

Victoria Management School

TOUR 250 MANAGING VISITOR IMPACTS

Trimester Two 2010

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr. Christian Schott

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Please email in advance to arrange an appointment

COURSE LECTURER

Dr. Mondher Sahli

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TUTOR

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ADMINISTRATOR

Helen Jiang

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Teaching Period: Monday 12th July – Friday 15th October 2010

Study Period: Monday 18th October – Thursday 21st October 2010

Examination Period: Friday 22nd October – Saturday 13th November 2010 (inclusive)

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e.

Friday 24 September. After that date, permission to withdraw requires the permission of the

Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

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

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Lecture Time and Location

The paper consists of both lectures and tutorials. You will have two lectures a week for a period of 12 weeks. These lectures will be supported by a total of eight tutorials (see course content).

Lectures	Time	Lecture Theatre
Tuesdays	3.40 – 4.30pm	RHLT3
Thursdays	3.40 – 4.30pm	RHLT3

Attendance at all lectures is strongly recommended. All important announcements concerning any alterations to the lecture programme and tutorials will be made in the lectures, and readings as well as tutorial handouts will be distributed there. While lecture notes will be posted on Blackboard, these notes are incomplete and require students to attend the lecture or do the suggested reading to ‘fill in the gaps’.

Tutorial timetable

Tutorial No	Tutorial Time	Days	Room
1	4.40-5.30	Tuesdays	RWW220
2	4.40-5.30	Tuesdays	RWW221
3	2.40-3.30	Thursdays	RWW221
4	4.40-5.30	Thursdays	RWW220

Tutorial Allocation Procedure

Tutorial groups will be arranged in the first lecture. Confirmation of your tutorial group will be posted on blackboard (accessible 24 hours a day) by **Thursday 15 July 4pm**. If you have any problems with your tutorial group allocation, please contact the course co-ordinator (Christian).

In week 7 we will conduct a site visit to a Wellington business instead of a room-based tutorial. This site visit will last approximately one hour and provide you with a better understanding of the realities of visitor impact management at the micro level (tourism business level). Please allow some flexibility in terms of the start and end time of this ‘off-site tutorial’.

Attendance at tutorials and active involvement in discussions are an important component of the course. If you do not attend at least 7 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances (to be determined by the course coordinator).

It is a tutorial requirement:

- for every students to have read any tutorial reading prior to attending the tutorial
- for any questions or exercises to be answered prior to attending the tutorial

Fieldtrip

In addition to the accommodation site visit that takes place during the tutorials in week 7 (micro level perspective), the course also incorporates a day-long fieldtrip to Matiu/Somes Island in Wellington Harbour. The purpose of this trip is to illustrate some of the complexities and realities of visitor impact management at the macro scale by examining the whole island rather than an individual tourism business.

Date: Saturday 31 July, 7, or 14 August (dates to be confirmed); if bad weather it is on Sunday

Time: to be confirmed in consultation with DoC (will be back at Queen’s Warf by 5pm at latest)

Clothing: Warm, wind and shower proof

Why: it will be very interesting & a whole lot of fun! (it is also a compulsory part of the course)

Please ensure that you keep this week-end free of any day time commitments as this fieldtrip constitutes an integral (and compulsory) part of the course. Further details about this fieldtrip will be provided during the first weeks of the course.

Course Content

“If tourism is to continue to provide wealth to the country and at the same time sustain the environmental, cultural, social and economic values that are the basis of New Zealand’s tourism product, the effects associated with the sector must be identified and understood. Their acceptability to the wider community must be ensured. The mechanisms and systems for managing those effects must be examined to ensure that they are protecting the interest of New Zealanders and their environment.”

Source: Report to the Parliamentary Commissioner for the Environment ‘*Management of the Environmental Effects Associated with the Tourism Sector*’ (1997:1)

Impact management is the tool and term used to assess and improve policies, plans, or projects, to inform decision-making, and to understand and manage the effects of social, cultural, environmental and economic change. This process comprises two key activities: (i) understanding the wide-ranging impacts triggered by tourism activity now and in the future and (ii) managing the impacts created by tourism activity - now and in anticipation of future impacts.

In this course we will look at the types of effects or impacts tourism can have on an ‘environment’ (any scale of physical environment, as well as any socio-cultural and economic environment), and at the ways in which impacts can be anticipated and managed. We recognize that the tourism sector is complex, but so are the many ecological systems on which the industry depends and the communities with which the industry interacts and is often intertwined. The challenge we will face in this course is how you, as a ‘tourism manager of tomorrow’, will manage the impacts of tourism so that the industry can continue to meet people’s experiential and recreational needs while at the same time sustaining and even enhancing the communities and ecosystems that act as hosts.

