Resilient Tourism

After joining the University of Canterbury (UC) in June 2013, Senior Lecturer in Marketing Dr Girish Prayag’s hard work led to him win the 2015 Early & Emerging Career Research Award.

Among his fields of interest, he is studying consumption experiences in the services industry with a focus on tourism and hospitality industries.

“The main area I research is consumption in general. What does it mean to be resilient, through such a disaster. I also look at how emotions; how people feel when they consume products and services. I also look at how consumption affects tourism to objectives and places. I'm always looking at how research related to resilience in a post-disaster environment, that can make an organisation resilient.”

Dr Prayag is co-authoring a book on tourism resilience, with Professor C. Michael Hall and PhD student Alberto Amore, both of whom are from UC's Department of Management.

“What’s it all about? I’ve studied of my colleagues doing something on the topic of resilience. It is a very important. When looked at the tourism sector, whether it’s tourism in New Zealand where the tourism sector has been through such a disaster.”

“Post-quake environment. It is the case of Christchurch, such as the Sichuan earthquakes, the Chile tsunami, and Hurricane Katrina in the United States.”

“Another unique feature of the programme is the assessment of the trees at a young age, drastically reducing the time to deploy improved trees in their natural environment.”

“Finding sustainable solutions for NZ forestry

An innovative team at University of Canterbury’s (UC) School of Forestry is working hard to find a solution to a key challenge facing New Zealand’s forestry industry.

“Wood is a biodegradable material and therefore allows for a sustainable and environmentally friendly forestry,” Dr Clemens Altaner says.

“However, it does dry out, and prestaningly to make it longer lasting, wood can be impregnated with chemicals, but these are toxic and some still used in New Zealand are banned in other countries.”

“Importantly, naturally durable wood from tropical countries is also problematic because these forests are often not managed sustainably. Dr Altaner says eucalyptus trees are highly durable and therefore provide another option.”

“Overall the forestry team has been very excited about how this makes them easier for cutting.”

“Breeding – a five-year plan

While Dr Prayag and his colleagues are seeking now, through creating a breeding programme, to find which of the many hundreds of eucalyptus species are the best options for New Zealand’s climate.

“All of this is done with the goal of creating high quality wood which can be used for the production of engineered wood products such as laminated veneer lumber, both here in New Zealand and to open up additional export opportunities for the forestry industry.”

“Dr Altaner’s research was awarded a $500,000 grant last year from the Government’s Sustainable Forests Fund and other funding sources have come from every level of the forestry industry – from wealthy individuals to new nurseries to forest growers and wood processors.”

By Margaret Agnew

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