

School of Management

Newsletter – June issue 2012

Contents

Welcome, Congratulations & Farewells	2
SoM 2012 Staff Publication List	3
SoM 2012 Seminar Series	8
New Partnership between SoM and IMC NZ	9
Victoria wins Business School case competition	10
A Digital Revolution	11
IMBA545 – Fourth IMBA cohort nears completion	11
Digital Victoria: Developing Victoria's vision for Role Of Technology in Learning & Teaching	12
Graduation	13
New book	14
The message is still the same for Generation TxT	15
Sex machines: how robotic prostitutes could turn a crime-ridden industry into a respectable 'guilt free' business	16

Welcome to -

Professor Doug Creed from the University of Rhode Island, Kingston who visited in February.

Dr Christian Sandstrom, visiting from Chalmers University of Technology, Sweden from March to June.

Dr Laura Vici from University of Bologna, Italy visiting from March to June.

Gillian Higgins, Tourism administrator from January to May.

Congratulations to -

Kala Retna who received a Teaching Excellence Award for her outstanding sustained excellence in teaching.

Julia Albrecht for her paper, 'Cultural Systems and the Wine Tourism Product' published in the Annals of Tourism research journal.

Paul McDonald invited to be a Board member of the New York based NeuroLeadership Institute advisory board.

Jane Bryson who had a published book 'Human Resource Management in New Zealand'.

Sarah Proctor-Thomson and Karen Smith, won the Public Sector & Not-for-Profit Stream Award.

Jane Bryson on her appointment of Vice President (Academic) of HRINZ.

Jim Sheffield and PhD student Arthur Ahimbisibwe won the Technology, Innovation & Supply Chain Management Stream Award.

Christian Schott was appointed to the editorial board of International Journal of Culture, Tourism & Hospitality Research.

Paul McDonald for his article accepted in the Asia Pacific Business Review, 'Confucian foundations to leadership: a study of Chinese business leaders across Greater China and South-East Asia'.

Suze Wilson, PhD student for her paper 'Situated knowledge: a Foucauldian reading of ancient and modern classics of leadership thought' accepted by the journal Leadership.

Arthur Ahimbisibwe, PhD student for his papers accepted in the Journal of African Business and the Journal of Public Procurement and Contract Management.

Sue Ryall, appointed the Centre Manager, IRC.

Farewells

Tourism administrators, Helen Jiang, Mai-Tal Kennedy in January and Gill Higgins in May.

SoM Staff Publication List 2012

Authored Book

Bryson J, Ryan R, *Human Resource Management in the Workplace* (Australia, Pearson, 2012), First Ed., 347pp.

Edited Book

Blumenfeld S, Ryall S, Kiely P T, *Employment Agreements: Bargaining Trends & Employment Law Update 2010/2011* (Wellington, New Zealand, Industrial Relations Centre, Victoria University of Wellington, 2011), 193pp.

Weaver A C, *The Wiley-Blackwell Encyclopedia of Globalization; Tourism* (West Sussex, U.K., Wiley-Blackwell, 2012), First Ed., Volume IV: No-T, 4pp.

Chapter in Book

Plimmer G, 'HRM and the new workplace', in *Human Resource Management in the Workplace* (Australia, Pearson, 2012), First Ed, pp. 91-124.

Plimmer G, Clarke-Okah W, Donovan C, Russell W, 'Lowering the cost and increasing the effectiveness of quality assurance: COL RIM', in *Quality Assurance and Accreditation in Distance Education and e-Learning: Models, Policies and Research*, edited by Insung Jung and Colin Latchem (New York and London, Routledge, 2011), pp. 162-172.

Yeoman I, 'A Futurist's Perspective of Ten Certainties of Change', in *Trends and Issues in Global Tourism 2012*, edited by Roland Conrady and Martin Buck (Heidelberg, Springer, 2012), pp. 3-19.

Journal Contribution - Research Article

Chong E K S, 'Administrative Control and Efficacy in Vietnam's Dak Lak Province', *Asia Pacific Management Review*, 17, 1, March (2012), pp. 19-35. http://apmr.management.ncku.edu.tw/current_issue.asp#.

Corbett L M, Angell L C, 'Business excellence in New Zealand: continuous improvement, learning, and change', *Total Quality Management*, 22, 7, July (2011), pp. 755-772.

