



School of Management – Tourism Management Group

# TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2012 series:

**Prof Doug Pearce**

Tourism Management, School of Management, Victoria University of Wellington

## **Destinations and destination management: Concepts and implications**

Thursday, 10 May 2012, 12:15 - 13:15, followed by coffee  
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

To manage destinations effectively we must first have a sound understanding of what destinations are. Today the term ‘destination’ is defined and conceptualized in various ways or is now so commonly used that it is often taken for granted. How we go about the task of managing destinations and what we include or exclude in destination management will very much depend on how we view destinations. With this in mind, this presentation begins with a systematic overview of different conceptualizations of destinations: as districts, milieu or clusters; systems; networks; and social constructs. The implications of these different conceptualizations for destination management are then discussed. The presentation concludes with some preliminary findings on how visitors to New Zealand conceive destinations.

Doug Pearce is Professor of Tourism Management in Victoria University’s School of Management.