



Victoria Management School

TOUR 250
MANAGING VISITOR IMPACTS

Trimester 2 2007

COURSE OUTLINE

COURSE CO-ORDINATOR

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CONTRIBUTOR

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TUTORIAL CO-ORDINATOR

Lucy Beer

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Working hours: 9.30-12.30 Mon, Tues, Thurs & Fri

Please phone or email in advance for an appointment

ADMINISTRATION ASSISTANT

Linda Walker

Room: RH 927, Rutherford House

Phone: 463 5720

Email: linda.walker@vuw.ac.nz

Working Hours: 9.00-3.30 Mon-Fri

LECTURE TIME AND LOCATION

The paper is comprised of two lectures and one tutorial per week for a period of 12 weeks. Note, however, that there are no tutorials in week 1 and week 10 of lectures.

Lectures	Time	Lecture Theatre
Tuesday	9.30 – 10.20am	GBLT4
Thursday	9.30 – 10.20am	GBLT4

Attendance at all lectures is strongly recommended. All important announcements concerning any alterations to the lecture programme and tutorials will be made in the lecture. Additionally, source material for further reading as well as tutorial handouts will be distributed in the lectures.

TUTORIAL TIMETABLE

Tutorial No	Tutorial Time	Days	Room
1	10.30-11.20	Tuesdays	GBG07
2	11.30-12.20	Tuesdays	RWW414
3	12.40-13.30	Tuesdays	RWW414
4	10.30-11.20	Thursdays	RHGO1
5	11.30-12.20	Thursdays	RHGO1

Tutorial Allocation Procedure

Tutorial groups will be arranged in the first lecture. Confirmation of your tutorial group will be posted on blackboard and the notice board on the Mezzanine level of Rutherford House by Friday 13 July 3pm. If you have any problems with your tutorial group allocation, please contact the tutorial coordinator (Lucy).

In week 9 we will do a tutorial fieldtrip instead of a room-based tutorial; this fieldtrip will last approx. 1 hour and provide you with a better understanding of impact management at the micro level of tourism.

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.

It is vital that tutorial handouts are read and that students prepare any questions before attending the tutorial!!!!

FINAL EXAMINATION

The final examination will be during the trimester 2 examination period: 19 October - 10 November 2007.

INTRODUCTION

“If tourism is to continue to provide wealth to the country and at the same time sustain the environmental, cultural, social and economic values that are the basis of New Zealand’s tourism product, the effects associated with the sector must be identified and understood. Their acceptability to the wider community must be ensured. The mechanisms and systems for managing those effects must be examined to ensure that they are protecting the interest of New Zealanders and their environment.”

Source: Report to the Parliamentary Commissioner for the Environment
‘Management of the Environmental Effects Associated with the Tourism Sector’
(1997:1)

Impact assessment is used to assess and improve proposed policies, plans, or projects, to inform decision-making, and understand and manage the effects of social, cultural, environmental and economic change. This process comprises two key activities: (i) foreseeing the effects likely to be triggered by proposed tourism development (ii) managing the effects of existent tourism operations.

In this course we will be looking at the types of effects or impacts tourism can have on the destination, and at the ways in which impacts can be foreseen and managed. We recognize that the tourism sector is complex,

but so are the many ecological systems on which the industry depends and the societies with which the industry interacts. The challenge you will face in this course is how you, as a tourism manager of the future, will deal with the impacts of tourism to achieve sustainable tourism practices; so that the industry can continue to meet people's experiential and recreational needs while at the same time sustaining the communities and ecosystems that host these visitors.

COURSE OBJECTIVES

This course aims to encourage you to think critically about tourism and key industry practices. In order to foster a greater awareness of the diverse impacts (positive & negative) triggered by tourism activity we designed the course with the following objectives in mind:

- ✓ To develop a systematic understanding of the wide-ranging and complex impacts that visitors and tourists may have.
- ✓ To present and discuss a range of impact assessment and management techniques in relation to different types of impacts (economic, environmental and socio-cultural)
- ✓ To examine cases illustrating 'good' practice and 'bad' practice
- ✓ To appreciate different perspectives on tourism impacts; cultural as well as positional
- ✓ To raise awareness of tourism related current affairs as well as cultural and contextual issues in selected countries

PERSONAL SKILLS

In meeting these course objectives you will have the opportunity to obtain a variety of personal skills that are relevant to both tourism and non-tourism fields. Specifically, the course will assist you to:

1. develop a basic ability to identify and measure selected costs as well as benefits triggered by tourism (economic, environmental and socio-cultural)
2. refine your analytical skills by assessing the complexity of tourism impacts (spatial, temporal and secondary considerations)
3. gain a basic understanding of a range of prominent impact assessment and management techniques used in tourism
4. develop/refine your creative skills in the context of tourism business environments
5. evaluate the sustainability of existent tourism practices in an informed and confident manner
6. discuss the geography and tourism industry of a range of countries with more confidence
7. improve your group work, communication and literature search skills

The course will challenge you in order to support your development of these skills: in tutorials, lectures, and assignments. Attendance at both lectures and tutorials, then, is in your best interest as they are devised to complement each other and because they both play an important role in preparing you for the various pieces of assessment. The course also aims to increase your interest and broaden your understanding of sustainable development, by inviting guest lecturers, going on fieldtrips and making frequent use of case studies. Current affairs and global tourism news will also be included in both tutorials and lectures to support specific themes.

