



Victoria Management School

TOUR 101: INTRODUCTION TO TOURISM

Trimester 1 2008

COURSE OUTLINE

COURSE CO-ORDINATORS

Dr. Christian Schott

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Dr. Adam Weaver

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TUTORIAL CO-ORDINATOR

Dr. Anne Buchmann

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**Please phone or email in advance for
an appointment.**

ADMINISTRATOR

Linda Walker

Room: RH 927, Rutherford House
Phone: 463 5720
Fax: 04 463 5180
Email: linda.walker@vuw.ac.nz
Hours: Available from 9am to 4pm
(Monday to Friday)

Class Times and Room Numbers

Lectures: Tuesday from 1:10pm–2pm and Wednesday from 2:10pm–3pm in KKL 301

Tutorials: The scheduled tutorial dates and times will be announced in the first lecture. The allocation of students to tutorial groups will be managed via an online sign-up system called 's-cubed' (<https://signups.vuw.ac.nz>). How to find the S-cubed website and sign up will be demonstrated in the first lecture. **Essential sign-up instructions are on pages 8 and 9.**

Tutorial attendance and active involvement in discussions are an important component of the course. **If you do not attend at least 8 out of 10 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 6th – 25th June 2008.

Introduction

Tourism is a large and complex phenomenon. It can be regarded as a significant social and economic activity, a business, an industry, a source of environmental and social change. Many of the challenges of studying tourism, and subsequently working or researching in this field, arise from the multi-faceted nature of tourism. That is, tourism is made up of many different sectors (including transport, accommodation, attractions, supporting services and infrastructure), each of which in turn may be quite diverse and viewed from a variety of perspectives: economic, social, environmental, political. Moreover, tourism is a geographically complex activity characterised by multiple origins and destinations linked together in various ways, by flows of people, ideas, information and resources, by transport networks and distribution channels.

As an introductory course and platform for further study, TOUR 101 seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism. The course follows an origin-linkage-destination framework. The overall approach is outlined in the first lectures before attention is directed at the nature of demand generated in the origins. The various linkages that bring together origins and destinations are then examined. The second part of the course focuses on destinations and systematically examines the ways in which these develop. As well, different components of a destination are explored.

Course Objectives

The course objectives are to provide you with a systematic introduction to the study of tourism and a sound foundation for the BTM by:

1. outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management,
2. developing a conceptual basis for the study and management of tourism,
3. examining key issues and their inter-relationships by reference to selected examples,
4. fostering critical and creative thinking about theory and practice in tourism,
5. encouraging students to adopt a structured, enquiring approach to the study of tourism.

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 in developing the ability to:

1. understand and discuss the complexity of tourism both as an industry and a field of study
2. think systematically, critically, and creatively by exposing you to selected tourism concepts and models
3. identify and describe the roles of public and private sector entities involved in the global and national tourism industry
4. consider tourism cases and examples in an analytical manner
5. improve your essay writing, communication, and time-management skills
6. collect, analyse, and organise relevant tourism information from a variety of library and web-based sources

Course Programme

The course objectives are pursued by an integrated programme of lectures, tutorials, written assignments, and wider reading. **Lectures are held 1:10pm–2:00pm on Tuesdays and 2:10pm–3:00pm on Wednesdays in KKL301 (Kirk Lecture Theatre).** Students are expected to attend all lectures. Important announcements concerning the course will also be made in lectures. Key themes will be introduced in lectures and followed up by discussion in tutorials and by reference to the wider literature. Tutorials are a key part of the learning process and active participation in them is expected – the more you put in, the more you will get out of this course. Attendance at tutorials is also required to complete terms. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Expected Workload

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

Assessment

This course will be assessed as follows:

Essay #1	25%	Due: Thursday, April 3 rd (12 noon)
Essay #2	25%	Due: Monday, May 12 th (12 noon)
Final Examination	50%	Date to be advised (between the 6 th and 25 th of June)

The examination will assess your understanding of material presented in the course as a whole. Essay style answers are expected. All material covered during the course are examinable. Further details on the examination will be given later. **To gain terms and be eligible for credit for the course, you are required to complete all assessment exercises by the due date and attend at least 8 tutorials.**

