



Victoria Management School

TOUR 104
THE BUSINESS ENVIRONMENT OF TOURISM

Trimester 1 2005

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Karen Smith

Room: RH 925, Rutherford House
Phone: 463 5721
Email: karen.smith@vuw.ac.nz
Website: <http://blackboard.vuw.ac.nz/>

LECTURERS

Dr Bob Garnham

Technological Factors

Room: RH 926, Rutherford House
Phone: 463 5726
Email: bob.garnham@vuw.ac.nz

Dr Mondher Sahli

Economic Factors

Room: RH 918, Rutherford House
Phone: 463 5718
Email: mondher.sahli@vuw.ac.nz

TUTORIAL CO-ORDINATOR

Heike Schänzel

Room RH120, Rutherford House
Phone: 463 6910
Email: heike.schaenzel@vuw.ac.nz
Working hours: 9.30-2.30, Mon, Wed-Fri –
Please phone or email in advance for an appointment.
Additional drop-in office hours at Kelburn -
Room EA126 – Mondays 11.30-1.00 (28th
Feb to 21st March only)

ADMINISTRATION ASSISTANT

Linda Walker

Room RH 927, Rutherford House
Phone: 463 5720
Email: linda.walker@vuw.ac.nz
Working Hours: 9.00-3.30 Mon-Fri

Class Times and Room Numbers

Lectures

Tuesdays	1.10 – 2.00pm	CO LT122
Fridays	1.10 – 2.00pm	CO LT122

Tutorial Timetable

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in lectures in the first week. Details will be posted on Blackboard and on the Tourism Noticeboards at Kelburn (level 2, Murphy Building) and Pipitea Campus (Mezzanine Floor, Rutherford House). Tutorials will be on Tuesday afternoons and Thursday mornings; please note that there are no tutorials in the first week of the term.

Attendance at tutorials and active involvement in discussions are an important component of the course. If you do not attend at least 8 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Final Examination

The final examination will be during the trimester 1 examination period: 2nd – 18th June 2005.

Student Contact Details

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

Course Objectives

On completion of the requirements for this course you will be able to:	This will be assessed by		
	Exam	Assignment 1	Assignment 2
<ul style="list-style-type: none"> • Demonstrate a conceptual understanding of tourism in the wider context of political, economic, socio-cultural, technological, environmental and legal conditions; 	✓		✓
<ul style="list-style-type: none"> • Understand the processes of tourism development in the context of economic and political developments at the global and regional levels; 	✓		✓
<ul style="list-style-type: none"> • Identify the influence of political, legislative and regulatory changes on the evolving structure of the tourism system; 	✓		✓
<ul style="list-style-type: none"> • Identify and evaluate the impact of environmental factors on tourism destinations and businesses 	✓	✓	✓
<ul style="list-style-type: none"> • Identify significant technological developments that affect consumer decision-making processes, corporate operations, competitive performance, and destination development processes; 	✓		✓
<ul style="list-style-type: none"> • Evaluate the potential of the Internet as a source of information. 	✓		✓

Introduction to Course

This course focuses on the need to develop a conceptual understanding of tourism in the wider context of geographical, political, economic, technological, environmental and socio-cultural forces. The course is structured around the management concept of a **PESTLE analysis** of external factors influencing the nature of tourism development. A PESTLE analysis (also known as a PEST or STEEP analysis) examines the **Political, Economic, Socio-cultural, Technological, Legal, and Environmental** factors that make up the macro-environment within which an organisation or business sector, such as tourism, operates. This introductory course complements TOUR 101 which focuses on the characteristics and operation of the tourism system.

