



## Victoria Management School

### **TOUR 408**

#### Integration and globalisation of tourism

Trimester 1 2005

### **COURSE OUTLINE**

#### **COURSE CO-ORDINATOR**

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#### **Class Times and Room Numbers**

The paper will have one three-hour lecture/seminar session per week:

**Monday 13:40 to 16:30 in RLWY 127**

#### **Course Objectives**

Students successfully completing this paper should be able to:

- • Understand the processes of integration through which tourism and tourism related businesses have become global in their extent.
- • Understand the rationale for the integration of New Zealand into global tourism.
- • Understand and explain how global tourism patterns are reflected in New Zealand and the implications this has for the future development of New Zealand's tourism industry.

## Course Content

### Lecture Outline

Date	Lecture topic	
21 Feb	<p>Introduction</p> <ul style="list-style-type: none"> <li>• • What is globalisation?</li> <li>• • Concept of nation, nation state and country</li> <li>• • Producers and consumers at different scales</li> </ul>	
28 Feb	<p>Drivers of globalisation</p> <ul style="list-style-type: none"> <li>• • Colonialism and empire</li> <li>• • Spatial expansion</li> <li>• • Economic and political drivers</li> <li>• • Economic and political integration</li> </ul>	Set essay 1
7 Mar	<ul style="list-style-type: none"> <li>• • Extensification - spatiality</li> <li>• • How and why firms extend their areas of operation – local-regional-national-international-global;</li> <li>• • Implications for tourism</li> </ul>	Set seminar topics
14 Mar	<ul style="list-style-type: none"> <li>• • Intensification - economic</li> <li>• • 20<sup>th</sup> century growth of multinational corporations and transparent boundaries; <ul style="list-style-type: none"> <li>○ ○ Transport</li> <li>○ ○ Accommodation</li> <li>○ ○ Finance</li> </ul> </li> <li>• • Implications for tourism development;</li> <li>• • From mass production to niche markets; from old to new tourism</li> </ul>	
21 Mar	<p>Globalisation as development and process</p> <ul style="list-style-type: none"> <li>• • Is globalisation an end in itself or the means to an end?</li> <li>• • What is the end?</li> </ul> <p>Impact of global events on tourism</p> <ul style="list-style-type: none"> <li>• • Implications of integrated economies</li> </ul>	Essay 1 due
<b><i>Mid term break</i></b>		
11 April	<p>Globalised attractions</p> <ul style="list-style-type: none"> <li>• • Disney</li> <li>• • Club Med</li> <li>• • Casinos</li> </ul>	Set essay 2
18 April	Case study 1. Transport – global alliances	Seminar presentations
25 April ANZAC Day	Case study 2. Travel patterns – change through time. ( <i>Need to set a different day and time?</i> )	Seminar presentations
2 May	Case study 3. Accommodation – the growth and spread of international hotel chains	Seminar presentations Essay 2 due
9 May	Case study 4. The role of information technology in global tourism	Seminar presentations
16 May	Case study 5. Finance and insurance – global banking and credit cards and insurance and their role in global tourism	Seminar presentations
23 May	<ul style="list-style-type: none"> <li>• • Theoretical explorations</li> <li>• • Tourism as cause and consequence of globalisation</li> </ul>	

## **Selected literature:**

- Amin, A. 2004, Regulating economic globalisation, *Transactions, Institute of British Geographers*, 29. 217-233\*
- Beamish R.W. & Banks J.C. 1987, Equity joint ventures and the theory of multinational enterprises, *Journal of International Business Studies*, 19 (2) 1-16
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- Brash, D. 1995, Foreign investment in New Zealand: does it threaten our prosperity or sovereignty? *Reserve Bank Bulletin* 58 (4) 249-254
- Debbage, K.G. 1994, The international airline industry: globalisation, regulation and strategic alliances, *Journal of Transport Geography*, 2 (3) 190-203
- Dev, C. and Klein, S. 1993, Strategic alliances in the hotel industry, *Cornell Hotel and Restaurant Administration Quarterly*, 34 (1) 42-45
- Dicken, P. 1992, *Global shift: the internationalisation of economic activity*, (2nd ed), Paul Chapman Publishing, London
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- Dunning, J. H. and McQueen, M. 1982a, Multinational Corporations in the International Hotel Industry, *Annals of Tourism Research* 9 (1) 69 - 90
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- Dunning J.H. 1997 The advent of alliance capitalism, pp 12-50 In: Dunning J.H. & Hamdani, K. A. (Eds) 1997, *The New Globalism and Developing Countries*, United Nations University Press, Tokyo.
- Evans, N. Collaborative strategy: - an analysis of the changing world of international airline alliances, *Tourism Management* 22 (3) 229-243
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- Hall, R. et al 1977, Patterns of interorganisational relationships, *Administrative Science Quarterly* 22 (3) 457-472

