



Victoria Management School

**TOUR 408**

**Integration and Globalisation of Tourism**

Trimester 1 2007

**COURSE OUTLINE**

**Course Co-ordinator:**

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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 2:40 to 5:30pm in RWW 127**

## **Introduction**

The phenomenon of tourism is characterised by increasing integration to the extent that it can be regarded as a global activity. The organisation, management and operation of the phenomenon are marked by the convergence and interdependence of the major players. This is in marked contrast to the increasing and divergent flows of tourists who seek new destinations, attractions and activities. The events of 11 September 2001, the subsequent US led invasion of Iraq and terrorist activities in Western Europe have had economic repercussions on major tourism businesses. One result of this has been a rearrangement of existing airline alliances as companies face increasing pressure to remain profitable in a climate of changing tourist flows as tourists search for new and 'safe' destinations.

Used descriptively the term globalisation describes the increased flows of goods, services, capital and people. In a prescriptive context the term implies a global era where technology renders international boundaries transparent to the flow of ideas and goods opening up a new world economy. These changes have implications for business, not least those related to tourism. The rapid nature of economic change is such that to survive firms must adapt to the changing environment in which business is conducted, to do otherwise is to risk stagnation, decline and disappearance. It is within an economic environment that this course examines the evolution and development of tourism as a phenomenon characterised by integration within and between business sectors at a range of spatial scales. The course examines production and consumption side drivers that have encouraged the integration and globalisation of tourism.

## **Course Objectives**

Students successfully completing this paper should be able to:

- Demonstrate an understanding of globalisation as a process.
- Critique the processes of integration through which tourism and tourism related businesses have become global in their extent.
- Understand the rationale for New Zealand's integration into global tourism.
- Evaluate how global tourism patterns are reflected in New Zealand and debate the implications this has for the future development of New Zealand's tourism industry.

## **Skills**

By the end of this course you should be able to:

- Explain the relationships between tourism and globalisation.
- Evaluate the importance of international business trends to New Zealand's tourism businesses.
- Undertake research and analysis with increased confidence.
- Critically apply theoretical models to real world processes of global economic activity.
- Engage effectively in group debate and decision-making.

## **Expected Workload**

Students can expect the workload to be approximately 10hrs per week (15pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

**Course Content      Lecture Outline**

<b>Date</b>	<b>Lecture topic</b>	
26 Feb	Introduction <ul style="list-style-type: none"> <li>• What is globalisation?                             <ul style="list-style-type: none"> <li>○ How can it be explained?</li> </ul> </li> <li>• Producers and consumers at different scales</li> </ul>	Set essay 1
5 Mar	Drivers of globalisation <ul style="list-style-type: none"> <li>• political</li> <li>• regulation</li> <li>• technology</li> <li>• market</li> </ul>	
12 Mar	<ul style="list-style-type: none"> <li>• Extensification - spatiality</li> <li>• How and why firms extend their areas of operation – local-regional-national-international-global;</li> <li>• Implications for tourism</li> </ul>	Set seminar topics
19 Mar	<ul style="list-style-type: none"> <li>• Intensification - economic</li> <li>• 20<sup>th</sup> century growth of multinational corporations and transparent boundaries;                             <ul style="list-style-type: none"> <li>○ Transport</li> <li>○ Accommodation</li> <li>○ Labour</li> <li>○ Finance</li> </ul> </li> <li>• Implications for tourism development;</li> <li>• From mass production to niche markets; from old to new tourism</li> </ul>	
26 Mar	Globalisation as development and process <ul style="list-style-type: none"> <li>• Is globalisation a stage of development, or is it a process?</li> </ul> Impact of global events on tourism <ul style="list-style-type: none"> <li>• Implications of integrated economies</li> </ul>	Essay 1 due
2 April	Case study. Transport – global alliances	Seminar presentations Set essay 2
<b>Mid trimester break</b>		
23 April	Case study. Travel patterns – change through time.	Seminar presentations
30 April	Case study. Accommodation – the growth and spread of international hotel chains	Seminar presentations Essay 2 due
7 May	Case study. The role of information technology in global tourism	Seminar presentations
14 May	Case study. Finance and insurance – global banking and credit cards and insurance and their role in global tourism	Seminar presentations
21 May	Case studies, globalised attractions <ul style="list-style-type: none"> <li>• Disney</li> <li>• Club Med</li> <li>• Casinos</li> </ul>	Seminar presentations
28 May	<ul style="list-style-type: none"> <li>• Theoretical explorations</li> <li>• Tourism as cause and consequence of globalisation</li> </ul>	

