

Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester 1 2007

COURSE OUTLINE

COURSE COORDINATOR

Laurel J. Reid, Ph.D.

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ADMINISTRATION ASSISTANT

Linda Walker

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TUTORIAL CO-ORDINATOR

Lucy Beer

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Class Times and Room Numbers

Lectures

Mondays 1:40-2:30 p.m. GB LT3 (Law School)
Thursdays 1:40-2:30 p.m. GB LT3 (Law School)

Tutorials

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

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

Tuesdays 9:30am to 10:20am RWW 125
10:30am to 11:20am RWW 128
11:30am to 12:20 pm RWW 127

Final Examination

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

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.

Course Objectives

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 and policy making processes.

Specifically, this course seeks to:

- 1) Provide a systematic examination of tourism planning and policy-making applicable to a range of contexts.
- 2) Offer a mix of conceptual and theoretical policy and planning .
- 3) Apply theoretical concepts to practical applications through an in-depth examination of tourism planning, development and policy-making for a particular destination.

Skills

In meeting the above objectives, this course will provide students with the opportunity to develop the following skills:

1. Identify the current tourism policy issues in New Zealand and beyond.
2. Evaluate and debate the validity of policy arguments based on qualitative and/or quantitative information in order to accept or challenge the findings of others.
3. Identify the basic components of comprehensive tourism plans.
4. Critique tourism plans from an holistic perspective.
5. Develop a basic tourism plan for a destination, based on an integrative and conceptual framework.
6. Collect, organize and present planning and policy information from a variety of sources.
7. Develop analytical, team-building, class participation and presentation skills.

Programme

The course features an integrated programme 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 programme features two broad phases:

Phase I (Units 1-5) addresses the application and value of public and tourism policy using a variety of conceptual and methodological approaches with reference to international, national and local contexts affecting tourism.

Phase 2 (Units 6-11): focuses on integration of tourism policy and planning concepts and addresses planning from conceptual and methodological perspectives at national and local levels incorporating a range of examples from New Zealand and elsewhere.

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 class schedule may be required.

Expectations

- Students are expected to attend all lectures and actively participate in all tutorials. All important announcements concerning the course will be made during 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.
- 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. **Please note: *Written work submitted by e-mail will not be accepted.***

Expected Workload

Students can expect the workload to be approximately 16 hours per week (24 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

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.

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.

