



Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester 2 2008

COURSE OUTLINE

COURSE COORDINATOR

Dr Ian Yeoman

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ADMINISTRATOR

To be confirmed

Room RH 927, Rutherford House
Phone: 463 5720
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TRIMESTER DATES

7th July to 8th November 2008

Class Times and Room Numbers

Lectures

Wednesday 1.40 – 2.30 p.m. GB LT4 (Law School)
 Friday 1.40 – 2.30 p.m. GB LT4 (Law School)

Tutorials

Tutorial lists will be finalized in the first week of lectures. Tutorials will be on Wednesday; there are no tutorials in the first week of the trimester.

Wednesday 2.40 pm to 3.30 pm RHG01
 3.40 pm to 4.30 pm RHG01

COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

This course is designed to critically assess the planning and policies of tourism destinations using futures based research methodologies. The course objectives for TOUR301 map onto the graduate attributes for the BTM as follows.

Course Objective	Graduate Attributes
<ul style="list-style-type: none"> Provide a systemic examination of tourism planning and policy-making applicable within a range of contexts and strategies 	<p>Critical Thinking: Through critical thinking, develop the ability to systemically analyse policy relationships</p> <p>Communication: Conveyance and synergy of complex issues through written and oral mediums</p>
<ul style="list-style-type: none"> Apply theoretical concepts to practical applications through an in-depth examination of tourism planning, development and policy-making for a particular destination. 	<p>Critical Thinking: Simulation of real time problems through case study examination in a pressurised / limited time frame</p> <p>Leadership: Role play in the context of policy and planning through management case studies</p>
<ul style="list-style-type: none"> Assess policies and planning strategies using multiple futures environments 	<p>Critical Thinking: Using reflective and creative thinking styles, evaluation of multiple futures using comparative commentary.</p> <p>Communication: Communicate complex ideas coherently, appropriately and rationally.</p>

Final Examination

This course has a three hour final examination. The examination period will be from 17 October – 8 November 2008.

Introduction

Tourism is world’s largest employer and one of the most important industries in the world, with forecasters expecting international arrivals to reach 1.9 billion by 2030 generating US \$ 2 trillion. As a result, in many parts of the world, including New Zealand, tourism has become a large and complex social and economic activity. As such, its development has significant economic, social and environmental consequences. The exponential growth of world tourism can have both a positive and negative effect on countries and places, too many tourists can spoil the natural environment for future generations whereas it also provides essential employment – therefore, the balance between development and growth has to be balanced in a sustainable way.

This paper uses a process of futures based methodologies such as scenario planning and systems thinking to examine what future destinations will look like, what tourists will do and the policy and planning implications.

Skills

In meeting the above objectives, this course will provide students with the opportunity to develop the following skills:

1. Identify the key futures based tourism policy issues in world tourism.
2. Critically evaluate the validity of policy arguments based on qualitative and/or quantitative information in order to accept or challenge the findings of others.
3. Identify the basic components of comprehensive tourism plans and interrelationships from a systemic perspective.
4. Develop a basic tourism plan for a destination, using a scenario based approach that advocates critical and creative multiple futures.
5. Role play the aspects of destination leadership through scenarios applied within the context of policy and planning.
6. Develop analytical, team-building, class participation and presentation skills.

Programme

The course features an integrated programme of lectures, tutorials, assignments, case studies and wider reading to build a strong appreciation of tourism planning and policy issues in a variety of contexts. Guest speakers will be used where possible, subject to availability.

Expectations

- Students are expected to attend all lectures and actively participate in all tutorials. All important announcements concerning the course will be made during 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.
- Assigned readings are to be completed prior to class so that relevant issues can be discussed and uncertainties clarified.
- All written assignments must be typed and double-spaced on standard size paper. Students will prepare two copies of each hand-in and keep the second copy for their own reference. Students must also keep an electronic copy of their work. **Please note: *Written work submitted by e-mail will not be accepted.***

Expected Workload

Students can expect the workload to be approximately 16 hours per week (24 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Text and Readings

The recommended reading for this course is:

Yeoman, I (2008) Tomorrows Tourist: Scenarios & Trends. Elsevier, Oxford.

The book is supported by a website at www.tomorrowstourist.com

A number of additional readings, including books, journals, reports and internet resources are indicated in this document.

