"A land of mystical beauty, living wonder and unrivalled adventure."

- Representation of New Zealand through adventure tourism websites

Bachelor's thesis
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"A LAND OF MYSTICAL BEAUTY, LIVING WONDER AND UNRIVALLED ADVENTURE." - REPRESENTATION OF NEW ZEALAND THROUGH ADVENTURE TOURISM WEBSITES

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Matkailu on yksi suurimmista elinkeinoista maailmassa, ja se on kasvanut huomattavalla vauhdilla viimeisten vuosikymmenten aikana. Myös Uudessa-Seelannissa matkailu on yksi maan tärkeimmistä elinkeinoaloista ja työllistäjistä. Uudesta-Seelannista löytyy useita erilaisiin aktiviteetteihin erikoistuneita matkailuyrityksiä. Seikkailumatkailulla on merkittävä rooli matkailussa, esimerkiksi benji-hypystä on tullut yksi maan matkailuikoneista. Tässä tutkimuksessa keskiössä oli seikkailumatkailun rooli Uuden-Seelannin matkailullisen imagon luomisessa.

Internet tarjoaa nykypäivänä tärkeän markkinointikanavan, erityisesti matkailuyrityksille. Matkailuesitteiden määrä ja merkitys on vähentynyt huomattavasti Internetin yleistyessä. Tämä tutkielma keskittyi tutkimaan yhteensä 15 yrityksen internetsivuja, yritysten tarjotessa monia erilaisia aktiviteetteja ja seikkailuja matkailutuotteina. Tarkastelun kohteena oli erityisesti kieli, ja miten Uutta-Seelantia kuvattiin kielen avulla. Tarkastelu jaettiin kahteen osaan: eksplisiittiseen ja implisiittiseen. Eksplisiittinen tarkastelu keskittyi tutkimaan, missä kontekstissa sana "Uusi-Seelanti" esiintyi. Implisiittinen tarkastelu puolestaan tutki internetsivujen tekstejä kokonaisuudessaan, ja millä tavoilla ne toivat Uutta-Seelantia esiin. Kummassakin tulivat esiin luonnollisesti positiiviset kuvailut yrityksestä ja sen tarjoamista aktiviteeteista. Koska lähes kaikki aktiviteetit sijoittuvat luonnonympäristöihin, luonto ja sen kuvaileminen nousivat vahvasti esiin. Luonto on Uuden-Seelannin keskeisin matkailuvaltti, jonka varaan myös sen markkinointi nojaa, joten tämän tutkimuksen pohjalta seikkailumatkailuyritysten internetsivut vain vahvistavat ja tukevat tätä asiaa.

Tutkimus tarjoaa näkökulmia kielen ja matkailun tutkimukseen internetsivujen kontekstissa, jossa vastaavaa aikaisempaa tutkimusta ei ole vielä tehty merkittävissä määrin. Yksittäisten sanojen ja sanaluokkien läheisempi tarkastelu voisi tarjota lisää mielenkiintoista tutkittavaa kielen kannalta. Toisaalta myös matkailun internetsivujen kuvien ja videoiden merkitys mielikuvien luomisessa olisi tärkeää kokonaisvaltaisemman tutkimuksen kannalta.

Asiasanat: adventure tourism, New Zealand, websites, language

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1. Introduction

Tourism is one of the industries in the world which has experienced huge and rapid growth over the past few decades and is predicted still to grow, reaching nearly 1.6 billion international visits by the year 2020 (WTO, 2009). Tourism is also a vital part of the economy of New Zealand. For a country of about four million inhabitants, there were 2.4 million overseas visitor arrivals in 2007 (Statistics New Zealand, 2007). With this, there has been a global campaign titled "100% Pure New Zealand", which was launched 10 years ago, in 1999, by Tourism New Zealand (Tourism New Zealand, 2009). The organisation emphasizes through this campaign the authenticity of the New Zealand experience and promotes with words and images its clean and pure nature. This campaign also features different adventures, as an important part of the tourist experience. Adventure tourism is one of the areas of tourism which New Zealand is famous for, especially bungy jumping, which was developed into its commercial form in New Zealand in the late 1980's (AJ Hackett bungy, 2009). The wide range of different activities and adventures in varying and spectacular landscapes in New Zealand are well promoted to all visitors. Having seen this myself it seems interesting to take a look at the ways in which different adventure tourism companies' websites represent New Zealand.

