

Victoria Management School

TOUR 408

Integration and Globalisation of Tourism

Trimester 1 2006

COURSE OUTLINE

Course Co-ordinator:

Bob Garnham

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Administrative Assistant

Linda Walker

RH 927

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463 5720

Office hours: 9 to 3:30 Mon-Fri

Class Times and Room Numbers

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

Monday 3:40 to 6:30pm in RWW 414

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	
27 Feb	Introduction <ul style="list-style-type: none"> • What is globalisation? <ul style="list-style-type: none"> ○ How can it be explained? • Concept of nation, nation state and country • Producers and consumers at different scales 	Set essay 1
6 Mar	Drivers of globalisation <ul style="list-style-type: none"> • Colonialism and empire • Spatial expansion • Economic and political drivers • Economic and political integration 	
13 Mar	<ul style="list-style-type: none"> • Extensification - spatiality • How and why firms extend their areas of operation – local-regional-national-international-global; • Implications for tourism 	Set seminar topics
20 Mar	<ul style="list-style-type: none"> • Intensification - economic • 20th century growth of multinational corporations and transparent boundaries; <ul style="list-style-type: none"> ○ Transport ○ Accommodation ○ Finance • Implications for tourism development; • From mass production to niche markets; from old to new tourism 	
27 Mar	Globalisation as development and process <ul style="list-style-type: none"> • Is globalisation a process? • Is globalisation a stage of development? Impact of global events on tourism <ul style="list-style-type: none"> • Implications of integrated economies 	Essay 1 due
3 April	Globalised attractions <ul style="list-style-type: none"> • Disney • Club Med • Casinos 	Set essay 2
Mid trimester break		
24 April	Case study 1. Transport – global alliances	Seminar presentations
1 May	Case study 2. Travel patterns – change through time.	Seminar presentations
8 May	Case study 3. Accommodation – the growth and spread of international hotel chains	Seminar presentations Essay 2 due
15 May	Case study 4. The role of information technology in global tourism	Seminar presentations
22 May	Case study 5. Finance and insurance – global banking and credit cards and insurance and their role in global tourism	Seminar presentations
29 May	<ul style="list-style-type: none"> • Theoretical explorations • Tourism as cause and consequence of globalisation 	

Selected literature:

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- Anson, C., 1999, Planning for peace: the role of tourism in the aftermath of violence. *Journal of Travel Research*, August 1999 v38 (1) p57
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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
- Butler, R. W., & Baum, T., 1999, The tourism potential of the peace dividend, *Journal of Travel Research*, August 1999 v38 (1) p24
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- Dunning J.H. & McQueen M. 1982b, The eclectic paradigm of multinational enterprise and the international hotel industry, in Rugman A. E. (ed), *New Theories of the Multinational Enterprise*, London, Croom Helm pp 229-243
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- Garnham, R. W. 1996, *Alliances and liaisons in tourism: concepts and implications*, *Tourism Economics*, 2 (1) 61-77
- Go, F. & Pine, R. 1995, *Globalisation Strategy in the Hotel Industry*, Routledge, London
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- Knox, P. and Agnew, J. 1989, *The geography of the world economy*, Edward Arnold, London
- Lane, H.E. 1986, Marriages of necessity: airline-hotel liaisons, *Cornell Hotel and Restaurant Administration Quarterly*, May 73-79
- Leborgne, D. and Lipietz, A. 1988, New technology modes of regulation: some spatial implications, *Environment and Planning D. Society and Space* 6 (3) 263-260*
- 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
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- Rimmer, P.J. 1994, Japanese investment in golf course development: Australia-Japan links, *International Journal of Urban and Regional Research* 18 (2) 234-255
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Note: * available in Geography Dept. library (Bradley Library; Cotton level 4)

Useful websites

www.ilo.org.
www.worldbank.org.
www.ids.ac.uk/ids/global/.
www.un.org.
www.world-tourism.org;
www.iipt.org

Industry websites are also useful e.g.: Accor (Novotel, Mercure, Ibis etc); Hilton Hotels; Six Continents; Air New Zealand; American Airlines; British Airways; QANTAS; Avis; Hertz; Disney;

Assessment Requirements

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

Essays

Objectives:

1. To explore the relationships between the evolution of infrastructure and the spatial expansion of tourism.
2. To understand how and why tourism companies expand internationally and to explore the benefits and costs to origin and destination states.

Seminar presentation

Objectives:

1. To foster research into aspects of global tourism.
2. To provide a forum for critical discussion of historical and current change in tourism.

Assessment 1: 30%

Discuss the role of infrastructural developments in the evolution of tourism as a global phenomenon.

Word limit: 3000 words

Due date: March 27th

Assessment 2: 30%

Essay: choose ONE of the following:

- a. What are the relative advantages of direct purchase, leasing, franchising or management contracts as a means of international expansion by tourism businesses? Support your discussion with relevant examples.
- b. "Global tourism is a double edged sword." Discuss.

Word limit: 3000 words

Due date: May 2nd

Word limit: 3000 words

Due date: May 1st.

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. Prepare a paper that outlines global developments in your chosen field (suggested limit 4000 words).
- 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. Be prepared to lead a seminar discussion based on the paper you have prepared.
*Note that this is a discussion, **not** a presentation.*
- 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

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 after 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 course coordinator several weeks before the due date. 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 duration of the illness. **Please take note:** workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator, Bob Garnham or to Linda Walker (Rutherford House, Room 927). Linda’s office hours are from 9 to 3:30 (Monday-Friday).

Mandatory Course Requirements

To pass the course, all assessment items must be completed on time with an overall passing grade.

Communication of Additional Information

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

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.