TOUR 301 Class Schedule

Date	Unit	TOPIC	Reading	Tutorial (Tuesdays)
		Topic(s)		
Monday, Feb 26	1	Introduction, Course Outline, Learning Objectives, Study Expectations, Assignments. Overall approach to the Course. Broad Outline: Introduction to Tourism Policy and Planning issues	Unit 1 Reading: Hall, C.M., J. Jenkins and G. Kearsley, "Introduction: Issues in Tourism Planning and Policy in Australia and New Zealand", in <i>Tourism Planning and Policy in Australia and New Zealand</i> , 1997, pp. 16-36.	
Thursday Mar 1		General Public Policy Theory: Foundation themes and issues for the establishment, and promulgation of public policies.		
Monday, Mar 5	2	Guest Speaker: Charlotte Clements, Assistant Librarian, Commerce Library, Vic U. Research Resources for TOUR 301 Project	Unit 2 Readings: <u>1.</u> Hall, C.M. Chap 2, "Tourism, Government and the State", in <i>Tourism and Politics: Policy, Power and Place</i> , Brisbane: John Wiley and Sons, 1994, pp. 20-58. <u>2.</u> TBA.	Tuesday Tutorial: The Resource Management Act and Tourism: Presentation and Exercise; Reading: <i>Tourism and the Resource Management Act: A Good Practice Guide</i> , August 2004, pp. 1-15.
Thursday Mar 8		Public Policy Analysis, Empirical Theories and Models.		
Monday, Mar 12	3	Guest Speaker: Simon Wallace, Policy Manager, Tourism Industry Association (TIA): Planning and Policy Linkages, Advocacy Groups	Unit 3 Readings: <u>1.</u> Page, S. and K. Thorn, Chap 14, "Sustainable tourism development and planning New Zealand: Local Government Responses", in Hall, C.M. and Lew, A. A. (eds), <i>Sustainable tourism: A geographical perspective</i> : London: Longman, 1998, pp. 173-184. <u>2.</u> TBA	Tuesday Tutorial: Group Formation and Policy Presentation Overview.
Thursday, Mar 15		Local Government and Communities; Local Government Planning, Rating Tourism entities, Development and Infrastructure provision.		
Monday, Mar 19	4	Tourism Public Policy: Applications of General Public Policy to Tourism, Public & Private sector interfaces. Applications and Impacts, NZ Systems and Tools	Unit 4 Readings: <u>1.</u> <i>Tourism Satellite Account 2005: Results and Conceptual Framework</i> , Statistics new Zealand, October 2006, pp. 1-32. <u>2.</u> TBA	Tuesday Tutorial: Identifying the Tourism Policy Issues: Presentation and Exercise; Reading: Pearce, D.G. "Tourism, Trams and Local Government Policy-making in Christchurch, New Zealand" in <i>Current Issues in Tourism</i> , V. 4, Nos. 2-4, 2001, pp. 331-354.
Thursday, Mar 22		Guest Speaker: Bruce Bassett, Research Manager, NZ Ministry of Tourism; Public Policy Processes & Development in the Environment and Tourism Portfolios:		
			Written Tourism Policy Report Due - Friday, March 23 - noon	

Monday, Mar 26	5	Guest Speaker: John Moriarity, Research Fellow Victoria University: Metrics (including TSA) - systems and processes, Why Metrics are Critical Inputs to Policy and Planning	Unit 5 Readings: 1. Pearce, P.L., A.M. Morrison, J.. Rutledge, Chap. 5, "Government organizations: Policy and Planning," in <i>Tourism: Bridges Across Continents</i> , Sydney: McGraw-Hill Companies, 1998, pp. 310-329.	Tuesday Tutorial: Groups 1&2: Initial Policy Issue Findings and Discussion
Thursday, Mar 29		Metrics, Policy and Planning (Continued)		
Monday, Apr 2	6	Tourism Planning: Purpose, Basic approaches, Systematic perspectives, Models and their evolution, Growth, Sustainability.	Unit 6 Readings: 1. <i>Overview of and Approaches to Tourism Planning, Conceptual Frameworks</i> , Pearce, Gunn, Inskeep and Lessons Learned (5 pp.), 2. TBA	Tuesday Tutorial: Groups 3&4: Policy Issue Findings & Discussion
Thursday, Apr 5		Tourism Planning: A Canadian Case Study		
April 6-22 Mid-Trimester Break				
Monday, Apr 23	7	Tourism Policy Assignment Feedback; Class Feedback; What Makes a Successful Tourism Destination.	Unit 7 Readings: 1. Chap 3, "Planning for Local Tourism Development", in <i>Guide for Local Authorities on Developing Sustainable Tourism</i> , 1998, p. 41-63; 2. TBA	Tuesday Tutorial: Form Tourism Plan groups; Group Resources; Destination Selection - Tasks
Thursday, Apr 26		Strategic Planning in Action: Tourism Inventories, the SWOT, Questions to Ask		
Monday, Apr 30	8	Planning Principles for Tourism Development at Various Levels	Unit 8 Readings: 1. Chap 4, "Planning Principles for Tourism Development," in <i>Guide for Local Authorities...</i> pp.65-96. 2. TBA	Tuesday Tutorial: Group Work: Planning Principles at Work
Thursday May 3		Guest Speaker – Role of Regional Tourism Organisations in planning and policy formation		
Monday, May 7	9	Implementing Tourism Development	Unit 9 Readings: 1. Chap 5, "Implementing Tourism Development," in <i>Guide for Local Authorities...</i> pp.97-119. 2. TBA	Tuesday Tutorial: Group Work - Planning at Various Levels
Thursday, May 10		Implementing Tourism Development (continued): Opportunities and Challenges		
Monday, May 14	10	Capacity Planning and Management; Managing the Tourism Sector	Unit 10 Readings: TBA	Tuesday Tutorial: Group Work - Planning & Capacity Management
Thursday, May 17		Tourism Plan Presentations: Groups 1-3	Tourism Plan Written Portion Due 12:00 noon Thurs May 24 - All Individuals in Groups 1-3	
Monday, May 21		Tourism Plan Presentations: Group 4-6	Tourism Plan Written Portion Due 12:00 noon Mon May 28 - All Individuals in Groups 4-7	Tuesday Tutorial: A special note on Protected Areas –Policy and Planning Issues
Thursday, May 24		Tourism Plan Presentations: Groups 7-9	Tourism Plan Written Portion Due 12:00 noon, Thurs, May 31 - All individuals in Groups 7-9	
Monday, May 28	11	Summary and review of course, wrap-up and examination profile		

