



Victoria Management School

## **TOUR 104 THE BUSINESS ENVIRONMENT OF TOURISM**

Trimester 2 2008

### **COURSE OUTLINE**

#### **COURSE CO-ORDINATOR**

##### **Dr Mondher Sahli**

Room: RH 916, Rutherford House  
Phone: 463 5718  
Email: [mondher.sahli@vuw.ac.nz](mailto:mondher.sahli@vuw.ac.nz)

Website: <http://blackboard.vuw.ac.nz/>

#### **LECTURERS**

##### **Dr Bob Garnham**

Room: RH 926, Rutherford House Room:  
Phone: 463 5726  
Email: [bob.garnham@vuw.ac.nz](mailto:bob.garnham@vuw.ac.nz)

##### **Dr Karen Smith**

Room: RH 925, Rutherford House  
Phone: 463 5721  
Email: [karen.smith@vuw.ac.nz](mailto:karen.smith@vuw.ac.nz)

#### **ADMINISTRATOR**

##### **TBA**

Room: RH 927, Rutherford House  
Phone: 463 5720  
Email: [tourism@vuw.ac.nz](mailto:tourism@vuw.ac.nz)

#### **TRIMESTER DATES**

Monday, July 7<sup>th</sup> to Saturday, November 8<sup>th</sup> 2008

#### **CLASS TIME AND LOCATION**

**Lectures:** Monday: 3:10 to 4pm (HM LT206)  
Wednesday: 3:10 to 4pm (HM LT206)

## Course Objectives and Graduate Attributes

This course complements TOUR101 Introduction to Tourism, and seeks to provide an overview of the wider context in which tourism operates by:

Course objective	Graduate attribute
1- Providing a systematic basis on which to evaluate the factors in the macro environment influencing the past, present and future development of tourism.	<p><i>Critical Thinking:</i></p> <ul style="list-style-type: none"> <li>• Achieve a critical appreciation of a systematic approach to the study of tourism and the macro environment</li> </ul>
2- Identifying and examining the impacts of, and responses to, external factors affecting tourism, by reference to specific examples	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> <li>• Consider and evaluate a range of responses to identified issues</li> <li>• Evaluate a range of case studies</li> </ul> <p><i>Communication:</i></p> <ul style="list-style-type: none"> <li>• Participate in class discussions whereby specific examples of external factors affecting tourism are analysed</li> </ul>
3- Encouraging students to consider the complexity and inter-relationships between external factors affecting tourism	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> <li>• Make connections between different concepts and examples</li> </ul> <p><i>Communication:</i></p> <ul style="list-style-type: none"> <li>• Communicate connections between broader concepts and examples clearly and effectively in a range of written formats</li> </ul>
4- Developing an awareness of the challenges of undertaking an analysis of the macro environment of tourism	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> <li>• Evaluate the merits and process of undertaking a macro environmental analysis</li> </ul> <p><i>Creative Thinking</i></p> <ul style="list-style-type: none"> <li>• Apply broad concepts to case studies and develop responses to issues raised</li> </ul> <p><i>Leadership</i></p> <ul style="list-style-type: none"> <li>• Work within a group, including the allocation and achievement of delegated tasks</li> </ul>

## Skills

In meeting these objectives, this course will give the opportunity to develop a variety of skills, specifically the ability to:

1. Identify and discuss political, economic, socio-cultural, technological, legal and environmental factors influencing the development of tourism
2. Undertake a PESTLE analysis and evaluate the application of this technique to tourism businesses, destinations, and industry sectors
3. Evaluate impacts and responses to external human-made and natural crises affecting the tourism industry
4. Identify, access and evaluate a range of information sources
5. Present information in a variety of written formats, for example, a business report
6. Work effectively both independently and collaboratively within a group

## Course Structure

The course largely takes a sector-wide perspective of tourism and is structured around the management concept of a **PESTLE analysis** of external factors influencing the nature of tourism

development. A PESTLE analysis (also known as a PEST or STEEP analysis) examines the **Political, Economic, Socio-cultural, Technological, Legal, and Environmental** factors that make up the macro environment within which an organisation or business sector, such as tourism, operates. Throughout the course we will be using the analysis of **case studies** to explore the issues and apply the concepts being discussed.

## **Tutorial Timetable**

**Tutorials:** To be advised in the first week of lectures

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.

## **Expected Workload**

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

## **Assessment Requirements**

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination. You are required to complete all assessment exercises by the due date and attend at least 8 tutorials.

