 2 years
3. In the last 5 years
4. More than 5 years ago | | |

| Q16

Ask all	Have you participated in urban or regional Aboriginal tourism in the past? 	1. Yes 2. No	Nominal	
Q17

Ask if Option 1 selected in Q16 | When was the last time that you participated in urban or regional Aboriginal tourism? | 1. In the last 12 months
2. In the last 2 years
3. In the last 5 years
4. More than 5 years ago | | |
| Q18 | Did you plan to include an Aboriginal tourism experience in your holiday before you started travelling? | 1. Yes
2. No
3. Unsure | Nominal | |

If option 1 for Q14 or 16				
Q19 Ask all	Thinking of Aboriginal tourism in particular, where would you look for information if you were planning a remote Australian holiday? Pick as many or as few as you like.	1. Travel Agent 2. Friends/Family 3. Internet search 4. Travel brochures 5. Social media 6. Books 7. Online travel forum 8. News media 9. Previous travel experiences 10. Don't know 11. Other (please specify)	Nominal	Trying to get an idea of the types of terms potential customers associate with their holiday considerations – what do they consider important points? Categories from Janine.
Q20 Ask all	Do you recall seeing advertising for Aboriginal tourism in the last 12 months?	1. Yes 2. No	Nominal	Measuring awareness of the advertising that is happening.
Q21 Ask if option 1 selected for Q20	Thinking of the advertising for Aboriginal tourism in the last 12 months, pick what type of advertising you saw.	3. TV 4. Magazine 5. Social media 6. Internet 7. Radio 8. Tourism expo 9. Within another tourism advertisement 10. I don't remember the type of advertising.	Nominal	Measuring awareness of the advertising that is happening.

Q22 Ask if option 1 selected for Q20	Thinking of the advertisement for Aboriginal tourism in the last 12 months, what was the main message of the advertising?	Open ended		

These next questions relate only to Aboriginal tourism activities in remote Australia and ask you how much you agree or disagree with the following statements. Please rate your answers on a scale of 1 to 7, with 1 being strongly disagree to 7 strongly agree and 4 meaning you neither agree or disagree. Remember there are no right or wrong answers; we are just interested in your experiences and your honest opinions. All your responses are anonymous.

Q23 Ask all	Aboriginal tourism provides a good range of activities for people on holiday. Aboriginal activities in Australia are authentic. Aboriginal activities in Australia are a reproduction of the past. Activities are authentic when delivered by a local Aboriginal person. Authentic Aboriginal activities are found in remote Australia. Authentic Aboriginal activities are found in Australian cities.	1 2 3 4 5 6 7	Variable type Interval	Identifies brand beliefs on an interval scale. Some questions from Janine and some derived from operator interview findings. Likert Scale used to track agreement used by Janine and Ryan and Pike (2010).

	Contemporary Aboriginal cultural activities are authentic.			
	I know a lot about Aboriginal culture.			
	Aboriginal activities offer once-in-a lifetime experiences.			
	Aboriginal tourism activities can be relaxing.			
	Aboriginal tourism experiences can have luxury and be indulging.			
	Aboriginal culture is an interesting part of remote Australian tourism.			
	Aboriginal culture is different in different parts of Australia.			
	I would feel comfortable going on a tour with a female Aboriginal tour guide.			
	I would feel comfortable going on a tour with a male Aboriginal tour guide.			
	I think an Aboriginal tourism company would be less reliable than other Australian tour companies.			

These last questions ask a bit about you. Remember that all your responses are anonymous and will remain confidential.

Demographic questions

Q24	Pick your gender.	1. Male 2. Female	Variable type Nominal	Demographic profiling. Some operators mentioned having majority of female consumers.
Ask all				
Q25 Ask all	Pick your highest level of education.	1. Postgraduate Degree Level 2. Graduate Diploma and Graduate Certificate Level 3. Bachelor Degree Level 4. Advanced Diploma and Diploma Level 5. Certificate Level 6. Year 12 or equivalent 7. Primary school or equivalent 8. Did not go to school	Ordinal	Demographic profiling. Many operators mentioned that their customers usually hold higher education levels. Categories are from ABS stats.
Q26 Ask all	Pick your marital status.	1. Single 2. Married 3. De-facto 4. Widowed	Nominal	Demographic profiling. Marital status asked differently to children to track how having children (and how many) affects probability of travel.
Q27 Ask all	Pick how many children (under 16 years of age) live in your household, if there are no children under 16 that live with you pick 0.	Count	Ratio	Demographic profiling. Marital status asked differently to

				children to track how having children (and how many) affects probability of travel.
Q28 Ask all	Pick how many older children (over 16 years of age) live in your household, if there are no children over 16 that live with you pick 0.	Count	Ratio	Demographic profiling. Marital status asked differently to children to track how having children (and how many) affects probability of travel.

Q29 Ask all	Looking at the map, pick which type of area you live in. 	1. Urban 2. Regional 3. Remote	Nominal	Investigating links found in Mansfield's thesis of a correlation between distance from home to likelihood of holiday destination. Map created by Ninti One using CRC-REP definitions of remote and ABS population data.
Q30 Ask all	Were you born in Australia?	1. Yes 2. No	Nominal	
Q31 Ask all	Do you identify as Aboriginal and/or Torres Strait Islander?	1. Yes 2. No	Nominal	

APPENDIX: QUANTITATIVE FINDINGS SUMMARY

1.   Respondents born overseas and respondents with postgraduate level education report higher probability of future participation in remote Aboriginal and Torres Strait Islander tourism

2.   Respondents gender, age, relationship status, number of younger or older children or residential density are not effective variables in understanding probability of future participation in remote Aboriginal and Torres Strait Islander tourism

3.   Respondent's recency of participation in remote Aboriginal and Torres Strait Islander tourism positively correlates with their reported future probability of participation

4.   Participation is planned prior to the trip or undertaken spontaneously

5.   Information on remote Aboriginal and Torres Strait Islander tourism is sourced in alternate ways such as ask Aboriginal people and ask government agencies, in addition to usual sources of information for remote Australian tourism.

6.   Remote Aboriginal and Torres strait Islander tourism has low (<01%) unprompted recall

7.   Remote Aboriginal and Torres Strait Islander tourism faces 4 times the expected levels of active rejection

8.   Respondents directly relate remote Aboriginal and Torres Strait Islander Peoples with remote Aboriginal and Torres Strait Islander tourism and racism, stereotypes and myths of Aboriginal and Torres Strait Islander Peoples impact probability of participation in the tourism product

9.   Distinctive assets of remote Aboriginal and Torres Strait Islander tourism such as culture and Country are likely to be recalled more than a message or psychometric description in advertising

10.   Users and non-users hold different association with remote Aboriginal and Torres Strait Islander tourism

11.   The ten most important attributes of remote Aboriginal and Torres Strait Islander tourism for domestic consumers are

Breath taking landscapes

Iconic landmarks such as Uluru

Economic development

Interactions with locals

Dreamtime/storylines

Fresh produce eg, pristine seafood, great wine

Safety and preparation

Meeting Aboriginal & Torres Strait Islanders

Australian history

Quality family/social time

12.   Previous participation is not an effective predictor of Brand Belief

13.   Respondents who reported higher 'Reported probability of undertaking remote Aboriginal tourism' is associated with increased 'Brand Belief'.

