



The School of Management, Victoria Business School, invites you to attend the following seminar:

Developing an Ontological Framework of Tourism Futures

Presenter: Dr Ian Yeoman

Associate Professor, Tourism Management, Victoria University of Wellington

Wednesday 3rd May

12.30 – 1.30pm

**Boardroom, Level 12, Rutherford House
Pipitea Campus, Wellington**

Tourism futures is a relatively new and evolving area of research. Tourism itself is multi-disciplinary in nature and not founded on a single theoretical position. Therefore the question arises, how can one frame the future of tourism? Through the philosophies of Roy Bhaskar and critical realism to John Dewey and pragmatism, Dr. Ian Yeoman reflects upon his empirical research from an ontological perspective, conceptualising a framework based upon truth and explanatory claims. Four forms of futures states are created; *prediction* has strong signals and signposts that are conscious; *prognosis* has political and expert power using black box economic models as truth prediction technology; *science fiction* has weak signals and signposts with an explanatory mechanism of 'what if?' and the *utopia-dystopia* state has no place, therefore it is necessary to action in order to mitigate risk or create achievement. Yeoman argues that pragmatism and social explanatory mechanisms are used through scenario planning and other futures methodologies. Thus, Yeoman demonstrates through examples of ontological hierarchy the relationships of theory and practice as a theory of reality and belief.

Presenter

Dr Ian Yeoman is an Associate Professor of Tourism Futures within the School of Management at Victoria University of Wellington. This presentation is the basis of a Higher Doctorate (DSc) submission to Sheffield Hallam University.

ALL WELCOME

Any queries please email: tourism@vuw.ac.nz