Elias A A, Zwikael O Y, Ahn M J, 'Stakeholder collaboration and engagement in virtual projects', *International Journal and Virtual Organisations*, 10, 2 (2012), pp. 117-136.

Malik A, Sinha A, Blumenfeld S, 'Role of quality management capabilities in developing market-based organisational learning capabilities: Case study evidence from four Indian business process outsourcing firms', *Industrial Marketing Management*, ELSEVIER (2011).
<http://www.sciencedirect.com/science/article/pii/S0019850111000964>.

Riad S, 'Terms of engagement: On the differential effects of metaphoric utterances in relational stories of organization', *Culture and Organization*, 17, 5, December (2011), pp. 373-388.

Riad S, Vaara E, Zhang S, 'The intertextual production of international relations in mergers and acquisitions', *Organization Studies*, 33, December (2011), pp. 121-148.

Sheffield J, Sankaran S, Haslett T, 'Systems Thinking: Taming Complexity in Project Management', *On the Horizon Special Issue on Complexity*, Vol. 20, No. 2 (2012), pp. 126-136.
<http://www.emeraldinsight.com/journals.htm?articleid=17031305&show=abstract>.

Sheffield, J, 'The Journal Goes Down-Under: A review of activities at the Perth IUAES Conference' July 5-8, 2011, *Journal of Globalization Studies*, Vol. 2, No. 2, pp 186-187.

Yeoman I S, Mars M, 'Robots, men and sex tourism', *Futures: The journal of policy, planning and future studies*, 44, 4, May (2012), pp. 365-371. www.elsevier.com/locate/futures.

Journal Contribution - Other

Riad S E, 'Introduction to First Person research. The mundane and the unusual in academic work: "Knit your bit"', *Organization Management Journal*, 8 (2011), pp. 180-181.

Journal Contribution - Book Review

Conference Paper in Published Proceedings

Blumenfeld S, Donnelly S N, O'Neill P, 'Globalization, Commodity Chains and the New Zealand Red Meat Industry: In Search of Decent Work?', *CRIMT Multinational Companies, Global Value Chains and Social Regulation Conference, Montreal, June 6-8th 2011*. (Montreal, Canada, Interuniversity Research Centre on Globalization and Work (CRIMT), 2011).

Retna K, 'Understanding mindset as a precursor to learning: group work in management education', *Proceedings of the 25th Australian and New Zealand Academy of Management Conference*. (Wellington, New Zealand, Australia and New Zealand Academy of Management, 2011).

Smith K, Wolf N, 'Volunteer Expectations and Experiences in the Build-up to a Mega Event: Rugby World Cup 2011', *Proceedings of the 21st Annual Conference Council for Australian University Tourism and Hospitality Education (CAUTHE)*. (Melbourne, La Trobe University, 2012), Vol 1, pp. 538-552.

Full Conference Paper

Mabin V J, 'A survey to assess the level of internationalisation of the student experience', *Western Decision Sciences Institute Forty First Annual Meeting* (Hawaii, Western Decision Sciences Institute, 2012), pp. 447-453. CD-Rom.

Plimmer G, Norman R, Gill D, 'Overcoming new public management calcification: Skills and capability implications', *Association for Public Policy Analysis & Management 33rd Annual Fall Research Conference* (2011).

Full Abstract in Published Conference Proceedings

Albrecht J, 'Individual and Group Visitors' Perceptions of Visitor Management at ZEALANDIA - The Karori Sanctuary Experience', in *Challenging Leisure: Australia and New Zealand Association of Leisure Studies 10th Biennial Conference*, edited by Neil Carr and Diana Evans (Dunedin, New Zealand, University of Otago, 2011), pp. 76.

Albrecht J, Smith K, 'Volunteer Hosts and Guides at ZEALANDIA - The Karori Sanctuary Experience: Motivations of Volunteers at a Nature-Based Attraction', in *Challenging Leisure: Australia and New Zealand Association of Leisure Studies 10th Biennial Conference*, edited by Neil Carr and Diana Evans (Dunedin, New Zealand, University of Otago, 2011), pp. 29.

Robertson M, Yeoman I, Smith K, 'The Future of Events: The Issue of Professionalism', in *Challenging Leisure: Australia and New Zealand Association of Leisure Studies 10th Biennial Conference*, edited by Neil Carr and Diana Evans (Dunedin, New Zealand, University of Otago, 2011), pp. 57-58.

