



Victoria Management School

TOUR 104
THE BUSINESS ENVIRONMENT OF TOURISM

Trimester 1 2007

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Karen Smith

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LECTURERS

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TUTORIAL CO-ORDINATOR

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**ADMINISTRATION
ASSISTANT**

Linda Walker

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Working Hours: 9.00-3.30 Mon-Fri

Class Times and Room Numbers

Lectures: Tuesday: 4:10 to 5pm (HU LT323)
 Friday: 11 to 11:50am (KK LT301)

Tutorial Timetable

Tutorials: To be advised in the first week of lectures

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

This course has a three hour final examination. The examination period will be from 8th – 27th June 2007.

Course Objectives

This course complements TOUR101 Introduction to Tourism, and seeks to provide an overview of the wider context in which tourism operates by:

1. Providing a systematic basis on which to evaluate the factors in the macro environment influencing the past, present and future development of tourism.
2. Identifying and examining the impacts of, and responses to, external factors affecting tourism, by reference to specific examples
3. Encouraging students to consider the complexity and inter-relationships between external factors affecting tourism
4. Developing an awareness of the challenges of undertaking an analysis of the macro environment of tourism

Skills

In meeting these objectives, this course will give the opportunity to develop a variety of skills, specifically the ability to:

1. Identify and discuss political, economic, socio-cultural, technological, legal and environmental factors influencing the development of tourism
2. Undertake a PESTLE analysis and evaluate the application of this technique to tourism businesses, destinations, and industry sectors
3. Evaluate impacts and responses to external man-made and natural crises affecting the tourism industry
4. Identify, access and evaluate a range of information sources
5. Present information in a variety of written formats, for example, a business report
6. Work effectively both independently and collaboratively within a group

Course Structure

The course largely takes a sector-wide perspective of tourism and 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. Throughout the course we will be using the analysis of **case studies** to explore the issues and apply the concepts being discussed.

Course Programme

	Date	Lectures Tuesdays: 4:10-5:00pm HU LT323 Fridays: 11.00-11.50am KK LT301	Tutorial
1	Tues 27 Feb	Introduction to course - external factors influencing the development of tourism	No tutorial
	Fri 2 March	The macro environment of tourism – a PESTLE analysis approach	
2	Tues 6 March	The past - how the macro environment has influenced the historical development of tourism	Introduction tutorial
	Fri 9 March	The future – factors influencing the development of tourism in Asia Pacific	
3	Tues 12 March	Crises and Tourism – planning, impacts and management	Current issues impacting on tourism Discuss assessment 1
	Fri 16 March	Environmental Factors Natural disasters and tourism: impacts and responses	
4	Tues 20 March	Environmental health and tourism	Crises and tourism destinations – advice on travelling
	Fri 23 March	Political factors Political factors impacting on tourism	
5	Tues 26 March	Tourism and political (in)stability: impacts and responses	PESTLE factors and the airline industry Discuss assignment 2
	Fri 30 March	Technological Factors - <i>Dr Bob Garnham</i> Technological changes and tourism	
6	Mon 2 April 12 noon	ASSESSMENT 1 – Individual essay	Group work Drop-in tutorial sessions – attendance not compulsory
	Tues 3 April	Information technology changes and tourism	
	Fri 5 April	No lecture (Good Friday)	
MID-TRIMESTER BREAK			
7	Tues 24 April	Socio-cultural Factors Socio-demographics and tourism	Feedback on assignment 1 Progress on assignment 2
	Fri 27 April	Cultural factors and tourism	
8	Tues 1 May	Legal factors Legal and legislative factors influencing tourism	Population Change and the Implications for Tourism
	Fri 4 May	Economic Factors – <i>Dr Mondher Sahli</i> Economic environment I: demand side	
9	Tues 8 May	Economic environment II: supply side	Legal factors
	Fri 11 May	Economic environment III - Balance of payments and tourism	
10	Mon 14 May 12 noon	ASSESSMENT 2 – Group report	Economics and tourism
	Tues 15 May	ASSESSMENT 3 – In class test	
	Fri 18 May	Analysing the Macro Environment of Tourism 1. Applications of PESTLE analysis - case study	
11	Tues 22 May	2. Applications – factors affecting the macro environment of tourism in New Zealand	Exam preparation
	Fri 25 May	3. Evaluation of macro environmental analysis	
12	Tues 29 May	Overview of the course and Revision	Feedback and return assignment 2
	Fri 1 June	Revision (cont.)	

