

The Significance of Ethnic Identities upon Tourism Participation within the Pakistani Community

Doctor of Philosophy

Nazia ALI

Department of Tourism, Leisure and Human Resource Management,
Luton Business School, University of Luton, UK.
E-mail: nazia.ali@luton.ac.uk

Supervisor:

Andrew HOLDEN, Ph.D.
Buckingham Chilterns University College, UK

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ABSTRACT

The research study seeks to identify embodiments of ethnic identities upon tourism participation amongst the Pakistani community (Luton, UK). The research aim's to analyze the meaning of tourism within the Pakistani community to further contribute to the debate on the relationships between tourism and ethnicities. The research enquire informs tourism studies about meanings and behaviors of tourists originating from non-western or ethnic backgrounds. The research study aim was fulfilled through the four objectives, which provided scope for interpretation concerning the significance of tourism in the negotiating of ethnic identities. The first objective comprehended the role of migration upon tourism participation in the Pakistani community. Secondly, assessed the influence of such diasporic identities upon tourism behavior as social, religious, cultural, sub-cultural and political affiliations. The third objective discovered barriers to tourism participation affecting citizenships. Fourthly, analysed the usefulness of interpretive ethnography in researching a Pakistani community in tourism studies.

Postcolonial theoretical reflections directed analysis and interpretations in the research study. The postcolonial theories relevant to the investigation are those that explored histories, analyzed locations of homes, questioned positions of diasporas and interpreted identities. Furthermore, such trans-disciplinary theoretical frameworks as anthropology, psychology and sociology were considered from within a postcolonial context. The concoction of multiple theories enhances understandings of the negotiations (re-negotiations and de-negotiations) of ethnic identities in tourism. The thesis combined methodological theories of interpretation and ethnography, referred to as 'interpretive ethnography'. The decision to combine the interpretation approach with ethnography was to capture meanings participants give to their behaviours through post-colonial and trans-disciplinary theoretical reflections. Furthermore, the applications of qualitative methods in the research study encouraged participants to attach meanings to the significance of tourism in relation to their ethnic identifications. In addition, interpretive ethnography appears to permit the examination of researcher positions regarding methodological and personal reflexivities.

The emerging findings suggest two main themes are prevalent in the research study centering upon tourism participation and identities. Further to the main theme of tourism participation, sub-themes have surfaced concerning defining of tourism within the Pakistani community, motivations for travel, influence of the 'migration' factor, transnational networking, significance of souvenir purchasing, embodiments of myths and memories in relation to return to the ancestral homeland Pakistan. The sub-themes emerging from the identities theme focus upon transmission of traditions and rituals through tourism, role of the family in influencing tourism behavior, locations of home, complexities of duty and obligations concerning travels to homelands.

Keywords: ethnic identities, Pakistani community, diasporic, postcolonial, interpretive ethnography, reflexivities.

Heritage Site Management: The Link between Visitors' Perceptions, Motivations and Expectations

Doctor of Philosophy

Avital BIRAN

School of Management, Ben-Gurion University of the Negev, Israel.

E-mail: birana@som.bgu.ac.il

Supervisor:

Arie REICHEL, Ph.D.

Ben-Gurion University of the Negev, Israel.

Yaniv PORIA, Ph.D.

Ben-Gurion University of the Negev, Israel.

Expected date of acceptance: August 2006.

ABSTRACT

In line with the experientially based approach to the understanding of visitors' behavior, this study contends that comprehending visitors' perception of the heritage presented could be beneficial to the segmentation of visitors to heritage settings. As such, the current study explores the link between visitors' perceptions of the site in relation to their own heritage and motivations for the visit. Additionally, the relationship between visitors' perceptions and their expectations of on-site interpretation is explored. Finally, to provide a deeper understanding of the notions suggested visitors' behaviors were investigated in two different contexts: 1) amongst tourists who already decided to visit a particular site, and 2) amongst potential visitors (latent demand).

The site chosen as the focus of the current research was the Anne Frank House in Amsterdam, the Netherlands. First, 60 semi-structured interviews were conducted, intended to discover tourists' motivations and expectations of on-site interpretation. Second, based on the results of the qualitative research and previous studies, (Poria, Butler and Airey 2003, 2004), a questionnaire was

designed to examine the research objectives. The questionnaire was completed through face-to-face interviews with 208 participants waiting in line to enter the site. Additionally, 291 interviews were conducted with tourists in Amsterdam who had not visited the Anne Frank House before.