Instructional Approach

Class sessions will be highly participatory. Guest speakers, videos, cases and class projects are used to apply theories. Students are expected to read assigned material ahead of class and take an active role in discussion. Encouraged: questions, sharing ideas, experiences, bringing relevant tourism planning and policy articles to discuss in class where appropriate.

TOUR 301 Class Schedule

Date	Unit	TOPIC	Reading	Tutorial
		Topic(s)		
Week 1 7 th July	1	Introduction: Planning for Tomorrows Tourist....will it be the space tourist?		No tutorial
		Introduction, Course Outline, Learning Objectives, Study Expectations, Assignments. Overall approach to the Course. Introduction – Destination Planning, Policy and Strategic Development	Hall, Michael, G. (2008) <u>Tourism Planning: Policies, Process and Relationships</u> . Chapman & Hall, London. pp 1-43.	
Week 2 14 th July	2	Scenario Planning and Destination Planning	How to construct scenarios: http://www.foresight.gov.uk/index.asp	Policy analysis assignment: Issues and concepts that shape destination planning
		Using Scenarios to Develop a Destination Plan: A Case Study of Scottish Tourism	Yeoman, I. & Lederer, P. (2005) Scottish Tourism: Visions and Scenarios <i>Journal of Vacation Marketing</i> Vol 11, No 1, pp 67-83. Hay, B. & Yeoman, I. (2005) Tuning Scenarios into a Strategic Map: Our Ambition for Scottish Tourism <i>Journal of Vacation Marketing</i> , Vol 11, No 1, pp 85-98.	
Week 3 21 st July	3	An Introduction to Soft Systems Methodology	Hicks, M (1991) <u>Problem Solving in Business and Management. Hard, Soft and Creative Approaches</u> . Chapman & Hall, London. Ch 12, Soft Systems Thinking	Drivers and scenario scripts workshop
		Soft Systems Methodology and Destination Planning		

Week 4 28 th July	4	Destination Planning and Strategic Development: Guest Speaker to be confirmed	Burns, P. & Novelli, M. (2007) <u>Tourism & Politics: Global Frameworks and Local Realities</u> . Elsevier, Oxford. pp 1-4.	Soft Systems Methodology: How to structure problems and use rich pictures.
		The Politics of Planning		
			Written Tourism Policy Report Due – 1st August	
Week 5 4 th Aug	5	Changing Worlds	Yeoman, I. & The Future Foundation (2008) <u>Tomorrows Tourist</u> . Elsevier. Oxford. pp 21-32. What will the world look like in 2030?	Soft Systems Methodology: Dealing with political viewpoints and implementation issues.
		Changing Worlds and Destination Planning	Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. Pp 34-40, What will the tourist be doing in 2030?	
Week 6 11 th Aug	6	What Will the Tourist be Doing on Holiday in 2030?	Yeoman, I. Munro, C. & McMahon-Beattie, U (2006). Tomorrow's: World, Consumers, Tourists. <i>Journal of Vacation Marketing</i> Vol 12, No 2, pp 174-190	What will the world look like in 2030? Strategic implications for destinations.
		Tomorrows Tourist and Destination Planning		
Mid-Trimester Break				
Week 7 1st Sept	7	Capacity Planning, Sustainable Development and Strategic Development	Page, S, Yeoman, I. & Greenwood, C. (2008) <u>Developing a Strategic Transport System: Tourism & Transport in 2030</u> . Working Paper.	The long tail and future niche markets? Strategic implications for destinations.
		Developing an Integrated Sustainable Transport System for 2030: A Case Study of Scottish Tourism & Transport		
Week 8 8 th Sept	8	What is Your Perspective – Destination Case Studies I	Yeoman, I. & The Future Foundation (2008) <u>Tomorrows Tourist</u> . Elsevier. Oxford. pp 195 – 210 Scotland's Food Tourist.	Developing a strategic plan for your destination. Hints, ideas and pitfalls. See http://www.visitscotland.org/about_us/tourism_prospectus.htm

			Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. pp 103 – 118. My Life in Polgradeci.	
		What is Your Perspective – Destination Case Studies II	Yeoman, I. & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. Pp 129 – 148 Ostentatiously Expensive Dubai: The Phenomenon of the Retail Tourist in the Middle East Yeoman, I. & The Future Foundation (2008). <u>Tomorrows Tourist</u> , Elsevier. Oxford. pp 119-128, The Sex Tourist – If it Happens in Vegas, it Stays in Vegas.	
Week 9 15th Sept	9	What Next? Destination Branding or the Visitor Economy	Yeoman, I. Durie, A. McMahon-Beattie, U & Palmer, A (2005) Capturing the essence of a brand from its history: The case of Scottish tourism marketing. <i>Journal of Brand Management</i> , Vol 13, No. pp 134 – 147.	Case Studies From: Scotland’s Food Tourist, Second Homes in Eastern Europe, Shopping Destinations & Sex Tourism.
		What if? Impact of climate change	Yeoman, I. & McMahon-Beattie, U. (2006) Understanding the Impact of Climate Change on Scottish Tourism. <i>Journal of Vacation Marketing</i> . Vol 12, No 4, pp.369-377	
Week 10 22nd Sept	10	What if? Terrorism, Disruption and Tourist Flows	Yeoman, I. Galt, M. & McMahon-Beattie, U. (2005) A Case Study of How Visit Scotland Prepared for War <i>Journal of Travel Research</i> . Vol 44. August, pp.6-20	Class discussion on climate change and destination planning.
		Special Topic: Guest Speaker TBC		
Week 11 29 th Sept	11	Tourism Plan Presentations:		Tourism Plan Presentations
		Tourism Plan Presentations:		Tourism Plan Presentations
Week 12 6 th Oct	12	Examination and course review		Revision plans and workshop

Assessments and Assignments

The assessment for this course incorporates three major components as follows:

	DUE DATES
1. Policy Analysis: A Case Study (Total 25%)	
- Written Tourism Policy Report (Individual): 25%	12 noon, Friday 1 st August
2. Tourism Destination Plan (Total 25%)	
- Presentation (Group): 10%	as per class schedule
- Written Plan (Individual): 15%	12 noon, Tuesday 7 th Oct
3. Final Examination 50%	Between 17 th Oct – 8 th Nov

These assessments are elaborated on below.

- 1. Tourism Policy Analysis Report (Individual)** constitutes 25% of the course grade and involves an examination and analysis of an issue and how it affects destination planning and policy. The course purpose of the report is for the student to develop their investigation and research skills applicable to a topic listed below. The report should be no more than 2000 words. The students will be given guidance criteria for the assignment in week 2. Students can select from one of the following topics:

- 1. Climate Change and Tourism: Global, National, Local**
- 2. Sex Tourism: Issues, Policies and Answers**
- 3. Energy and Oil**
- 4. Has Sustainable Development Gone too Far? – An Assault on Pleasure**
- 5. Tourism and Poverty**
- 6. The New Meaning of Luxury**
- 7. Future Labour Supply**
- 8. Destination Ethnicity**
- 9. Corruption**
- 10. Security and Terrorism**

The written analysis is due by 1st August, 12 noon.

- 2. Tourism Destination Plan:** The second assignment involves the development of a strategic plan for a destination anywhere in the world or a specific issue such as a human pandemic or space travel. **The topic and destination must be approved by Dr Ian Yeoman.** This assignment is divided into two parts:

a) Plan Presentation (Group) (constitutes 10% of course grade): Presentation due dates are shown on the Class Schedule; an outline and grading criteria for the presentation will be distributed in class.

b) Written Plan (Individual) (constitutes 15% of course grade). The written plan is to be completed individually and is an expansion of the information in the presentation. The plan is due one week after the presentation to allow students to incorporate lecturer feedback into the written plan. An outline and grading criteria for the written plan will be distributed in class.

- 3. The Case Study Examination (Individual)** constitutes 50% of the course grade. The objective of the examination will be to assess how the student can interpret and apply the material learned throughout the course in a constrained time frame. The examination will be an open book style, in which students will be given a case study in week 11 of the course and will then complete unseen questions during the examination. The student will be allowed to take **summarised notes** into the exam **written on the designated case study only**. The final examination will be during the Trimester 2 examination period: 17th October - 8th November; details will be given at a later date.

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 the Mandatory Course Requirements.

Extensions will only be granted under special circumstances by the course co-ordinator. Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study” or “unfit to sit an examination.” **Medical certificates must also indicate the period of time involved.** Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to the Tourism Administrator (Rutherford House, Room 927, telephone: 463 5720). Office hours are from 9am to 3:30pm.

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 and on the 9th and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

Communication of Additional Information

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927 on the 9th floor of Rutherford House.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2008 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Student Contact Details

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

Email Contact

Students wishing to contact staff by email should adhere to the following instructions: Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg
TOUR301_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

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: 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

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.