

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wānanga o te Ūpoko o te Ika a Māui*



Victoria Management School

**TOUR 250 MANAGING VISITOR IMPACTS**

Trimester 1 2008

**COURSE OUTLINE**

**COURSE CO-ORDINATOR**

**Dr. Christian Schott**

Room: RH 924, Rutherford House

Phone: 463 5719

Email: [christian.schott@vuw.ac.nz](mailto:christian.schott@vuw.ac.nz)

*Please email in advance to arrange an appointment,  
but be aware that I am not available on Fridays*

**TUTORIAL CO-ORDINATOR**

**Dr. Anne Buchmann**

Room: RH 925, Rutherford House

Phone: 463 5721

Email: [anne.buchmann@vuw.ac.nz](mailto:anne.buchmann@vuw.ac.nz)

*Please email in advance for an appointment*

**TUTOR**

**Diana Chan**

Email: [chandian@student.vuw.ac.nz](mailto:chandian@student.vuw.ac.nz)

*Please email in advance for an appointment*

**ADMINISTRATOR**

**Linda Walker**

Room: RH 927, Rutherford House

Phone: 463 5720

Email: [linda.walker@vuw.ac.nz](mailto:linda.walker@vuw.ac.nz)

Hours: 9am to 4pm (Monday to Friday)

## 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 5.

Lectures	Time	Lecture Theatre
Monday	4.40 – 5.30pm	GBLT2
Thursday	4.40 – 5.30pm	GBLT2

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

## Tutorial timetable

Tutorial No	Tutorial Time	Days	Room
1	2.40-3.30	Mondays	RWW129
2	3.40-4.30	Mondays	RWW129
3	2.40-3.30	Thursdays	RWW128
4	3.40-4.30	Thursdays	RWW129
5	3.40-4.30	Thursdays	RWW128

## Tutorial Allocation Procedure

Tutorial groups will be arranged in the first lecture. Confirmation of your tutorial group will be posted on blackboard (accessible 24hours a day) and the notice board on the Mezzanine level of Rutherford House by **Thursday 28<sup>th</sup> February 3pm**. If you have any problems with your tutorial group allocation, please contact the tutorial coordinator (Anne).

In week 7 we will conduct a site visit instead of a room-based tutorial; this site visit will last approx. 1 hour and provide you with a better understanding of progressive impact management at the micro level of tourism (business level).

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 a tutorial requirement:

- for every students to have read any tutorial reading prior to attending the tutorial
- for any questions or exercises to be answered prior to attending the tutorial

## Final Examination

The final three hour examination will be during the trimester 1 examination period: 6<sup>th</sup> June – 25<sup>th</sup> June 2008.

## 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 management is the tool and term used to assess and improve policies, plans, or projects, to inform decision-making, and to understand and manage the effects of social, cultural, environmental and economic change. This process comprises two key activities: (i) understanding the wide-ranging impacts triggered by tourism activity now and in the future and (ii) managing the impacts created by tourism activity - now and in anticipation of future impacts.

In this course we will look at the types of effects or impacts tourism can have on an ‘environment’ (any scale of physical environment, as well as any socio-cultural and economic environment), 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 as are the communities with which the industry interacts and is often intertwined. The challenge we will face in this course is how you, as a ‘tourism manager of tomorrow’, will manage the impacts of tourism so that the industry can continue to meet people’s experiential and recreational needs while at the same time sustaining and or even enhancing the communities and ecosystems that act as hosts.

## Course Mission and Format

While aspects of sustainability are included in other parts of the BTM, developing a comprehensive understanding of: the topic of tourism impacts, the important concept of sustainability, the diverse range of impacts, as well as to discussing management solutions, is the central thrust of TOUR250 ‘Managing Visitor Impacts’. The course uses a method of delivery specifically designed to maximise your engagement in the topic and teaching/learning style. Specifically, the course makes use of a variety of different media (text based, visual, audio, interactive) and learning environments (lecture theatres, tutorial rooms, a tourism business, and a DoC-managed island) to deliver content and learning outcomes. The course additionally seeks to apply the concept of sustainability to its content and delivery and walk the talk, if you like. Part of this mission is the intention to cultivate a sense of inclusion by broadening your knowledge base (topic-specific as well as cultural and geographical). To achieve this we will take a virtual journey to a different country of the world at the beginning of each lecture and present a brief but comprehensive case-study of the country. I hope that you will enjoy the journey!

