



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2012 series:

Dr Karen Smith

Tourism Management, School of Management, Victoria University of Wellington

“Being part of history in New Zealand” Motivations, Expectations and Experiences of Rugby World Cup 2011 Volunteers

Wednesday 22nd August, 12:15 - 13:15, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Spaces are limited for this event.

Please RSVP to tourism@vuw.ac.nz by Friday the 17th of August.

Over 5,000 volunteers contributed to the success of Rugby World Cup 2011. In their bright uniforms the volunteers were a highly visible part of the Team 2011 workforce. But what motivated these New Zealanders to volunteer their time, skills, energy and enthusiasm? What were their expectations of volunteering? And what was it like to be a Team 2011 volunteer? Researchers at Victoria University of Wellington and AUT University are undertaking a longitudinal study of Team 2011 volunteers, surveying them before and after the event to track their motivations, expectations and experiences. The research is supported by a grant from Sport New Zealand. The seminar will highlight the implications of the RWC2011 volunteer experiences for event organisers and other organisations that involve volunteers.

Karen is a Senior Lecturer in Tourism Management at Victoria. She has published widely on the management of volunteers, particularly in the events and tourism sectors, including her book *Managing Volunteers in Tourism*. Karen is also a Board Member of Volunteering New Zealand and is involved in developing best practice guidelines for volunteering involving organisations. Her own volunteering includes being a Wellington City Ambassador and part of the team organising the annual Thorndon Fair.