The findings suggest that visitors differ in their behavior, based on their perception of the site. Those who perceived the site as part of their heritage are interested in an emotional visiting experience. For others, the site is 'history', from which they wish to enrich their knowledge. For yet another segment, the site is mostly a tourist attraction where the history presented is not the main reason for the visit. These findings generate diverse implications for heritage site management. For example, the possibility of marketing the site as an emotional experience for those who perceive it as their own heritage, or as enriching visitors' knowledge of historical events, for those who seek an educational experience. Another example is the possibility of providing visitors with different angles of interpretation. Furthermore, the current research indicates the need for a more holistic view in the exploration of tourists' behaviors at heritage sites; namely, taking into consideration site's attributes, tourists, and the relationships between the two. This is in contrast to the standard approach, which highlights either the site's attributes or the tourist's characteristics.

Keywords: Anne Frank House, heritage, interpretation, motivation, perception.

**Sustainable Development through Tourism:
Conflicts of Theory and Practice in the Annapurna Region**

Doctor of Philosophy

Mark EWEN

Department of Marketing and Tourism Management, Business School,
University of Hertfordshire, UK.
E-mail: m.ewen@herts.ac.uk

Supervisor:

Andrew HOLDEN, *Ph.D.*

Buckingham Chilterns University College, UK

Expected date of acceptance: August 2006.

ABSTRACT

This research investigated the conflicts that existed between the theory and policies of tourism as a tool for sustainable development, and the reality of their implementation in the Ghorepani and Tatopani areas of Annapurna, Nepal. It studied the attitudes, values, and practices with references to tourism and sustainable development of the various actors in tourism in the area and the environmental contexts and processes at work. The current theory and policy underpinning measures to implement tourism and sustainable development in the area was examined, and conclusions drawn about the impact of present policies and theory on sustainable development and sustainable tourism on the area. An interpretivist paradigm provided the basis for this study, with elements of a critical social science approach included. An emic approach enabled the researcher to uncover the specific understandings and actualities of stakeholders, along with the underlying environmental structures and the conditions of sustainable development through tourism in the area. These factors, along with the interrelationships between them, formed the basis of a fieldwork period whereby data was gained from key stakeholders through the utilisation of a variety of interviewing and observational techniques.

The results of this research suggest that in the case of the Ghorepani and Tatopani areas of Annapurna, Nepal, western-inspired research and policy frameworks of sustainable development through tourism are deficient. Such frameworks do not account for the local environmental (social, political, economic cultural and ecological) contexts. As such, they are not directly inspired by and fail to identify local field conditions and interrelationships, in particular the intertwined nature of local human-environment-tourism relationships. This had resulted in sustainable tourism development policy, planning, and practice which is largely ad-hoc and flawed.

This study contributes further to the debate surrounding the use of tourism as a tool for sustainable development by finding that the traditional but naïve western dualist assumptions of tourism impacts as propounded by research, policy, and management do not account for the processes in which tourism is working on and through actors and their communities in the Tatopani and Ghorepani areas of Nepal (and vice versa). It consequently finds that sustainable development, when interpreted as a western construct, can be seen to be occurring to a limited and beneficial degree in the areas, but also at a cost to the communities involved which is not being recognised.

Keywords: sustainable development, theory, practice.

Marketing Jordan as a Tourist Destination to Europe: Images as Perceived by British and Swedish Tourists

Doctor of Philosophy

Salem HARAHSHEH

School of Services Management, Bournemouth University, UK.

E-mail: sharahsheh@bournemouth.ac.uk

E-mail: sharahsheh@yahoo.co.uk

Supervisor:

Jon EDWARDS, Ph.D.

Bournemouth University, UK.

Expected date of acceptance: February 2007.

ABSTRACT

Jordan is highly dependent on tourism as an employment and revenue generator. However, recent trends show that visitors from both the UK and Sweden may have sloped down. Furthermore, although archaeological sites have been identified as major visited attractions, the religious market for Jordan from both the UK and Sweden is promising. Tourism image is critical to the success of any destination, but few image studies to date have focused specifically on either Jordan or the UK and Sweden, and none have analyzed the image of Jordan as a tourist destination in either the UK or Sweden or the influence of religion as a constituent of that image. The aim of this thesis, therefore, is to examine the image of Jordan as a tourist destination as it exists in the British and Swedish markets and to explore the influence of religion as a cultural attribute on the formation of that image.

