

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI



VICTORIA
UNIVERSITY OF WELLINGTON

Victoria Management School

TOUR 408

Integration and globalisation of tourism

Trimester 1 2008

COURSE OUTLINE

COURSE COORDINATOR

Dr Bob Garnham

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

ADMINISTRATOR

Linda Walker

Room: RH 927, Rutherford House
Phone: 463 5720
Email: linda.walker@vuw.ac.nz

Fax: 463 5180

CLASS TIME AND LOCATION

Wednesdays 14:40 to 17:30 in RH G03

Introduction

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

Used descriptively the term globalisation describes the increased flows of goods, services, capital and people. In a prescriptive context the term implies a global era where technology renders international boundaries transparent to the flow of ideas and goods opening up a new world economy. These changes have implications for business, not least those related to tourism. The rapid nature of economic change is such that to survive firms must adapt to the changing environment in which business is conducted, to do otherwise is to risk stagnation, decline and disappearance. It is within an economic environment that this course examines the evolution and development of tourism as a phenomenon characterised by integration within and between business sectors at a range of spatial scales. Increasing concern for human impact on climate change has implications for tourism at local, national and global scales as governments aspire to legislate in order to reduce carbon emission as a means of slowing the rate of global warming.

Course Objectives

Students successfully completing this paper should be able to:

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

Personal skills

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

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

Lecture Outline suggested reading

Date	Lecture topic	
27 Feb	Introduction <ul style="list-style-type: none"> • What is globalisation? <ul style="list-style-type: none"> ◦ How can it be explained? • Producers and consumers at different scales 	<i>Set essay 1</i> Fayed & Fletcher Knowles et al., Short Wahrab & Cooper Weaver & Lawton
5 Mar	Drivers of globalisation <ul style="list-style-type: none"> • political • regulation • technology • market 	Leborgne & Lipietz Fayed, H. & Fletcher Hall, P. and Preston, P. Hall, C.M. 2005 Ohmae
12 Mar	<ul style="list-style-type: none"> • Extensification - spatiality • How and why firms extend their areas of operation – local-regional-national-international-global; • Implications for tourism 	<i>Set seminar topics</i> Ioannides and Debbage, Rimmer Rimmer 1996,
19 Mar	<ul style="list-style-type: none"> • Intensification - economic • 20th century growth of multinational corporations and transparent boundaries; <ul style="list-style-type: none"> ◦ Transport ◦ Accommodation ◦ Labour ◦ Finance • Implications for tourism development; • From mass production to niche markets; from old to new tourism 	Pawson Benson Dunning 1997 Dymski & Li.
26 Mar	Globalisation as development and process <ul style="list-style-type: none"> • Is globalisation a stage of development, or is it a process? Impact of global events on tourism <ul style="list-style-type: none"> • Implications of integrated economies 	<i>Essay 1 due</i> <i>Set essay 2</i> MacGillivray
2 April	Globalisation and New Zealand tourism	<i>Return essay 1</i> Brash Beamish & Banks Chetty & Campbell-Hunt Waite
9 April	Case studies. Information technology and global tourism Transport – global alliances	Seminar presentations Waite Warf 1988 Warf 1989 Evans Fayed & Westlake
Mid trimester break		
30 April	Case study. Travel patterns – change through time	<i>Seminar presentations</i> <i>Essay 2 due</i> Richardson Rimmer 1996 Collier 2006
7 May	Case study. Accommodation – the growth and spread of international hotel chains Horizontal and Vertical integration	<i>Seminar presentations</i> Dev & Klein Dunning & McQueen,
14 May	Case study. Finance and insurance – global banking and credit cards and insurance and their role in global tourism	<i>Seminar presentations</i> Rimmer 1998 Beamish & Banks Das
21 May	Case studies, globalised attractions <ul style="list-style-type: none"> • Disney • Club Med Implications of climate change for global tourism	<i>Seminar presentations</i> Macleod Pleumarom
28 May	<ul style="list-style-type: none"> • Theoretical explorations • Tourism as cause and consequence of globalisation 	Hjalager O'Brien

Selected literature:

- Amin, A. 2004, Regulating economic globalisation, *Transactions, Institute of British Geographers*, 29. 217-233*
- Anson, C., 1999, Planning for peace: the role of tourism in the aftermath of violence. *Journal of Travel Research*, August 1999 v38 (1) p57
- Beamish R.W. & Banks J.C. 1987, Equity joint ventures and the theory of multinational enterprises, *Journal of International Business Studies*, 19 (2) 1-16
- Benson J.K. 1975, The internationalisation network as a political economy, *Administrative Science Quarterly* 20 229-249
- Brash, D. 1995, Foreign investment in New Zealand: does it threaten our prosperity or sovereignty? *Reserve Bank Bulletin* 58 (4) 249-254
- Burns, P., and Novelli, M., 2007, *Tourism and politics: global frameworks and local realities*, Elsevier
- Butler, R. W., & Baum, T., 1999, The tourism potential of the peace dividend, *Journal of Travel Research*, August 1999 v38 (1) p24
- Chetty, S. & Campbell-Hunt, C. 2004, A strategic approach to internationalisation: a traditional versus a 'born-global' approach, *Journal of International Marketing*, 12 (1) 57-81
- Collier, A. 2006, *Principles of tourism: a New Zealand perspective*, 5th Ed Longman, Auckland
- Crotts, J.C., Buhalis, D. March, R. (eds) 2000, *Global alliances in tourism and hospitality management*, Haworth Hospitality Press, New York
- Das, D. K., 2006, Globalisation in the World of Finance: an analytical history, *Global Economy Journal*, 6 (1)
- Debbage, K.G. 1994, The international airline industry: globalisation, regulation and strategic alliances, *Journal of Transport Geography*, 2 (3) 190-203
- Dev, C. and Klein, S. 1993, Strategic alliances in the hotel industry, *Cornell Hotel and Restaurant Administration Quarterly*, 34 (1) 42-45
- Dicken, P. 1992, *Global shift: the internationalisation of economic activity*, (2nd ed), Paul Chapman Publishing, London
- Dicken, P. 1993, The changing organisation of the global economy. In: Johnston R. J. (ed) 1993, *The Challenge for geography. A changing world: a changing discipline*, Blackwell, Oxford
- Dicken, P. 1998, *Global shift: transforming the world economy*, (3rd ed), Paul Chapman Publishing, London
- Dunning, J. H. and McQueen, M. 1982a, Multinational Corporations in the International Hotel Industry, *Annals of Tourism Research* 9 (1) 69 - 90
- Dunning J.H. & McQueen M. 1982b, The eclectic paradigm of multinational enterprise and the international hotel industry, in Rugman A. E. (ed), *New Theories of the Multinational Enterprise*, London, Croom Helm pp 229-243
- Dunning J.H. 1997 The advent of alliance capitalism, pp 12-50 In: Dunning J.H. & Hamdani, K. A. (Eds) 1997, *The New Globalism and Developing Countries*, United Nations University Press, Tokyo.
- Dymski, G & Li, W. 2004, Financial globalisation and cross-border co-movements of money and population: foreign bank offices in Los Angeles, *Environment and Planning A*, 36. 213-240
- Evans, N. Collaborative strategy: - an analysis of the changing world of international airline alliances, *Tourism Management* 22 (3) 229-243

- Fayed, H. & Fletcher, J. 2002, *report: Globalisation of economic activity: issues for tourism*, *Tourism Economics* 8 (2) 207-230
- Fayed, H. & Westlake, J. 2002, Globalisation of air transport: the challenges of the GATS, *Tourism Economics*, 8 (4) 431-455
- Garnham, R. W. 1996, *Alliances and liaisons in tourism: concepts and implications*, *Tourism Economics*, 2 (1) 61-77
- Go, F. & Pine, R. 1995, *Globalisation Strategy in the Hotel Industry*, Routledge, London
- Hall, C.M. 1994, *Tourism and Politics*, Wiley, Chichester. Library ref: G155 A1 H174 T
- Hall, C.M. 2005, *Tourism: rethinking the social science of mobility*, Pearson, Harlow. Library ref: G155 A1 H174 T (Chaps: 2; 4; 12)
- Hall, P. and Preston, P. 1988, *The carrier wave*, Unwin and Hyman, London
- Hawkins, D., & Mann, S., 2007, The World Bank's role in Tourism Development, *Annals of Tourism Research*, 34 (2) 348-363
- Held, D, *et al*, 1999, *Global Transformations*, Polity Press, Cambridge
- Hjalager, A-M, 2006, Stages in the economic globalisation of tourism, *Annals of Tourism Research*, 34 (2) 437-457
- Ioannides, D., and Debbage, K. G., (eds) 1998, *The Economic Geography of the Tourist Industry: a supply-side analysis*, Routledge, Florence, KY, USA Library reference: G155 A1 E19 G; or [<http://site.ebrary.com/lib/vuw/Doc?id=10095041&ppg=3>]
- Jeffries, D. 2001, *Governments and Tourism*, Butterworth-Heinemann
- Knowles, T., Diamantis, D., & El-mourhabi, J. 2004, *The globalisation of tourism & hospitality: a strategic perspective*, Thomson, Australia
- Lane, H.E. 1986, Marriages of necessity: airline-hotel liaisons, *Cornell Hotel and Restaurant Administration Quarterly*, May 73-79
- Leborgne, D. and Lipietz, A. 1988, New technology modes of regulation: some spatial implications, *Environment and Planning D. Society and Space* 6 (3) 263-260*
- Lloyd, C. 2000, Globalisation: Beyond the ultra-modernist narrative to a critical realist perspective on geopolitics in the cyber age, *International Journal of Urban and Regional Research*, 24 (2) 258-273
- MacGillivray, A. 2006, *A brief history of globalization : the untold story of our incredible shrinking planet*. London: Robinson, 2006 Library ref: JZ1318 M145 B
- Macleod, D.2004, *Tourism, globalisation and cultural change: an island community perspective*, Channel View Publications, Clevedon
- McMichael, P. 2000, Globalisation, trend or project? Pp 100-113, In: Palan, R, (Ed) 2000, *Global Political Economy*, Routledge, London
- Mowlana, H. 1986, *Global information and world communication*, Longman NY
- Mowlana, H. and Smith, G. 1990, Tourism, telecommunications and transnational banking, *Tourism Management* 11 (4) 315-324
- Mowlana, H. & G. Smith 1993, Tourism in a global context: the case of frequent flyer programmes, *Journal of Travel Research* 31 (1) 20-27

