



Victoria Management School

TOUR 411
SCENARIOS FOR WORLD TOURISM - LIVING IN THE
FUTURE

Trimester 2 2008

COURSE OUTLINE

COURSE COORDINATOR

Dr Ian Yeoman

Room: RH 918, Rutherford House
Phone: 463 5717
Email: ian.yeoman@vuw.ac.nz
Website: www.vuw.ac.nz/vms

ADMINISTRATOR

To be confirmed

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

TRI SEMISTER DATES

7th July to 8th November 2008

Class Times and Room Numbers

Lectures / Tutorials

Tuesday 9.30 to 12.20 RWW 129

Three hours are allocated to this paper, with at **least** one hour lecture per week combined with an interactive two hour workshop.

COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

This course is designed to enable the student to envision what the future tourist will look like, where they go on holiday and what they will do using scenario planning and trends analysis techniques. The course objectives for TOUR411 map onto the graduate attributes for the BTM as follows.

Course Objective	Graduate Attributes
<ul style="list-style-type: none"> To envision who the future tourist will be, where they will go and what they will do on holiday to 2030 	<p><i>Creative thinking: To think about both the impossible and plausible that improves the students understanding of the future</i></p> <p><i>Communication: Conveyance and synergy of complex issues through written and oral mediums</i></p>
<ul style="list-style-type: none"> The application of scenario planning and futures based methodologies in order to construct tourism futures 	<p><i>Critical & Creative Thinking: Using a range of knowledge elicitation styles to evoke different forms of thinking and thoughts about the future</i></p> <p><i>Communication: To convey complex futures in an accessible manner that others can grasp and understand</i></p>
<ul style="list-style-type: none"> To provide both a systemic and in depth evaluation of plausible tourism futures based upon changing environments and scenario questioning techniques 	<p><i>Critical thinking: Evaluate the writing of others through reflection, argumentation, contextualisation and purpose</i></p> <p><i>Leadership: Make recommendation to industry about future directions in order to be part of that future.</i></p>

Introduction

By 2030, China will be the world’s largest tourism destination, holidays in Outer Space will be the ultimate luxury experience, extreme Swedish ironing will be an Olympic Sport, embedded technologies will be the norm in future tourists and skiing in the Alps will be no more. In 1950, 25 million tourists took an international holiday and by 2005 this figure had risen to 803 million. By 2030, it is forecasted that this figure will reach 1.9 billion international arrivals, spending US \$2 trillion with US \$5 billion being spent by international tourists every day across the world, from US \$2 billion in Europe to US \$1.5 billion in Asia. The paper uses scenario planning and trend spotting techniques to critically examine what future tourist will look like, what they will do and where they will go on holiday in 2030, including the use of ‘what if’ questions to determine the implications of a range of variables such oil prices, technologies or climate change.

Skills

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

1. **Identify** the key drivers and trends which will shape world tourism.
2. **Use** scenario planning and futures based research methodologies to construct and critical evaluate tourism futures
3. Develop **analytical, team-building, class participation and presentation skills**
4. Develop a **conceptual framework** of the inter relationship of components and how they **impact** upon each other.
5. The ability to **evaluate** key writers of futures thinking and **contextual** within the sphere of tourism futures.

Programme

The course features an integrated programme of lectures, tutorials, assignments, case studies and wider reading to build a strong appreciation of scenario planning and tourism futures 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 classes. All important announcements concerning the course will be made during lectures.
- Attendance at classes and active involvement in discussions are an important component of the course. Exemptions from classes 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 10 hours per week (15 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 411 Class Schedule

Date	Unit	Lecture	Reading	Tutorial / Workshop
		Topic(s)		
Week 1 7 th July	1	Introduction: How did VisitScotland use scenario planning to (a) paint a picture of the future (b) create a strategic conversation (c) marketing strategy	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford • Yeoman, I. & Lederer, P. (2005) Scottish Tourism: Visions and Scenarios <i>Journal of Vacation Marketing</i> Vol 11, No 1, pp67-83. • Hay, B. & Yeoman, I. (2005) Turning Scenarios into a Strategic Map: Our Ambition for Scottish Tourism <i>Journal of Vacation Marketing</i>, Vol 11, No 1, pp85-98 	<ul style="list-style-type: none"> • Course outline, learning objectives, study expectations, assignments. Overall approach to the Course. • The beginners guide to scenarios planning – scenarios about you
Week 2 14 th July	2	Introduction to Scenario Planning I	<ul style="list-style-type: none"> • How to construct scenarios http://www.foresight.gov.uk/index.asp • Hiejde, Kees Van Der et al (2005) <u>Sixth Sense. Accelerating Organisation Learning</u>. Wiley, Chichester. 	<ul style="list-style-type: none"> • Drivers and scenario scripts
Week 3 21 st July	3	Introduction to Scenario Planning II	<ul style="list-style-type: none"> • How to construct scenarios http://www.foresight.gov.uk/index.asp • Hiejden, Kees Van Der et al (2005) <u>Sixth Sense. Accelerating Organisation Learning</u>. Wiley, Chichester. 	<ul style="list-style-type: none"> • Using a scenario – 2 x 2 matrix
Week 4 28 th July	4	Trends Analysis I	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford. Chapters 1, 3, 4 • www.springwise.com • www.trendhunter.com • www.trendspotting.com 	<ul style="list-style-type: none"> • How to do a book review?

