



Victoria Management School – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

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

Prof Regina Scheyvens

Institute of Development Studies, Massey University

Can tourism businesses do Pro-Poor Tourism?

An examination of the social responsibility of tourism corporates in Fiji and Vanuatu

Tuesday, 16 August 2011, 12:15 - 13:15, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Academics have soundly criticised the negative impacts tourism has had on many small island states. It has been asserted that large scale hotels and resorts are particularly problematic, and that smaller scale forms of tourism might offer a more sustainable and appropriate alternative approach to development. By contrast, the literature on Pro-Poor Tourism suggests that greater benefits from tourism can be spread to the poor if we work at a range of scales including large scale enterprises, and if we include the private sector (Mitchell and Ashley 2010).

This presentation seeks to move beyond taking a pro-CSR or anti-CSR stance. It will report on findings of recent research in Vanuatu and Fiji which investigates the wide range of ways in which tourism businesses, such as hotels and tour companies, are claiming to contribute to community development, environmental protection, and employee wellbeing through their operations.

Regina Scheyvens is Professor of Development Studies at Massey University, where she enjoys teaching students about subjects varying from sustainable development to gender, empowerment, and development management. Her recent book *Tourism and Poverty* (2011, Routledge) reflects her key research focus.