

Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester 1 2006

COURSE OUTLINE

COURSE COORDINATOR

Laurel J. Reid, Ph.D.

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LECTURER

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ADMINISTRATION ASSISTANT

Linda Walker

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Email: linda.walker@vuw.ac.nz
Working Hours: 9.00-3.30 Mon-Fri

Class Times and Room Numbers

Lectures

Mondays 9:30am to 10:20am RH LT3 (Rutherford House)
Thursdays 9:30am to 10:20am RH LT3 (Rutherford House)

Tutorials

Tutorial lists will be arranged in the first week of lectures.

Tutorials will be on Mondays and Thursdays; there are no tutorials in the first week of the term.

Mondays 10:30am to 11:20am GB G07
Thursdays 10:30am to 11:20am GB G05
11:30am to 12:20 pm GB G05

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.

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.

Course Outcomes

This course is designed to examine tourism planning and policy concepts in the context of a tourism destination setting to familiarize students with the comprehensive nature of the tourism planning process.

After taking this course, students should be:

1. Familiar with an overview of the continuous and integrative nature of tourism planning, policy making and development.
2. Understand the links between planning, policy and politics.
3. Able to relate theoretical concepts to practical applications through an in-depth examination of tourism planning, policy-making and development at a particular destination.

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.

Programme

The course features an integrated program of lectures, tutorials, assignments, case studies 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:

Phase 1: addresses the application and value of public policy using a variety of conceptual and methodological approaches with reference to international, national and local contexts affecting tourism

Phase 2: addresses planning from conceptual and methodological perspective as well as reference to local situations (New Zealand at national and local levels utilizing a range of examples from throughout the country).

Phase 3: focuses on integration of general policy and planning concepts to tourism.

Phase 4: looks closely at the integration of both policy and planning within the public and private sector, and distinguishes between large, small and medium tourism enterprises in its scope and relevance.

Assignments: The course features a strong practical component through two linked, exciting assignments! These two assignments will immerse students in current tourism issues and provide ample scope for personal development in policy and planning. Both assignments deal with public policy and planning issues that are both current and topical.

Assignment 1: The first assignment involves an analysis of NZ Tourism Infrastructure Funding. Working individually, students will analyse the effectiveness of the Tourism Demand Subsidy Scheme in assisting small communities with develop visitor infrastructure.

Assignment 2: The second assignment involves an analysis of the tourism planning and policy issues for a chosen New Zealand destination. Working in groups, students will analyse the policy and planning issues that are relevant to that destination -- from economic, social and environmental standpoints.

Guest Speakers: 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.

Expectations:

- Students are expected to attend all lectures and actively participate in tutorials. All important announcements concerning the course will be made during lectures.
- Assigned readings are to be completed prior to class so that relevant issues can be discussed and uncertainties clarified.
- All written assignments must be typed and double-spaced on standard size paper.
- Students will prepare two copies of each hand-in and keep the second copy for their own reference. Students must also keep an electronic copy of their work.

Day		Date	Programme
Monday	L1	Feb 27, 2006	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.
Thursday	L2	March 2, 2006	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
Monday	L3	March 6, 2006	General Public Policy Theory 2, Public Policy Analysis, Empirical Theories and Models.
Thursday	L4	March 9, 2006	Guest Presenter*, - David Barnes 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.
Monday	L5	March 13, 2006	Guest Presenter* – Bruce Bassett, TMT. Public Policy Processes & Development in the Environment and Tourism Portfolios: Drivers, Issues, Options, Processes, Ownership/Enactment, Implementation and Review
Thursday	L6	March 16, 2006	Tourism Public Policy 1: Applications of General Public Policy to Tourism, Public & Private sector interfaces.
Monday	L7	March 20, 2006	Tourism Public Policy 2. Applications and Impacts, NZ Systems and Tools
Thursday	L8	March 23, 2006	Tourism Public Policy 3, Local Government and Communities
Monday	L9	March 27, 2006	Planning and Policy Linkages: Advocacy Groups
Thursday	L10	March 30, 2006	General Planning Theory (1) Foundation themes and issues underpinning planning systems and processes
Monday	L11	April 3, 2006	Tourism Planning 1: Purpose, Basic approaches, Systematic perspectives, Models and their evolution, Growth, Sustainability.
Thursday	L12	April 6, 2006	Guest Lecturer - TBA
		April 6, 2006	Assignment #1 Due at 12noon: Assignment Box, Mezzanine Floor, Rutherford House
		April 8-24, 2006	Mid Term Break
Monday	L13	April 24, 2006	General Planning Theory 2, Planning extensions: Financial, Resources, Contingencies, Planning scenarios
Thursday	L14	April 27, 2006	Tourism Planning 2: Strategic Planning, Applications at national, regional, and local levels.
Monday	L15	May 1, 2006	Guest Lecturer - TBA
Thursday	L16	May 4, 2006	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
Monday	L17	May 8, 2006	Tourism Planning 3: Metrics (including TSA) - systems and processes, Constraints. Public-Private resource sharing, Dimensioning, Risks, Limits, Allocation Equity
Thursday	L18	May 11, 2006	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.
Monday	L19 & L20	May 15, 2006	Tourism Applications and Scenarios for Planning Approaches to policy and planning in a Corporate environment.
Thursday		May 18, 2006	Assignment 2 Presentations: Group 1-3
Monday		May 22, 2006	Assignment 2 Presentations: Group 4-6
Thursday		May 25, 2006	Assignment 2 Presentations: Group 7-9
Friday		May 26, 2006	Assignment #2 Due at 12:00noon: Assignment Box, Mezzanine Floor, Rutherford House
Monday	L21 & L22	May 29, 2006	Approaches to policy and planning in a SME environment. Tourism Applications and Scenarios for Public Policy in a Regional Environment.
Thursday	L23	June 1, 2006	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.

Note: 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 provided during the course.

Assessments

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination.

Assignment 1	20%
Assignment 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 (2) Assignments and a Final Examination for the Course.

- 1. Assignment #1 (20%):** The first assignment incorporates a discussion and analysis of policy and planning issues pertinent to the New Zealand Tourism Demand Subsidy Scheme. Assignment #1 constitutes 20% of the Course grade. The written analysis is due: **12 noon, Thursday, April 6.**
- 2. Assignment #2 (30%; Groups):** The second assignment involves the development strategic plan of action for the chosen destination, focusing specifically to the policy and planning issues that are relevant to that destination -- from economic, social and environmental standpoints. Assignment #2 constitutes 30% of the Course grade (Presentation 10%: Written Portion 20%). Presentation due dates are shown on the Class Schedule; The Written Portion is due: **12 noon, Friday May 26.**
- 3. The Final Examination (50%; Individual)** constitutes 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: **9th – 24th June 2006**; details will be given at a later date.

Instructional Approach

Class sessions will be highly participatory. Guest speakers, videos, cases and class projects are used to apply theories. Students are expected to read assigned material ahead of class and take an active role in discussion. Encouraged: questions, sharing ideas, experiences, bringing relevant tourism planning and policy articles to discuss in class.

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 meet the Mandatory Course Requirements.

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

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.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 9th and Mezzanine Floors, Rutherford House notice boards. 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.