

Victoria Management School

TOUR 104 THE BUSINESS ENVIRONMENT OF TOURISM

Trimester 1 2009

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Ian Yeoman

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

LECTURER

Dr Mondher Sahli

Room: RH 916, Rutherford House
Phone: 463 5718
Email: mondher.sahli@vuw.ac.nz

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

ADMINISTRATOR

Helen Jiang

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

Trimester Dates: Monday 2nd March to Friday 5th June 2009.

Class Times and Room Numbers

Lecture: Monday: 11:00 – 11:50 (HULT323)
Lecture: Thursday: 11:00 – 11:50 (HULT323)

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Introduction

Today, we don't seem to understand the past, as the past reoccurs in the future. There has always been terrorism, climate change, death is guaranteed, the bible tells stories of disasters and this is true for tourism. Why people go on holiday in the past is probably true for the present and future, it's just that there are more tourists and destinations. However, what is important is understanding why consumers go on holiday and what they do. This course aims to explain that 'why' using the process of trend identification and analysis. This process is an examination of the causes, speed of development and impact they may have using a range of analytical techniques.

Programme and Course-Related Learning Objectives

Learning Goal #1: Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills

Learning Objectives

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources
- (c) acquire skills and knowledge that provide a solid platform for graduate study

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical problems

Learning Objectives

Graduates will be able to:

- (a) think conceptually and systematically about tourism and its management
- (b) assess a range of tourism management issues, plans, and concepts
- (c) identify, access, and evaluate a range of information and data sources
- (d) undertake and apply research in tourism management
- (e) use innovative thinking and creative skills in the context of the tourism business environment

Learning Goal #3: Our graduates will be effective and confident communicators

Learning Objectives

Graduates will be able to:

- (a) apply advanced written communication skills
- (b) demonstrate oral communication and listening skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making by working independently and in groups
- (b) demonstrate a mastery of concepts related to tourism management
- (c) develop and apply concepts and plans in tourism management

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"> • Achieve a critical appreciation of a systematic approach to the study of tourism and the macro environment <p><i>Creative Thinking:</i></p> <ul style="list-style-type: none"> • Using ‘feeling’ and ‘moments and stories’ to connect and convey with tourism experiences and places
2- Identifying and evaluating 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"> • The use of imagery as a simple measurement and distinguishing factor <p><i>Communication:</i></p> <ul style="list-style-type: none"> • Participate in class discussions whereby specific examples of external factors affecting tourism are analysed
3- Encouraging students to consider the complexity and inter-relationships of trends that shape tourist experiences	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> • Make connections between different concepts and examples <p><i>Communication:</i></p> <ul style="list-style-type: none"> • Communicate concepts in a clear, summarised and effective mediums
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"> • Evaluate the merits and process of undertaking a macro environmental analysis <p><i>Creative Thinking</i></p> <ul style="list-style-type: none"> • Apply broad concepts to case studies and develop responses to issues raised

Course-Related Student Learning Objectives and Skills

On successful completion of the course, students will be able to:

1. Identify the key destination and macro environmental factors that shape the development of tourism and tourist behaviour
2. Use and understand environmental scanning and trend spotting techniques in relation to tourism businesses, destinations, and industry sectors
3. Evaluate impacts and responses to external issues affecting the tourism industry within a current and contemporary understanding
4. Present information in a variety of written formats
5. Work independently on assessments but participate in group processes in tutorials and study groups.

Tutorial Timetable

Tutorials: Students can sign up for tutorials at <https://signups.victoria.ac.nz> and enter your SCS username and password to log into the system.

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 13.5 hours per week (20 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Readings

The recommended text for the course is:

Yeoman, I (2008) Tomorrows Tourist. Elsevier, Oxford. This book is supported by a comprehensive website at www.tomorrowstourist.com

Secondary reading include:

Buhalis, D & Costa, C (2006) Tourism Business Frontiers. Elsevier, Oxford

Buhalis, D & Costa, C (2006) Tourism Management Dynamics. Elsevier, Oxford

Wilmot, M & Nelson, W (2005) Complicated Lives: The Malaise of Modernity. Wiley, Chichester