Expected Workload

Students can expect the workload to be approximately 12 hours per week (18 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Assessment Requirements

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination. You are required to complete all assessment exercises by the due date and attend at least 8 tutorials.

This course will be assessed as follows:

Assignment	% of marks available	Due Date
1. Individual essay	25%	12 noon, 2 nd April
2. Group report	15%	12 noon, 14 th May
3. In-class test	10%	4:10pm, 15 th May
4. Final examination	50%	8 th - 27 th June 2007

1: Individual Essay 25% (2,000-2,500 words)

Due date: 12 noon, Monday 2nd April 2007

Choose one of the following crises or disasters that have impacted on tourism in recent years:

- **SARS (Severe Acute Respiratory Syndrome)**
- **9/11 terrorist attacks**
- **Boxing Day Tsunami**

Discuss the impact of this crisis or disaster on tourism and evaluate the effectiveness of the tourism industry's response.

The objective of this assessment is to investigate the relationship between tourism and the wider macro environment by evaluating one case study event. It focuses on crises and disasters that have affected the tourism industry in recent years. The question asks you to identify the impacts and evaluate how the tourism industry responded to the particular critical event.

The essay assesses your achievement of course objective 2 and of skills 3, 4, 5 and 6.

Further guidelines for this assignment, background information on each crisis and a range of recommended readings can be accessed via Blackboard. The assignment will also be discussed in the week 3 tutorial.

2: Group Report 15% (3,500-4,000 words)

Due date: 12 noon, Monday 14th May 2006

Undertake a PESTLE analysis of how the macro environment has influenced the development of the accommodation, surface transport, or attraction sector in a particular destination country.

The objective of this assessment is to explore the range of macro environmental factors that influence the development of the tourism industry.

The group report assesses your achievement of course objectives 1, 2, 3, and 4 and of skills 1, 2, 4, 5 and 6.

This is a group assignment and you submit one assignment for the whole group (3 or 4 students per group). All students will get the same grade. You should therefore work as a team. You may choose to divide up the different PESTLE factors and research these individually; however, you must ensure that your report is presented as a group effort. For example, the sections of the report need to relate to each other, you will need a clear overview of the sector, and your conclusion should bring the different points together.

Further guidelines for this assessment and suggested sources of further information can be accessed via Blackboard. The assignment will also be discussed in the tutorials in week 5 and 7 and you will be given time to work on your assignment in the week 6 tutorial.

3: In Class Test (Individual) 10% (40 minutes)

Test date: In lecture (4:10pm) Tuesday 15th May 2007

The objective of this assignment is to assess your individual understanding of how macro environmental factors influence the development of the tourism industry. You will answer one essay question which will test your ability to evaluate the relative importance of different macro environmental factors and assess your understanding of the broader principles of macro environmental analysis.

The in-class test assesses your achievement of course objectives 3 and 4 and of skills 1, 2, 4, 5 and 6.

This assessment is related to the group assignment topic. It is an open-book test which means you can bring your group report, research notes, lecture and tutorial notes, and any books or readings to refer to during the test.

4: Final Examination 50% (3 hours)

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: 8th – 27th June 2007; details will be given at a later date.

The final examination assesses your achievement of course objectives 1, 2, 3 and 4, and of skills 1, 2, 3, 5 and 6.

General points on coursework assessments 1 & 2

All assignments should be handed into the TOUR 104 box on level 2 of Murphy. Before submitting assignments refer to the *2007 Tourism Management Style Guide* (attached to the back of this course outline) for guidance on writing style and referencing.

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.

Further help on essay writing and planning: Student Learning Support Services is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: http://www.vuw.ac.nz/st_services/slss

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 7 days after the due date. Students who do not submit an assignment within the week, 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.

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

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.