			<ul style="list-style-type: none"> • http://trendwatching.com/trends/TIPS.htm • Trend spotting – anyone can play. http://www.businessweek.com/1998/09/b3567029.htm 	
Week 5 4 th Aug	5	Trend Analysis II – Spotting Consumer Trends	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <i>Tomorrows Tourist</i>, Elsevier. Oxford. Chapters 1, 3, 4 • www.springwise.com • www.trendhunter.com • www.trendspotting.com • http://trendwatching.com/trends/TIPS.htm • Trend spotting – anyone can play. http://www.businessweek.com/1998/09/b3567029.htm 	<ul style="list-style-type: none"> • Talent and/or street spotting? • How to create a trends portfolio?
Week 6 11 th Aug	6	Sector and Product Analysis – The Food Tourist	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <i>Tomorrows Tourist</i>, Elsevier. Oxford. Chapters 14 • Nvision Analysis - Www.futurefoundation.net • Mintel Reports – www.mintel.com 	<ul style="list-style-type: none"> • How to create a trends portfolio?
Study break				

Week 7 8 th Sept	7	Sector and Product Analysis - The Space Tourist and the Changing Meaning of Luxury	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford. Chapters 14 • Nvision Analysis – www.futurefoundation.net • Mintel Reports – www.mintel.com 	<ul style="list-style-type: none"> • How to do sector and product analysis reports I
Week 8 8 th Sept	8	Sector and Product Analysis The Authentic Tourist – A Journey Through Africa	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford. Ch 12 • Mintel Reports – www.mintel.com 	<ul style="list-style-type: none"> • Trends Analysis Presentation
Week 9 15 th Sept	9	What if? Climate change and tourist experiences	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford. Ch 22 • 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, pp369-377 	<ul style="list-style-type: none"> • How to do sector and product analysis reports II • In addition, individual appointments will be available upon request
Week 10 22 nd Sept	10	What if? Tourist was banned because it was deemed immoral, dangerous and bad for the environment	<ul style="list-style-type: none"> • Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u>, Elsevier. Oxford. Ch 23 	<ul style="list-style-type: none"> • Seminar paper review and advice – individual appointments
Week 11 29 th Sept	11	Seminar presentations		<ul style="list-style-type: none"> • Presentations
Week 12 6 th Oct	12	Seminar presentations		<ul style="list-style-type: none"> • Presentations • Course review

Assessments and Assignments

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

	DUE DATES
1. Book Review (25%)	12th August – 12 Noon
2. Trends Analysis (15%)	
- Presentation (Group): 5%	8 th September - 10.30 am as per class schedule
- Power Point Report (Group): 10%	8 th September – 10.30 am as per class schedule
3. Seminar Paper and Presentation (60%)	
- Presentation – 20%	30th September or 7th October as per class schedule (times will be drawn at random)
- Seminar paper – 40%	7th October at 12 noon

All assignments are individual unless stated

These assessments are elaborated on below.

1. The book review constitutes 25% of the course grade and involves an examination and review of the following books and how it impacts upon tourism. The book review list either reflects an external issue (oil) or trend (demographics). The purpose of the assignment is to develop students own critical appraisal of a topic and how it shape future of tourism. The review should be no more than 1500 words. The students will given guidance criteria for the assignment in week 2. Students can select from one of the following books:
 - a. The End of Oil by Paul Roberts
 - b. The End of Food by Paul Roberts
 - c. The Rough Guide to Climate Change by Robert Henson
 - d. The Economics of Climate Change: The Stern Review by Nicholas Stern
 - e. 9/11 Commission Report: The Full Report of National Commission on Terrorist Attacks Upon the United States by National Commission on Terrorist Attacks
 - f. The Skeptical Environmentalist by Bjorn Lomborg
 - g. Paranoid Parenting: Why Ignoring the Experts Maybe Best for Your Child by Frank Furedi
 - h. The Culture of Fear by Frank Furedi
 - i. Therapy Culture: Vulnerability in an Uncertain Age by Frank Furedi
 - j. The World is Flat: The Globalized World in the Twenty First Century by Thomas Friedman\
 - k. The Shock Doctrine: The Rise of Disaster Capitalism by Naomo Klein
 - l. Complicated Lives: The Malaise of Modernity by Michael Wilmott and William Nelson
 - m. Microtrends: Surprising Tales of the Way We Live Today by Mark Penn and E. Kinney Zalesne

The written analysis is due by 12th August, 12 noon

2. **Trends Analysis:** The second assignment involves research and construction of a brief trends spotting report similar in a style to reports undertaken by a number of commercial trends spotting companies such as Henley, Trendwatch.com or the Future Foundation: The assignment shall be in two parts.
 - **Presentation (Group)** (constitutes 5% of course grade): Between 40-50 power point slides that cover 10-15 trends.
 - **Presentation Notes** (constitutes 10% of course grade). Using the slides from the above presentation, the notes section shall be written up in a way that supports and explains the presentation.

The assignment will be due by 10.30am on the 8th September

3. The Seminar Paper and Presentation (Individual) constitutes 60% of the course grade. The objective of the third assignment is a) construction of scenarios about the future b) identification and elaboration of key trends and drivers c) implications for the future and tourism business. The student may develop generic scenarios about the future of tourism or a specific product / sector / issue. **The choice of scenarios must be agreed in advance with Dr Ian Yeoman by 12th August 2008**

- **Presentation (constitutes 20% of the course grade):** Not more than 10 slides than conveys the meaning and essence of subject investigated. The student will be expected to answer questions in class about the subject. Each student will have 15 minutes, plus 5 minutes for questions. **Presentations will be scheduled w/c 29th Sept and/or 6th October.**
- **Seminar Paper (constitutes 40% of the course grade):** A paper that elaborates in detail the subject selected for investigation that covers scenarios, trends and implications. The assignment will be due by 7th October at 12 noon.

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 9 to 3:30.

Mandatory Course Requirements

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

1. Attend all classes (students who miss a class must provide a medical certification).
2. Submit all assignments.

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 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 *2007 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://student.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.