The topic of the study is adventure tourism companies' websites in New Zealand; the language used in these websites and the representations of New Zealand created through it. The main goal of these websites is to attract customers that will purchase the adventure products and services offered by the company. Although there are some activities and packages designed specifically for locals, for example school or corporate groups, a significant portion of their clients are international tourists. As adventure tourism is a relatively new form of tourism in New Zealand it will be interesting to find out how it reflects and relates to the overall image of New Zealand that is generally given through tourism. The research question is: what kind of representations of New Zealand can be found through adventure tourism companies' websites? In studying this, the main focus will be on the textual information on the websites.

The tourism industry uses the Internet nowadays as the main marketing tool. In many cases the internet has either substituted or significantly reduced the amount of paper brochures used by tourism companies. However, there has been relatively little research done on websites in comparison to the amount of studies made previously about tourism brochures and leaflets. The main contents of tourism websites are most likely very similar as the brochures, however they offer a lot more space for texts and images and they make the use of videos and moving images possible. Websites offer numerous possibilities for tourism companies to promote and market their product in a personal way that stands out from others. Therefore this topic has been chosen in order to shed light on the use of language in tourism websites. The ways it is used and the meanings that it gives are an important part of analysing their significance to tourism industry.

The research method used in this study will be primarily content analysis with the help of a corpus concordancing program AntConc. Here, it means the analysis of the words and their contexts. This examination is done in two parts, the first one focuses on the explicit representations and the second part on the implicit representations. The results of these will be discussed further with references to previous research related to the study. These methods are explained in more detail in the next section.

2. Background and research methods

The topic of this research is the representation of New Zealand through different adventure tourism companies' websites. As far as previous research on the subject, this seems to be an area with only little previous studies in the view of content or discourse analysis. It is also very surprising that there is very little research in the field of tourism about language or discourse altogether. Thus, this study aims to combine different approaches and views from previous studies related to this topic. The key terms and areas relating to this research include adventure tourism, tourism, advertising tourism and representation of a destination, which will be discussed here.

The New Zealand Ministry of Commerce has defined adventure tourism in 1996 from the perspective of the tourism industry as "commercially operated activities involving a combination of adventure and excitement pursued in an outdoor environment" (as quoted by Bentley & Page 2001). In New Zealand there are various activities that are included in this category. In this study the focus is on 15 different adventure tourism companies' websites. The activities they are operating include bungy jumping, rafting, caving, canyoning and tandem sky diving. Overall there is a fair amount of research on adventure tourism, mainly focusing on the economic aspects, its connections to eco- or nature-based tourism or even the risks and injuries involved in the activities. Swarbrooke et al. (2003) give a general presentation of the adventure tourism industry mainly from the business side of it. Kane & Tucker (2004) then again focus especially on the experience of the participant. Cloke & Perkins in turn have studied adventure tourism and its different activities in Queenstown starting from the 1980's, such as white water rafting and bungy jumping, and their advertising. This study gives some general information and background of the adventure tourism industry in New Zealand and how it has been represented.

Tourism in New Zealand has long traditions. It was the first country in the world to establish a government-based department to organize tourism in 1901 (Tourism New Zealand, 2008). There is also a study about the history of New Zealand's representation through tourism in the 19th century by Ateljevic & Doorne (2002). It covers a whole century of tourism and how New Zealand has been presented and marketed to overseas travelers. This study gives an overall image of the representation of New Zealand through tourism and thus serves as an excellent base on which to reflect the current representation of New Zealand through a modern form of tourism, adventure tourism, and a modern medium, the internet.