## Course Objectives

This course aims to encourage you to think critically about tourism and common industry practices. In order to foster a greater awareness of the diverse impacts (positive & negative) triggered by any tourism activity I 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 as well as 'bad' practice
- ✓ to recognise and understand different perspectives on tourism and its impacts; cultural as well as positional
- ✓ to raise awareness of tourism related current affairs in a variety of countries from across the globe

## 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 related aspects of life, work and study. 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 critical and analytical skills by examining the complex nature 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. discuss the geography and tourism industry of a range of countries with more confidence
6. improve your group work, leadership, communication, and literature search skills

The course will challenge you in order to support your development of these skills: in tutorials, lectures, as well as 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 essential role in preparing you for the various assessments (including the final exam). The course also aims to further stimulate 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.

## Fieldtrip

In addition to the site visit that takes place during week 7 tutorials, the course also incorporates a day-long fieldtrip to Mātū/Somes Island in Wellington Harbour. 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' to experience the realities of impact management, the trip also allows you to ask Department of Conservation Specialists (in their work environment) questions about their area of expertise. In contrast to the tutorial site visit, which looks at the micro scale, the 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 29 March; bad weather reserve day Sunday 30 March

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

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 (and compulsory) part of the course. Further details about this fieldtrip will be provided during the first weeks of the course.**

## 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.

## Assessment

	<b>Weighting</b>	<b>Date due</b>
Essay	15%	19 March at noon (12 o'clock)
Tutorial Exercise	5%	Assessment will take place during tutorials in week 6
Report	30%	16 May at noon (12 o'clock)
Final Examination	50%	6 <sup>th</sup> -25 <sup>th</sup> June

### Assessment 1 – Essay (Individual)

Explain Wall and Mathieson's (2006) conceptual framework of tourism and discuss how it assists in the study of tourism impacts. Enhance this discussion by incorporating appropriate examples from one Pacific Rim country of your choice (excluding New Zealand).

Word length: 2000 words

Submission deadline: 19 March (noon)

Points of Guidance:

Pacific Rim countries: Australia, Brunei, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Indonesia, Japan, Malaysia, Mexico, Nicaragua, North Korea, Panama, Papua New Guinea, Peru, Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, United States of America, Vietnam, as well as any Pacific Island countries.

<b>Week</b>	<b>Date</b>	<b>Lecture Topic</b>	<b>Tutorial</b>
1	25 February	Introduction to Visitor Impact Management & Sustainable Development in Tourism	No Tutorial
	28 February		
2	3 March	Key Global Environmental Issues	A multimedia based introduction: The need for tourism impact management
	6 March		
3	10 March	Impacts on the natural (land) environment	Multimedia: deepening understanding of environmental impacts
	13 March		
4	17 March		Case studies: Briefing and exercise start
<i>19 March noon</i>		Impacts on the rural environment	<i>Assignment 1 deadline</i>
	20 March		
5	Holiday	No Lecture	No Tutorial
	27 March	Impacts on the Marine Environment	
<i>29 March (30 March )</i>			<i>Fieldtrip to Matiu/Somes Island</i>
6	31 March	Tourism Impacts on urban Environments	Case studies: presentation and assessment of proposals
	3 April		
7	7 April	Tourism Impacts on urban Environments	Site visit: Wellington YHA
	10 April		
<b><i>Study Break!</i></b>			
8	28 April	Economic Impacts of Tourism	Fostering a broader perspective: examining global initiatives
	1 May		
9	5 May		Exercises: Exploring economic impacts
	8 May		
10	12 May	Social and Cultural Impacts of Tourism	To be announced
	15 May		
<i>16 May noon</i>			<i>Assignment 2 deadline</i>
11	19 May		Debate: Ethics and Tourism
	22 May		
12	26 May	A case-study integrating Central Concepts and Approaches	Feedback: Assignment 2
	29 May	The end of the journey: Course Review and Exam Prep	

### **Assessment 2 – Report (Individual)**

This task will require you to apply your knowledge of impact management and sustainable tourism to the development of a backpacker hostel. You will act as a tourism consultant and produce a report with recommendations on how to implement the principles of sustainability in this development. In doing so you will have to satisfy a number of criteria but are encouraged to approach these criteria, and the assessment as a whole, with a strong element of creativity. Details and more specific assignment guidance will be provided in week 6.

Word length: 3000 words

Submission deadline: 16 May (noon)

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

### **Assessment 3 – Tutorial Exercise (Group)**

This exercise encourages you to develop your problem solving skills and to think about interrelated issues. You are a member of a team of sustainable tourism experts that has been hired to develop a sustainable development plan for one of two tourist destinations. More information will follow in tutorials.

### **Final Examination**

The final 3 hour examination will take place during the trimester 1 examination period: 6 June - 25 June 2008. In addition to assessing your understanding of specific issues and concepts covered by the course, the exam is also designed to gauge your comprehension of interrelated concepts and the course as a whole.

