

# **Indigenous Tourism**

## **Cases from Australia and New Zealand**

**Michelle Whitford, Lisa Ruhanen and  
Anna Carr**



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## Biographies

**Maria Amoamo** is a Research Fellow in the Department of Management at the University of Otago. Her research specialization is in the area of cultural and Indigenous tourism development with particular focus on the value of identity in relation to iwi development. Current research projects examine elements of Maori social and economic development with the intention of understanding the modes of economy within which Maori enterprise operate. Her publications have also explored the interface of post-colonialism and hybridity theory in relation to the transformation, production and mobility of cultures.

**Hamish Bremner** is a senior lecturer in Tourism Management and an Associate Director of the New Zealand Tourism Research Institute at the Auckland University of Technology, New Zealand. His research interests include the intersection of history, sociology and tourism development with particular regard to Indigenous societies.

**Andrew Cardow** is a Senior Lecturer with Massey University at Albany Auckland. Since 2000 he has made several visits to the Chatham Islands and written academic articles and consultant reports on tourism on the Islands. His research interests include tourism, entrepreneurship and popular culture often within the context of management history.

**Anna Carr** has been a researcher at the Department of Tourism, University of Otago, New Zealand, since 1999. Her research on ecotourism, visitor interpretation, cultural landscape management in protected areas and Indigenous tourism development has been published in various academic publications. She has Pākehā and Māori ancestry (Ngapuhi, Ngati Ruanui). Anna is the cofounder of the Centre for Recreation Research and has led consultancies and externally funded research contracts. She recently co-edited the books *Mountaineering Tourism* and *Political Ecology of Tourism: Communities, Power and the Environment*.

**Tania (Tahn) Donovan** is a Wardandi Yok from Busselton and has a deep understanding of the Western Australian bio diversity values and wide variety of landscapes, people and experiences. She started work in the hospitality industry at the age of 12, helping at CWA wedding catering events in Busselton. Diversity is a key characteristic of Tahn's career path, where she

has gathered a wide range of skills and experiences in the farming, transport, environmental, disability employment, and hospitality/tourism industries. Project and management roles in employment and training have nurtured Tahn's interest in developing future leaders. She is currently involved in Leadership and Governance training to the Noongar community in the development and delivery of programs. "The young people I meet continually inspire me to do more and to do it better and more effectively".

Tahn is also the creator of Max's Black Sauce, an Australian bush herb infused sauce that captures the flavours of Australia, and established the label Deadly Divas Clothing. She says "Deadly Divas Clothing is seeking to make change in how Aboriginal and Torres Strait Islander women are respected. It captures the beauty and grace of our culture and community through the garments we create, and the way in which we demonstrate respect and professionalism through our business".

"Tourism offers Aboriginal and Torres Strait Islander peoples the opportunity to tell our stories, care for our country and culture and build economic independence for our families and communities".

**Ross Dowling** OAM is Foundation Professor of Tourism in the School of Business & Law, Edith Cowan University, Australia. He conducts international research on ecotourism, geotourism and cruise ship tourism. In Western Australia he has worked with a number of Indigenous communities to develop sustainable tourism in regional and remote areas. He is a Member, World Commission on Protected Areas (Switzerland); Co-founder, International Cruise Research Society (Germany); and Advisor, UNESCO Global Geoparks (France). In Western Australia he is Chair of Cruise Western Australia; Vice President, Royal Automobile Club; Member, Conservation & Parks Commission; and a WA Parks Ambassador. He has authored or edited many books including *Natural Area Tourism*, *Geotourism* and *Cruise Ship Tourism*.

**Johnny Edmonds** is the Director for the World Indigenous Tourism Alliance (WINTA), a role that has enabled him to support the development of an international network of Indigenous tourism organisations, as well as partnerships with international institutions that support the development of tourism as a vehicle for the empowerment of Indigenous peoples. Johnny has held executive management positions for various Indigenous organisations for over 20 years in NZ and Australia. He has served on various tourism industry Boards in NZ and Australia and the Tourism Management

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Advisory Group for the Victoria University of Wellington, New Zealand.

**Stuart Gifford** has been a restaurateur for more than 35 years and is co-founder and co-owner of Sarah's Sister's Sustainable Café in Adelaide, Australia. An urban activist, he holds a special interest in Education for Sustainability, and is active in promoting further collaboration between local schools, businesses and the community, encouraging locals to use the Café as an informal 'Go to' Hub/ Third Place. He has worked with researchers with the School of Management of the University of South Australia since 2011 on a variety of research, teaching and industry engagement projects.

**Rob Hales** is the director of the Griffith Centre for Sustainable Enterprise in the Griffith Business School. Rob currently teaches in the Griffith Business School's MBA program where he convenes the course sustainability and systems thinking. His research interests include climate change policy, sustainable business, sustainable tourism, Indigenous studies. His published works related to Indigenous studies include climate change adaptation and world heritage consent processes. His background in running a small business in tourism and environmental education informs his research and teaching.

**Freya Higgins-Desbiolles** is a non-Indigenous academic that has researched and taught on the subject of Indigenous engagement with tourism for nearly two decades. Her approach as a critical scholar is to seek the emancipatory capacities of collaborative research to co-create change for better futures.

**Sharleen Howison** is a Māori academic working at Otago Polytechnic in Dunedin and her main areas of research include cultural tourism, sustainable tourism management and destination management. She has worked in the tertiary education sector over the past 20 years and has maintained strong links with local tourism and business community participants. She is also involved in developing and delivering undergraduate qualifications in tourism and events and supervising student internships with various industry participants.