Advertising in tourism is a subject that will be briefly touched upon in this research through the study of the language in the websites in promoting their adventure tourism products. Morgan & Pritchett (2000) point out that the advertising of tourism products differs from other advertising, because they are most often services. Very often the tourism products are intangible, meaning that when a tourist purchases such products, for example a night at a

hotel, a visit to a museum or a bungy jump, these products are built on images, thoughts and feelings rather than merely the physical dimensions that enable the experience. Adventure tourism especially sells activities, which translate to personal experiences for the customers, for example a bungy jump. These can not be measured or counted in any way, as each individual experiences and values these differently.

Representation is one of the key points in this study. Besides the study mentioned previously about the representation of New Zealand (Ateljevic & Doorne 2002), there is also a study by Choi et al. (2007) who studied the representation through travel related websites in Macau. In this study the focus was on the visual and textual information from different websites in English. They found out how these differed from each other, and the image given was not the same throughout the different travel websites. Doolin et al. (2002) conducted a study about some New Zealand tourism websites. They present an account on the types of information the websites give, focusing on the information on a more general level, their use in commerce and the interactivity of the websites. These studies are good examples of previous research on representation and marketing of tourism destinations through tourism websites.

The research methods for this study are content analysis and corpus linguistics. O'Leary and Deegan (as quoted by Choi et al., 2007: 120) claim that content analysis can provide a fair amount of information on the images projected by a tourism destination. In this study the emphasis is on content analysis, which focuses mainly on the analysis of the written texts on the websites. This content analysis is divided into two parts; explicit and implicit representation. Explicit representation means here the immediate contexts where "New Zealand", "NZ" and "country" are mentioned, whereas implicit representation takes an overall look at the texts of the websites. In conducting this research, the first part examining the explicit representation of New Zealand (part 3.1.) has been done with the help of a corpus program, AntConc. This program searched all the words, calculated their frequencies and made it possible to locate where in the texts the words "New Zealand", "NZ" and "country" appeared. It was then easy to take a closer look at them in their immediate contexts (appendix 2) and categorize and analyse them. The second part

involved a close reading of the texts in full, viewing the images and taking a general look at the websites. These explicit and implicit representations are examined in the next part.

3. Analysis

Adventure tourism in New Zealand is an important part of the tourism industry, at least when looking at the significant role it has been given in creating the touristic image of New Zealand. One of the most iconic activities in New Zealand is bungy jumping which was commercialized in the late 1980's and this activity has only increased its popularity since. Nowadays there are several different locations in New Zealand where it is possible to do a bungy jump. Besides bungy jumping also many other adventure activities have been used when advertising New Zealand as a tourism destination, especially with the use of photographs and images. Even though only some of the tourists visiting New Zealand take part in an adventure activity, one of the reasons for using them in promoting New Zealand is that it gives the image of a young and vibrant country. This aim can also be seen in the use of the slogan "The Youngest Country on Earth". Bearing all these factors in mind, it is interesting to see what kind of representations adventure tourism websites give of New Zealand.

The data for this study consists of fifteen different adventure tourism companies' websites. These companies were chosen to represent the broad scale of activities and adventure sports to be found in New Zealand (table 1). Another factor affecting the choice was the amount of content on the website. Some websites would have been excellent in providing even a wider variety of activities, however then the amount of textual information on these websites was too limited for this research. The range of words on each of the websites used in this research varies from less than 700 words to over 9000 words. The set of data gathered from these fifteen websites has over 5000 different words, with altogether over 44 000 words.