Assessments and Assignments

The assessment for this course incorporates three major components as follows:

	DUE DATES
1. Policy Analysis: A Case Study (Total 25%)	
- Written Tourism Policy Report (Individual): 20%	12 noon, Friday, March 23rd
- Tutorial Presentation/Exercise (Group): 5%	as per class schedule
2. Tourism Destination Plan (Total 25%)	
- Presentation (Group): 10%	as per class schedule
- Written Plan (Individual): 15%	as per class schedule
3. Final Examination 50%	8 th – 27 th June 2007

These assessments are elaborated on below.

1. **Policy Analysis (25%):** The first assignment has two parts:
 - a) **Tourism Policy Analysis Report**, which is completed individually, followed by
 - b) **Tutorial Presentation**, where students work in small groups to summarize the issues uncovered in their independent research.
 - a) **Tourism Policy Analysis Report (Individual)** constitutes 20% of the course grade and involves an examination and analysis of one of the following policy issues:
 1. **Climate Change and Tourism: Global, National, Local**
OR
 2. **Local Government Rates Inquiry: The “Bed Tax” Alternative**

These two policy issues are currently of critical importance to New Zealand and have been selected in consultation with the Tourism Industry Association (TIA). A brief background on each of these policy issues will be presented in class. An outline and grading criteria for the report will be distributed in class. The written analysis is due: **12 noon, Friday March 23.**

- b) **Tutorial Presentation: Policy Analysis Summary (Group)** constitutes 5% of the course grade. Working in groups of 3-4, students will compile the research completed for the Tourism Policy Analysis Report, summarize and present this information in tutorial. An outline and grading criteria for the presentation will be distributed in class. (See due dates on class schedule).

2. Tourism Destination Plan:

The second assignment involves the development of a strategic plan for a chosen New Zealand destination, focusing specifically on the policy and planning issues that are relevant to that destination -- from economic, social and environmental standpoints. ***Destinations must be approved by the lecturer.*** This assignment is divided into two parts:

- a) **Plan Presentation (Group)** (constitutes 10% of course grade): Presentation due dates are shown on the Class Schedule; an outline and grading criteria for the presentation will be distributed in class.
 - b) **Written Plan (Individual)** (constitutes 15% of course grade). The written plan is to be completed individually and is an expansion of the information in the presentation. The plan is due one week after the presentation to allow students to incorporate lecturer feedback into the written plan. An outline and grading criteria for the written plan will be distributed in class.
3. **The Final Examination (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: 8th - 27th June 2007; details will be given at a later date.

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 before the 7 days 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.

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 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.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927 on the 9th floor of Rutherford House.

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>).

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
TOUR301_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.