**Gabrielle Russell-Mundine** is the Academic Leader-Cultural Change in the National Centre for Cultural Competence (NCCC) at the University of Sydney. Her PhD, *From Pumpkins to Property Management: Developing the Organisational Capacity of the Jubal Aboriginal Corporation* (2011) looked at Aboriginal community enterprise development and capacity building in a Northern NSW context. Gabrielle's current research focus is on service learning in Aboriginal Communities as well as creating online courses on

cultural competence and addressing cultural change at the individual and systemic levels. She is particularly interested in facilitating transformative ways to learn and work together.

**Helen Murphy** completed her PhD at James Cook University, Cairns, Australia. Her thesis investigated the relationship between educational tourism and Aboriginal development aspirations. Her research has focused on exploring Australian Aboriginal approaches to social and economic development including social enterprise development in remote regions, educational tourism and Aboriginal participation in Payment for Ecosystem Services markets.

**Lisa Ruhanen** is an Associate Professor in Tourism and Deputy Director of Education with the UQ Business School, The University of Queensland, Australia. Her research areas include Indigenous tourism, sustainable tourism destination policy and planning, knowledge management, and climate change. She has been involved in over 30 academic and consultancy research projects in Australia and overseas. Lisa has worked extensively as a consultant, external collaborator and executive committee member with a variety of divisions of the United Nations World Tourism Organization.

**Lori-Ann Shibish** operates a small tourism consultancy (Sustainable Tourism Solutions) in Western Australia. This book chapter is drawn from her Masters of Tourism Management research which explored the overlapping relationships between, tourism development, national and marine parks and Aboriginal joint management. Her dedication to excellence in academic pursuits and volunteerism has been recognised with a Zonta Jane M. Klausman Women in Business Award, Tourism Industry Assoc. of BC Pat Corbett Leadership Award and the Forum Advocating Cultural and Ecotourism (FACET) Student Award. She is passionate about parks and nature-based tourism and generously volunteers her skills to the Western Australia (WA) Parks Foundation.

**Chellie Spiller**, (Māori and Pākehā), is an Associate Professor at the University of Auckland Business School. Chellie is a passionate and committed advocate for Māori Business development. Her vision is to create relational wellbeing and wealth across spiritual, environmental, social, cultural and economic dimensions. She has extensive experience in tourism, finance and marketing, holding senior executive positions in New Zealand and abroad, and brings this experience to her leadership within academic work within leadership and management development programs. She

has created and led tour programs into countries as culturally diverse as Bhutan, North Korea, Myanmar, Indonesia, Vietnam and India.

**Zexuan Sun (Suzanne)** is a PhD candidate in the Department of English and the Department of Languages and Cultures at University of Otago, New Zealand. With previous training in tourism, literature, translation and interpreting, she is interested in a variety of research fields including culture tourism, garden tourism, comparative studies and modern poetry. More specifically, her current doctoral project examines literary utopias in New Zealand.

**Tricia Vilkinas** is an Adjunct Professor of Management at the University of South Australia. Her main research area is leadership and its application in various settings such as academia, public and private sectors, and in remote enterprises in desert Australia. She has been leader of several OLT projects focussed on academic leadership. Her most recent project is investigating the role of Academic Boards. Professor Vilkinas has also published many journal articles on leadership including academic leadership for heads of university departments and program directors, on the supervision of PhD students, on using 360-degree feedback and on the success factors of businesses in desert Australia.

**Michelle Whitford** is an Associate Professor and the Deputy Dean Learning and Teaching of the Griffith Business School. She has worked in both academic and commercial consultancy roles for more than 15 years co-ordinating projects in Indigenous tourism and events with a focus on the supply and demand, capacity development, entrepreneurship, authenticity, commodification and management. She has co-coordinated research projects for various organisations including the Australian Institute of Aboriginal and Torres Strait Island Studies and Indigenous Business Australia and she is the recipient of the 2016 Getz Biennial Award for Outstanding Research in Planned Events.

**Gayathri (Gee) Wijesinghee** is a lecturer in the School of Management teaching and researching in the areas of Tourism, Events and Hospitality Management. Prior to joining academia Dr Wijesinghe worked in the hospitality industry. Drawing on her experiences and knowledge of the hospitality industry she researches into hospitality employee experiences and service management issues tourism sustainability concerns, and how to educate students to be creative thinkers.

**Keri-Anne Wikitera** is a lecturer/researcher working in the School of Hospitality and Tourism at AUT University. Her Māori tribal affiliations are Tūhourangi, Ngāti Wahaio and Ngāti Whakaue of Te Arawa. This tribe is from the Rotorua region and are recognised as one of the nation's principle drivers of Māori tourism. As such her personal and academic interests are specifically positioned within promoting and enhancing Māori cultural identity, intercultural exchange, the tourism industry, Indigenous history and knowledge systems.

**Greg Wilson** is a lecturer in tourism and marketing in the School of Business & Law at Edith Cowan University, Perth, Western Australia. His interests are in spiritual and life-impacting travel, volunteer, heritage and environment based tourism. He has published widely in these areas. He also has an extensive background volunteering, with organisations including Make a Wish Foundation and the Waikato Cancer Society.

**Peter Wiltshier's** role as senior lecturer and program leader for tourism management at the University of Derby is to ensure that the public and private sector work together to develop resources and skills for communities to take charge of their own destinies. It is the pursuit of bottom-up planning and policy development that is sought and is to be enabled through my work and teaching. Peter is currently researching small business and lifestyles in the Peak District. He is also working with the Diocese of Derby to identify how tourism can benefit churches and through local government offices evaluating the impact of tourism on host communities. Peter supports the county, the district and parishes within Derbyshire and the Peak District in their endeavours to create a better environment for all through purposeful leisure and recreation.