Course Mission and Delivery

While aspects of sustainability are included in other parts of the BTM, developing a comprehensive understanding of: the topic of tourism impacts, the important concept of sustainability, the diverse range of tourism impacts, as well as to discuss management solutions, is the central thrust of TOUR250 ‘Managing Visitor Impacts’. The course uses a method of delivery specifically designed to maximise your engagement in the topic and teaching/learning style. Specifically, the course makes use of a variety of different media (text based, visual, audio, interactive) and learning environments (lecture theatres, tutorial rooms, a tourism business, and a DoC-managed island) to deliver content and learning outcomes.

The course additionally seeks to apply the concept of sustainability to its content and delivery; ‘walking the talk’ if you like. Part of this mission is the intention to cultivate a sense of ‘inclusion’ by broadening your knowledge base (topic-specific as well as cultural and geographical). To achieve this we will take a virtual journey to a different country of the world at the beginning of each lecture and present a brief but comprehensive case-study of the country. I hope that you will enjoy the many virtual journeys that we will take together!

At its core the course seeks to embody five values-based principles as formulated and promoted by the international Tourism Education Futures Initiative (TEFI):

- Ethics,
- Stewardship,
- Knowledge,
- Professionalism and
- Mutuality.

Week	Dates (Tues & Thurs)	Lecture (3.40-4.30pm RHLT3)	Tutorial (for time and room see lists)
1	13 July	Introduction to Visitor Impact Management & Sustainable Development in Tourism	No Tutorial
	15 July		
2	20 July	Global Environmental Issues	A multimedia based introduction: The need for tourism impact management
	22 July		
3	27 July	Tourism impacts on the natural (land) environment and their management	Multimedia exercise: deepening understanding of environmental impacts
	29 July		
4	3 August	Tourism impacts on the rural environment and a key tool for their management	Case studies: Briefing and exercise start
	5 August		
<i>11 August 10am</i>		Tourism Impacts on urban Environments and their Management Tourism Impacts on urban Environments	<i>Wiki submission deadline</i>
5	10 August		Continue group work on case studies
	12 August		
6	17 August		Economic Impacts of Tourism: an introduction
	19 August		
<i>Study Break!</i>			
7	7 September	Economic Impacts of Tourism: their measurement and management	Site visit: Wellington YHA
	9 September		
8	14 September	Exercises: Exploring economic impacts	
	16 September		
9	21 September	Tourism impacts on the Marine Environment and their management	No tutorial
	23 September		
10	28 September	Social and Cultural Impacts of Tourism and their management	No tutorial
	30 September		
<i>30 September noon</i>		Social and Cultural Impacts of Tourism and their management	<i>Report submission deadline</i>
11	5 October		Debate: Ethics and Tourism
	7 October		
12	12 October	Case-study of tourism in Fiji: integrating Central Concepts and Approaches	No tutorial
	14 October	Prize presentation, Course Review and Exam Prep	

BTM 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 organisations, 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

This course aims to encourage you to think critically about tourism and common industry practices. In order to foster a greater awareness of the diverse impacts (positive & negative) triggered by tourism the course:

- ✓ challenges students to examine the wide-ranging and complex impacts that visitors and tourists may have.
- ✓ proposes a framework for the study and management of visitor impacts
- ✓ presents and examines a range of impact assessment and management techniques in relation to different types of impacts (economic, environmental and socio-cultural)
- ✓ illustrates and examines cases exhibiting 'good' practice as well as 'bad' practice
- ✓ presents different perspectives on tourism and its impacts; cultural as well as by different stakeholders
- ✓ raises awareness of tourism and its impact in a variety of countries across the globe

Course-Related Student Learning Objectives and Skills

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

1. identify and measure selected costs as well as benefits triggered by tourism (economic, environmental and socio-cultural)
2. critically examine the complex nature of tourism impacts (spatial, temporal and secondary considerations)
3. explain and critically assess a range of prominent impact assessment and management techniques used in tourism
4. discuss selected countries and their tourism industry with great insight and increased knowledge
5. demonstrate improved group work and communication skills

The course will challenge you in order to support your development of these skills: in tutorials, lectures, as well as assignments. Attendance at both lectures and tutorials, then, is in your best interest as they are devised to complement each other and because they both play an essential role in preparing you for the various assessments (including the final exam). The course also aims to further stimulate your interest and broaden your understanding of sustainable development by inviting guest lecturers, going on fieldtrips and making frequent use of case studies. Current affairs and global tourism news will also be included in both tutorials and lectures to support specific themes.