A number of approaches were used to appraise the image of Jordan in both the UK and Sweden: literature and statistics relating to international, religious, Jordan tourism were reviewed; the role that image plays was examined through an analysis of secondary sources; lastly, the images received by British and Swedish publics were evaluated through qualitative and quantitative primary

research in the form of a pre-/post-visitation questionnaire which focused, in particular, on the effect of visitation on the image of Jordan held by British and Swedish tourists as well as the influence of religion as a constituent of that image. Further research will be undertaken in the next stage of the thesis to measure whether individuals' attitudes toward religion affect their images of a destination.

A total of 1300 questionnaires were distributed and 796 were returned (61.2% response rate). The preliminary findings of the thesis show a few number of differences between British and Swedish organic images of Jordan as a tourism destination (the experiential images are not analyzed yet). British tourists see Jordan to have good performance in local people, an interesting place to visit, a cheap place to visit and religious sites. Conversely, they evaluated the country with low performance in nightlife, cleanliness, accommodation and beaches. Swedish tourists, on the other hand, evaluated Jordan to have high performance in an interesting place to visit, religious sites, local people and a cheap place to visit. On the contrary, they see the country to have low performance in cleanliness, nightlife, tourist information and beaches. The literature and primary research identified religious tourism as an important niche for future development. In order to avoid a decrease in Jordan's share of the British and Swedish outbound markets, product and marketing adjustments as well as further research are recommended. The findings of this thesis will contribute to the literature regarding Jordan's tourism destination image.

Keywords: Jordan, UK, Sweden, destination image, religious attitudes, tourism marketing.

**Community-Based Ecotourism and Prospects for Sustainable Livelihoods:
The Case of KAFRED in Uganda**

Doctor of Philosophy

Dirisa MULINDWA

Department of HRM and Marketing, Ashcroft International Business School,
Anglia Ruskin University, UK.
E-mail: mdrissa@hotmail.com

Supervisor:

Chris WILBERT, Ph.D.
Anglia Ruskin University, UK.

Date of acceptance: October 2006.

ABSTRACT

Africa's poverty is at the centre stage in cotemporary development debates. In accordance with the Millennium Development Goals, the World Tourism Organisation has placed tourism at the forefront of poverty reduction in Africa. Tourism is a major economic force in the world. It is an industry that affects many lives of the rural poor across the world. For some communities, tourism is the driving force of development, while for others it brings negative impacts. In both cases, the type and level of involvement of the local people helps to shape the benefits and costs they experience as a result of tourism activities in their lives. Community-based Ecotourism (CBE) in particular has been advocated within the academic literature as an important community economic development strategy due to the potential economic and social benefits that the sector can generate while also protecting the natural resource base. Taking one Community-based organization in Bigodi Parish, one of the 27 parishes surrounding Kibale national park in Uganda, this study analyses Community-based ecotourism's contribution to the struggle to get rid of poverty in rural areas, promote conservation of biocultural resources and contribute to sustainable rural development. Whist it is recognized that rural communities adjacent to protected areas in Uganda suffer considerable social and economic disadvantages; there are some rural communities that have defied the odds.

Using natural resources within their jurisdiction they have sought to identify suitable economic and commercial development opportunities directed at enhancing economic, environmental and human development within their remote communities. One of such communities is in Bigodi through the Kibale Association for Rural and Environmental Development (KAFRED).

To assess CBE's contributions, this study adopts Scheyven's (1999) development approach which is complemented by Ashley's (1999) Sustainable livelihood approach. Participatory methods were used between 2004 and 2005. The underlying principles of Community-based ecotourism were challenged by raising the issues of participation, equity, benefit sharing, and by exploring how community-based ecotourism enterprises influence the struggle against poverty as well as motivating conservation and rural development. What is remarkable about the findings on KAFRED is that Community based ecotourism is happening in the middle of rural Uganda and that these are all local initiatives. There is a sense that the local peasantry has a keen appreciation of their environment and of the value of conservation. Rural people in Bigodi have embraced tourism and are gaining benefits from it despite a few problems concerning local people's inexperience.

Keywords: community-based ecotourism, conservation, poverty reduction, protected areas, sustainable livelihoods, rural development.

Strategic Alliances and Network Relationships between a National Tourist Organisations and Profit and Non-Profit Organisations in Malaysia

Doctor of Philosophy

Nor'Ain OTHMAN

Department of Tourism, Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA (UiTM), Shah Alam,
Selangor Darul Ehsan, Malaysia.
E-mail: norain568@salam.uitm.edu.my

Supervisor:

Chris COOPER, Ph.D.
University of Queensland, Australia.

Date of acceptance: March 2005.