- Murray, W, 2005, *Geographies of Globalisation*, Routledge, Central Library ref: GF50 M984 G
- O'Brien, R. 1992, *Global financial integration: the end of geography*. Royal Institute of International Affairs, Pinter, London
- O'Connor, D. E., 2006, *Encyclopaedia of the global economy: a guide for students and researchers* by Greenwood Press.
- Ohmae, K. 1990, *The borderless world*, HarperCollins, London
- Palan, R (Ed) 2000, *Global Political Economy*, Routledge, London
- Pawson, E. 1992, Time-space convergence in New Zealand: 1850s to 1990s, *New Zealand Journal of Geography*, October 14-19
- Peet, R. 2003, *Unholy trinity: the IMF, World Bank and WTO* New York: Zed Books, 2003. Library ref: HG3881.5 I58 U57
- Perlmutter H.V. and Heenan D.A. 1986, Cooperate to compete locally, *Harvard Business Review* March/April 136-152
- Pleumarom, A., 2007, *Tourism feels the heat of global warming*, www.twinside.org.sg., Accessed 04:02:08 (Handout)
- Poon A. 1993, *Tourism. technology and competitive strategies*, C.A.B. International, Wallingford, Oxon.
- Richardson, John I., 1999, *A history of Australian travel and tourism*, Hospitality Press. Melbourne,
- Rimmer, P.J. 1993, Japan's 'bubble economy' and the Pacific: the case of the EIE group, *Pacific Viewpoint*, 34 (1) 25-44
- Rimmer, P.J. 1994, Regional economic integration in Pacific Asia, *Environment and Planning A*, 26 (11) 1731-1759*
- Rimmer, P.J. 1994, Japanese investment in golf course development: Australia-Japan links, *International Journal of Urban and Regional Research* 18 (2) 234-255
- Rimmer, P. J. 1996, Flying from Empire to Commonwealth, pp257-300 in Yeung, Y-M. (ed) 1996, *Global Change and the Commonwealth*, The Chinese University of Hong Kong.
- Rimmer, P. J. 1998, Japan's foreign direct investment in the Pacific Rim, 1985-1993, pp 113-132; In: Sinclair, M. T. and Stabler, M. (eds), *The Tourism Industry*, CAB Oxford Benson
- Schoenberger, E. 1988, From Fordism to flexible accumulation: technology, competitive strategies and international location, *Environment and Planning D. Society and Space*, 6 (2) 245-262*
- Short, J. R. 2001, *Global Dimensions*, Reaktion Books, London
- Stearns, P. N. 1998, *The Industrial Revolution in World History*, Westview Press, (chap 14 & 15) Library ref: HD2321 S799 I 2ed
- Suder, Gabriele G. S. 2004, *Terrorism and the international business environment: the security-business nexus*. Library ref: HD62.4 T328
- Suder, Gabriele G. S. 2006, *Corporate strategies under international terrorism and adversity*. Library ref: HD61.5 C822
- Theobald, W. F. 1998, *Global Tourism*, Butterworth-Heinemann (3rd ed 2005)
- Veltmeyer, H. (ed), 2004, *Globalisation and antiglobalisation*, Ashgate, Aldershot
- Wahrab, S. & Cooper, C. (Eds) 2001, *Tourism in the Age of Globalisation*, Routledge, London