The course begins by introducing the PESTLE concept. We will then briefly review the development of tourism from a historical perspective, including an initial identification of PESTLE factors that have shaped the sector's development. Each element of the PESTLE model will then be examined in turn. We will begin by exploring the **environmental** factors that influence tourism development, considering environmental issues both at the global and local level, including natural disasters, climate change and global health issues. The **socio-cultural** factors that influence tourism consumption will then be evaluated; this will include discussion of socio-demographic trends, and cultural factors such as the impact of films on tourism. After the mid-trimester break we will discuss the global significance and **political** importance of tourism and investigate how political crises and instability can impact on tourism. Linked to political factors, the **legal** or legislative environment for tourism will be discussed. We will see how the growing importance of tourism is subject to political and regulatory controls at the global, national and local levels. We evaluate the influence of

technological changes on the development of the industry, including transport and mobility developments and the information technology revolution. The PESTLE analysis will conclude by exploring the clear link between travel trends and general **economic** developments. In the context of uncertain economic growth, tourism has become a key element in the economic diversification of the national, regional and local economics of both developed and developing countries. By this stage of the course, students will be aware that tourism is a powerful force for development, but that it brings both challenges and conflicts.

Throughout the course we will be using the analysis of **case studies** to explore the issues and apply the concepts being discussed. **Guest speakers** from the tourism industry will illustrate the impact of the macro environment on the tourism sector in New Zealand. This course will also enable students to develop **analysis and evaluation skills**, including the use of the Internet as an academic resource. Tutorials will give the opportunity for discussion and debate.

Readings

There is no set text for this course; references and readings will be made available throughout. See readings for essay 2 below for general texts.

Course Programme

	Date	LECTURES	TUTORIAL
		Tuesday and Friday 1.10-2.00 CO LT122	
1	Tues 22 nd Feb	Introduction to course - external factors of influence on tourism	NO TUTORIALS
	Fri 25 th Feb	The external macro environment of tourism – PESTLE analysis	
2	Tues 1 st March	Historical context I - how PESTLE factors have influenced the development of tourism	Introduction tutorial
	Fri 4 th March	Historical context II	
3	Tues 8 th March	Environmental Factors Natural disasters and tourism: impacts and responses	Current issues impacting on tourism Discuss assessment 1
	Fri 11 th March	Environmental health and tourism	
4	Tues 15 th March	Case Study – Industry Speaker - <i>To be confirmed</i>	Crises and tourism destinations – advice on travelling
	Fri 18 th March	Socio-cultural Factors Socio-demographics and tourism	
5	Tues 22 nd March	Cultural factors and tourism	Environmental factors case study: SARS and Hong Kong Tourism
	Fri 25 th March	NO LECTURE – University closed for Easter	
MID-TRIMESTER BREAK			
Thursday 31st March 12.30 pm – DEADLINE for assignment 1 – Note that this is during the mid-trimester break			
6	Tues 12 th April	Political Factors Political factors impacting on tourism	Introduction to assessment 2 Case study: PESTLE factors and the airline industry
	Fri 15 th April	Tourism and political (in)stability: impacts and responses	
7	Tues 19 th April	Legal factors Legal and legislative factors influencing tourism	Feedback on assignment 1 Progress on assignment 2
	Fri 22 nd April	Technological Factors - <i>Dr Bob Garnham</i> Technological changes and tourism	
8	Tues 26 th April	Information technology changes and tourism	Case study: the impact of legislation on tourism and hospitality
	Fri 29 th April	Economic Factors – <i>Dr Mondher Sahli</i> Economic environment I: demand side	
9	Tues 3 rd May	Economic environment II: supply side	Technological change and tourism
	Fri 6 th May	Economic environment III - Balance of payments, effect of exchange rate on imports and exports	
10	Monday 9th May 12.30 pm	DEADLINE for assignment 2	Economics and tourism
	Tues 10 th May	Economic environment IV	
	Fri 13 th May	Applications of PESTLE analysis Case Study – Industry Speaker <i>To be confirmed</i>	
11	Tues 17 th	Analysing the external macro environment of tourism	Exam preparation
	Fri 20 th May	Macro environmental factors influencing tourism – old and new tourism	
12	Tues 24 th May	Overview of the course and Revision	Feedback and return assignment 2
	Fri 27 th May	Revision (cont.)	

Assessment Requirements

This course will be assessed as follows:

Essay 1	25%
Essay 2	25%
Final exam	50%

EXAM

The objective of the examination is to assess your understanding of materials presented in the course as a whole. The final examination will be during the trimester 1 examination period: 2nd – 18th June 2005; details will be given at a later date.