Adventure tourism company	Adventure products
Active Earth New Zealand	guided hikes for five to eleven days
Adventure Waikato	abseiling, cave exploring, flying fox, clay bird shooting
Agroventures	bungy jumping, jet boat rides, Shweeb, Swoop swing, wind tunnel
AJ Hackett Bungy	bungy jumping, swing, bridge climb, behind the scenes-tour
Canyonz	canyoning
Deep Canyon	canyoning
Live-life experiences	hiking, climbing, abseiling, caving guided tours
Multi-day adventures	guided hiking, mountain biking, kayaking, rafting, climbing
Nzone	tandem skydiving
Rangitata rafts	rafting
Skydive Kaikoura	tandem skydiving
Skydive Wanaka	tandem skydiving
Thrillseekers Canyon	bungy jumping, jet boat rides, bike safaris, clay bird shooting
Tongariro River Rafting	rafting, kayaking, fly fishing, mountain biking
Waitomo Adventures	black water rafting, caving

Table 1. Adventure tourism companies and their adventure products

The data will be studied in three different parts. The first part approaches the immediate contexts in which the words "New Zealand", "NZ" or "country" appear, and what kind of representations of New Zealand do these imply. The second part examines the websites and their texts in whole, in order to determine the overall image their texts and images imply of New Zealand. The results of these parts will be drawn together in the following Discussion chapter.

3.1. Explicit representation of New Zealand

This section examines how New Zealand is represented on the websites explicitly. This is done by looking closely at the different contexts in which the words "New Zealand", its abbreviation "NZ" and "country" appear. Different categories were defined out of an examination of all these cases. Out of these categories only the three most prominent and relevant ones in the light of the research question will be discussed in further detail.

On these fifteen adventure tourism websites, "New Zealand" is mentioned 270 times. It is the most commonly used word after the very commonly and obviously used particles and prepositions including *the*, *and*, *to*, *of*, *a*, *in*. The commonly used abbreviation "NZ" is used 104 times, although only 30 of them are significant, as the rest of them signify either the marker of the New Zealand Dollar (NZ$) or a website address, eg. www.bungy.co.nz. The word "country" is mentioned on altogether 44 occasions, and some of them refer directly to New Zealand. Most of the times it is used as a part of a larger phrase, eg. "Mackenzie country" or just referring to countryside, "one of Canterbury's high country sheep stations". For all these three words, the instances relevant to the study are examined more closely.

The results for the words "New Zealand", "NZ" and "country" can be divided roughly into six categories (table 2). The first three describe either the company, the place of adventure or the adventure itself. The next two categories imply physical location or name. Some of the results that could not be placed into any of these categories or given one of their own are simply titled in the table below as "other". The reason why the amount of cases altogether is smaller than the sum of all categories is that in some instances, the same case was counted for two different categories.

	New Zealand	NZ	country	TOTAL
Description of				
1) the company	22	1	-	23
2) the place	64	6	5	75
3) the adventure	70	17	4	91
Location	40	1	-	41
Name	31	5	8	44
Other	49	72	27	148
TOTAL	270	102	44	417

Table 2. The number of occurrences of the words and their context categories

In the first category there were 23 cases in total where "New Zealand" or "NZ" was referred to in the context of describing the adventure tourism company. Not surprisingly in most of these cases the reference brings out positive images of the company, for example: "New Zealand's leading providers of Blackwater Rafting and Caving" and "New Zealand's premier canyon guiding company". These are good examples of how in this category "New Zealand" is often used in both cases to emphasize the company's high position inside the country and in comparison to other adventure tourism companies offering similar services and products. The attributes that are commonly emphasized through the use of the words "New Zealand" are skills, experience and professionalism, eg. "Our staff are highly trained and are amongst the most experienced in New Zealand". So in this category the focus is on the companies as New Zealand itself is primarily the backdrop for their operation.

