



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2013 series:

Dr Ian Yeoman & Dr Karen Smith

Tourism Management, School of Management, Victoria University of Wellington

The Future of Music Festivals: Play, Technology and Glastonbury

Wednesday 26th June 2013, 12:30 - 13:30, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

How does technology and play intertwine and what does it mean for the music festival experience? Using the process of trends analysis and scenario planning, this seminar paints a picture of the future using Glastonbury as an example for discussion. It identifies nine steps that have brought about the intertwining of play and technology, and then introduces quantum leaping technologies that could radically enhance the play – technology paradigm for music festival goers. For the festival organiser, the research captures the changes that may occur, how they will enhance the social and cultural capital of festivals, identify how festivals will be consumed and how technology will enhance the authenticity of music. In addition, the presentation discusses the plausibility of futures studies, for example ‘science fiction or science reality’.

Drs Ian Yeoman and Karen Smith are academics at Victoria University of Wellington’s School of Management.

For more information, please email tourism@vuw.ac.nz