This course will be assessed as follows:

<b>Assignment</b>	<b>Weight</b>	<b>Due Date</b>
1. Individual essay	25%	1:30pm, 11 <sup>th</sup> August 08
2. Group report	15%	1:30pm, 22 <sup>nd</sup> September
3. In-class test	10%	3:10pm, 22 <sup>nd</sup> September 08
4. Final examination	50%	17 <sup>th</sup> October – 8 <sup>th</sup> November 08

## Course Programme

	<b>Date</b>	<b>Lectures*</b> Mondays: 3:10-4:00pm HM LT 206 Wednesdays: 3:10-4:00pm HM LT 206	<b>Tutorial</b>
1	Mon 07 July	<b>Introduction</b> to course - external factors influencing the development of tourism	No tutorial
	Wed 09 July	The <b>macro environment</b> of tourism – a PESTLE analysis approach	
2	Mon 14 July	<b>The past</b> - how the macro environment has influenced the historical development of tourism	Introduction tutorial
	Wed 16 July	<b>The future</b> – factors influencing the development of tourism in Asia Pacific	
3	Mon 21 July	<b>Political factors</b> Political factors impacting on tourism	Current issues impacting on tourism Discuss essay 1
	Wed 23 July	Tourism and political (in)stability: impacts and responses	
4	Mon 28 July	<b>Economic Factors</b> Economic environment I: demand side	Economics and tourism
	Wed 30 July	Economic environment II: supply side	
5	Mon 4 August	Economic environment III - Balance of payments and tourism	PESTLE factors and the airline industry Discuss assignment 2
	Wed 7 August	<b>Legal factors</b> Legal and legislative factors influencing tourism : case study	
6	Mon 11 August	<b>ASSESSMENT 1 – Individual essay</b>	Group work session: assignment 2
	Mon 11 August	<b>Technological Factors</b> Technological changes and tourism	
	Wed 13 August	Information technology changes and tourism	
<b>MID-TRIMESTER BREAK</b>			
7	01 September	<b>Socio-cultural Factors</b> Socio-demographics and tourism	Feedback on assignment 1
	03 September	Cultural factors and tourism	Progress on assignment 2
8	08 September	<b>Crises and Tourism</b> – planning, impacts and management	Population Change and the Implications for Tourism
	11 September	<b>Environmental Factors</b> Natural disasters and tourism: impacts and responses	
9	15 September	Environmental health and tourism	Crises and tourism destinations – advice on travelling
	17 September	Case study- Guest speaker	
10	22 September	<b>ASSESSMENT 2 – Group report</b>	Environmental change and the implications for tourism
	22 September	<b>ASSESSMENT 3 – In class test</b>	
	24 September	<b>Analysing the Macro Environment of Tourism</b> 1. Applications of PESTLE analysis - case study	
11	29 September	2. Applications – factors affecting the macro environment of tourism in New Zealand	Exam preparation
	01 October	3. Evaluation of macro environmental analysis	
12	06 October	<b>Overview of the course and Revision</b>	Feedback and return assignment 2
	08 October	Revision (cont.)	

\* Please note that the ordering of the teaching programme may change due to the availability of guest speakers.

## **1: Individual Essay            25% (2,000-2,500 words)**

**Due date: 1:30pm, Monday 11<sup>th</sup> August 2008**

With reference to specific examples, outline how either political events (e.g. terrorist attacks, political coup) or economic conditions (e.g. high food and fuel prices; Asian economic crisis of late-1990s) can impact on tourism and discuss how governments and the tourism industry can respond to these situations.

The objective of this essay is to investigate the relationship between tourism and the wider political and economic environment. It focuses on either political events or changes in economic conditions, how these impact on the tourism sector, and how the tourism industry and governments respond. This essay assesses your achievement of course objective 2 and of skills 3, 4, 5 and 6.

- Identify the types of political events or economic conditions that can impact on tourism and outline the ways in which these impacts occur.
- Evaluate how the tourism sector and governments attempt to manage this situation.
- You should refer to specific examples to explain your points. Rather than just describing each example, you should *analyse* the examples. Look for similarities and differences between the case studies. For example, did they impact on tourism in the same way? Are there patterns in how governments and the tourism industry respond to political events or changing economic conditions? For example, who takes the lead in responding to events? The government? Tourist Boards? Tour operators and travel agents? Transport companies?
- Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively.
- Your points should be supported by reference to the literature; this may include textbooks, academic journals, trade papers, official reports, the web/internet.
- Use the *Tourism Management Style Guide* for guidance on writing style and referencing.
- Further guidelines for this assignment and a range of recommended readings will be available on Blackboard. The assignment will also be discussed in the week 3 tutorial.

## **2: Group Report                    15% (3,500-4,000 words)**

**Due date: 1:30pm, Monday 22<sup>nd</sup> September 2008**

**Undertake a PESTLE analysis of how the macro environment has influenced the development of the accommodation, surface transport, or attraction sector.**

The objective of this assessment is to explore the range of macro environmental factors that influence the development of the tourism industry.

The group report assesses your achievement of the course objectives 1, 2, 3, and 4 and of skills 1, 2, 4, 5 and 6 (see page 2 & 3).

This is a group assignment and you submit one assignment for the whole group (3 or 4 students per group). All students will get the same grade. You should therefore work as a team. You may choose to divide up the different PESTLE factors and research these individually; however, you must ensure that

your report is presented as a group effort. For example, the sections of the report need to relate to each other, you will need a clear overview of the sector, and your conclusion should bring the different points together.