The second category includes altogether 75 mentions of the words "New Zealand", "NZ" and "country" in relation to the surroundings of the adventures. These surroundings are mainly different places in nature or even wildlife that can be observed there, like "the prettiest piece of cave known in New Zealand" and "some of New Zealand's famous and unique glowworms". Thus, these are the cases which describe most directly noteworthy aspects of New Zealand by highlighting its nature. Nearly all of the references in this category are also highly positive and use descriptions such as "stunning", "like no other",

"paradise" and "be awed by". Some of these mentions use the positive phrases to highlight the positive qualities of whole New Zealand, eg. "a land of mystical beauty, living wonder and unrivalled adventure", whereas other focus on accentuating the surroundings of the adventure in question, eg. "one of New Zealand's most breathtaking spots to view from the air". However, many of the latter make use of the phrase "one of New Zealand's" insinuating that there are several places with equal qualities to be found in New Zealand. In this indirect way they also stress the good features of the whole country.

The descriptions of adventure products form the third category. In this category there are a total of 91 mentions of the words in reference to the adventures and activities the companies are producing. Out of the categories studied, this is the largest one. This could be explained by the fact that these adventures are the companies' products which are naturally the main focus of their whole website. As with the two previous categories, also the descriptions used in this one are highly positive, eg. "the most visually spectacular skydive in New Zealand!" and "activities are world-renowned being either world firsts or NZ icons". It is clear that especially in regard to describing the adventures the companies wish to convey a very positive image for the customer of their products. As with describing the companies, in these cases as well the words are used to underline not just the adventure itself but also how its superiority in comparison with other similar adventures offered in New Zealand, eg. "experience the best thing you have done in NZ", "the fastest jet sprint experience in the country".

It is evident from the examples above that there are several companies and adventure products to choose from, and the companies consider carefully the best way to describe their product that would distinguish them from others. An intriguing find is that about 27 cases in this category are described as "New Zealand" adventures or experiences of some kind, eg. "the best NZ skydiving experience" or "truly exciting and memorable New Zealand adventure". This could be interpreted as many of the companies trying to make their adventure products seem like these adventures are almost necessary for tourists to take part in while travelling in New Zealand, in order to experience it appropriately. Another implication is that the companies also emphasize their nationality and imply that the same

experiences cannot be found anywhere else in the world or from any other adventure tourism company inside New Zealand.

What is noticeable about the data is the frequent use of superlative forms. In all these three categories that have been investigated so far, they have been strongly present. This demonstrates the superiority of each company and their adventure product in comparison to others, eg. "distinguishing us as the best small tourism operator in New Zealand" and "the most challenging and action packed water activity in New Zealand". As there are many companies offering the same or similar adventure products, there is an obvious need to use these superlatives in order to stand out and make the customer choose this company and this product, by claiming to be the best choice. When the superlatives are connected to New Zealand as a place, its use again puts emphasis on the surroundings where the adventure takes place, eg. "skydive in one of the most spectacular locations in New Zealand". This highlights the adventure and the location, suggesting that the customer wants to experience this particular location through this adventure. It can also be seen as highlighting New Zealand in general, as it implies that there are more than one of these "spectacular" places to visit there. The use of superlatives is aimed to differentiate the company, product and place from any others, however ironically so many companies use them that it makes them share something in common with the others rather than making it an exception.

3.2. Implicit representation of New Zealand

The aim of each website is naturally to promote and market their products to the potential customers. Therefore it is clear that the websites mainly describe the company and the products. The aim here is to see if and how New Zealand is portrayed. As the previous part looked at the explicit representation of New Zealand, ie. where "New Zealand" is specifically mentioned, this part examines the implicit representation. This is done by looking at the wider context to see what kind of implications there are when the country is not directly referred to. The focus of this examination is the overall use of language and images on the websites.