APPENDIX: QUANTITATIVE ANALYSIS (SAMPLE DESCRIPTION)

Sample Description									
Demographic Variable	Outcome	Sample n	Sample %	Population %	Ruhanen et al %	Users n	Users %	No/Low Probability n	No/Low Probability %
Gender	Male	390	41	50		134	46	215	42
	Female	557	59	50		158	54	297	58
Age	15-24	68	7	14	24	13	4	37	7
	25-34	159	17	14	31	41	14	78	15
	35-44	158	17	14	12	39	13	79	18
	45-54	177	19	14	11	54	19	99	19
	55-64	187	20	11	10	61	21	102	20
	65-74	174	18	8	9	72	25	106	21
	75 +	24	3	11	3	12	4	11	2
Education	Postgraduate Degree	95	10	1		37	13	41	1
	Graduate Diploma and Graduate Certificate	65	7	3		21	7	37	7

	Bachelor Degree	210	22	17		70	24	107	20
	Advanced Diploma and Diploma and Certificate	293	32	18		91	31	155	30
	Year 12	239	25	20		60	21	143	28
	Primary school	44	5	27		12	4	28	6
	No schooling	1	0	n.p.		1	0	1	0
Residential Density	Urban	638	67	66		193	66	343	67
	Regional	291	31	31		91	31	165	32
	Remote	18	2	3		8	3	4	1
Australian born	Yes	696	74	73		211	72	395	77
	No	251	27	28		81	28	117	23
Aboriginal and/or Torres Strait Islander	Yes	18	2	3		13	5	4	1
	No	929	98	97		279	96	508	99

Relationship status	Single	304	32			71	24	159	31
	Married	492	52			170	58	264	52
	De-facto	113	12			37	13	68	13
	Widowed	38	4			14	5	21	4
Children under <16 y/o	0	707	75			223	76	391	76
	1	98	10			29	10	53	10
	2	98	10			28	10	46	9
	3	30	3			7	2	15	3
	4	10	1			5	2	3	1
	5	2	0					2	0
	8	1	0					1	0
	9	1	0					1	0
Children under >16 y/o	0	769	81			237	81	421	82
	1	86	9			30	10	43	8
	2	66	7			19	7	36	7
	3	22	2			6	2	9	2
	4	3	0					2	0
	5	1	0					1	0

* Table describes respondent, Australian population (ABS 2011) and users of remote Aboriginal and Torres Strait Islander tourism

Sample Description									
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	25-34	159	17	14	31	41	14	78	15
	35-44	158	17	14	12	39	13	79	18
	45-54	177	19	14	11	54	19	99	19
	55-64	187	20	11	10	61	21	102	20
	65-74	174	18	8	9	72	25	106	21
	75 +	24	3	11	3	12	4	11	2
Education	Postgraduate Degree	95	10	1		37	13	41	1
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	a and Diplom a and Certific ate								
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	Primary school	44	5	27		12	4	28	6
	No schooli ng	1	0	n.p.		1	0	1	0
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	Remote	18	2	3		8	3	4	1
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	Married	492	52			170	58	264	52
	De-facto	113	12			37	13	68	13

	Widowed	38	4			14	5	21	4
Children under <16 y/o	0	707	75			223	76	391	76
	1	98	10			29	10	53	10
	2	98	10			28	10	46	9
	3	30	3			7	2	15	3
	4	10	1			5	2	3	1
	5	2	0					2	0
	8	1	0					1	0
	9	1	0					1	0
Children under >16 y/o	0	769	81			237	81	421	82
	1	86	9			30	10	43	8
	2	66	7			19	7	36	7
	3	22	2			6	2	9	2
	4	3	0					2	0
	5	1	0					1	0

* Table describes respondent, Australian population (ABS 2011) and users of remote Aboriginal and Torres Strait Islander tourism

# APPENDIX: QUANTITATIVE ANALYSIS (REPORTED PROBABILITY ANALYSIS)

Reported Probability of Future Participation			Remote Aboriginal Tourism		Remote Australian Tourism	
Demographic Variable	Outcome	Population %	Mean (M)	Standard Deviation (SD)	Mean (M)	Standard Deviation (SD)
All Respondents (n=947)		100	3.73	3.12	5.85	3.142
Gender	Male	41	3.77	3.255	6.31	3.172
	Female	59	3.7	3.027	5.66	3.11
Age	15-19	1	3	3.033	5.73	2.24
	20-24	6	3.89	3.457	5.44	3.117
	25-29	7	4.2	3.047	6.04	3.122
	30-34	10	3.96	3.183	5.98	3.264
	35-39	8	3.58	2.762	5.7	3.228
	40-44	8	4.41	3.036	5.91	3.052
	45-49	9	3.65	3.163	5.81	3
	50-54	9	3.26	2.911	5.68	3.179
	55-59	10	4.01	3.307	5.92	3.089
	60-64	10	3.74	3.163	6.32	3.197
	65-69	12	3.22	3.111	5.85	3.211
	70-74	7	3.32	3.1	5.73	3.184
	75-79	2	4.32	3.267	5.95	3.44
	80-84	0	n/a	n/a	n/a	n/a

	85+	0	n/a	n/a	n/a	n/a
Education	Postgraduate Degree	10	4.65	3.335	6.66	2.956
	Graduate Diploma and Graduate Certificate	7	3.75	3.057	5.37	3.258
	Bachelor Degree	22	3.93	3.101	5.86	3.101
	Advanced Diploma and Diploma and Certificate	32	3.7	3.025	6.36	2.969
	Year 12	25	3.22	3.09	5.42	3.333
	Primary school	5	3.36	3.163	5.09	3.219
	No schooling	0	n/a	n/a	n/a	n/a
Residential Density	Urban	67	3.72	3.085	5.69	3.177
	Regional	31	3.58	3.133	6.03	3.035
	Remote	2	6.39	3.183	8.89	1.711
Australian Born	Yes	74	3.59	3.079	5.8	3.139
	No	27	4.09	3.213	5.99	3.153
Relationship status	Single	32	3.8	3.107	5.66	3.089
	Married	52	3.75	3.167	5.96	3.153
	De-facto	12	3.5	2.979	6.01	3.206
	Widowed	4	3.58	3.142	5.61	3.276
Children under ≤16 (n= 240)	One	10	3.79	4.18	5.85	3.147
	Two	10	4.18	3.067	6.31	3.017

	Three	3	3.87	3.277	5.43	2.967
	> Three	1	4.36	3.319	6.21	3.043
Children under >16 (n= 178)	One	9	3.91	3.256	6.01	3.02
	Two	7	3.98	3.558	6.24	3.244
	Three	2	4.55	3.066	6.14	2.933
	> Three	0	2	2.449	4.5	3.512
Recency of Remote Australian Travel	Never	28	3.01	2.681	4.16	2.787
	≤ 5 years	34	4.41	3.398	7.56	2.64
	> 5 years	37	3.64	3.043	5.58	3.037
Recency of Remote Aboriginal tourism	Never	69	3.12	2.083	5.27	3.079
	≤ 1 year	4	8.12	2.319	9	2.132
	≤ 2 years	6	6.93	2.97	8.23	2.24
	≤ 5 years	5	5.33	3.089	7.83	1.897
	> 5 years	16	3.61	3.089	6.12	3.113
n/a= inadequate sample						

APPENDIX: QUANTITATIVE ANALYSIS (REPORTED PROBABILITY ANALYSIS GRAPHED)

The Effect of Gender (n 947)