EXPECTED WORKLOAD

Students can expect the workload to be approximately 15 hours per week (22 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

COURSE CONTENT

Week	Date	Lecture Topic	Tutorial	
1	10 July	Introduction to Visitor Impact Management & Sustainable Development in Tourism	No Tutorial	
	12 July			
2	17 July		Multimedia: The need for tourism impact management	
	19 July			
3	24 July	Economic Impacts of Tourism	Exercises: Exploring economic impacts	
	26 July			
4	31 July		Case studies: Briefing and beginning of tutorial exercise	
	2 August			
<i>3 August (12 noon)</i>			<i>Assignment 1 deadline</i>	
5	7 August	Managing Impacts on the natural (land) environment	Case studies: continued	
	9 August			
<i>11 August (12 Aug reserve)</i>				<i>Fieldtrip to Matui/Somes Island</i>
6	14 August		Case studies: Assessment of proposals	
	16 August			
<i>Study Break!</i>				
7	4 September	Impacts on the Marine Environment	Feedback: on first essay & Discussion: global initiatives	
	6 September	Managing Tourism Impacts on the Urban Environment		
8	11 September		Fieldtrip: Wellington YHA	
	13 September			
9	18 September		Multimedia: deepening understanding of environmental impacts	
	20 September			
10	25 September	The Management of Social and Cultural Impacts	No formal tutorial: time allocated for finalizing report	
	27 September			
<i>28 September 5pm</i>				<i>Assignment 2 deadline</i>
11	2 October		Bringing it back together: Integrating the Central Concepts and Approaches	Debate: Ethics and Tourism
	4 October			
12	9 October	Course Review and Exam Prep	Feedback: Assignment 2	
	11 October			

FIELDTRIP

In addition to the tutorial fieldtrip in week 9, the course also encompasses a half day fieldtrip to Matui/Somes Island. The purpose of this trip is to illustrate some of the complexities and state-of-the-art management solutions to visitor impact issues in a local context. In addition to taking you to the 'grass roots' and letting you experience the realities of impact management, the trip also allows you to interact with Department of Conservations Specialists (in their work environment) and to ask them specific questions about their area of expertise. In contrast to the tutorial fieldtrip, which looks at the micro scale, this fieldtrip is focused on the macro scale management of tourism, as we will examine the whole island rather than an individual tourism business.

Date: Saturday 11 August; bad weather reserve day Sunday 12 August

Time: to be confirmed in consultation with DOC (will be back at Queen's Warf by 5pm at latest)

Clothing: Warm, wind and shower proof; sturdy and comfortable shoes

Cost: \$15.50 per person (covers ferry transport to and from island & DOC permit for island)

Why: it will be very interesting & a whole lot of fun! (it is also a compulsory part of the course)

Please ensure that you keep this week-end free of any day time commitments as this fieldtrip constitutes an integral part of the course. Further details about this fieldtrip, including an information sheet and personal information form for your completion, will be provided during the first weeks of the course.

ASSESSMENT

	Weighting	Date due
Essay	15%	3 August at midday (12 noon)
Tutorial Exercise	5%	Assessment will take place during tutorials in week 6
Report	30%	28 September at 5 pm
Final Exam	50%	to be announced at later date

You can apply for use of dictionaries in the exam.

Assessment 1 – Essay (Individual)

Explain the concept of sustainable tourism and discuss how a country can benefit from applying this concept. Please relate this discussion to a Pacific Rim country of your choice and support your essay with suitable examples and a well-structured argument.

2000 words

Points of Guidance:

- Pacific Rim countries (choose from this list only): Australia, Cambodia, Indonesia, Japan, North Korea, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Singapore, Taiwan, Thailand, Vietnam, all Pacific islands.
- Make sure that your discussion incorporates all the relevant dimensions
- Use examples to illustrate what impacts tourism has had on the country

Assessment 2 – Report (Individual)

This task will require you to apply your knowledge of impact management and sustainable tourism to the development of a lodge. You will act as a tourism consultant and produce a report with recommendations on how to implement the principles of sustainability in this development. Details about this assignment and guidance on how to tackle it will be provided in week 6.

