



Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester 1 2005

COURSE OUTLINE

COURSE COORDINATOR

John Moriarty

Room: RH 920, Rutherford House
Phone: 463 8086
Email: john.moriarty@vuw.ac.nz
Website: www.vuw.ac.nz/vms

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

TUTORIAL CO-ORDINATOR

Heike Schänzel

Room RH 120, 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

Class Times and Room Numbers

Lectures

Tuesdays	10:30am to 11:20am	RLWY 501
Fridays	10:30am to 11:20am	RLWY 501 (except 4 th March RHLT3)

Tutorials

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in lectures in the first week. Tutorials will be on Fridays, 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

This course seeks:

- 1) to provide a systematic examination of tourism planning and policy-making in a range of contexts,
- 2) to offer a mix of conceptual and methodological considerations and practical applications,
- 3) to develop analytical, participatory and presentation skills.

Introduction

In many parts of the world, including New Zealand, tourism has become a large and complex social and economic activity. As such, its development has significant economic, social and environmental consequences. These may be both beneficial and detrimental and impact on different groups and different places in various ways and varying degrees. Planning and policy-making can significantly influence the growth of tourism and the course of tourist development by affecting the conditions in which tourism develops. An understanding of tourism planning and policy-making principles and practices is thus useful not only to those involved directly in the planning and policy-making process but also to all those affected by the plans and policies in place at any time and in any given context, especially tourism managers.

Program

The course features an integrated program of lectures, tutorials, assignments, field trips, and wider reading to build a strong appreciation of tourism planning and policy issues in a variety of contexts. The program (see page 4) features four broad phases. The first phase addresses the application and value of tourism planning in several different areas of the world using a variety of conceptual and methodological approaches at national and local and/or destination levels. The second phase addresses policy and planning from a New Zealand perspective at national and local levels utilizing a range of examples from throughout the country. The third phase focuses on tourism policy and planning in Wellington, and the final phase looks closely at tourism planning and the conservation estate and at tourism planning for special interests. The course features a strong practical component by incorporating discussion and analysis of waterfront hotel development and other policy and planning issues here in Wellington. Two assignments are set for the course both which focus on local issues that will involve field analysis and the application of planning methods in practice. The Wellington planning and policy issues and field work will constitute a large share of the tutorial program throughout the semester.

Throughout the course guest speakers from both the public and private sectors will share their experience in tourism planning and policy-making and discuss contemporary tourism issues from a variety of perspectives. As the availability of some guest speakers may change at short notice, some modifications to the scheduled program may be required.

Students are expected to attend all lectures and must participate fully and actively in the tutorial program and field trips. Lectures are held in RLWY 501. Rooms for the tutorials will be advised later. All important announcements concerning the course will be made in lectures.

