

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

2006 Course Outline

COURSE COORDINATOR

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ADMINISTRATION ASSISTANT

Linda Walker

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TUTOR CO-ORDINATOR

Evelyn Inkster

Room: RH 120

Phone: 463 6910

Office hours: Thursdays 9:30 to 11:30 & Fridays 13:30 to 15:30

E-mail: Evelyn.Inkster@vuw.ac.nz

LECTURE TIME AND LOCATION

Wednesday & Friday 9:00 – 9:50am HM LT 206

TUTORIAL TIMETABLE

Tuesdays 11:00 to 11:50

Wednesdays 10:00 to 10:50

Fridays 10:00 to 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 15th July, and on Blackboard. If you have any problems about the allocation please contact the tutorial coordinator.

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 12 & 14	Introduction; Administration; Tutorials Assessment expectations Relationship with TOUR 101 & 104 Origin – Destination model New Zealand as a peripheral destination <i>Set first report: New Zealand as a destination</i>	No tutorial
2	July 19 & 21	Marketing and markets Role of information Gateways, travel styles and travel patterns <i>Set first assignment exercise</i>	Set first assessment exercise New Zealand as a destination
3	July 26 & 28	Core – periphery model Core areas – concentration and dispersion Peripheral areas - dispersion	Assessment 1 markets
4	Aug 2 & 4	Core areas Case studies <i>New Zealand as a destination due</i> <i>Set second assessment exercise</i>	Core – periphery and tourist flows
5	Aug 9 & 11	Peripheral areas Case studies	Assessment 2 growth
August 12 or 13 Wellington Field Day			
6	Aug 16 & 18	Urban destinations Wellington case study <i>GS</i>	Adventure activities
MID TRIMESTER BREAK			
7	Sept 6 & 8	Organisation of New Zealand Tourism Public and private sectors NTO and RTO Case studies <i>Set third assessment exercise</i>	Fieldwork wrap-up
8	Sept 13 & 15	Maori tourism <i>GS</i>	Assessment 3 accommodation
9	Sept 20 & 22	National Parks as attraction Case studies <i>Set fourth assessment exercise</i>	Cultural differences Host and guest
10	Sept 27 & 29	Changing face of New Zealand tourism Past, present and ...future <i>Fieldwork due by 08:45</i>	Assessment 4 value
11	Oct 4 & 6	Paradox of the periphery Touristification of New Zealand	Revision questions
12	Oct 11 & 13	Wrap up What have we learnt? Where to from here? 200 level courses	No tutorial

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
- Cohen, E. *et al* 2002, A new paradigm in guiding, *Annals of Tourism Research* 29 (4) 919-932
- Collier, A., *Principles of Tourism: a New Zealand perspective*, Editions, Longman, Auckland
- Dilley, R.S. (1986) Tourist brochures and tourist images, *Canadian Geographer*, 30 (1) 59-65
- 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.
- Orams, M. 2000, Tourists getting close to whales, is it what whale watching is all about? *Tourism Management* 21 () 561-569
- Orbasli, A. 2000, *Tourists in Historic Towns*, Spon, London <<G156.5 H47 O64 T>>
- 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.
- Sonmez, S. F. and Graefe, A. R. 1998, Determining future travel behaviour from past travel experience and perceptions of risk and safety, *Journal of Travel Research*; 37 (2) 171
- Wilkes, J., Davis, R., 2000, Risk Management for scuba diving operators on Australia's Great Barrier Reef, *Tourism Management*, 21 591-599

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.trcnz.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. Report 15%

Objectives:

- a. To gain knowledge of websites as a source of information and data on tourism at a regional level.
- b. To encourage students to adopt a critical approach to the examination of tourism

• **Tourism in New Zealand**

Choose one regional destination, other than Wellington, Rotorua, Queenstown, Taranaki and Southland. Write a brief report of tourism in the region; describe the infrastructure for tourism, identify key attractions, provide an estimate of the number of domestic and international visitors and give a measure of the relative economic importance of tourism to the region.

References: trcnz.govt.nz; Hall & Kearsley; Collier (various chapters); local authority websites.

- **Limit:** 1000 - 1500 Words
- **Report due:** By 08:45 August 4th.

2. Field trip report 20%

• **Weekend of 12th or 13th August**

- Details will be presented in lectures prior to the exercise and followed up in tutorials.
- **Report due:** By 08:45am on 29th September

3. Four practical exercises 15%

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; information on how the exercises are to be completed will be given in lectures. 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.

- Details of each practical exercise will be presented in the first lecture in the week preceding the tutorial in which it is due.
- The practical component is to be completed before the following week's tutorial.
- In this tutorial you will be asked to answer between two, and four written questions based on the data you have worked on.
- Hand the completed answers and exercise to your tutor at the end of the tutorial. The work will be marked and returned in the following week's tutorial.

4. Final examination: 50%

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 2 examination period: 20th October to 11th November 2006.

Exercise 1 – origin of visitors to New Zealand

- This exercise looks at New Zealand’s tourist markets

Exercise 2 – How many international tourists are there?

- Graph the growth of tourist arrivals, forecast the future

Exercise 3 – where do they stay? –

- Types of accommodation used by international tourists to New Zealand
- The relationships between accommodation and nights stayed

Exercise 4 – The value of tourism to New Zealand

- Value of different tourist markets to the New Zealand economy.

NB Attendance at tutorials and completion of the assessment exercises is a requirement to meet the mandatory course requirements.

INDIVIDUAL AND GROUP WORK

Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

MANDATORY COURSE REQUIREMENTS

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

1. Attend at least eight of the ten scheduled tutorial sessions,
2. Submit all assignments by the due date, and
3. Obtain a grade of at least 40% on the final examination.

If your overall mark is 50 percent or above, but you do not meet one or more of the above mandatory course requirements, then a fail grade of ‘K’ will be awarded.

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 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, Evelyn Inkster (telephone: 463-6910, e-mail: evelyn.inkster@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.

EXPECTED WORKLOAD

Students can expect the workload, outside of class times, to be approximately 12 hours per week for each of the teaching weeks, plus 30 hours aggregated over other periods, for this course.

ADDITIONAL INFORMATION

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. Also notices will be placed on the Tourism Management noticeboard on level 2 Murphy Building and on Blackboard.

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.

REFERENCING

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2006 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997

Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842

Email: Faafai.Seiuli@vuw.ac.nz