



## **Victoria Management School**

### **TOUR 108 TOURISM IN NEW ZEALAND**

**Trimester 2 2007**

### **COURSE OUTLINE**

#### **COURSE COORDINATOR**

**Dr. Bob Garnham**

Room: RH 926, Rutherford House  
Phone: 463 5726  
Email: Bob.Garnham@vuw.ac.nz

#### **TUTOR CO-ORDINATOR**

**Lucy Beer**

Room: RH 120  
Phone: 463 6910  
Office hours: Mon, Tue, Thu, Fri. 09:30-12:30  
E-mail: Lucy.Beer@vuw.ac.nz

#### **ADMINISTRATION ASSISTANT**

**Linda Walker**

Room: RH 927, Rutherford House  
Phone: 463 5720  
Office hours: 09.00 – 3.30  
Email: Linda.Walker@vuw.ac.nz  
Fax: 463 5180

## **LECTURE TIME AND LOCATION**

Wednesday & Friday 16:10 - 17:00 KKL 303

## **TUTORIAL TIMETABLE**

Wednesday: 1:10-2:00; 2:10-3:00; 3:10-4:00

Friday: 11:00-11:50; 1:10-2:00; 2:10-3:00; 3:10-4:00

## **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 Friday 13<sup>th</sup> July, and on Blackboard. If you have any problems about the allocation please contact the tutorial coordinator.

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 19<sup>th</sup> October to 10<sup>th</sup> November 2007.

## **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 origin-destination model, Butler's Resort Lifecycle model and Plog's concept of allo- and psycho- centric tourists introduced in TOUR 101 and external factors affecting tourism development introduced in TOUR 104. TOUR 108 presents a systematic examination of the development of tourism in New Zealand. Commencing with a brief historical overview of tourism development in New Zealand the course takes a systematic approach in applying the principles of tourism operation to regional destinations in New Zealand. The interrelationships and linkages between transport, accommodation and attractions and activities sectors are examined through examples drawn from developed core and developing peripheral 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 key objectives of this course are to:

demonstrate a basic understanding of the development of tourism in New Zealand

- provide an understanding of the importance of tourism to New Zealand's national and regional economy
- encourage students to adopt a critical approach to the examination of tourism, particularly the issues of impact and sustainability
- provide an understanding of the changing role and importance of Maori in tourism development

## **SKILLS**

In meeting these objectives, this course will prepare students for a professional career in tourism management by providing them with the opportunity to:

- identify, access and evaluate tourism information sources
- appreciate and understand the importance of tourism to New Zealand's national and regional economies
- use Excel at an introductory level
- analyse, interpret and present relevant tourism data
- explain the contribution of Maori to New Zealand tourism
- work independently and engage effectively in group decision making

## 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	Readings
1	July 11 & 13	Introduction; Administration; Tutorials Assessment expectations Relationship with TOUR 101 & 104 Origin – Destination model Outline history New Zealand as a peripheral destination Butler's model <i>Set first exercise: New Zealand as a destination</i>	<b>No tutorial</b>	Collier Part A; & Chapters 8 & 10; Weaver & Lawton Chapter 10 pp.306-325
2	July 18 & 20	Organisation of New Zealand Tourism NTO and RTO Public and private sectors Tourism Strategy RTO case studies <i>Set first assignment exercise</i>	Set first assessment exercise New Zealand as a destination	Collier Chapter 4 Hall & Kearsley Chapter 4 <i>Draft New Zealand Tourism Strategy 2015</i> TRCNZ.govt.nz (pdf)
3	July 25 & 27	Marketing and markets Role of information, Leiper's model Gateways, travel styles and travel patterns Core – periphery model, Christaller's concept Concentration and dispersion	Assessment 1 Markets	Collier Chapter 13 Hall Chapter 1. Leiper 1990 Leiper 1995 Chapter ?
4	Aug 1 & 3	Core area case studies Rotorua and Queenstown – consolidation and re-juvenation <i>First essay due</i> <i>Set second assessment exercise</i>	Core; intermediate and peripheral areas; tourist flows	Bosselman et al., pp196-206 Hall & Kearsley Chapter 9
<b>AUGUST 5<sup>th</sup> &amp; 6<sup>th</sup> WELLINGTON FIELD TRIP</b>				
5	Aug 8 & 10	Urban areas as destinations Wellington case study	Assessment 2 Growth	Page et al., Chapter 21; Hall & Kearsley Chapter 6
6	Aug 15 & 17	Peripheral area case studies Taranaki and Southland - development	Fieldwork follow-up	Bosselman et al., pp196-206 Hall & Kearsley Chapter 9 <i>Taranaki Tourism Strategy</i> <i>Southland Tourism Strategy</i>
<b>Mid trimester break</b>				
7	Sept 5 & 7	<i>Set third assessment exercise</i> Tourism businesses – development, independence and inter-dependence; NZ and foreign ownership patterns	Adventure activities. Fieldwork questions – a reminder	Handout
8	Sept 12 & 14	National Parks as attraction GS? Case studies	Assessment 3 Accommodation	Hall & Kearsley Chapter 8
9	Sept 19 & 21	Maori tourism GS Ngatata Love GS Johnny Edmonds	Cultural differences Host and guest	Collier pp. 223-225; Edmonds, J. handout
10	Sept 26 & 28	Changing face of New Zealand tourism Past, present and ... future Impact and sustainability <i>Fieldwork due by 09:00</i>	Assessment 4 Value	Page et al., Chapter 27
11	Oct 3 & 5	Paradox of the periphery Touristification of New Zealand	Revision questions	Collier Chapter 15
12	Oct 10 & 12	Wrap up What have we learnt? Where to from here? 200 level courses	<b>No tutorial</b>	

