

VICTORIA UNIVERSITY OF WELLINGTON

Te Whare Wananga o te Upoko o te Ika a Maui



Victoria Management School

TOURISM MANAGEMENT

TOUR 108

TOURISM in NEW ZEALAND

Trimester 2 2005

Course Outline

PAPER COORDINATOR

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ADMINISTRATION ASSISTANT

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TUTORIAL COORDINATOR

Heike Schänzel

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Phone: 463 6910

E-mail: Heike.Schaenzel@vuw.ac.nz

Working hours: 09.30 – 2.30 Mon, Wed-Fri

Please phone or email in advance for an appointment

Kelburn office hours:

- Monday 11 July 10:00-11am in EA128
- Monday 18 July 10:00-11am in EA128
- Monday 25 July 10:00-11am in EA128

LECTURE TIME AND LOCATION

Monday & Thursday 11:00 – 11:50am HU LT 323

TUTORIAL TIMETABLE

Monday 12:00-12:50; 1:10-2:00

Tuesday 11:00-11:50; 12:00-12:50

Thursday 10:00-10:50

Tutorial Allocation Procedure

Tutorial groups will be arranged in the first lecture. There is a maximum of 15 students per tutorial class. Confirmation of your tutorial group will be posted on the Murphy 2nd floor notice board before the lecture on Thursday 7th July, and on Blackboard. If you have any problems about the allocation please contact the tutorial coordinator (Heike).

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 2 examination period: 14th October – 5th November 2005.

Introduction:

Tourism has come to play an increasingly important role in the New Zealand economy in general and in the economic development of particular places. Building on the introductory courses TOUR 101 and 104 this course presents a systematic examination of the development of international and domestic tourism in New Zealand. Commencing with an historical overview the course takes a systematic approach in applying the principles of tourism operation to regional destinations in New Zealand. The interrelationships and linkages between the transport, accommodation and attractions and activities sectors are examined through examples drawn from regions. The importance of tourism as a contributor to economic development is based on the analysis of primary and secondary data through practical exercises and case studies aimed at introducing and developing techniques for data collection and analysis.

COURSE OBJECTIVES

The objectives of this course are to provide a systematic coverage of tourism in New Zealand through:

- a) outlining the development and functioning of tourism in New Zealand through an examination of the inter-relationships between different factors that have influenced the development of the phenomenon.
- b) developing a practical approach to tourism through fieldwork,
- c) comparing and contrasting the functioning of tourism in core and peripheral regions,
- d) encouraging students to adopt a critical approach to the examination of tourism
- e) examining the critical issues of impact and sustainability of tourism in a variety of contextual settings.

COURSE CONTENT

The course comprises 12 weeks of lectures and tutorials and participation in a field trip. Students are expected to attend all lectures; details of the practical exercises and the field trip will be outlined in lectures as appropriate. Tutorials are part of the learning process and provide a forum for the discussion of material presented in lectures and the development of critical analysis. Exemption from attendance on medical grounds requires a doctor's certificate stating the degree of disability.

TOUR 108: Lecture and tutorial timetable

Week	Date	Lecture topic	Tutorial
1	July 4 & 7	Introduction New Zealand tourism system – origin-destination model New Zealand tourism through time	No tutorial this week
2	July 11 & 14	The Market Where do they come from; why do they, what do they do? What are the implications of increasing numbers of tourist arrivals	Intro – revise origin-destination model; factors influencing travel
3	July 18 & 21	Structure of New Zealand tourism Public sectors: Tourism New Zealand (GS) Private sector: TIANZ (GS)	Practical exercise 1 origin of international visitors
4	July 25 & 28	Visitor flows Transport and tourist pathways around New Zealand Gateways, core and peripheral areas	Essay due 11am Thurs 28th How do public and private sector interests and function interact?
5	August 1 & 4	Destination 1. Wellington Urban areas as destinations Location and interaction of facilities and services (Getz/Ashworth) F/W this weekend	Practical exercise 2 Accommodation mapping Field Trip 6/7 August
6	August 8 & 11	Tourism systems in Wellington – do the models fit Wellington? Fieldwork round-up discussion	Fieldwork discussion
MID TRIMESTER BREAK			
7	August 29 & Sept 1	Destination 2. Rotorua-Taupo Core resort area Trials and tribulations of a major destination	Queenstown exercise
8	Sept 5 & 8	Destination 3. The periphery N. Island - east and west coasts How does the system work Fieldwork report due by 1:00pm on the 8th	Practical exercise 3 Value of tourism to NZ and regions
9	Sept 12 & 15	National Parks National parks and tourism (GS) S. Island - southland and fiordland Case studies: Tongariro, Abel Tasman, Whanganui	Report due 11am Thurs 15th
10	Sept 19 & 22	Maori Tourism (GS?) Early days to 1970s (traditional roles) From the 1970s into the future (emerging roles)	Practical exercise 4 Search – what does the IVS offer, what is its use?
11	Sept 26 & 29	The changing face of New Zealand tourism Old and new tourism Environment, economy, sustainability	Round-up revision exam preparation