Effect of gender on remote *Australian* tourism probability

Effect of gender on remote Aboriginal tourism probability
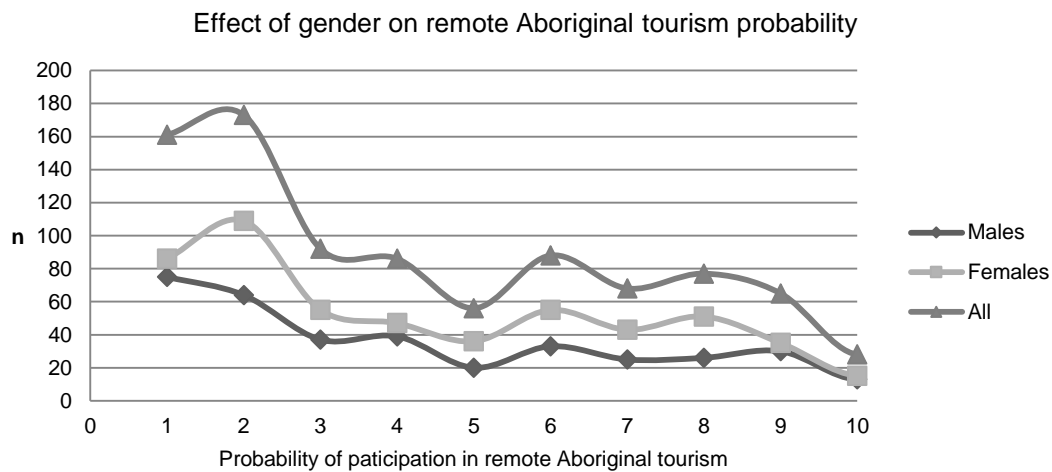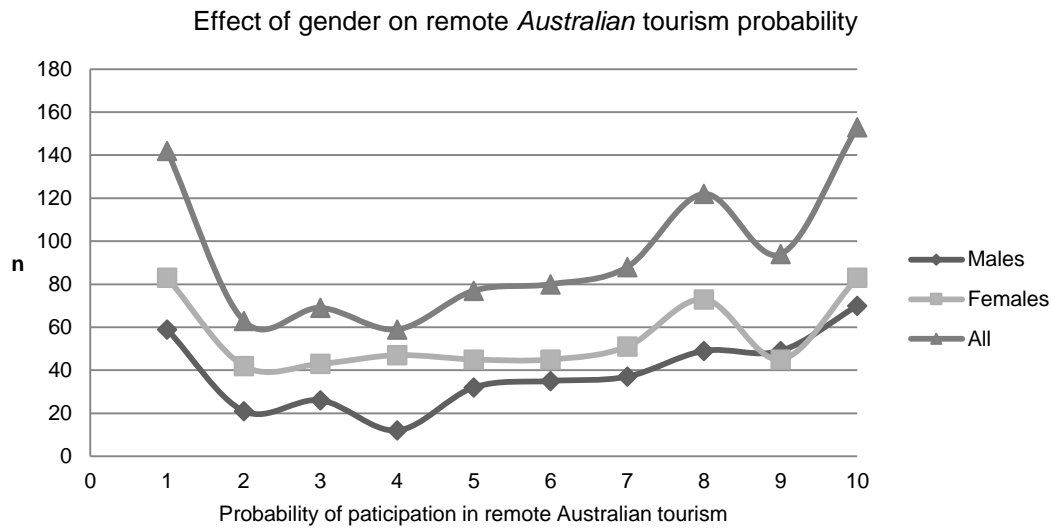
The Effect of Age (n 947)

The effect of age on remote *Australian* tourism probability

Probability of paticipation in remote Australian tourism

Legend: 15-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+

The effect of age on remote Aboriginal tourism probability

Probability of paticipation in remote Aboriginal tourism

Legend: 15-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+
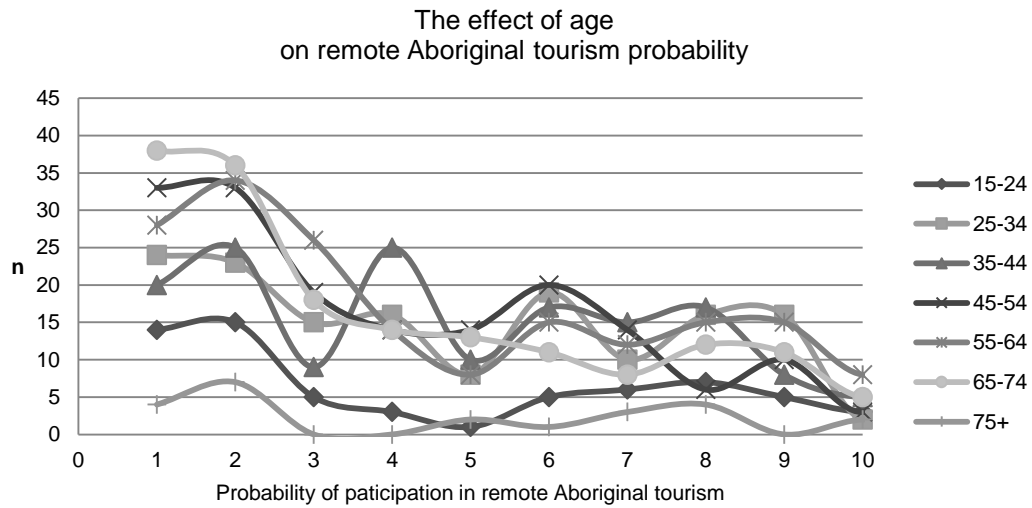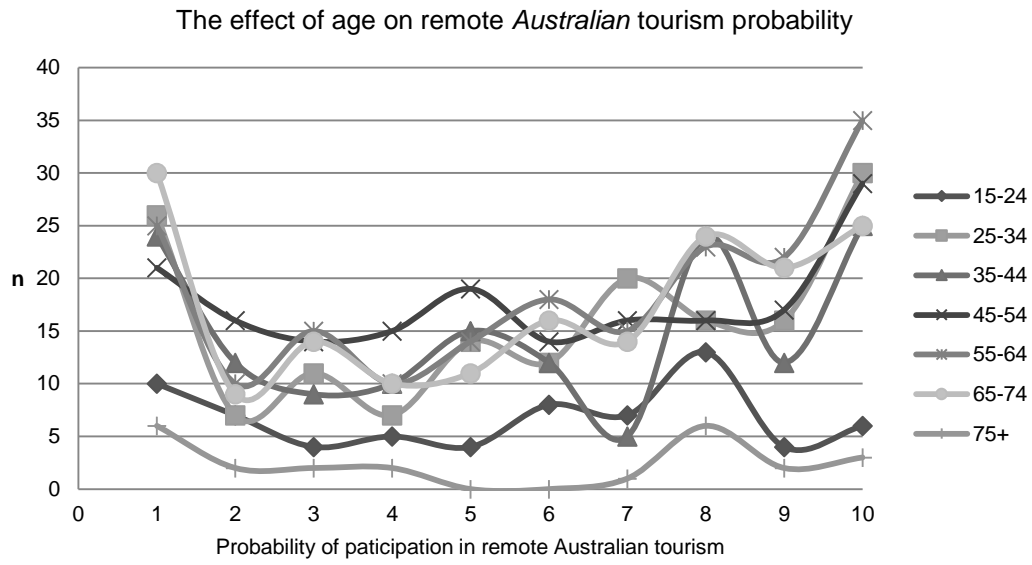
The Effect of Education (n 947)