Further guidelines for this assessment and suggested sources of further information can be accessed via Blackboard. The assignment will also be discussed in the tutorials in week 5 and 7 and you will be given time to work on your assignment in the week 6 tutorial.

### **3: In Class Test (Individual)      10% (40 minutes)**

**Test date: In lecture (3:10pm) Monday 22<sup>nd</sup> September 2008**

The objective of this assignment is to assess your individual understanding of how macro environmental factors influence the development of the tourism industry. You will answer one essay question which will test your ability to evaluate the relative importance of different macro environmental factors and assess your understanding of the broader principles of macro environmental analysis.

The in-class test assesses your achievement of course objectives 3 and 4 and of skills 1, 2, 4, 5 and 6.

This assessment is related to the group assignment topic. It is an open-book test which means you can bring your group report, research notes, lecture and tutorial notes, and any books or readings to refer to during the test.

### **4: Final Examination                      50% (3 hours)**

This course has a three hour final examination. The objective of the examination is to assess your understanding of materials presented in the course as a whole. The final examination will be during the trimester 2 examination period: 17<sup>th</sup> October – 8<sup>th</sup> November 2008; details will be given at a later date.

The final examination assesses your achievement of the course objectives 1, 2, 3 and 4, and of skills 1, 2, 3, 5 and 6.

### **General points on coursework assessments 1 & 2**

All assignments should be handed into the TOUR 104 box on level 2 of Murphy. Before submitting assignments refer to the *2008 Tourism Management Style Guide* for guidance on writing style and referencing.

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 will not be accepted.**

**Further help on essay writing and planning:** Student Learning Support Services is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: [http://www.vuw.ac.nz/st\\_services/slss](http://www.vuw.ac.nz/st_services/slss)

## 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 week, 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 the tourism administrator (Rutherford House, Room 927, telephone: 463 5720). Office hours are from 9:00am to 3:00pm (Monday-Friday).

## Mandatory Course Requirements

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

1. Attend eight of the ten scheduled tutorial sessions.
2. Submit all assignments.
3. Obtain a grade of at least 40% on the final examination.

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 2<sup>nd</sup> Floor Murphy Building notice board. Students will be expected to check both places for notification.

## 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.

## Readings

There is no set text for this course; references and readings will be made available throughout. Many of the recommended texts below are available in closed reserve and/or 3-day loan in the library, and there are often earlier editions in the main collection.

Collier, A. and B. M. Brocx (2004). Eds. *Tourism Industry Management*. Auckland, Pearson Education Limited. G155 N5 T727 IM. See chapter 4 by A. Jolliffe 'The macro environment of tourism'

Evans, N., D. Campbell and G. Stonehouse (2003). *Strategic Management for Travel and Tourism*. Oxford, Butterworth-Heinemann. G155 A1 E92 S. See chapter 7

Tribe, J. (1999). *Economics of Leisure and Tourism*. Second edition. Oxford, Butterworth-Heinemann. GV188 T822 E 2ed. Chapters on economics, political and socio-cultural factors, and technological factors.

Weaver, D. and L. Lawton (2005). *Tourism Management*. Third edition. Milton, John Wiley & Sons. G155 A1 W363 T 3ed. Chapter 3 includes factors associated with increased tourism demand.

For background on the individual sectors (accommodation/hospitality, transport, attractions), and information on macro environmental factors that impact on them can be found in a range of general tourism management textbooks. For example (and there are many others):

Collier, A. (2006) *Principles of Tourism: a New Zealand Perspective*. Seventh edition. Auckland: Pearson Education New Zealand Limited. G155 N5 C699 P 7ed.

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (2005) *Tourism Principles and Practice*. Third edition. Harlow: Addison Wesley Longman Limited. G155 A1 T727 3ed

Holloway, J. C. (2002) *The Business of Tourism*. Harlow: Prentice Hall. G155 A1 H745 B 6ed.

McIntosh, R. W., Goeldner, C., R. and Ritchie, J. R. B. (1995) *Tourism Principles, Practices, and Philosophies*. Boston: John Wiley & Sons. G155 A1 M152 T

Page, S. J. and J. Connell (2006). *Tourism: a modern synthesis*. Second edition. London, Thomson Learning. G155 A1 P133 TA 2ed

Page, S. (2007) *Tourism Management: managing for change*. Boston: Butterworth-Heinemann. G155 A1 P133 TM 2ed.

Weaver, D. and L. Lawton (2005). *Tourism Management*. Third edition. Milton, John Wiley & Sons. G155 A1 W363 T 3ed.

## 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 *2008 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 and posted on the Blackboard website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Copies of material handed out in lectures will be made available in the Pigeon Holes on level two of the Murphy Building.



## Student Contact Details

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

## Email Contact

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

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

TOUR104\_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 :

- 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.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: including the work of others will not be considered plagiarism as long as the work 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 penalised 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.