Course Programme

	Date	Lectures*	Tutorial
		Monday: 11:00 – 11:50 (HULT323) Thursday: 11:00 – 11:50 (HULT323)	
1	Mon 02 Mar	Introduction – Macro Factors that Shapes World Tourism	No tutorial
	Thur 05 Mar	Destination and Consumer Choice	
2	Mon 09 Mar	Guest Speaker: George Hickton, Chief Executive, Tourism New Zealand <i>Why do Tourists come to New Zealand?</i>	Brainstorming the trends that you think will shape the future using a PEST analysis
	Thur 12 Mar	How History is Important? Place and Culture	
3	Mon 16 Mar	Demographics: The US Grand Traveller	What is the difference? Using metaphors to analyse tourism places and experiences
	Thur 19 Mar	Demographics: Bridget Jones & Love	
4	Mon 23 Mar	Social Trends: From Mickey Mouse to Real Experiences	Clustering key demographic trends
	Thur 26 Mar	Environmental Trends: An Inconvénient Truth. Video presentation based upon Al Gore's awarding film	
5	Thur 02 Apr	ASSESSMENT 1 – CREATIVE EVALUATION	Using weather maps to paint a picture
	Mon 30 Mar	Technology Trends: I Robot, Internet and Communications	
	Thur 02 Apr	Technology Trends: Distribution Systems and Yield Management	
6	Mon 06 Apr	Science: Discovery and Health	Discussion paper: distribution systems
	Thur 09 Apr	Environmental Trends: Sacristy of Resources	
MID-TRIMESTER BREAK			
7	Mon 27 Apr	Living with Uncertainty: Fear and Security	Terrorism, Sharks and Coconuts: A discussion about fear and safety
	Thur 30 Apr	The Economics of Consumerism: Luxury Markets and Space Travel	
8	Mon 4 May	Economic Trends & Tourism I	Economics seminar I
	Thur 7 May	Economics Trend & Tourism II	
9	Mon 11 May	Guest Speaker: How Economics Shapes Tourism Expenditure (TBA)	Economics seminar II
	Thur 14 May	Economic Trends & Tourism III	
10	Mon 18 May	Student Choice: Cultural Capital, Food, Sex, Sport or Feminisation of Travel	Weather maps revisited
	Thur 21 May	Political Trends: How does Politics Shape Destination Choice?	
11	Mon 25 May	ASSESSMENT 2 – MAPPING EXERCISE	Exam preparation
	Mon 25 May	Student Choice: Cultural Capital, Food, Sex, Sport or Feminisation of Travel	
	Thur 28 May	Why is this Important: Policy, Planning and the Future	
12	Mon 01 June	Course review	Feedback and return assignment 2
	Thur 04 June	Revision	

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

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:

Assignment	Weight	Due Date
1. Creative evaluation	15%	2 nd April
2. Mapping exercise	35%	25 th May
3. Final examination	50%	8 th June to 1 st July

1: Creative Reflection (Whom am I)

15% (1,000 words)

Due date: 1.30 pm, 2nd April 2009

If you were a tourism destination or experience, ‘whom am I’ and why?

Describe your personality using the process of creative reflection based upon your physical characteristics, attitudes and beliefs.

The objective of this essay is the use of critical, creative and reflective thinking to assess why destinations and experiences are per se and what are the underlying trends that shape place or experience. The relevance of the assignment aligns with how destinations use personality tests to construct brands based upon the attitudes, beliefs and perceptions of places by consumers. (See Yeoman, I et al (2006) ‘Capturing the Essence of a Brand from its History – The Case of Marketing Scottish Tourism’, *Journal of Brand Management* Vol 13, No 2, pp134-147)

This essay assesses your achievement of course objective 1, 2, 4 and of skills 1, 2, 4 & 5

2: Weather Mapping Assessment

35% (1,500 words)

Due date: 1:30pm, 25th May 2009

Using a ‘Weather Map’ approach, analyse how the short term macro environment will influence a destination or sector.

The objective of this assessment is to demonstrate how external factors shape the tourism experiences or places whether it is economic conditions, weather, transport or exchange rates. By using a ‘weather map’ (cloudy, thunderstorms or sunny outlook etc) approach students can use a simple evaluation method to demonstrate the impact of that trend on a specific place or experience. Such an approach is used by a number of national tourism organisations to communicate to industry short term prospects. See **trends update** at

<http://www.tourismtrade.org.uk/MarketIntelligenceResearch/TrendsForecasts.asp>

The individual report assesses your achievement of the course objectives 1, 2, 3, 4 and of skills 1, 2, 3, 4 & 5

3: 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 1 examination period: 8th June to 1st July 2009; 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 and 5.

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 *2009 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

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 course co-ordinators. 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 4.30pm (Monday-Friday).

Mandatory Course Requirements

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

1. Attend eight of the eleven 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 2nd 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.

Further readings will be advised through tutorial or blackboard that relate to lectures or tutorials.

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

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.