The effect of education on remote *Australian* tourism probability
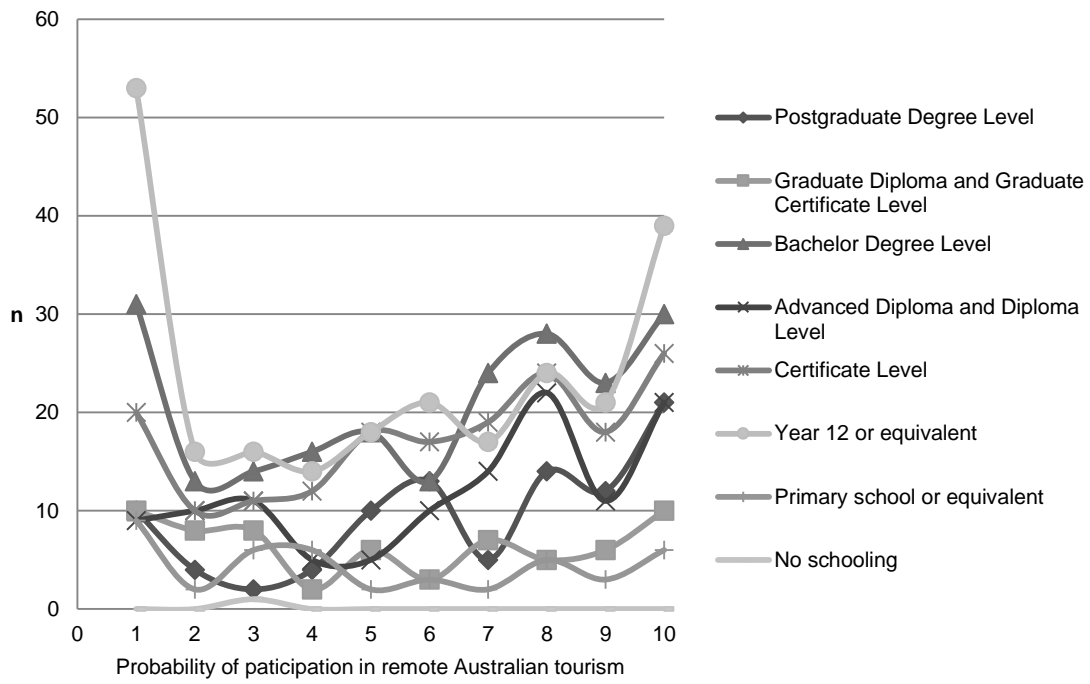
Postgraduate Degree Level

Graduate Diploma and Graduate Certificate Level

Bachelor Degree Level

Advanced Diploma and Diploma Level

Certificate Level

Year 12 or equivalent

Primary school or equivalent

No schooling

The effect of education on remote Aboriginal tourism probability

Postgraduate Degree Level

Graduate Diploma and Graduate Certificate Level

Bachelor Degree Level

Advanced Diploma and Diploma Level

Certificate Level

Year 12 or equivalent

Primary school or equivalent

No schooling
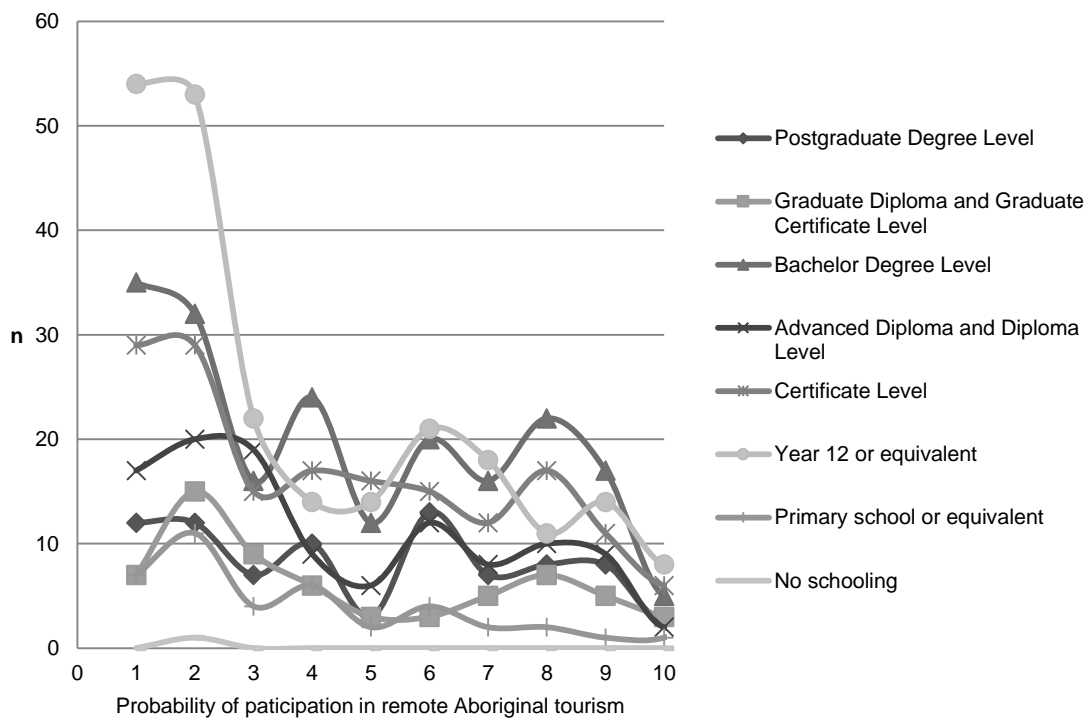
The Effect of Relationship Status

The effect of relationship status on remote *Australian* tourism probability

Probability of paticipation in remote Australian tourism

The effect of relationship status on remote Aboriginal tourism probability

Probability of paticipation in remote Aboriginal tourism
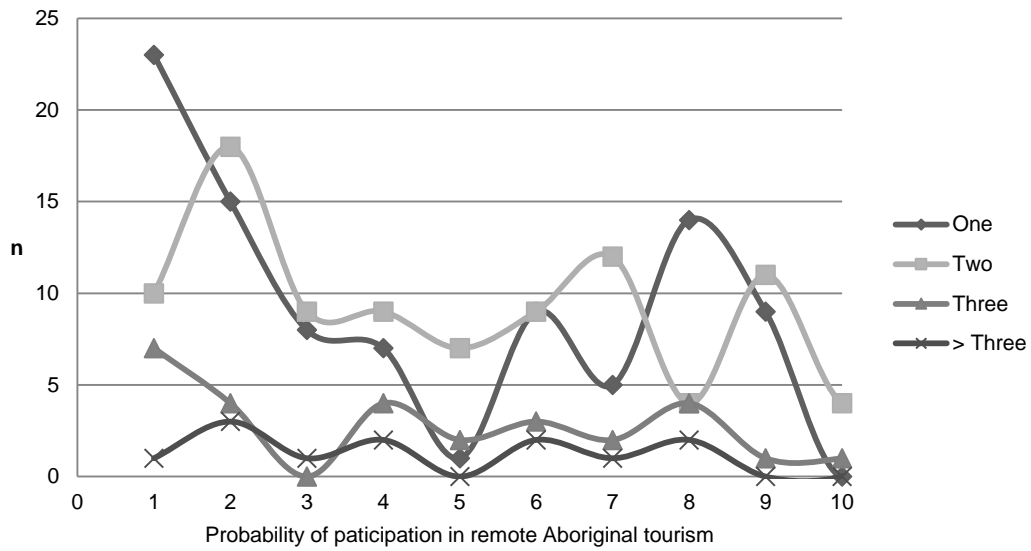
The Effect of Children Under 16 Living at Home (n 240)