When reading through the texts of the websites it becomes obvious that there are hardly any indirect textual or visual references to local people or New Zealand culture overall. This is obviously not seen as relevant information for the customer or even worth of mentioning in a promotional sense. One website promotes their "Traditional Waka Experience", showing a picture of people in a traditional Maori boat, however there is no more information about the links to Maori culture. It seems that these adventure tourism companies do not value local people and culture as attracting customers, thus the references to these are lacking. However, the nature of New Zealand is an essential part of most of the adventure products offered by these companies. Most of these adventures are located in or specifically using certain features of the nature, for example rivers, caves, canyons and mountains. Therefore the descriptions of these locations and the nature are essential in the promotion of the adventure products. Naturally the websites want to highlight the specific natural surroundings in which the adventures take place in order to convince the customer that they are worth experiencing, eg. "Soak up the magnificent views as you float along the blue waters." and "12-15 minutes enjoying unrivalled and uninterrupted views of Wanaka's world-renowned lakes and mountains". The descriptions of nature make use of similar positive adjectives and superlatives as seen before with the explicit presentation of New Zealand (part 3.1.).

The second way in which New Zealand is represented implicitly in the websites is through the use of photographs. A common feature to all of the websites is the frequent use of photographs. Most often these show people participating in the adventure; however, they also frequently include much of the surroundings and scenery. These pictures highlight some of the iconic or impressive features of the New Zealand nature, varying according to which adventure product is promoted. The companies offering tandem skydiving show aerial views of snow-capped mountainous regions whereas companies offering water activities and canyoning show pictures of the rivers and canyons. Especially the companies providing guided hiking tours make use of photographs that only show scenery, as these adventure products and their appeal are often based on the environment in which they are done. Thus, even when the adventure tourism companies are focused in promoting and

selling their products through the use of photographs of the scenery, they are also influencing the images and expectations that the visitors of the websites have of the New Zealand scenery.

A third point that can be raised from these websites relates to the overall image of tourism in New Zealand. Several websites show icons or bring out explicitly the different safety and quality standards as well as certain tourism awards of New Zealand. In this way they establish a reliable and respectable image of the company and it also shows that there are certain established standards applied throughout the country. Some also present their success in Tourism Industry Awards, again claiming professionalism for both the company and the whole tourism industry in New Zealand.

When considering the implicit representation of New Zealand in these websites, the emphasis is on New Zealand's nature as the surroundings or even as one of the main purposes of the adventure. This is mainly presented through the positive descriptions of the scenery, as well as using photographs that emphasize the impressive features of the landscape. In addition, the safety and quality standards and the tourism awards the companies had received reflect the professionalism and quality of the whole tourism industry in New Zealand. Overall, the implicit representation of New Zealand is very positive although mostly one-sided, focusing on the nature.

4. Discussion

The explicit and implicit representations of New Zealand through these websites both seem to put an emphasis on nature in its many forms as the main attraction of the country, around which most of the adventure products are created. In this part the implications and results of the study will be discussed in the light of earlier related research. The themes discussed here include the destination image, the use of language and the overall representation of New Zealand in tourism in history and nowadays.

Although the internet is one of the most powerful tools in forming ideas and images, according to Choi et al. (2007) there has not been a lot of research on how tourism websites form images for the customers. They also argue that destination image is central when customers make decisions on where to travel, hence it is also important to study what kinds of images are represented through websites, and key factors in websites are both textual and visual information. Also Doolin et al. (2002) have noted the importance of tourism destination websites and their content, as they are direct ways of influencing the image of the destination. Although these adventure tourism websites are not directly promoting New Zealand, they have a significant part in forming the image of New Zealand for the overseas travellers who visit their websites.

The focus of this study was on the textual information of the websites. In addition to promoting their own adventure products, the websites also highlighted New Zealand and its nature. As Baker (2006: 49) studied holiday leaflets, he argued that this kind of language of advertising is interesting to study, as it is "an inherently persuasive form of discourse". It is clear that the main objective is to make the product seem appealing to the customer, and one of the ways in which this is accomplished is through language. This study also proved that, and showed that there was in particular an abundance of positive adjectives and superlatives used in relation to New Zealand when describing the adventure, the place of the adventure or the company.

