



Victoria Management School – Tourism Management Group

# TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2011 series:

**Dr Ian Yeoman and Dr Karen Smith**

Victoria Management School, Tourism Management Group

## *Demography and Tourism*

Thursday, 2 June 2011, 12:30 - 13:30, followed by coffee

Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Demography is the most important external factor that will shape the future of tourism. Current demographic trends will change the demand for tourism and the available workforces. This will fundamentally impact on how the industries are structured, how they operate, and how they develop in a sustainable manner.

Drs Yeoman and Smiths' new book *Demography and Tourism* sets out to answer these questions by exploring a number of concepts such as population, generational behaviours and destination challenges.

Both authors are academics at Victoria University of Wellington, with Dr Ian Yeoman specialising in tourism futures and Dr Karen Smith in volunteer and events management.