The effect of children under 16 years living at home
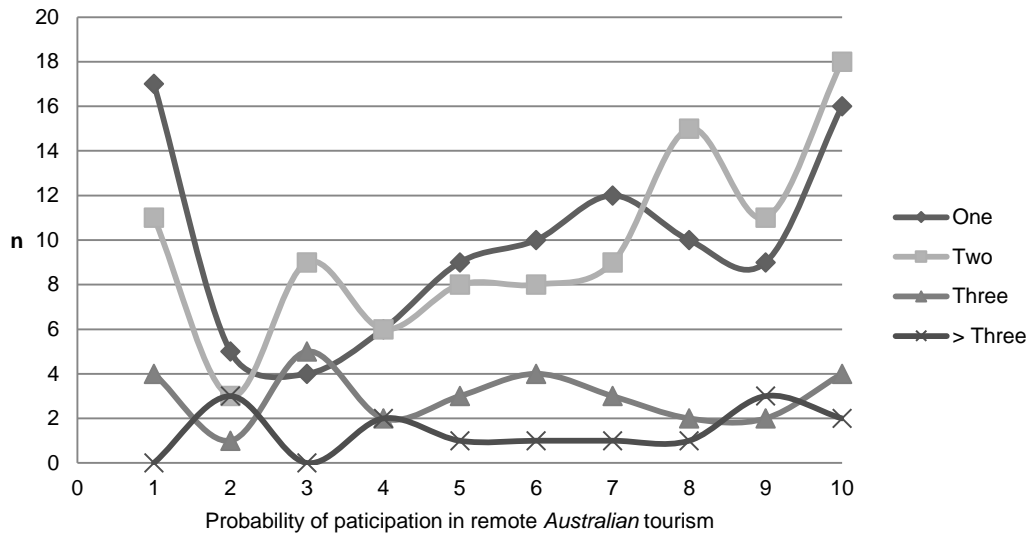
Probability of paticipation in remote *Australian* tourism

The effect of children under 16 years living at home

Probability of paticipation in remote Aboriginal tourism

The effect of children over 16 years living at home

Probability of paticipation in remote *Australian* tourism

The effect of children over 16 years living at home

Probability of paticipation in remote Aboriginal tourism

The effect of population density on remote Australian tourism probability
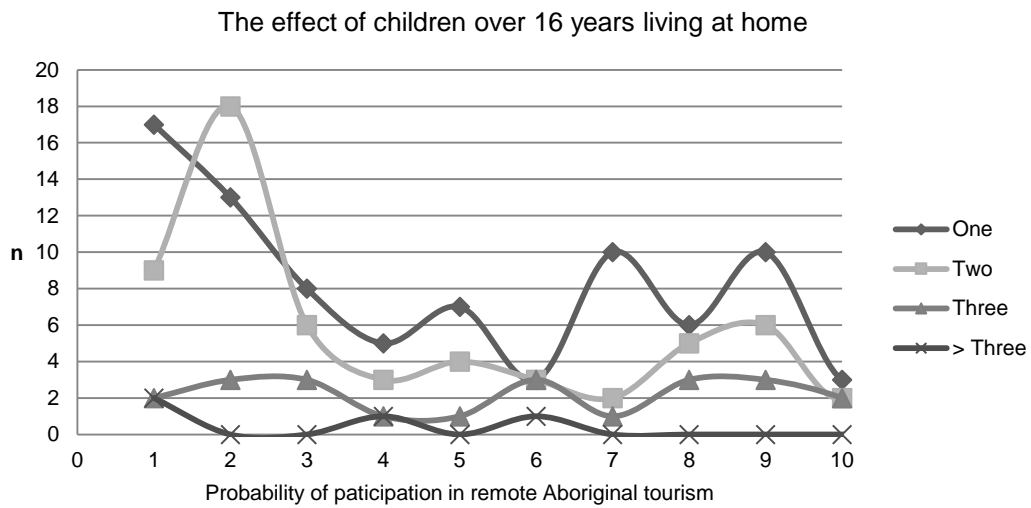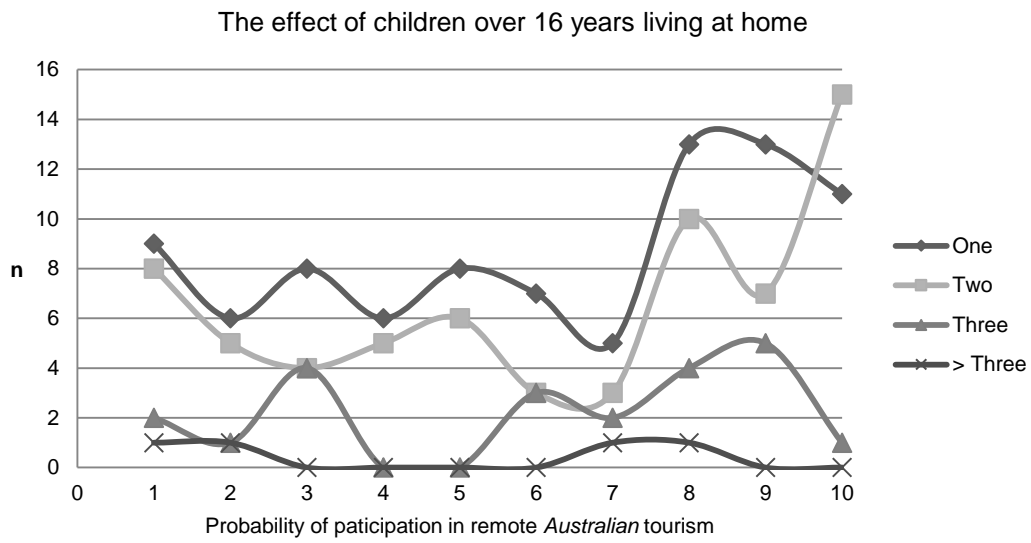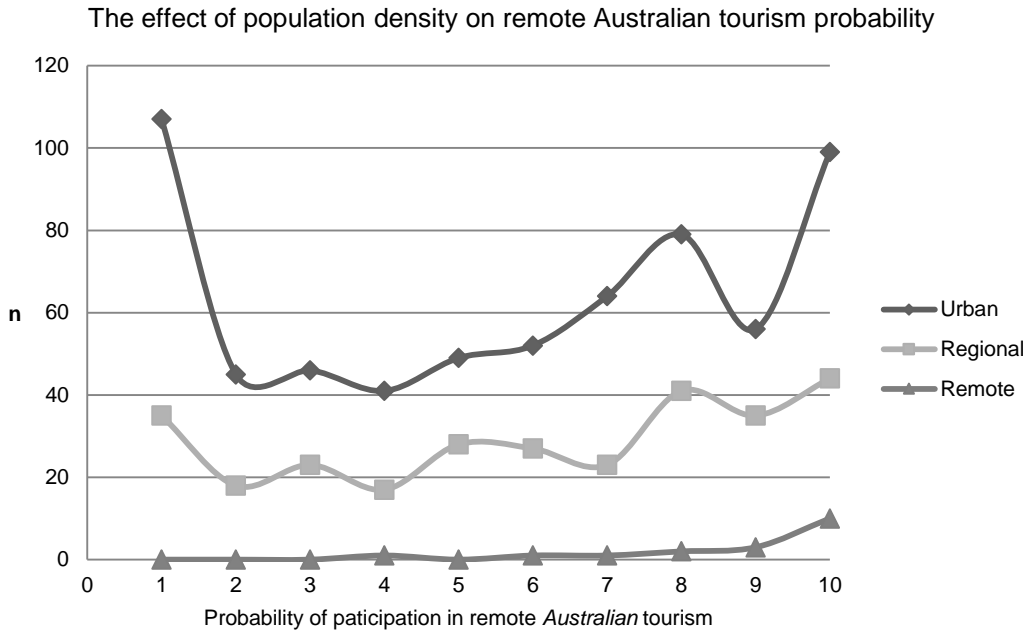
Residential Density (n 947)