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- Jeffries, D. 2001, *Governments and Tourism*, Butterworth-Heinemann
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- Lloyd, C. 2000, Globalisation: Beyond the ultra-modernist narrative to a critical realist perspective on geopolitics in the cyber age, *International Journal of Urban and Regional Research*, 24 (2) 258-273
- McMichael, P. 2000, Globalisation, trend or project? Pp 100-113, In: Palan, R, (Ed) 2000, *Global Political Economy*, Routledge, London
- Mowlana, H. 1986, *Global information and world communication*, Longman NY
- Mowlana, H. and Smith, G. 1990, Tourism, telecommunications and transnational banking, *Tourism Management* 11 (4) 315-324
- Mowlana, H. & G. Smith 1993, Tourism in a global context: the case of frequent flyer programmes, *Journal of Travel Research* 31 (1) 20-27
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- Poon A. 1993, *Tourism. technology and competitive strategies*, C.A.B. International, Wallingford, Oxon.
- Richardson, John I., 1999, *A history of Australian travel and tourism*, Hospitality Press. Melbourne,
- Rimmer, P.J. 1993, Japan's 'bubble economy' and the Pacific: the case of the EIE group, *Pacific Viewpoint*, 34 (1) 25-44
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Schoenberger, E. 1988, From Fordism to flexible accumulation: technology, competitive strategies and international location, *Environment and Planning D. Society and Space*, 6 (2) 245-262\*

Short, J. R. 2001, *Global Dimensions*, Reaktion Books, London

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Veltmeyer, H. (ed), 2004, *Globalisation and antiglobalisation*, Ashgate, Aldershot

Wahrab, S. & Cooper, C. (Eds) 2001, *Tourism in the Age of Globalisation*, Routledge, London

Warf B. 1988, Japanese investments in the New York metropolitan region, *Geographical Review* 78 (3) 257-271

Warf, B. 1989, Telecommunications and the Globalisation of Financial Services, *Professional Geographer* 41 (3) 257-271

Watters, R. F. and McGee, T. G. (eds) *New geographies of the Pacific Rim: Asia Pacific*, Victoria University Press, Wellington

Wood, R. E. 2000, Caribbean cruise tourism: globalisation at sea, *Annals of Tourism Research*, 27 (2) 345-370

Yeung, Y-M. 1996, Global Change: challenges for the Commonwealth, pp25-42, in Yeung, Y-M. (ed) 1996, *Global Change and the Commonwealth*, The Chinese University of Hong Kong.

Note: \* available in Geography Dept. library (Bradley Library; Cotton level 4)

## Useful websites

[www.ilo.org](http://www.ilo.org). [www.worldbank.org](http://www.worldbank.org). [www.ids.ac.uk/ids/global/](http://www.ids.ac.uk/ids/global/). [www.un.org](http://www.un.org). [www.world-tourism.org](http://www.world-tourism.org)

## Assessment Requirements

The paper is assessed on three pieces of work as follows.

### Assessment 1: 30%

In what ways can tourism be described as a global phenomenon?

Word limit: 3000 words

**Due date: March 21<sup>st</sup>**

## Assessment 2: 30%

Essay: choose ONE of the following:

- a. a. Give a reasoned explanation for international chain companies' overseas expansion through purchase, leasing, franchising or management contracts. Support your discussion with relevant examples.
- b. b. To what extent can global tourism be regarded as a peace industry? Support your answer with reference to suitable examples.
- c. c. "Global tourism is a double edged sword." Discuss.

Word limit: 3000 words

**Due date: May 2<sup>nd</sup>**

## Assessment 3: 40%

Select an aspect of global tourism:

- • transport – global alliances,
    - Sea
    - ○ Air
  - • travel patterns – change through time,
    - Change through time
    - ○ Relate to mass and independent tourism
  - • accommodation – the growth and spread of international hotel chains,
    - From entrepreneurial to managerial organisation
    - ○ Alliances and the growth of international chain companies
  - • the role of information technology in global tourism.
    - ○ Changes in technology
    - ○ Communication
    - ○ Management
  - • finance and insurance – global banking and credit cards and insurance and their role in global tourism.
    - Banking
    - ○ Foreign exchange
    - Travellers' cheques, credit cards, ATMs and EFTPOS
    - Insurance
- a. a. Prepare a paper that outlines global developments in your chosen field (suggested limit 4000 words).
  - b. b. Print and circulate a copy of your paper to each member of the group in the week prior to the seminar time. All members of the group are expected to have read the paper before the seminar discussion.
  - c. c. Be prepared to lead a seminar discussion based on the paper you have prepared.  
Note that this is a discussion, not a presentation.
  - d. d. **Due date: as determined by lecture sequence.**

Assessment is based on:

20% oral contribution (getting the material over and leading a discussion)

80% written essay

## Communication of Additional Information

Additional material will be provided through handouts as required for essay and seminar preparation.

## 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](http://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](http://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](http://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](http://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](http://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](mailto: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/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto: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](mailto:education@vuwsa.org.nz).