

Victoria Management School

TOUR 301
TOURISM PLANNING AND POLICY

Trimester One 2010

COURSE OUTLINE

COURSE COORDINATOR

Dr Michelle Lunn

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The best way to contact me urgently is by cell phone. Please preface texts with TOUR 301

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ADMINISTRATOR

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Trimester Dates:

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

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

Class Times and Room Numbers

1 March -6 June Tue, Friday 9.30 – 10.20 Rutherford House LT3

Tutorial Timetable

Tutorials: Students can sign up for tutorials in class.

Rutherford House	10.30-11.20	RHG01
Rutherford House	11.30-12.20	RHG01

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.

Introduction

Tourism is the 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 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 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 an 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: Analysis of real time problems using policy analysis and scenario planning.</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 26 th March
2. Destination Plan	35%	Oral Presentation – class schedule Written Report - 9.30am on 3 rd June
3 Exam	50%	Friday 11th June – Wednesday 30th June 2010

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 13hours 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 2 nd 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
5 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 9 th Mar	2	An Introduction to Scenario Planning	Heijden, K (1996) Scenarios: <u>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	How to write a briefing paper
12 th Mar		Policy Planning and Women Travellers: Using Scenarios to Develop a Destination Plan: Women who travel for business	Wilson, E & Harris, C 2006 'Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning', <i>Tourism</i> , vol. 54, no. 2, pp. 161-172.	

16 th Mar	3	Parliamentary Visit	A visit to the New Zealand Parliament: Power, Politics, Legislation. Meeting with an MP about Tourism Policy. The visit will take place on the 16 th March 2010 from 10.30am to 13.30pm	10.30am to 13.30pm Parliament
19th Mar		An Introduction to Policy Analysis	The policy cycle: Policy Actors and Policy Activism Hall, C. M. <u>Tourism and Public Policy</u> (1995) Who wins and who loses? Aspects of power in tourism policy making.	
Week 4 23 th Mar	4	An Introduction to Policy Analysis	Policy Networks and Policy Communities in a Post Modern World Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney Chapt 6 Tourism Policy and Planning Processes pp 191-222	The policy cycle and policy actors, getting involved in strategic decision making in a postmodern world
26 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.	
Week 5 30 th March	5	Tourism Planning in New Zealand Guest Lecture; Julie Albrecht, Lecturer, Victoria University of Wellington, Policy, Planning, Politics and Implementation	Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney. Ch 5 Policy Instruments, Implementation and Evaluation pp157-187	Class discussion on local politics and implementation issues led by Dr Albrecht

Contemporary Issue Assignment due by 9.30am on 26th March

Good Friday 2nd April

Mid-Semester Break

Week 6 20 th Apr	6	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	What will the world look like in 2030? Strategic implications for destinations
23 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 7 27 th April	7	Tourism Planning in New Zealand Guest Speaker: Ray Salter, General Manager, Ministry of Tourism, NZ 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/	Developing a strategic plan for your destination. Hints, ideas and pitfalls for the tourism plan presentations
30 th April		Planning for Future Tourism in Wellington Guest Speaker: David Perks Chief Executive Officer Positively Wellington Tourism	Dredge, D & Jenkins, J (2007) <u>Tourism Planning and Policy</u> . Wiley, Sydney. Ch 8 Regional Tourism Policy and Planning pp265- 29	
Week 8 4 th May	8	Tourism Planning in New Zealand Guest Speaker: Mischa Mannix, Acting General Manager, Tourism New Zealand Air Transport: Key Issues for New Zealand's	Overview of Aviation in New Zealand http://www.tourismresearch.govt.nz/Data--Analysis/Tourism-Sector-Profiles/New-Zealand-Aviation-Overview-/	Class discussion Sustainable Tourism

		Tourism Industry		
7 th May		Tourism Planning in New Zealand Guest Speaker: John Moriarty, Research Fellow, Victoria University 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/	
11 th May	9	Tourism Planning in New Zealand. The Wellington Water Front Development: Issues, networks and planning	http://www.wellington.govt.nz/projects/ongoing/waterfront.html	Class debate: What is best for Wellington City
14 th May		Issues in Tourism Policy: Gaming	Zheng Gu (2006) Financial Competitiveness of Macau in Comparison with Other Gaming Destinations <i>UNLV Gaming Research & Review Journal Vol 10, No 2</i> , pp. 1-12.	
18 th May	10	Class Discussion: Gambling in Macao	Yeoman, I & The Future Foundation (2008) <i>Tomorrows Tourist</i> , Elsevier. Oxford. Pp 243-252. The Gambler in Macao	Policy Analysis Tools: Gaming
21 nd May		Guest Speaker: Martin Sullivan, Massey University The Case for Accessible Tourism	Darcy, S. (2002) Marginalised Participation: Physical Disability, High Support Needs and Tourism. <i>Journal of Hospitality and Tourism Management</i> , Vols. 9 pp 61-72.	
25 th May	11	Targeting Tomorrows Tourist From a Policy Perspective:	Darcy, S., & Dickson, T. J. (2009)A whole-of-life approach to tourism: The case for accessible tourism experiences. pp 32–44, s.l. : Journal of Hospitality and Tourism Management, Vol. 16 .	Strategic Plan Disability Tourism
28 th May		Tourism Plan Presentations / Preparation:		Tourism Plan Presentations.
		Tourism Plan Presentations:		

Destination Plan Assignment due by 9.30am on 3rd June

1st June	12	Course Review	Exam revision workshops, active learning strategies
4 th June		Examination practice, brain storming and constructing answers	

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 contemporary 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:

- **Medical Tourism**
- **Carbon Trading**
- **Aviation Policy & Australian Markets**
- **Kaitiakitanga and Manaakitanga: Bi-culturalism and our Approach to the Future**
- **Crime**
- **Australian Markets**
- **United Nations Millennium Development Goals**
- **Women Who Travel for Business**
- **The Cruise Industry**
- **Film Tourism in Wellington**

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 26th March 2010 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
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Make sure your paper is clear, concise and to the point. Think about who you are writing to. Ministers are busy people and want relevant information in bite size digestible chunks.

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 for example, a human pandemic or disabled travellers. This is **not** a marketing plan. **The topic and destination must be approved by Dr Michelle Lunn.** 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 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 final examination will be during the trimester 2 examination period: Friday 11th June – Wednesday 30th June 2010; 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

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11^h June – Wednesday 30th June 2010**

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.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/