

School of Management – Tourism Management Group

**We are pleased to present the following**

**“Research in Progress” presentations from our**

**Masters of Tourism students:**

Wednesday 15th October 2014, 12:30 - 13:30

RWW 315, Level 3, Railway West Building

**Mountain bikers' attitudes towards mountain biking tourism destinations**

***Julie Moularde***

Mountain biking tourism has been identified by Tourism New Zealand as a high-value niche market since 2013.  In 2014, the government made over $2 million available under the Tourism Growth Partnership for two mountain biking development projects in Christchurch and Rotorua. However, many established and already popular mountain biking destinations with specialized infrastructure exist throughout the world; particularly successful destinations can be found in France, Canada and the USA. In this increasingly competitive market, how can New Zealand inspire and attract mountain bikers?  Julie’s research, currently in progress, investigates the attitudes of mountain bikers towards mountain biking tourism destinations. Both attitude content and the attitude formation process are scrutinized. This presentation explains the concept of consumer attitudes in the context of sport tourism, presents and justifies the qualitative method used to collect data (semi-structured interviews), and identifies a few key preliminary findings.

**Destination Brand and Tourism Product Brands in Binh Thuan Province, Vietnam**

***Vien Tran Truc Pham***

Destinations must cope with increased competition from different destinations. Destination brands allow destinations to differentiate themselves, to influence destination tourists’ choice and to strengthen the destination internal sources by drawing stakeholder support. As results, the destination brand plays a pivotal role in the destination development and success. However, the relationship between destination brand and its tourism product brands has so far received little attention. To fill the gap, Vien’s MTM thesis aim to:

* First, to examine the consistency between the destination brand and tourism product brands.
* Secondly, to examine the process of destination brand creation and development and the involvement of the Destination Marketing Organisations (DMOs) and tourism business stakeholders in this process;

Binh Thuan province is one of most popular coastal destination in Vietnam. The province is also famous as “the capital of resorts and kite-surfing in Vietnam”.

This presentation outlines the research problem, the data collection and the first stage of the analysis.

Any queries please email: [tourism@vuw.ac.nz](mailto:tourism@vuw.ac.nz)