WEEK	LECTURE TOPIC	LECTURE OUTLINE	TUTORIAL
1 26/2 27/2	Introduction	Introduction, structure, and administration	Sign up for a tutorial; No tutorials this week
	A systematic approach	Origin-linkage-destination model	
2 4/3 5/3	Library workshop	Introduction to library and web-based tourism resources (Charlotte Clements)	Library exercise and discuss first essay
	Origins 1: tourism demand	What is tourism demand?	
3 11/3 12/3	Origins 2: tourist motivation	Why do tourists travel?	Stanley Plog's model
	Origins 3: determinants of demand	What factors influence tourism demand?	
4 18/3 19/3	Origins 4: tourist typologies	Classifying tourists and their behaviour	Tourism demand: themes and issues
	Origins 5: culture & markets	Culture and tourism demand	
5 25/3 26/3	University Closed	University Holiday – No lecture	Tutorials cancelled
	Origins 6: markets and key trends	Demand-related trends in tourism	
6 1/4 2/4	Linkages 1: models of tourist travel	Overview of key models	Tourism models: their nature and use
	Linkages 2: patterns of tourist travel	Examples of domestic and international tourist travel	
Essay #1: due Thursday, April 3rd (12 noon)			
7 8/4 9/4	Linkages 3: distribution channels	Introduction to distribution channels	(1) Distribution channels – relating personal experience to theory (2) Discuss essay #2
	Linkages 4: NZ distribution channels	Examining distribution channels for New Zealand tourism	
14-25 April MID-TERM BREAK			
8 29/4 30/4	Destinations 1: introduction	The supply side and destination development (Return Essay #1)	Destinations: themes and issues
	Destinations 2: models of destination development	Models, frameworks, and concepts	
9 6/5 7/5	Destinations 3: transport	The role of transport	Transport and tourism development
	Destinations 4: attractions	What constitutes an attraction?	
Essay # 2: due Monday, May 12th (12 noon)			An examination of tourist attractions
10 13/5 14/5	Destinations 5: accommodation	Structure and concepts	
	Destination 6: tourism & the state	The complex role of the public sector	
11 20/5 21/5	Destinations 7: the private sector	Private enterprise in the tourism industry	The public sector and tourism
	Destinations 8 : the community	Participation, consultation, and involvement	
12 27/5 28/5	Destination 9: destination case study	Destination development in action	Course review and exam preparation (Return Essay #2)
	Overview and Review	Course review/Where to from here?	

Reading Material

There is no set text for this course: references and readings will be made available throughout the course. However, to provide you with guidance on useful introductory readings, we have compiled this list of titles, distinguishing between books that deal with tourism in general and those that focus on specific aspects or perspectives on the subject. In addition to providing you with useful and broad background reading, they are handy for reading up on specific themes discussed in lectures and for writing the essays.

These titles provide a general introduction to tourism and the tourism industry:

Collier, A. (2006). *Principles of Tourism: A New Zealand Perspective*. 7th edition. Auckland: Pearson Education (previous editions are similar and also useful).

Cooper, C., J. Fletcher, A. Fyall, D. Gilbert, S. Wanhill (2005). *Tourism: Principles and Practice*. 3rd edition. Harlow: Pearson Education (the 2nd edition is similar and also useful).

Goeldner, C. and J.R. Brent Ritchie (2006). *Tourism: Principles, Practices, Philosophies*. 10th edition. New York: Wiley & Sons (9th edition is similar and also useful).

Hall, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. Harlow: Pearson Education.

Hall, C.M. and G. Kearsley (2001). *Tourism in New Zealand: An Introduction*. Oxford: Oxford University Press.

Holloway, C. (2002). *The Business of Tourism*. London: Prentice Hall.

Leiper, N. (1995). *Tourism Management*. Melbourne: RMIT Press.

Page, S. (2003). *Tourism Management: Managing for Change*. Oxford: Butterworth-Heinemann.

Page, S. and J. Connell (2006). *Tourism: a Modern Synthesis*. 2nd edition. London: Thomson Learning (1st edition also useful).

Pearce, P., A. Morrison, and J. Rutledge (1998). *Tourism: Bridges across Continents*. Sydney: McGraw-Hill.

Weaver, D. and L. Lawton (2006). *Tourism Management*. 3rd edition. Brisbane: Wiley (1st and 2nd editions are similar and also useful).

The following titles are focused on specific aspects of tourism:

Buhalis, D. and E. Laws, eds. (2001). *Tourism Distribution Channels: Practices, Issues and Transformations*. New York: Continuum.