3000 words

An industry-sponsored prize will be awarded to the best report!!!

Assessment 3 – Tutorial Exercise (Group)

You are a member of a team of experts (Tourism Synergy Consultants) that has been asked to put together a sustainable development plan for one of two tourist destinations. More information about this case-study exercise will follow in tutorials.

COURSE WORK

All assignments should be handed into the TOUR 250 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the *Tourism Management Style Guide*.

Essays submitted by e-mail or fax will not be accepted.

READINGS AND RESOURCES

There is no core text to accompany this course, but the following resources are useful. Additionally, selected reading material will be distributed or advised on during lectures.

These books are useful resources on impact management and sustainable tourism (but note that some are very focused and may only be of use later in the course):

Buckley, R. (2004) ed. *Environmental Impacts of Ecotourism*. Wallingford: CABI Publishing

Coccosis, H. and Nijkamp, P. (1995) eds. *Sustainable Tourism Development*. Aldershot: Avebury

Dwyer, L. and Forsyth, P. (2006) *International handbook on the economics of tourism*. Cheltenham: Elgar

Font, X. and Buckley, R.C. (2001) *Tourism ecolabelling: certification and promotion of sustainable tourism*. Oxon: CABI

Hall, C.M. and Johnston, M.E. (1995) *Polar Tourism: tourism in the Arctic and Antarctic regions*. Chichester: Wiley

Hall, C.M. (2000) *Tourism planning: policies, processes and relationships*. Harlow: Prentice-Hall.

Holden, A. (2000) *Environment and tourism*. London: Routledge.

McLaren, D. (1998) *Rethinking tourism and Ecotravel – The paving of paradise and what you can do to stop it*. Connecticut: Kamarian Press Inc

Mak, J. (2004) *Tourism and the economy: understanding the economics of tourism*. Honolulu: University of Hawai'i Press

Mason, P. (2003) *Tourism impacts, planning and management*. Oxford: Elsevier Butterworth-Heinemann

Mathieson, A. and Wall, G. (1982) *Tourism – economic, physical and social impacts*. Harlow: Longman Group Ltd

Middleton, V.T.C. and Hawkins, R. (1998) *Sustainable tourism, a marketing perspective*. Oxford: Butterworth – Heinemann.

Miller, G. and Twining-Ward, L. (2005) *Monitoring for a sustainable tourism transition: the challenge of developing and using indicators*. Wallingford: CABI Publishing

Mowforth, M. and Munt, I. (2003) *Tourism and sustainability: development and new tourism in the third world*. London: Routledge

Page, S. J. and Hall, C. M. (2003) *Managing urban tourism*. Harlow: Pearson Education

Robinson, M. and Boniface, P. (1999) *Tourism and cultural conflicts*. Wallingford: CABI.

Swarbrooke, J. (1999) *Sustainable tourism management*. Wallingford: CABI

Tribe, J. (2005) *The economics of recreation, leisure and tourism*. Oxford: Elsevier

Twining-Ward, L. (2003) *Indicator handbook: a guide to the development and use of Samoa's sustainable tourism indicators*. Apia: SPREP

Wall, G. and Mathieson, A. (2006) *Tourism: change, impacts and opportunities*. Harlow: Pearson Education

Wearing, S. and Neil, J. (1999) *Ecotourism: Impacts, potentials and possibilities*. Oxford: Butterworth-Heinemann

World Tourism Organisation (2004) *Indicators of sustainable development for tourism destinations: a guidebook*. Madrid: WTO

Generic Tourism Management books that contain some useful material on impact management:

Cooper, C.; Fletcher, J.; Fyall, A.; Gilbert, D. and Wanhill, S. (2005) *Tourism: principles and practice*. Harlow: Pearson Education

Weaver, D. and Lawton, L. (2002) *Tourism management*. Brisbane: Wiley. and first edition by Weaver, D. and Opperman, M. (2000)

Scholarly journals particularly useful for sustainable tourism and impact management are:

Journal of Sustainable Tourism and Journal of Ecotourism (all shelved on level 3 in the Central Library)

Informative and useful websites on events and initiatives are:

New Zealand Ministry for the Environment: <http://www.mfe.govt.nz/>

United Nations Environment Program: <http://www.unep.org/>

New Zealand Department of Conservation: <http://www.doc.govt.nz/>

Tourism Concern (NGO): <http://www.tourismconcern.org.uk/>

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 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 at least eight of the ten scheduled tutorial sessions;
2. Visit Matui/Somes Island on a visitor impact management fieldtrip;
3. Submit all assignments within 7 days of the due date; and
4. 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
TOUR250_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.