Readings

There is no set text for this course; references and readings will be made available throughout. Many of the recommended texts below are available in closed reserve and/or 3-day loan in the library, and there are often earlier editions in the main collection.

Macro Environment of Tourism (linked to assessment 2)

A number of tourism textbooks discuss the relationship between the macro environment and tourism; for example:

Collier, A. and B. M. Brocx (2004). Eds. *Tourism Industry Management*. Auckland, Pearson Education Limited. G155 N5 T727 IM. See chapter 4 by A. Jolliffe 'The macro environment of tourism'

Evans, N., D. Campbell and G. Stonehouse (2003). *Strategic Management for Travel and Tourism*. Oxford, Butterworth-Heinemann. G155 A1 E92 S. See chapter 7

Tribe, J. (1999). *Economics of Leisure and Tourism*. Second edition. Oxford, Butterworth-Heinemann. GV188 T822 E 2ed. Chapters on economics, political and socio-cultural factors, and technological factors.

Weaver, D. and L. Lawton (2005). *Tourism Management*. Third edition. Milton, John Wiley & Sons. G155 A1 W363 T 3ed. Chapter 3 includes factors associated with increased tourism demand.

For background on the individual sectors (accommodation/hospitality, transport, attractions), and information on macro environmental factors that impact on them can be found in a range of general tourism management textbooks. For example (and there are many others):

Collier, A. (2006) *Principles of Tourism: a New Zealand Perspective*. Seventh edition. Auckland: Pearson Education New Zealand Limited. G155 N5 C699 P 7ed.

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (2005) *Tourism Principles and Practice*. Third edition. Harlow: Addison Wesley Longman Limited. G155 A1 T727 3ed

Holloway, J. C. (2002) *The Business of Tourism*. Harlow: Prentice Hall. G155 A1 H745 B 6ed.

McIntosh, R. W., Goeldner, C., R. and Ritchie, J. R. B. (1995) *Tourism Principles, Practices, and Philosophies*. Boston: John Wiley & Sons. G155 A1 M152 T

Page, S. J. and J. Connell (2006). *Tourism: a modern synthesis*. Second edition. London, Thomson Learning. G155 A1 P133 TA 2ed

Page, S. (2007) *Tourism Management: managing for change*. Boston: Butterworth-Heinemann. G155 A1 P133 TM 2ed.

Weaver, D. and L. Lawton (2005). *Tourism Management*. Third edition. Milton, John Wiley & Sons. G155 A1 W363 T 3ed.

Crisis and Disasters Affecting Tourism (linked to assessment 1)

The impacts and management of crises and disasters affecting tourism are covered in a number of text books, and additional suggested readings on the assessment case studies are available through Blackboard.

Beirman, D. (2003). *Restoring Tourism Destinations in Crisis: a strategic marketing approach* Cambridge, MA, CABI Publishing. G155 A1 B422 R

Buhalis, D. and C. Costa (2006). Eds. *Tourism Management Dynamics: trends, management, and tools* Amsterdam, Elsevier Butterworth-Heinemann. G155 A1 T727 MD

Glaesser, D. (2006). *Crisis Management in the Tourism Industry*. Oxford, Butterworth-Heinemann. G155 A1 G543 C 2ed

Hall, C. M., T. Dallen and D. T. Duvan (2003). *Safety and Security in Tourism: relationships, management, and marketing* Binghamton, NY, Haworth Hospitality Press. G155 A1 S128.

Co-published simultaneously as *Journal of Travel & Tourism Marketing*, volume 15, numbers 2/3/4 (2003)

Pizam, A. and Y. Mansfeld (2005). Eds. *Tourism, Security and Safety: from theory to practice*. Oxford, Butterworth-Heinemann. G155 A1 T727 SA

Wilks, J., D. Pendergast and P. Leggat (2006). Eds. *Tourism in Turbulent Times : towards safe experiences for visitors*. Oxford, Elseiver. G155 A1 T727 S

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 *2007 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication

Information on course-related matters will be announced at class and posted on the Blackboard website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Copies of material handed out in lectures will be made available in the Pigeon Holes on level two 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.

Email Contact

Students wishing to contact staff by email should adhere to the following instructions:

Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg

TOUR104_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.