The effect of population density on remote Aboriginal tourism probability
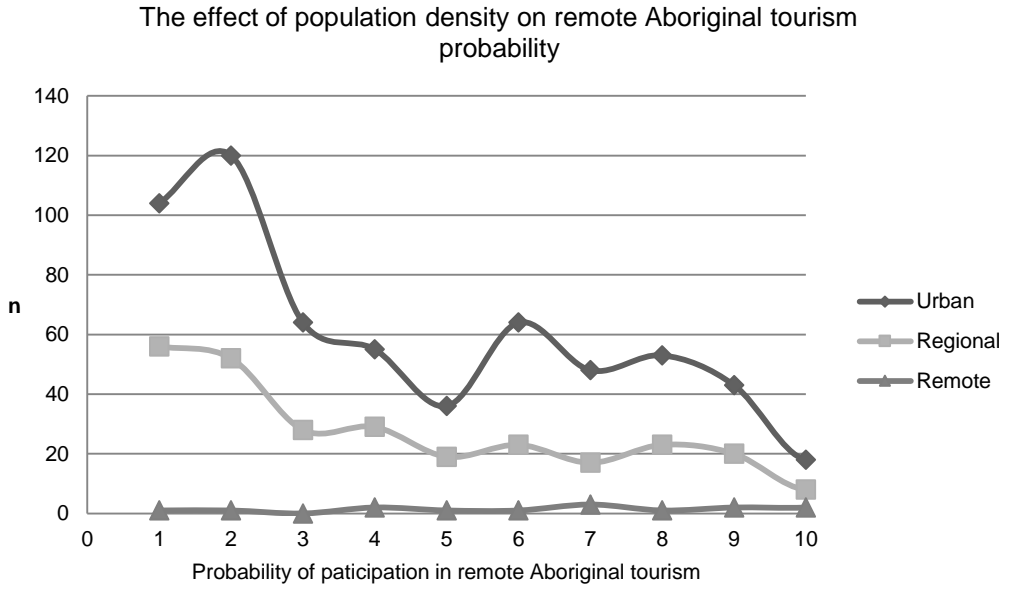
The Effect of Country of Birth (n 947)

The effect of country of birth on remote *Australian* tourism probability

Probability of paticipation in remote *Australian* tourism

- Born in Australia
- Born overseas

The effect of country of birth on remote Aboriginal touism participation

Probability of paticipation in remote Aboriginal tourism

- Born in Australia
- Born overseas
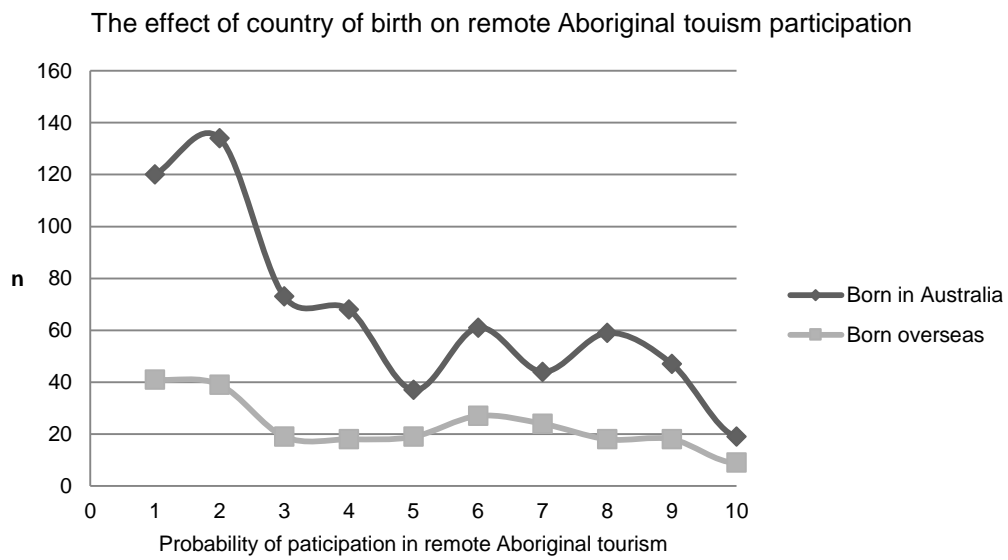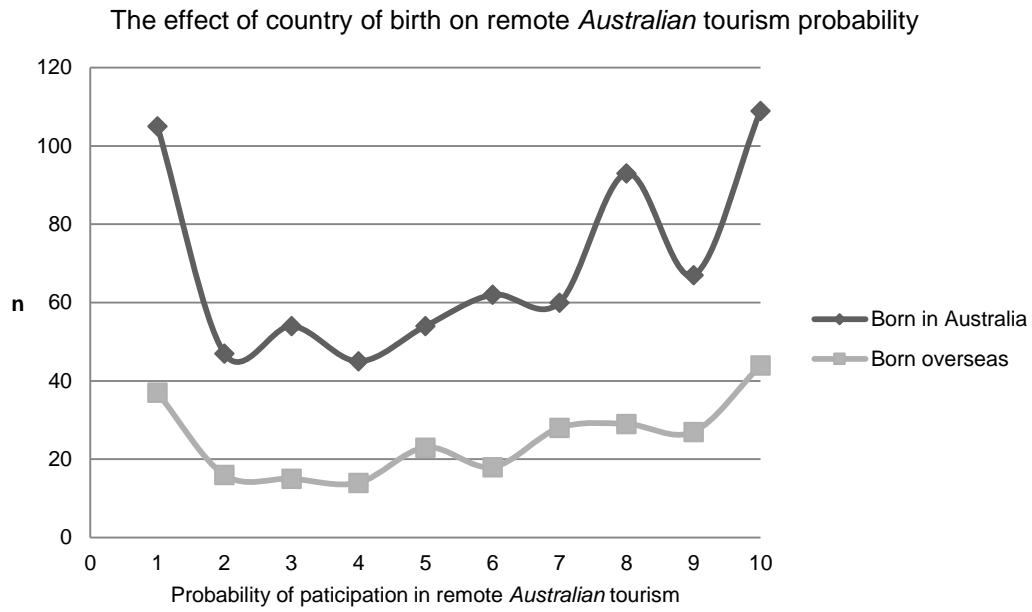
The Effect of Previous Participation in Remote Australian Tourism (n 679)

The effect of recency of travel to remote Australia on remote *Australian* tourism probability
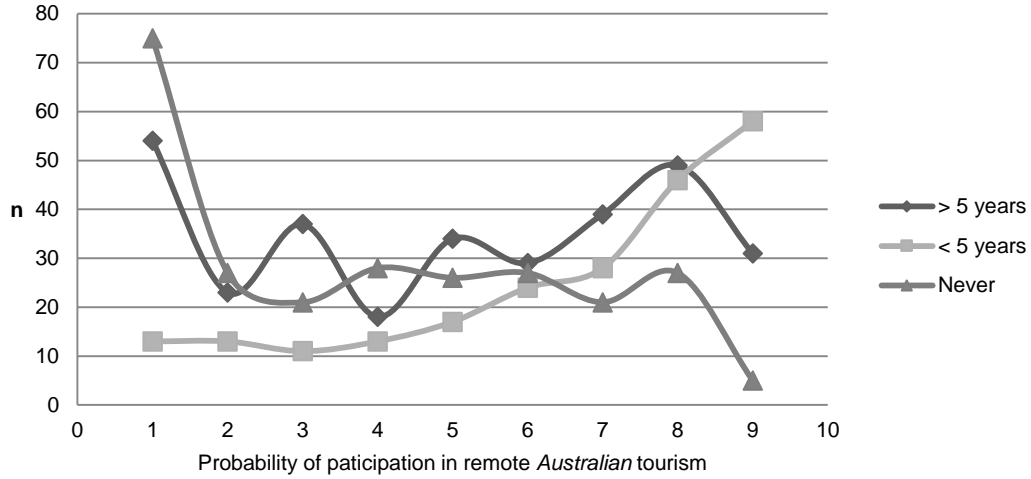
The effect of recency of travel to remote Australia on remote Aboriginal tourism probability
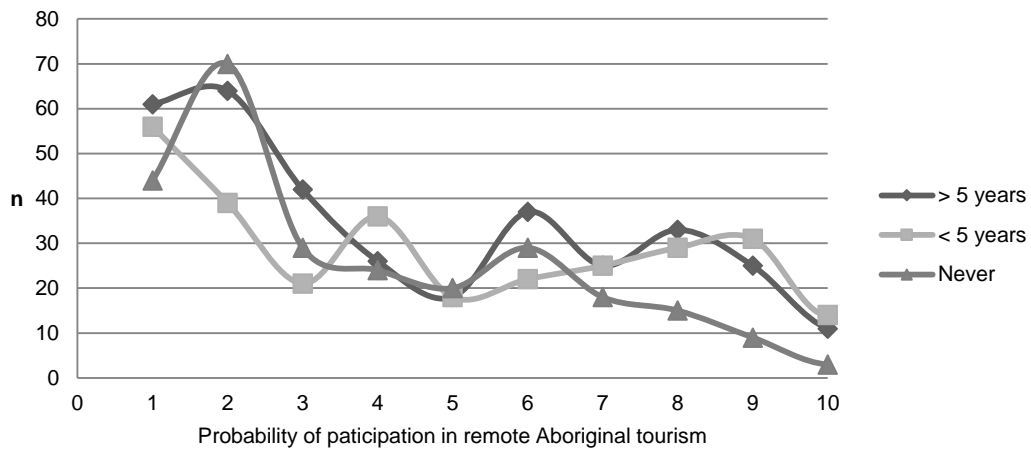
The Effect of Previous Participation in Remote Aboriginal Tourism (n 292)