12	Oct 3 & 6	Wrap up lectures First half: future direction Second half, exam preparation: 2 nd year courses	No tutorial this week
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TEXT AND READINGS

There is no set text for this course but the following references are recommended:

- Ateljevic, I & Doorne, S. 2000, Local government and tourism development: Issues and constraints of public sector entrepreneurship, *New Zealand Geographer*, 56 (2) 25-31
- Cloher, D. & Johnston, C. 1999, Maori sustainability concepts applied to tourism: a North Hokianga study, *New Zealand Geographer*, 55 (1) 46-52
- Collier, A. 1999, *Principles of Tourism: a New Zealand perspective*, 5th & 6th Editions, Longman, Auckland
- Espiner, S. & Simmons, D. 1998, A national park revisited: assessing change in recreational use of Arthur's Pass National Park, *New Zealand Geographer*, 54 (1) 37-45
- Hall, C.M. and Kearsley, G. 2001, *Tourism in New Zealand: an introduction*, Oxford University Press, Melbourne
- Leiper, N. 1995, *Tourism Management*, RMIT Press.
- Pearce, D. G. 1995, *Tourism Today: a geographical analysis*, Longman, Harlow
- Pearce, D. G. 1995, *Tourist Organisations*, Longman, Harlow
- Pearce, P. L., Morrison, A. and Rutledge, J. 1998, *Tourism: bridges across continents*, Irwin, McGraw-Hill, Sydney.

Tourism texts and journals are shelved at G155 on Level 3 of the library

Web based information and data on tourism can be accessed from the following websites:

Tourism Research Council of New Zealand **www.trencz.govt.nz**;

Ministry of Tourism: **www.tourism.govt.nz**;

Tourism New Zealand: **www.purenz.com**;

The Tourism Industry Association: **www.tianz.org.nz**;

Department of Conservation: **www.doc.govt.nz**;

Regional information can be found on local authority websites.

Additionally students are strongly advised to read the newspapers for current information on tourism development in New Zealand.

- Tourism students have access to the Faculty's computer rooms and should check with the help-desk on Murphy Level 2 about access to them.
- Important notices will be announced during lectures and via the notice board on Level 2 of the Murphy Building.
- Week to week announcements, lecture notes and notices will be placed on Blackboard.

The course comprises 24 one-hour lectures, ten one-hour tutorials and a field exercise.

ASSESSMENT

1. Essay 15%

- **Tourism in New Zealand**

Describe the organisational structure of New Zealand's tourism industry.

Reference: Lectures 5 & 6; Collier chapter 3; Hall & Kearsley Chapters 4 & 5

- **Limit:** 1000 - 1500 Words

- **Essay due:** **THURSDAY 28th JULY by 11am**

2. Field trip report 20%

- **Weekend of 6/7 August 2005**

- Details will be presented in lectures prior to the exercise and followed up in tutorials.

- **Report due:** **THURSDAY 15th SEPTEMBER by 11am**

3. Practical exercises 15%

- Details of each practical exercise will be presented in the lecture/s in the week preceding the tutorial in which it is due.

- Hand the completed exercise to your tutor in the tutorial in following the week.

- Each exercise is based on a data set displayed on an Excel worksheet, or Word document placed on Blackboard in the week prior to their completion. The exercises are designed to give students practice in using a spreadsheet for data analysis and display. The data used is sourced from the International Visitor Survey, Accommodation Monitor and primary research sources. It is 'real' data in that it comes from working documents produced by public and private sector bodies.

4. Final examination 50%

- Date to be advised

Exercise 1 – origin of visitors to New Zealand

- This exercise looks at New Zealand's tourist markets

Exercise 2 – where do they stay? – A mapping exercise

- The distribution of accommodation across New Zealand

Exercise 3 – what is their value?

- An exercise to assess the value of tourism to New Zealand

Exercise 4 – Appraise the IVS

- There is a great range of information and data in the database. This exercise takes a look what is available and its relative importance to tourism destinations.

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 7 days after the due date. Students who do not submit an assignment before the 7 days 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 Mon-Fri.

MANDATORY PAPER REQUIREMENTS (Terms)

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

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

ADDITIONAL INFORMATION

Notices for this paper will be posted on the Tourism Management noticeboard on level 2 of the Murphy Building and on Blackboard website at <http://blackboard.vuw.ac.nz/>.

Copies of material handed out in lectures will be made available in a pigeon-hole on level 2 of the Murphy Building.

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.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

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.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz