DOMESTIC AND INTERNATIONAL TOURISTS' ASSOCIATIONS WITH ABORIGINAL TOURISM

Dr Janine Williamson[a], Dr Skye Akbar[b],
[ab]University of South Australia, Adelaide and Australia
Corresponding Email: Skye.Akbar@unisa.edu.au

Abstract

Across Australia, Aboriginal tourism enterprises provide domestic and international tourists with a range of products and services. These include cultural tourism experiences; mainstream contemporary leisure activities such as kayaking, camel riding, quad biking; and activities connected to nature, such as whale watching, snorkelling or fishing. Aboriginal tourism enterprises also contribute to tourism infrastructure including hotels, eco-lodges and restaurants. While Aboriginal enterprises have an opportunity to add value to mainstream products, consumer demand has been impacted through low levels of product awareness and perception by tourists that Aboriginal tourism is a homogenous product. Our study examined the attributes associated with Aboriginal tourism by domestic and international tourists. Surveys of tourists revealed specific attributes, such as activities, cultural associations and places that tourists associate with Aboriginal tourism. Exploratory factorial analysis identified factors hidden in the set of attributes associated with Aboriginal tourism. Our findings show similarities and differences between international and domestic tourist markets. Low levels of product awareness exist in both tourist markets, with attributes connected to Aboriginal culture having higher levels of association compared to contemporary or coastal attributes. These results can be used by stakeholders to meaningfully support marketing efforts to market Aboriginal enterprises.

Keywords: Aboriginal Experiences, Domestic Tourists, Indigenous Tourism, Tourist Associations, International Tourists.

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