## Selected literature:

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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
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- Das, D. K., 2006, Globalisation in the World of Finance: an analytical history, *Global Economy Journal*, 6 (1)
- Debbage, K.G. 1994, The international airline industry: globalisation, regulation and strategic alliances, *Journal of Transport Geography*, 2 (3) 190-203
- Dev, C. and Klein, S. 1993, Strategic alliances in the hotel industry, *Cornell Hotel and Restaurant Administration Quarterly*, 34 (1) 42-45
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- Dunning J.H. 1997 The advent of alliance capitalism, pp 12-50 In: Dunning J.H. & Hamdani, K. A. (Eds) 1997, *The New Globalism and Developing Countries*, United Nations University Press, Tokyo.
- Evans, N. Collaborative strategy: - an analysis of the changing world of international airline alliances, *Tourism Management* 22 (3) 229-243
- 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
- Hall, C.M. 1994, *Tourism and Politics*, Wiley, Chichester. Library ref: G155 A1 H174 T

- Hall, P. and Preston, P. 1988, *The carrier wave*, Unwin and Hyman, London
- Held, D, *et al*, 1999, *Global Transformations*, Polity Press, Cambridge
- Jeffries, D. 2001, *Governments and Tourism*, Butterworth-Heinemann
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- 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
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- Schoenberger, E. 1988, From Fordism to flexible accumulation: technology, competitive strategies and international location, *Environment and Planning D. Society and Space*, 6 (2) 245-262\*
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- Theobald, W. F. 1998, *Global Tourism*, Butterworth-Heinemann (3<sup>rd</sup> ed 2005)
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- Wahrab, S. & Cooper, C. (Eds) 2001, *Tourism in the Age of Globalisation*, Routledge, London
- Waite, J. 2004, Reducing the cost of distance: technological change and the globalisation of New Zealand, *Global Economy Journal*, 4 (1) 1-19
- Warf B. 1988, Japanese investments in the New York metropolitan region, *Geographical Review* 78 (3) 257-271
- Warf, B. 1989, Telecommunications and the Globalisation of Financial Services, *Professional Geographer* 41 (3) 257-271
- Watters, R. F. and McGee, T. G. (eds) *New geographies of the Pacific Rim: Asia Pacific*, Victoria University Press, Wellington
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Note: \* available in Geography Dept. library (Bradley Library; Cotton level 4)

#### Useful websites

[www.ilo.org](http://www.ilo.org).

[www.worldbank.org](http://www.worldbank.org).

[www.ids.ac.uk/ids/global/](http://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; airline alliances (One World; Star; Sky Team); 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 relative importance of the drivers of globalisation to tourism.

Word limit: 3000 words

Due date: March 27<sup>th</sup>

#### **Assessment 2:** 30%

Essay: choose ONE of the following:

- a. To what extent can global tourism be regarded as a peace industry? Support your answer with reference to suitable examples.
- b. Discuss the impact of international terrorism on global (international) tourism.

Word limit: 3000 words

Due date: May 7<sup>th</sup>

#### **Assessment 3:** Seminar written and oral presentation 40%

Select an aspect of global tourism:

- transport – global alliances,
  - Sea
  - Air
- the role of information technology in global tourism.
  - Changes in technology
  - Communication
  - Management
- 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
  - finance and insurance – global banking, credit cards and insurance and their role in global tourism.
    - Banking
    - Foreign exchange
    - Travellers’ cheques, credit cards, ATMs and EFTPOS
    - Insurance
  - globalised attractions
    - Disney
    - Club Med
    - Casinos
- 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 more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet mandatory course requirements.

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 with dates.**

**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 assessments must be completed on time with an overall passing grade.



## 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 outside RH 927.

## 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

TOUR408\_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](http://www.vuw.ac.nz/policy).

For information on the following topics, go to the Faculty's website [www.vuw.ac.nz/fca](http://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](mailto: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](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.