ABSTRACT

The tourism industry is now facing the challenges of globalization and world crisis that brought about the formulation of cooperative strategies, collaboration, partnerships, and alliances between the components of the tourism industry. This study aims to examine the inter-organizational relationships between the Malaysian National Tourist Organization (Tourism Malaysia) and tourist organizations (profit and non-profit organization) in the development of tourism marketing alliances within the tourism industry in the country. The four main objectives of the study are to: (1) undertake a comprehensive review of the existing inter-organizational alliances and network relationship between Tourism Malaysia and tourist organizations; (2) examine the factors that influence alliance formation and the process involved in its development, identify the motives and underlying reasons for the formation, and criteria used in selection of partners; (3) examine the inter-organizational governance and, (4) assess the performance and outcome of these alliances.

To accomplish the objectives of the study, a development model of tourism marketing alliances was developed, drawing references from similar studies carried out in other countries. The model is divided into four phases: the preliminary phase, the negotiation phase, implementation phase, and the evaluation phase. In the preliminary phase, the study looked into elements of alliance formation such as motives and choice of partners. In the negotiation and implementation phase, it examined the form of governance structure, coverage of marketing activities, and level of cooperation, commitment and trust between alliance partners. In the evaluation stage, the performance and outcome of the alliances were examined using non-financial measure such as influence, satisfaction and communication between alliance partners.

Data were obtained using the triangulation method of questionnaire survey, personal interviews and secondary data. For the questionnaire survey and personal interviews, the respondents were selected from among the executives and management staff of profit and non-profit tourist organizations, as well as Tourism Malaysia, the focal organization. Appropriate statistical techniques were used to test for differences in perceptions between sub-samples of respondents. This research can therefore be used as a reference and a guideline for industry practitioners to help understand the concepts of tourism marketing alliances and network relationships, and for formulating cooperative strategies with tourism partners. A synergy of partnerships between the tourism players and academia can contribute to a more pragmatic approach and a much needed strategy in the present management of the global crisis in the tourism areas.

Keywords: strategic alliances, inter-organizational relationships, network strate.

Food Tourism and the Culinary Tourist

Doctor of Philosophy

Sajna SHENOY

Department of Parks, Recreation and Tourism Management,
Clemson University, USA,
E-mail: sajna.shenoy@gmail.com

Supervisor:

William C. NORMAN, Ph.D.
Clemson University, USA,

Date of acceptance: December 2005.

ABSTRACT

Food tourism or tourists' food-related activities at a destination, such as dining and purchasing food products, to experience its culinary attributes; and, the culinary tourist or the tourist for whom food tourism is an important reason influencing his travel behavior, form the theme of this dissertation. The objectives of this dissertation were to: determine the underlying dimensions of food tourism; formulate and test a conceptual framework that explains participation in food tourism; examine the effect of socio-demographic variables on participation in food tourism; segment the tourists based on their participation in food tourism; identify the variables that predict membership in these food tourist segments; and examine the significant association between socio-demographic variables and the food tourist clusters. Further, using a sociological perspective, the findings were interpreted within the combined theoretical framework of the world culture theory of globalization and the cultural capital theory.

Based on the analyses of the mail-survey responses of 341 tourists visiting coastal South Carolina, food tourism revealed five dimensions: dine local, purchase local, drink local, dine elite, and familiarity. The conceptual variables that explained participation in food tourism were food neophobia, variety-seeking, and enduring involvement. Furthermore, age, gender, education, and

income influenced participation in food tourism. Segmentation of tourists revealed the presence of three clusters: the culinary tourist, the experiential tourist, and the general tourist. The culinary tourist frequently dines and purchases local food, consumes local beverages, dines at high-class restaurants, and rarely eats at franchisee restaurants, at the destination. This segment was also more educated, earned higher income than the other two segments, and was characterized by its variety-seeking tendency towards food and absence of food neophobia.

The evidence that the fundamental structure of food tourism revolves around the local, but with the presence of the dimension 'familiarity' shows that the dialectics between local and global is at play, lending credence to globalization theory within the food tourism context. Further, the use of cultural capital theory in explaining the culinary tourists is supported by their possession of the indicators of cultural capital, namely an advanced education, and 'cultural omnivorousness' typified by their variety-seeking tendency. The dissertation's findings highlight the role of diverse culinary establishments that contribute to the food tourist experience and recommend the need for collaboration between DMOs and SMEs. The findings also suggest that destinations targeting the culinary tourism market should articulate the availability of indigenous local dishes, varied culinary cultures and activities.