Hall, C.M. and S.J. Page (2006). *The Geography of Tourism and Recreation*. 3rd edition. London: Routledge (2nd edition similar and also useful).

Faulkner, B., G. Moscardo, and E. Laws, eds. (2000). *Tourism in the 21st Century: Lessons from Experience*. New York: Continuum.

Pearce, D.G. (1995). *Tourism Today: A Geographical Analysis*. 2nd edition. Harlow: Longman.

Swarbrooke, J. (1999). *Sustainable Tourism Management*. Oxford: CAB International.

Essays

Objectives:

- 1) To provide the opportunity to follow-up selected tourism themes introduced in the lecture programme i.e. the essays build upon material presented in lectures but require you to develop the topics much further through wider reading, analysis, and reflection. The first essay addresses broader issues that are fundamental to an introductory course on tourism management; the second enables you to focus on a specific area of interest.
- 2) To develop your skills in library research, synthesizing material from diverse sources, and essay writing.

Topics:

Essay #1 (due Thursday, April 3rd at 12 noon)

Please select either...

1. What aspects of tourism should be managed? Why?

Or

2. According to Statistics New Zealand (2008) these were the most visited countries by New Zealanders in 2006: Australia, Fiji, the United Kingdom, the United States of America, China, the Cook Islands, Samoa, Thailand, India, Japan, Malaysia, Canada, Tonga, and South Korea.

Please select a country from the list above, discuss three key factors that shape the country's tourism sector, and comment on the management implications raised by these three factors. Support this case study by outlining the country's key tourist markets, most important types of tourism, and assess the significance of tourism to the country's economy. Use examples where appropriate and explain your choice of the three factors.

Essay #2 (due Monday, May 12th at 12 noon)

Choose **one** topic from the following list:

3. Why do tourism providers need to understand tourism demand?
4. What factors are likely to influence destination development in the future? Why?
5. Examine the evolution and current structure of one category of 'mode of transport' and discuss the changes it is likely to experience in the next 20 years.
6. Why is the public sector involved in tourism? Discuss the roles and functions of the public sector in a New Zealand context. Enhance your essay with examples where appropriate.

Essays must be **between 2000 and 2500 words long**, fully referenced in line with the *Style Guide for Tourism Courses*, and include – where appropriate – maps, graphs, and tables. Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. **Assignments must be submitted to the appropriate essay box on Level 2 of the Murphy Building by noon on the due date.** Students must also keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Further guidance on essay topics, essay writing, and useful resources will be provided in the lectures and tutorials during week #2 (March 3rd – 7th) and week #7 (April 7th – 11th). In addition, information about the assignments will be made available on Blackboard and you are invited to raise any queries during any of the tutorials. For detailed guidance on referencing and essay format please consult the *Style Guide for Tourism Courses*.

Essay Preparation:

While we each have our own way of going about writing an essay, it may be useful to consider the following points:

- 1) Think carefully about what the topics mean and how they might be tackled. What are the key points? What sort of material will you need? Read with a purpose to maximise the return on your efforts. This means having a good idea of what will be useful before you go to the library.
- 2) Read over the relevant lecture material and refer to the key references and basic texts before following up more specific sources. Consider using journals such as *Annals of Tourism Research*, *Tourism Management* and the *Journal of Travel Research* as well as books.
- 3) Having read and absorbed the relevant material, carefully think through the ideas you want to develop, and plan your essay before writing it. On completion, read through your essay carefully before submission to ensure:
 - a. it is free of typographical and grammatical errors,
 - b. that the references are complete,
 - c. that tables and figures are named, sourced and linked into the text.
- 4) Organize your time for each of these tasks. Very few people are able to write good essays in one night.

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 or fax will not be accepted.

Further help on essay writing and planning: Student Learning Support Services (SLSS) 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 7 days 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 9am to 4pm (Monday-Friday).

Mandatory Course Requirements

To fulfil the mandatory course requirements for this course you must:

1. Attend **eight** of the **ten** scheduled tutorial sessions;
2. Submit all assignments; 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 notice board situated on the 2nd Floor of the Murphy Building. Students will be expected to check both places for notification.

Tutorial Signup Instructions:

Requirements to use this programme (S-cubed):

- You must be enrolled in the course for the tutorial you want to sign up for; and
- You will need your SCS username and password.

