

Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester 1 2009

COURSE OUTLINE

COURSE COORDINATOR

Dr Ian Yeoman

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ADMINISTRATOR

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Trimester Dates:

Monday 2nd March to Friday 5th June 2009.

Class Times and Room Numbers

Lecture: Wednesday: 9.30 – 10.20 (RHLT3)
Lecture: Friday: 9.30 – 10.20 (RHLT3)

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.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

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 effects 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 policy and planning decisions. Case Studies are used extensively throughout the course as a means to stimulate, analyse and contextualise policy and planning environments.

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 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
1. Provide a systemic examination of tourism planning and policy-making within a range of contexts and strategies drawing upon examples from New Zealand and the wider world.	<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>
2. Apply theoretical concepts to practical applications through an in-depth examination of tourism planning development and policy-making.	<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>
3. Assess policies and planning strategies using multiple futures environments and policy analysis tools	<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>

Course-Related Student Learning Objectives and Skills

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

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.

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. Contemporary Issue	15%	9.30am on 27 th March
2. Destination Plan	35%	Oral Presentation – class schedule Written Report - 9.30am on 3 rd June
3 Case Study Exam	50%	8 th June to 1 st July

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.

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.

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.***

Text and Readings

The majority of the readings for this course are drawn from:

Yeoman, I (2008) Tomorrows Tourist: Scenarios & Trends. Elsevier, Oxford. The book is supported by a website at www.tomorrowstourist.com

Hall, M (2008) Tourism Planning: Policies, Processes and Relationships. Prentice Hall, Sydney

Dredge, D & Jenkins, J (2007) Tourism Planning and Policy. Wiley, Sydney

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

TOUR 301 Class Schedule

Date	Unit	TOPIC	Reading	Tutorial
		Topic(s)		
Week 1 4 th Mar	1	Introduction to the Course: Policy, Planning and a Futures Perspective	Hall, Michael, G (2008) <u>Tourism Planning: Policies, Process and Relationships</u> . Chapman & Hall, London. Pp 1-43	No tutorials
6 th Mar		Policy and Planning: The Role of Governance, State and Power	Hall, Michael, G (2008) <u>Tourism Planning: Policies, Process and Relationships</u> . Chapman & Hall, London. Pp 1-43 Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney. Ch 2 The State, Institutions and Actors. Pp33-66	
Week 2 11 th Mar	2	An Introduction to Scenario Planning	Heijden, K (1996) <u>Scenarios: The Art of Strategic Conversation</u> , Wiley Sydney Or Heijden, K, Bradfield, R, Carins, G & Wright, G (2002) <u>The Sixth Sense: Accelerating Organizational Learning with Scenarios</u> . Wiley, Sydney	A visit to the New Zealand Parliament: Power, Politics, Legislation. Meeting with Dr Jonathon Coleman, Associate Minister for Tourism. The visit will take place on the 11th March from 10.30am to 13.30pm
13 th Mar		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, pp67-83	
Week 3 18 th Mar	3	Guest Speaker: Martin Robertson, Victoria University, Melbourne Creative Cities		
20 th Mar		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

Week 4 25 th Mar	4	Using Soft Systems Methodology as a Policy Tool: A Case Study of Scottish Tourism	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	Soft Systems Methodology: How to structure problems and use rich pictures.
27 th Mar		Topical Issues in Tourism Planning: What Happens in Vegas Stays in Vegas	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. Ryan, C (2000) Sex Tourism – Paradigms of Confusion. In Clift, S & Carter, S (Eds) <u>Tourism and Sex: Culture, Commerce and Coercion</u> . Pinter, London.	
<u>Contemporary Issue Assignment due by 9.30am on 27th March</u>				
Week 5 1 st Apr	5	How the External Environment Shapes Policy and Planning: The World in 2030	Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. Ch 3 What Will the World Look Like in 2030. Ch 3 Pp 21-32	Soft Systems Methodology: Dealing with political viewpoints and implementation issues
3 rd Apr		How the External Environment Shapes Policy and Planning: The Tourist in 2030	Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. What Will the Tourist be Doing in 2030? Pp 33-40	
Week 6 8 th Apr	6	Tourism Planning in New Zealand Guest Speaker: Ray Salter, General Manager, Ministry of Tourism, New Zealand Government Key Issues and Decisions for the Future of New Zealand's Tourism Industry.	Ministry of Tourism 2015 Strategy http://www.tourism.govt.nz/New-Zealand-Tourism-Strategy-2015/	What will the world look like in 2030? Strategic implications for destinations