Day	Date	Programme
Tuesday	Feb 22, 2005	Introduction, Course Outline, Learning Objectives, Study Expectations, Assignments. Overall approach to the Course. Broad Outline: Introduction to Tourism Policy and Planning issues, Introduction via examples encompassing tourism in society.
Friday	Feb 25, 2005	General Public Policy Theory 1 Foundation themes and issues for the establishment, and promulgation of public policies: Government, Issues, Public Interest, Triggers, Agendas, Political Principles, Internal and External influences
Tuesday	March 1, 2005	General Public Policy Theory 2, Public Policy Analysis, Empirical Theories and Models.
Friday	March 4, 2005	Guest Presenter* – Ray Salter, GM, TMT. Public Policy Processes & Development in the Environment and Tourism Portfolios: Drivers, Issues, Options, Processes, Ownership/Enactment, Implementation and Review
Tuesday	March 8, 2005	Tourism Public Policy 1: Applications of General Public Policy to Tourism, Public & Private sector interfaces.
Friday	March 11, 2005	Tourism Public Policy 2. Applications and Impacts, NZ Systems and Tools
Tuesday	March 15, 2005	Guest Presenter* – Wayne Maxwell, Portfolio Manager, Council Controlled Organisations, WCC. Local Government Economic Development, Issues with public/private sector partnerships, Planning and resource consents, public policies involving tourism services and trading
Friday	March 18, 2005	General Planning Theory (1) Foundation themes and issues underpinning planning systems and processes
Tuesday	March 22, 2005	Guest Presenter*, - Tim Davin, Mgr Development and Infrastructure, LGNZ, Local Government Planning, Rating Tourism entities, Development and Infrastructure provision: Drivers, processes, consultation, linkages to national policies, economic development, destination management, relevance to tourism, toolkits.
		Mid Term Break
Tuesday	April 12, 2005	Tourism Planning 1: Purpose, Basic approaches, Systematic perspectives, Models and their evolution, Growth, Sustainability.
Friday	April 15, 2005	Guest Presenter*, Fiona Luhrs, CEO, TIANZ, Tourism Advocacy and Industry Representation, Issues development and management, leading and influencing public policy and private sector strategies, Policy and Planning tools and templates for tourism professionals, Private sector issues
Friday	April 15, 2005	Assignment #1 Due at 12noon: Assignment Box, Mezzanine Floor, Rutherford House
Tuesday	April 19, 2005	General Planning Theory 2, Planning extensions: Financial, Resources, Contingencies, Planning scenarios
Friday	April 22, 2005	Tourism Planning 2: Metrics (including TSA) - systems and processes, Constraints. Public-Private resource sharing, Dimensioning, Risks, Limits, Allocation Equity
Tuesday	April 26, 2005	Tourism Planning 3: Strategic Planning, Applications at national, regional, and local levels.
Friday	April 29, 2005	Field Trip for Assignment
Tuesday	May 3, 2005	Tourism Public Policy 3, Local Government and Communities
Friday	May 6, 2005	Tourism Applications and Scenarios for Planning
Tuesday	May 10, 2005	Guest Presenter* – Tim Cossar, CEO, Positively Wellington Tourism, Event Planning Policies, Destination Management Policies, Private/Public Sector Tradeoffs, Role of Regional Tourism Organisations in planning and policy formation, Funding equity.
Friday	May 13, 2005	Assignment #2 Due at 12:00noon: Assignment Box, Mezzanine Floor, Rutherford House
Friday	May 13, 2005	Tourism Applications and Scenarios for Public Policy in a Regional Environment.
Tuesday	May 17, 2005	Planning and Policy Linkages: Advocacy Groups
Friday	May 20, 2005	Approaches to policy and planning in a Corporate environment.
Tuesday	May 24, 2005	Approaches to policy and planning in a SME environment.
Friday	May 27, 2005	Summary and review of course, wrap-up and profile of examination.

Important!

- * Guest Presenter material is integral to TOUR 301 and is examinable. Presenter schedules may vary due to external requirements and every attempt will be made to re-schedule or substitute.
- The order of presenting subject matter may change but notice will be given at the earliest possible opportunity – this is particularly the case for Guest Presenters.

Text and Readings

There is no set text that you should purchase for this course, you should be referring to a range of sources (including books, journals, reports and internet resources) and additional references will be given during the course.

Assessments

Assignment 1	20%
Assessment 2	30%
Final examination	50%

All assignments should be handed into the TOUR 301 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the *Tourism Management Style Guide*.

Assignments and Final Examination

There will be Two Assignments and a Final Examination for the Course.

1. Assignment #1 will study a recent Public Policy issue relating to Passenger Clearance Services that impinges on inbound international and outbound domestic Tourism. This Assignment will contribute up to 20% of the Course grade and is due: **12 noon Friday 15th April**.
2. Assignment #2 will be an extensive investigation into the planning and policy issues that impinge on a Wellington Marine Tourism and Educational Attraction that seeks to progress further with the assistance of the Wellington City Council. This Assignment will contribute up to 30% of the Course grade and is due: **12 noon Friday 13th May**.
3. The final Examination will contribute up to 50% of the Course grade. 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.

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 by the course co-ordinator. 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.

Mandatory Course Requirements (Terms)

To fulfil the mandatory paper requirements for this paper you must:

1. Attend eight of the ten scheduled tutorial sessions
2. Submit all assignments.

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.