Smith K, Lockstone L, Baum T, Holmes K, Dickson G, 'Challenging the methodological limits of event volunteering research: Longitudinal and cross-case approaches', in *Challenging Leisure: Australia and New Zealand Association of Leisure Studies 10th Biennial Conference*, edited by Neil Carr and Diana Evans (Dunedin, New Zealand, University of Otago, 2011), pp. 37.

Smith K, Pickering R, 'Marketing the Film Festival Volunteer Experience-Working Paper', in *Proceedings of the 21st Annual Conference Council for Australian University Tourism and Hospitality Education (CAUTHE)* (Melbourne, La Trobe University, 2011), Vol.2., CD-Rom, pp. 571-575.

Conference - Poster Presentation

Davies J, 'Systemic Insights on the Management of Change: A Case of Six-Sigma Initiatives', *25th Annual Australian and New Zealand Academy of Management Conference: The Future of Work and Organisations* (Wellington, December 2011).

Conference Unpublished Paper Contribution

Love M R, 'An Opportunity Lost - Barriers to Maori Small Business Start-up in New Zealand', *Eleventh Annual Hawaii Conference on Business* (Hawaii, May 2011).

Conference Contribution: Other

Report for External Body

Albrecht J, Dwyer P, *Visitor management at ZEALANDIA - Experiences of individual and group visitors* (Wellington, New Zealand, Victoria Management School - Tourism Management Group, 2011), 132pp.

Albrecht J, Dwyer P, *Visitor management at ZEALANDIA-Motivations and experiences of guides and hosts* (Wellington, New Zealand, Victoria Management School -Tourism Management Group, 2011), 59pp.

Awarded Doctoral Thesis

Bednarek R, 'Strategizing for Legitimacy in Pluralistic Contexts: New Zealand's Science Sector'. 2011.

Awarded Research Masters

Jackson A, 'Baa,Baa, Black Sheep. Have You Any Wool? Developing the RBV Through a Study of the New Zealand Merino Industry', (MCA). 2011.

Proctor L, 'The Application of the Stakeholder Networking Theory for Strategic Planning in the New Zealand Public Sector', (MCA). 2011.

Ruhl M, 'Fan Identity and Identification Drivers-Stoking the Flames of the Phoenix', (MMS). 2010.

Smith A, 'Gender and Workaholism: A Study of New Zealand Academics', (MCA). 2011.

Working or Occasional Paper

Brocklesby R, Jones D, Riad S, *Theorising language in organisational research: Three views* (Wellington, Victoria Management School, Victoria University of Wellington, 2011), 06-11, 24pp. <http://www.victoria.ac.nz/vms/researchprojects/workingpapers/current2000>.

Jones D H, Krisjanous J K, Reilly A J, Rey Vasquez C, *Women staff in business schools: an exploratory study*. (Wellington, New Zealand, Victoria Management School, Victoria University of Wellington, 2011), 09-11, 27 pp. <http://www.victoria.ac.nz/vms/researchprojects/workingpapers/publications/09-11-jones.pdf>.

Stewart D, *Exploring strategic decision making in a large organisation* (Wellington, Victoria Management School, VUW, 2011), Working Paper Series 02-11, 21pp. <http://www.victoria.ac.nz/vms/workingpapers/Current2000.aspx>.

Stewart D, *Neo-pragmatism: Implications for research and teaching* (Wellington, Victoria Management School, Victoria University, 2011), Working Paper Series 08-11, 27pp. <http://www.victoria.ac.nz/vms/workingpapers/Current2000.aspx>.

