



UNIVERSITÀ DEGLI STUDI
DI TRENTO

Dipartimento di Informatica
e Studi Aziendali



Seminario Gruppo eTourism

10 Giugno 2010
Ore 14.30 – Sala Seminari
secondo piano
Facoltà di Economia

New Entrepreneurial Service Models For Tourism Development: Cases From the New Zealand Tourism Research Institute (NZTRI)

Relatore

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Abstract

Global tourism trends reflect a growing shift in travel patterns towards the rural periphery. As visitation grows, these destinations that are beginning to prosper from tourism are confronted with overcrowding, environmental degradation, modernisation, and change that are impacting their economic sustainability and community identity. Public and private agencies participating in this process are being confronted with complex development issues that require innovative practices to enhance growth, sustain community living standards, and minimise negative environmental and social impacts. Traditionally, innovations have been a result of scientific and technological advances. Increasingly the concept is also incorporating advances in organising new ways of production, supply, and service through knowledge transfer, networking, and collaboration. The purpose of the seminar is to explore, through a case study approach, the present efforts of the New Zealand Tourism Research Institute to create new entrepreneurial service models with industry and government that are responsive to the rapid changes of the global tourism industry and that are also supporting more sustainable forms of tourism development in rural regions.

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