You will only be allowed to enrol in ONE tutorial session. You must always attend the tutorial sessions that you have signed up for. If you attend a different session, your attendance will not be recorded.

Instructions:

Go to the signup website at <https://signups.vuw.ac.nz> and enter your SCS username and password to log into the system.

The “Signup Home” page opens. It displays all courses you are enrolled in and that use the new signup system. Click on TOUR101. The TOUR101 course page opens. It will show details about the signup requirements including the last date to enrol, and the schedule of tutorials. A “key” is provided at the bottom of the page that explains all buttons and what they do.

The schedule of tutorials includes the day/time, location, maximum group size, and spaces left in the tutorial session. If there are spaces left in a particular session, you will see the “ENROL” button next to it. You can click this button to enrol yourself into that tutorial session.

If there are NO spaces left in a particular tutorial, find another. You can waitlist yourself for your desired tutorial if the waitlist spaces have not been filled. If this is the case you will see the “JOIN WAITLIST” button. You can click this button to join the waitlist for your desired tutorial session. You will be removed from any other waitlist you may have joined earlier. If somebody withdraws from this session, you will automatically be moved up the waitlist or enrolled into the session. An email will be sent to you if you are enrolled into a tutorial from a waitlist.

You can only “JOIN WAITLIST” if you have already enrolled in one of the other available sessions. In other words, “ENROL” in one session and then you can choose to join the waitlist for one (1) other preferred session. The WAITLIST is only active while the tutorial sign up process for your course is active. In other words, once the signup process has been closed for your course the WAITLIST is AUTOMATICALLY CANCELLED. It does not roll over into the start of the tutorials.

You can choose to “WITHDRAW” from a session you are already enrolled in as long as you are NOT ON a waitlist. You can also choose to “CANCEL WAITLIST” to remove yourself from a particular waitlist.

A “FULL” button indicates all seats and waitlists are full for that tutorial session. You must choose another. More details on the various buttons are available in the “Key” section at the bottom of the signup page. You can only “ENROL” in ONE tutorial session and “JOIN ONE (1) WAITLIST” for other tutorial sessions.

You will be able to login and signup (or change your signup) anytime **between 6pm on 26 February 2008 and the last date: midnight on 29 February 2008. You will NOT be able to signup or change your choice after the last date – midnight 29 February 2008.** Changes may be made by the Tutorial Coordinator (anne.buchmann@vuw.ac.nz) on a case by case review of any ‘exceptional circumstances’.

You can view/confirm details of the sessions that you are enrolled and waitlisted for by clicking on “My Signups” on the left hand menu. **Click on “Support” on the left hand menu if you are having problems.**

This online signup system is available around the clock over the Internet. Please make use of it to sign up for a TOUR 101 tutorial before midnight on the 29th of February 2008. Any requests after this date will need to be handled by the Tutorial Coordinator and you will need to submit a written application stating the reason why you were not able to sign up on time using the online system, along with other relevant documentation such as a medical certificate etc. Please note that the tutorial coordinator will only put you into a particular tutorial session in ‘exceptional circumstances’ and there is **NO GUARANTEE** that you will get your requested tutorial time.

Tutorials start in the second week of the course. As there is **a maximum of 15 students** per tutorial class you are encouraged to sign up early. Placement into a tutorial will be strictly on a first-come-first-served basis. Confirmation of your tutorial group will be accessible via the S-cubed and Blackboard websites 24 hours a day as well as on the Tourism Management notice board on Level 2 of the Murphy Building (Kelburn Campus) by midday **Monday 3 March 2008**. If you have any serious problems about the allocations contact the Tutorial Coordinator ASAP (anne.buchmann@vuw.ac.nz).

Penalties for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 5% per day.** Saturdays, Sundays and public holidays will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Course outlines provide a signal to the student of forthcoming workload, dates of submission etc., and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to the **Tutorial Coordinator**, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, e.g. a medical certificate, or counsellor’s report that indicates the degree of impairment, and for how long the student has been impaired. Please be sure to ask at the time of consultation for the degree of impairment to be stated in any certificate you provide to support your case.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance,

students should make contact with the **Tutorial Coordinator** as soon as possible, and make application for waiver of a penalty as soon as practicable.

- (v) Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.

Grading Guidelines

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

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.

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

TOUR101_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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx

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

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

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.