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| The Tourism Management Group, part of the School of Management, Victoria Business School, invites you to attend the following seminar: |
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| **Understanding the Perceived Destination Image of New Zealand as Revealed in Travel Blogs written by Mainland Chinese Tourists** |
| **Presenter: Janet Tang****Wednesday 7th October****12.30 - 1.30pm****RWW 223, Level 2, Railway West Building**This presentation will discuss the overall perceived destination image of New Zealand which has been revealed through the analysis of 139 blog entries written by 36 Chinese bloggers. Topics of discussion will include the activities and attractions Chinese participate in, positive and negative perceptions of New Zealand, and their response to familiar and unfamiliar encounters. This presentation will also highlight how influential these Chinese bloggers are and how their advice is considered a valuable information source for Chinese consumers considering travelling to New Zealand.**About the Presenter** Having just completed her Masters in Tourism Management at Victoria University, Janet is currently seeking career opportunities where she can apply her knowledge and skills. For the past 18 months Janet has also worked as an intern at the Tourism Industry Association New Zealand, assisting on a variety of projects and gaining valuable tourism industry experience. |
| **ALL WELCOME** |

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Any queries please Email: tourism@vuw.ac.nz |
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