

tourism agencies because they appear to generally not use commercial tourism facilities". Yet in Auckland the VFR is around fifty percent of visitor nights and around thirty percent of the tourism spend, hence not insignificant. This paper will explore what characterises a good host and differentiates them from a poor or indifferent host. From this will be established attributes which can be influenced by marketing activity and that can, with marketing effort, go some way to improving Aucklanders affinity to Auckland and their knowledge and confidence in recommending Auckland tourism product to their visitors.

#### RUTHERGLEN: A CASE STUDY OF SURVIVAL OF A WINE REGION

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Wine regions continue to be developed in Australia. What are their chances of survival? One of the oldest wine regions in Australia is Rutherglen in northern Victoria, which began grape growing and wine production in the 1850s. Despite many difficulties over the past 150 years, some of which threatened its very being, the area remains viable, productive and forward thinking in its approach to wine making and wine tourism. How has this happened? How has it managed to survive? Over its history, what problems have been recognised and addressed by wine growers and wine makers in the region? What does the area offer and how has the wine industry developed these positive attributes? What part does the wine tourist play in assisting the survival of the Rutherglen region?

This working paper takes some of these issues and analyses them in regard to the region. It also suggests lessons that old or new and growing wine regions can learn from such an analysis.

It begins with an examination of the history of the area and moves onto other aspects that have affected the region. The first settlers to the region and the diversity of their activities were extremely influential

to the Rutherglen area, as was phylloxera. Phylloxera was possibly the greatest threat to Rutherglen, as it wiped out much of the vine plantings in the late 1800s, yet this area survived. Was this due to the remoteness of the location? The wine industry here is mostly owned and run as family businesses, many of whom are descendants of the original settlers. The family members are actively involved in the winery business, including wine tourism. Tourists are welcomed by a family member and can discuss the merits of the wine with the family expert (the wine maker).

The branding and marketing of Rutherglen wines is a cooperative activity developed by a cohesive, yet competitive, group of wine makers. This cooperation is vital to the region's success. Rutherglen has long been famous for its fortified wines – muscats, tokays, ports. But as fortified wine lost its appeal Rutherglen reinvented itself. The introduction of new grape varieties has revitalised the area and this has encouraged the tourist to visit. Is changing the product range another lesson? The diversity of landscapes, products, attractions, and services make Rutherglen more than a wine region – is this another lesson?

#### BORACAY ISLAND, PHILIPPINES: A CASE STUDY

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Tisdell and McKee (1988) noted that several third world countries, particularly small island regions, are looking to the tourism industry as a basis for economic expansion. This research investigates the local resident's responses to tourism development on Boracay Island.

An interesting aspect of tourism that is manageable for tourist destinations in remote regions is that distance or isolation need not be a problem as long as there is accessibility. This accessibility is available via the main island of Luzon in the Philippines where the capital Manila is situated and from which Philippine Airlines provide domestic services to Kalibo, a nearby island to Boracay Island, followed by a boat and road transfer to the accommodation houses on Boracay Island proper. However, once visitors reach the island, accessibility is an issue as noted by Plog (1974), even adventurous travellers, termed the

allocentrics required some infrastructure and in many areas of Boracay these remain limited. The case study was centred in the Republic of the Philippines which is an archipelago comprising approximately 7,107 islands situated about 3607 miles to the north of Australia and 1002 miles to the east of Vietnam. The Philippines is divided into 73 provinces one of which is Aklan in the Western Visays, where the focus of this research, Boracay Island is situated. The main attraction for travellers to Boracay Island is its beaches of white sand and the clear surrounding water. It is becoming a tourist attraction for visitors from around the world. The once quiet sleepy fishing villages have now been turned into crowded tourist destinations.

This study explored the local residents perceptions of the benefits/nonbenefits associated with tourism development in this region. The study also sort to identify what the indigenous population believed tourists wanted to experience whilst on Boracay. The research was designed particularly to:

- investigate if the local residents desired international travellers to visit to their island and why
- ascertain the activities which the local residents thought the international travellers would prefer to participate in
- ascertain the standard of accommodation the local residents thought the international travellers favoured

Findings of the study and their implications for undeveloped tourist destinations will be discussed.

#### THE POLITICS OF HERITAGE TOURISM: AN INVESTIGATION OF THE RELATIONSHIP BETWEEN HERITAGE TOURISM IMAGES AND THE NATIONAL 'IMAGINING'

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This paper argues for the recognition of the existence of a relationship between the images used to promote heritage tourism and the political concept of the nation. It suggests that heritage tourism is not solely

about business used to promote and reinforce a particular premise of departure should be the which these Traditional v phenomenon interpretation largely by supported. T thus perceive the nation, perpetuate the relationships

Heritage tourism using the 'Sausage of signs', and 'speak' the nation seek to add importantly, images are in heritage tourism goes beyond adopt a post-modern is, it moves beyond tourism image formation of subjects executed necessarily, w

A sample of analysed to success chosen, partly tourism to the economy, and as a quintessential idea of the developed.

It is anticipated study of heritage in this area and in which the reinforced through