### **Assessment criteria**

In order to make TOUR250 assignment expectations transparent to you (which are developed with a the intention of preparing you for the more rigorous criteria of a 300 level course and ultimately the real world!) please read the following advice on assessment criteria carefully:

Both the essay and report have to stay within 10% of the indicated word length, be fully referenced as well as formatted in line with the *Style Guide for Tourism Courses*, and include – where appropriate – illustrations or data tables. Evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively will have a bearing on the mark assigned to the work.

You are expected to prepare two copies of each essay, of which you need to submit one copy to the appropriate assignment box on the Mezzanine level of Rutherford House and keep the other copy for your reference; you also need to keep an electronic copy of your work. Please be aware that we cannot accept work submitted by email or fax.

For detailed guidance on referencing, essay format and other useful information please consult the *Style Guide for Tourism Courses*.

## 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 the course.

### **These books are useful resources on impact management and sustainable tourism:**

- Becken, S. and J.E. Hay (2007). *Tourism and Climate Change: Risks and Opportunities*. Clevedon: Channel View Publications.
- Buckley, R., ed. (2004). *Environmental Impacts of Ecotourism*. Wallingford: CABI Publishing.
- Coccosis, H. and P. Nijkamp, eds (1995). *Sustainable Tourism Development*. Aldershot: Avebury.
- Dwyer, L. and P. Forsyth (2006). *International Handbook on the Economics of Tourism*. Cheltenham: Elgar.
- Font, X. and R.C. Buckley (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Tourism*. Oxon: CABI.
- Hall, C.M. and M.E. Johnston (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 G. Wall (1982). *Tourism – Economic, Physical and Social Impacts*. Harlow: Longman Group Ltd.
- Middleton, V.T.C. and R. Hawkins (1998). *Sustainable Tourism: a Marketing Perspective*. Oxford: Butterworth – Heinemann.
- Miller, G. and L. Twining-Ward (2005). *Monitoring for a Sustainable Tourism Transition: the Challenge of Developing and Using Indicators*. Wallingford: CABI Publishing.
- Mowforth, M. and I. Munt (2003). *Tourism and Sustainability: Development and New Tourism in the Third World*. London: Routledge.
- Orams, M. (1999). *Marine Tourism: Developments, Impacts and Management*. London: Routledge.
- Page, S. J. and Hall, C.M. (2003). *Managing Urban Tourism*. Harlow: Pearson Education.
- Robinson, M. and P. Boniface (1999). *Tourism and Cultural Conflicts*. Wallingford: CABI.
- Snyder, J.M. and B. Stonehouse, eds. (2007). *Prospects for Polar Tourism*. Wallingford: CABI.
- Swarbrooke, J. (1999). *Sustainable Tourism Management*. Wallingford: CABI.
- Tribe, J. (2005). *The Economics of Recreation, Leisure and Tourism*. Oxford: Elsevier.
- Wall, G. and A. Mathieson (2006). *Tourism: Change, Impacts and Opportunities*. Harlow: Pearson Education.
- Wearing, S. and J. Neil (1999). *Ecotourism: Impacts, Potentials and Possibilities*. Oxford: Butterworth-Heinemann.



**These are generic Tourism Management books that contain some material on impact management:**

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

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

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

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

**In terms of scholarly journals, the greatest amount of material on sustainable tourism is published in:** *Journal of Sustainable Tourism* and *Journal of Ecotourism* (both shelved on level 3 in the Central Library)

**Informative and useful websites for subject-related initiatives and projects 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 Saturdays, Sundays and public holidays). 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 satisfy course requirements.

Extensions will only be granted under special circumstances by the tutorial co-ordinator (Anne). Students who apply for an extension due to illness must obtain a medical certificate and provide a photocopy to the tutorial coordinator (Anne). 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 Mon-Fri.

## Mandatory course requirements

To fulfil the mandatory requirements for this course you must:

1. Attend at least eight tutorials;
2. Visit Matiu/Somes Island on a visitor impact management fieldtrip;
3. Submit all assignments; and
4. Obtain at least 40% in 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 (1) on Blackboard and (2) on the notice boards situated on the mezzanine floor and the 9<sup>th</sup> floor of Rutherford House. Students will be expected to check both places for notification.

## 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

All important information on assignments as well as hardcopies of reading material will be provided/handed out in lectures and tutorials; important course announcements will also be made in lectures and tutorials. In a supportive function (not as a substitute for lectures) the course also uses Blackboard to post lecture notes (with gaps), to disseminate material and resources, and to post announcements. Please visit the TOUR 250 Blackboard site at least once a week.

## 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 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](http://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](http://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](http://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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. 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.