

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| The Tourism Management Group, part of the School of Management, Victoria Business School, invites you to attend the following seminar: |
|  |
| Commodified volunteer tourism and consumer culture: A case study from Cusco, Peru |
| Presenter: **Jane Godfrey (University of Technology, Sydney)** **Thursday 13th October****12.30 – 1.30pm****RH1113, Level 11, Rutherford House****Pipitea Campus, Wellington**Volunteer tourism has become increasingly popular in recent years. While conventional mass tourism was criticised for negatively impacting on the host community, volunteer tourism has been portrayed as an altruistic alternative allowing tourists to access a more authentic experience by ‘giving back’ to the host community. However, as volunteer tourism has become popular it has also become increasingly commercialised and commodified. This study uses a consumer culture lens to explore the commodification of volunteer tourism using a grounded theory case study of a commercial volunteer tourism organisation in Cusco, Peru. **About the presenter**:Jane submitted her PhD at the University of Technology Sydney in April 2016 and is currently making minor revisions to her thesis. She has published a book chapter and journal article from her PhD research and presented her findings at conferences in England, Turkey, Australia and New Zealand, receiving the Bill Faulkner Award for Best PhD Paper at the 2015 CAUTHE conference in the Gold Coast. She currently works as a research analyst for an evaluation company in central Wellington.ALL WELCOME |
|  |

 |  |

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