The effect of recency of remote Aboriginal tourism on remote *Australian* tourism probability
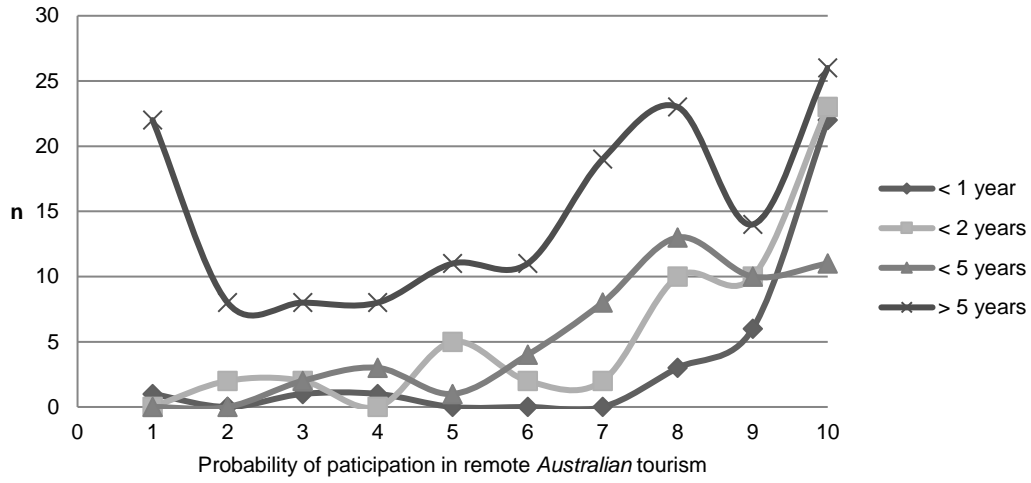
The effect of recency of remote Aboriginal tourism on remote Aboriginal tourism probability
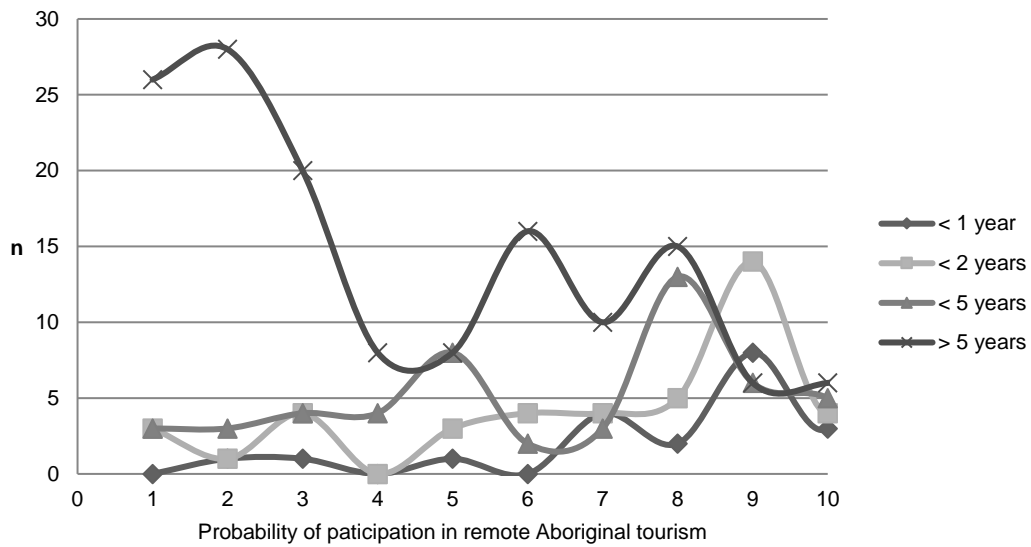
APPENDIX: QUANTITATIVE ANALYSIS (H2)

Please see separate file 'H2 Appendix' as tables the tables required to report analysis are too large to present effectively within this document.

APPENDIX: QUANTITATIVE ANALYSIS (H3 & H4)

Descriptive Statistics			
	Mean	Std. Deviation	N
New variable: Brand Belief Scale	4.88	1.210	947
Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?	3.73	3.121	947
Have you participated in remote Aboriginal tourism in the past?	1.69	.462	947

Correlations		New variable: Means of Likert brand belief items	Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?	Q14 - Have you participated in remote Aboriginal tourism in the past?
Pearson Correlation	New variable: Means of Likert brand belief items	1.000	.356	-.134

	Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?	.356	1.000	-.289
	Q14 - Have you participated in remote Aboriginal tourism in the past?	-.134	-.289	1.000
Sig. (1-tailed)	New variable: Means of Likert brand belief items		.000	.000
	Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in	.000		.000

	the next three years?			
	Q14 - Have you participated in remote Aboriginal tourism in the past?	.000	.000	
N	New variable: Means of Likert brand belief items	947	947	947
	Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?	947	947	947
	Q14 - Have you participated in remote Aboriginal tourism in the past?	947	947	947

Variables Entered/Removeda			
Model	Variables Entered	Variables Removed	Method
1	Q14 - Have you participated in remote Aboriginal tourism in the past?, Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?b		Enter
a. Dependent Variable: New variable: Means of Likert brand belief items			
b. All requested variables entered.			

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357a	.128	.126	1.132
a. Predictors: (Constant), Q14 - Have you participated in remote Aboriginal tourism in the past?, Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?				

b. Dependent Variable: New variable: Means of Likert brand belief items

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.003	2	88.502	69.122	.000b
	Residual	1208.660	944	1.280		
	Total	1385.663	946			

a. Dependent Variable: New variable: Brand Belief Scale

b. Predictors: (Constant), Q14 - Have you participated in remote Aboriginal tourism in the past?, Q13 - Which best describes the probability of you undertaking remote Aboriginal tourism activities in the next three years?