As seen in this study, the emphasis on the websites when describing New Zealand, both in textual and visual information, was its nature. This result is not surprising in the light of the whole history of tourism in New Zealand. Since the beginning of tourism in New Zealand in the early 1900's there has been a conscious effort to create an image of a "scenic wonderland" (Ateljevic & Doorne, 2002: 654). This image was used throughout most of the 20th century, therefore it is hardly surprising that nature continues to be emphasized even today when promoting New Zealand as a tourism destination. In their case study of New Zealand and its destination marketing, Morgan et al. (2003: 288) argue that New Zealand is "building a web-driven brand proposition around its natural environment".

Besides emphasizing nature, adventure tourism as the more recent trait in New Zealand's tourism industry is also being used to make New Zealand a unique destination. According to Ateljevic & Doorne (2002: 661), adventure tourism in connection to nature is being used in the promotional texts and images of New Zealand. Furthermore, they say that although nature is described with many positive features itself, it is also a "backdrop against which tourists are promised…thrilling activities". They continue to claim that many adventure products have become "an integrated part of the country's representations". In this light examining the adventure tourism websites seems to have an important part in the overall examination of the representation of New Zealand.

The official marketing campaign of New Zealand is titled "New Pacific Freedom", which includes a desire to be "an adventurous new land and an adventurous new culture on the edge of the Pacific Ocean" (Morgan et al., 2003: 292). This outline of the strategy clearly strengthens the idea of adventure tourism as an integral part of tourism and thus the image and representation of New Zealand.

5. Conclusion

The research question that was set at the beginning of the research was how is New Zealand represented through adventure tourism websites? As we have seen, there were both explicit and implicit ways in which New Zealand was portrayed, however the common feature in these seemed to be the highlighting of different features of nature. The contexts described nature as a background for the adventures and activities.

As a topic of research, this study seems current and relevant, as representation through websites is a significant although little researched area (Choi et al., 2007). As a method of research, using content analysis and the help of a corpus program seems to work for this area of research, although the lack of theoretical background or previous studies sets certain limitations for the research. The results of the study were interesting although perhaps not unexpected in how they confirmed the representation of New Zealand through nature.

The research is valuable in combining the research of language in adventure tourism websites with the representation and destination image formation of New Zealand, and also using content analysis as well as a corpus program in analysing the data. Naturally the limitations for this kind of research are the small scale, as well as previously mentioned lack of theories behind this kind of research. The focus of the research was also very narrow, and issues such as the use of images and more detailed study of verbs, nouns etc. could help in getting a more holistic view of the research topic. When studying websites, there is always the issue of the contents and layouts changing rapidly. This creates some challenges in conducting research, although it also extends the field of research in an interesting way.

In further research, it would be interesting to look in more depth at the websites and what specific words, or in general, what kind of words are used frequently. The use of images and videos particularly in adventure tourism websites provide also very interesting areas of research, as their significance is undisputable. Another extension would be to look at other types of tourism companies, for example accommodation providers, to see what kinds of representations of New Zealand are created there, and how they differ from these adventure tourism companies.

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Appendix 1

List of websites used in the study (13.9.2009)

- o Active Earth New Zealand, http://www.activeearthnewzealand.com/
- o Adventure Waikato, http://www.adventurewaikato.co.nz/
- o Agroventures, http://www.agroventures.co.nz/
- o AJ Hackett bungy, http://www.bungy.co.nz/
- o Canyonz, http://www.canyonz.co.nz/
- o Deep Canyon, http://www.deepcanyon.co.nz/
- o Live-life experiences, http://www.live-life.co.nz/
- o Multi-day adventures, http://www.multidayadventures.co.nz/
- o Nzone, http://www.nzone.biz/
- o Rangitata rafts, http://www.rafts.co.nz/
- o Skydive Kaikoura, http://www.skydivekaikoura.co.nz/
- o Skydive Wanaka, http://www.skydivewanaka.com/
- o Thrillseekers canyon, http://www.thrillseeker.co.nz/
- o Tongariro river rafting, http://www.trr.co.nz/
- o Waitomo adventures, http://www.waitomo.co.nz/

Appendix 2

A greyscale view of the corpus program AntConc showing how it organised the data.