Skills 1 and 2 will be assessed by the report. The wiki will assess Skills 1, 2 and 5. Skills 4 and 5 will be fostered in a number of contexts in the course and appraised during the tutorial presentation, while the final examination will assess skills 1, 2, and 3.

Expected Workload

Students can expect the workload to be approximately 13 hours per week (20 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Group Work

This course contains two pieces of group work. The first consists of a group task, but is assessed based on individual performance. While the second is a group task that incorporates group assessment.

Readings and Resources

There is no core text to accompany this course, but the following resources are useful. Additionally, selected reading material will be distributed or advised during the course.

These books are useful resources on impact management and sustainable tourism:

Becken, S., & J.E. Hay (2007). *Tourism and Climate Change: Risks and Opportunities*. Clevedon: Channel View Publications.

Buckley, R., ed. (2004). *Environmental Impacts of Ecotourism*. Wallingford: CABI Publishing.

Coccosis, H., & P. Nijkamp, eds (1995). *Sustainable Tourism Development*. Aldershot: Avebury.

Dwyer, L., & P. Forsyth (2006). *International Handbook on the Economics of Tourism*. Cheltenham: Elgar.

Font, X., & R.C. Buckley (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Tourism*. Oxon: CABI.

Hall, C.M., & M.E. Johnston (1995). *Polar Tourism: Tourism in the Arctic and Antarctic Regions*. Chichester: Wiley.

- Hall, C.M. (2000). *Tourism Planning: Policies, Processes and Relationships*. Harlow: Prentice-Hall.
- Holden, A. (2000). *Environment and Tourism*. London: Routledge.
- Mak, J. (2004). *Tourism and the Economy: Understanding the Economics of Tourism*. Honolulu: University of Hawai'i Press.
- Mason, P. (2003). *Tourism Impacts, Planning and Management*. Oxford: Elsevier Butterworth-Heinemann.
- Mathieson, A., & G. Wall (1982). *Tourism – Economic, Physical and Social Impacts*. Harlow: Longman Group Ltd.
- Middleton, V.T.C., & R. Hawkins (1998). *Sustainable Tourism: a Marketing Perspective*. Oxford: Butterworth – Heinemann.
- Miller, G., & L. Twining-Ward (2005). *Monitoring for a Sustainable Tourism Transition: the Challenge of Developing and Using Indicators*. Wallingford: CABI Publishing.
- Mowforth, M., & I. Munt (2003). *Tourism and Sustainability: Development and New Tourism in the Third World*. London: Routledge.
- Orams, M. (1999). *Marine Tourism: Developments, Impacts and Management*. London: Routledge.
- Page, S. J. and Hall, C.M. (2003). *Managing Urban Tourism*. Harlow: Pearson Education.
- Robinson, M., & P. Boniface (1999). *Tourism and Cultural Conflicts*. Wallingford: CABI.
- Snyder, J.M., & B. Stonehouse, eds. (2007). *Prospects for Polar Tourism*. Wallingford: CABI.
- Swarbrooke, J. (1999). *Sustainable Tourism Management*. Wallingford: CABI.
- Tribe, J. (2005). *The Economics of Recreation, Leisure and Tourism*. Oxford: Elsevier.
- Wall, G., & A. Mathieson (2006). *Tourism: Change, Impacts and Opportunities*. Harlow: Pearson Education.
- Wearing, S., & J. Neil (1999). *Ecotourism: Impacts, Potentials and Possibilities*. Oxford: Butterworth-Heinemann.

These are general Tourism Management books that contain some material on impact management:

- Cooper, C.; Fletcher, J.; Fyall, A.; Gilbert, D., & Wanhill, S. (2005). *Tourism: Principles and Practice 3rd edition*. Harlow: Pearson Education (2nd edition similar and also useful).
- Weaver, D., & L. Lawton (2006). *Tourism Management 3rd edition*. Brisbane: Wiley. (1st and 2nd editions are also useful)
- Collier, A. (2006). *Principles of Tourism: A New Zealand Perspective 7th edition*. Auckland: Pearson Education. (previous editions similar and also very useful)
- Page, S.J., & J. Connell (2006). *Tourism: a Modern Synthesis 2nd edition*. London: Thompson Learning. (1st edition also useful)

In terms of scholarly journals, the greatest amount of material on sustainable tourism and impacts of tourism is published in: *Journal of Sustainable Tourism* and *Journal of Ecotourism* (both shelved on level 3 in the Central Library). However, good articles on the topic also appear in other journals such as *Tourism in Marine Environments*, *Tourism Management*, etc; it is always good to search databases with keywords (such as environmental impacts) rather than browse through specific journals.