Oral Presentation**PBRF Other**

SoM SEMINAR SERIES 2012

16 February 2012	Management	Dr David Oliver, Assoc. Professor of Management, HED, Montreal, <i>'Navigating Multi-Stakeholder Partnerships: Critical Emotional Incidents and Practices of Engagement'</i> .
15 March 2012	Tourism	Lesley Immink, Chief Executive, Tourism Export Council of New Zealand, <i>'What and who are the Tourism Export Council of New Zealand?'</i>
15 March 2012	Management	Argelia Munoz, SoM PhD student, <i>'A case study of the film industry in Wellington and its institutional relations'</i> .
21 March 2012	Management	Dr Christian Sandstrom, Chalmers University of Technology and the Ratio Institute, Sweden, <i>'Business Model Innovation from an Open Systems Perspective: Structural Challenges and Managerial Solutions'</i> .
29 March 2012	Tourism	Dr Christian Schott, SoM, <i>'Virtual fieldtrips and sustainable tourism education: an exploratory examination'</i> .
26 April 2012	Tourism	Dr Adam Weaver, SoM, <i>'The Politics of Tourism (Mis)management: Expense Accounts, Transparency, Untendered Contracts, and Conflicts of Interest at the Niagara Parks Commission'</i> .
4 May 2012	Tourism	Robert Capistrano, SoM PhD student, <i>'Host-Guest Interactions: First-Generation Filipino Migrants in New Zealand and their Visiting Friends and Relatives (VFR) from the Philippines'</i> .
10 May 2012	Tourism	Professor Doug Pearce, SoM, <i>'Destinations and destination management: Concepts and implications'</i> .
24 May 2012	Tourism	Virak Sarm, SoM MTM student, <i>'Managing visitor interpretation at a UNESCO World Heritage Site: A supply-side perspective of Angkor Wat, Cambodia'</i> .
24 May 2012	Tourism	Tibor Zsirmik, SoM PhD student, <i>'Managing change in online destination marketing by Regional Tourism Organisations in New Zealand: the case of social media'</i> .
28 May 2012	Management	Xijin Tang, Professor, Academy of Science, China, <i>'Meta-synthetic System Modeling to Complex Problems'</i> .
29 May 2012	Human Resource Management/Management	Parley Reynolds, SoM PhD student, <i>'Democratic member control in Chinese cooperatives: A case study of the Gung Ho Movement'</i> .
31 May 2012	Management	Mele Paea, SoM PhD student, <i>'Cultural values and the leadership process of Pacific public servants in Aotearoa, New Zealand'</i> .
7 June 2012	Tourism	Kevin Ward, Chief Executive, NZ Airports, <i>'Ready for take-off: the growing role that airports are playing in driving tourism, travel and trade'</i> .
12 June 2012	Tourism	Dr Laura Vici, Assistant Professor, University of Bologna, Italy, <i>'Actual and potential preferences for temporary art exhibitions'</i> .

New partnership between School of Management and IMC New Zealand

Source: VicNews 12 March 2012

Victoria University's School of Management and the Institute of Management Consultants New Zealand (IMC New Zealand) are launching a new partnership to help further develop 'town and gown' links.

The partnership will include a forum for examining critical issues faced by New Zealand managers with a view to debating the latest management theory and practices. Forum events will be held monthly at Rutherford House and will include joint seminars, workshops and quarterly 'think tank' sessions for a wider business and government audience.

"The partnership will encourage our MBA students and experienced management consultants to share their knowledge and experiences for mutual benefit and may also lead to the development of new leading edge management approaches," says Professor Stephen Cummings, Head of the School of Management.

Phil Guerin, Vice-President IMC New Zealand noted that the partnership supports the Institute's professional development goals. "It makes a wealth of experience available to the University and its students," he says.

The forums will strengthen links between theory and practice and help determine the most effective strategies for organisations in today's post-recessionary climate.



Stephen Cummings (Head of School & Natalie Stevens (School of Management) and Phil Guerin (Vice-President IMC).

Victoria wins Business School case competition

Jim Sheffield

Victoria emerged victorious from the latest national business case competition. Tom Mathews, Nigel Salmons, Ben Land Maycock and Tim Russell travelled to Auckland on April 20th to beat teams from Auckland, AUT, Otago and Waikato. The competition was the first event for 2012 in a National League series of business case competitions run by the Student Development Society (SDS). Students were locked in a room in AUT Business School with two laptops and given 5 hours to prepare a case. The door was guarded by a monitor. During this time they could not access the web or their supporters - no cell phones or other communication devices were allowed.

As a team got to grips with the case periods of silence alternated with conversation. There was total silence for the first 20 minutes as students read the case materials. This complex 24-page document outlined the difficult choices faced by Opel, a loss-making auto manufacturer jointly owned by GM, and the US and German governments. Strategic choices included liquidation, divestment, and restructuring to meet either the European or Chinese markets. Yet immediately the conversation started, the team found that each member had chosen to restructure to meet the European market. Silence reigned again as each individual worked on the details that matched their expertise. During the last couple of hours students worked together to prepare a sharply etched board-level presentation that identified the impact of restructuring on stakeholders and how implementation would be approached.