- Waite, J. 2004, Reducing the cost of distance: technological change and the globalisation of New Zealand, *Global Economy Journal*, 4 (1) 1-19
- Warf B. 1988, Japanese investments in the New York metropolitan region, *Geographical Review* 78 (3) 257-271
- Warf, B. 1989, Telecommunications and the Globalisation of Financial Services, *Professional Geographer* 41 (3) 257-271
- Watters, R. F. and McGee, T. G. (eds) *New geographies of the Pacific Rim: Asia Pacific*, Victoria University Press, Wellington
- Weaver, D and Lawton, L. 2006, *Tourism Management*, Wiley, Australia
- Wood, R. E. 2000, Caribbean cruise tourism: globalisation at sea, *Annals of Tourism Research*, 27 (2) 345-370
- WTO, 2002, *Tourism in the age of alliances, mergers and acquisitions*, WTO, Spain
- Yeung, Y-M. 1996, Global Change: challenges for the Commonwealth, pp25-42, in Yeung, Y-M. (ed) 1996, *Global Change and the Commonwealth*, The Chinese University of Hong Kong.

*Note: * available in Geography Dept. library (Bradley Library; Cotton level 4)*

Useful websites

www.ilo.org.
 www.worldbank.org.
 www.ids.ac.uk/ids/global/.
 www.un.org.
 www.world-tourism.org;
 www.iipt.org

Industry websites are also useful e.g.: Accor (Novotel, Mercure, Ibis etc); Hilton Hotels; Six Continents; Air New Zealand; American Airlines; British Airways; QANTAS; airline alliances (One World; Star; Sky Team); Avis; Hertz; Disney;

Assessment Requirements

The paper is assessed on three pieces of work as follows.

Essays

Objectives;

1. To explore the relationships between the evolution of infrastructure and the spatial expansion of tourism.
2. To understand how and why tourism companies expand internationally and to explore the benefits and costs to origin and destination states
3. To evaluate global processes as they apply to specific locations

Assessment 1: 30%

This essay is designed for you to demonstrate your understanding of globalisation as a process.

Discuss the relative importance of the drivers of globalisation to tourism.

Word limit: 3000 words

Due date: March 26th

Assessment 2: 30%

This essay is designed for you to demonstrate your understanding of climate processes and evaluate the implications of climate change for the international tourism industry.

Essay:

- a. *Outline the causes of global warming and*
- b. *Assess the perceived implications of climate change for international tourism as they affect a named world region.*

Word limit: 3000 words

Due date: May 7th

Seminar presentations

Objectives:

1. To foster research into aspects of global tourism
2. To provide a forum for critical discussion of historical and current change in tourism

Assessment 3: Seminar written and oral presentation 40%

Select an aspect of global tourism:

- role of information technology in global tourism.
 - Changes in technology
 - Communication
 - Management
 - transport – global alliances,
 - Sea
 - Air
 - travel patterns – change through time,
 - Change through time
 - Relate to mass and independent tourism
 - accommodation – the growth and spread of international hotel chains,
 - From entrepreneurial to managerial organisation
 - Alliances and the growth of international chain companies
 - finance and insurance – global banking, credit cards and insurance and their role in global tourism.
 - Banking
 - Foreign exchange
 - Travellers' cheques, credit cards, ATMs and EFTPOS
 - Insurance
 - globalised attractions
 - Disney
 - Club Med
 - Discussion: “The implications of climate change for global tourism – positives and negatives.”
- a. Prepare a paper that outlines global developments in your chosen field (suggested limit 4000 words).
 - b. Print and circulate a copy of your paper to each member of the group in the week prior to the seminar time. **All members of the group are expected to have read the paper before the seminar discussion.**
 - c. Be prepared to lead a seminar discussion based on the paper you have prepared.
Note that this is a discussion, not a presentation.
 - d. Due date: as determined by lecture sequence.
- Assessment is based on:
- 20% oral contribution (note that this applies to all seminars)
- 80% written essay

Expected Workload

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

Penalties

The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized at a rate of **5% per day** (including weekends). Work will not be accepted more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet mandatory course requirements.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator several weeks before the due date. Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study” or “unfit to sit an examination.” **Medical certificates must also indicate the duration of the illness with dates provided.**

Please take note: workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator, Bob Garnham or to Linda Walker (Rutherford House, Room 927). Linda’s office hours are from 9 to 4pm (Monday-Friday).

Mandatory Course Requirements

To pass the course, all assessments must be completed on time with an overall passing grade.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication

Information on course-related matters will be announced at class.

Student Contact Details

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

Email Contact

Students wishing to contact staff by email should adhere to the following instructions:

Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg
TOUR408_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building 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.