Informative and useful websites for subject-related initiatives and projects are:

- Ministry of Tourism: <http://www.tourism.govt.nz/>
- Ministry for the Environment: <http://www.mfe.govt.nz/>
- Department of Conservation: <http://www.doc.govt.nz/>
- Tourism Concern (NGO): <http://www.tourismconcern.org.uk/>
- United Nations Environment Program: <http://www.unep.org/>

Assessment

Assessment Type	Weighting	Submission Date
Wiki and a Reflective Report	15%	Wednesday 11 August at 10am
Tutorial Exercise	5%	Presentation assessment in Week 6 tutorials
Report	30%	30 September at noon (12 o'clock)
Final Exam	50%	to be announced at later date

Assessment 1 – Wiki and Reflective Report (Group exercise with individual assessment)

As a member of a group you will work on a wiki on a topic that is core to the concept of impact management. In addition to the wiki for which you will be assessed on your individual contribution you will be asked to write a reflective report about the task. More information about this task and assessment will be provided in Week 2.

Wiki submission deadline: 11 August (10am)

Assessment 2 – Tutorial Exercise (Group exercise with group assessment)

This exercise encourages you to develop your problem solving skills and to think about tourism in an interrelated manner. For this tutorial exercise you are a member of a team of sustainable tourism experts that has been hired to develop a sustainable development plan for one of two tourist destinations. More information will follow in tutorials.

Assessment 3 – Report (Individual)

This task will require you to apply your knowledge of impact management and sustainable tourism to the development of a backpackers (hostel). For this assessment you will act as a tourism consultant and produce a report with recommendations on how to implement the principles of sustainability in this development. In doing so you will have to satisfy a number of criteria but are encouraged to approach these criteria, and the assessment as a whole, with a strong element of creativity. Details and more specific assignment guidance will be provided in week 6.

An industry-sponsored prize will be awarded to the best report!!!

Word length: 3000 words

Submission deadline: 30 September (noon)

Final Examination

The final examination for this course will be scheduled at some time during the period **Friday 22nd October – Saturday 13th November 2010 (inclusive)**. In addition to assessing your understanding of specific issues and concepts covered by the course, the exam is also designed to gauge your comprehension of interrelated concepts and the course as a whole.

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

Assessment Criteria

In order to make TOUR250 assignment expectations transparent to you (which are developed with the intention of preparing you for the more rigorous criteria of a 300 level course and ultimately the real world!) please read the following advice on assessment criteria carefully:

The report has to stay within 10% of the indicated word length, be fully referenced as well as formatted in line with the *Guide for Tourism Management Courses*, and include – where appropriate – illustrations or data tables. Evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively will have a bearing on the mark assigned to the work.

Please be aware that we cannot accept work submitted by email or fax and that you are expected to always keep an electronic copy of your work. For detailed guidance on referencing, essay format and other useful information please consult the *Guide for Tourism Management Courses*.

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.

Penalties - for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. 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. **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to the course co-ordinator, providing documentary evidence of the reasons of their circumstances.

All such applications must be made before the deadline and be accompanied by documentary evidence, eg a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students should make contact with the course co-ordinator by email or telephone as soon as possible, and make application for waiver of a penalty as soon as practicable.
- (v) **Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.** The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

Please submit late assignments to Helen Jiang (Rutherford House, Room 927, telephone: 463 5720).

Mandatory course requirements

To fulfil the mandatory requirements for this course you must:

1. Attend at least seven tutorials
2. Visit Matiu/Somes Island on a visitor impact management fieldtrip
3. Submit all assessments
4. Obtain at least 40% in the final exam

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 (1) on Blackboard and (2) on the notice boards situated on the mezzanine floor and the 9th floor of Rutherford House. 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.

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.

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
MGMT300_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 lecture. The person's name and contact details will be available to VUWSA, the Course Coordinator and the class (via Blackboard). 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/