

5-7 DECEMBER 2023 – AUCKLAND, NEW ZEALAND

ANZALS 30TH ANNIVERSARY CONFERENCE

‘LEISURE FOR LIFE’



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‘LEISURE FOR LIFE’

Proceedings of the Australian and New Zealand Association for Leisure Studies (ANZALS) 30th Anniversary Conference

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Leisure for Life.

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Utilising an African approach to data collection among immigrant groups

Victor Mueke Robinson, Heike Schänzel & Richard Ajjee (Auckland University of Technology)

Previously undervalued sectors of the global community are gaining greater visibility and legitimacy. Within scholarship, there is a greater 'assault' on Eurocentric approaches to research, leading to legitimising indigenous or minority groups' approaches and methodologies. An emancipatory and transformation agenda in research with African participants has ensured the popularity of African methodologies and approaches in participatory action research. However, there is a dearth of literature utilising African research methodologies in leisure and travel. The study upon which this presentation is premised addresses the imbalance by utilising methods rooted in African culture to explore experiences in the leisure travel of Africans in New Zealand. The increasing cultural diversity in New Zealand requires greater cultural awareness of the various groups within the society, especially those of minority groups. To gain a context-relevant understanding of the experiences in domestic leisure travel and activities of African immigrants living in New Zealand, this research employed a culturally relevant data collection method, the *Baraza*. Four *mabaraza* (plural for *baraza*) were held with 30 immigrant participants from East and Horn of Africa living in New Zealand. The baraza conversations were recorded and then transcribed. A critical analysis ensued. Preliminary findings highlight the need for flexibility when adopting unique research approaches rooted in culture. The findings give credence to African methods and support the notion that there is much to be learned in the quest for the democratisation of research methodologies. The research is a further contribution to decolonial theory. It is a widening of the conversation on and adoption of creative tourism research methodologies.

Keywords: *Africans; decolonising; emancipatory; immigrants; leisure travel*