Keywords: food tourism, culinary tourist, special interest tourism, globalization, cultural capital.

Travel as Motivating Force in Negotiating Cultural Identity

Doctor of Philosophy

Caroline TIE

Faculty of Leisure and Tourism,
Buckinghamshire Chilterns University College, UK.
E-mail: ctie01@bcuc.ac.uk

Supervisor:

Andrew HOLDEN, Ph.D.

Buckinghamshire Chilterns University College, UK

Expected date of acceptance: 2009.

ABSTRACT

Mass migration of Chinese to various parts of the world from the early 16th century was well documented. Like many other migrated communities, most members of the Chinese community living in Malaysia retained their ethnic 'Chineseness' while others had chosen to assimilate into the local cultures and intermarried with the locals. Efforts to retain ethnic 'chineseness' may prove challenging because subsequent generations are more culturally localized and may abandon their old traditions. Consequently traveling to the land of their forefathers and visiting the homes and villages of their ancestors are of paramount importance to the Chinese community to maintain and preserve their cultural identity. The paper explores how cultural identity is negotiated through visiting several tourism sites in China. It examines how cultural identity is negotiated by exploring the past, assess the present and shape the future. China represents the past, present and the future for the Chinese community. The nature of this study requires an in-depth understanding of participants' travel motivations and the way they make sense of their identity. For logistical reason the gathering of data for this study will be restricted to the Malaysian Chinese living in state of Sarawak, Malaysia. A selected sample of 40 Malaysian Chinese who have visited China were made. In this study, data gathering method included in-depth, one-to-one, face-to-face semi-structured

interviews. Using grounded theory, comparison of the data collected was used to capture emerging themes and ideas from the interview. The inductive approach was for the purpose of generating theory from the data. The phenomenon of Malaysian Chinese visiting China is an eastern concept of travel that is not grounded globally but regionally and locally. Identity is often marked by difference and sameness between 'us' and 'them.' It is found that similar technique is used to differentiate between the 'us' who are similar and yet different. Comparison to compete in order to reflect identities that are better and stronger signified a better Chinese.

Keywords: China, Malaysia, cultural identity.

Motivations and Interface of Host/Guest Sexual Relationships from a Male/Female Perspective

Doctor of Philosophy

Tracey WHITE

Department of Travel and Tourism,
University of Derby Buxton, UK.

E-mail: t.white@derby.ac.uk

Supervisor:

Richard TRESIDDER, Ph.D.

University of Derby Buxton, UK

Expected date of submission: 2012.

ABSTRACT

Tourism and sex has in the past been associated and understood as being a leisure activity of men who travel to tourism destinations, often developing countries in order to engage in commercial sex with prostitutes or paedophilia activities. (Enloe 1989). For many years 'sex tourism' was the umbrella of which all sexual relationships between travelers and host populations fell under, often used to perpetuate gender roles and reinforce power relations (Pruitt and La Font 1995) particularly with regard to a dark side to include paedophiles and male tourists with local female prostitutes. Developing research demonstrates that female tourists also engage in sexual activities whilst on holiday, but as Jeffreys (2003) points out some writers argue that this is not sex tourism but romance tourism. Opperman (1998) and Ryan (1999) are critical of tourism researchers for their narrow definition of sex tourism and also for ignoring female tourists (in Herold et al: 2001) and now we are beginning to see research which uses words such as romance, love and erotic tourism.

Romance tourism is a fairly new concept and generally concerns itself with relationships of some kind, often female travelers and local males, each having different motives and seeking particular benefits (ibid), ultimately suggesting sexual relations. Although termed as romance tourism, women are considered

to be traveling in pursuit of sex and romance and as Dahles and Bras (1999) point out, local men are often labeled as gigolos, male prostitutes and entrepreneurs. This is a comparative case study of two villages in India which will examine the sexual relationships between female tourists and local males and consider what, if anything motivates the female tourist to seek out sexual relationships and in turn what draws the local males to the tourist. It will investigate the interface between the two and consider the power relations, context, meanings and the effects of the behaviors of host and guest in order to determine if there are regional, cultural and social differences which impinge upon these relationships. This study is of a socio-cultural, anthropological nature thus making it an ethnographic study. The methods used will be qualitative in nature as they will consist of people's opinions, perceptions and real life events and to effectively focus on the study and obtain valid and accurate information the research strategy will incorporate a social field study. Research will take place using one to one semi structured interviews and observational techniques in order to understand the host / guest interface.

Keywords: romance, sex, host-guest relationships.