The Victoria team presented to a panel of 4 judges. The purpose-designed case room was full of students from the other teams, their coaches and members of the public. Their presentation combined admirable inter-personal skills, powerful communication and compelling analysis. This was a formidable display that wilted the opposition. The judges needed no time to identify the winning team.



Tom Mathews (BCA Economics and BA Maths and Philosophy), Nigel Salmons (BCA Management and Marketing and LLB), Jim Sheffield (Coach), Ben Land Maycock (LLB.hons and BA International Relations and Political Studies) and Tim Russell (BCA Finance and International Business and LLB).

A Digital Revolution

Ian Yeoman

As we write, Facebook claims to house more than 900 million objects with which its 800+ million users can interact. YouTube, meanwhile, reports that 48 hours of video content are uploaded to its site each minute. We can watch live television online. We can play games against opponents on the other side of the world. We can locate, with ever sharpening accuracy, the best deals or offers or answers to our questions. We can, simply put, use technology to *enrich* so many of our day-to-day pursuits. And as the rise of “cloud computing” has allowed information to be stored and processed remotely, so mobile phones and tablets have moved to the fore of this *Digital Revolution*. As a consequence, consumer demand has changed business models. Today’s consumers live in an immediacy culture, never switch off, are interactive and are never bored. The exchange of data between user and business redefines webmetrics and segmentation models. As a consequence, the internet saved the Swiss sock industry <http://www.netgranny.ch> and redefined the marketing campaigns in tourism as interactive experiences www.haru2010.com. Dr Ian Yeoman of Victoria Business School recently presented his thoughts on the changing consumer to an audience of business leaders at the Commerce Commission conference on the future of broadband in New Zealand. For a brief overview of Ian’s presentation see <http://www.r2.co.nz/20120220/ian-y.htm>.

IMBA 545 - Creative Leadership - Fourth IMBA cohort nears completion



Digital Victoria: Developing Victoria's Vision for the Role of Technology in Learning & Teaching

Source: Spectrum, CAD – May 2012

Last year, the Senior Management Team received a report from the Emerging Technology Working Party, which recommended that:

‘Victoria University makes a high-level strategic commitment to embrace and embed digital technologies across a broad range of academic programmes in all faculties, recognising that this is a critical determinant of fully realising the goals and objectives laid down in the Learning and Teaching Strategy 2010-2014.’

In response, SMT have funded a three year strategic initiative, led by the CAD, with governance from the Learning and Teaching Committee. This strategic initiative is intended to help Victoria develop a vision and strategy for the role technology will play in learning and teaching, and to start addressing the barriers that are holding back technology innovation at Victoria.

AkoVictoria, the celebration of learning and teaching at Victoria, is going to be a key moment in the process of defining our vision. CAD hope that as many people as possible (not just academics) will come to the event and participate in the identification of key elements of the vision and the strategic priorities for Victoria over the next few years.

In order to help frame the discussion about the role technology is playing now and in the future of learning and teaching at Victoria, a set of provocative scenarios have been drafted. We have been lucky to have an experienced futures scenario planner available to draw on in the person of Associate Professor Ian Yeoman, an internationally published author in the area of futures planning. Ian has worked with a group of Victoria staff experienced in technology and from a wide variety of backgrounds and roles to brainstorm ten scenarios. These have subsequently been written up into a set of four that capture many of the ideas from the session.

The scenarios will be presented in detail at AkoVictoria but here is a brief outline to stimulate your imagination. They are placed on a set of axes that reflect two of the major drivers identified. The horizontal axis focuses on the issue of money, running from financial prosperity to financial austerity. The vertical scale describes the impact that technology has on normal life, running from a sense of containment where technology is used but does not dominate daily life through to a pervasive integration of technology into individual lives and society in general. The four quadrants frame the four scenarios: The Economic Powerhouse; The Ivory Cybertower; The Digital Agora; and The Modern Academy.

