

SCHOOL ON SOCIAL SCIENCES SEMINARS

NEW ZEALAND'S TOP OF THE SOUTH AQUACULTURE AND SEAFOOD TRAIL: PROMOTING INNOVATION THROUGH CASE STUDY RESEARCH

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3.00 PM – DISA seminar room
Faculty of Economics
Via Inama, 5 – Trento*

Approximately 75% of New Zealand's marine products are grown in the geographic region of New Zealand known as the Top of South Island. These products - Greenshell Mussels, King Salmon and Pacific Oysters - are the greatest contributors to the growth of the aquaculture production in New Zealand and generate approximately \$300 million annually in revenues. In 2005, the Marine Farming Association (MFA) produced a brochure to promote and market the "Top of the South Aquaculture and Seafood Trail" linking restaurants, mussel farms, and fresh seafood suppliers. In 2007, the MFA expressed the need for research assistance from the New Zealand Tourism Research Institute to evaluate the sustainability of the Aquaculture and Seafood Trail to identify a strategic planning process to gauge interest in further developing the trail. The presentation will first provide background on the aquaculture and tourism industries in the region. Second, it will outline two case study research projects conducted over the last four years examining supply and demand factors impacting the development of the trail. Finally, a list of recommendations for the MFA will summarise the outcomes of the research, suggesting future directions for development.

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