Notice of the Final Oral Examination
for the Degree of Master of Arts

of

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BSc (University of Victoria, 2009)

“Multiple Stakeholder Perspectives and Discourse Analysis Investigating Marketing and Local Realities of Disaster Tourism: Christchurch Earthquakes”

Department of Geography

Wednesday, August 31, 2016
10:00AM
David Turpin Building
Room B215

Supervisory Committee:
Dr. Denise Cloutier-Fisher, Department of Geography, University of Victoria (Co-Supervisor)
Dr. Peter Keller, Department of Geography, UVic (Co-Supervisor)

External Examiner:
Dr. Alison Gill, Department of Geography, Simon Fraser University

Chair of Oral Examination:
Dr. Dan Russek, Department of Hispanic and Italian Studies, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies
Abstract

Beginning in September 2010, seismic events shook the city of Christchurch, New Zealand, resulting in significant losses for the tourism sector, most notably the devastated Central Business District. Tourism had to adjust especially following two major earthquakes, with visitors able to partake in disaster-themed tourist attractions or viewing the destruction as part of a self-guided tour of the city. Such activities fall into the realm of ‘dark tourism’, or travel to sites of death, disaster or destruction. Following a major disaster with significant media coverage, tourism organizations often scramble to alter the outsider’s perception of the disaster-struck destination. Using a qualitative case study, this thesis explores two dominant themes associated with post-disaster tourism. First, it investigates how tourism advertising campaigns represented Christchurch, New Zealand and its inhabitants following the earthquakes. Second, it gathers perspectives and perceptions of disaster tourism experiences and tourism industry recovery from multiple stakeholders to seek insights into how tourism following a major disaster is a complex and multi-dimensional phenomenon.