10 th Apr		Targeting Tomorrows Tourist From a Policy Perspective: What Tourism California Does (and Arnie!)		
Mid-Semester Break				
Week 7 29 th April	7	Policy and Planning Issues in a Sustainable Tourism Environment: The Case for Protected Lands	Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney. Ch 10 Protected Lands. Pp337-374	Developing a strategic plan for your destination. Hints, ideas and pitfalls. See http://www.visitscotland.org/about_us/tourism_prospectus.htm
1 st May		Tourism Planning in New Zealand Guest Speaker: Tim Hunter, General Manager Operations, Tourism New Zealand Air Transport: Key Issues for New Zealand's Tourism Industry	Overview of Aviation in New Zealand http://www.tourismresearch.govt.nz/Data--Analysis/Tourism-Sector-Profiles/New-Zealand-Aviation-Overview-/	
Week 8 6 th May	8	Topical Issue in Planning and Policy: Climate Change	Video presentation: Inconvenient Truth by Al Gore	Class discussion on the impacts of climate change and protected lands
8 th May		Tourism Planning in New Zealand Guest Speaker: John Moriarty, Research Fellow, Victoria University of Wellington Investments Decisions for the New Zealand Tourism Industry	What type of tourist and business? Yield Research http://www.tourismresearch.govt.nz/Data--Analysis/Research-projects-reports-and-studies/Research-Reports/Yield-research/	
13 th May	9	Issues in Tourism Policy: Gaming	Zheng Gu (2006) Financial Competitiveness of Macau in Comparison with Other Gaming Destinations <i>UNLV Gaming Research & Review Journal</i> Vol 10, No 2, pp. 1-12.	Policy Analysis Tools: Gaming

15 th May		Class Discussion: Gambling in Macao	Yeoman, I & The Future Foundation (2008) <u>Tomorrows Tourist</u> , Elsevier. Oxford. Pp 243-252. The Gambler in Macao	
20 th May	10	Class Discussion: Community Tourism	Atithi Devo Bhavah: Indian Tourism Ministry Social Awareness Program to Boost Tourism	Policy Analysis Tools: Indian Tourism Ministry Social Awareness Program to Boost Tourism
22 nd May		Issues in Tourism Policy: Evaluation and Implementation (Reflections on Atithi Devo Bhavah)	Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney. Ch 5 Policy Instruments, Implementation and Evaluation pp157-187	
27 th May	11	Tourism Plan Presentations / Preparation:		Tourism Plan Presentations.
29 th May		Tourism Plan Presentations:		
<u>Destination Plan Assignment due by 9.30am on 3rd June</u>				
3rd June	12	Course Review		Exam revision workshops

Assessments and Assignments

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

1. **Contemporary Issue (Individual)** constitutes 15% of the course grade and involves an examination and analysis of an issue and how it affects tourism planning and policy in New Zealand. The assessment takes the format of a briefing note to 'Prime Minister of New Zealand (Minister of Tourism) on the strategic implications of a commentary issue. The assignment puts you in the role of a civil servant briefing the said minister. The topics have been selected to test your investigation, analysis and summarisation skills – those skills and attributes associated with policy advice.

Students can select from one of the following topics:

- **Climate Change**
- **A Deflation Economy**
- **Aviation Policy**
- **Has Sustainable Development Gone too Far: An Assault on Pleasure**
- **New Zealand Aid: The Future of Tourism in Fiji**
- **Health Tourism**
- **Ageing Workforce**
- **Kaitiakitanga and Manaakitanga: Our Approach to the Future**
- **Crime**
- **Australian Markets**

If 'policy is a statement of intended actions / positions in order to achieve an outcome' and 'planning is the process of development and actions in order to deliver and implement policy, strategies or legislation', what are the issues and options for actions and decisions by the New Zealand government. The word length for this assignment is 1400-1600 words. **Assignment due by 9.30 am on 27th March 2009 in the appropriate box on the Mezzanine floor of Rutherford House**

The briefing note to the Minister should cover the following areas (but not limited to)

- Overview of the issue
- Why the issue is important or of relevance to New Zealand tourism
- Key facts, issues and implications
- Present position (if any)
- Policy options
- Planning options
- Resource implications (of options)
- Recommendations / conclusions

Marking criteria

Ability to summarise and convey in an orderly fashion	30%
Evaluation, options and contextual analysis	50%
Recommendation and conclusions	20%

This assignment relates to course objectives 1, 3 and skills 1, 2, and 5

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:

Working in teams of 3 or 4, students will select a topic or issue and jointly pool their research and ideas, but write up the plan from an individual perspective. Students **cannot** select issues or topics that appear in assignment 1.

Plan Presentation (Group) (constitutes 15% of the course grade): Presentation dates are shown in the class schedule. **Copies of the presentation must be submitted at the time of the class presentation**

This assignment relates to course objectives 1, 3 and skills 5, 6.

Written Plan (Individual) (constitutes 20% of course grade). The written plan is to be completed individually and is an expansion of the information in the presentation. The submission date for the written component is due by **9.30am on 3rd June**. The assignment should be in a **report format. The word length on average should be 2500-2750 words, with assignments no longer than 3500 words. Assignment due by 9.30am on 3rd June in the appropriate box on the Mezzanine floor of Rutherford House**

This assignment relates to course objectives 1, 2, 3 and skills 1, 2, 3, 4

Marking criteria

Group Presentation

Visual impact, creativity and rationale	30%
Conveyance of key messages and themes in a logical manner	40%
Questions and answer session	20%
Housekeeping and time management	10%

Please note – students only have 10 minutes for the presentation, therefore in that time you can't convey all of your research findings. In addition, there will be five minutes for questions.

Written Assessment

Description and evaluation of problem / issue / subject	30%
Contextual analysis from a policy and planning perspective	40%
Recommendations, rationale and conclusions	30%
Structure and style	10%

- 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 12 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: 8th June – 30th June; details will be given at a later date.

This assignment relates to course objectives 1, 2, 3 and skills 1, 2, 3, 4.

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-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 8.30am 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
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.