COURSEWORK

All assignments should be handed into the TOUR 104 box on level 2 of Murphy. Before submitting assignments refer to the *Tourism Management Style Guide*.

Detailed guidance on the essays will be given during the tutorials held in weeks 3 and 7 but also feel free to raise any queries you might have during the other tutorials.

ESSAY 1 25% (max. 2,500 words)

Due date: **12.30pm, Thursday 31st March 2005** – *Note that this is during the mid-trimester break: the University is closed from Friday 25th for Easter and reopens Wednesday 30th.*

With reference to specific examples, outline the impacts of environmental disasters on tourism and evaluate how governments and the global tourism industry plan for and respond to environmental disasters.

The objective of this essay is to investigate the relationship between tourism and the environment. It focuses on natural disasters and how they impact on tourism globally. The question asks you to evaluate how the tourism industry and governments plan for the possibility of natural disasters, and how they respond to actual disasters once they have happened.

Points to consider in your essay include:

- Define ‘environmental disaster’ and outline the ways in which these can impact on tourism.
- Identify how the tourism sector and governments attempt to prepare for the possibility of natural disasters occurring, and how they deal with the disaster once it happens, and in the period following its occurrence. Compare and evaluate the different approaches they can take; how successful are they? Do the tourism sectors and governments play the same roles?
- Refer to specific examples to explain and illustrate your points. This essay is not a case study of one disaster so you need to use a range of different examples. These examples

should be referenced – the reading list provides a range of sources and you could also use news reports.

- Rather than just describing the examples you should compare and contrast the case studies you use. Look for similarities and differences, for example, do all natural disasters impact on tourism in the same way? Does the disaster impact on the demand for tourism and/or the supply of tourism at the destination?
- Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively.
- Your points should be supported by reference to the literature; this may include textbooks, academic journals, trade papers, official reports, the Internet.
- Use the *Tourism Management Style Guide* for guidance on writing style and referencing.

Suggested Reading for Assignment 1 - Environmental Disasters Impacting on Tourism

Books – there are a number of textbooks that deal with crisis management and tourism. These are on closed reserve in Kelburn Library.

Beriman, D. (2003) Restoring Tourism Destinations in Crisis: a strategic marketing approach. Wallingford: CABI Publishing. *Includes case studies of destinations.*

Glaesser, D. (2003) Crisis Management in the Tourism Industry. Oxford: Butterworth-Heinemann.

Journals – These can be accessed through the VUW library databases <http://www.vuw.ac.nz/library/resources/databases/>. Databases that are particularly useful for accessing **tourism journals** are: Emerald, Expanded Academic ASAP, Proquest, Science Direct, and Wiley Interscience.

Durocher, J. (1994) 'Recovery marketing: What to do after a natural disaster' Cornell Hotel and Restaurant Administration Quarterly. 35 (2) pp. 66-70. [Access via Proquest]

Faulkner, B. (2001) 'Towards a framework for tourism disaster management' Tourism Management. 22 (2) pp. 135-147. [Access via Science Direct]

Faulkner, B. and Vikulov, S. (2001) 'Katherine, washed out one day, back on track the next: a post-mortem of a tourism disaster' Tourism Management. 22 (4) pp. 331-344. [Access via Science Direct]

Huang, J.-H. and Min, J. C. H. (2002) 'Earthquake devastation and recovery in tourism: the Taiwan case' Tourism Management. 23 (2) pp. 145-154. [Access via Science Direct]

Ritchie, B. W. (2004) 'Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry' Tourism Management. 25 (6) pp. 669-683. [Access via Science Direct]

Media coverage – News coverage of natural disasters (e.g. newspaper, magazines, online sources) can be accessed using a variety of databases available through the VUW library databases <http://www.vuw.ac.nz/library/resources/databases/> Useful news databases include Factiva, Newztext Plus, and Nexis.

ESSAY 2 25% (max. 2,500 words)

Due date: 12.30pm, Monday 9th May 2005

For a sector of the tourism industry (either attractions or accommodation, or travel intermediaries) examine the influence of PESTLE (political, economic, socio-cultural, technological, legal and environmental) factors and the effect these have for the past, present and future development of your chosen sector.

