



Victoria Management School

TOUR 104
THE BUSINESS ENVIRONMENT OF TOURISM

Trimester 1 2006

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Mondher Sahli

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

Website: <http://blackboard.vuw.ac.nz/>

LECTURERS

Dr Bob Garnham

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

Dr Karen Smith

(on leave until 24 April 2006)

Room: RH 925, Rutherford House
Phone: 463 5721
Email: karen.smith@vuw.ac.nz

TUTORIAL CO-ORDINATOR

Heike Schänzel

(only until 17 March 2006)

Room RH120, Rutherford House
Phone: 463 6910
Email: heike.schaenzel@vuw.ac.nz

Please phone or email in advance for an appointment.

Kelburn drop-in hours: FRI 1-2pm
(10 March & 17 March only)
Easterfield Faculty Office (EA005)

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	3.10 – 4.00pm	HU LT323
Fridays	3.10 – 4.00pm	HU LT323

Tutorial Timetable

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in the first week. Details will be posted on Blackboard and on the Tourism Noticeboards at Kelburn and Pipitea Campus. Tutorials will be on Monday, Tuesday, Wednesday and Thursday (see below); please note that there are no tutorials in the first week of the term.

Monday	11:00 to 11:50am
Tuesday	10:00 to 10:50am and 11:00 to 11:50am
Wednesday	2:10 to 3pm and 3:10 to 4pm
Thursday	10 to 10:50am ; 11 to 11:50am ; 2:10 to 3pm and 3:10 to 4pm

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: 9th – 24th June 2006. You must obtain a grade of at least 40% on the final examination to pass the course.

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 **P**olitical, **E**conomic, **S**ocio-cultural, **T**echnological, **L**egal, and **E**nvironmental 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 influence of **technological** changes on the development of the industry, including transport and mobility developments and the information technology revolution. The **economic** factors that influence tourism will then be examined; this will include discussion of 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. Linked to economic 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.

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. 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. The PESTLE analysis will conclude 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. 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.

Course Programme

	Date	LECTURES Tuesday and Friday 3.10-4.00 HU LT323	TUTORIAL
1	Tues 28 th Feb	Introduction to course - external factors of influence on tourism	NO TUTORIALS
	Fri 3 rd March	The external macro environment of tourism – PESTLE analysis	
2	Tues 7 th March	Historical context I – Dr Bob Garnham how PESTLE factors have influenced the development of tourism	Introduction tutorial
	Fri 10 th March	Historical context II-	
3	Tues 14 th March	Technological Factors - Dr Bob Garnham Technological changes and tourism	Current issues impacting on tourism Discuss assessment 1
	Fri 17 th March	Information technology changes and tourism	
4	Tues 21 th March	Economic Factors – Dr Mondher Sahli Economic environment I: demand side	Case study: PESTLE factors and the airline industry
	Fri 24 th March	Economic environment II: supply side	
5	Tues 28 th March	Economic environment III - Balance of payments, effect of exchange rate on imports and exports	Technological change and tourism
	Fri 31 st March	Economic environment IV	
Monday 3rd April 12.30 pm – DEADLINE for assignment 1			
6	Tues 4 th April	Case Study – Industry Speaker - To be confirmed	Economics and tourism
	Fri 7 th April	Legal factors Legal and legislative factors influencing tourism	
MID-TRIMESTER BREAK			
7	Tues 25 ^h April	NO LECTURE – University closed for Anzac day	NO TUTORIALS
	Fri 28 th April	Political factors Political factors impacting on tourism	
8	Tues 2 nd May	Tourism and political (in)stability: impacts and responses	Feedback on assignment 1 Progress on assignment 2
	Fri 5 th May	Socio-cultural Factors Socio-demographics and tourism	
9	Tues 9 th April	Cultural factors and tourism	Case study: the impact of legislation on tourism and hospitality
	Fri 12 th April	Environmental Factors Natural disasters and tourism: impacts and responses	
Monday 15th May 12.30 pm - DEADLINE for assignment 2			
10	Tues 16 th May	Environmental health and tourism	Crises and tourism destinations – advice on travelling
	Fri 19 th May	Applications of PESTLE analysis Case Study – Industry Speaker To be confirmed	
11	Tues 23 rd May	Analysing the external macro environment of tourism	Environmental factors Case study
	Fri 26 th May	Macro environmental factors influencing tourism – old and new tourism	
12	Tues 30 th	Overview of the course and Revision	Feedback and return assignment 2
	Fri 2 nd June	Revision (cont.)	

Assessment Requirements

This course will be assessed as follows:

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

EXAMINATION

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: 9th – 24th June 2006; 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, Monday 3rd April 2006

With reference to specific examples, outline how changes in the technology of communication impact on tourism organizations in the past, present and future.

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

Due date: 12.30pm, Monday 9th May 2006

Discuss the implications of PESTLE factors for a particular type of accommodation, surface transport or attraction in a named destination.

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?

Students will prepare two copies of each essay and keep the second copy for their own reference. Students must also keep an electronic copy of their work.

Essays submitted by email will not be accepted.

Penalties

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 meet the Mandatory Course Requirements.

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 or 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 (Monday-Friday).

Mandatory Course Requirements

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

1. Attend eight of the ten scheduled tutorial sessions.
2. Submit all assignments.
3. Obtain a grade of at least 40% on the final examination to pass the course.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 2nd Floor Murphy Building notice board. Students will be expected to check both places for notification.

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.

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.