Scenarios are a tool for stimulating ideas, and are not meant to be an accurate description of the future, but rather help identify important trends or issues that can be responded to irrespective of the actual future we experience. None of these four scenarios will completely and accurately describe the future, but hopefully they will provoke our imaginations and stimulate a creative and positive engagement with the future vision for technology's place in the future of learning and teaching at Victoria.

Graduation

Congratulations to all our students who graduated in May including –

MBA - Imran Umraz, Elizabeth Smith, David Brabham, Tianyu Hu, Sarah Campbell, Deborah Parsons, Paul Morris, Jason Welham, Christopher Miller, Peter Fraser, Jo-Anne Newton

PGDip - Rajeshwari Divekar

CertMS - Steven Watt, Svetlana Tincul, Vesna West

BCAHons - Elizabeth Ashby, Allan McLeod, Lise Vailaau, Christina Blair, Sumu Mukesh and

MCA - George Chipindiku.





New Book

Dr Ian Yeoman's research has been profiled in a new book about scenario planning and strategy. The book, 'Scenario Planning: A Field Guide to the Future' by Woody Wade highlights how VisitScotland used scenarios to examine the impact of the war in Iraq and the organisations response to climate change. Further, Ian is interviewed on thoughts about how organisations can use scenario planning to create a strategic conversation with stakeholders and the advantages of such a methodology.

The message is still the same for Generation Txt

Source: DomPost 19.5.12 - Tom Pullar-Streckar

Text messaging is about to leave its teenage years behind, turning 20 in December.

It has helped organise countless nights on the town, started and ended relationships, and been used to hire and fire, but some Kiwis, such as Canterbury University student Sam Stapley, who grew up with the technology, are not quite as hooked on it as they once were.

Mr Stapley, who is also 19, came third in a national text-messaging competition run by Korean phone maker LG in 2009, but says cheaper mobile calls and smartphone technology mean he and his friends are texting less. Where once he would have thought nothing of sending more than 2000 texts a month, that has dropped to about 400 since he bought an iPhone 18 months ago.

"I've seen the change since 2009. It is easier to call someone or use an app to communicate."

Text messaging is still enormously popular. In April, 691 million text messages travelled across Vodafone New Zealand's network alone, or about 250 a second. While that number was up 20 per cent on a year before, the rate of growth has slowed.

Vodafone product manager Greg McAlister said social media applications, Twitter, Facebook, and instant messaging were all providing substitutes.

Castigated by some for encouraging bullying and by others for embarrassing oldies, texting may not be missed by everyone if it starts to wane. There were sniggers at the expense of British Prime Minister David Cameron last week when it was revealed he signed off messages to former News Corp executive Rebekah Brooks with "lol", thinking it meant "lots of love".

Mr Stapley is unsure if text messaging will ever disappear, but "it could get replaced".

Victoria University futurologist Ian Yeoman said, 'while text messaging might evolve with technological advances, it had already changed the way people interacted and was now "part of society"'.

That was not only because it was cheap and instant, but because it was an unintrusive form of communication that allowed people to feel more secure making contact with one another. Studies of romances in Britain suggested 40 per cent of those in Generation Y – born after 1985 – had been asked out by text message, he said.

Most studies found texting had neither "dumbed down" nor taken the emotion out of the way people communicate.

A brief history of txt

The first text message is believed to have been sent in December 1992, when Neil Papworth, a 22-year-old engineer, used a personal computer to say "Merry Christmas" to a friend on Vodafone's network in Britain.

Before that, people had to resort to sending messages such as "07734" via pager and standing on their heads, just to say "hello" to one another.

Text messaging was initially slow to catch on and didn't arrive in New Zealand until 1999.

Vodafone offered it for free for six months – possibly because it didn't at first have a way to charge pre-pay customers for it – yet still ran a competition with a prize of a private jet for a week to encourage people to try it out.

Telecom upped the ante in 2004 when it launched its "\$10 text" plan, which was credited with turning around its fortunes in the mobile market.

Today more than 6.1 trillion text messages are sent around the world each year. The rise of social networking and the smartphone means texting could become an ancient art but the pressure to be short and to the point continues. Text messages allow 160 characters – Twitter has tightened the screws with its cap of 140.

Sex machines: How robotic prostitutes could turn a crime-ridden industry into a respectable 'guilt free' business

Mail On Line – 17 April 2012 - Daniel Bates

The year is 2050 and a group of men are heading to a brothel in Amsterdam's Red Light District. But when they get there, instead of being met by a young woman, they are seen by an entirely different host: a robot.