Coefficientsa													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.531	.164		27.587	.000	4.209	4.854					
	Q13 - Which best describes the probability of	.134	.012	.346	10.894	.000	.110	.158	.356	.334	.331	.917	1.091

you undertaking remote Aboriginal tourism activities in the next three years?											
Q14 - Have you participated in remote Aboriginal tourism in the past?	-.090	.083	-.034	-1.086	.278	-.254	.073	-.134	-.035	-.033	.917	1.091

a. Dependent Variable: New variable: Brand Belief Scale

Collinearity Diagnosticsa					
Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Q13 - Which best describes the probability of you undertaking remote Aboriginal	Q14 - Have you participated in remote Aboriginal tourism in the past?

					tourism activities in the next three years?	
1	1	2.621	1.000	.01	.04	.01
	2	.351	2.733	.01	.75	.04
	3	.028	9.591	.98	.21	.95
a. Dependent Variable: New variable: Brand Belief Scale						

Casewise Diagnosticsa				
Case Number	Std. Residual	New variable: Means of Likert brand belief items	Predicted Value	Residual
127	-3.105	2	5.51	-3.514
137	-3.041	1	4.44	-3.441
281	-3.080	1	4.48	-3.485
342	-3.198	1	4.62	-3.619
388	-4.146	1	5.69	-4.692
425	-3.026	2	5.42	-3.424
849	-3.041	1	4.44	-3.441
860	-3.041	1	4.44	-3.441
875	-3.041	1	4.44	-3.441
a. Dependent Variable: New variable: MBrand Belief Scale				

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.35	5.78	4.88	.433	947
Std. Predicted Value	-1.220	2.090	.000	1.000	947
Standard Error of Predicted Value	.044	.096	.062	.015	947
Adjusted Predicted Value	4.34	5.80	4.88	.433	947
Residual	-4.692	2.649	.000	1.130	947
Std. Residual	-4.146	2.342	.000	.999	947
Stud. Residual	-4.161	2.345	.000	1.001	947
Deleted Residual	-4.725	2.657	.000	1.134	947
Stud. Deleted Residual	-4.198	2.350	.000	1.002	947
Mahal. Distance	.447	5.741	1.998	1.443	947
Cook's Distance	.000	.041	.001	.003	947
Centered Leverage Value	.000	.006	.002	.002	947
a. Dependent Variable: New variable: Brand Belief Scale					

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Northern Territory Tourist Commission

Cooperative Research Centre for Sustainable Tourism

Desert Knowledge Cooperative Research Centre

Tropical Savannas Cooperative Research Centre

Charles Darwin University, Darwin.

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13.0 GLOSSARY

The present research brings together literature from many discipline and includes stakeholders of many backgrounds presented from the researcher's positionality. This guide explains terms used within this thesis that are contextual language commonly used in marketing research, tourism research, tourism industry and terms unique to Australian or Aboriginal and Torres Strait Islander contexts and vernacular. The terms are here defined by their meaning within this thesis and for the purpose of understanding the present research. Aboriginal English is the name given to dialects of English that are spoken by many Aboriginal Australians, and which differ from Australian Standard English (Eades 2013) and other dialects of English. Aboriginal English is spoken in urban and remote environments and may vary from region to region (Davis, S 2014).

Marketing terms	Meaning
Brand salience	How likely the brand is to be thought of in a buying situation (Romaniuk & Sharp 2004).
Consumer Behaviour	'The study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Chaturvedi & Barbar 2014).'
Mental and Physical Availability	An empirical generalisation of marketing stating that physical availability and distinctive branding that is easy to remember and recall are key to building market share (Sharp, B 2010).
Non-user	An individual who has not used or purchased a brand or category
User	An individual who has used or purchased a brand or category
Tourism terms	**Meaning**
Authentic cultural product	Tourism product including cultural elements developed with or by the culture featured in the product.
Cultural product	Tourism product developed with or including cultural elements
Domestic tourism	Travel and tourism by nationals within their own country
Remote terms	**Meaning**
Remote	Remote regions of Australia are based on the physical road distance to the nearest town or service centre in each of five population size classes.
Remote tourism	Tourism in remote areas.
Research terms	**Meaning**
SPSS	IBM SPSS Statistics is a product that supports analytical processes, from planning to data collection to analysis, reporting and deployment.
Empirical Generalisations	Empirical generalisations describe natural, or scientific, laws by observing events that occur in repeating patterns. Empirical generalisationalists in marketing aim to advance marketing knowledge through rigorous methods by developing studies to produce generalisable results (Winchester & Fletcher 2000)

Nvivo	NVivo is a qualitative data analysis (QDA) computer software package produced by QSR International designed to support qualitative researchers working with very rich text-based in analysis of data.
One-Way ANOVA	Analysis of variance (ANOVA) is a collection of statistical models used to analyse the differences among group means.
T-test	The t-test looks at the t-statistic, t-distribution and degrees of freedom to determine a p value (probability) that can be used to determine whether the population means differ.
Sig.	Abbreviation for Significance Level. Sig or Significance Level is a reference for P Value used in SPSS and other forms of analysis.
Aboriginal and Torres Strait Islander & Australian terms	**Meaning**
Aboriginal and/or Torres Strait Islander	The Austrtalian Government states that there are three requirements to claiming Indigenous Australian identity. Identifying as being Aboriginal or Torres Strait Islander; and Be accepted as such by an Aboriginal or Torres Strait Islander community (*Commonwealth v Tasmania* 1983).
Aboriginal and/or Torres Strait Islander Peoples	Groups of Aboriginal and/or Torres Strait Islander individuals
Aboriginal community	A community or residential area that is Aboriginal or Torres Strait Islander lands, the group identifying as Aboriginal and Torres Strait Islander within a broader community or the Aboriginal and Torres Strait Islander populations as a whole
Australian	Person who identifies as being Australian
Authentic culture	Customs and practices agreed to be genuine by the inherent cultural group.
Blackfella, Black (used as prefix)	Used by Aboriginal and Torres Strait Islander People to describe Aboriginal and Torres Strait Islander individuals, Peoples or ways in Australian contexts
Country, Traditional Land, Aboriginal Nations	Land cared for by Aboriginal and Torres Strait Islander Peoples (illustration on Aboriginal Australia Map (AIATSIS, AIoAaTSIS 1996))
Cultural responsibilities	Responsibilities bestowed upon an individual or group due to their cultural placement
Culture	The collective programming of the mind distinguishing the members of one group or category of people from others (Hofstede 1984) .
Elder	An Aboriginal or Torres Strait Islander person who has gained recognition within their community as a custodian of knowledge and lore and who has permission to disclose cultural knowledge and beliefs.
Indigenous	According to a common definition Indigenous people are 'spread across the world from the Arctic to the South Pacific' and are the descendants of those who inhabited a Country or a geographical region at the time when people of different cultures or ethnic origins arrived. The new arrivals later became dominant through conquest, occupation, settlement or other means (Issues n.d.).
Lore	PSonglines, practices and protocols that Aboriginal and Torres Strait Islander Peoples learned from. Lore was passed on through the generations through songs, stories and dance and it governed all aspects of traditional life.
Non-Indigenous	A person not identifying as Indigenous
Northern Territory Intervention	A Commonwealth sanctioned Military led intervention on Aboriginal communities in Norther Territory beginning in June 2007 and continuing today (Watson 2009).

Songlines	A traditional song or story recording a journey made during the time of creation or dreaming. Songlines are recorded in traditional songs, stories, dance and art and carry significant spiritual and cultural connection to knowledge, customs, ceremony and Lore of many Aboriginal nations and Torres Strait Islander language groups. Songlines are intricate maps of land, sea and Country. They describe travel and trade routes, the location of waterholes and the presence of food. In many cases, Songlines on the earth are mirrored by sky Songlines, which allowed people to navigate vast distances of this nation and its waters.
Yobbo	Australian slang for idiot