



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

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

Dr Lee Davidson

Senior Lecturer, Museum & Heritage Studies, Victoria University of Wellington

What goes on tour:

**Tourism, intercultural dialogue and a Māori
exhibition on the global stage**

Wednesday 21st August 2013, 12:30 - 13:30, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Museums function as key tourist attractions and sites of intercultural dialogue, while touring exhibitions are an increasingly popular form of cultural diplomacy. The intention is to promote a positive image of the country abroad, bolstering cultural and economic opportunities including tourism and trade. For host institutions, exhibitions of globally significant cultural heritage draw in audiences and generate revenue. Yet despite the widely accepted value of touring exhibitions, very little research has examined their efficacy.

This seminar discusses the first transnational, comparative study of a touring exhibition. Te Papa's *E Tū Ake: Standing Strong* portrays Māori culture to an international audience. Presenting preliminary findings from in-depth visitor interviews at three venues (Paris, Mexico and Quebec) I consider the shifting impact of the exhibition as it moves from one cultural context to the next, and illustrate how cosmopolitan visitors 'intersect' international exhibitions at multiple points. This illuminates what happens when culture 'goes on tour' and raises important questions about the role of museums in promoting interculturality.

Lee teaches in the Museum and Heritage Studies programme at VUW and previously in Recreation and Leisure Studies. Her research interests include nature-based leisure, aspects of sustainability in tourism practices and the links between heritage, travel and interculturality. She is a board member of the Australia and New Zealand Association for Leisure Studies and enjoys alpine recreation and cultural tourism.

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