AntConc 3.2.1w (Windows) 2007

File   Global Settings   Tool Preferences   About

Corpus Files
Waitomo adventure
active earth nz.
adventure waikat
Agroventures.txt
aj hackett bungy
Canyonz.txt
deep canyon.txt
Live life experi
multi-day adventu
nzone.txt
Rangitata rafts.
skydive kaikoura
Skydive Wanaka.t
thrillseekers ca
tongariro river

Concordance | Concordance Plot | File View | Clusters | Collocates | Word List | Keyword List

Hit	KWIC	File
73	uals exploring the vast wilderness that makes New Zealand unique. Everyone is involved in the trip. Mutual	active eart
74	kes us happy. And it shows. In 1998, when the New Zealand Wildlife Research Fund was established, we put mo	active eart
75	could walk, Malcolm was being carried through New Zealand wilderness in a pack on his father's back. Since	active eart
76	he has hiked, climbed, and cycled throughout New Zealand and in many exotic locations worldwide. He squeez	active eart
77	and co-authored a popular guidebook, Classic New Zealand Adventures. It wasn't a surprise, considering his	active eart
78	en Malcolm joined Mark (the founder of Hiking New Zealand) and began running North Island adventure tours i	active eart
79	e small groups into the remote backcountry of New Zealand. These safaris have been modified over time and n	active eart
80	over time and new trips added as Active Earth New Zealand has evolved. Nowadays, we have a bigger office, a	active eart
81	confusing guide schedules, and trips all over New Zealand. But we still have the same set of simple values	active eart
82	, it's one of the longest Flying Fox rides in New Zealand. Reaching speeds of over 60km an hour and at 40	adventure v
83	t, collapsed cave system, overgrown in native New Zealand bush, featuring waterfalls, cave wetas, ancient l	adventure v
84	OVENTURES Agroventures is the home of unique New Zealand adventure activities. Located within the grounds	Agroventure
85	s the world's only Shweeb, Rotorua Bungy a New Zealand icon, the fastest jet sprint experience in the co	Agroventure
86	@agroventures.co.nz □ Agrojet □ □□Agrojet New Zealand's Fastest Jet Boat Ride Fast Facts: * No; you don	Agroventure
87	ement 1m. * 2 passengers per jet boat Take on New Zealand's fastest jet sprint boat! Be strapped in, buckle	Agroventure
88	take the plunge new zealand the home of bungy Auckland, the City of Sails.	aj hackett
89	and this is the one and only Bridge Climb in New Zealand, coming complete with your very own tour guide.	aj hackett
90	ous for: * Closest Bungy viewing in New Zealand * Exclusive access to the Auckland Harb	aj hackett
91	out what happens behind the scenes of one of New Zealand's most iconic activities, you now can. More Detai	aj hackett
92	enstown, it's an essential component of every New Zealand visitor's itinerary. NEVIS HIGHWIRE BUNGY:	aj hackett
93	ions nerve centre. he Bungy Shop, Queenstown New Zealand. Kiwiana and Bungy influenced clothing and souven	aj hackett
94	nry van Asch, who met while skiing in Wanaka, New Zealand, set about developing and testing Bungy cords wit	aj hackett
95	r business at the Kawarau Bridge, Queenstown, New Zealand, in 1988 with just a 30-day operating licence fro	aj hackett

Search Term ☑ Words ☐ Case ☐ Regex   **Concordance Hits**   **Search Window Size**
zealand   Advanced   278   50

Start   Stop   Sort

Total No.   15   Save Window