This is the future, as imagined by two researchers who believe this science-fiction-style vision could become reality within 40 years.

In their paper - Robots, Men and Sex Tourism - Ian Yeoman and Michelle Mars of the Victoria Management School in Wellington, New Zealand, imagine what the sex industry will be like in the year 2050.



© AP
Prostitutes stand behind red-lit windows, waiting for customers in Amsterdam's Red Light district.

They focus on Amsterdam's Red Light District and imagine how the most popular brothel in the city will work.

They call this imaginary brothel the Yub-Yum, and describe it as 'modern and gleaming with about 100 scantily clad blondes and brunettes parading around in exotic G-strings and lingerie'.

Clients pay £6,200 to enter for an 'all-inclusive service', from lap dancing to full intercourse, from 'a range of sexual gods and goddesses of different ethnicities, body shapes, ages, languages and sexual features'.

The production and use of lifelike pleasure machines could effectively halt the spread of sexually transmitted diseases, as well as stem the increase in human trafficking associated with the sex trade. Android sex workers may also provide a 'guilt free' experience for men (although it's hard to imagine that it will do anything to dispel feelings of infidelity).



Prostitute in red light district, Amsterdam, Holland.

With no more women being exploited, the researchers believe that prostitution could gain a new level of respectability - meaning brothels could feature in guidebooks.

Robot sex workers have been a feature of science fiction for decades. In the 1973 dystopian thriller *Westworld*, wealthy tourists indulge themselves at a theme park staffed by robots who cater to their every desire.

In 1982's *Blade Runner*, pleasure robots were highly prized in the hierarchy of androids. And the less said about the 'Fembots' in *Austin Powers*, the better.



Fembots! Hollywood's depiction of robots in the sex industry has been less than optimistic, with films like *Austin Powers: International Man Of Mystery* (1997) showing androids as dangerous.



Good robots turned bad: Daryl Hannah's Pris in *Blade Runner* (1982) was a pleasure robot who chucked in her job to become a killer, above left, while all the robots went crazy in *Westworld* (1973), starring Yul Brynner.

At the imaginary Yub-Yum, the researchers say: 'The tourists who use the services of Yub-Yum are guaranteed a wonderful and thrilling experience, as all the androids are programmed to perform every service and satisfy every desire'.

'All androids are made of bacteria resistant fibre... guaranteeing no sexually transmitted diseases are transferred between consumers'.

The researchers imagine that androids brothels opened up because of the rise in STDs, especially HIV, which by 2050 has mutated and is resistant to many drugs.

Amsterdam's city council has agreed to licence such establishments to keep its reputation as a party city, while at the same time being ethical.

Robot prostitution has apparently become so commonplace, by 2050 the Yub-Yum has been voted the world's best massage parlour by the UN World Tourism Organisation.

The researchers write: 'The impact of Yub-Yum club and similar establishments in Amsterdam has transformed the sex industry alleviating all health and human trafficking problems'.

'The only social issues surrounding the club is the resistance from human sex workers who say they can't compete on price and quality, therefore forcing many of them to close their shop windows'.



A long way to go: Advances in engineering would have to get a lot closer to 'Germinoid F', built in Japan in 2010 (above left), than a pole-dancing robot that appeared at the CeBit computer fair in Hanover last month.

The researchers write: 'The impact of Yub-Yum club and similar establishments in Amsterdam has transformed the sex industry alleviating all health and human trafficking problems'.

'The only social issues surrounding the club is the resistance from human sex workers who say they can't compete on price and quality, therefore forcing many of them to close their shop windows'.

The paper adds: 'Even clients feel guilt free as they actually haven't had sex with a real person and therefore don't have to lie to their partner'.

Previous papers from the European Robotics Research Network have claimed that people will be regularly having sex with robots within five years.

Others have predicted that some of the more conservative U.S. states will make it legal to have sex with a robot by 2050.

Robots, Men and Sex Tourism appears in the current issue of the journal, Futures.

Read more: <http://www.dailymail.co.uk/sciencetech/article-2131041/Sex-machines-How-robotic-prostitutes-turn-crime-ridden-industry-respectable-business.html#ixzz1sQvsJ3SP>

Newsletter compiled by Tricia Lapham