The objective of this essay is to provide you with the opportunity to explore the macro-environment factors that influence the development of the tourism industry.

- Choose one sector of the tourism industry: either attractions or accommodation or travel intermediaries (e.g. travel agents, IBOs).
- Give a brief overview of the characteristics, structure and development of this sector
- Undertake a PESTLE analysis of the sector. Examine the external influences on the sector, including the political, economic, socio-cultural, technological, legal and environmental factors. Focus on the impact of these factors on the sector as a whole but also consider the impacts on individual organisations/companies within the sector.
- Consider how these PESTLE factors have influenced the past development, the current situation, and the potential future development of the sector.
- You should use *short* examples to illustrate your points.
- Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively.

Reading for Essay 2

A number of tourism textbooks discuss the relationship between the macro environment and tourism, for example:

Collier, A. & Brocx, B.M. (Eds) (2004) Tourism Industry Management. Auckland: Pearson Education Limited. *See chapter 4 by A. Jolliffe 'The macro environment of tourism'*

Evans, N., Campbell, D. & Stonehouse, G. (2003) Strategic Management for Travel & Tourism. Oxford: Butterworth-Heinemann. *See chapter 7*

Tribe, J. (1999) Economics of Leisure and Tourism. Oxford: Butterworth-Heinemann. *Chapters on economics, political and socio-cultural factors, and technological factors.*

Weaver, D. and Lawton, L. (2002) Tourism Management. Milton: John Wiley & Sons. *Chapter 3 includes factors associated with increased tourism demand*

For background on the individual sectors, and information on macro environmental factors that impact on them can be found in a range of general tourism management textbooks. For example (and there are many others):

Collier, A. (2003) Principles of Tourism: a New Zealand Perspective. Sixth edition. Auckland: Pearson Education New Zealand Limited.

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998) Tourism Principles and Practice. Harlow: Addison Wesley Longman Limited.

Holloway, J. C. (2002) The Business of Tourism. Harlow: Prentice Hall.

McIntosh, R. W., Goeldner, C., R. and Ritchie, J. R. B. (1995) Tourism Principles, Practices, and Philosophies. Boston: John Wiley & Sons.

Page, S. (2003) Tourism Management: managing for change. Boston: Butterworth-Heinemann.

Weaver, D. and Lawton, L. (2002) Tourism Management. Second edition. Milton: John Wiley & Sons.

GENERAL ESSAY POINTS

Carefully consider, and plan, the structure of your essay.

Introduction

Introduce what the essay is about and clearly outline the structure of the essay

Body of discussion

- Underpin your discussion with reference to the literature; this may include textbooks, academic journals, trade papers, official reports, the web/internet
- Be consistent in terms of the writing style and referencing (see the style guide)
- If you are using a website as a reference, make sure you cite the author and/or the source (e.g. organisation). The website address alone is insufficient.

Conclusion

Briefly bring together the key points and demonstrate that you have answered the set question

When the essay is written, ask yourself:

- Did I answer the question?
- Did I go into enough depth?
- Is the content relevant?
- Is the content accurate?
- Do the sections of the essay connect logically and clearly?
- Are all references and sources acknowledged?
- Are the main points, especially opinions, supported by examples and argument?
- Is the language and meaning clear?
- Is the presentation legible, neat and well laid out?
- Have I proof-read it to correct mistakes of spelling, punctuation and grammar?
- Is it too long or too short?

Penalties for Late Assignments

The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized at a rate of 5% per day (including weekends). Work will not be accepted more than two weeks after the due date. Students who do not submit an assignment before the two weeks have elapsed will not gain terms.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the tutorial co-ordinator for Tourism Management, Heike Schänzel (telephone: 463-6910, e-mail: Heike.Schaenzel@vuw.ac.nz). Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study” or “unfit to sit an examination.” Medical certificates must also indicate the period of time involved. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to Linda Walker (Rutherford House, Room 927, telephone: 463 5720). Her office hours are from 9 to 3:30.

Communication of Additional Information

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.