## 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.

## TEXT AND READINGS

**There is no set text for this course but the following references are recommended:**

*Accommodation Sector Profiles*, [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

Ateljevic, I & Doorne, S. 2000, Local government and tourism development: Issues and constraints of public sector entrepreneurship, *New Zealand Geographer*, 56 (2) 25-31

Bosselman, F., Peterson, C., McCarthy, C. 1999, *Managing Tourism Growth: issues and applications*, Island press, Washington DC <<G155 A1 B745 M>>

Cloher, D. & Johnston, C. 1999, Maori sustainability concepts applied to tourism: a North Hokianga study, *New Zealand Geographer*, 55 (1) 46-52

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

*Draft New Zealand Tourism Strategy 2015* TRCNZ.govt.nz (pdf)

Edmonds, J. 2006, Landscape: a cultural phenomena Beyond Nature, *New Zealand Tourism and Hospitality Research Conference*, University of Otago, 5 December 2006

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., 1997, *Tourism in the Pacific Rim*, Longman, Melbourne

Hall, C.M. and Kearsley, G. 2001, *Tourism in New Zealand: an introduction*, Oxford University Press, Melbourne

Leiper, N. 1990, Tourist Attraction Systems, *Annals of Tourism Research* 17 (3) 367 – 384 (on line)

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

Orbasi, A. 2000, *Tourists in Historic Towns*, Spon, London <<G156.5 H47 O64 T>>

Page, S., Brunt, P., Busby, G., Connell, J., 2001, *Tourism: a modern synthesis*, Thomson Learning, London.

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

*Southland Tourism Strategy*, <http://www.venturesouthland.co.nz>

*Southland Visitor Survey*, <http://www.venturesouthland.co.nz>

*Taranaki Tourism Strategy 2005 to 2010*, [www.venture.org.nz](http://www.venture.org.nz)

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](http://www.trcnz.govt.nz)**;

Ministry of Tourism: **[www.tourism.govt.nz](http://www.tourism.govt.nz)**;

Tourism New Zealand: **[www.purenz.com](http://www.purenz.com)**;

The Tourism Industry Association: **[www.tianz.org.nz](http://www.tianz.org.nz)**;

Department of Conservation: **[www.doc.govt.nz](http://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.

## ASSESSMENT

Assessment 1	Report	15%	Due: <b>9am on Friday 3<sup>rd</sup> August</b>
Assessment 2	Field Trip	20%	Due: <b>9am on Friday 21<sup>st</sup> September</b>
Assessment 3	Practical Exercises	15%	During tutorials
Assessment 4	Final Examination	50%	Date to be advised

### 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, illustrate its location with the aid of a map, describe the infrastructure for tourism, identify key attractions, provide an estimate of the number of domestic and international visitors and comment on the relative economic importance of tourism to the region.

References: [trcnz.govt.nz](http://trcnz.govt.nz); Hall & Kearsley; Collier (various chapters); local authority websites; check newspapers and magazines (North & South; The Listener).

- **Limit:** 2000 Words
- **Report due:** By 09:00 3<sup>rd</sup> August.

### 2. Field trip report 20%

- **Weekend of 5<sup>th</sup> & 6<sup>th</sup> August**
- Details will be presented in lectures prior to the exercise and followed up in tutorials.
- **Report due:** By 09:00 on 21 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 Arrival statistics, 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 and brought to 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.
- The completed answers and exercise are to be handed to your tutor at the end of the tutorial. The work will be marked and returned in the following week's tutorial.

**Exercise 1** – Origin of visitors to New Zealand

- This exercise examines where New Zealand's international visitor arrivals come from.

**Exercise 2** – How many international tourists are there?

- How has the number of international visitor arrivals grown through time and how have the markets changed?

**Exercise 3** – Where do they stay? –

- What types of accommodation are used by international tourists to New Zealand?
- This exercise also looks at the distribution of accommodation in New Zealand

**Exercise 4** – The value of tourism to New Zealand

- What is the value of different tourist markets to the New Zealand economy?

**4. Final examination: 50%**

The objective of the three hour final 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: 19<sup>th</sup> October to 10<sup>th</sup> November 2007.

**NB** Attendance at lectures and tutorials is highly recommended; the completion of the assessment exercises is a requirement to meet the mandatory course requirements.

**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](http://www.vuw.ac.nz/st_services/slss)

**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.

**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 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. Students who wish to apply for an extension must contact the tutorial co-ordinator for Tourism Management, Lucy Beer (telephone: 4636910, e-mail: [lucy.beer@vuw.ac.nz](mailto:lucy.beer@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.

## **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 within 7 days of the due date, and
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 2<sup>nd</sup> Floor Murphy Building notice board. Students will be expected to check both places for notification.

## **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>).

## **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.

## **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: TOUR 108\_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.